

Shannon Meat GAZETTE

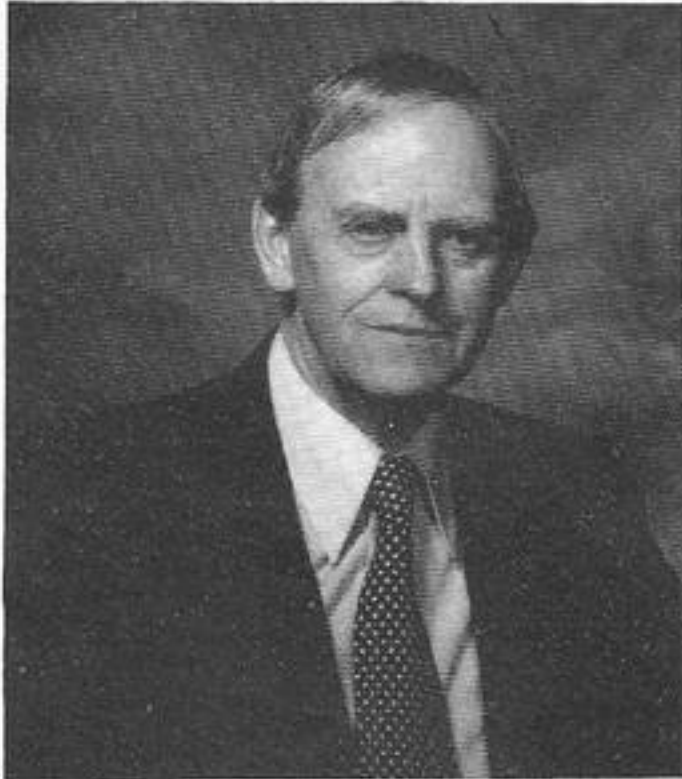


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VARIABLE PREMIUM ANOMALY

By: **Maurice Cowhey**
Managing Director



M.F. Cowhey

The Variable Premium is the producer price support mechanism favoured in Great Britain and Northern Ireland. It is really the E.E.C. name for the old Deficiency Payment system operable in the U.K. before entry to the European Community.

At the commencement of each Marketing Year a seasonal target price is set in Brussels. This is the price which it is hoped farmers will receive for their cattle. All of the cattle are then sold on the open market. The difference between the market price and the target price is then paid to the farmer by the Exchequer in the form of the Variable Premium. The amount of the Variable Premium varies and it is frequently at its maximum of £60 per Beef Animal or £200 per Ton of beef approximately.

The Variable Premium is only paid on Irish exports to the United Kingdom and does not apply if meat is being exported to the Continent or to Third Countries. This contrasts with the situation in Great Britain and Northern Ireland where the variable premium is paid on cattle irrespective of market destination.

This gives the Great Britain and North of Ireland exporter a £200 per Ton of Beef price advantage over exporters in the Republic of Ireland competing on the same markets.

Farmers in the Republic do not have the option of the Variable Premium system and the Intervention System is the only support system available to them.

Consequently in 1983 Irish Beef Exports to the Continent fell by 17%. Exports to Germany fell by 40% while U.K. Exports to Germany doubled and U.K. Exports to France increased by 43%.

The use of the Variable Premium System in Northern Ireland gives Northern Cattle Buyers a price advantage over their Southern counterparts. The Variable Premium, therefore,

played a major part in attracting the 165,000 cattle that were exported to Northern Ireland in 1983 (double the usual annual numbers). This meant 80,000 cattle less for disposal in the Republic.

The Variable Premium will also cushion U.K. and North of Ireland producers from the latest E.E.C. Commission proposals viz. to delay intervention payments for 120 days from date of intake. This will cost Irish producers between 2½p and 4¼p per lb. of beef depending on the type of intervention intake and interest charges.

It must be emphasized that the Beef Plants are the only sufferers from this Brussels anomaly. The cattle feeder and producer are at present enjoying the high prices being paid for clean cattle by North of Ireland Plants.

It seems certain that the Beef Plants will have to suffer on as the Minister for Agriculture and his Department have made it clear that all other problems arising from E.E.C. trading or regulations will be compromised in an endeavour to avoid or soften the effects of the proposed Super Levy.

One expedient type of solution after another from the Brussels bureaucrats is leading to this type of anomaly, and as the expediency increases, threaten to destroy the whole E.E.C. concept. There is little point in Shannon Meat adopting the fashionable Beal Bocht approach to this problem. All interested in the company need to face it together and so find the best solution to the unwelcome marketing situations created by the operation of the Variable Premium.



On the 20th January, Michael Guiney (above) of the maintenance department was elected chairman of the Shannon Meat Staff Social Committee.

COMMENT

Five out of the nine Beef Plants in the North of Ireland are now owned by Meat companies in the Republic. What an entrepreneurial stroke they have made. They are certainly along most of the road towards solving the present Brussels anomalies and future ones as well.

There are rumours of other Southern plants setting up in the North. Apart from rumour, there is quite a firm movement by a number of Southern plants to set up new units or expand their existing activities in the U.K.

