

Shannon Meat GAZETTE



Vol. 8 No. 3

April/May 1983

Tel. (069) 64111 or (061) 40700.



Photographed outside the premises after David Taylor (centre) became all-Ireland Cross Country Champion are Tom and Michael O'Shaughnessy, Abbeylands, Rathkeale.

ADVERTISING CAMPAIGN

From the 18th. April to the latter end of May, Shannon Meat Limited will be seen and heard on the Radio and Television, at regular intervals, daily.

An intensive advertising campaign is being drawn up, presently, by the Marketing Section under the auspices of Marketing Manager, Matt O'Doherty.

Matt informs us that this campaign "is part of the continuing expansion in down-stream processing." It coincides with the introduction of retail size goods under 'Shannon Brand' now being launched on to the market.

These retail goods come in cans of 15 ozs., and are:

Corned Beef
Beef Curry
Steak and Kidney Pie
Steak and Kidney in Gravy

There is also a 7½oz. Corned Beef.

The objectives of conducting this advertising campaign through the mediums of Television and Radio are to quote, Matt - "Firstly, to make the nation aware of our type products. To emphasise to the

public at large that we are Irish.

To convert consumers and retailers to Shannon canned products at this point in time.

Furthermore, taking into account such factors as economic depression, continuing growth of unemployment, difficulties of many variances in the agri-business a Company like Shannon Meat Limited must, primarily secure a sound basis and from there expand."

Achieving this paramount task requires an amount of effort, work, resources and finance.

The campaign will include coverage on Radio I and II and similarly Television Channels I and II. On the Radio a very pleasant country music type jingle can be heard and on the 'small box' a slide projection of the various products can be seen.

Indeed, this is a historical landmark in the life of the Company. All staff members can take pride in the satisfaction that this firm has advanced to such a level. This present state, we hope will be a springboard for further success.

WHITHER THE FOOD PROCESSING INDUSTRY?

By M.F. Cowhey
Managing Director

In recent years, the Irish Food Processing Industry has been shaken out of its complacency, if not to its foundations, on the home market base, by competition from all over the developed world. In addition to the long standing barrage of tomatoes from Holland and the Canary Islands, we now import fresh salad products, such as cucumber, lettuce, etc. from Israel and California, potatoes from Holland, Cyprus and the Channel Islands, frozen potato chips from the U.K. and Europe.

In more sophisticated lines, we have a flood of biscuits, jams, diet foods and a huge selection of dairy products from the U.K., France, Germany, Belgium, Italy, etc. Our competition in convenience foods with a meat ingredient comes almost entirely from the U.K. On Irish shop shelves can be seen U.K. canned meats or Irish brands which have been packed in the U.K., frozen beefburgers and Belgian pates, etc. All this competition must be lived with as Ireland is dependant on exports for its survival as an independent entity.

However, more DISCRIMINATORY shopping by Irish housewives would help the employment situation immensely. There is little point in looking at a penny or twopence pricewise if your purchase is pushing your neighbours, or your own son towards the dole queue. Shoppers should also note the quality of these meat based products compared with the home article. A recent study in the U.K. showed up the remarkable fact that if each family in the U.K. spent £20 a week more on U.K. products over a period of thirteen years, a million jobs would be created. If applied in scale, it would certainly produce remarkable results in our own country.

Several reasons have been advanced for the failure of the Irish Food Industry to become a dynamic exporting sector. A number of schemes have been suggested towards making an effort to accomplish this purpose. As far as the beef sector is concerned, there are very many reasons which have inhibited such export growth and even reduced some product exports. Before I list what I consider the major reasons for such non growth, I would like to reiterate that I firmly believe that the price support for the farmer and the farmer producer within the E.E.C. is vital to the prosperity of both the farmer and our country. However, I believe most strongly that the existing price supports such as intervention and export refunds are crazy in a European context and that a variable premium or deficiency system is the correct system for

Ireland. If ever proof was needed of this, look at how well the U.K. farmer is doing. The argument that it is too costly does not hold candlelight when one sees where the existing support systems are leading us.

The following, not necessarily listed in priority, are the principal obstacles to a thriving food export sector in meat based products:

1. Irish Beef is pricing itself out of the E.E.C. markets.
2. The meat and food processors including the slaughter houses, not being able to trade freely in the E.E.C. viz. the import of all kinds of beef sides, quarters, etc. and free trading in beef with all our European partners.
3. Too many diverse elements in the support establishment.
4. Attitudes in the establishment (I include the larger Trade Unions as part of the establishment).

The hazy knowledge in the establishment of what the food industry is about, gained probably from a visit to a Food Fair or two abroad contrasts with the tremendous "with it" attitude in the Denmark of one hundred years ago or in France for the past 5 years.

The attitude to investment is childish. There seems little realization that the wherewithall for investment comes from one of two sources, profits or taxation. In this grossly overtaxed country, untaxed profits controlled towards investment are the obvious way ahead.

Just as important is the necessity for encouragement and sympathy from the establishment to proprietors and managers in the food industry in the various problems they face on the export scene. I must stress the word encouragement. One sometimes gets a feeling that the attitude is much too lackadaisical, a feeling of always being confronted by an over fragmentation and a lack of conviction and belief in the effort.

In the present state of the country we need some new spark. Look at what local communities are doing, even in our own community. Look at the marvelous patriotism of its leaders and the consequential results. It is vital that we insist on the same patriotism from our politicians and the establishment. This is no time for the I am all right Jacks, or position, or job seekers. Again we repeat, our country badly needs the same patriotic effort from politicians and the establishment as is being shown by our local community leaders.



