

Shannon Meat GAZETTE



Vol. 8 No. 6 Oct./Nov. 1983

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



STAFF WEDDING



Sean Condon and Christina O'Brien from Croagh who work in the company's canning department were married in the Church of St. John the Baptist, Croagh on 20th. August. The reception afterwards took place at The Devon Inn Hotel, Templeglantine.

CERTIFICATES IN SUPERVISORY MANAGEMENT

Congratulations to four members of the staff who successfully completed the Certificate in Supervisory Management Course. After two years attending evening classes and devoting much of their leisure hours to study, they passed the final examination which they took in May of this year. The Irish Management Institute awards the Certificate in Supervisory Management to candidates who are successful in the written examination on conclusion of a two year course of study. The Certificates will be presented at the National Management Centre, at Sandyford Road, Dublin on Friday, 30th. September.

successful in the Certificate of Supervisory Management joined Shannon Meat Limited in January, 1980 as a member of the Work Study Department. After successfully completing his Leaving Certificate in the Vocational School in his native Croom, Seamus obtained a Diploma in Industrial Engineering and joined the Dunne Stores Group as trainee manager.



The successful students from Shannon Meat were - Michael Guiney who is Maintenance Foreman with the Company. Michael joined the Company in October, 1978 as a Fitter and was promoted in September, 1980. Michael who lives presently in Dunmoylan, Shanagolden is married with three children.



In the recent examination Anna Fitzgerald passed with a distinction having obtained marks in excess of 60% in all subjects in year one and two. She must be especially congratulated for this achievement. Anna joined the Company in mid 1978 and has responsibility for the Canteen services. Anna resides with her Uncle at Cooltomin, Rathkeale and is engaged to popular company fitter, Richie Hayes.

CONGRATULATIONS

23 Tritonville Avenue,
Sandymount,
Dublin 4.

31st. August, 1983.

Dear Sir,

I had the pleasure of tasting your Company's Irish Chunky Steak this evening. Being involved with a scout group and having 4 children of my own, I have tasted many tinned products. May I say that your product impressed me, so, I feel, I must congratulate you on such a fine food. I wish you and your firm every success on the home and export market.

Yours sincerely,
Ronnie Byrne.

SUPPER SOCIAL

The 15th. Annual Supper Social will be held in the River Room Motel, Newcastle West on Saturday, 12th. November. As in previous years the guest band will be Maurice Mulcahy and his Orchestra. As always their presence should ensure a most enjoyable evenings entertainment.

However, there have been a number of changes this year. The most important of these is the venue. To bring the Social closer to Rathkeale it has been decided to hold it in the River Room Motel, Newcastle West. In keeping with the Social Committee policy of giving the best possible entertainment for the cheapest prices, the tickets will cost a very reasonable £5. We would appeal to everyone in the Company to attend and enjoy a pleasant nights entertainment. Support from the local communities would also be welcome.

Pat Coleman



Pat Coleman, Glebe Castle, Rathkeale joined the Company in November, 1975 as Clerical Officer. Presently working in the Stores Department with Michael O'Donnell, Pa is very active in local Rathkeale Community Affairs.



Seamus Kennedy also

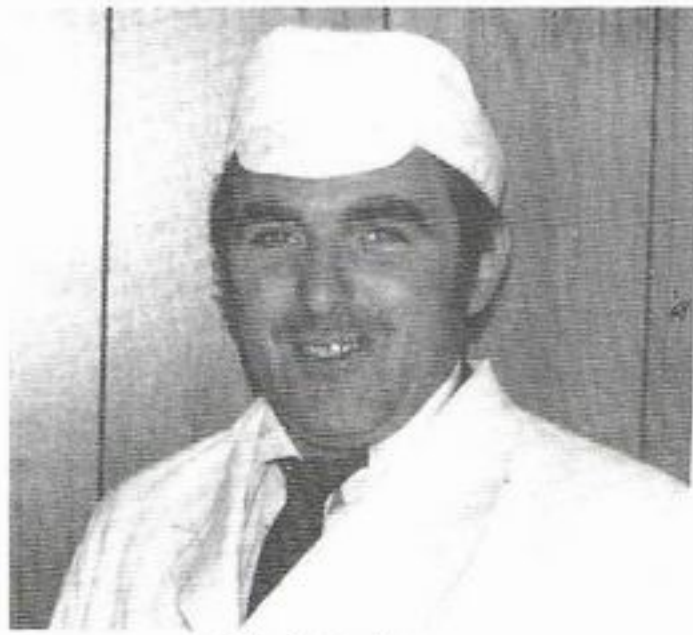
Broadly based

The IMI Certificate in Supervisory Management is a broadly based educational course designed to increase the student's understanding of how organisations function and the approaches used by managers to achieve the objectives of their organisations. The course provides an excellent introduction to management education and enables the student to obtain increased benefit from other training opportunities.

The course is conducted in many Vocational Schools and Regional Technical Colleges throughout the country. Shannon Meat staff attend the Vocational School Newcastle. Among the areas covered are Management History, Management Theory and Practice, Organisational Theory, The Role of the Supervisor, Training Management, Work Study, Value Analysis, Financial Accounting, Costing, Human Relations, Motivation, Group Behaviour, Communications, Production Planning and Control, Stock Control, Quality Control, Cost Control, Personnel Management, The Irish Economy etc.

PROFILE -

PAT COSTELLOE



Pat Costelloe

A man that won great admiration as an athlete, Pat Costelloe to-day wins great admiration at his place of work for his sheer dedication and his full hearted effort at his work.

