

Shannon Meat GAZETTE



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

LIMERICK SHOW

24th & 25th
August

The Limerick Show Society have been working very hard at making this year's show one to remember.

It's good to see the way the show has improved and grown in recent years. It just proves that with enthusiasm and dedication, success will follow.

This year there is a greater range of events than ever before. To cater for these events, the 1st day of the show goes on until 9 p.m. This is a very good move as it allows people, who would normally not get to the show because they are working, an opportunity to visit it after 6 p.m.

As usual, there will be the agricultural equipment, cattle judging, dog show, show jumping, flower arranging, crafts and baking competitions. Also this year there will be fashion shows, displays of model railways, model aircraft and cookery demonstrations. Most definitely something for everyone.

Shannon Meat Ltd. will have its usual stand in the Main Hall and we look forward to meeting our customers and friends there.

Matt O'Doherty
Marketing Manager.

THE DOUBLE



Deel United Captain Don Gallagher

Deel United are the Desmond League Division Two Champions. As well as this, they won the League Cup of this division. In a very successful season they played 36 matches scoring 76 goals.

Shannon Meat are represented viz. the persons of captain, Don Gallagher, James O'Grady, Tom O'Shaughnessy, Richie Hayes and Tom White.

Each of the quintet played a vital role in the Club's drive for honours.

These were Deel Utd's first major honours in their short history & next season they will be hoping to continue the trend of the campaign just finished.

LIVESTOCK TOPICS

INSURANCE

The Suppliers Guarantee

By: Donie Donovan
Livestock Procurement Manager



Donie Donovan

The conditions of sale or the conditions of acceptance in the case of a Food Processing Plant are part and parcel of the industry whether we like it or not. These conditions may often be referred to as the small print which one has to contend with in every walk of life. One of these conditions has to do with Livestock Insurance which causes unnecessary worry to some people who would genuinely like to make themselves more familiar with what it is all about.

The word Insurance in this case may be misleading. If it was referred to as the 'Suppliers Guarantee', it would make it somewhat simpler.

At present, the supplier is charged £1 per cow and 40p per prime beast. This charge is to create a fund to compensate the producer for any losses, either the complete carcass or portion of carcass arising from the post mortem examination.

With prime cattle making over £750.00 each, nobody objects to a deduction of 40p per animal. The fund was never set up with a view to making a profit, neither was it intended to make a loss, so it is easy to see where one has to draw the line. While it would be foolish not to admit that there is such a thing as a border line case, these are so few they are hardly worth mentioning, only to say when it does arise, the

customer gets the benefit of the doubt.

ACCEPTANCE

The small print is accepted generally by most people, though there are the few who fault the rules as an excuse for their own mismanagement at farm level when a loss is experienced.

It is difficult to define on paper what is guaranteed and what is not. All animals consigned to the plant are covered by this guarantee as a standard procedure. The ones that are not guaranteed, the owner or their representative is informed of the conditions prior to accepting the animal. Once the conditions are accepted and the supplier or their representative sign the necessary docket, one has only to await the outcome of the post mortem which is carried out independent of the company by the Department of Agriculture to comply with its Veterinary Inspection Regulation. If whole or portion of an animal is not passed fit for human consumption, there is no obligation on the company to compensate the owner, while there would be, had the animals in question been guaranteed.

SAME

Regardless whether a beast passes or fails the herd test the Insurance charge is still the same. If a beast that failed its herd test is refused insurance, it is not because it failed the test, but for some other obvious reason it is deemed at owners risk. A premium of £6 to cover 15 heavy beef cattle valued at over £12,000 today looks very small. If there is not the usual seasonal decline in beef over the next few months, we would need to have a fresh look at our low premium. Regardless as to whether the end product is sold at home or abroad, the same high standards apply to all post mortems as this is what the terms of our export licence is all about.

IN PLANT HYGIENE COURSE



Mr. R.J. Griffith, Institute for Industrial Research and Standards who introduced the Hygiene course at Shannon Meat Ltd.,

A comprehensive review of the hygiene approach by the company ended on 18th and 19th May with a very interesting course by Mr. Dick Griffith of The Institute for Industrial Research and Standards. This course was attended by practically every employee in Shannon Meat and proved to be a very worthwhile venture.

Mr. Griffith commenced his talk by discussing microbiology. He pointed out that micro-organisms are widely distributed in nature. They occur in soil, water and on man and animals and even in the air we breathe. The fact that certain micro organisms occur in and on man and animals is of particular importance from the point of view of food poisoning. If certain bacteria which are contained in the bowels come in contact with foodstuffs, they can cause food poisoning. Washing ones hands is a must after using the toilet. Similarly, certain bacteria which originate in the nose, the throat, in septic wounds and in boils can also cause food poisoning.

VIDEO

Mr Griffith completed this lecture by showing a video of the plant which he made to illustrate the strengths and weaknesses in the plant hygiene. A question and answer session completed the programme which was well worthwhile. The reaction to the course was very positive and it will increase the awareness in everybody of the key role that hygiene plays in a food factory like that of Shannon Meat Ltd.

