

# Shannon Meat GAZETTE



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## Beannachtai na Nollag agus gach uile dhea ghuidhe i gcoir na hAthbhliana

### DRASTIC COST SAVINGS MAKE PROFIT POSSIBLE

#### Chairman's Statement



Mr. Frank Wall, Chairman of Shannon Meat Ltd.

Once again we must report that the Meat Industry is operating under extremely difficult constraints. It is the victim of a classic squeeze between reduced disposable livestock numbers and increased plant capacity. Margins have shrunk to completely unacceptable levels. However, we have come through a more than difficult year showing a profit, which is in all the circumstances a tremendous achievement. This was made possible only by a series of drastic cost savings and economy measures. Indeed, when one looks at our results in the light of the trauma which Irish Industry generally, and particularly indigenous industry is going through at present, the outcome of the past year's trading reflects the excellent job done by Management.

The very low profit margins in the beef industry is a great disincentive to further investment. If this sector of industry is to keep reasonably up to date not to mind keeping ahead of its international rivals, a much higher profit ratio is needed. Uninformed criticism by those with little knowledge of the basic requirements of industry is not helpful. Much more understanding of the necessity for making reasonable profits should be forthcoming from the media and the relevant Government Departments and Ministers dealing with the industry.

The E.E.C. Export Refund System to Third Countries and the U.K. Variable Premium operates to the disadvantage of our Company whose main marketing drive has always been directed towards the European Economic Community. This was one of the principal reasons for our entry to the E.E.C. The operation of the U.K. Variable Premium gives that country a material competitive advantage, not only in European markets where Irish beef exports were already established, but also as regards exports to Third Countries.

The rather uninformed criticism of the Industry's use of Intervention sounds very hollow. The fact is that Intervention prices are far ahead of those in any other market outlet. Export prices to Third Countries are being determined by the Intervention price, which also influences the prices paid to the producer.

Through rising domestic costs, we have priced ourselves out of Europe and the U.K., and operating costs are still rising. Electricity costs in particular are a great burden on an industry such as ours, which is a large user. Interest charges, P.R.S.I., and Insurance are also an increasingly heavy impost.

Once again, I am privileged to pay tribute to our excellent Management and Staff without whose dedication, loyalty and co-operation the satisfactory outcome of the past year would not have been possible. To all of them and to my colleagues on the Board our thanks are due.

Frank Wall  
Chairman



Certificates in Supervisory Management were presented to 140 people including four of Shannon Meat Staff at a ceremony in the Irish Management Institute, Dublin on 30th. September. Mr. George Brimingham T.D., Minister of State at the Department of Labour made the presentations on behalf of the Institute. Pictured at the presentation ceremony above is Minister for State, Mr. Birmingham with Certificate Recipients from Shannon Meat, Michael Guiney, Seamus Kennedy, Anna Fitzgerald and Pat Coleman. Also included are Dan Neville, Personnel Manager, Shannon Meat Ltd., (left) and Mr. Ray Leonard, (right), Secretary of the Examination Board, Irish Management Institute.



Above are four members of Shannon Meat Ltd. who were conferred with a Diploma in Social Science at University College Cork on 25th. September. L. to R: are Dan Neville, Michael Dunne, Michael O'Donnell and Donie Donovan. The course leading to the diploma was organised by the Adult Education Department of UCC and took place over a two year period at Rathkeale Vocational School.

#### CHRISTMAS ANNOUNCEMENT

Nollaig Shona agus Bliain Nua Faoi Mhaise Duit.

Happy Christmas and a Prosperous New Year.

The Christmas Holiday arrangements for Shannon Meat Ltd. are as follows :-

Slaughtering operations will cease on Wednesday, 21st. December and resume on Tuesday, 3rd. January, 1984.

All livestock after 19th. December must be advised.

A Special Season  
A Special Reason-  
to prevent accidents!





# PROFILE

## PAT WALSH



This "Big Fellow" was born 26 years ago in the village of Athea, Co. Limerick. To people outside Athea it is a village, but to Pat Walsh it is a city where there is a great social atmosphere and a wide variety of activities taking place. Athea itself is on the Kerry border, and most people there support Kerry football in Munster and All Ireland finals. Although Pat himself is a fanatical Dub's Supporter second only to Jack Daly, who has high regards for Brian Mullin's as their No. 1 player at the moment. In the summer months the people of the village and surrounding areas engage themselves in turf cutting. Anyone who sees the physique of Pat Walsh would find it very difficult to see how anyone could leave him escape the bog for the turf season.

Pat the youngest of a family of four, has three sisters. Two of his sisters are married, Patricia is Mrs. Dillon, and is living in Listowel, Co. Kerry. Carmel is Mrs. Buston, living in Adare, Co. Limerick. His other sister, Margaret, lives at home with Pat and his parents in the village of Athea. Pat's mother is a native of Athea and his father is from Askeaton.

