

Shannon Meat GAZETTE



Vol. 8 No. 4 June/July 1983

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

SLAUGHTERING OF HOME FREEZER ANIMALS:

Your Questions Answered -

Q. What type of animal is suitable for Home Freezer use?

A. The animal must be young and properly finished. Livestock which is not of Prime Heifer/Steer Quality cannot be accepted.

In addition to the advice you will receive from our Livestock Department, you will also be notified of the grade which your animal obtains as a result of inspection by Department of Agriculture Officers. This grade, written on a White Label, will be inside one of your boxes, marked accordingly.

Q. What is the procedure for slaughtering my animal after I leave it with you?

A. Prior to leaving your animal with us, make it clear to the Livestock Department that the animal is for Home Freezer use

1. You will be issued a Delivery Advice Note stating:

- (a) Your Name and Address.
- (b) The animals original Identity Tag Number.
- (c) The animals Factory Tag Number.

2. Your Name and address and Factory Tag Number is written onto a distinctive RED Label. The Label immediately places your animal into the Home Freezer category.

3. After slaughtering, this RED Label is affixed to the carcase with the corresponding Factory Tag Number.

4. To ensure maximum tenderness, the carcase is left mature in a chill for a minimum of ten to twelve (10-12) days. It is, then, cut to your own specification, packed, boxed and blast frozen.

Q. When will my animal be ready for collection?

A. Approximately twelve to fourteen days after you bring it in. It is advisable to ring our Home Sales Department before you intend calling in for your animal.

Any animal intended for Home Freezer use, must be brought in during working hours: i.e., 8 a.m. to 4 p.m. - Monday - Thursday.

Owner's animals should be collected as soon as they are Blast Frozen. Blatent disregard for this rule will necessitate a Holding Charge.

You will receive a receipt on collection of your animal. This will state your animal's Factory Tag Number, the Department Grade and the number of boxes to be collected.

Q. Should I have any doubts regarding Hygiene Standards?

A. All slaughtering and processing activities conform to strict Department of Agriculture Regulations. These activities include ALL animals slaughtered whether destined for your Home Freezer or one of our many world markets. Cascases are inspected closely by Veterinary Surgeons employed by the Department, to ensure maximum hygiene standards.

Q. What Benefits do I get by using Shannon Meat Ltd.'s Blast Freezing facility?

A. Shannon Meat Ltd., being predominantly geared towards the export of quality beef, have had to invest heavily in its Blast Freezing facilities. This facility is available to all our customers, with its numerous advantages:

- (a) No loss of flavour or weight through freezing.
- (b) Comparatively less drip loss from meat that has been Blast Frozen as compared to meat that has been frozen in an ordinary freezer.
- (c) Blast Frozen meat does not necessitate further freezing at low temperatures giving you substantial economy saving.
- (d) Boxed meat, taking up very little space will allow you to utilise spare capacity for other products.

We also provide:—

- * Home Freezer Beef Packs
- * Prime Hind and Forequarter Heifer Beef
- * Top Quality Lamb Packs and Lamb Carcases

For all your needs in Home Freezer meat, contact:—

**Home Sales Department
Shannon Meat Limited
Rathkeale
Co. Limerick.
Phone: (069) 64111**

LEADERSHIP.

When you have a product that's a winner, it doesn't take people long to catch on. Maybe that's why so many retail leaders find that one of the best ways to build traffic in their stores is to feature Shannon Meats.

You never go wrong when you feature a winner.



To Increase Your Profits Phone

**Shannon Meat Ltd Rathkeale, Co. Limerick
(069) 64111**

GOODBYE JIM



Saying farewell to Jim Kelly on his retirement in April were seated L to R: Dan Neville, Pa Dunne, Jim Kelly, John Mulcahy, Back Row: Bill Lynch, Denis O'Connor, Paddy Flaherty, Dick Sheehy and Gerard O'Connor.

LIVESTOCK TOPICS

EXTRA BEEF - AND PROFIT - from cull cows

Cull cows account for about 20 per cent of home-produced beef, and there is a strong export demand, too. More than 800,000 cull cows were slaughtered in the United Kingdom in 1982, with those from the dairy herd outnumbering beef suckler cows by three to one.

But farmers who take newly culled Friesian cows straight to market are missing an opportunity to produce more beef, sell when market prices are better and perhaps even gain a premium through better grading of their cows.

Feeding trials and carcase evaluation work carried out by MLC have shown that cull cows can produce an extra cwt of saleable beef per head - and even more. Gross margin projections for one group of cattle suggest that feeding cull cows would have been more profitable at that time than finishing dairy-bred stores.

The feeding trials were carried out at Sutton Bonington in winter 1981-82. The striking results demonstrate very clearly that lean Friesian cows have the capacity to gain lean beef and stay well within acceptable levels of fatness, says Dr. David Allen, Head of MLC's Beef Improvement Services.

Meat quality studies carried out by the Meat Research Institute on samples from some carcasses showed some improvement in eating quality compared with cows slaughtered at the beginning of the trial, and commercial companies described the processing quality of the beef as good.

The results offer much food for thought for the nation's farmers - especially in the dairy sector. Dairy farmers cull most heavily in the autumn, and the problem has been that cull cow slaughterings are at their peak when prices have been at their lowest. Peak prices for culls are paid in early summer - and that provides the incentive to finish the animals over the winter and market them from spring onwards. Another bonus is that cows achieving a higher quality grade win price premiums.

In the MLC trial 176 lean Friesian cows were purchased in October 1981, and a representative

sample of 16 was slaughtered to measure carcase yields. Eighty cows were fed recorded quantities of a poor hay ration and the remaining 80 a better quality ration of hay and concentrates. Half the cows on each ration were slaughtered after 64 days and the remainder after 120 days. Cows on the feeding treatments were implanted with Finaplix (Hoechst).

Carcasses were evaluated by visual assessment and linear measurements, supplemented by commercial cutting tests and tissue dissection.

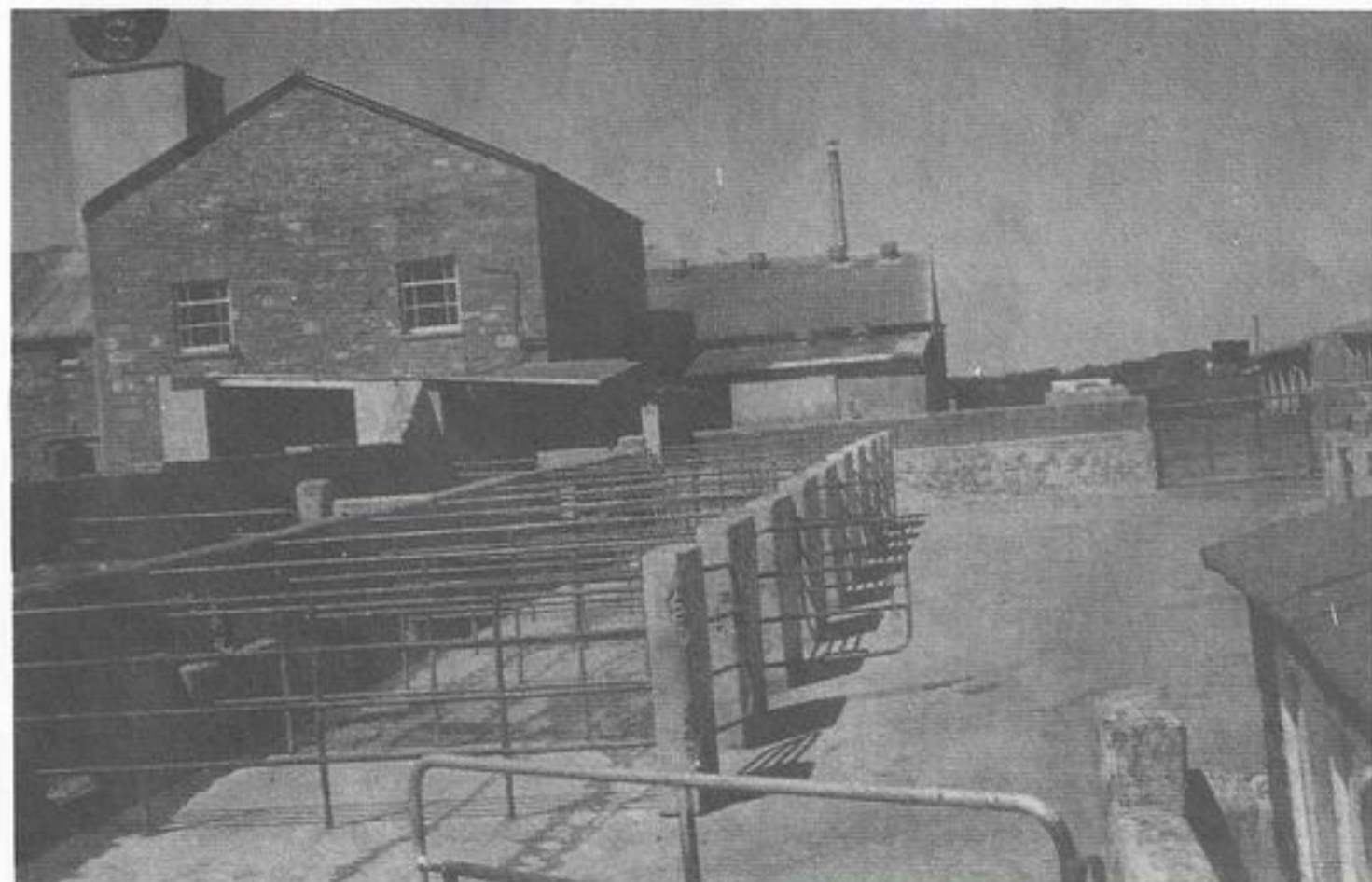
Cows fed only on hay gained slowly with little change in conformation or carcase composition; in commercial practice these cows would probably have been turned out for grass finishing in early summer. But the cows fed hay and concentrates for four months gained 87 kg liveweight, of which 66 kg was carcase weight, 49 kg saleable meat and 42 kg lean. Their daily liveweight gain was 0.7 kg. Although there was some increase in fatness, this was mostly on the saleable meat and within acceptable limits.