NEW SPORTS COMPLEX

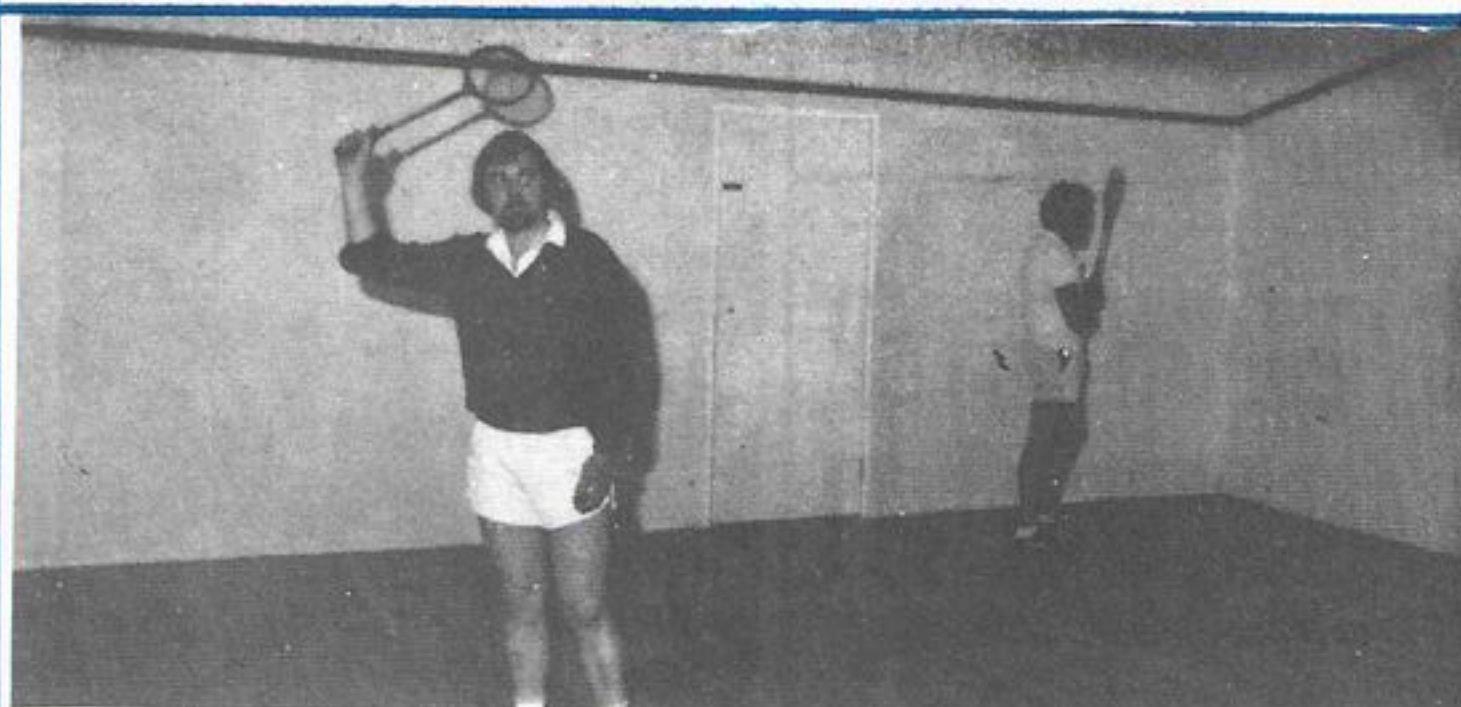
Rathkeale now boasts of a new Sports Complex.

This fantastic new building was opened on June 7th and is a credit to the whole community.

Contained in the building are Handball and Squash courts, Billiard Room, Dressing Rooms, Showers, etc.

It is a major move forward for the town to possess such a leisure centre and it should be availed of by all the community.

After all, most of us could shed some unwanted poundage as well as having the benefit of the exercise.



Employees Sean Goodwin and Donie Ahern playing in the Squash Court at the new sports complex opened in Rathkeale on June 7th.

KERRY NOT SO LONG AGO

By: Maurice F. Cowhey,
Managing Director

With the company holiday period ushering in the very warm and humid weather, my better half and I headed for Ballyferriter in the Western part of the Dingle peninsula. Starting out late on Friday evening, we had an unexpected adventure thrust upon us. On entering the peninsula, an extremely dense mist overhung the area. Having carefully negotiated the Dingle, Castlegregory road fork, the mist became even more dense and we did what we had been endeavouring to avoid, veered right at the next road fork and found ourselves at the top of the Connor Pass. Nudging our way down, realization came, on level ground, that we had not passed a single vehicle or person either on the descent or ascent.

What a beauty there is about this place when the weather is amenable, Brandon peeping from its surrounding cloak of floating cloud, or looking from Clogher to Sybil Head and from Dunquin to the Blaskets with the Skelligs in the distance. One could go on and on. Temperatures were so high that the sheep came down from the hills to shelter at the side of large rocks and from the cliff tops one could see the mackerel jumping from the water.

BLASKETS

Mention of the Blaskets recalls the school reading of Peig and An tOiléanach. How mine and other generations were discouraged from becoming fluent in the language because of the stupid way its revival was set in motion and the bigoted narrow viewpoint both of those who were so loud in their demands for revival and the people who controlled the teaching system. My favourite Blasket book is Maurice O'Sullivan's *Twenty Years A Growing*.

The language is very much alive in the district and it is a pleasure to note the reasonable prosperity that encompasses the area. This material standard of comfort is, in my view essential if the living language is to have the remotest chance of surviving. At our Sunday Mass, the sermon was much too long for non fluent listeners, but the reading of the lesson by a local farmer had a quite impressive dignity.

The peninsula is full of archaeological and historical interest. The best way to appreciate the archaeological scenario is to join one of the specialising societies on one of their visits. These treasures must be seen as no written description does them justice. The Thomond Archaeological Society based in Limerick would, I am sure, welcome any inquiries as to visits.

HISTORICAL SIDE

The historical side has quite a connection with our locality. The

last Earl of Desmond was forced to take refuge in the peninsula, eventually being forced to move from cave to cave. In the end, he was murdered by a band of native Irish settling a score. On his way to engage the Spanish/Irish Force, dug in at the fort of Dun an Oir, at the edge of Smerwick Bay, Lord Grey Deputy in Ireland of Elizabeth the First of England camped at Rathkeale with his forces for a period of time. One of his captains was Sir Walter Raleigh of potato fame. He was reputed to have repaired and rebuilt the Desmond castle at Castlematrix which had been the victim of the punitive push against the last Earl whose end is described above. The same Raleigh, romantically painted as a shining knight who placed his cloak on a puddle so that his Queen would avoid soiling her shoes, was a cruel and ruthless man. When Grey raised camp at Rathkeale, Raleigh remained behind with his troop. He ambushed some of the local inhabitants who had come to the camp looking for left overs and put a large number of them to the sword. It was he and his troop who carried out the awful massacre of 600 souls at Dun an Oir when the garrison surrendered to Grey.

The whole of the Dingle area is within the Shannon supply catchment area. The small black cow has disappeared for some years. The size of the herds has, at least, doubled and they are composed of magnificent well looked after Friesians. On the dry stock side, two years ago, I was amazed to see fifteen beautiful Charolais stores very near Gallerus. On this visit, the stores appeared to be Hereford and Aberdeen Angus, sensible choices considering the whole environment.

On a necessary visit to Tralee, business seemed to be booming. The town was full of visitors from Europe and the U.S.A. It was a great gee-up against depressionitis.