The President Dr. Patrick Hillary, shakes hands with part-time fireman and Shannon Meat employee, Pat Costelloe, also in picture are Edmund Dollery and Liam Woulfe.

'MARKETING' A NECESSITY FOR SURVIVAL

By Matt O'Doherty, M.M.I.I.
Marketing Manager, Shannon Meat Ltd.



Matt O'Doherty, Marketing Manager.

The days when you only had to produce something and somebody always wanted to buy it are gone. No longer do we have a sellers market. It is just not good enough to get involved in production, without having an understanding of the market, what it prefers, the quantity it may request or the price it may be prepared to pay for your products.

This is the information that is now vital for every Company, that is, if it wishes to stay in business. Business is no longer easy and that is a fact. The recession is creating havoc worldwide, in our country, in our very own city.

Development

It saddens me to think back at the disappearance of most of our old Limerick industries. The unwillingness to change, or the delay in accepting change by management and worker alike. Nothing stands still, we must continue to develop or die. We must do all that we can to compete. One of the most important things we must do is accept and make sure that a "Marketing Concept" is adopted within as many companies as possible.

Difficult Decade

In a recent edition of the

Economist, it suggested that during the recession, weak demand, high interest rates, competition that cuts the throat of the unimaginative may become the normal course of business for the rest of this decade. The advice it gave was to make marketing a priority. Mr. Laurence Crowley last year suggested that marketing failure was the single biggest cause of business failure in Ireland. Last June Mr. Desmond O'Malley, then Minister for Trade, stated that he was critical of industry for not adopting a thorough and professional marketing approach in conducting its business.

Marketing Concept

I would not like you to get the impression that with a marketing approach to your business that success is assured, that is not the case.

However, it now appears that without it, continued success is most unlikely. In this area there is ample scope to learn more about marketing. We are fortunate to have the School of Management in O'Connell Street, where they conduct marketing courses, and we have N.I.H.E. where we have excellent marketing courses.

The Marketing Institute runs seminars during the year, and it is hoped to broaden these activities soon. So, if you have the will to learn the way is provided.

The need to understand marketing as a business tool and as a management discipline was never more needed than now. Without it there is no tomorrow for some of us.

Post Script:

Matt is this year's Chairman of the very active and progressive Mid-West Branch of the Marketing Institute of Ireland.

LIVESTOCK TOPICS

C.A.P.; A Review

By Donie Donovan
Livestock Procurement Manager

We have been members of the European Common Market for ten years in which we have seen great changes. A common Agriculture Policy was the most important aspect of our membership, it was well intended. It had the idea of supporting farm incomes. The policy was good but it had no plan either long term or short term. The Commission made up the rules as it went along, scrapped some and added more and finally it runs out of cash.

One aspect of the C.A.P. which is difficult to understand is why are Britain eligible for enormous Third Country refunds on beef and it a large importer of beef. To quote from an English weekly, shown under the heading "Imports." "Next week there are two vessels scheduled to arrive in The United Kingdom. They are carrying 16,038 tonnes of frozen product from New Zealand and both vessels are due in the port of London. In the week following, one further vessel is scheduled to arrive. It is carrying Australian products." Why go to the trouble to print such details and be vague about the

contents of the vessel.

It is difficult to see the C.A.P. ever working smoothly until there is a common currency in all member states.

From a total analysis of 6,240 calves, one to four weeks old sold in eight centres in Britian on Week Ending 19th. March, averaged £75.09 per head. The average price from the same centres on the week ending 28th. January for a total of 5,570 was £81.19 (Sterling). Both weeks had a 10% continental mix. At the other end of the English market finished heavy steers were averaging £47.38 per cwt. plus variable premium £5.46 per cwt. equal to £52.84 sterling = £58.70 IR£. At present prices, finished beef is making £57.00 per cwt. at home.

Taking into account the distance from the market, the Irish price for finished animal compares favourably with the English price.

The English farmer is claiming he has inadequate return from livestock farming so where does this leave the Irish feeder. Currently the interest charges in England are 10½% as compared with 18% here.



On the 2nd. February North Kerry Macra-na-Feirme held a stock judging show at Shannon Meat Ltd. Photographed outside the company's premises are Tim Joe Cahill, Causeway, Billy King, Causeway, Tom Kelleher, Kerry County Development Officer, Bill Joe Leen, Causeway, John Cribbin, Causeway and Sylvester Carroll, Causeway.

WINDOW TO THE PAST



WINDOW TO THE PAST Star Athletes of 1958. Back Row: (l to r) Michael Meehan, Sidney Cliff, Terry O'Connor, John O'Shea, Tom Markham & Mike Walsh. Front Row: Pat Costelloe, Michael McNamara, Rev. Fr. Enright, C.C., Rev. Canon Carroll, P.P., Donie Harnett & Meehan.



Michael Brosnan and Noel Stack of Moyvane attended the North Kerry Macra-na-Feirme stock judging at Shannon Meat Ltd.

UNION NEWS

Following the Annual General Meeting of the Shannon Meat Branch of the Irish Transport and General Workers Union, officers for the forthcoming term are:-

Chairman Liam Hanley
Vice-Chairman Michael McNamara
Secretary James Cavanagh

Departmental Shop Stewards:

Boning Maurice Sheehan
 Joe Lynch
Slaughter Line Gerald Enright
Cannery Teresa Lynch
Home Sales Tom White
Loading Pat Madigan
Freezers Dick Sheehy

The elected committee is one of immense experience and knowledge on the legislative and practical aspects on the complex topic of Industrial Relations.