Commenting on the meat quality studies, Dr. Eric Dransfield of the MRI said "Meat from the cows on the feeding treatments had slightly better eating quality than for those slaughtered at the start, and the fat tended to be whiter."

Dr. Allen said "More research is needed to study production at higher levels of gain, and in cows fed store rations through the winter in preparation for grass finishing. But the key question is: does it pay?"

A projected costing for cows fed a silage ration for four months at a daily gain of about 0.7 kg suggests that a gross margin of £116 could have been achieved at 1981-82 prices. This is better than the average margin achieved by farmers recording with MLC in 1981-82 who finished dairy-bred stores. "Some dairy farmers may find finishing their cull cows more profitable than seeking ever-higher milk yields" Dr. Allen commented. "Certainly, cull cows are of interest to specialist finishers."

WINDOW TO THE PAST



The Lairage Prior to building a new slaughter hall.

TREES

By Elizabeth Keating

Trees and forests with their associated plants and myriad wild creatures appeal in so many ways to our sense of beauty and wonder. They can enrich and ennoble a countryside. Ireland is a forest country by nature and was so in the Stone Age. One of our big endeavours throughout history was to clear the great forests and open up the fertile lands for agriculture. Apart from Iceland, Ireland has the lowest percentage of its land under forest of any country in Europe at present. Steady progress is being made in planting trees by Irish Forestry. More than half of Irish forests are less than 30 years old.

Oak once formed the bulk of Ireland's natural woodlands and great oak forests survived in Co. Cork until early 18th. century. These forests supplied timber for houses, furniture, boats, vehicles etc. and oak bark was used for tanning. No wonder that the word "derry" a corruption of the Irish word "doire" (an oak wood) occurs in over a thousand of our townland names throughout the country.

The ash is one of our tallest and most graceful trees, usually the last to produce its leaves in Springtime and first to shed its leaves in Autumn used for making hurleys. There was widespread estate planting in the 18th and 19th centuries which gave rise to many beautiful groves of nature oaks as well as introducing trees such as sycamore, beech and pines.

Sitka Spruce and Contorta Pine are most common species used in Irish Forestry. Afforestation in

Ireland largely depends on peaty uplands with infertile soils and the Sitka spruce takes happily to moisture retaining mineral soils in regions of high rainfall and humidity, so it constitutes 65% of State planting. Its wood is known commercially as White Deal.

Scots Pine is used also where soil conditions are suitable and commercially is known as Red Deal. It has many uses:- Telegraph poles, chipboard, and joinery etc. Most of our forests are now conifer because broadleaf species require good quality land which is considered more useful for intensive agriculture. However, some five million broadleaf trees are planted each year. Furthermore, the average rotation for conifers is 40 years while broadleaf forests can take up to a century to mature. The man who plants a tree makes an act of faith in his home or country. Fire is a great enemy of the forest and apart from loss of wood, the habitats of many species of wildlife are also destroyed. It is said that a tree can make a million matches but one match can destroy a million trees.

Trees, for most of us are part of the landscape, an attractive part, but still we take them for granted. They were there before us and will continue after us but of late, we are more conscious of them because they are under threat from disease especially the Elm. The disease carrying bark beetles have been the death of millions of elms. We see them being felled along roadside every day but hopefully some of us will look to the future and replant.

FASTEST

Seamus Cawley ran his fastest marathon, to-date, in the Cork City Marathon held on Easter Monday.

His time was an excellent 2 hours - 35 minutes - 12 seconds and enabled him to finish in 20th.

position a highly creditable performance considering the high calibre of the participants.

For the record, Gerry Kiernan was the winner of the event.



All-Ireland Ladies Cross-Country Championship winners at Rathkeale were, 1st. Louise McGrillen, 2nd. Deirdre Nagle and 3rd. Gretta Hickey. The ladies are photographed with Seamus Cawley, Shannon Meat who presented the trophies.



Gerry Kiernan, Marathon Champion, photographed with Tom O'Shaughnessy and Michael Dunne at the All-Ireland Cross Country Championship in Rathkeale.