T.B. Eradication is much in the news.

- [i] No veterinary Levy is payable on Live exports to the North of Ireland.
- [ii] There is no 30 day test on Live cattle going to the North of Ireland despite all the comings and goings over the border.

- [iii] There is no check of any kind (disease or Levy wise) even on the approved cross border roads after 9 p.m.
- [iv] There is no 30 day test on Live cattle going to third countries.
- [v] As we go to Press, the Minister for Agriculture has stated in a televised interview that the reason that there was no 30 day test on cattle being shipped live to 3rd. Countries was that they went directly from the farms to the boat. This is not correct. In our part of Munster, cattle are brought into cattle marts to be weighed and checked and there is a huge general cross traffic of all kinds before cattle appear in lorries at the dockside.



"WEDDING BELLS"



Kathleen O'Grady, popular member of the Canning Staff was married to John Sheehan at Rathkeale in July last year. The reception took place at the Devon Inn, Templeglantine.

PROFILE -

PADDY NASH



Paddy Nash photographed above with his wife, Josephine.

Any person that deals with Shannon Meat or the Home Sales Department in a regular basis will have met this giant size man willing to help and look after them as much as possible. Paddy Nash really is a legend in Shannon Meat and the Home Sales Department. He has worked there almost a quarter of a century serving this Company and customers to the best of his ability.

Paddy, born in Hollywood, and before anyone gets any ideas about Paddy and acting, it was Hollywood, Croagh. He lived there with his seven sisters and brother until his mother's death, when Paddy was only four years. He and his brother at that stage went down to Cappagh to live with his Grandfather and Grandmother. To-day Paddy still resides with his wife and family in Cappagh on a small farm.

He went to Cappagh National School where he was taught by a Mr. Boyle and Mr. Murphy. These two teachers had a great reputation for getting great results and this was done by very strict disciplinary measures such as wattle and strap which were used frequently in the class. On reflection now, Paddy hated going to school but he seems to think that the wattle and strap did not do anyone a great deal of harm. If anyone at that time wanted to find out how you behaved at school all they would have to do was look at the hands for lumps and bruise marks which were frequently on pupils at that time. Usually at that time people went to National School until they were about 14 years and at that stage of your life it was time to leave the nest and try to earn your keep some way. People that were fortunate enough could stay until they were 17 or 18 years where they were taught to the level that qualified them for University or College to further their education. Paddy feels to-day that very little emphasis is given to practical education going to school e.g. gardening which should be taught to all pupils so that they could do something for themselves if they were unfortunate enough to become unemployed.

When Paddy left Croagh and lived with the Grandparents he was brought up in a farming background which he loves very much. He still enjoys this work very much to-day outside of Shannon Meat. In his youth Paddy remembers farming was very mixed, when people kept pigs, cows, dry cattle and tillage. All

garden work had to be done with horses, cows had to be milked by hand. Happy memories that Paddy has of farming in the good old days was the great community spirit that was there when the threshing was being done. A farmer at that time had to follow the thresher for a week or ten days around the locality so that when his turn came there were people there to help him out. Part of a day's threshing meant that two jugs of porter were supplied for refreshments for the day. Sadly nowadays the machinery age has done away with this great community spirit which was a part of the Irish country side.

It was against this farming background that Paddy went to work on a dairy farm in Dublin. This farm used to supply milk to Dublin city. He stayed there for a few years until he got a job with David Hogan in Adare where he was first introduced to butchering. He spent four years there learning about beef and mutton. Butchering in the '50's was quite different from to-day, e.g. in the summer time cattle would have to be slaughtered in the cool of the evening as there were no cold rooms available for killing. The hide of the beast was taken off with a Punch which was a metal object.

Having got his experience in butchering Paddy joined Shannon Meat in 1960. He has worked in the Home Sales Department since. At that time the department was just serving Roches Stores and a few small hotels. Since 1960 the department has increased from two people to nine at present. In fact, Paddy is Charge Hand of that Department and is very dedicated to his duties and to quote his boss Sean Harnett - "Paddy Nash is an excellent employee, dedicated to his trade, his knowledge of meat can hardly be equalled never mind surpassed." Paddy was also the local pork butcher in Cappagh and surrounding areas.

Another aspect of Paddy is his love of sport namely handball where he played in many tournament games. He was also a very active member of the local F.C.A. He was a member of the Cappagh Pipe Band in which he played the Base Drum. This is a key part in any Pipe Band in which he played the Bass Meat Paddy has an equally important role to play which he does with his best performance.

TRIMMINGS

- * Wise man is he who plants no more garden than his wife can hoe.
- * It's the mark of inexperienced not to believe in luck.
- * To learn to be able a man needs only to be able to learn.
- * Responsibility is a restless bedfellow.
- * There is nothing sooner dry than a woman's tears.
- * Nothing wastes labour like working off a grudge.
- * Half measures are the worst form of short weight.
- * A wisecrack covers a lot of ground but never goes far below the surface.