### School

He attended the Athea National School, and later went to St. Ita's Secondary School, where he was very successful in his Leaving Cert, in 1975. During the winter of 1977 Pat emigrated to Norwood in London to take up a job in a bar there. He stayed there until the winter was over and came back to Ireland to take up employment with Shannon Meat in July 1978. Nowadays, however, Pat much prefers to be at the other side of the counter in a pub, relaxing after his hard day's work. When he first joined Shannon Meat, he was working in the Despatch department, for 8 weeks.

He was then transferred to the Boning Hall, where he has virtually worked on the one job ever since, in the breakdown of cattle for boning. Anyone observing Pat could see the skill and effectiveness in which he performs this particular duty, with the combination of the saw and knife. Pat, in this particular job works very close with Patch (handsome) Markham, and Pat tells us that it is very easy to work with Patch, because all you have to do is keep in with the rhythm of Patch's beautiful crooning, which is non-stop all day long. Pat, having heard Patch for years now feels that he would make Mario Lanza sound like Ronnie Drew (with 10 pints).

### Soccer

Also in the soccer scene, Pat is very active, where he plays for his local club - Athea. Athea was very unlucky not to get promotion last year to the top position of the Desmond League. Pat is hopeful that they may gain promotion this year. Pat plays centre half on the team. His workmate, who also is his team mate is Neilie Cahill, who plays centre field on the team. Pat recalls Neilie to be a great asset to the team, because when he removes his false teeth, the opposition shrivel up at the style and sight of the famous Neilie. One of Pat's proudest and most memorable moments on the playing field was when he clocked Tom White in his own ground. Pat recalls this incident as a milestone in his career to date.

Anyone who observes this gentleman in the canteen will see that he always carries a book around with him. This is his favourite past-time, where he reads novels generally and all best sellers. His favourite author is Normal Mailer, who wrote Pat's most enjoyable book "The Executioner's Song" and "The Naked and the Dead". Pat tells us that he read "The Godfather" three times. He does not like reading depressing books and there is really no book around from which you can get a really good laugh. Comedy in books does not really come across as comedy.

Pat is in the Company about six years now and has spared no effort in his place of work. Sometimes an observer would watch Pat performing very difficult and heavy tasks, effortlessly, as this 6ft. plus man makes strides at performing his daily duties very efficiently indeed.



Attending the Shannon Meat Staff Social, Paddy and Eileen Healy with John and Mary Healy.

# LIVESTOCK TOPICS. INTERVENTION GRADES TO BE BASED ON CLASSIFICATION GRIDS

By Donie Donovan,  
Livestock Procurement Manager

The E.E.C., Commission proposes that Intervention Beef grades will be based directly on the Classification Grid in 1984. If these proposals are implemented it would reduce the average finished bullock by as much as a £100.00 per head. The question is what grades will be accepted if Intervention is confined to E.U.R. A major upheaval is on the cards for the cattle trade.

Intervention is already confined to 50% of the total Bullock kill. If steers in the 'O' category are not allowed into Intervention one is sneaking in terms of approximately

40% of the total kill of steers.

Steers in the 4 high fat category account for a further 11% of the total, the nett result therefore would be that approximately 25% of the total steers would only be eligible for Intervention from January 1st., 1984. If these proposals are implemented it would have the effect of putting the higher quality into Intervention and lowering the standards to be offered on the market place. The change in volume to Intervention plus the drop in quality on the market could mean as much as 15p per lb., to the producer.

## 17% INCREASE IN LIVE EXPORTS

C.B.F. Report.

Live export disposals of cattle for the period January to September, 1983 showed an increase of 45,000 according to "Market Outlook", the autumn commentary on cattle and sheep published by C.B.F. In the corresponding period slaughtering at meat export premises increased by 14,000 head. Although slaughtering increased by 2.6% to 620,000 head, in the nine month period, the higher level of heifer slaughtering masked a significant decline in steer slaughterings. While heifer slaughterings increased by 34,000 head to 90,000 head, slaughterings of steers on the other hand declined by 26,000 to 321,000 head. Cow slaughterings, which were at an historically low level in 1982, increased only marginally in the period to September, by 3.3% to 203,000 head.

Live cattle exports for the January to September period are estimated to have increased by over 17% (by 45,000 head) to 310,000 head. The principle feature in the pattern of live exports to date has been the considerable increase in exports to Northern Ireland, from 66,000 last year to 114,000 head this year. Third Country markets, meanwhile accounted for 185,000 head of live exports representing an increase of 23,000 or 14% compared with last year. With Third Country

exports continuing to account for 60% of total live exports, Egypt and Libya remain the principal destinations.