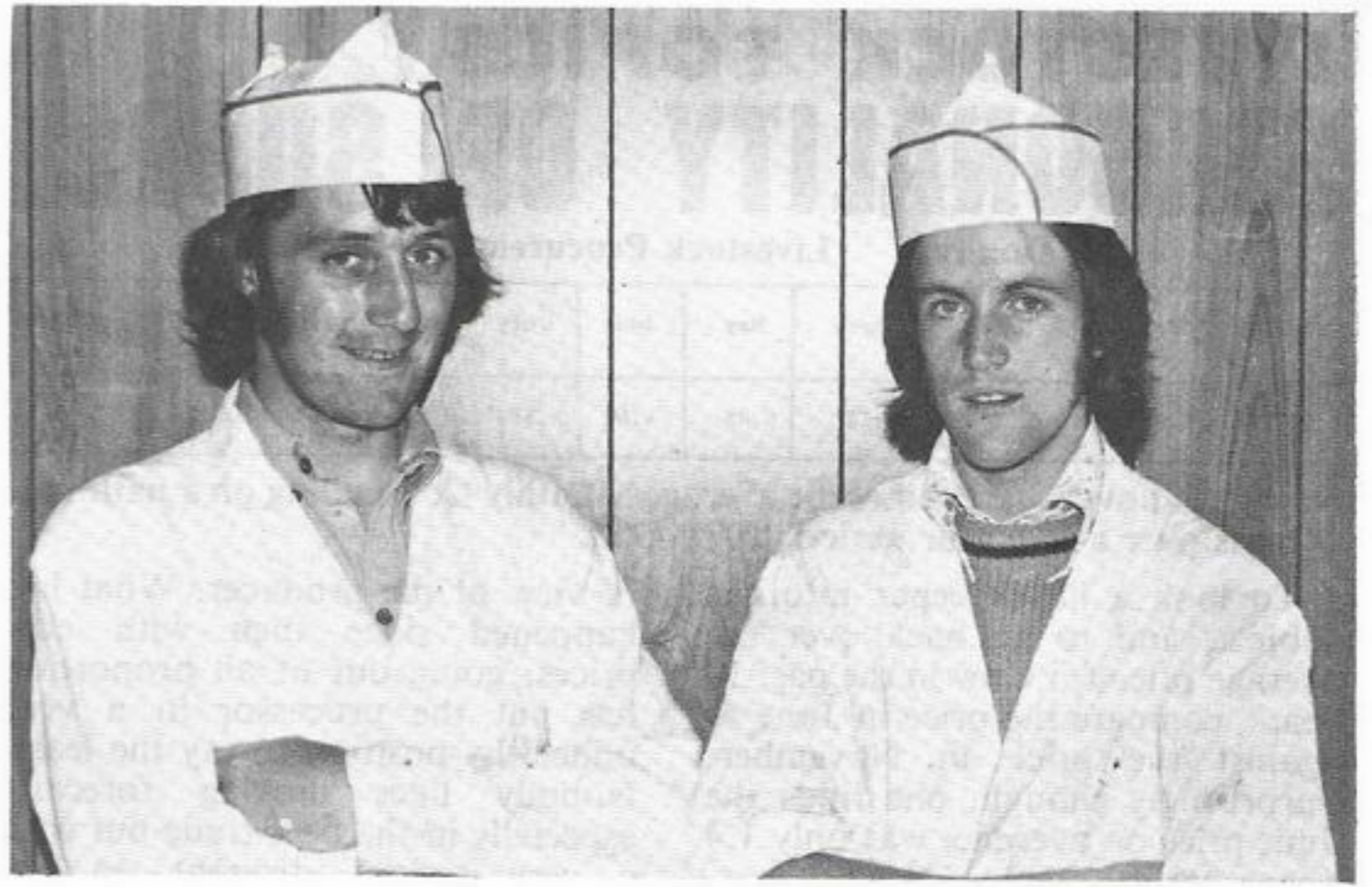
PICTURE PARADE



Mary Foley of Laboratory photographed arriving for her holiday in Spain.



Engaged recently Marian Roche Accounts Department.



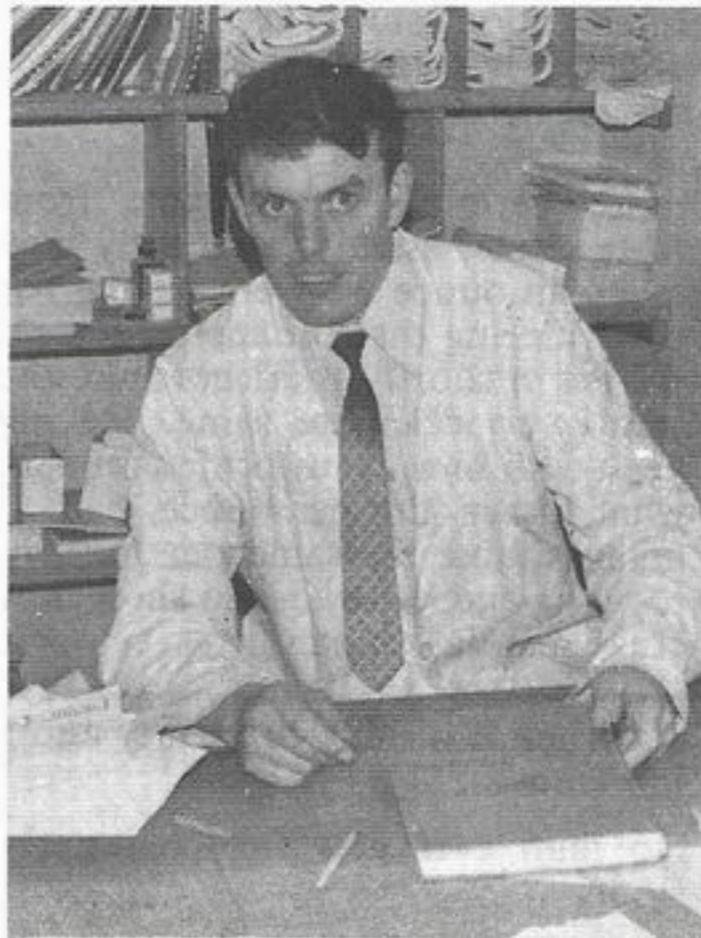
Returned to Shannon Meat recently were John Lyons left and Sean O'Shea.



Nora McDonnell [above] recently joined the office staff as Shorthand Typist.



Caroline Woulfe daughter of Liam Woulfe pictured following her first Holy Communion.



Busy at his desk in the Stores Office is Mr. Michael O'Donnell.



Relaxed - looking Connie Kenneally of the Boning Hall recently got engaged also.



Miss Marian Moroney who was conferred with her Bachelor of Arts Degree on 13th July.



Tom McCoy [above] also among the group who returned to Shannon Meat.



Busy building the Can Goods Store are Frank Costelloe, K. Carmody, B. Ryan and T. O'Leary.



Having breakfast during their holiday in Achill, Jim O'Connor, Laboratory, Con McNamara, Quality Control, and Dan Cagney the Sales Department.

LIVESTOCK TOPICS SEASONALITY OF SUPPLY

by D. Donovan Livestock Procurement Manager

Jan.	Feb.	March	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
9.1%	7.7%	7.5%	6.1%	5.8%	4.6%	6.8%	8.9%	9.5%	10.9%	13.9%	9.2%

The above Chart shows the average Monthly Cow culling on a national basis over a five year period, 1971-1975.

To look a little deeper into the subject, and to go back over the average price for Cow in the past 10 years, compare the price in June as against the price in November. Surprisingly enough, one finds the June price on average, was only 1.4 pence per lb. greater. Nevertheless, there must be a good case in favour of drying off and fattening cows prior to slaughter. Age of course, plays a very important factor. One would expect a 2% to 3% better Kill-Out to allow a carcass weight gain of a modest 200 lbs., plus 2p per lb., for a higher grade cow, and allow, say 1p per lb., for a seasonal price rise. One would be talking in terms of a gain of something in the region of £80.00 per Cow. Naturally enough, it does not always work out as good as it does on paper.

COW PRICES

In January of this year, one would consider cow prices at 30p to 32p reasonably good from the point

of view of the producer. What has happened since then with cow prices, going out of all proportion has put the processor in a very unhealthy position to say the least. Nobody likes making forecast, especially in the beef trade but with a very serious drought on the Continent, could we see cow prices dropping by 25% before long. Cows have not been allowed into Intervention since last November and this is something the producer should not forget.

A certain gentleman from Abbeyfeale, asked me recently how much an ounce we were paying for cows. Seeing that the metric system will be in shortly I did not take the trouble to calculate same. Having dealt with him, he informed me that what I gave him per ounce, he had taken almost the same per lb., not too long ago. Just goes to show how crazy a situation can get.

PIECES OF WISDOM

It takes a man to admit he's wrong but it usually takes a woman to prove it.

He who would gather roses must not fear the thorns.

What the world needs is more open minds and less open mouths.

A person who never makes a mistake never does anything. That's his biggest one.

You can usually dodge a question with a long-winded answer.

A man does not have to be a bigamist to have one wife too many.

All success is relative. The more success the more relatives.

A garden is a thing of beauty and a job forever.

No man ever gets far pacing the floor.

A smile is something that adds to your face value.

I am a great believer in luck and I find the harder I work the more I have of it.

There are better things than money in this life but it takes money to buy them.

Things are 'nt as bad as they look - They couldn't be.

Never argue with your doctor. He has inside information.

SHANNON MEAT CHAT

By the Scribe

* Congratulations to Con Kenneally on his recent engagement.

* Best wishes to Marian Roche on her recent engagement to Denis Collins of Croagh.

* Michael O'Connor of Kilconlea, Abbeyfeale, recently got married. Every success Michael.

* Pat Liston of the Boning Department is the proud owner of his first car.

* Edmond Roche of the Home Sales Department and Anne Guinane of Croagh, announced their engagement lately.

* Glad to hear that Sheamus "Twinkletoes", Cawley enjoyed his holiday on the Isle of Wight.