Brought up in the townland of Ballykenry, Reens, Ardagh, Pat has two brothers and three sisters. His brothers Donie and John were employed in Shannon Meat in the early days of the plant. To-day, like Pat, they are still in the Meat Processing Industry. Donie is in a meat factory in Dunboyle and John a boner with Lyons of Longford. So working with meat is very much part of the Costelloe family. Pat's four sisters are, Eileen - Mrs. O'Shea lives in Castlematrix, Rathkeale, teaching in Ballygarry. Anne - Mrs. Guinane is nursing in England, Mary - Mrs. Eagan resides in Ballykenry, Reens, Ardagh and his sister Betty is working in England.

Pat was born on 26th. June, 1943 and attended Coolcappa National School. Incidentally one of his teachers there was Mary Barry from Carrickerry, now Mrs. Stack from Dromcollogher, mother to John Stack in the Laboratory Department. After National School he attended Technical School before joining Shannon Meat for the first time. After joining the Company Pat was trained by Michael O'Grady to bone and trim meat. Pat recalls vividly the hard work in boning at that time: Lifting of forequarters and hindquarters; Lifting by hand frozen boxes of meat onto containers at all sorts of unusual hours. Due to seasonal factors Pat found himself looking for work again and was successful in his application to Lyons of Longford. He was employed there as a boner to process beef and mutton.

Pat used his skills as a boner there for four years until a shortage of cattle to be processed found Pat job hunting again. At this stage in our country's development, jobs in Ireland were very scarce and in England the opposite situation

was the case. English job advertisements regularly appeared in Irish Newspapers. A job Pat saw advertised was for boners required to bone pig's heads in Middlesex in England. This advertisement appeared in two newspapers - The Limerick Leader and Sunday Press. Pat was successful in his application for the job and spent one year in England working with people of all nationalities.

Returned

Pat returned home and returned to Shannon Meat on 29th. September, 1965 where he has worked in a variety of departments since then. He has spent most of that time in the Boning Hall and in the Loading Departments. To-day Pat has the very important job of checking meat used for production of Corned Beef in the Cannery Department.

In the sporting world Pat made a great impression as a superb athlete. He represented Limerick in Munster Championships in Cross Country, where he captained the Limerick team to victory. He also represented Westmeath on the track where he brought great success to that county. Pat started his running with the Rathkeale Athletic Club, under the care of Dick Woodroffe. In the Under 16's Pat captained Limerick to victory in 1958, surely something any Athletic Club should be proud of. Pat has medals for almost every sport, and he tried his hand at every sport some not all that successful. Pat recalls winning a Westmeath Junior Hurling Championship Medal, when he went along to watch the match and was asked to play by some of the team mentors.

In soccer Pat played in goals for Lyons Meat factory where they won the town league. Pat has also medals for handball. Athletics was also Pat's favourite and best sport, where he has a large amount of plaques and cups and about fifty medals to show for it. He recalls meeting great athletes around at that time, Michael McNamara Slaughter line, the O'Sullivan's Mick and Sean from Tournafulla. He also recalls Willie Morris winning the All-Ireland at the age of 47 in Cross Country Championship.

To-day Pat lives with his wife Kitty in Lower Main Street, Rathkeale. They have four children - Martin, Mary, Patrick and Brendan. He devotes a lot of his spare time to the firebrigade where one night a week is devoted to drill.

We would like to wish Pat and his family many more years of success and happiness.



Fireman, Pat Costelloe meets President Hillary at the opening of Rathkeale Community Centre.

HONEY

By Elizabeth Keating

The values of honey have been recognised from the earliest times and nowadays again more people are coming to appreciate the unique properties of honey as a health food.

Honey was the only method of sweetening before the introduction of sugar derived from sugar cane and sugar beet. There are many biblical references to honey, the Israelites were promised a land "flowing with milk and honey". King Solomon's advice to his son was "eat thou honey for it is good." In Spain there is a cave drawing of men taking honeycomb from bees nests and it is estimated that the drawing was the work of cavemen about 15,000 B.C. In Ireland in the earliest times there was an abundance of honey, and so important were bees to the national economy that a whole section of the Braham Laws dealt with them. One section lays down the right of neighbours on whose lands the bees have foraged to a share of the "Golden Harvest". Mead was

amongst the most highly prized drinks of our forefathers - "fit for Princes and Kings." It was a widely used intoxicating native brew.

Honey was used in many recipes and stirabout was generally eaten with honey. What a pity so many of our children breakfast on packaged cereals and have not savoured porridge made with milk and sweetened with honey. As a food, honey is one of the most easily assimilated and is a great source of energy. Its energy is instantly available to the human body and so, is widely used by athletes to supplement stamina and to help them to recover quickly from fatigue.

Honey is used alot in medicines and cosmetics and is great to revitalise a tired complexion.

Honey is also used to aid fertility, hence the word "honeymoon" when newlyweds took honey for a month. Finally, it is also a cure for a hangover so "here's to honey!"