### Prices

The average level of cattle prices in Ireland from January to October this year was 4.5% higher than last year. Prices were unchanged over the first four months, but from May onwards, coinciding with the introduction of the E.E.C. Price Agreement, average prices increased by 7.5% and were 9% higher by October.

The dominant factor in the current demand situation for beef is the impact of the general economic recession. In the past three years, consumption in the E.E.C. has been static or declining.

### Price Rise Slacker

The C.B.F. Report predicts that overall Irish cattle prices are expected to rise seasonally during the Winter months and into Spring. Following the strong trade for cattle this Autumn, and in view of the current export market situation, there would appear to be less price slack to be made up than in recent years according to the report.



Bill and Ciss Meade photographed at the Annual Supper Social in Newcastle West.





## ANNUAL SOCIAL



Photographed at the Sixteenth Annual Shannon Meat Social are staff Social Committee members, Pat Coleman, Secretary, Donie McEnery, Chairman and Pa Guinane.



Photographed at the Shannon Meat Staff Social at the River Room Motel, Newcastle West on November 12th. are front row: Bill and Elizabeth Meade, Willie and Catherine Crowley, at back is Anne Meade and Eamonn Falihee.



At the Shannon Meat Supper Dance on 12th. November were Breda Woulfe, Kitty Costelloe and Pauline Hanley.

## COOKS CORNER

### BROWN BEEF STEW:

By Anna Fitzgerald  
Canteen Officer.

Now that the cold winter days are here, what could be nicer than a nutritious stew. Apart from being economical, stews can be varied to suit every family's taste.

#### Ingredients:

- 1 lb Round (1lb stewing beef can be substituted)
- 1oz. Fat
- 1 oz. Flour
- $\frac{3}{4}$ pt. Stock (1 stew cube)
- Pepper & Salt
- 4 oz. Onion
- 1 teaspoonful Worcester Sauce.
- 4 oz. Carrot
- 2 oz. White Turnips
- 1 dessertspoonful Tomatoe Puree
- 1 teaspoonful Mushroom Ketchup
- Sprinkle of Parsley.



#### Method:

1. Cut meat into two inch cubes.
2. Prepare veg., slice onion, cube carrot and turnip.
3. Melt fat, add meat and onion, fry until brown, lift onto a plate.
4. Add flour, salt and pepper, cook until browned. Cool slightly, add stock, stirring well.
5. Add Worcester Sauce, puree, ketchup, and parsley. Bring to boil.
6. Return meat and onion to saucepan. Add vegetable. Stew very slowly for about 2 hours. Stir occasionally.
7. When cooked, put meat into hot dish. Strain sauce, correct consistency (with cornflour) and seasoning. Bring to boil. Pour a little of sauce over meat. Serve remainder in sauce-boat.

## SUPPER SOCIAL

On behalf of the Social Committee, I would like to thank the many patrons who attended our Supper Social on Saturday, November 12th. A most enjoyable night was had by all. Special thanks to all members of the Committee for their help and co-operation. We would also like to thank the staff of the River Room Motel for their efficient and courteous service. Finally also a word of thanks to the Maurice Mulcahy Orchestra for their excellent music throughout. The Committee hope to see you all again next year.

Pat Coleman.



Enjoying the Annual Social in Newcastle West are Gerard and Pauline Enright, Theresa Meehan, Thomas Donovan, Catherine Meehan and Gerard Donovan.



Joe Healy, Michael Meehan, Mrs. Bridie Meehan, Josephine Meehan and James Clancy, also enjoyed the Shannon Meat night out in Newcastle West.



## RAMBLING WALTER/ THE MUSHROOM PICKER

By Luke Johnson  
Personnel Department

One bright morn, with boots well worn  
When mushrooms were on the ground  
Walter arose, unlatched the door  
and left without a sound.

Bag in hand he was feeling grand  
He went forth to collect  
From the Five Cross Roads to Rathkeale  
Town  
Not one would he neglect.

Into every hedge his foot he'd wedge  
To see if he could find  
A single glistening button head  
He might have left behind.

A Pount in Stock, He reached the Loch  
His bag he had to hoist  
He waded fast through lush green grass,  
His welly turndowns moist

Then with one eye what did he spy  
But a beauty of its kind  
Its stalk was barely one inch long  
But its brim was broad and wide

With sheer delight at such a sight  
He dropped his bag to ground  
(But the bag of brown paper was made  
and spilt without a sound).

Don't stop to ask just part the grass,  
Put the beauty in bag brown  
But as he walked, the heads and stalks  
Were scattering all around.

On went Walter never faltering  
In his quest for Ten Pounds weight  
As his mushroom trail which did not  
fail  
Left a mound at every gate.

At every stop out three would pop  
As he plucked one with his fist  
He'd have one more in fingers four  
The lost three never missed.

At half past twelve Reens Pike he delved  
And left no stone unturned  
As he thought of toasted mushrooms  
With edges slightly burned.