* Edmond Dollery of Abbeylands, Rathkeale was the first to shoot a hole-in-one, in the new Pitch & Putt course.

* Denis O'Connor of the Freezer's Department got engaged to Miss Mary O'Connor of Ardagh, lately.

* Patch Markham speaks optimistically of Leeds United's chances next season, "They should just about make mid-table."

* Jim O'Connor of the Laboratory, celebrated his twenty-first birthday recently.

* The Scribe is glad to hear that Tom O'Shaughnessy is making a very speedy recovery- glad too, are the girls in the Olympic Ballroom.

* Reliable sources have informed me that Gerry Molyneux is returning to the Gaelic scene again.

* The Scribe is delighted to see that many of his friends are returning to work in Shannon Meat.

* Welcome to Nora McDonnell who has joined the Accounts Department.

* Congratulations to Marian Moroney on receiving her B.A.

* John Reddin, formerly of the Boning Department has joined the Maintenance Department.

THE USE OF OUR LAND & CATTLE

By Liam Ahern
Livestock Field Manager.



LIAM AHERN

I read somewhere recently that the major challenge of the next 100 years will be to get through the next ten. That can certainly apply to the Beef Industry. It is going through dramatic change. It requires adaptation in production, processing, marketing and distribution. It requires new ways of doing and thinking.

Ireland has almost 12 million acres of agricultural land of which 80% is in pasture for a combination of grazing and hay or silage production. Our total cattle population stands at 7 million. This shows a steady growth from under 6 million in 1970 to 7.2 million in 1974 which was a record. In 1975, we had the first slip back in this decade, a fall of about 4%. This was a natural reaction to the very serious setbacks in 1974 as a direct consequence of E.E.C. imports from third countries, that were quite unjustified in the light of internal supplies. Whenever we need a reminder of the importance of an integrated beef industry, we need only look at 1974, and say "Never again". One major effect that we are still living with, is our reduced cattle population reflecting the blow that was given to the confidence of our Producers. Still, I think that Livestock numbers will quickly rise again and we will move on to reap our full benefits from membership of the E.E.C. Ireland does not have any better choice than to do more of what it does best, processing agricultural products for the Community.

DISTRIBUTION

Our Livestock industry gives a great spread of interest and distribution of employment. Ireland still has one quarter of its work force on the land. These include about 90,000 farmers, mainly operating small enterprises and supplying over 60% of the raw material of the beef industry which is part of their livelihood.

As grass production trials and good management continue, we have arrived at a stage where our best farms have grass growing for nine months of the year, I think we will not be happy to rest at that. I do not mean trying for all the year round grass, but rather that the achievement of our top farmers to-day must be the target for the majority of our farmers tomorrow, or at any rate, the day after.

I saw in the paper last Autumn, where The Minister for Agriculture,

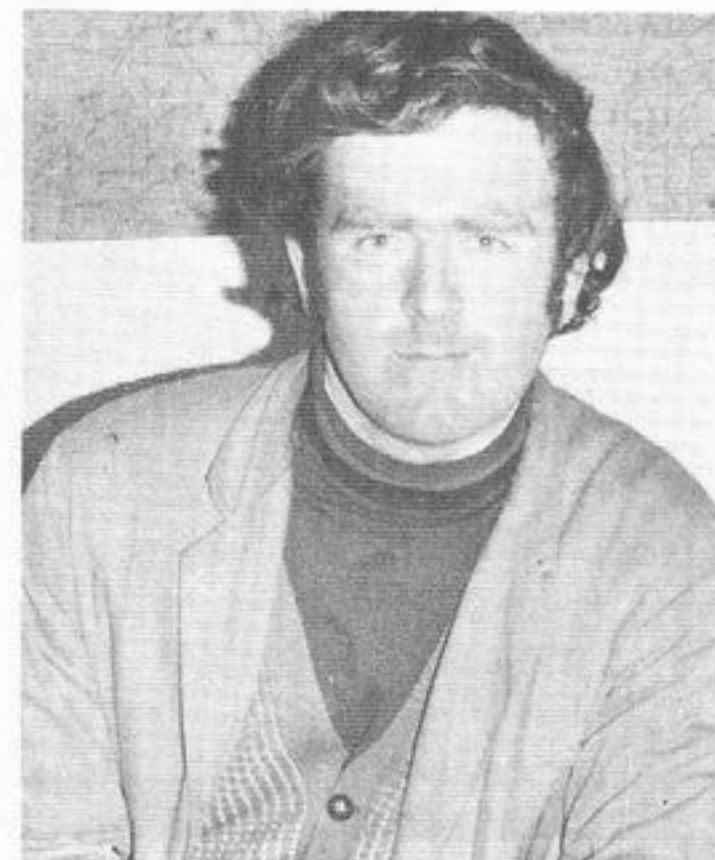
Mr. Clinton, gave us the alarming figures that 70% of the land used for hay and 40% of the land used for silage, gets no fertiliser at all. This is one indication of scope for improvement in the future.

BREEDS OF CATTLE

Originally, the dual purpose shorthorn was our principal breed. To-day, it represents only 20% of our breeding cow population. The Freisian has now become the principal breed. It's share has increased from 30% in 1969, to 60% in 1975. Since the mid-fifties, we have imported Continental types, mainly Charolais, Simmental, Limousin and Blonde Daquitaine. The artificial insemination figures for 1975 was Freisians 48%, Herefords 30%, others including Continentals 22%. To ensure that we get the best return from the E.E.C., we need to put more into both feeding and breeding, to meet its requirements. In percentage terms, Ireland is the largest cattle & beef exporting country in the world. In 1975, we exported over 90% of our production with live cattle and beef exports worth over £300 million. In 1965, output including live exports, beef exports and domestic consumption was equivalent to 990,000 head of cattle. This figure advanced to 1.2 million in 1970 and 2.2 million in 1975. In 1970, almost all our live exports went to the U.K. The figures were 97% U.K., 2% Continental E.E.C. and 1% Third Countries. In 1975, 74% U.K., 23% Continental E.E.C. and 14% Third Countries. These figures confirm the opinion that within a well managed European Community Market, our future is assured.

FORTUNATE

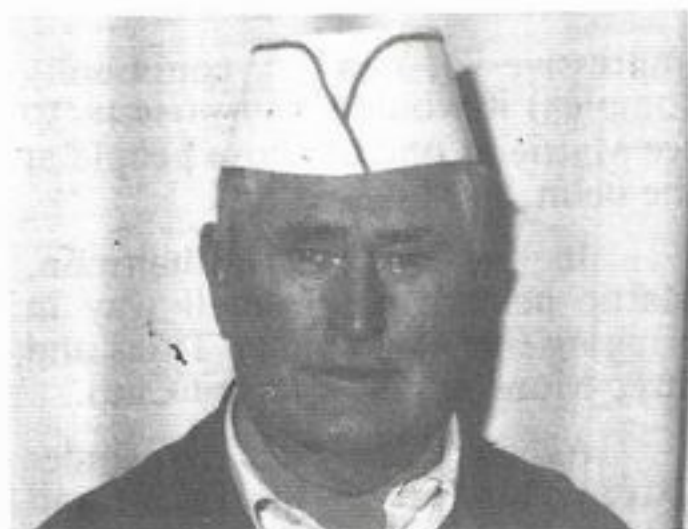
We are fortunate that Ireland has very favourable conditions for beef production compared with other European Countries, but we also have reason to be very careful about the nature and quality of our raw material. I believe what we require is a beef classification scheme based on weight, age, fat cover and conformation of dressed carcasses. Every important beef producing nation in the world has a grading or classification scheme. As long as we have producers who are overpaid for unsuitable cattle and others who are grossly underpaid for good quality cattle, we remain an exception to the rest of the beef producing world.



Mr. Pa Sheehan [above] busy in the Livestock Department.

PROFILE

- JIM KELLY



On April 8th. one of the most popular employees of Shannon Meat retired. On that day Jim Kelly of Ballyvogue, Askeaton, said goodbye to the daily tasks and friendly colleagues in the freezer area and now enjoys a well earned retirement. Since 1967 Jim has worked in the freezer area and was well known to the many who regularly purchase home freezer beef from the company.