Liam Hanley returns to the 'chair' after an absence of one year (states he was taking a rest). He is joined on the committee by two ex-chairmen - Michael McNamara and Pat Madigan.

With the exception of the Cannery's Teresa Lynch, all the other stewards are at least serving their second period of office.

Judging by the esteemed body of officials elected, the staff of Shannon Meat Limited have manifested profoundly their sincerity in continuance of the very healthy industrial relations climate which this Company proudly boasts, (long may it live) despite the prevailing adverse time with which we live in.



James Cavanagh of Adare is the new section secretary of the ITGWU.

SYMPATHY

Sympathy is extended to retired staff member Jack Buston on the recent death of his wife Margaret late of Ballykenry, Ardagh.

Condolences are extended to Michael Shiels [Offals Department] whose mother, Bridget, was laid to rest, lately, also to other members of the Shiels family.

To other staff members or associated members who had bereavements lately, we offer our sincere sympathies.

LAST THINGS FIRST

ORDINARILY the best and safest way to learn a job is from beginning to end.

But if operating a machine is going to be your job, learn how to stop it before you learn how to start it.

If something goes wrong you'll know how to stop it in time to avoid an accident.

THOMAS O'CONNELL - AN APPRECIATION



The late Tom O'Connell (left) photographed with son, John, Slaughter Hall Supervisor.

On the sixth of March this year one of our retired staff, Thomas O'Connell passed to his eternal reward. Tom worked with us when the company was in its infancy, having joined in 1954 and was remembered by those who worked with him as a jovial, good humoured, but above all a very hard and diligent member of the abattoir staff.

Tom was a native son of Ballingarry. Born in October, 1895, his familiar presence in the town of Ballingarry stretches back many generations. A member of a family of five sisters and two brothers, Tom entered the family trade of butchering at an early age. His brother, Michael, is presently a butcher in Ballingarry.

During the War of Independence, he was attached to the West Limerick Brigade Old I.R.A. and served his country in that vital and historic time for our nation. He spent a considerable time on-the-run from the British forces of occupation.

Tom married Anna Maloney from Abbeyfeale and they had two children, John and Anne. John is at present living in the old home town

of Ballingarry and is the very popular supervisor of the abattoir in Shannon Meat Limited. Anne is married to Dr. Gerry Maloney, a native of Cork and now resides in England.

After his marriage, Tom moved to Dublin and eventually returned to Ballingarry to carry on his trade as a butcher. He retired from Shannon Meat in 1961 and always enjoyed the retired staff party organised by the social committee. He never left down the party for a song and even though he was over 80 years he amazed us with his fine distinct tenor voice. He spent his days of retirement in his garden and was an avid walker for which he was a noted figure around Ballingarry town and its environs.

His remains were removed from his home at Knight Street on March 6th. and burial took place on the following day with military honours. The old soldier, colleague, wit and friend was laid to rest in his native town. To his son, John and daughter, Ann, daughter-in-law, Sheila (formerly O'Carroll), grandchildren, sisters and brother we convey our sympathy.

Solas na bhFlaitheas do Anam
 D. Neville.

SHANNON MEAT STAFF SOCIAL COMMITTEE

The Annual General Meeting of the Staff Social Committee took place on the 25th. February. The following officers were elected for the next twelve months.

President Patrick Lynch
Chairman Donie McEnery
Vice-Chairman Batty Collins
Secretary Pat Coleman
Joint Treasurers Seamus Kennedy and Maureen Curtin.

Committee: Liam Ahern, Dan Neville, Michael Guiney, Michael O'Neill, Patsy Madigan, Larry Kelly, Michael Dunne, Pa Guinane and Christy Jones.

The Committee decided to have the Retired Staff Party at Rathkeale House Hotel. This took place on Friday, 18th. March and was a big success. The Committee are presently reviewing the options for a function in November and as soon as any developments take place we hope to bring you the details.

I would like to wish the new officers, many of them getting involved at this level for the first time, every success and may the Social Committee go from strength to strength.

D. Neville.



Donie McEnery, incoming chairman Staff Social Committee with Pa Coleman incoming secretary and Liam Ahern former chairman.

ATHLETICS

The All-Ireland Cross-Country Championships proved to be an outstanding success when held in Rathkeale on 29th. February inst. It was the iniation of Seamus Cawley (Canning Department) that brought this to our venue.

Everything from the intensive perparations to the climax of a very fine senior mens' race were professionally executed.

Both officials and athletes alike, were full of praise for the community in general and the quality of their organising ability in contributing to the success of one of the major occassions on the Irish sporting calendar.

Shannon Meat Limited were very much involved as were many of the staff.

We quote from Cormac Liddy of the Limerick Leader on Saturday, February 26th. -

"Support from the local traders and business establishments has been outstanding. Shannon Meat, for instance, have made available their dressing rooms and showers, as well as car parking for the athletes."

He continues -

"B.L.E. is indebted to the support given by Maurice F. Cowhey, Managing Director, John Mulcahy, Plant Manager and Dan Neville, Personnel Manager. Other members of the staff involved in the organisation include - Sean Harnett, Seamus Cawley, Miko Dunne, Anthony Woulfe, Liam Hanley, Patch Markham, Denis Kenneally, Tom O'Shaughnessy, P. Harnett, Tom White, Angela Power, Teresa Lynch, Pat Costelloe and Willie Costelloe."

Heroes of the day were Dubliner, David Taylor, who won the senior title, and the community of Rathkeale who showed to a watching nation the marvelous fellowship and spirit which can be found at local level.