RESOLUTIONS - THE SHORT-LIVED DREAM?

Every New Year brings with it resolutions and dreams that threaten to wipe out every publican, cigarette manufacturer and to make Satan wish he had stayed a good guy.

Of course, the aforementioned who are only a sample of the affected group, remain redundant for only a day or two. At the end of this brief famine I can hear each saying thanks be to the Good Lord, even the Serpent himself echoes these words.

The failure of the human race to relent from these original demands indicates the weakness of our wills in time of adversity.

Regardless of how long these resolutions last they are usually strategically worked out. How many times have we heard, or heard ourselves say, when in discomfort from say excess booze or food, to name two "never again will I".....

We in the Gazette decided to investigate if members of our staff did pursue this annual line of activity. We weren't disappointed.

Switch-board Operator, Kevin Donovan made the following two resolutions -

"To stop the new switch-board from talking too much and also from giving back-chat."

Secondly, to bump into as many people (women) as is possible."

Leeds United fanatic John Stack has promised himself - "Not to criticise Leeds United Manager, Eddie Gray. This would, in turn, keep Patch Markham in a happier frame of mind as it would Eddie." He continues - "At the same time to begin a campaign of uilification against Peter Barnes the United winger."

Popular Boning Hall employee, Jim Power from Ballyagran tells us - "This year I am going to finish off building my house." With a wink of the eye, he adds "Colleague, then I'll start to fill it." Jim, from my sources, I am reliably informed that you have

made a head start on this latter score.

1983 Chairman of the Union, Liam Hanley, everybody knows made one resolution when he didn't seek re-election for his post. However, he made a far more important decision for 1984. This he dedicated to Bill Chawke. It is to keep the car for himself as much as is possible. That read another way would be to keep the car away from the wife. But some people live in hope.

One petite pretty blond who works in the Cannery, (Canning Section) hails from Athea and blushes easily and who shall remain anonymous has decided to stop swearing and not to lose her temper.

Another Cannery employee, Christina Condon has decided to stop swearing and surprise, surprise stop smoking.

Both Donie McEnery and Miko Dunne, supervisors of the Cannery Department must feel blessed amongst women who themselves are blessed, unless of course they failed the two-day test, (i.e. break their promises).

Joe Lynch of the Boning Hall tells us he wants to become a proficient squash and hand-ball player. Looks like he'll have to swap the chain-saw for the racquet.

Genial Clerical Officer, Mike O'Neill hopes to see the Wexford and Limerick colours clash on All-Final hurling day in Thurles. The only way he'll see these colours is the green of the grass and maybe some spectator may coincidentally have the colours of Wexford, and the only way they'll clash is if this fan is thrown onto the pitch.

So, herein is a sample of employees dreams for 1984. I wonder how many of these resolutions have already been broken. I see Liam Hanley is walking again to-day. Christina Condon and her friend appear to be swearing at their cans etc. etc.

Change Your Environment

The old argument about what makes people like they are — heredity or environment — has never been definitely decided.

This much is certain, however — you can't do anything about your heredity, but you can change your work environment for the better and you can do it right now.

There's a good reason for doing it, too. With your area cleaned up, picked up, swept up and orderly, there's less chance of an accident happening.

Here are some suggestions aimed at getting your workplace shipshape:

Spills cause falls.

It takes only a few seconds to wipe them up, so do it. Don't forget, the neck you save could be yours.

Pick up what you drop right when you drop it.

It's those little hard-to-see things like nails or pencils that cause big falls.

Keep gangways clear.

Make sure there's nothing sticking

out in a gangway that might be a tripping hazard.

Store materials safely.

Never stack things so high they can't be removed without bringing down the whole pile.

Clean out the junk.

Dispose of rubbish and scrap properly. Put it in the proper containers for easy removal.

Keep your equipment clean.

Store your gear in the proper place.

Have a safe place for each tool and keep it there when it's not in use.

Prevent fires.

Don't toss cigarette ends on the floor. Use ash trays.

TWO NEW COW GRADES COINCIDES WITH PRICE INCREASE

By: Donie Donovan
Livestock Procurement Manager

Over the Christmas period we had the opportunity to have a long hard look at the price of cows and their respective grades. In the interest of a fairer pricing system we introduced two extra grades as well as lifting the prices of all grades. The better cow is now making £30 more. Seeing that cows come in all shapes and forms we now have a better chance of doing justice to the animal not alone on paper but on the level of return also. With so many different outlets to-day we feel our new pricing system should be more acceptable. The cut off point for carcase cows was 500 lbs., nett, is now down to 485 lbs. We have introduced a new grade for cows from 550 lbs., to 599 lbs., and the top grade is over 600 lbs. Carcase cows must have the required conformation and finish. Where meals are fed, the owner is compensated. The level of feeding determines how fast the animal reaches the required finish.