COSMOPOLITAN

The town of Dingle becomes quite cosmopolitan during the Summer months with visitors from the U.K., Continental Europe and the U.S.A. It has an air about it which partly stems from its trading with the West Coast of Europe in the centuries past. There are several good restaurants at levels to suit all pockets and tremendous value at comparative rates elsewhere. For me, Dave Geany's pub does all things correctly. It must surely rank with the best in the country in the way it is furnished and run. Lastly, the Catholic Church is well worth a visit. The Parish Priest must be a candidate for the country's best award for the imaginative manner in which the Church has been refurbished and the architectural gem of apartments that have been provided for the parish clergy.

Christina O'Rorke, R.I.P.

The death of Christina O'Rorke of Rathkeale Cottage cast a gloom over the locality. 'Chucky' as she was affectionately known, was the daughter of a Church of England clergyman and brought up in a country rectory in the U.K. She settled in Rathkeale in the Thirties.

Down the years a whole host of qualities were displayed by her, among them leadership of the highest order. Indeed she could have set up a management institute of her own. Her planning was precise and the word "No" not in her vocabulary. Her social service activities made her known throughout a wider area. She was an entire Health Authority in herself, all before any legislative activities in these matters.

REGARD

Her regard for rural life and its activities was tremendous and as to managing her farming enterprises, there was unquestionable ability. Commencing with a holding of

around 10 acres, the first venture was in Market Gardening and Fowl, the marketing being done directly to the consumer. With this being successful, next came a Pig enterprise. Although simple in planning and structure, the layout of the piggeries was ahead of its time. The pig herd, under the name of Castlematrix, became nationally known and people from all over the country came to purchase some of the breeding stock.

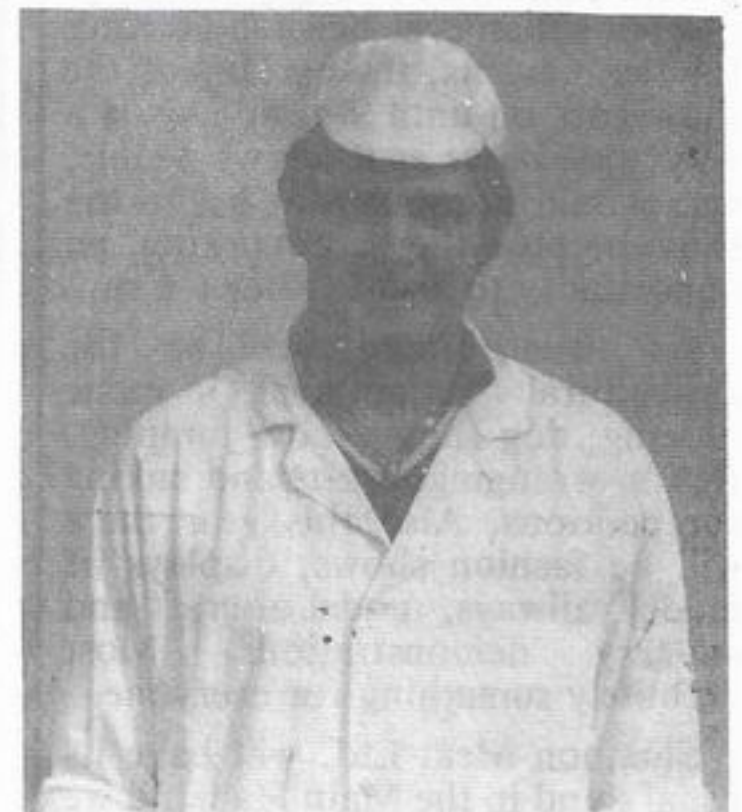
Next came a Dairy herd and again top of the ladder. She had the leading herd in the country under the Cow Performance Testing and Milk Recording Scheme run under the aegis of the Department of Agriculture. These records showed her cows consistently returned over 1,100 gallons when such an output was unheard of in this country.

DEEL VIEWS, the magazine organ of Rathkeale Community Council, in its tribute to her memory sums it all up in stating:

"Ni bheidh a leitheid ann aris"



Returned to work following lay-off is Bertie Ahern of Athea.



Also returning to work following a period of lay-off is Martin Kelly of Assumpta Park, Newcastle West.



Michael Dunne, Assistant Canning Supervisor with Shannon Meat Ltd.,



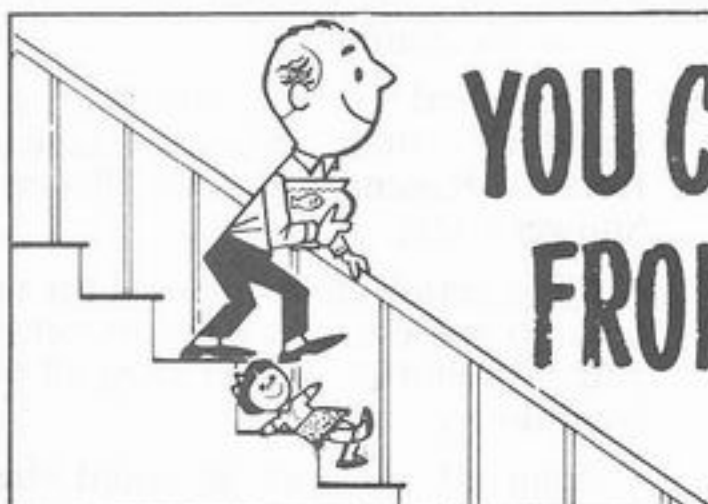
Billy Lynch of Feenagh works in the Freezers and is responsible for moving boneless beef to blast freezing area.



John Stack at work in the Laboratory.



"Good Luck Michael" Michael Keating (above) recently resigned from the company to develop his family business.



YOU CAN BE ONE STEP FROM AN ACCIDENT!

BALLINGARRY THE GARDEN TOWN

Ballingarry County Limerick, according to Lewis's Topographical Dictionary written in 1837, "is situated on the road from Rathkeale to Charleville and in a pleasing and sheltered valley which opens towards the west. It consists of one long irregular street and several smaller ones."

In historical records dating prior to 1300, Ballingarry was called Ville de Garth or Garth, le Garth, or "Garthocconnyll". This latter name was derived from its central position in the ancient Irish division of Ui Conneillo. In Latin, Ballingarry was referred to as Villa Horti. The area of the ancient parish of Garth is similar to the present parish of Ballingarry.