With a pinch of salt he'd find no fault  
A knob of butter in the head  
He'd grill the tops the same as toast  
But fry the stalks instead.

"I should go back with my full sack  
But these mushroom, they do tempt me"  
Poor Walter Mitt was short on wit  
And his bag was nearly empty.

Beneath a tree he stopped to see  
How near he was to quest  
And mild surprise was in his eyes  
As fact fell short of guess.

"I will not stop 'till bag is topped  
with mushrooms there a merry"  
He got up from rest and faced the west  
as he journeyed on towards Kerry.

So if you meet while on your feet  
In fields about Rathkeale  
A meandering trail through hills and vales  
You'll have a wondrous meal  
But please be kind and leave behind  
Some form or shape of track,  
So poor old Rambling Walter  
Can find his way right back.

### **Pull the plug . . .**

before changing power tool acces-  
sories,  
before cleaning, repairing, adjust-  
ing or otherwise servicing the tool,  
before searching for the cause of  
trouble,  
before leaving the tool.

## AS I SEE IT

By Silverside

On November 12th., Saturday night, the crowds went to the River Room Motel. The occasion was the Annual Shannon Meat Social. Last year we waded through the snow to the Devon Inn. This year there were no overcoats. The change in format to a supper dance was a resounding success. The tickets cost less, so there was more drinking money. Spirits were high and very orderly. All were friends for the night. The dinner dance lasted 16 years. Each year they were better than any in the locality. Tommy Drennan took them out in a high note last year. Time changes, dinner dances have run their course, the new format brought back the large crowds. The music of the Maurice Mulcahy orchestra helped also. A high level of support from the company employees was very evident. If the Social Committee repeat the dose next year, it will be a sell out. Perhaps we will see more of the staff from all levels enjoying themselves on that occasion?

### BUZZ WORD

Every year brings its buzz-word in the area of business operations. This year's word is "viability". We constantly hear phrases like "the viability of the enterprise", or the "viability of a product". With so many companies struggling, or about to start struggling for survival, it is opportune that the word "viable" or "viability" is the in-word.

Some few years ago the buzz word was "communications". Problems arising in the industrial environment were put down to "bad communications", or "lack of communications." The solution to industrial ills was "better" or "more open communication". Different times bring different circumstances and different pressures. Pressures on an organisation to ensure its survival might put its concern for good communications with its staff down the list of its priorities. This is a mistake. Present day pressures increase the need for good leadership and one of the key elements in this is good communications.

In the past two and a half years in Britain some two hundred organisations introduced a concept called "Team Briefing". Among these were Beechams, Chloride Batteries, The Royal Mint and The Civil Aviation Authority. Team Briefing is concerned with using the units within the organisation to communicate information to its employees on the organisation's goals, activities, successes and failures.

It is a means of ensuring that management information gets down to all levels. To be successful, the face to face discussions must contain a major element of information directly relevant to the performance of the individuals being briefed. Time should always be available for questions, these questions should be passed back up the line if they cannot be answered immediately, and fed back down again at the next meeting.

### MEAT COMPANY

Walls Meat Company introduced Team Briefing two years ago. The face to face meetings take place once every two months and each lasts for thirty minutes. The principle behind the exercise according to Walls is that the employees, whether shop floor operators or middle management, are provided with information that is relevant to their own work group. There are five briefing levels throughout the company. The board briefs the company's three general managers who in turn brief their department heads. They then brief their own supervisors, who in turn brief the shopfloor. The nature of the team briefing is generally agreed at a prior meeting between the team briefer and his boss. For Walls, team briefing is a big improvement on the position a few years ago. "There were always rumours going around the place", according to Ray Philips, a chargehand. "Since we've had team briefing we at least know what's going on". Has the concept something to offer?



Bertie Ahern and Sean Scanlon work in the Dispatch department of Shannon Meat Ltd.

## NEW FACES



Name : Martina Markham  
Address : Ballywilliam  
Age : 17  
Marital Status : Single  
Hobbies/Interests : Disco, T.V.  
Reading, Squash.  
Favourite Actor : Paul Newman  
Favourite Food : Cheese.  
Favourite Country: America  
Best Friend : Mary Moloney  
Life Ambition : Have a car  
What person would  
you most like to  
meet : David Essex.



Name : Timmy Murphy  
Address : Knockfinisk, Athea  
Age : 29  
Marital Status : Single  
Hobbies/Interests : Rugby  
Favourite Actor : John Wayne  
Favourite Food : Steak  
Favourite Country: America  
Best Friend : -  
Life Ambition : -  
What person would  
you most like to  
meet : Mohomad Ali



Name : Tom Lenihan  
Address : Raheen, Croagh  
Age : 19  
Marital Status : Single  
Hobbies/Interests : Football  
Favourite Actor : Joe Lynch  
Favourite Food : Beef  
Best Friend : -  
Life Ambition : Car  
What person would  
you most like to  
meet : Ritchie Bennis



Kevin Donovan and Margaret Lyons photographed at the Annual Social at the River Room Motel on 12th. November.