DIM WIT

- * The man of business reads of skill, and of knowledge, and of triumph, and taking lessons of the past he is made the more successful business man of the present.
- * If you lie down, the world will go out of its way to drive over you; but if you stand up and look severe it will give you half the road at least.
- * It is true that a man can ask more than he gave, and one who cannot take orders is not to be trusted to give them.
- * It is a good thing to learn at the very outset of life not to play with the spoon before you take the medicine.
- * I agree with you that debt is just like any other kind of trap; it is easy to get into, but hard to get out of.
- * One night he dreamed he was dead the heat woke him up.
- * He'll never get dizzy from doing a good turn.
- * He once had a fight with a woman, and he would have won if she hadn't struck back with her crutches.

PROFILE



Donie Hourigan at home with his wife Mary and daughters Sharon and Elaine and baby son, Donal.

Donie Hourigan was born in Doonbeirne, Ballingarry in 1945. Doonbeirne is at the western side of Ballingarry and is near Clouncagh. His father, Daniel Hourigan was very well known in G.A.A. circles. He coached many Ballingarry hurling teams down the years, and was very active in the activities of the G.A.A. until his death in 1978. Ballingarry won several western finals in junior hurling, under the leadership of this great man.

Youthful memories - Donie remembers that there were always hurling matches on. It did not matter if it was a tournament or a junior match, or a Munster Final, wherever hurling was played Donie and his father would be there. Donie's mother, hails from Borrignone, Robertstown, Co. Limerick. Her house in fact was situated where the Aughinish Alumina Plant is to-day. She is a first cousin to Jackie Power the great Limerick hurler and this also explains why Donie has such a keen interest in Kerry's football team, and was very disappointed that they could not pull off the five in a row, although he is very optimistic that they will be back fighting harder than ever this year. He has one brother Eamonn who is in England for the past twenty years and one sister Mary who is married in Dublin.

His first step inside the doors of Shannon Meat was as far back as 1963. He came in as a trimmer in the old Boning Room, aged eighteen years. Due to seasonal factors Donie was only employed as a trimmer for eight weeks. Donie set out job hunting again and got employment with the Limerick County Council where he was Foreman in the Kilfinny area for ten years. He applied successfully for a job in Castlemahon in the Cold Store and Despatch Section and worked there from 1973 to 1979.

Site

In the meantime Donie had acquired a site from Shannon Meat Limited and next door to his father-in-law. He decided to apply for a job with the Company to cut down in travelling expenses. Donie started working for the second time in Shannon Meat in 1979.

He worked in the Slaughter Line from 1979 to May, 1982. In May, 1982 he was transferred to the Canteen, as Canteen Operator and holds this job to the present day. Donie remembers the great change he saw in Shannon Meat in 1979, to that of 1963. There was a different Cannery, the old Boning Room where he worked gone and replaced by line system and a completely different Slaughtering arrangements.

His wife is former Mary Dalton who is an ex employee of Shannon Meat. She is a daughter of Jim Dalton who works in the Slaughter Line. They reside to-day in their new house at Holy Cross, Rathkeale. They have three children - Sharon aged 7, presently attending the Convent School in Rathkeale, Elaine aged 4 and Donal junior aged 2 years in May.

School

Donie attended the Ballingarry National School and also attended St. Joseph's Secondary School in Ballingarry which incidentally is closed down and amalgamated with the Secondary School in Rathkeale. Donie remembers the education to be very strict and tough, but on reflection now feels that the standard to be achieved at Primary level was much higher than than primary level now.

His job at school was made that much easier because Donie joined the Library and used to read regularly. He admits to-day that he does not read all that much except a few novels and various news items. His other great interest was going around touring Ireland, and getting to see various old castles, churches etc., and various scenic places throughout the country. He recalls touring Ireland from coast to coast in a Morris Minor and putting 44,000 miles on the clock in two years without one bit of trouble form the old banger. That was back in 1972 when petrol was cheap and cars a bit noisy and rocky, but no one cared.

In conclusion we would like to wish Donie many more years of happiness in Shannon Meat. To his wife, Mary and children, Sharon, Elaine and Donal many years of health and prosperity.

ON THE MOVE



Daniel McCoy (above) has recently joined the Retort crew where he will team up with Liam Hanley, Joe Morrissey and Sean Condon.

Dan was born on the 25th. April, 1961 in the vicinity of Adare. What a peculiar place to be born you may ask yourself. Well! as many of our readers know Dan is always in a hurry as is evidenced by the manner with which he moves along in his high powered motor-bike.

Fast though he goes on his bike, he was never more in a rush than on the day he was born when he couldn't wait to get to the Regional Maternity and surprised his poor mother on the way to her destination.

He comes from a family of seventeen, eleven boys and six girls. I suggested to him they would make a fine soccer team, but he himself debated they would make a finer rugby team with the girls thrown in. I don't know whether he is serious or whether he is trying to frighten men-folk away from his sisters.

'Dad and Mam' are namely Thomas and Katherine. Thomas being a retired building labourer.

The McCoy's reside in the Old

Mill, Newcastle West. Dan however, lives in Carrickerry with his uncle Patrick McCoy. The intention being that Dan would look after his relation, although Dan says, thoughtfully, 'maybe he looks after me.'