Early in the thirteenth century, Limerick diocese was subdivided into six Decanates. These were Limerick, Kilmallock, Grath (or Ballingarry), Rathkeale and Adare. There were twelve parishes in the Decanate of Garth. Four of these, Clouncagh, Cloncrew (about 4 miles N.E. from Dromcollogher), Kilfinny and Mahoonagh (under the name Cluenclaidmeach) are mentioned in the famous Black Book of Limerick in connection with an Inquisition as to ecclesiastical property which took place in 1201.

The earliest reference of a vicar of Ballingarry is in 1295 when John le Blond was parson of Garth. Ballingarry is also mentioned in 1302 to 1306 when a parish tax was levied. For this tax, in 1302, Garth with chapels (Kilmacow and Shanovoha) and vicarage yielded £2-13-0. On the later assessment, Garth (Ballingarry) yielded only 20 shillings. This reduction in assessment was due to the destruction of the churches of Corcomohide, Mahoonagh, Cloncagh, Cloncrew, Kilmeedy (Moyalthei) and two others.

de Lacy

Before the Desmond confiscation in 1583, Ballingarry was owned by the de Lacy family. First mention of this family in Ballingarry is in the 13th and 14th century and the Castle in Ballingarry is known as the de Lacy Castle.

During the episcopate of Cornelius O'Dea, a further entry was made in the Black Book of Limerick in 1418. The reference to de Garth states that "the abbot of Keynsham is rector and presents the vicar, 'Garth has two chapels, Senboth and Kylmocho'". Senboth is now Shanavoha and Kylemocho is Kilmacow.

On the outskirts of Ballingarry village stood the Kilshane Franciscan Abbey referred to in 1410 as "the monastery of St. John". This is close to St. John's Well. Another abbey stood in Kilmacow near the church and a half a mile from this stood the abbey of Kilmacanearla and a half a mile further to the east is Morenane church. In later references Ballingarry, while continuing to be referred to as Garth, is also called Gare, Garre, Gorth, Garrie, Garrystown, Ballingarric and many other such names.

During the period of English rule in Munster, Henry IV in 1408 granted to the bailiffs and commons of Ville de Garth certain customs or taxes to wall the town because "the greater part thereof had been destroyed by Irish foes and English rebels."

The Desmond uprising, having

being suppressed in 1583, broke out again in 1598. The barony of Connello was the centre of the disturbances. Ballingarry castle was owned at that time by John de Lacy who had sided with the rebels. In 1569, the castle was stormed and its garrison of 40 men put to the sword by the queen's forces.

In 1583, at the end of the first Desmond rebellion, all those on the losing side lost their lands. Included among these were John Supple who owned Kilmacow and Granagh, John Roe Lacy owner of Lisamote and Woodstock Castles (otherwise Bonistoe) and John Lacy owner of Ballingarry, Rylanes, Kilmihill and Ballyneale.

The list of landowners in the parish in 1641 was as follows; Edward Standish owned Frankfort, Lt. Col. William Piggott owned Kilshane, Philip Cullom, Ballyknockane. W. Cullom, Lisamote and Woodstock Castles, W. Lacy, Clontemple and Ballyneale, Edward Sheehy Ballynarroogabeg, Ballynoe, Ballykevin, Miles Jackson, Lisduane and Granagh. Ballingarry, with its castle mill and patent of fair belonged to John Massy. W. Cullom, W. Lacy and Edward Sheehy were later deprived of their lands for joining in the Desmond Uprising. Their lands were taken over by Odell, Cox, Monkton, Scanlon and Pepparad.

SIEGE OF LIMERICK

Ballingarry was burned and sacked at the time of the Siege of Limerick (1691). Kilfinny castle belonged to the Kildare Geraldines but was forfeited in the reign of Queen Elizabeth I. The Irish attacked it in 1641 and it was defended by the widow of John Dowdall. She wrote in her diary that she was "at length forced to surrender, the Irish having got possession of the hill in the rear and two windmills which commanded the castle."

In the rebellion of 1798, Colonel W. Odell of The Grove, Ballingarry, took an active part against the insurgents. He engaged them between Rathkeale and Ballingarry. Colonel Odell was a member of Grattan's Parliament and voted for the Union. Lord Edward Fitzgerald, who was involved in the organisation of the United Irishmen, visited Ballingarry in 1798 in order to meet "the Great Baggott" who was the schoolmaster who planned the capture of Limerick castle in 1803.

Beside the square in Ballingarry stood the ancient fair field. The last time this was used was in 1866. In the square where the new hall is now situated stood the Big House which belonged to the Odell family. Afterwards this became a pawnshop. In the square also was the Old Courthouse and Bridewell. In this area of the town stood the Sessions House built in 1883. Petty sessions used to be held in Ballingarry every Saturday. At the corner of Downs Road was the old Weigh House where the market scales were situated. Markets were held twice weekly and fairs four times a year.

The convent was formerly the residence of the Catholic priests and was built on the site of an old thatched cottage after which the house was named Echo Lodge. It has been used as a convent since 1888. The present R.C. church was completed in 1879. According to the 1821 census, the population of the town was 1,553. The church of Ireland was built in 1812 a few feet from an older church which collapsed around 1810.

FARM HOUSES LONG AGO.

By Elizabeth Keating

The oldest farm houses today are the single room log cabins in remote Norway, the bronze age circular stone houses of Italy and the peasants cottages of Saxony in east Germany. In these German homes the family, herds and horses were once sheltered not only under one roof but in the same room. This was the practice in many countries and in Ireland especially.