Jim Kelly was born in Ballyvogue which is in the parish of Kilcornan. He was the youngest of a family of three. His elder sister, Eileen, died as a result of 'flu in 1918, the year Jim was born. His other sister died from rheumatic fever in the prime of her life at 20 years of age.

School

The young Jim Kelly went to Kilcornan National School. His teachers there were Mr. and Mrs. Paddy Madden. The master he remembers as a "hard task master", the mistress was a fluent Irish speaker. She was a native of Ballingearry, which is in the Cork Gaeltacht. Jim left school at fourteen years of age and went working with a local farmer, John Madigan of Morunane with whom he stayed for several years. Jim worked with several farmers in his locality. Working in farming in those far off days was much harder than that of the nineteen eighties. Working for a full six days for ten to twelve hours and milking cows on Sundays yielded twelve shillings per week or 60p in todays money. Finishing time depended on the job on hand and the clock for much of the year was the sun.

While working with the forestry division of the Department of Lands, Jim, with ten others, spent several years building the roads in Hollypark and replanting trees. When rural electrification was introduced in Kildimo in the late forties, he obtained employment with the E.S.B. and from there moved to assist in the "lighting up" of the Adare area. His tasks with the E.S.B., according to himself, were "digging holes, raising poles and assisting the electricians in putting up the cables."

Before the second world war, Jim was employed with Guy Miller of Castlegrey, Kilcornan. For nine years, Jim was responsible for running a tractor and threshing machine. During this time, he spent much of the year travelling from farm to farm with the corn thresher. Most of the farmers had a full day or at most two days threshing except for places like Mrs. deVere's in Curraghchase or Westroppes in Mellon where the threshing would last for the full week. The days work on this job started around 9 o'clock when the taking of milk to the creamery was completed. The exceptions again were the "Big Houses" where the "paid hands" would start threshing at 8 o'clock.

The meithal usually had collected by 9 o'clock and Jim's favourite task was "feeding" the thresher. Dinner was usually at 1 o'clock. At that stage the menu consisted of tea, bread and jam. With the advent of war, these became scarce and the menu was changed to bacon, cabbage and potatoes. Jim maintains that this was much less expensive and much more wholesome and was one of the changes for the better resulting from the second world war.

At the end of the day's threshing, Jim cleaned down the thresher and moved on to the next farm and progressed through the area in this fashion. The area he covered was from Patrickswell through Adare, Kildimo, Kilcornan and right back to Ballyhahill and Glin. One year his work took him as far away as Nicker near Pallasgreen. The threshing season commenced in early September and continued right through to March. The late threshing was especially prevalent during the "compulsory tillage" war years between 1941 and 1946. While at the threshing, Jim Kelly became a well known figure in that part of rural Ireland he covered and looks back on those times as a period of hard work with good satisfaction and making of many friends throughout the countryside.

Co. Council

During his working career, Jim spent thirteen years with Limerick County Council carrying out cottage repairs. In this work, he travelled in a van with Jim O'Sullivan from Croagh throughout all West Limerick. He became familiar with the highways and by-ways of most of the county during this time.

Entertainment

Entertainment in Jim's younger days was centred around the local hurling field and the platform dancing in Curraghchase. In Summer Jim used travel to the platform on Sunday where dancing took place until dark. Thousands of people used congregate at this venue. The charge was one old pence per set and Jim recalls that the platform owner Tom Guerin was often deceived with medals and foreign coins by the "smart boys." Music was supplied by a few accordion players. At the end of the evening's dancing in Curraghchase, Jim used assist Tom Guerin to dismantle the platform, load in on sections on a pony's cart and transport it to the owners home.

This was necessary to ensure dancing on the following week as on one occasion, the platform was burned. The task of transporting the platform was not immune from the pranks. Sticks were placed in the spokes of the wheels to prevent the pony from moving which illicited some choice language from Tom Guerin. After platform dancing in the evening, the young people used adjourn to the "fourpenny hops". Jim was in avid supporter of such events. On Sunday nights he attended the hop at the Courthouse, Rathkeale, on Tuesday night, Coolcappa, Wednesday night in the Hall, Ardagh, now part of McCormack's Joinery Works, on Thursday it was off to the Library in Askeaton for the Rugby hop. Jim is a bit uncertain about his movements on Friday nights but used on most occasions take a rest on Saturday nights.

Sports Day

Jim Kelly remembers the big sports day in Curraghchase. As well as the sports events, there were novelty prizes, one of which was for the worst clad man at the sports. This was judged by the amount of patching on his clothes. The prize often for this contest was a fat pig. Tug-O-War was very popular those days with the big name teams being Manister, Croagh, Bruff and Castletown.

In 1957, Jim Kelly joined Shannon Meat for the first time and worked with us for a few months before joining the E.S.B. in Rathkeale. In this job he was involved in improving the electrification system and general repairs. On the week he was laid off by E.S.B. in 1967, Jim informs us that he met the Plant Manager with Shannon Meat, John Mulcahy, in Main Street, Rathkeale and inquired about employment. On the following week word came from Mr. Mulcahy to start with Shannon Meat on the following Monday. From that day until his recent retirement, Jim has worked in the freezer department, under the guidance first of Donie McEnery and later Pa Dunne and Paddy Flaherty. "Work in the sixties was much harder than at present. The improvements since then have made things much easier" he maintains. In Shannon Meat Limited Jim states "that it was the best place I've worked. If you work hard, you will be well paid. The people I worked with in the freezers were the best. We had a good crack and I enjoyed every minute."



Presenting Jim Kelly with a gold watch on behalf of his colleagues in the Freezer and Despatch departments is supervisor Pa Dunne. On right is Freezer department charge hand, Paddy Flaherty.

In 1954, Jim married Anne O'Sullivan of Lisnamuck, Croagh. Their family consisted of four boys and one girl. One of the boys, Michael was tragically killed in a motor cycle accident in 1980. One of his boy's is a plumber, one a carpenter and the other is still at school. Their daughter is married to building contractor, John Sheehy from Ballysteen.

Jim's main form of relaxation nowadays is attending hurling matches. He enjoys gardening and hopes to devote much more time to this from now on. He will also assist his son-in-law with his business and is adamant that retirement for him will not reduce his level of activity.

Everybody in Shannon Meat wishes Jim Kelly a long and happy retirement. He was one of those people it was a privilege to have as a colleague and we all look forward to his visits to the plant in the future.

INDUSTRIAL PETER TO PAUL

Foir Teo is the subsidiary of the Industrial Development Authority whose function is to set up rescue packages for Companies who would otherwise go out of business. Some months ago they announced that they would neither disclose the names of the Company being aided or the nature of the financial rescue package. As they are using taxpayers money this decision is a strange way of operating within a democracy. One often wonders what success these packages have and what and who are rescued. The justification given is the jobs saved. Certainly the Banks have their bacon saved and probably also some politicians. Our interest is do the people who put these packages together look at the effect they may have on firms who remain viable and require to be competitive? Do they look at the effect they may have on companies in allied trades in the same region or otherwise? Competiveness and jobs in such Companies could be undermined if such issues are ignored. It would be just a case of robbing Peter to pay Paul. Competiveness and job security in the food industry in the present climate are on a fairly thin line. Industry "Do Gooders" should be careful that they do not narrow it further.