## SHANNON UNITED

To-date Shannon United have mixed the good with the bad. The good has been a pleasure to watch whereas the bad, has been diabolical, in fact, if it could only have been censored, we'd be all spared.

What are the prospects for the season? I'll put my head on the block by stating categorically they'll win nothing. On the field of play Shannon are without discipline and leadership.

If I can draw a parallel with Deel of last season. It was the signing of Don Gallagher that changed them from a fair side to a good side. Don is a real competitor, who hates to lose, a good motivator and leader of players who expects 100% and asks questions when this is not given.

Shannon, sadly, lack a player of this calibre. Noel White and Tom Steele are two of the most genial persons that ever ran any Club since the time of our Lord.

However, there're such gentlemen they do no straight talking and this is required urgently for some of the immature (mentally) players.

If the players were mature they'd respect the approach adopted by their two mentors (which I am not criticising).

So I invite the players of Shannon United to prove me wrong.

### MATCH REPORTS

**League:**  
Kilaney 2 Shannon Utd. 1  
John Coleman

This was a top of the table clash. In this game Shannon fell two goals in arrears. They showed gut and determination and no little skill enforcing their way back. However, they were denied an equalising score, which they richly deserved.

Shannon Utd. 3 Athea 0  
Liam Kennedy  
Sean Neville  
John Coleman

The scoreline looks convincing but if the Rathkeale boys took all the opportunities presented the margin of victory would have been much greater. Shannon completely dominated this game. The attacking forages of full-back Seamie O'Connor resembled Mick Duxbury.

Shannon Utd. 2 Devon Utd. 2  
Denis O'Dea  
Vincent Comny

This could be described as a bruising encounter. The match proved that Shannon could live with the best in the division. Again their fighting qualities were in evidence as they came from behind on two occasions. Frank Lynch, Vince Comny and Ollie Harnett played very well.

Shannon Utd. 2 Askeaton 'B' 3  
Liam Kennedy  
Tom O'Shaughnessy

When Shannon woke up in this game they were three down to a very strong second Askeaton team. When they decided to make a match of it they gave a good account of themselves. but it was asking too much to haul back three or more goals. The skilful Pat Reidy was most prominent.

Adare 5 Shannon Utd. 1  
Pat Reidy

The home side totally outclassed a sad Rathkeale side, who showed no interest (or anything else) in this game. To be blunt the players (some more than others) should ask themselves what are they trying to achieve.

### Munster Junior Cup:-

Deel Utd. 1 Shannon Utd. 0

Shannon came very close to upsetting the odds in this Munster Junior Cup tie. A missed penalty at a vital stage turned the tables in favour of Deel. Pat Reidy and Sean Neville ran mid-field but were unable to penetrate a well marshalled Deel defence.

### F.A.I.:-

Shannon Utd. 3 Athea 2  
Pat Reidy  
Noel Kennedy  
John Coleman

For the second Sunday in succession Shannon showed their supremacy over their Athea colleagues. On this occasion they had to come from being a goal down. Not for the first time this season Pat Reidy and Seamie O'Connor were most in the picture for the Rathkeale side.

### Watch it Grow:-

Liam Kennedy 4; Pat Reidy and John Coleman 3 each. Pat Hayes, John Fitzgibbon, Sean Neville, Noel Kennedy, Denis O'Dea, Vincent Comny and Tom O'Shaughnessy 1 each.

### DEEL UNITED

The start of the current season hasn't been as exciting or rewarding as the followers of Deel might have hoped for.

For much of the season to-date they have been without some of their players who had been involved in the gaelic football scene.

With a premature end for the junior footballers of Rathkeale, it should at least enable Deel to put a settled and more talented side on the field of play.

However unlike last year, the committment and interest of some members in their Club leaves a lot to be desired.

Having bowed out of both the FAI Junior and Munster Junior Cups caution must be taken not to slip into the relegation zone.

At present the team are placed in mid-table.

### Match Reports - League:-

Deel Utd. 2 Bruska Rovers 1  
Anthony Flaherty  
Mike Sullivan

The home-side played some great one touch football in the first half and should have put the game out of Bruska's reach. In the second half tired legs yielded to the Bruska side, but mainly through the efforts of Mike Sullivan Deel held on for two vital points.

Once again the Inter-Firm season has come to an end. Unlike last year we failed to win any competitions organised by the County Board. There is always next year to get on the winning trail once again. As regards Limerick Inter-Firm it has been a very successful season. Two of our champions qualified for the All Ireland Finals. Limerick County Council played Avonmore (Kilkenny) in the Senior Hurling Final and Wyeth of Askeaton will represent Munster in the Junior Football Final which will be played on 4th. December.