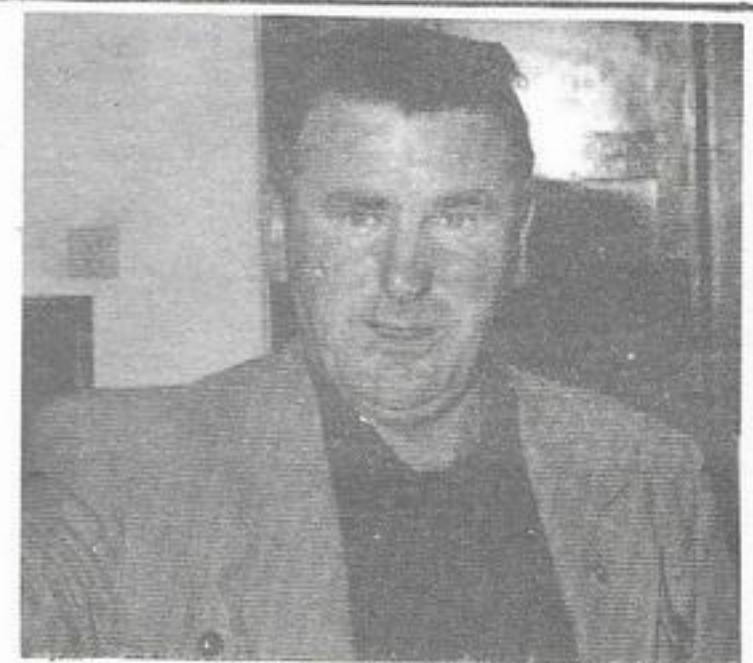
Rathkeale Vocational School, U.C.C. Diploma in Social Studies class of 1983. Front Row: l to r. Mary Fitzpatrick, Tom Neville, Mary Dineen, John Scanlon, Joe Dunleavy, Catherine Snow, Michael O'Donnell, Back Row: l to r. Michael Berkery, John Sheehan, Francis Whelan, Mary Ahern, Michael O'Callaghan, Mary Nestor, Donal Neville, Winifred Curtin, Donal Donovan, Mary Enright, Dan Neville. On the right is Michael Brosnan, headmaster, Rathkeale Vocational School.



Pretty bride Teresa White, with husband Martin Cronin stepping out at their wedding recently. Also in the picture are the grooms parents Gerry and Nancy Cronin, Church St., Rathkeale. Teresa left our canning department to start her new life in England.



Pat, photographed with daughter Mary.



Long serving member of the staff, Joe Kenneally, works in the abattoir.

MEAT FROLICS

By Luke Johnson



Luke Johnson

It was 8.11 a.m. Walter rambled towards work. It was a nice fresh morning - the type of day that something usually happens on. He walked over the railway bridge and down towards Shannon Meat. He was a spy. He wasn't always a spy - it's just something he noticed this morning. What was his mission? He didn't know yet. He'd find out soon - you always do. Walter was a good spy. All the way to work he'd been practicing dodging and ducking and speaking in code. It's something he was able to pick up quickly. He was so good, in fact, that Paddy Mullane at the factory gate didn't even notice him come in.

Walter meandered towards the canteen - his rendezvous - only now and again remembering to duck and dodge. He bought a sandwich from Anna Fitzgerald, sat down and watched time pass in a dream. Dick Sheehy came in - all wrapped up to protect himself from the cold of the chillers and immediately Walter saw himself similarly attired complete with ropes and ice picks. He was scaling the icy slopes when the form of John Mulcahy loomed before him through the snow and mist.

John Mulcahy entered the canteen and saw Walter sitting mesmerised with half of a sandwich on his lap..... "Walter! Where do you think you're going? Well, now that you're here you might as well help Donie Hourigan. Pick up those cups and take them over to the washer." Walter rose and collected the cups. He was still half asleep but he had received his instruction - or, at least, part of them. The blizzard had been strong and the wind whipped at his words but John Mulcahy had definitely said to Walter "where.....take them.....? That was his mission, to find out where they were being taken.

Some time later Walter emerged from the canteen and stole away through the factory premises. Ahead of him Joe Morrissey drove a fork truck full of corned beef (oh! my God, it's a tank), thought Walter. Joe hooted the horn before rounding the corner.... "He's firing at me" Walter raced down the corridor and nearly went straight into Jimmy Hayes who was pushing sides of beef on pulleys along a track in the ceiling. He backed away and passed the open door of one of the chillers and saw rows and rows of prime beef "Oh! those poor men; prisoners. That's what I must do: find out where they're taking them."

This required thinking and planning; something Walter had considered himself very good at - up until now. Walter crept on slowly (now a very smart thing to do seeing as how Jimmy Hayes was still pushing sides towards him). Maurice Barry was ahead of him checking the weight of each side. "Oh, Oh, a sentry on duty. He was caught!

Just then the voice of Kevin Donovan boomed from wall to wall "Mr. Walter Mitty, telephone, Mr. Walter Mitty, please." Walter figured that that was proof of legitimate business, his passport for admittance so he strode past Maurice then ducked into hiding - but Larry Kelly had him spotted.

Walter made his way out of the Loading Bay where sides of beef were being loaded but to Walter's eyes the carcasses were a line of men and Bertie Ahern was armed with a machine gun not a power hose; the work study watch in Seamus Kennedy's hand was a grenade and Gerard Geaney's posture was that of Sgt., in command - feet planted apart and hands clasped behind the back in the 'at ease' position. Walter saw what he must do. He launched himself at Bertie and turned the hose on Bob Crombie and Patsy Madigan. The lads would have been destroyed if Larry had not stepped up and turned off the water. With his brave attempt thwarted Walter had to do his best to carry on with his mission. He raced around to the front of the building and boarded a lorry that was about to leave. He made himself comfortable and imagined he was a school master leading his pupils on an expedition in the country. Pat Alfred and Pa Guinane started up and drove off completely unaware that there was anyone else in the lorry - but then, so was Walter.