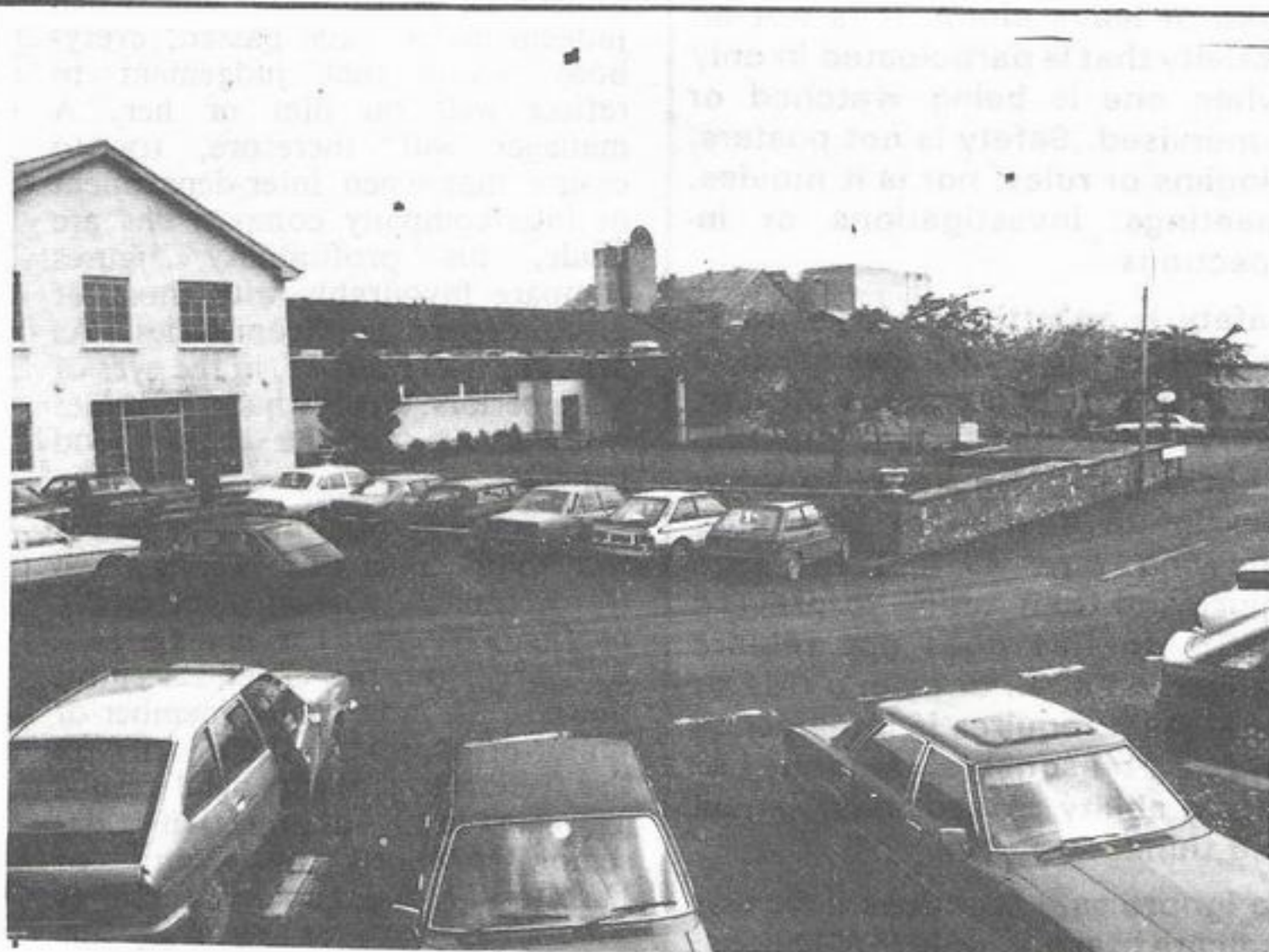
Cows were a preoccupation of Old Ireland. Down through history there are innumerable references to cattle raids. Raiding was carried out by all classes, so no wonder they had to sleep with their cattle. Even Kings and Chieftains had to have their cattle brought to the barns of their castles each evening for fear of thieves and wolves. Also in the winter time the cattle helped to keep the house warm as a kind of central heating.

There were very few chimneys in houses, so most were filled with

smoke though some would escape through cracks in walls or vents. They had mud floors usually covered with rushes or straw and sometimes rugs made from skins of animals. Occupants slept on the straw, what a change to our present day water bed! Now also we have slumber downs but then are they not "feather ticks" in reverse.

Wood and turf were used as fuel and light was from a type of torch or candle made by dipping rushes in tallow. Windows were usually very small as there was a tax on windows, so they were kept as small as possible.

As a family who had to live so close together, and who had so little privacy, one cannot but wonder at their great sense of sharing, and their awareness of each other and surely a lesson to us to live more harmoniously with our fellow men.



A recent photograph of the Shannon Meat premise.



Congratulations to Maurice Curtin above who was recently married. Maurice also returns following lay-off.



William Lenihan, works in the Loading area.

DIM WIT

She has a baby face and a brain to match.

He read that a man gets hit by a car every twenty minutes. He says "What a glutton for punishment that guy is"

She can't find a thing to buy in antique shops. She claims that they're not making antiques nowadays like they used to.

He heard that more people die in bed than anywhere else, so he doesn't sleep in a bed.

The boss told her if her work didn't improve she'd find a pink slip in her envelope. She said "how nice"! Make it a size 36.

He says if it hadn't been for Thomas Edison we'd all be watching T.V. by candlelight.

Judging by the old saying "what you don't know won't hurt you" he's practically invulnerable.

Quality Meat for your Home Freezer

- * Home Freezer Special Prime Beef Packs
- * Prime hind and forequarter heifer beef
- * Your own stock processed to your specification
- * Top quality Lamb Packs and Lamb Carcasses
- * Specialist advice on Home Freezer maintenance.

Get full value from your Freezer. Meat supplied by Shannon Meat Ltd. is processed under modern hygienic conditions. This ensures top class quality, proper maturing, best cutting and packing methods and blast freezing to ensure meat is frozen solid in the shortest possible time. We are proud of our Home Freezer Service.

For full particulars contact :-

The Home Sales Department
Shannon Meat Ltd.

Awareness

Safety is not something you can take or leave alone. It is not an activity that is participated in only when one is being watched or supervised. Safety is not posters, slogans or rules; nor is it movies, meetings, investigations or inspections.

Safety is an attitude, a frame of mind. It is the awareness of one's environment and actions all day, every day. Safety is knowing what is going on, knowing what can injure anyone or anything, knowing how to prevent that injury and then acting to prevent it. To do this does not require genius, a Ph.D., or even a title or rank. All it requires is intelligence and a reasonable amount of native ability to see, hear, smell and think.

To ignore safe practices does not indicate bravery, only foolishness; and to do things safely and correctly is the mark of a wise man, not a timid one.

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

MANAGING PROFITABILITY THROUGH PEOPLE

By Sean Goodwin, Accounts Department



Sean Goodwin

Ask any manager what he sees as his overall most important role and he will almost certainly say that it is the maximisation of profit. This is a natural reaction.

The most generally accepted criterion on which management is judged is profitability and when judgement has been passed, everybody wants that judgement to reflect well on him or her. A manager will, therefore, try to ensure that when inter-department or inter-company comparisons are made, his profitability figures compare favourably with those of other departments/companies. As far as he is concerned, in the eyes of his superiors, this is what determines whether or not he is a good manager.