When it comes to deciding on the required finish there are no half measures, it's the right article or it's not. It takes time and money to get the required finish and time is money also. When a herd owner presents an animal at the lairage he is entitled to have an opinion from the Company as to its finish and approximate value. Very often it's late at this stage as the owner has incurred the expense of transport. There is no problem where the animal is good enough to do justice to itself.

It is when an animal is not finished or is not heavy enough to make a particular grade that it slips back into a lower grade. The market is always the deciding factor. It never was company policy to down-grade for the purpose of having the animal cheaper. As long as there are different outlets for different quality the standards must be maintained. Weights and Grades are established and standards set. If there is to be a hassle then let it be over the price per kg.

We always have had a service whereby any stock offered were seen on the land. In so doing we eliminate any doubt as to what

category a particular animal is. Since tighter movement controls of stock are here since 1978 this service has developed to the stage where we have two full-time field officers covering a wide area.

Liam Aherne who lives in Ballingarry six miles away covers Cork, Kerry and West Limerick. Donie Aherne who lives in Croagh two miles from Rathkeale covers Clare, Galway, Tipperary and East Limerick. Their function is to develop closer links with existing customers and find new ones. They estimate the value of the animal on the land and in certain cases may recommend it to be held back for further feeding. Should that be the case a good job is done for all parties concerned. They may purchase outright if the customer so wishes as well as arranging transport for lots. Whichever the case all customers are paid direct from the Company.

Telephone

With the extra telephone lines acquired recently there should be no problem in contacting the Livestock Department where all calls are listed. Both our Livestock operators are in the Plant each morning up to 10.00 o'clock. If a supplier has any problem getting through on the telephones during normal working hours then the security staff will, after hours, take names and addresses or 'phone numbers from people who would like to be contacted by any of our livestock officers.

Quote

Our weekly quoted price is available every Friday afternoon for the week commencing the following Monday. The price applied is the price quoted the week of delivery.

Slaughtering facilities are available everyday for five days, but during the slack months the bulk of our slaughterings will be confined to Wednesday and Friday. Where possible stock should be delivered early afternoon up to 5.00p.m. Where long distances are involved stock is accepted around the clock.



Liam Aherne



Donie Aherne

REVIEW OF 1983

CBF, The Irish Livestock and Meat Board in its Review of 1983 states that -

"The main feature of Ireland's export performance in 1983 was the recovery in the volume of trade, coupled with a further shift in the pattern of sales away from EEC markets in favour of Third Country destinations. Indeed, one of the outstanding export developments of the past 2-3 years has been the rise, nothing less than spectacular, of cattle and beef sales to Third Country Markets.

Within the Irish livestock and meat Industry however, the situation during 1983 was, in many respects, similar to the previous two years. The meat export sector had to contend with the third consecutive year of low supplies and severe capacity under-utilisation. Also, the cattle trade displayed a degree of steadiness similar to 1982 right through the autumn period, even though the rate of price increase was still below the rate of inflation.

The total value of exports of livestock, meat and their by-products amounted to an estimated IR£810 million. This was 6.5% above the 1982 result and largely reflected increased export volumes. In the context of total Irish exports during 1983, livestock and meat accounted for about 12% confirming the sectors important contribution to Ireland's overall foreign trade situation and to the national economy generally.

- Beef exports, including carcase, boneless and processed products amounted to 230,000 tonnes, up 5% on 1982. Within the total, exports of vacuum-packed beef increased by over 25%. Considerable change was again shown in the destination of exports, with an estimated 36% of all trade going to Third country outlets and a reduced volume of Continental EEC markets.

- Exports of live cattle, estimated at 431,000 head, increased to their highest level since 1980. Trade to Third Countries experienced further growth and dominated the overall live export performance, but live exports to Northern Ireland almost doubled.

- Irish cattle prices this past year increased on average by 4.8% compared with a year earlier, but the divergence in price levels between steers and heifers widened further with the gap reaching 16% from mid-summer. The seasonal pattern of prices was also markedly different from that of 1982. Average prices were unchanged over the first four

months - and thus adversely affected the profitability of over-wintering - but from May onwards, coinciding with the introduction of the EEC Price Agreement, prices moved up to a higher plane and remained generally firm for the rest of the year.

- Cattle slaughterings at meat export plants were unchanged from their low 1982 volume and accounted for 69% of total export disposals, compared with 72% recorded during 1982. Complete statistical data on numbers of beef animals slaughtered for the domestic market are not readily available but the indications are that its offtake was down.

- Total cattle supplies in Ireland during the first half of 1984 are unlikely to reach the level of marketings in the first six months of 1983 - a decline of between 5% and 10% is possible. However, an increase is probable in the second half of 1984, as the increased numbers of younger cattle now on farms begin to have a positive impact on disposals. Much will also depend on cow culling rates.

- The dominant factor in the EEC demand for beef is the impact of the general economic recession. In the past three years, consumption in the EEC has been static or declining, and even during the 1970s, consumption increased rather more slowly than production. On the assumption that the EEC moves, to some extent, out of recession in 1984, a modest recovery in consumption is possible, but high unemployment will limit a true demand response and thus is unlikely to have any positive influence on prices.