TRIMMINGS

By: The Trimmer

- * It is easier to attract attention than to command it.
- * When a man wants to display his courage, he takes it in both hands.
- * Wits are a means of support that must be sharp to be sure.
- * The price of doing a job is always less than the expense of doing it twice.
- * People who mean what they say never need to say that they mean it.
- * Argument creates more differences than it settles.
- * Youth lives on hope: old age on memory.
- * Be yourself and you'll feel at home anywhere.
- * The only way to get rid of temptation is to yield to it.
- * The world always has more time for the headstrong than the weak kneed.
- * Business as usual is a motto that is always in danger of becoming an epitaph.
- * Care keeps down costs.
- * Mincing words is a sure recipe for making a hash of things.
- * No form of insurance can compensate for loss of temper.
- * Our deeds, whether good or evil follow us as shadows.
- * Luck, love and lightning never strike twice in the same place.
- * Every business is a full time job for somebody.
- * Anybody and his money are soon parted.

AS I SEE IT

By Silverside

This was a summer to remember. In our advanced age we will speak of '83 when the Mediterranean sun came and remained to be enjoyed, when Ballybunion and Kilkee became The Costa Del Sol or Crete. Pity those who did go to Spain and Greece, only to learn that the sun was warmer in Kilkenny. Maybe the cheap pints consoled them. The Summer raised our spirits from their depressed state. For six weeks we forgot about problems of overborrowing, balance of payments, holes in the road and so on. There was more flesh exposed by the Irish Nation in that period than in all our history to date. What would our forebearers who carefully confined themselves to their respective bathing areas in Ballybunion have thought. Times and attitudes change. Even the good Catholic mothers of twelve did not write to the papers.

Closedown

The warmest period of the heatwave coincided with the holiday closedown in Shannon Meat Limited. Other years much of our holidays were spent dashing indoors from the showers or confined to the car in some God forsaken beach looking out at the rain. After an hour of "rain study" the offspring get bored to the point of destruction so you move off and drive to some other God forsaken beach and look out at the rain. When panic sets in you move to some hostility and allow the offspring to vent their frustration by annoying the customers and allowing yourself to be so embarrassed you wished you stayed at home to look out at the rain.

1983 was the year that all this changed and the first of a long line

of Irish summers came (hopefully). In the course of a few weeks the Irish people changed it's white snowy skin, first to a shade of red or pink and then to a rich tan that became deeper as we all enjoyed the sunbathing in beaches or back gardens. Tans were being developed up to 9.00 o'clock each evening.

Once the initial sunburn is overcome there is nothing more relaxing than to have the direct rays of the sun penetrating ones body. Ballybunion resembled a beach in North Africa. It is easy to understand how the evolutionary process created different skin colours in the races, white near the snow, black near the sun. The Irish people took to the sea warmed by the sun and the heat of the beaches. It was most relaxing.

Holidays for Shannon Meat ended before fine weather. We came back to full five day working. Everybody became busy and were obtaining satisfaction from the production build up. Dissappointingly it was of a short duration and levelled off at an unexpectedly low level. It seems like history to look back at the periods when all departments were over extended, with slaughtering taking place on overtime each evening and both boning lines operating up to lunch time on Saturdays. We remember the heavy pressure of work, then, and also the satisfaction we all felt in a job well done. The bonuses were satisfying as well! Are such times gone forever or does anybody outside of those of us involved, care. Are more and more of the meat industry jobs to be lost in Ireland, and transferred to some Arabian, African or other country. It appears to be going that way.

Still, it was a good summer.



Bertie Ahern, a native of Athea has returned to the company's staff following lay-off.



Martin Kelly of Assumpta Park, Newcastle West has also returned following a period of lay-off.



Willie Treacy and Pat Liston from Ardagh work in the Slaughter Hall.

FRENCH VISITORS



Above are Isabella Fillot and Marie-Pierre Louridan, French students from ENITIAA College of Agriculture and Food in Nantes who spent their Summer vacation obtaining practical experience with Shannon Meat Ltd.

First of all, we must introduce ourselves. We are two French students of Food Technology and our names are Marie-Pierre and Isabelle. Our college is the ENITIAA which has already described by Dominique, Albert, Jean-Michel, Anne and Anne-Isabelle.

Marie Pierre lives in Bordeaux; it is a Region where farmers make a lot of red wine and Isabelle comes from Normandy which is well known for its milk and cider.