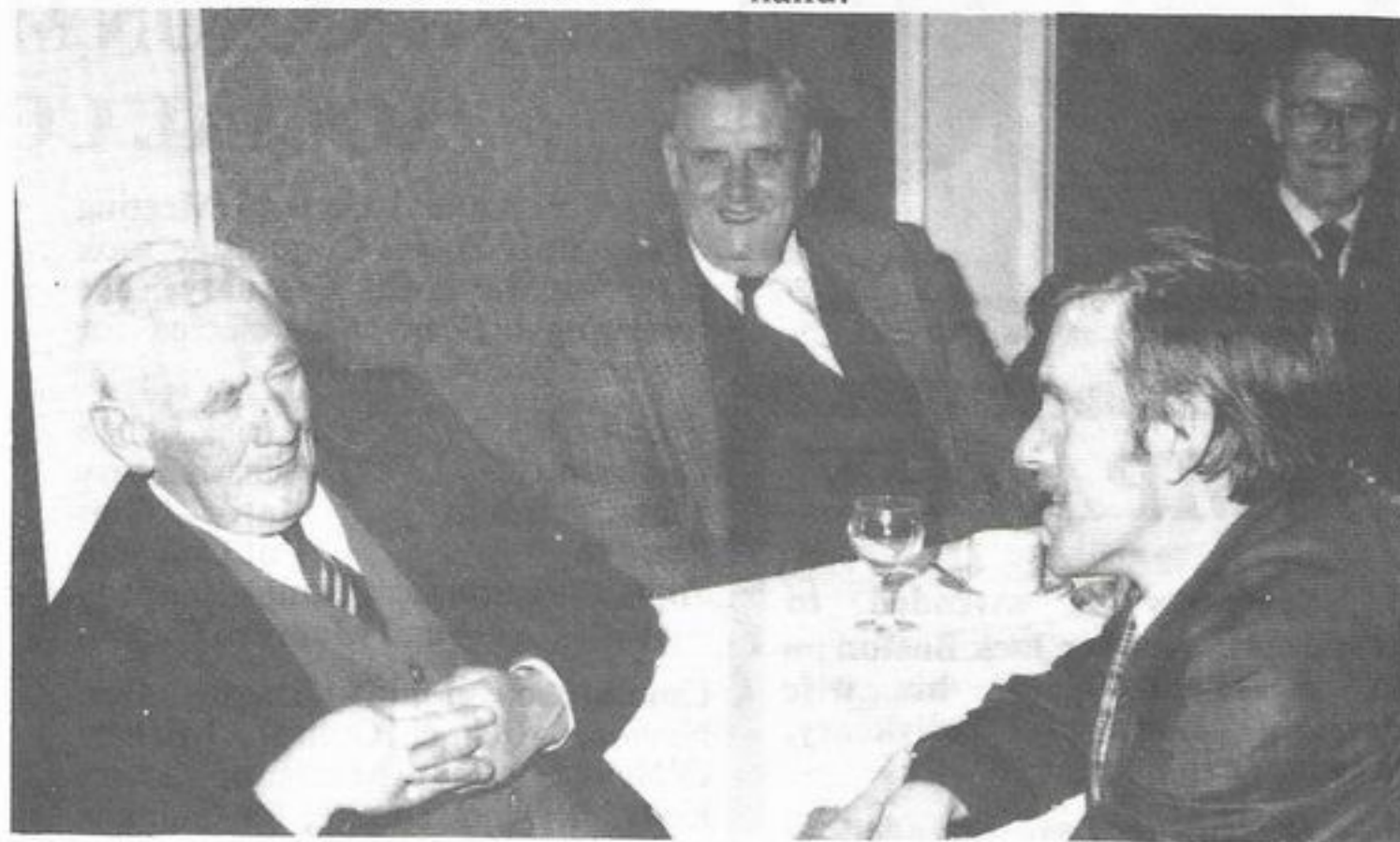
Ballyloughane National School was his second hunting ground for knowledge (home being the first). On the closure of this School he transferred to neighbouring Ardagh. He concluded his formal education at St. Ita's Secondary School, Newcastle West.

Immediately on leaving school, in July, 1978, he joined Shannon Meat Limited. His brothers, Bernard and Gerry, both former employees, highly recommended the place to their younger brother. Dan commenced in the Boning Hall and shortly afterwards moved to the Slaughter Hall where he was a most proficient operative.

The friendly and jovial Dan tells us he has "only one real hobby and that is the motor-bike". He seems to have an inbred passion for speed and the power of the motor-bike gives him access to outstripping the wind. Presently, he moves along on a Katana 1000. His life-long ambition is to compete at race meetings and hopefully his dreams will be realised shortly.

Rumour has it that the main reason Dan sought the position of Retort Operator is that he would be working with the girl who can keep pace with him, namely, Teresa Lynch.

Whereas Teresa is definitely a reason, the fact that Dan is 'flying' through the training programme indicates his ability for the task in hand.



Ger Hennessy chatting with Liam Hanley at the retired staff party held on 18th. March. In the background are Paddy Royce and Tim Cunningham.



Photographed at the Staff Social Committee's retired staff party are Mrs. Tim Cunningham, Michael Guiney with Mr. and Mrs. Paddy Collins.

SOCCER SCENE

Shannon United

These must be depressing times for Shannon United (being near the bottom of the Second Division and out of the major cups) at least this is how it appears on the surface. However, an indepth look would indicate that it is not.

Noel White and Tom Steele have generated a real family atmosphere into the Club and there is a very healthy environment within the bounds of the Club.

It seems their policy is 'winning is not everything once you have tried to achieve that objective in the proper spirit.'

Though the trophies will not come in this year maybe there is a lot to be said for a strategy of this nature.

It would appear Shannon are prepared to play second fiddle to the progressive and ambitious Deel United.