M.F. Cowhey
Managing Director

SYMPATHY

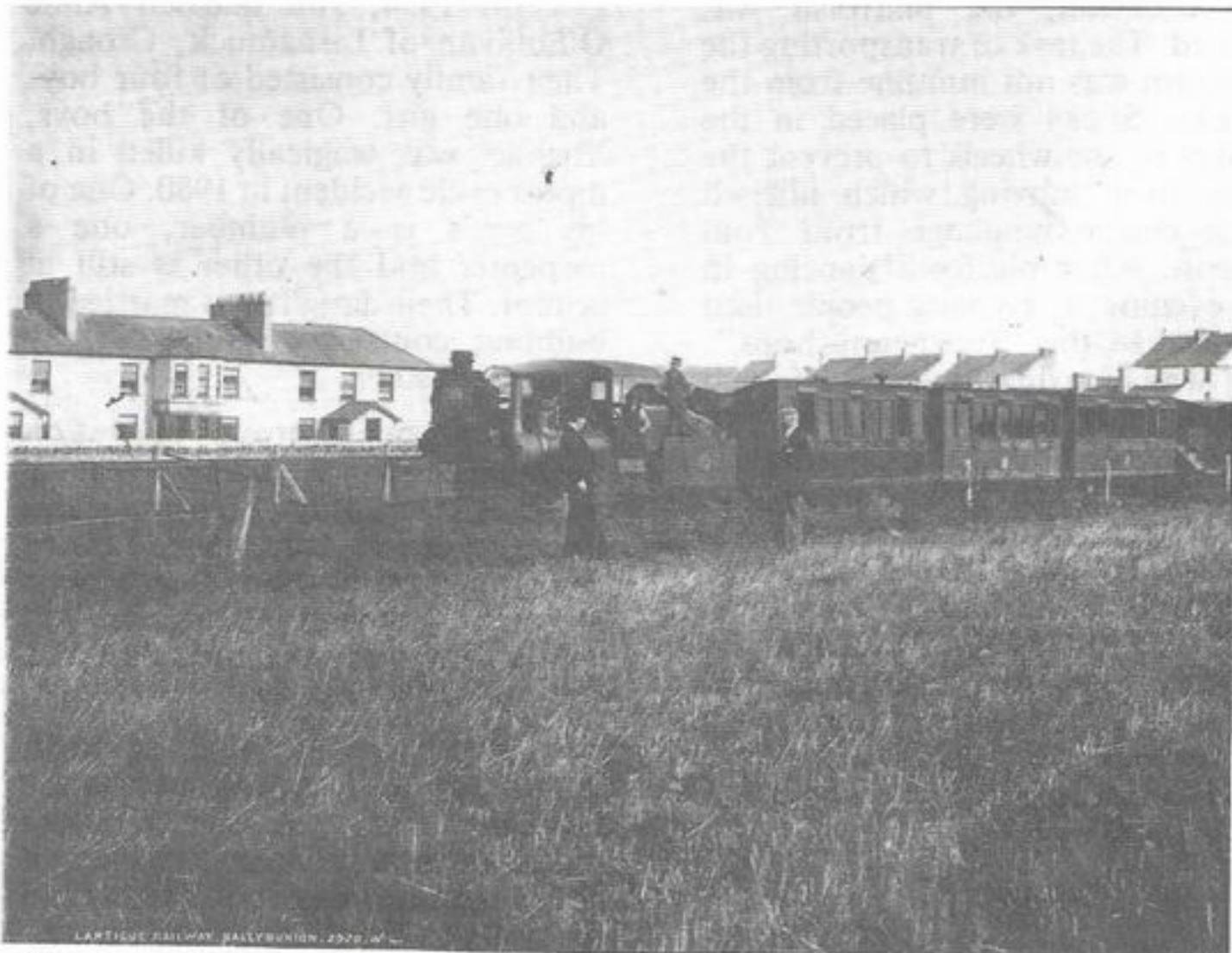
Condolences are extended to Sean Condon [Canning Department] whose grand-mother, Mrs. Nonie Condon, Dohile, Rathkeale, was laid to rest lately.

Sympathy is extended to former employee of the Company Tommy Cullen on the recent death of his wife, Anne, late of New Road, Rathkeale.

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

LARTIGUE RAILWAY

By Michael Binchy
Director



The above photograph of the Lartigue Railway taken prior to 1895 in Ballybunion. In the background is the Castle Hotel and on the left of foreground is Mr. Patrick McCarthy General Manager of the L and B Railway Co. from 1890 to 1917.

Career Guidance Officers are much in the news nowadays, seemingly we can't afford them! However, those of us who went to school before the last war didn't need Career Guidance Officers because we were all going to be engine drivers, anyway. I was very unlucky, I just missed the opportunity of having a whole rail system all to myself.

The middle years of the last century saw the very rapid spread of mainline railways throughout the country and during the closing years of the century, remote and smaller systems were added to the network, the line through Rathkeale was built around 1870, and some years later a very unique monorail line was constructed from Listowel to Ballybunion which became known as the 'Lartigue' after its French designer, Charles Lartigue.

Not unlike Shannon Meat whose inception was very much spearheaded by the late Canon Carroll, the idea of building a railway from Listowel to Ballybunion was promoted by the then Parish priest of Ballybunion Fr. O'Connor. Exactly one century ago (1883) Fr. O'Connor had discussions with the Munster Steam Tramways Company to build a tramline from Listowel to Ballybunion and local Board of Guardians gave their blessing. However, in those days the cost of defraying some of the expenses of the proposed railway to tramway would fall on the ratepayers of the various baronies through which the line passed, and the residents of one such barony (Irraghticonnor) felt the proposed tramway would not be a paying proposition and they were not prepared to carry the can. They campaigned vigorously and eventually the scheme was withdrawn. How would Monseigneur Horan and the ratepayers around Knock feel if they had to make up any losses which Knock Airport might incur. The courage and foresight of these ratepayers must be admired because presumably, the arrival of any form of mechanical transport in a remote area must have been alike a dream come true.

Charles Lartigue, who had developed his unique rail system heard about the proposed Listowel

Ballybunion rail link and in 1885 he put forward proposals to link the two towns with his system. In the following April the House of Commons in London sanctioned the scheme and the Listowel and Ballybunion Railway Company was established with a capital of £33,000. Besides conveying passengers, the Company felt there was a large potential in carrying sand from Ballybunion sandhills for farmers and builders. The sandhills were then owned by George Hewson and he undertook to sell the sand at 1d. per ton. Also it was thought that there was a potential for carrying students to St. Michael's College in Listowel.

Lartigue's railway system was particularly simple, it consisted of a raised rail supported on 'A' type trestles about 3-feet above the ground, with the rolling stock, more or less hanging on either side of the track. Its principal advantage was easy construction and little land usage, though level crossings did present a problem. The nine miles of track were completed in five months and the total bill for track and rolling stock came to £33,000. The line was officially opened on 29th. February, 1888. The journey took 35 minutes and the return fair was 1/3 which was considered a little expensive. Business was not as good as expected, particularly during the winter months. On 1st. October, 1890 my grandfather, Patrick McCarthy, became General Manager and he held that position till ill health compelled him to retire in 1917. During his years as Manager the line, more or less, kept its head above water, its best year was 1913 when it made an operating profit of £875 and its worst year was 1907 when it lost £127.

With the popularity of motor transport growing things became difficult in the early 1920's and the Civil War left its scars on the line. In 1923 the newly formed Irish Government decided to amalgamate all the principal rail systems in the country under the umbrella of the Great Southern Railway Company but much to the dismay of the people of North Kerry the Lartigue was not included in the plan, and the end came on October 7th., 1924 when an application was made to the High Court to have the line closed.

STEPPING DOWN

Mattie Williams has informed us that he intends stepping down as Chairman of Sean Finn's Boxing Club, Rathkeale. He intends to carry out this decision of his at the forthcoming Annual General Meeting of the Club.

Pressed as to why he is retiring he replied, "After a term of three years in the position, it is time for new blood and it is in the good of every Club to have a turnover situation where different people take charge."

Mattie admits readily, that whereas boxing is high in the list of his priorities, hand-ball is his first love. With the re-opening of a hand-ball club in the town (in the

impressive new community complex) it wouldn't surprise us to see Mattie as one of those people at the helm.

In his time as Chairman, Mattie helped in no small way in bringing thirteen County Titles and three Munster Titles to the Club.

As all these lads are under sixteen years of age the future and success of the Club is assured.

He is gracious to the support and help he received from the local community, sponsors and particularly from his officer colleague Pat Joe Jones.

What will be the Boxing Club's loss will be the gain of the Handball Club.



Rathkeale Boxing Club Committee L to R: W. Walsh, M. Williams, N. Byrnes, M. Hogan, P.J. Jones.