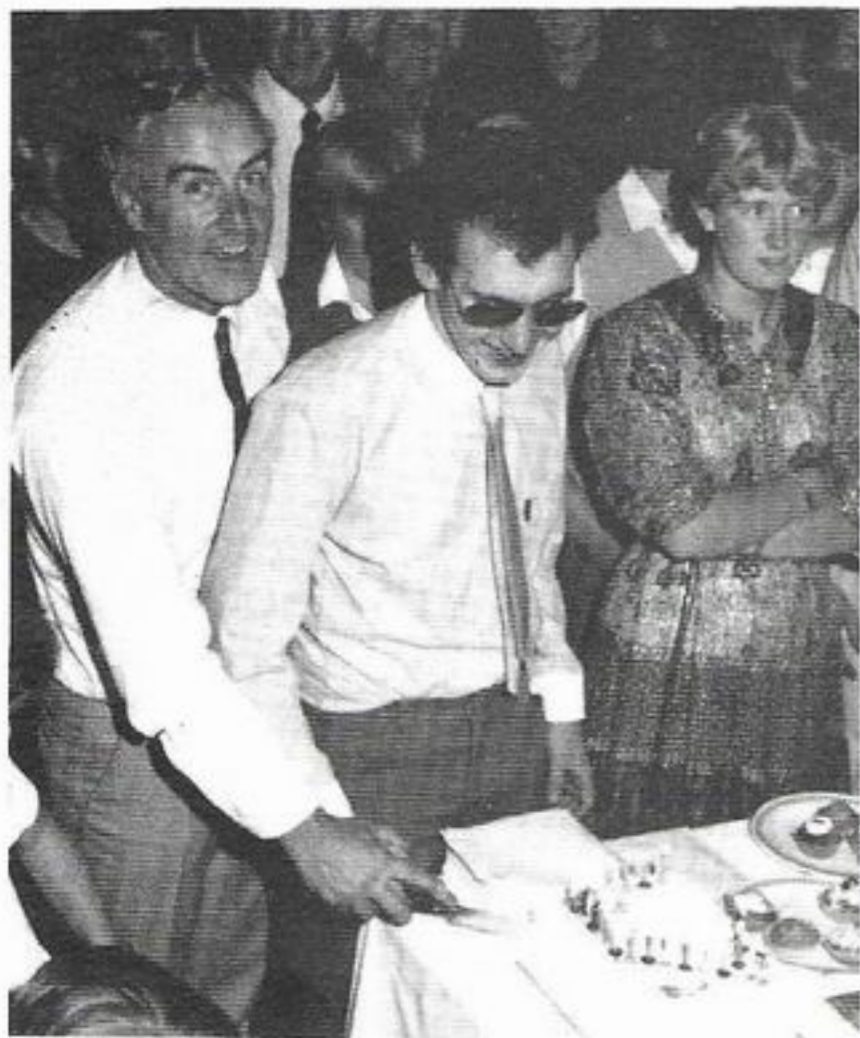
We are very glad to live in Ireland for two months so that we can learn about the Irish people, their culture and their way of life. Irish customs are really different and we enjoy the relaxed style of living which is such a pleasant contrast to the faster pace at home.

Our biggest surprise was the warm welcome we received from everybody. Of course, our friends in the ENITIAA who had visited Ireland had told us about the people, but it is always a pleasant experience to be so well received.

The parts of France which are most like Ireland are Normandy and Brittany, these regions are very green and have a lot of rain!

By contrast, in the south of France are found many vineyards and fruit and of course, this area is much warmer than the North and attracts many tourists.

We end by thanking all our friends in Shannon Meat and Rathkeale for their hospitality and friendship which has made our visit so enjoyable, and we wish Shannon Meat every success in the future.



Company Telephonist, Kevin Donovan cuts his 21st birthday cake at his party on Sept. 3rd. With Kevin are his father, Tim and sister, Grainne.



Kevin Donovan entertains his guests at his 21st. birthday party.

NEW FACES



Name : Christina Mulqueen
Address : Croagh
Age : 24
Marital Status : Single
Hobbies/Interests : Reading, Dancing
Favourite Actor/Actress : No interest in the big or small screen.
Favourite Food : Fish
Favourite Country : Ireland (especially Croagh)
Best Friend : Marie Callinan
Life Ambition : To get married
What person would you most like to meet : David Essex



Name : John A. Mulcahy
Address : Knockard, Shanagolden
Age : 18
Marital Status : Single
Department : Slaughter Line
Hobbies/Interests : Snooker, Pool, Odd flutter on the horses (I give my father the good tips).
Favourite Actor/Actress : Steve McQueen, Bo Derek.
Favourite Food : Cheese
Favourite Country : Wales
Best Friend : Kevin Scanlon
Biggest Influence in Life : My father.
Life Ambition : To appear on television.
What person would you most like to meet : Diego Maradona



Name : Sean Scanlon
Address : Cloughaugh, Reens, Ardagh
Age : 40 Years
Marital Status : Married
Department : Despatch
Hobbies/Interests : Working at home
Favourite Actor/Actress : Ronald Regan (at his best at the moment)
Favourite Food : Bacon and Cabbage
Favourite Country : Ireland
Best Friend : Wife
Biggest Influence in Life : Sister
Life Ambition : To be happy and win the pools.
What person would you most like to meet : Pope.



Name : John Small
Address : Fortwilliam, Rathkeale.
Age : 18
Marital Status : Single
Department : Cannery
Hobbies/Interests : Cycling, Dancing, Manchester United.
Favourite Actor/Actress : Paul Newman, Victoria Principal.
Favourite Food : Steak
Favourite Country : France
Best Friend : Billy Bradshaw
Biggest Influence in Life : My father
Life Ambition : To become a motor-cycling racer.
What person would you most like to meet : Bryan Robson, Manchester United and England's captain.



Attitude
and
Skill



New to the company's staff this year are Martina Markham, Rathkeale, Mary Boyce, Croagh, and Maureen Hayes, Croagh.

SOCCER SCENE

SHANNON UNITED

The mentors and officials of Shannon United worked very hard in the pre-season to have their side in total readiness for the competitions proper.

At the time of writing they have taken maximum points from their first two fixtures.

The panel of players are all Rathkeale based and include some very experienced footballers like Frank Lynch and Denis O'Dea. However, the majority of the side are at the most in their early twenties.