If this is so, well then, the time is ripe to amalgamate, so officers in charge of both sections start thinking and then talking.

Put Rathkeale on the soccer map, again, at junior level.

Match Reports

Broadford 1 Shannon United 2
Barry Dillon
Noel Harnett

This game was played in atrocious weather conditions. This was one of Shannon's better performances all season with all the team playing up to standard. To beat Broadford at home is an achievement few sides in the League accomplish.

Kildimo 4 Shannon United 2
Noel Harnett
Sean Neville

Once again this was a very disappointing result. The Rathkeale side led on two different occasions but couldn't sustain their lead. Defensive slips of a very basic nature were their ruin.

Ballyguiltenane 6 Shannon United 2
Barry Dillon
Denis O'Dea

Like the previous Sunday, Shannon led on two different occasions. This away fixture resembles playing behind the Iron Curtain. The pitch is sloped and small and the opposition are physically strong. This is what would appeared to have happened a young United on this occasion in that they were overpowered by a big and strong side.

Shannon United 2 Creeves 4
Sean O'Shea
Mike Neville

This game was played in a snow blizzard but it didn't prevent it being one of the best games of football played this season. Shannon deserved a better result and a draw wouldn't have flattered. This game saw Joe Kennedy return and his contribution was very noticeable. He was best assisted by Sean O'Shea.

Shannon United 1 Bally Rovers 4
Frank Lynch

This was a very poor showing by Shannon, typical of a side with nothing left to play for. Only Frank Lynch and Noel Harnett performed with effort and spirit. The rugby

international and gaelic fixtures, also didn't help.

League Cup:

Devon United 3 Shannon United 0

The first leg of the League-Cup was to prove most disappointing for the Rathkeale side. From a football point of view this was a good game. However, the standard of officialdom did not match the play. Shannon were the victims of some very peculiar refereeing decisions.

Shannon United 2 Devon United 1
Noel Harnett
Liam Fitzgerald

Aggregate score - Shannon United 2 Devon United 4.

Shannon tried with great enthusiasm to claw back the deficit and were unfortunate not to do so against a very determined Templeglantine side. A missed penalty by Shannon at a vital stage was the turning point. Sean O'Shea, Mike Shaughnessy and John Coleman were most impressive for the home-side.

Watch it Grow:

Noel Harnett, 6; Barry Dillon, Frank Lynch, Denis O'Dea, 5 each; Gerry McGinnty, John Coleman, Liam Kennedy, Sean Neville, Sean O'Shea, Mike Neville and Liam Fitzgerald, 1 each.

DEEL UNITED

At the time of writing, Deel United have a great opportunity of winning their first major trophy since their inception, a short number of years ago.

They are, presently, at the top of the Second Division and outright victory of this competitive section is very much within their own hands.

Deel United are also contesting the quarter-finals of the League Cup and the preliminaries of the Desmond Cup. But, it's the League title and promotion that must dominate, although they possibly possess the ability to lift the League Cup, also.

By achieving promotion, Manager, Peter Mullins will have laid the foundation for the future and can build a successful side around such good young players as Edmund Dollery, Eamonn Daly and Ray Doherty in particular.

Match Reports

Deel United 2 Ballyguiltenane 5
Edmund Dollery
Don Gallagher

At the short-whistle, this fixture was as good as over. Having played against a gale force breeze Deel were loosing by a margin of five goals. In the second period, though scoring twice, they never looked like pulling back the deficit. Edmund Dollery, Ray Doherty and James O'Grady tried hardest for a disappointing Deel.

Deel United 1 Broadford 0
Ray Doherty

Though not playing to their potential, Deel overcame a sticky fixture in getting maximum points from this game. Their second-half performance was very disciplined and the defence was particularly well organised.

G.A.A. CLUB NEWS

At the Annual General Meeting of the Shannon Meat Limited G.A.A., Club the following Officers were elected:-

Chairman Jack Daly
Vice-Chairman Jack Lyons
Secretary Michael O'Neill
Treasurer Jack Daly

Selectors of Football Team
Jack Daly and Sean Harnett

Selectors of Hurling Team
Michael O'Neill and Mattie Williams

During the course of his address the Chairman welcomed everyone to the Meeting. He

thanked everyone for their help and co-operation during the last twelve months. He congratulated the teams on their very successful year. Our teams were unbeaten in domestic competitions. Jack Daly thanked his fellow officers for the great work they did.

As one might expect, the more successful we were, the more expensive it was to run the Club. Our total expenses for the year came to £1100, this was an increase of almost £750 in the previous year. Due to the holding of two very successful dances and other fund raising events, plus increased sponsorship our income increased also. Again on behalf of the Club I would like to thank everyone who assisted us in any way.

Munster Final

Following our great win over Molex of Clare in the Munster Football Semi-Final, our footballers were looking forward to meeting U.C.C., in the Munster Final. They were very much aware of the fact that U.C.C., were odds on favourites to win the title. On Saturday, 12th. February, however, at Dromcollogher Shannon Meat Limited/Town Traders gave the Cork Champions the fright of their lives. Our team settled down fairly well, in fact we led at one stage in the first half. Our forwards did however miss some easy chances of scoring. U.C.C. scored two goals just before half-time against the run of play.

Second-Half

We started the second half very well and came within two points of our opponents. We were playing very well for almost fifteen minutes, but, again we missed some easy opportunities of scores. U.C.C. got a grip of things once again and ran out fairly easy winners in the end - 3-8 to 2-4. On reflection however, it is fair to say that the Cork Champions did not deserve to beat our lads by seven points.