### Senior Hurling Final

Limerick County Council were quietly confident of bringing the first All-Ireland Title to the county. On their way to the final they had accounted for the Clare Teachers, (last year's champions) and in the Munster Final they had beaten Golden Vale (Cork Champions) very easily. However, on the eve of the game their hopes of success received a major blow with the withdrawal of their Captain, John Callinan the Clare Bank of Ireland All Star. No team can afford to enter a final without players of this class. Avonmore of Kilkenny on the other hand had the services of Kilkenny stars Billy Fitzpatrick and Nicky Brennan, plus four of the Laois team, Morgan Kelly, Mick and John Walsh and Jim Ring.

These players formed the nucleus of a very strong team. It was no disgrace to be beaten by the Leinster Champions. The final score of 2.13 to 2.3 in itself gives a fair indication of their superiority.

### Football Final

Firstly on behalf of the Shannon Meat Limited/Town Traders Inter-Firm Club. I would like to wish Wyeth of Askeaton every success in the Junior Football All Ireland Final. In the final they will play either the Garda Team Galway, or the Leinster Champions P's Pumps limited, Wexford. Like ourselves Wyeth have been involved in the Inter-Firm scene for a long time. This is their first year to reach the final, having been beaten in three previous Munster Finals. There is a possibility that if their opponents are the Galway Champions, the final will be played in Askeaton.

### County Convention

The Annual Convention of the Inter-Board took place on 22nd. November. I will have a report on it in the next issue. By then we will have arranged a date for our own A.G.M. On behalf of the Shannon Meat Club I would like to wish everyone a very Happy and Holy Christmas.

M. O'Neill

## INTERNATIONAL SUCCESS

Former Home Sales employee, Pat Marron (now a member of the Garda Siochana) is enjoying immense success on the Irish Badminton scene, at present.

Having won many of the major Open Tournaments around the country, it would now seem certain that Pat has fulfilled a life's ambition by establishing himself on

the national team.

After a recent international against Wales, their coach singled Pat Marron out, praising the high standard of his play.

So keep up the good work Pat, it makes pleasant reading in the National papers of your continuing progress.

Pallas 4 Deel Utd. 2  
James O'Grady  
Robbie Zoncado

On two occasions Deel fought back to equalise but in the end had to give way to a stronger Pallas side. Richie Hayes had a very fine game for Deel.

Park 0 Deel Utd. 0

After some disappointing results a stronger Deel XI took a good away point from high riding Park. But for some poor finishing in front of the goal they may have taken both points. New signing Donei Culhane was most impressive for the Rathkeale side.

Deel Utd. 1 Newcastle Utd. 3  
Jack Lyons

A very under-strength home side were no match for a very good footballing Newcastle side, who had a tendency to be over exuberant on the ball. Only for the trojan efforts of an overvalued defence particularly Jack Lyons and Donie Culhane, Deel would be several more goals adrift.

### M.F.A.:-

Deel Utd. 1 Shannon Utd. 0  
P.J. Wall

A finely taken goal fifteen

minutes from time ensured that Deel maintained their 100% record in competitive Derby fixtures. Missing some of their gaelic footballers they will be happy to have won this game.

Deel Utd. 1 Pallas 3  
Brian Dillon

Another disappointing performance from the Rathkeale boys, which they contributed to themselves by playing the energetic Richie Hayes in defence leaving the mid-field without pace. They will also rue some missed opportunities at vital stages in the game.

### F.A.I.:-

Newcastle Utd. 4 Deel Utd. 0

Deel started this game with seven players and finished with ten. This is a sad reflection that last season celebrated many a fine victory and for this season promised so much.

### Season Scores:-

Anthony Flaherty 3; Jack Lyons 2; Richie Hayes, Jimmy Fitzgerald, Mike Sullivan, P.J. Wall; Robbie Zoncado, James O'Grady and Brian Dillon 1 each.