One player I'll bring to your attention is Pat Reidy, given the right service and protection he has the potential to become one of the best players in the League in a very short time.

Match Reports:

Kildimo 3 Shannon United 4
Liam Kennedy [2]
Pat Hayes
Pat Reidy

From being a goal down United went ahead 3 - 1. However, in the end they had to pull out all the stops to win. This was a great start to the season for Shannon and they owe most for this triumph to Seamie Connors, Liam Kennedy and John Coleman.

Shannon United 1 Kilfinny Rovers 0
John Fitzgibbon

The all local United side maintained their 100% record by defeating debutants Kilfinny better than the scoreline suggests. A strong gale force wind did not lend itself to good football. Sean O'Shea, Mike Shaughnessy and John Fitzgibbon caught the eye for Shannon.

Watch it Grow:

Liam Kennedy, 2; Pat Hayes, Pat Reidy and John Fitzgibbon, 1 each.

DEEL UNITED

Deel United kick-off the '83/'84 season in the First Division having been last there in the '81/'82 campaign.

Having reached the Cup Final last season they have proved that they can live with the best of them.

The acquisition of Mario Zoncado to call the shots in mid-field will ensure a better grade of football from the Rathkeale boys.

If Peter Mullins and Co., could locate a front-runner of

ability Deel could prove themselves a real force to be reckoned with this season.

Deel's primary objective must be to establish themselves in the premier division and build from there.

Match Reports:

Glin Rovers 2 Deel United 1
Anthony Flaherty

A most depleted Deel side (owing to a gaelic football fixture and holidays) were most unfortunate not to at least draw this game. For much of the game they owned the ball but were unable to apply the finishing touch. Best were Richie Hayes, Don Gallagher and Eamonn Daly.

Creeves 2 Deel United 4
Anthony Flaherty
Jack Lyons
Richie Hayes
Jim Fitzgerald

For the second week in succession United were below full strength, to the extent that the officials had to play. Fortunately for Deel, Creeves' situation was worse. Edmund Dollery and P.J. Wall were best in what could still be regarded as a fine performance by the Rathkeale boys.

Seasons Tally:

Anthony Flaherty 2; Jack Lyons, Richie Hayes and Jim Fitzgerald 1 each.

COUNTY SCHOOL-BOYS

The under sixteen footballers of Rathkeale recently, captured the county title. Playing soccer of a very high calibre they went through the League campaign undefeated.

Following are the results:-

Villa Rovers 0	Rathkeale 3
Rathkeale 9	Pallas 1
Newcastle United 1	Rathkeale 4
Askeaton 3	Rathkeale 8
Rathkeale 9	Kilmallock 9

The panel of players was as follows:-

J.R. Madigan (Capt.), Larry Clancy, William Daly, Edward Geaney, Ian Hickey, Eamonn Kennedy, Mark Meehan, Michael O'Connor, Noel O'Keeffe, Kevin O'Rourke, Kieran O'Shea, Georgie O'Sullivan, Pat Reidy, Noel Tierney, Brian Wilmoth.

At the time of going to press the Under 15's are due to play Villa Rovers in the County Fianl.



COUNTY CHAMPIONS Rathkeale U-16 Soccer Team. Back Row: Noel O'Keeffe, Eamonn Kennedy, Kevin O'Rourke, Edward Geaney, Larry Clancy, Ian Hickey, J.R. Madigan. Front Row: Brian Wilmoth, Mark Meehan, William Daly, Noel Tierney, Pat Reidy.

ABBEYFEALE FAIR REMEMBERED

By Donie Aherne
Livestock Field Officer.



Donie Aherne

Recently Shannon Meat Ltd., reached its 30th. year in the meat processing business. Over that period the changes in the industry have been many and varied. New technology, new marketing methods, grading of carcasses etc. have all come our way. There is also a big change in the price of livestock. I think it would be fair to say that the price of one very good bullock today would have bought a whole fair of cattle 25 years ago.

My first memory of the fair was the 24th of September in Abbeyfeale. This fair took place mainly to enable the farmers of the surrounding areas to sell their cull cows and some weanling cattle reared since the spring. There were other sales later on at which incalf heifers and milch cows were sold. The cull cow in those days was referred to as a "Roscrea". At that time, when there were less numbers of cows in the herds, and animals got more individual attention, the old cow was kept much longer than at present. When she had outlived her usefulness, she was led by her master in the early morning to the fair.

Often neighbouring farmers got together and accompanied one another to the fair, as it seemed to shorten the long walk. On reaching the town the next thing on the farmers mind was to find a place to stand the animal near the centre of the fair. The buyers would have reached the town on the night before or in the early morning. By 6 a.m. the selling and buying was well underway. The farmer had to walk through the fair to find out how much his animal was worth, so when a buyer approached he had his mind made up what the asking price for the animal would be, and over a period of maybe twenty minutes the bartering went on as the gap closed. Sometimes it took the word of a neighbour to complete the sale. Sometimes also the buyer left the scene and returned later to complete the purchase.

Sale

On completion of the sale the purchaser issued a ticket showing the price and a luck "penny" changed hands. After this the cull cow was led to the railway station and loaded onto the train. On receiving his cheque the farmer returned and visited his favourite pub in town to ease the effects of the long early morning walk. I am sure much the same events took place at fairs all over the country in those days.

For a number of years now the livestock marts have taken the place of fairs. This did away with alot of the hardship for the farmer.