U.C.C. were the first to admit after the game that they were surprised at the standard of football served up by our team. They did not expect us to be as good. We all can be very proud of our teams achievements during the past twelve months.

Final Team:

J. Lyons, J. O'Grady, J. Lynch, D. Gallagher, D. O'Dea, S. Doherty, D. Murphy, R. Hayes, P. Potter, B. Dillon, R. Doherty, M. Beecher, M. Neville, B. Chawke, N. Harnett.

Sub:

M. Windle.

The new season gets under way on Monday the 11th. April. Our first game is against the County Council in the Senior Hurling League at Rathkeale at 6.30 N. Duggan will be the referee. Our footballers have a bye in the first round of the League. In the Senior Hurling Championship we are drawn against old rivals Kantoher Co-Op. There will be more about the Championship in the next issue of the magazine. So lets hope we will have another successful year.



Jack Daly, Chairman,
Shannon Meat G.A.A.

Yours in Sport,
Michael O'Neill,
(Secretary).

Adare 3

Deel United 3
James O'Grady, 2
Ray Doherty

The followers of Deel saw the 'good, bad and the ugly' side of their team. The 'good' was shown early on when they led with two fine goals by James O'Grady. After this the 'bad and ugly' was evidenced when the standard of their play slumped disastrously. Only a great penalty save by Niall Hogan ensured a point.

Deel United 2 Adare 1
Ray Doherty
James O'Grady

Deel were most fortunate to collect two points, here. They were outplayed by a more skilfull and determined Adare side. The difference at the end of 90 minutes was that United scored from two out of about four chances while Adare only scored from one of their numerous. Ray Doherty and Brian Dillon were Deel's heroes.
Deel United 1 Creeves 1
P.J. Wall

The lideliest two candidates for promotion, shared the spoils in this disappointing game. Creeves drew first blood but Deel equalised with a fine goal by P.J. Wall. Tom O'Shaughnessy, Eamonn Daly and Ray Doherty were most in the picture for the home side.

League-Cup:

Ballyguiltenane 1 Deel United 2
Peter Mullins
Eamonn Daly

An understrength Rathkeale side went into this game hoping for a draw, but they had a bonus taking a lead into the second leg. They spent most of the game defending and this they would appear to have done well. Don Gallagher had a mighty game and was best supported by Eamonn Daly.

Deel United 0 Ballyguiltenane 0
(Aggregate Score: Deel United 2, Ballyguiltenane 1).

The above score would seem to indicate that this was not a very exciting game and this is definately the case. For most parts, the visitors dominated but yet didn't trouble Mike Gallagher in goals. Eamonn Daly and Edmund Dollery were best for Deel.

Seasons Tally:

James O'Grady, 7; Ray Doherty, Seamus Doherty, 5 each; Mike Sullivan, 4; P.J. Wall, Paul Dineen, 3 each; Liam Casey, Edmund Dollery, Richie Hayes, Brian Dillon, 2 each; Jimmy Fitzgerald, Don Gallagher, Eamonn Daly, Peter Mullins and Own Goal, 1 each.

RINGSIDE NEWS

Following are the members of Sean Finn's Boxing Club who were victorious in the Askeaton Tournament held on 6th. February:-

Michael Williams Vincent Conmy
 Tony Gammell Brendan Markham
 Denny Hogan Willie McCarthy
 James McCarthy Kieran O'Rourke

The Club had eight winners from a possible thirteen.

In the Rathkeale Tournament, held on Friday, 11th. February, Sean Finn's defeated a Limerick selection by ten bouts to four.

Winners were:

James Jones Dan McCarthy
 Tom McCarthy Pat Keogh
 Michael Williams Tom Harty
 James McCarthy Vincent Conmy
 Brendan Markham Gerry Mulcair

County Champions

In the County Championships (11-15 years age group) held in St. Munchin's on 12th. March, Sean Finn's provided six champions as follows:

Willie McCarthy James McCarthy
 Pat Keogh Brendan Markham
 Kevin O'Rourke Dan McCarthy

Munster Championships

The six County Medal holders went forward to the Munster Championships, which this year were held in Bruree on 19th. March.

Pat Keogh
 Dan McCarthy
 came triumphant from these championships with gold medals and will now represent the Club in the All Ireland Championships.

Tournament

At the time of going to press, Mattie Williams, Chairman of the Club, informs us that there will be a tournament held in Shiels Arms against a Kerry selection in the near future. A date has yet to be arranged.

NATIONAL WALK DAY

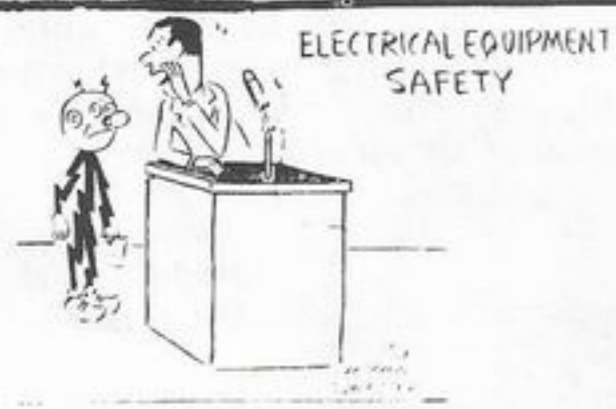
March 6th. was 'National Walk Day' which was organised by the Irish Wheelchair Association at Naional level.

In Rathkeale, Production Supervisor with Shannon Meat, Larry Kelly organised a walk from Rathkeale to Ballingarry and back for this very worthwhile purpose.