On the supply side of the EEC beef market, Intervention stocks are already at a relatively high level, and this coupled with additional beef production forecast for 1984 (arising particularly from higher cow slaughterings) will intensify competition for available markets.

Some seasonal upturn in EEC cattle prices seems probable in the first half of 1984, although they may not greatly exceed the levels of the first half of 1983. This is likely to be particularly the case if there is no marked increase in support prices at the beginning of the 1984/85 year which, following the Athens deadlock, seems a distinct possibility. Moreover, the decision to delay EEC payments for Intervention purchases will put further pressure on the Irish industry."



BILL KELLY

At Christmas Bill Kelly of the Slaughter Hall Department retired from the Company. Bill was one of a dwindling number of people now in the Company who were present on the first day production commenced - 9th. February, 1953. For over thirty years Bill has contributed to the success of the Company and those of us nowadays who enjoy the better conditions with less of the drudgery of former years must always recognise the work and dedication of those who through their work and loyalty built up the Company to what it is to-day.

Bill Kelly was the man who stunned the first beast on that February morning in 1953. He remembers the event well - "I stunned the first bullock at 10.00 o'clock. After stunning, the beast was pulled across the floor of the Slaughter Hall by two men and placed in a bay for skinning. There were three such bays there at the time."

With Bill butchering were Paddy Kennedy, Croagh, Dick Hogan, Adare and John Hayes, Ballysteen. Bill recalls the rivalry between the four on that day - "The Rivalry and showing off of the different skills ensured a full day's work."

Many a beast has gone through Bill's skilled hands since then. There has been many ups and downs in the Company in the past years. People like Bill helped overcome the difficulties. We wish him a long and enjoyable retirement.



Bill Kelly being presented with a 25 year Service Badge by Frank Wall, Chairman of Shannon Meat Ltd. in 1979.

SOCIAL COMMITTEE

The A.G.M. of the Social Committee was held on Friday 20th. January, 1984. The following officers were elected: **President:** Paddy Lynch, **Chairman:** M. Guiney, **Vice-Chairman:** Seamus Kennedy, **Secretary:** Patrick Coleman, **Joint Treasurers:** Michael Dunne, Michael O'Neill. **The Committee includes:** Larry Kelly, Liam Hanley, Dan Neville, Michael Kelly, Christy Jones, Pa Guinane, Donal McEnery, Liam Aherne, Maureen Curtin.

The meeting discussed the extension of the social club. The idea would be that all employees who are interested would contribute 50p a week to the Social Club Fund. The money would go towards subsidising 2 tickets by £4 each per member and to a members draw.

While watching some kids at play over the Christmas holidays, one aspect of the change in the times immediately sprang to mind. They had a bewildering array of games, electronic and otherwise, which they had got for Christmas and they all seemed to be jingling loose change in their pockets.

I began to remember back to my own childhood growing up in Rathkeale (and its not that long ago!). I began to remember the type of games we used to play, the fun we used to have and the joy of having a few pence in your pocket now and again.

I remember, particularly, the fair days. All the householders along the street had to put out wooden guards in front of their houses so that their windows weren't broken by the cattle. This was a bonanza for us youngsters. We worked in pairs and called to people's doors the evening before the fair.

At this stage, the only job to be done was to get the guards from the back yard and place them in position in front of the house. The following evening, when the fair was over, we replaced the guards in the back yard and then began the job of cleaning up. With yard brush and buckets of water, the footpath in front of the house had to be scrubbed clean.

When the householder was satisfied that the job was adequate, came the moment of truth. We got paid. Usually it was a "three-penny-bit" each (about one penny in today's money) or if we were lucky, sixpence each. Not much, I suppose, but in those days three pence bought a lot of sweets and five or six houses kept you chewing for days.

But what I remember, particularly, about the fairs were the pigs in the Square. It was mainly bonhams and there were hundreds of them. They were kept in wooden pens and they created a tremendous din with their constant screeching. But for us the real fun began when one of them escaped.

He would immediately run wildly in all directions banging into everything and everybody in sight. The more timid amongst us would run for cover while the more adventurous saw it as an ideal opportunity to practice their rugby tackle. Men cursed and laughed in all directions in the ensuing havoc. Some tried to catch him while others tried to ensure that he remained free and so prolong the excitement.

Of course, he was eventually caught but while it lasted, it was absolute pandemonium and for us kids a sheer delight and a few escapes could be guaranteed every fair day because if they didn't happen accidentally, there was always one in our midst braver than the rest who would risk a wallop in the ear from an irate owner to ensure that one escaped "accidentally on purpose"!

We didn't just depend on the fairs for our fun, however. There always seemed to be some game to play. For instance there was "Bouleys" (pronounced BOW-LEES). A bouley was an old bicycle wheel and tire. The spokes were cut out with a pliers so that just the wheel rim and tyre remained. The bouley was then propelled with a short stick held in the hand.