Shannon Meat Ltd. started operations on the day of a big fair in

Rathkeale and for the first time the farmer could see his cull cow being processed and realised that a new industry had begun in Rathkeale.

Service

Today Shannon Meat Ltd., get its supplies of livestock from all over Munster. It offers many and varied services to the farmer and enables him to sell his factory animals without ever leaving home. Unlike twenty years ago, numbers of livestock have increased. There are better feeding and management practices on most farms and the quality of the cull cow has improved. Although livestock numbers have increased in that time, soil fertility has improved also, and farm buildings of a high standard have been built throughout the countryside. Although numbers of livestock have increased, meat processing capacity has increased also and is very much under-utilised at present.

The time has come when we must consider whether its better to export our cattle live or whether in carcase form as at present, or whether we further process, give more employment and reap the much greater reward that is to be had from added value products. The producer certainly wants both live shipping and factory trade to continue, so its up to the meat processors in all areas to come up with a solution. Recent reports from the E.E.C. would seem to indicate that intervention buying will not continue indefinitely and along with that, third country refunds will not continue for the live shipper either, so I would say its high time the meat processing industry turned to further processing of carcasses to offset the worst effects of proposals from the E.E.C., which at present look like becoming a reality.

Over thirty years many changes have taken place from the farm to the market-place and further along the line. Nobody blames the producer for selling to the highest market available. It is up to the meat industry to grow further and develop each product to its full potential and thereby open the way to a brighter future.

G.A.A. CLUB NEWS

The Inter-Firm competitions at local level are almost completed this year. Unlike, last year Shannon Meat - Town Traders Rathkeale will not have captured any county honours.

Our hurlers were defeated by Kantoher whil'st our footballers were ousted by the P & T.

In the League both the hurlers and footballers sank without trace. Failing to follow on from last year will be a major disappointment to the officials and supporters alike who were given little to be enthused about this year.

However, after a rest this season, we may venture into the richer pastures again in 1984.

SHANNON MEAT CHAT

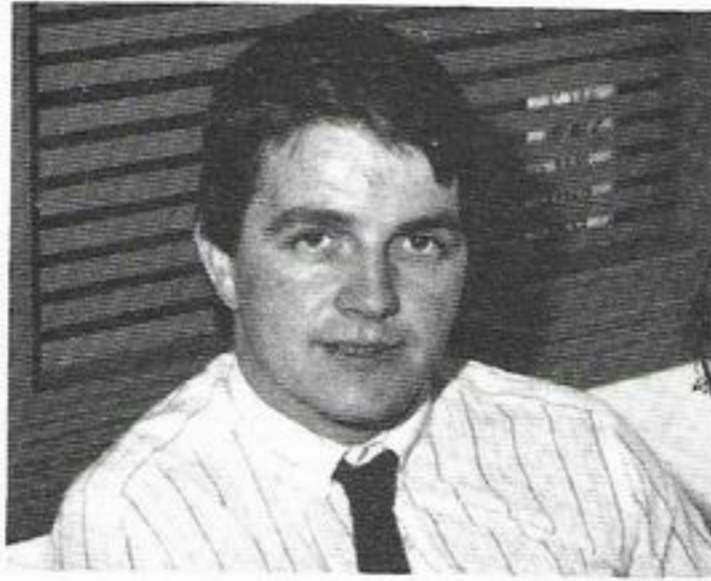
By The Scribe

- * Congratulations to Mike & Ursula Guiney on the recent birth of a daughter.
- * Six brides for one brother. This the 'sad' story of Pat Alfred who holidayed alone in the Isle of Man with six women. Rumour has it he was terrified.
- * Margeruite Power of the Home Sales Dept., was married to James Kennedy of Limerick on 3rd. September, Every success to you both.
- * At the suggestion of supervisor Larry Kelly, Tom Murphy and Ned Aherne are contemplating purchasing a tandem for coming to work.
- * Teresa White's wedding to Martin Cronin was like transferring the entire department to the wedding reception, except that nobody was in a hurry home.
- * A proud Corkman is Mike Guiney. However, it is a pity he doesn't know the geography of his native county, or pretends to, otherwise he wouldn't have sent the unfortunate Batty Collins astray, lately, (not that Batty ever went astray).
- * Kevin Donovan celebrated his 21st birthday in style recently. A great night's entertainment was had by the many guests. I'm glad that I am just over the age, as I would hate to have to try and follow that.
- * If Dunne's can't do it then it can't be done. The Scribe extends his best wishes to Pa & Miko Dunne on their new "Fruit & veg." business, known locally as Dunnes Stores.
- * John and Mary Hughes celebrated 25 years of married life recently. Congratulations.
- * Alarming: Too early was John O'Connell's clock, so much so that our slaughter house supervisor reported one hour or so too early for work recently.
- * Proud parents of a second daughter are Anthony and Mary Frawley, christened Michelle.
- * Married in Rome in September was the Cannery's Anne Kenneally to Harry Wilmoth.
- * Did you know that when boxers went into a ring they were only killing wasps. This is a theory propounded by Tom Mujan and Batty Collins who in a practical demonstration, showed how best to sting a bee (not like a bee).



Baby Liam Woulfe, son of Breda of the canteen staff and her husband, Liam Snr. photographed with his godparents, Anna Fitzgerald, canteen officer and Uncle Anthony Woulfe who is a member of the abattoir staff.