Michael Hanley, Chairman of the Desmond League about to present the League Cup to the Captain of Deel Utd. Don Gallagher to the delight of an enthusiastic Rathkeale crowd.



Tomorrows men hold the League Cup aloft, Nigel Gallagher (son of goal-keeper Mike) & Michael Woulfe.

SOCCER SCENE

DEEL UNITED

At the time of going to Press Deel United have won the League Cup (2nd Division Cup) in an absorbing game with arch rivals Creeves winning by 2 goals to nil. They have also qualified for the Desmond Cup Final. As well as these, they are in a play-off with Creeves to decide who will be promoted as champions.

Irrespective of the results of these two remaining vital games, it has turned out to be a great season for the players, officials and supporters of Deel United.

A special word of praise must go to team manager, Peter Mullins, who, in spite of the success, has had a fairly strenuous induction to management.

MATCH REPORTS

Deel United 1 Creeves 1
P.J. Wall

This was the clash of the 'big guns' and the game did not live up to the expected standard, partly because of a very stiff wind. Best for Deel were: Tom O'Shaughnessy, Ray Doherty and Eamonn Daly.

Athea 0 Deel United 4
P.J. Wall (2)
E.Daly, R. Hayes

This was one of Deel's best performances this season, by completely outplaying Athea and getting two good away points for their efforts. Mike and Don Gallagher and Mike Sullivan were most prominent.

Deel United 2 Devon United 1
R. Doherty
J. O'Grady

Deel made very heavy weather of defeating a Devon side who possessed some fine footballers. Leading two - nil after twenty minutes, they brought too many players back and conceded too much possession to the visitors who were weak up front, fortunately.

Creeves 2 Deel 0

In this critical top of the table clash, Deel made no impression against an in form Creeves. They had to play second fiddle and spent too much time chasing and harassing. An over-worked defence did reasonably well considering.

Ballyguiltenane 1 Deel 3
Ml. Sullivan 2
R. Doherty 1

As a result of this vital game, Deel were at last promoted to the First Division. After a shaky opening period Deel won comprehensively. Along with Mike Sullivan full-backs Edmond Dollery and Tom Shaughnessy impressed.

Bally Rovers 0 Deel United 0

The home side played doggedly ensuring the Rathkeale side wouldn't win the league title on their account. Deel lacked ideas in mid-field and up front while behind they were supported by a resolute defence.

As a consequence of this game Deel and Creeves must play-off for the title.

LEAGUE-CUP:-

Deel United 6 Athea 0
Ml. Sullivan 3
J. O'Grady

B. Dillon
E. Daly

Athea 3 Deel United 2
(2nd Leg)
R. Zoncado
Ml. Sullivan

Athea 3 Deel 8
aggregate

The first leg of this tie ensured the second as a more formality. Back from honeymoon Mike Sullivan was the star of the show on both occasions.

Devon 0 Deel 1
Ray Doherty

In the semi-final of the League Cup both sides failed to impress. Deel created the better opportunities, although they had often only second rate possession Mike Gallagher was superb in trying conditions and he was best supported by Eamonn Daly and Tom O'Shaughnessy.

DESMOND CUP:-

Deel United 1 Glin Rovers 0
P.J. Wall

The first round of the Cup saw Deel in a determined and spirited mood. Though hard pressed they held out for a first rate victory. Mike and Don Gallagher and Tom Shaughnessy defended very well.

Broadford 0 Deel 1
James O'Grady

For much of this game the visitors struggled, but as they say it is good to play poorly and get a result. Keeper Mike Gallagher - the best in the entire league and an over-worked defence were most in the picture.

Pallas 2 Deel 3
Mike Sullivan 2
R. Hayes

The importance of an in-form Mike Sullivan was clearly in evidence in this game as he teased and tormented Pallas and furthermore, scored two fine goals. This was a well deserved win as Deel conceded two very soft goals. Others to impress were James O'Grady and Robbie Zoncado.

Deel United 1 Breska 1
Ml. Sullivan

In the Semi-Final of the Desmond Cup, Deel were unlucky not to qualify for the decider at the first attempt. A mixture of over-rating the opposition and poor finishing were the reasons. Ray Doherty, Eamonn Daly and substitute Robbie Zoncado played first rate for United.

Deel 4 Breska 0
R. Zoncado
J. O'Grady
B. Dillon
Ml. Sullivan

The Rathkeale side qualified for the Desmond Cup Final by overwhelming Breska with a great performance. This was a superb team effort, by a side who got stuck into the opposition from the word go.

SEASON TALLY:

Mike Sullivan 14; James O'Grady 11; Ray Doherty 8; P.J. Wall 6; Seamus Doherty 5; Richie Hayes, Brian Dillon 4 each; Paul Dineen, Eamonn Daly 3 each; Liam Casey, Edmund Dollery, Robbie Zoncado 2 each; Jimmy Fitzgerald, Own Goal, Don Gallagher, Peter Mullins 1 each.

SHANNON UNITED

The 1982-'83 football season was surely one of the most depressing in the history of Shannon United. It is not such a long time since they were considered to be the finest footballing side in the entire League.

This season they struggled at the foot of the Second Division, which is a far cry from their former standards.

This season they lost some key players and to compound this some key players lost interest.

At the moment, the Club are at a cross-roads, time will yield the answers to which route they take and how successful or otherwise it was.

MATCH REPORT

Devon 3 Shannon United 2
John Coleman
Barry Dillon

In this encounter, Shannon put up a spirited display against a high riding Templeglantine side. They fought back from a three goal defeat and were worthy of a share of the spoils. Donie Neville who was introduced into the side this season was outstanding in defence.

Athea 2 Shannon United 2
Pat Hayes 2

Pat Hayes stole the show in this game with two great goals. The second was a brilliant effort bending the ball around the keeper from the edge of the box (this lad has a great future). This game produced some fine football with the visitors unlucky not to take both points.

Shannon United 1 Kildimo 0
D. O'Dea

A reasonably satisfying performance by United in taking full points from a Kildimo side, that has demised also, in recent years. With the exception of a fifteen minute spell in the second half the home side were on top throughout. This was the Club's last fixture in the current season.

DESMOND CUP:

Pallas 2 Shannon 0

Shannon United bowed out of the Cup at the very first hurdle. The reason for their exit rests entirely on the fact that they can't score goals and if you can't do this then you can't win matches. In terms of possession Shannon at the very least held their own.

FINAL TALLY:

Barry Dillon, Noel Harnett and Denis O'Dea 6 each; Frank Lynch 5; Pat Hayes and John Coleman 2 each; Gerry McGinnty, Liam Kennedy, Sean Neville, Sean O'Shea, Mike Neville, Liam Fitzgerald 1 each.

SCHOOL-BOYS

The under-14 County School-Boy League is in progress at the moment.

Following are the Rathkeale results to-date:-

Rathkeale 4 Croom 0
Peter O'Connor 2
Paul Lynch 1
John Woulfe 1

Kilmallock 1 Rathkeale 1
Paul Lynch

Rathkeale 1 Villa Rovers 2
Billy Tierney

Mungret 2 Rathkeale 2
Paul Lynch
Peter O'Connor

Croom 2 Rathkeale 4
Billy Tierney 2
J.J. Riordan
John Woulfe

G.A.A. CLUB NEWS

The 1983 season of the Inter Firm G.A.A. competitions is well under way. Our football team made a very successful start to the league when beating the P. and T., Limerick in the second round having received a bye in the earlier one. Minus several members of the panel, we had a four point win over a very strong P. and T. team. The turn out of players was very disappointing for this important game. It was played at Pallaskenry. Conditions were not great for football but then what can one expect considering the weather we have been getting. Our next game in the league is against Alcan. This will be vital contest as they are one of the strongest teams in our section.

Hurling

Of the three games scheduled in the hurling league, we received two walk overs, one against the County Council and the other against Kantoher Co-op. The third game was postponed due to weather conditions. Walk overs, while we received the points for the games, are no good to a team. Match practice is essential in all sports. The third game against Cement Ltd. has been refixed and will probably have taken place by the time you read this article. This is a game we must win if we hope to win the league this season.