## SHANNON MEAT CHAT

By The Scribe

- \* Congratulations to Maureen Curtin who gave birth to a son recently, christened Barry.
- \* We know that James Giltenane is a big man, but what we discovered lately, was that his products (children included) were also of a large nature i.e. record breaking mushrooms.
- \* Ned Aherne took upon himself his own super-levy when he took a wife recently. Congratulations to Ned and Rosemary.
- \* They say when you are in love you do silly things, but when Richie and Anna went to a children's Walt Disney matinee (The Last Unicorn) it was definitely a new one on me. Still, maybe, it was only the comfort of the place they required, or else familiarising themselves being surrounded by children. Here's to the future.
- \* Just back from "down under" driver Mike Lenihan had reason for further celebrations when his wife presented him with a hurler, assuming the future of Croagh hurling.
- \* During a social occasion of late John Meehan decided to grab 40 winks. But having forgotten to bring his alarm clock he slept through the festivities. Still he was in great form for work the following day.
- \* A speedy recovery is extended to Slaughter Hall Supervisor, John O'Connell who is convalescing after a recent illness. Hurry back, John, your humour is missed.
- \* John Lynch, Don Gallagher & James O'Grady were part of the clique that returned the West Junior Football Championship to Rathkeale this Autumn.
- \* Joan Greaney (Cannery Dept.) was married to Thomas O'Brien, Newcastle West on 29th. November. The Scribe extends his congratulations.
- \* A very proud man these days is Paddy Coleman, Secretary of the Shannon Meat Social Club, who organised a very successful Supper Social. To say the very least a great night was had by all.
- \* It's great to see long-time employee John Hayes (after a prolonged illness) & Michael Meehan return to work in the Boning Hall & Slaughter Line, respectively.
- \* Poor Tom White was put in a very embarrassing position by his good pal Pa Walsh. When purchasing a Leeds Utd. scarf for Pa, Tom's request brought a loud silence in the shop, broken by the assistant when he asked "Son are you okey?"
- \* Kevin Donovan and his pretty side-kick Bernie O'Dea (although who'd kick her) have moved into the micro age with their updated telephone system.
- \* A very happy Christmas and peaceful New Year is extended to all by the Scribe. I hope Santa brings you something nice and satisfying.

## NEW APPRENTICE

Michael Mulcahy has recently joined Shannon Meat Limited as an apprentice fitter.

He comes to us from Currane, Newcastle West, being the second youngest in a family of six. He has four sisters - Mary, Anne, Eileen and Bernadette and one brother Patsy. His father, Bob, is a building contractor and his mother is the former Helen Shine of Monagae.

In the summer of '82 the young Mulcahy succeeded in the Leaving Certificate with honours after studying at St. Ita's Secondary in his native Newcastle West.

Earlier this year Michael spent three months in the heat of the Cheese-Room in Deel Vale, a worthwhile experience in his development. Nineteen year old, Mike, applied successfully for the much sought after position of apprentice fitter with the firm.

### Accomplished

As a football and hurler he is an accomplished athlete. Even at this early stage in his young life he has achieved more than many a player has in a life-time. He is the proud possessor of six county

medals (three won with his club and three with his school) and a minor hurling medal plus many West Limerick titles.

Similar in style to Kerry stalwart Paud O'Shea he has represented his county at both minor hurling and football. Mike was a member of the Limerick Minor hurling team beaten by Tipperary in last year's Munster Final.

In civies he appears too shy, quiet and gentle to be the aggressive, talented bundle of energy that he really is. But it just goes to show that nice fellows can be winners.

He has similar traits to another Mulcahy man who travels down to us from Newcastle West each day, and I am not just referring to the colour of his hair, but moreso his talent, determination and commitment to name but a few characteristics.

If the young "Mul" can achieve a proportion of what he accomplished in the Newcastle West colours he will have been a 'bargin' recruitment for the company. We are sure he will.

## ON THE MOVE



Recently appointed to the position of Retort Operator is James Lenihan, a native of Graigue, Croagh

Jamsie joined Shannon Meat Limited in June, 1974 initially working in the Slaughter Line. In latter times James has been employed in the Refining Plant having filled an important function in this section since 10th. February, 1977.

Jimmy Lenihan is married to Croagh girl Anne O'Reilly. They have three children, Seamus (12), Kevin (11) and Deirdre aged (9).

Apart from his family and work, hurling has been Jimmy's main passion. On the playing field he was a great stalwart in the Croagh colours and those of Shannon Meat.

At official level he has been Secretary of the Croagh Club for ten years. Presently, he is serving his fourth term as Treasurer of the Club. Much of his spare time is given to coaching the youngsters, with the camán.

Not an old man by any means he has literally given his lifetime to the game. I suppose you could describe his wife Anne, as a sports widow.

Knowing Jimmy's dedication and application we are very confident of his continuing success with the Company.



Jimmy and Anne Lenihan with their children, Seamus, Deirdre and Kevin.

## RATHKEALE AIDS CANCER TREATMENT

To most people Christmas means, toys for the children, Turkey on the table, Midnight Mass, Lights on the tree and general festivities and merriment, but to the people of Rathkeale nowadays, Christmas means something more. It is the time of year that the "older" members of Rathkeale Athletic Club take to the roads to raise money for charity. This year will be no different to those of the past four years. On Saturday and Sunday, December, 17th and 18th they will run from Dublin to Rathkeale to raise funds to Aid Cancer Treatment.