ON THE MOVE



Sean Harnett has recently taken over responsibility for the Home Sales Department. Prior to his new position Sean spent the past nine years attached to the Work Study Department. In his new position his responsibilities include the Company's business with the Catering Trade and our constantly growing Home Freezer sales.

Sean hails from Rathkeale. His father, Denis who died on 26th. February, 1974, came from Barnagh, Templeglantine and worked as an employee of C.I.E. Sean's mother was Eileen Moore, late of Athea who survived her husband fourteen months and died on 10th. April, 1975.

Christened John Gerard, his parents insisted on calling him Sean. Both his Grandfathers were called Jack and they did not want a Jack in the family. Sean is the eldest of five boys. His brother, Noel, worked with Shannon Meat in the past and is an accountant. Denis is a plumber. Pat completed his apprenticeship as a Carpenter with Shannon Meat in April and his young brother Oliver is serving his apprenticeship as an electrician.

Sean is married to the former Kay Greaney, a psychiatric nurse who hails from Athea. Sean and Kay are the proud parents of a twelve month old son, Keith, and the family reside at Holycross, Rathkeale, about three minutes walk from the Shannon Meat premises.

Exams

Sean Harnett completed his Leaving Certificate Examination at

Scoil Bhanrion na hEagna, Rathkeale in 1974 and joined the Company for holiday work in, of all places, the Home Sales Department. 1974 was quite an eventful year in the Company's history. The Company was in the middle of an expansionary and modernising programme. As part of this whole venture bonus schemes were introduced throughout the production area and a Work Study Department was established. A position became vacant in this area. Sean successfully applied for the position and started his career with Shannon Meat Limited. After initial training in Industrial Engineering Sean attended evening courses leading to Graduate Membership of the Institute of Industrial Engineers and for two years afterwards studied to obtain the Irish Management Certificate with Distinction. On September 16th. this year Sean was conferred with the Niploma in Personnel Management which he received with credit, having completed a three year study course at the National Institute for Higher Education, Limerick.

Sport has always played a big part in Sean's life. His alternative to Work Study in Shannon Meat was to obtain a place at The College of Physical Education in Limerick. He has however been unlucky in this area of his life. On his second day with Shannon Meat in 1974 he fractured his hand playing hurling with the Inter-Firm team. He has had numerous injuries during his playing career which has severely limited the development of his talents as a sportsman. His love of competitive sport is not dimmed because of this and often has taken to the sportsfield despite the advice of his friends including those in medicine.

Sean has a big responsibility in his new job. He is a small man with a big capacity for work and we are certain he will make a success of the job. All those who regularly read his work on the "Gazette" will be pleased (or displeased) to know that he is happy to continue to write for us.

SHANNON MEAT LIMITED RATHKEALE

15th. ANNUAL SOCIAL

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THE STAFF SOCIAL COMMITTEE

AT

THE RIVERROOM HOTEL, NEWCASTLE WEST

ON

SATURDAY, 12th. NOVEMBER, 1983



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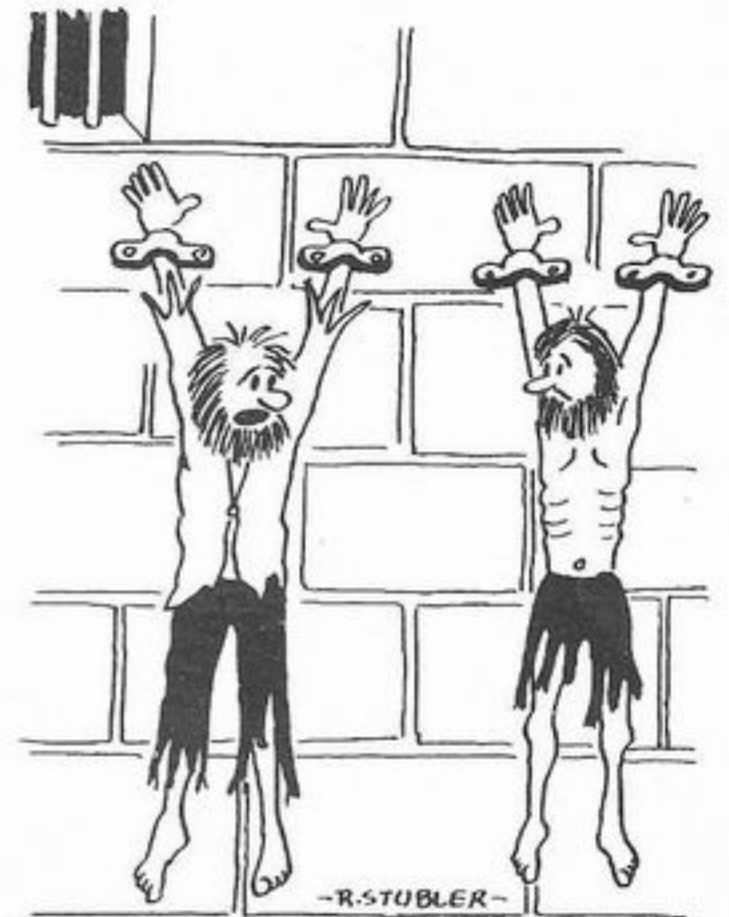
Shannon Meat
Limited



Rathkeale, Co. Limerick.
Phone: (069) 64111

Your Word

When you give a promise, live up to it. Let people be sure your word is your bond.



Boy—when this company says 'No Smoking' they mean it!



Margaret Quinn above, recently obtained work experience in the office as an ANCO trainee.