IN OTHER DAYS

By: Aquarius

The variations were endless. There were bouley races and bouley wars, steeplechase bouleys (over rocks and blocks of wood) and bouley football. Where we all got a bouley God only knows but we all seemed to have one. I know I got mine free from the late Fergus Casey who had a bicycle shop in the Main Street. May God rest him.

Another of our games was "Conkers" which was a game played with chestnuts. I won't go into details, but I can tell you that it caused a lot of arguments and frayed tempers! But it was good fun nonetheless. I remember that our main source of supply was a tree in Enniscouch around the corner and across the road from the creamery.

Marbles (or "glassies" as we called it) was, of course, another standard. The amazing thing about glassies was the myraid of rules to be observed. There was "double your lines", "slap in all thaws", "fat", "no slips, no backshots, no nothings", etc. I won't even attempt to explain them. Those of you that played glassies around that time will understand.

There were other games too, but I won't go into them now and, of course, we played the usual games like hurling, football and cowboys and Indians. At one stage we even attempted cricket and we knew as much about the rules of that as a cow does about holidays.

One of the things that immediately comes to mind about our play was its seasonal nature. Every game had its season and the unusual thing was that there never seemed to be a conscious decision to switch. We would be playing glassies for weeks and suddenly, without warning or discussion, we all seemed to be playing hurling. The following week it could be conkers, football, spinning tops, bouleys or whatever.

Looking back, it seems to me that we had more fun than the kids of today. Maybe it was because we

had to create our own fun - "Necessity is the Mother of Invention" - or perhaps that's just a myth. No doubt each generation feels that it is special.

The change in the times is, of course, apparent in other areas of life besides children's games. One has only to take a quick look around to see that. Factories closing all round us, unemployment still rising, drug-related and terrorist-related crimes on the increase at home and abroad - it seems never ending. But its not all bad.

For instance better technology has taken a lot of the drudgery out of modern living. In the home, labour-saving devices mean more leisure time for the housewife and less time tied to the kitchen sink. On the farm, machinery helps to do a quicker and better job and computers and business machines help us to be more effective and efficient at running our affairs. Most of us seem to have a colour television and a car and a trip to the pub will reveal that despite the exorbitant price, we still seem to manage our few pints!

It's encouraging too to note that in the face of cynical attitudes and doom and gloom there are still a lot of people who, despite their own problems, are prepared to help those less fortunate in our midst (all you voluntary organisations take a bow).

So, hard as it may be, we should all try to remain hopeful and optimistic. "God is Good" is a well used phrase in Ireland. We shouldn't forget it and just think, Ireland could win the rugby Triple Crown this year. Our soccer players could qualify for the World Cup Finals and Limerick could win the Centenary All Ireland. Now there's a nice treble. A fiver on that lot at the right odds and green would definitely be your favourite colour!

So keep your chin up!



Tom Keating, above, is a Quality Control Officer with the Company.



Denis Murphy from Abbeyfeale, has been with the company for over 3 years. He is an accountant.



Shannon Meat Ltd. premises as seen from the water tanks.

SOCCER SCENE

DEEL UNITED

The poor weather, Inter-League fixtures, Cup Finals has meant that Deel have not had a very busy schedule since the last edition.

In their last three fixtures they have shown a marked improvement, having taken five out of six points.

They have moved away from the relegation zone and whereas they are unlikely to win the league, they could have a big say in the destination of the League title.

The cup competitions would appear to offer Deel some options at this point in time. If they can maintain their present form they would be in punter terms a good each way bet.

Match Reports:

LEAGUE:

Askeaton 3 Deel United 1
Brian Dillon

Top of the table Askeaton were too good for the Rathkeale boys. Deel had a full strength panel on duty for this game, after their extended G.A.A., season. In this match, Deel saw the standard required to fill the shelves with trophies.

Deel United 2 Kilcoleman 0
P.J. Wall
A.N. Other.

Two poor sides showed why they hover around the relegation zone. Deel were worthy of both points even if it did take two very soft goals to win the game. The work rate of Richie Hayes and Brian Dillon was the telling factor.

Villa Rovers 3 Deel United 5
Brian Dillon, P.J. Wall,
Robbie Zoncado,
Sean Harnett (2)

Deel opened this tie very strongly and were leading 3-1 at the break. For ten minutes in the second half Deel left their game slump and Villa squared the game. However, a very strong competitive Deel side took command and ran out worthy winners.

Deel United 2 Askeaton 2
Ray Doherty
P.J. Wall

Played in arctic conditions, both teams gave a fine exhibition of open controlled football. Askeaton will be slightly flattered by this result, although it was virtually the last kick of the game that Deel drew level.

Seasons Tally:

P.J. Wall 4, Anthony Flaherty, Brian Dillon 3 each, Sean Harnett, Robbie Zoncado, Jack Lyons 2 each, Richie Hayes, Jim Fitzgerald, Mike Sullivan, James O'Grady, A.N. Other and Ray Doherty 1 each.

SHANNON UNITED

Such has been the state of the pitches, because of the poor weather, since the last edition, there is little to report on.