To my way of thinking, there is something inherently wrong with this approach. Management purely by financial results is management by fear. From the Chief Executive down to the most junior member of junior management, there is always the feeling that if financial results are consistently poorer than more senior managers or Board of Directors, or shareholders feel they should be, then jobs are on the line and heads may roll.

PROFITABILITY

This is not to say, however, that financial results are irrelevant. Without an adequate level of profitability, there will be no money for reinvestment in plant and machinery, research development, expansion, diversification, etc. and sooner rather than later not only will jobs be lost, but so will the entire company.

This, of course, raises the very important question of how one determines what an adequate level of profitability is. Should one, for instance, take the view that the maximisation of shareholders return on investment takes precedence, to the exclusion of other seemingly less important considerations? I think not.

Apart from shareholders, there are also what one might term 'stakeholders' involved. For instance, are customers, or suppliers of raw materials, given value for money (or money for value) or alternatively in a monopoly or semi monopoly situation are they squeezed almost to death? Are the interests of the general public adequately considered? e.g. Is genuine pollution control practised or do companies do as much or as little as they can get away with. Are products inherently bad for the ultimate consumer? e.g. Could there be a health risk which is inadequately researched or indeed

conveniently ignored? Are inferior materials used and cleverly disguised?

EMPLOYEE

Another stakeholder to be considered is the employee and although its an old cliché that a company's greatest asset is its people that is no reason to dismiss the idea out of hand. A good workforce with high morale is the foundation stone on which any company is built. It gives a company a vital edge over its competitors because not only should productivity be higher, but the quality of the goods produced will be such as to make them more acceptable in the market place. In the long term, the best advertisement you can have for your product is a reputation for quality.

But a good workforce with high morale does not happen by chance. It is something that must be worked at and built up and maintained. The first essential is proper training so that shoddy and incorrect work practices are not allowed to develop. But the most important aspect is developing a high level of morale. This involves firstly having a safe and comfortable work environment and then paying people properly for the level of work and workmanship that is expected of them. But such matters of a material nature should, in my view, be accepted as automatic practice and should never, in so far as is possible, be allowed to become a bone of contention.

ATTITUDE

Where a company really wins or loses in the matter of morale is in attitude. A large part of a manager's/supervisor's task is getting things done through people. To do this effectively and efficiently it follows that he must try to understand why people work. There are two ways of looking at it.

One can assume that the average human being has an inherent dislike for work and will always avoid it if at all possible. He will only turn up because he gets paid and so must be constantly watched and supervised if the profitability goal of the company is to be achieved.

On the other hand one can take the view that once the material things have been adequately satisfied (money and conditions) there are other things that motivate people to work besides constant control and the threat of punishment. For instance, the content of the job itself, the amount of responsibility given and most of all, a sense of trust between superior/subordinate can be great morale boosters. Such a sense of trust must be earned on both sides but once it exists, it gives a sense of pride in one's job that works wonders in terms of quality output. The manager's job will also be simplified as it will be much easier for him to encourage people to develop and utilise their abilities towards the accomplishment of the goals of the company.

EQUITABLE BALANCE

If the above views are taken to their logical conclusion, therefore, managers should be trying to make

THE IRISH CAPACITY

By Donie Donovan
Livestock Procurement Manager.

The total national slaughtering for the first half of 1983 are showing little change from the two previous years - an overall increase of 15,000, with steers up 20,000 and cows down 5,000, live exports are up by 18,000. With an increase of 34,000 going to Northern Ireland. Looking at the total national kill, there were five years that the one million was exceeded and three of the five were only marginal. 1975 saw a record of 1.31 million and that was the second highest ever recorded. 1980 being the record year with 1.38 million. Cows have a big influence on the national kill as close to half a million were slaughtered in 1980.

In 1967, long before we entered the E.E.C., Ireland had the capacity to slaughter one million. The recorded kill for that year was 0.98 million, that was 15 years ago. Speaking from memory "was there 12 plants in the country then?". Not alone was the capacity of those 12 plants greatly increased, but there was a further 20 new plants added to the list. Competition is the name of the game while stock numbers remain static. The capacity of the Irish plants is three times greater than that required. Was it our entry into the E.E.C. that caused this imbalance or the lack of foresight on the part of our planning authorities? Stock numbers and slaughtering capacity should go hand in hand, this has not happened. The prospects of any upsurge in stock numbers are slim. Some herd owners can see even further destocking in 1983 for cash flow, with all the capital tied up in bricks and mortar.



Donie Ahern, Livestock Field Officer
with Shannon Meat Ltd.

decisions which maintain an equitable balance between the interests of shareholders, customers, suppliers, employees and the general public. The problem, of course, is that, in the short term, attention to the interests of groups other than shareholders cannot easily be reflected in a Profit and Loss Account and Balance Sheet. Because of this, there is no immediate incentive for a manager to do so.

COALITION

It must be remembered, however, that a company is a coalition of interests and the proper consideration of the various interests of this coalition is vital if a company hopes to attain its long-term objective of maintaining adequate profitability.

In my view, the company that ignores this premise will ultimately pay the price.

DEEL UNITED

Deel United accomplished the Division Two double in the 1982-'83 season. They defeated Creeves in a play off for the League title and beat their arch rivals again for the League Cup trophy. United were defeated in the Desmond Cup Final by Park. All in all it added up to an excellent season for the Rathkeale side.

Awards

The end of the year awards for the '82/'83 season were announced recently.

Player of the Year: Mike Gallagher
Clubman of the Year: Johnny Roche
Supporter of the Year: Noreen Hogan

A special presentation was made to team manager, Peter Mullins, who guided the side to its success.

Match Reports

League Cup Final:

Deel Utd. 2 Creeves 0
 R. Zoncado (2)

This result gave Deel cause to celebrate their first major triumph in Desmond League Football. Played in front of a large appreciative audience, Deel were outplayed for much of this game. Only for the excellence of the defence, particularly, keeper, Mike Gallagher and Edmund Dollery, the result could well have been reversed.

Robbie Zoncado gave Deel the lead in injury time in the first half with a glorious header and scored ten minutes from time. Captain, Don Gallagher received the cup much to the delight of the Rathkeale gathering.