Championship

Our game against Kantoher Co-op in the hurling championship was also postponed due to bad weather. Kantoher are a very strong team. The backbone of the Kantoher club are from the Kileedy club, plus Feohanagh and Ardagh. If we win our first round game, we must be in with a good chance of reaching the final stages of this competition.

Inter County Players

On behalf of the club, I would like to congratulate two of our players who have helped their county teams in recent months during the National Hurling League. Pat Potter was a member of the Limerick panel that was narrowly defeated in the final. Michael Beecher was a member of the Waterford team during the same campaign. I would like to wish them the very best in the future.

Three Finals

Due to the fact that the "Ban" as it was known has long departed, it gives me great pleasure to congratulate other members of our club who have reached three finals this year in Desmond League and Cup competitions. I am not fully aware of how many so it would be very unfair of me to mention names as I might omit someone. Nevertheless, well done lads, you are all great sportsmen.

Reports

Hopefully, weather permitting, I will have several match reports for the next edition.

Yours in Sport
Ml. O'Neill

SHANNON MEAT CHAT

By: The Scribe

- * Donald and Marcella Markham are proud parents of a son, Robert, born on 6th April, 1983 (hard luck on the tax rebate). If the child is taken after his mother, he is probably talking at this stage.
- * Mike Collins of the Offals Department is looking very fit and sharp in hurling training at the moment. He hopes to be ready for Cork in the Munster Championship and be able to cheer his county to the last mintue.
- * Congratulations to Liam and Breed Woulfe on the birth of their first son (after four daughters) christened Liam. If the child is taken after the 'Dad' he could have a likewise title - "The Young Dad".
- * Slim and brimful of energy is Teresa Lynch, but she has problems getting things fitting her like hair nets, ear muffs, etc. She could have some difficulties if we get a fine Summer, especially at the seaside
- * The life of Brian has started in earnest for Joe and Mary Lynch with the birth of a son, Brian, on 19th. May.
- * Friday 13th. is considered unlucky for some and for Margaret O'Brien that's how it started. She arrived at work for 7.00 a.m. thinking it was eight o'clock. Furthermore, she had all the family on the road for that hour. I wonder what was said when she got home that evening.
- * 'Hey Louise' sings Sean Lynch to the new fond in his life, a baby daughter, Louise.
- * Teresa White (Canning Dept.) and Martin Cronin announced their engagement lately. You could say Teresa likes her man to be big and brave, but that would be an understatement.
- * John Brouder of the Boning Hall tied the bonds of matrimony to Anne Finnerty in the recent past.
- * Pat Alfred (he who thinks he knows the owner of the Goat Inn in Dublin - but he is kidding himself) was seen recently out for a night stroll (that is a very slow walk) with his sweetheart, Susan.
- * A special welcome back to work after a prolonged illness is extended to my very good friend, John O'Connell, Abattoir Supervisor. Looking forward to seeing your name in this column, John.
- * Congratulations are extended to the members of Deel United namely, Don Gallagher, Tom O'Shaughnessy, Richie Hayes and James O'Grady on the fine peices of silverware they have captured this season.
- * Some members of the staff are returning to Greece again this year. Lads, remember lightning doesn't strike twice.

FREEZER CUTTING DEMONSTRATIONS

By Maureen Curtin
Home Sales Department



Maureen Curtin

Many invitations have been received (and I hasten to add accepted) from various groups (i.e. I.C.A., and Ladies Guilds) by me to attend their meetings. My function at these gatherings is to give a talk on meat cutting and to outline the services available from Shannon Meat Limited.

It is easy to see that these nights are worthwhile, both, from the interest shown and the questions asked.

At these meetings a return visit to Shannon Meat can be arranged. Todate, twenty-seven of these groups have come to the Company. These evenings have been very educational, informative and enjoyable.

Variations

One of our butchers, Paddy Nash cuts up a side of beef. Whil'st Paddy is cutting, I explain the standard way of cutting as well as pointing out the different

variations. I think it is very important to note that what might suit one housewife, may not be suitable to another.

On these occasions we have conducted a survey and from these we have learned alot. A popular reaction from participants is the need for a smaller pack of beef. It is hoped to launch a smaller Pack onto the market in the near future.

Great interest was shown on the video of the different operations of the Company. Many of our guests were amazed at the size of the Company and the degree of sophistication within.

What night can be complete without a cup of tea and a sandwich and in this regard either one of our courteous canteen staff, Anna, Catherine or Pauline was on hand.

I, as host, can say that it is a most enjoyable night and I have learned a substantial amount from meeting thirty or so housewives per occasion. I think it is true to say that they are some of the best "Gourmet Chefs" around.

To-date, it has been primarily Limerick groups that I have visited or have visited us. It is my intention at the moment to come in contact with housewives from the Kingdom County.

Any organisation or group, who wish to avail of this service may do so by contacting Shannon Meat Limited.

MARKET OUTLOOK FOR CATTLE

The average level of cattle prices has fallen below year earlier levels in recent months according to the Spring Market Outlook commentary published by C.B.F. - Irish Livestock and Meat Board. The report states that this reflects the relative weakness in cow and heifer prices: steer prices have, in fact, been somewhat above year earlier levels. Stocks of finished cattle are now estimated to be below year earlier levels. Store cattle supplies on the other hand are likely to be more plentiful and as a result it will be important that cattle are marketed as they become fit. Higher production levels in the E.E.C., particularly in the U.K., in the face of depressed levels of demand, have led to a generally subdued market situation, resulting in an average 2% decline in E.E.C. cattle prices by the end of April compared with a year ago.

The outlook for cattle prices in Ireland for the remainder of the year, according to C.B.F. will be closely related to the prevailing levels of E.E.C. support and their effectiveness in the 1983/'84 marketing year. Allowing for a greater dependence on market support measures this Autumn, steer prices should remain significantly above the prices which prevailed for the corresponding period last year.

OUTLOOK FOR CATTLE SUPPLIES

The current position on farms may be assessed on the basis of the following factors:-

- Stocks of cattle two years old and over; i.e. potentially marketable cattle were 51,000 head lower at the beginning of last December compared with a year earlier. At 908,100 head, this represented the lowest stock level of prime cattle since the first December census was taken in 1972.

- Based on recent disposal rates, a further depletion of stocks has occurred since December. Net export disposals of prime cattle from December, 1982 to the end of March, 1983 were over 25,000 head higher than the same period a year earlier.

Assuming, therefore, that prime cattle stocks may now be up to 75,000 head lower than a year ago, the scope for a higher level of cattle supplies through further stock reduction for the remainder of 1983, compared to 1982 is limited. Supplies of store cattle in younger age groups, however, are likely to be in the increase and this coupled with the uncertainties that always apply by way of weather conditions will again make it important that cattle are marketed as they become fit.

DIM WIT

- * A wise man has said that the best of a book is not the thought it contains, but the thought which it suggests.
- * No man is bound to be rich or great, or even wise, but every true and worthy man is bound to be honest.
- * The habit of looking on the best side of every event is worth more than a thousand pounds a year.
- * The world is moving so rapidly to-day that you have to run as fast as you can to stay where you are.
- * Thinking out plans will not amount to anything unless the thought be followed by a determined will to execute.
- * The secret of success is constancy to purpose.
- * The best manners are strained by the addition of pride.
- * What you don't know would make a great book.
- * Discretion too often marks the end of discovery.
- * Tension destroys attention.
- * When children marry cares are increased.
- * The secret way of remaining at odds with people is to try to get even with them.

ERADICATION OF TUBERCULOSIS IN CATTLE

The Final Effort involves YOU

Last year, over 6,000 herds were LOCKED UP because of T.B. Two-thirds of these were infected from a neighbouring farm.

- * *Keep stray cattle off your land*
— *Fix your fences*
- * *Don't let your stock mix with other cattle*
— *Use your own crush*
- * *Don't buy in trouble*

Protect Your Herd— and Your Livelihood

Issued by the Advisory Council on
Animal Health and Disease Eradication

Published by

SHANNON MEAT LTD Rathkeale
and

Printed by

Oriel Press Ltd Charleville.