In fact there is more activity in summer months than there is in December/January.

Shannon approach the New Year with ambitions of winning the League Cup and/or Desmond Cup.

If they can put their act together, then there is no reason why they can't win more matches than they loose.

They might even go all the way and prove me wrong regarding my predictions in the last Gazette.

INTER-LEAGUE

Two of Shannon United's most promising players, Pat Reidy and Noel Kennedy were selected on the Desmond League Youth team which plays in the Oscar Traynor Inter-League Competition.

A third Rathkeale minor, John Comny who plays his football with Creeves was also on the team.

It is correct to state, that all three were automatic selections.

In the Desmond League panel, also were Under-15 stalwarts Edward Greaney and Kevin O'Rourke.

Match Reports:

LEAGUE:

Newcastle United B 2 Shannon United 1
John Coleman

Shannon faltered very badly in front of goal and not to be outdone the defence conceded two very easy goals.

Denny Harnett and the O'Shaughnessy brothers, Mike and Tom were very impressive for the Rathkeale side.

Ballyguilteneane 1 Shannon United 4
Tom White 3
Bally Dillon 1

In monsoon type conditions at times it was like kicking a balloon at a gusty sea-side, United had a very impressive victory.

Apart from the newly discovered scoring exploits of Tom White, Shannon owe most to Denny Harnett, Denis O'Dea and Barry Dillon.

Shannon United 2 Broadford 0
Frank Lynch
Barry Dillon.

This was a vintage performance by Shannon against a Broadford side who fancy their chances of promotion. Greater sharpness in front of goal would have given the home side a more decisive margin which wouldn't have flattered the home side.

F.A.I. Junior Cup:

Creeves 5 Shannon United 3
John Coleman 2
Tony Donnelly

Straight from the kick-off, Shannon conceded a goal in this the area quarter-final of the F.A.I. Junior Cup. It was one of those days when everything goes wrong and United were fighting, manfully tough it be, a losing battle from the rear. Sean Neville and Tom O'Shaughnessy were most in the picture.

Watch it Grow:

John Coleman 6, Liam Kennedy 4, Tom White, Pat Reidy 3 each, Barry Dillon, 2, Pat Hayes, John Fitzgibbon, Sean Neville, Noel Kennedy, Denis O'Dea, Vince Comny, Tom O'Shaughnessy, Tony Donnelly and Frank Lynch 1 each.

INTER-FIRM G.A.A. NEWS

The Annual General Meeting of the Shannon Meat Ltd. G.A.A. Club was held in the Canteen on Tuesday, 17th. January. The attendance at this years meeting was the smallest ever, in my association with the Club. The Chairman Jack Daly gave an account of the previous years events. He was very disappointed with the attendance and announced that he was not going forward for any position this term. The Secretary M. O'Neill also announced his retirement from the Inter-Firm scene at Club level. As you all know this is the Centenary Year of the G.A.A. Shannon Meat Limited has for the past twelve years been one of the strongest Firms competing for honours year after year. I regret to report that it seems very likely that we will have no hurling or football Club this year. This is a tragedy as far as I am

concerned. Being involved at Munster level I know for a fact that most clubs are making an all out effort this year to improve their teams commitment to gain honours at county and provincial. Yet we find ourselves with no teams.

The only good thing that came as a result of the A.G.M., was the decision to form a Handball Club. There seems to be a great interest in this new venture. This is the first year that handball will be part of the Inter-Firm scene in Limerick. In conclusion I would like to thank everyone who helped the Club during my term of office and as to the future I would like to wish the Handball Club every success.

Slan agus Bannacht.

M. O'Neill.

SOCCER 'FUN'

By: Pat Coleman

The League of Ireland would appear to be the Kerryman of the sporting scene. No matter what the economic climate there always seems to be some bit of 'fun' in motion. Soccer in Munster could already be called a dying sport. What with no club in Cork now for a number of seasons, Waterford struggling well down the league season after season, Thurles Town failing to make their expected contribution and dropping out of the League, one was left with Limerick to carry the provincial flag. Yet even they struggled last year.

Yet, the start of 1983-'84 season saw the real 'fun' begin. One may hold one's own opinion on the rights and wrongs of the situation but whatever opinion one holds one must agree that the name of Limerick soccer was drawn through the mud. The opening of the season, Limerick United having got an injunction to prevent Limerick City playing assembled together rather hastily a number of players of rather poor standard and not surprisingly lost 9-0 to Bohemians. To the true supporters of the Blues, this was something of an embarrassment. But the management of Limerick United were prepared continue merrily on there losing ways. Fortunately the PTAI, all registered with Limerick City, intervened and picketed the Club's next home match against Waterford United and subsequently that was Limerick United's last match of the season.

Gradually the problem was temporarily solved with Limerick City getting back into the League. The result has been rewarding. At this stage Limerick City are challenging for the League and look set at least to qualify for Europe. Pat Grace, Ewan Fenton, Kevin Fitzpatrick and the team deserve everyone's congratulations and indeed it is nice to see the many Rathkeale faces around the Markets Field again.