Even though the majority of the group are under twenty-one years of age and whilst many of their contemporaries are "enjoying" themselves in the Lounge Bars etc., the Rathkeale youths are out supporting a very worthwhile cause. Thousands of pounds are needed annually to treat cancer and whilst

all unfortunately cannot be cured it is heartening to note that treatment can help to prolong life. To this end a unit in the Cork Regional Hospital which caters for people from this area, now finds that it needs a piece of equipment, namely a simulator. This piece of equipment alone costs in excess of a quarter of a million pounds.

You and your friends can help to raise the necessary funds by subscribing to the run by Rathkeale Athletic Club. The Club has already an established team of runners, collectors and drivers. They are now travelling throughout County Limerick collecting the sponsorship. They may not have called on you yet, but no doubt they will. If for some unknown reason they do not call on you, you may forward a donation c/o Bank of Ireland, Rathkeale. A little will help a lot.

## Merry Christmas



## and a Safe New Year!

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## SYMPATHY

Sympathy is extended to Patrick O'Shaughnessy, [Slaughter Line] on the recent death of his Father, Michael, late of Kilcoole, Rathkeale. Also to the deceased's grand-son, Tom [Slaughter Line] and other members of the O'Shaughnessy family.

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



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## CALENDAR 1984

### JANUARY

SUN	MON	TUES	WED	THUR	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	New Moon 3rd First Quarter 11th. Full Moon 18th. Last Quarter 25th. Bank Holidays. 2nd. Great Britain & Ireland. 3rd. Scotland.			

### FEBRUARY

SUN	MON	TUES	WED	THUR	FRI	SAT
+	New Moon 1st. First Quarter 10th.		1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	+	Full Moon 17th. Last Quarter 23rd.	

### MARCH

SUN	MON	TUES	WED	THUR	FRI	SAT	
+	New Moon 2nd. First Quarter 10th. Full Moon 17th. Last Quarter 24th.		Ash Wednesday 7th. Bank Holiday 17th. Ireland.		1	2	3
4	5	6	7	8	9	10	
11	12	13	14	15	16	17	
18	19	20	21	22	23	24	
25	26	27	28	29	30	31	

APRIL

MAY

JUNE



SUN	MON	TUES	WED	THUR	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	New Moon 3rd. First Quarter 11th. Full Moon 18th. Last Quarter 25th. Bank Holidays: 2nd, Great Britain & Ireland. 3rd, Scotland.			

## APRIL

SUN	MON	TUES	WED	THUR	FRI	SAT
+	New Moon 1st. First Quarter 10th.		1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	+	Full Moon 17th. Last Quarter 23rd.	

## MAY

SUN	MON	TUES	WED	THUR	FRI	SAT
+	New Moon 2nd. First Quarter 10th. Full Moon 17th. Last Quarter 24th. Ash Wednesday 7th. Bank Holiday 17th. Ireland.			1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

## JUNE

SUN	MON	TUES	WED	THUR	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	+	New Moon 1st. First Quarter 9th. Full Moon 15th. Last Quarter 23rd. 20th. Good Friday. Bank Holiday. 23rd. England, Wales & Ireland.			

## JULY

SUN	MON	TUES	WED	THUR	FRI	SAT
+	New 1st./30th. First Qr. 8th. Full 15th. Last Qr. 22nd.		1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	Bank Holidays: 7th. & 28th. Great Britain.

## AUGUST

SUN	MON	TUES	WED	THUR	FRI	SAT
+	+	First Quarter 6th. Full Moon 13th. Last Quarter 21st. New Moon 29th. Bank Holiday. 4th. Ireland.			1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

## SEPTEMBER

SUN	MON	TUES	WED	THUR	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	First Quarter 5th. Full Moon 13th. Last Quarter 21st. New Moon 28th.			

## OCTOBER

SUN	MON	TUES	WED	THUR	FRI	SAT
+	1st. Qr. 4th. Full 11th. Last Qr. 19th. New 26th. Bank Holidays: 6th. Scot. & Ireland. 27th. Eng. Wales.		1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	+

## NOVEMBER

SUN	MON	TUES	WED	THUR	FRI	SAT
+	+	First Quarter 2nd. Full Moon 10th. Last Quarter 18th. New Moon 25th.			+	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

## DECEMBER

SUN	MON	TUES	WED	THUR	FRI	SAT
+	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	First Quarter 1st./31st. Full 9th. Last Qr. 17th. New 24th. Bank Holiday 29th. Ireland.		

SUN	MON	TUES	WED	THUR	FRI	SAT
+	Full Moon 8th. Last Quarter 16th. New Moon 22nd. First Quarter 30th.			1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

SUN	MON	TUES	WED	THUR	FRI	SAT
+	Full Moon 8th. Last Quarter 15th. New Moon 22nd. First Quarter 30th. Bank Holidays: 25th. 26th. Great Britain & Ireland.				+	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					