Desmond Cup Final:

Deel Utd. 2 Park 2
 B. Dillon
 R. Doherty

Deel drew first blood when Brian Dillon converted a penalty after 10 minutes from the kick off. Park scored immediately again from the spot. At this stage Park were well on top but the Deel defence were very sound and made no mistakes. It took a goal of great quality by Park to put them ahead and at this stage things looked bleak for the Rathkeale boys. Only when Ray Doherty was moved up field did they threaten and that player scored the all important equaliser. With the last kick of the game, Robbie Zoncado was deprived of the winner by a great save by the Park Keeper.

On reflection, Deel will be happy to have got a second bite of the cherry.

Replay:

Park 1 Deel Utd. 0

In the replay of the Desmond Cup played at Newbridge, Deel were unfortunate to lose to the Shanagolden side, Park.

The Park goal was an opportunist effort following a mix up in the Rathkeale defence. However, it spurred Deel to greater things and prompted by Mike Sullivan and Ray Doherty, in particular, Deel took on Park and were worthy of a draw.

This they didn't get but their performance proved that as a second division side, they were worthy finalists.

Division Two League Championship Play Off:

Deel Utd. 2 Creeves 2
 R. Hayes
 R. Zoncado

Creeves took the lead early in the second half but within five minutes, Deel were ahead with two very well taken goals. With five minutes remaining, Creeves drew level taking the game into extra time which failed to break and deadlock.

Replay:

Deel Utd. 2 Creeves 1

As in the drawn game, Creeves were first to score viz. a penalty but just before half time, Brian Dillon netted through a penalty. Both sides attacked furiously without either scoring although Deel hit the woodwork on a couple of occasions. In extra time, Brian Dillon scored his second penalty after Mike Sullivan was brought down. With the very last kick of the game, Creeves missed from the penalty spot.

Don Gallagher received the Division 2 League trophy.

Seasons Tally:

Mike Sullivan, 14; James O'Grady, 11; Ray Doherty, 9; Brian Dillon, 7; P.J. Wall, 6; Robbie Zoncado, Seamus Doherty and Richie Hayes, 5 each; Paul Dineen and Eamonn Daly, 3 each; Liam Casey and Edmund Dollery, 2 each; Jimmy Fitzgerald, own goal; Don Gallagher and Peter Mullins, 1 each.

Five - A - Side

In the Shannon United Organised Five - A - Side soccer competition, the winners of the B Division were Shannon Meat based - St. Patch's Boys, called after one Patch Markham and under the influential captaincy of Tom White.

The side was: John Lynch, Tom White, Edmund Dollery, S. Harnett Sean O'Shea, Patch Markham and Willie John O'Donnell.

In the final they defeated the Seamus Cawley/Mike Buston and Denis O'Dea combination - 'Connies Pups'

The A Final was won by "Black Choir" - Ollie Harnett, Mike Shaughnessy, Barry Dillon, Brian O'Dwyer, Tony Donnelly and Thomas Meehan.

Runners Up were Pumas: Liam Kennedy, Seamus O'Connor, John Fitzgibbon, Pat Reidy, Anthony Flaherty, Eamonn Kennedy.

SHANNON UNITED

At the time of going to press, the minors of Shannon Utd. are going great guns. After playing the first round of the League and Cup they are undefeated.

They are a very well balanced outfit possessing much skill and no little dedication.

There chances of winning either the League or the Cup would appear good at this point in time.

The following are the meritorial awards for last season:-

Player of the Year: a Frank Lynch
Most Promising Player : Brian Dillon
Clubman of the Year: Tom Steele

The Inter Firm competitions for this season are almost complete. Unfortunately, we will not be on the role of honour this time in the Championship. All good things come to an end. Even Mick O'Dwyer and the great Kerry team have relinquished their Munster title. We had hoped to win one title at least this term following last year's great successes. Alas, it was not to be.

Senior Football Final

Having won last year's Junior Final, we took part in this year's senior championship. Our opponents in the final were the P. & T., Limerick. We had already beaten them in the league so we were quietly confident of victory once again. Conditions on the night did not really help either team to display the skills one would expect to see from two good teams. Having played against a very strong wind in the first half, we were trailing by 5 points at half time. We were not unduly worried as we would have the assistance of the wind for the second period. Things did not work out according to plan. We did not raise our game to the great heights that we had achieved on previous occasions. Two very bad decisions by officials had a big bearing on the result. One was a penalty awarded to the P. & T. and the other was the disallowing of a perfectly good goal scored by one of our forwards at at

vital stage of the game. I don't mind losing a game, but fair play is very important in all sport. We were eventually beaten by 4 points.

Hurling Championship

This game against Kantoher had been postponed on two previous occasions. Our players were disheartened especially as they felt that on the second night, when the referee deemed the Askeaton field unplayable, they had a full panel of players. From that night onwards, the interest was never the same. I, personally, feel that the game should have been played that night in Askeaton. It was eventually played in Patrickswell. We only had 14 players for the first fifteen minutes. Yours truly eventually plucked up the courage to take the field and make up a full team. To my fellow players on the night, congratulations for a tremendous effort, but alas we failed. I will make no further comments on the game.

Football League

There are two games remaining in this competition. If we win both, we will qualify for the County Semi-Final. So come lads lets get cracking again, get out there and win.

Yours in Sport

MI. O'Neill



Beaten Finalists in the Under 13, County Soccer Final were Rathkeale.
 Back Row (L to R):
 Dan Donovan; John O'Keefe; Seamus Dollery; John Woulfe; Maurice O'Connor; Pat Gilbourne;
 Front Row (L to R):
 Kieran O'Rourke, Paul Lynch, J.J. O'Riordan; Noel O'Shea, Leo Dillon.

PLAYERS OF THE YEAR



Deel United Mike Gallagher.



Shannon United Frank Lynch.