The members and staff of Desmond Creations also organised a similar walk.

The fund raising efforts promoted by Larry and his colleagues in Shannon Meat should amount to approximately £500.

This is the second occasion that such a figure has been raised, under the auspices of Larry Kelly, for the association on the day when "Ireland walks for people in wheelchairs."



"And now for an expert in his field—er, by the way, what is your field?"

ON THE MOVE



John O'Sullivan (above) was appointed to the Home Sales division of Shannon Meat Limited on the 28th. February this year. The amiable Johnny's main duties will be in the associated areas of product promotion and customer relations. For a person of the calibre and disposition of himself the job would appear to be moulded for the Newcastle West man.

Formerly, Johnny held the position of Despatch Officer, itself, an enormous and demanding task with much sophisticated documentation to be completed, subject to continuously legal changes from the Government and the E.E.C. This job also contained a high degree of liasoning. His vast experience in this latter position will stand him in 'good stead' in performing his new responsibilities.

On the 29th. August, 1974, Johnny Sullivan (when written like this the 'O' is lost) joined Shannon Meat Limited, having just sailed through the Leaving Certificate. On joining the Company he teamed up with Pa Dunne in the Despatch Section and this formidable duo stayed intact until Johnny's move into the Home Sales. Initially, as a Clerical Officer, his primary role was 'checking' but following this he assumed the responsibilities of Despatch Officer.

On the 18th. May, 1955 he was the first born to Patrick and Margaret O'Sullivan of Assumpta Park, Newcastle West. He has two

sisters - Patricia and Philomena. His father, Patrick, is a retired member of the plumbing section of Limerick County Council.

Johnny's schooling took him to the local National and St. Ita's Secondary.

On the 29th. May, 1976, Johnny Sullivan and Nora McAuliffe, who hails from nearby Templeglantine - lucky for him he was able to save a few bob in his courting day's - were married. The O'Sullivans have two beautiful daughters - Paula (5½) and Louise (15 months). They reside, not too far from Johnny's own home, is Assumpta Park.

On the sports scene Johnny is a very talented footballer and has for well over a decade been the corner-stone of many a soccer team to take the field for the progressive Newcastle United Club, at junior level. In his playing career he has proven himself an accomplished performer where his skill, anticipation and vision are the hall-marks of his play (as they are in everyday life).

He has shown his versatility with the manner in which he can adjust to the oval ball. He has played rugby at school, club (Newcastle West) and Inter-Firm levels. Johnny was a vital cog at centre three-quarters in the triumphant Shannon Meat team of a few years back.

In his school-days Johnny won an athletic scholarship to Rockwell College, but he declined perfering to stay at home. As a garsun, he won numerous trophies for running both short and long distances because of his greyhound speed.

Gardening and reading are his pastimes from work and sport.

By having the talented and energetic "O'Sullivan John" in their team the sales function have made a great signing and will be strengthened as a result.



Photographed at the retired Staff Party on 18th. March, Mr & Mrs. Paddy Cawley.



Enjoying their meal at the Rathkeale House Hotel on 18th. March are Mr. & Mrs. Tim Cunningham.

SHANNON MEAT CHAT

By: The Scribe

- * Congratulations are extended to Angela Frawley who married Gerard Power on March 25th.
- * So delighted was Pa Guinane when his colleagues presented him with a beautiful candle light birthday cake that he left on his deliveries with an empty load. Shortly afterwards, on realising his 'light' years he also realised his light van.
- * Denis Kenneally had the recent experience of witnessing his wife presenting him with a beautiful daughter.
- * Seamie O'Connor has never been abroad, so he is being taken to a Thin Lizzy concert in Dublin soon by some of his friends. So with Seamie livening up Dublin, he should return home with some good stories for Mike Roche.
- * Mary Brouder and Noel Finnerty took the 'big plunge' in early March. The Scribe extends his best wishes to both.
- * The Athea boys inform me that Mossie Sheahan has become a God Father. Before anyone thinks otherwise, I'll restate this by saying a God Parent.
- * Congratulations to Patricia O'Brien (Boning Hall) who announced her engagement to Joe Cregan (No. 7 is her lucky No.) brother of our own Sally.
- * Going Senile, I wonder! Driving up through the centre of Ireland, on seeing a prominent lake, Pat Alfred wondered what sea it was. They say it isn't the same way any two go.
- * Missing the boat in earnest from Wales were Mike Moran and John Stack. After the disappointing result of the game the 'spirits' were low with them.
- * Caught! Pauline Hanley was recently pulled for speeding when she was only doing 60 in a 30 mile zone. Her excuse was that she was coming from Newcastle West. Its just as well she wasn't coming from further back the country because God only knows what speed she would have been doing.
- * Jim Kennedy (Maintenance Department) married his childhood sweetheart, Helen Carrig on 18th. March.
- * On purchasing his new sports car, Johnny Sullivan, made sure it was seen by placing it in the most prominent parking position. Only that people thought this person had changed from his expensive Volvo to a Datsun. (What would be a cheap car for him).
- * "Fureyous" in Croagh, recently, were some staff members who had to listen to two bands - one a band of musicians (Fureys) and the other a band of thieves (who really frightened Lancer & Christina O'Brien).
- * John Brouder is getting married on April 23rd. to Anne Finnerty. Yes! John and Mary Brouder wed a sister and brother. Making doubly sure of keeping it in the family.
- * Sean Condon and Christina O'Brien are attending a Pre-Marriage Course, presently. I guess the Hanley's can't teach them everything.