SHANNON MEAT CHAT

By: The Scribe

- * Congratulations are extended to Richie Hayes and Anna Fitzgerald on their recent engagement.
 - * Teresa Cregan of the Boning Hall and her finance, Tadgh Riordan, go to the altar rails in late August. When they came back from the rails, they'll be husband and wife.
 - * Fearing a burglar Willie Crowley, attired in pyjamas and night cap, was seen with a rifle in his hand walking around his house at midnight recently. It was like a scene from an old silent comedy film.
 - * Sean Condon and Christina O'Brien, both of the Canning Department, take the big plunge in August. However, there's no fear of them going under, Sean is used to pressure.
 - * Tom Murphy is the parent of a second baby daughter presented to him by his wife, Karen.
 - * Marie O'Dea and Breeda Dollery had an enjoyable holiday in the French Riviera. But Tom White (also known as lovely) is puzzled as to how Marie didn't get a tan.
 - * Teresa White (Canning Dept.) and Martin Cronin of Rathkeale will be married on 27th August.
 - * Neilie Cahill really fancies himself as a singer. So much so that he took the microphone from a group recently and had to be chased around the hall for the 'mike' to be retrieved. A real live-wire (not a singer) is our Neilie.
 - * Back from honeymoon is Kathleen O'Grady, looking very contented with herself, after her marriage to John Sheehan on July 8th.
 - * Neilie Cahill (that man again) got engaged lately. It is strongly rumoured that he'll be married within the next twelve months.
 - * Liam Walsh, apprentice fitter with the company, is marrying Anne Shiels on 6th August. I suppose you could say he has his time served.
 - * Seamus Kennedy was spotted in local drapery, along with Luke Johnson, trying out hand bags and such like, as a birthday present for the lady in his life.
 - * Getting married on 5th August is John Healy to Rathkeale girl, Yvonne Teskey. The Scribe extends his regards.
 - * Congratulations to Mr. & Mrs. Dan Cregan on the birth of their second child, lately.
 - * The holiday weather was so good for Shannon Meat staff this year, that those who went abroad must have some regrets, unless, of course, they wanted an all over tan.
 - * So many of the firm's staff got married or are getting married, I am thinking they are fearing a backlash to the fine Summer by installing instant heat - a husband/wife.
- Still it should give the Scribe something to write about next year.

MARIO'S MILAN



Mario Zoncada (above) for many years Refrigeration Engineer with Shannon Meats.

Milan is situated in the Lombardy region of Italy. It is one of the greatest industrial based city's in the world. Mario Zoncada, refrigeration engineer with Shannon Meat, gives us an insight into that great city and its people before, during and after the 2nd World War.

After the 1st World War in Italy, the people were promised plenty of employment and a better standard of living. When these promises were not forthcoming, it lead to the Mussolini Dictatorship in 1922. For this period on, the country's government services improved and there was a widespread growth of building programmes and new industries set up in Northern Italy. Mussolini was responsible for improved schools and hospitals and better education system for young people.

FULL EMPLOYMENT

Milan in the 20's and 30's was a hive of activity and most people worked in industry. Almost all industry worked three cycle shifts system, 2 to 6, 6 to 10, 10 to 6. Unemployment was running at 2% of its population, 1.1 million people which is virtually full employment. Its major industries at that time were Pirelle, which employed 55,000 people in the rubber industry, this factory made tyres, cables, everything that could be made from rubber was made in that factory. Breda employed 9,000 people in the making of trains and equipment for trains. Caproni employed 6,000 people in aeroplane production. Alfa Romeo employed 7,000 people in the production of cars and Falch employed 9,000 people in the steel industry. All products from these factories were exported to the rest of the world. People worked very hard and the standard of living was improving slowly. Though Milan produced cars, very few people in Milan at that time could afford to buy or run a car.



Above is Duomo Square, Milan, The square is dominated by the Roman Catholic Cathedral which can accommodate in excess of 38,000 people

Surrounding the outskirts of Milan, farmers farmed the land, in sometimes very harsh climatic conditions. In the Summer time, temperatures would rise to 85 to 90 fahrenheit. In Winter, there would be at least two months of snow. Cattle were kept indoors most of the year and farmers cut the grass in the fields in the Summer time and brought it into the cattle. In contrast to the Irish situation, where drains are opened to drain off water off the land; in the outskirts of Milan, drains are opened to get water out of the rivers to flow back into the land to grow grass for the animals. Grass growth under these conditions was very rapid and grass was left grow 5 feet high before it was cut for the cattle. Also thunder storms were frequent during the Summer time.

SCHOOL

Mario recalls going to school under Mussolini which was pretty good. Everybody had to go to government school in which religion had no part to play. National school was free, but any person wishing to continue his studies would have to pay for his education. In every school at that time, the government had a doctor appointed to look after the children for sickness and to inject children against colds and various types of flu. If a young boy or girl was delicate, the doctor would recommend to the government to send him or her to the seaside or mountains where there was plenty of fresh air and exercise to help the young person to build up physically. This doctor would send a person home from school if they had a flu or cold, thus preventing others from catching it. In the National schools before the war, there were about 35 to 40 in a class. There were about 20 to 25 classes in every school. Every person, going to school or left school, once they reached the age of 20, had to do active service. They got very little money while on their 18 months duty, which consisted of physical training, fire arms and general army services.

WAR

When Italy joined the war in June 1940, every man was called up for medical examination at the local military barracks. If one passed this, they could be conscripted into the army, usually 4 to 5 months afterwards.

The general feeling among young men at that time in Milan was that they were hoping the war would be over before their turn would come for duty. People from the age of 40 to 55 were conscripted to defend the country itself from attack. The younger people were sent to Yugoslavia to fight. The young Italian people at the time could not understand going to fight people in another country that did no harm to them.

Milan, itself, suffered its own share during the war, on some nights, planes from England and America came bombing the city. The roads in Milan were disrupted and houses, hospitals, factories and schools burned down. There was a total of 45,000 houses destroyed. The biggest disaster hit the city at 2 O'Clock on the 2nd October, 1944 when 250 to 300 planes bombed the city from one end to the other, the school that Mario spent two years in was destroyed and 300 children lost their lives. There were many casualties all over the city on that day, thousands killed and many thousands injured.

Mario, himself, was in Yugoslavia during the war and recalls walking 120 Kilometers in 3 days through fields and very wet bog land. He recalls most of the young people in Milan did not want to fight with the fascists and, therefore, went into hiding for months in the city until the war was over. When the war ended in 1945, the people of Milan got down to work again and built up the city's industries and houses, hospitals and schools. They built the famous underground tunnel. By 1947 the city's population was beginning to enjoy a higher standard of living and cars could be bought by the ordinary working man.

TO-DAY

Today Milan has a population of 3 million people. Mario visits the place and it is much the same as any other city in the world caught up in the recession, unemployment and all the affects of it - drugs, violence. Mario prefers to remember Milan before the war, where unemployment and vandalism were virtually non existent.



Friends in high places; Miriam Kelly daughter of Bonning Hall Supervisor Larry Kelly made friends with an Taoiseach, Dr. Garret Fitzgerald on his visit to Curraghchase, Adare on 25th June.



Pat Coleman, above enjoyed his holiday in Greece.