You're not finished with a job until all the tools you used are picked up and put away in their proper places.

COOKS CORNER

By: Anna Fitzgerald



ENTRECOTE STEAK WITH MAITRE d'MODEL RICE

With the price of steak being what it is to-day it's worth knowing how to serve it at it's best. This recipe gives you a steak with a delicious taste and new look.

Serves Four

3 tablespoons softened butter.
Salt and Pepper
2 tablespoons chopped Parsley
Juice ½ lemon
8oz. longrain rice
1pt. Beef Stock
½ teaspoon dried Tarragon
1 teaspoon chopped chives.
4 X 6oz. Steaks, Rump or Fillet
8 small tomatoes
3 tablespoons Corn Oil
Watercress to garnish.

Method:

Mix 2 tablespoons butter with 1 tablespoon parsley, plus salt and pepper and lemon juice. Wrap in foil and leave in fridge.

Bring stock to boil add rice and salt and pepper. Bring to boil and stir once. Simmer, cover and cook for 15 minutes until rice is tender and liquid absorbed.

To the rice add tarragon, chives and rest of butter (1 tablespoon) and toss with a fork.

Season steaks and tomatoes with salt and pepper, brush with oil. Grill until cooked as you like steak. You may fry these if preferred.

Arrange rice, steaks and tomatoes on a heated serving dish, garnish with the chilled butter and watercress.

SHANNON MEAT CHAT

By: The Scribe

- * Speedy recoveries to full health are extended to Paddy McNamara (offal dept.) and Denis Kenneally (Loading dept.)
- * Weighed down with the spirit of Christmas, Joe Gaffney, along with many others, was taken home on the day of the holidays.
- * Missed out in the last edition were Jim and Nuala O'Connor. Congratulations on the birth of a second baby girl.
- * I suppose our staff members from Adare will be very disappointed that the famed Ballinamore will now be known as "Tidey-town".
- * Marrying her childhood sweetheart on March 3rd. is Bernie O'Dea when she marries Pat O'Connor of Granagh (he is some child now). I guess the rugby team won't be the only ones rucking that day.
- * Recently laid off van driver, Croagh man, Mike Lenihan has opened his own business in Croagh. Every success in your venture Mike. May it be as fruitful as your stay in the Australian bush.
- * The Scribe would like to welcome in the new Union officials of chairman, Christy Jones, vice-chairman Gerald Enright and secretary Jack Daly.
- * Kevin Donovan now operates a very sophisticated, up to the minute telephone system. He is nearly at the stage where he can tell what call a person will make next.
- * It is rumoured that Timmy Donovan is thinking of buying the Kilfinny Soccer Team a cigarette lighter each. The reason for this is that they keep losing their matches.
- * Poor Pat Alfred's car gave out on him on a one way street recently. So all he had to do was push it off along the quarter mile street with the flow of traffic. It wasn't the day he went to the Wedding Fair, that's another story.
- * Believe it or believe it not! Leonard Buckley lost a ball in a squash court during a game, even Paul Daniels would consider that "a lot".
- * Speaking of Kerry men, Sean Goodwin tells the tale of two Kerry men watching a game of golf. One player is bunkered and after about 10 attempts at trying to remove it, he eventually pitches it into the air, landing on the green and slowly trickles into the hole. One Kerryman turns to the other and says "He is in real trouble now."
- * Congratulations to Frank and Paula Dalton on the recent birth of a baby girl.

Secretary on telephone: "Our automatic answering device is out of order. This is a person speaking to you live".

Monday is a terrible way to spend one-seventh of your life.

THE MEAT ANIMAL: THE AMAZING PROTEIN MACHINE

Solar energy will be the byword of the 1980's as Americans seek alternatives to gas and oil products because of high prices and uncertain supply. Solar energy, however, is not new to mankind's world, having been a principal ingredient in plant growth and the key to the supply of food.

In a world of finite resources, the most precious are the renewable ones. Solar energy is being captured and used in home and industrial heating applications. Solar energy also raises forest land and otherwise barren range to a precious resource: grazing land on which animals can convert plants to meat - the most complete source of protein available to mankind.

Carrying Capacity of Rangelands

It is more far-sighted to improve the carrying capacity of the rangelands than to plough them up. Both economic and ecological concerns demand close attention to the vulnerability to drought, flood and erosion of marginal grasslands when they are put to the plough.

It also takes vast amounts of energy to irrigate and fertilize areas, energy that is scarce and almost cost prohibitive. Often, range or pasture is a wiser use of land - certainly if we wish to conserve the land for future generations.

These areas are not idle acres. They are excellent for grazing cattle and sheep which are self-renewing resources of food without expensive fertilizers, insecticides, herbicides, or irrigation systems.

Residues Only Animals Can Digest

On 361 million acres of U.S. cropland, huge quantities of plant residue is produced which only animals can digest, such as corn ensilage. Most fruits and vegetables byproducts - leaves, hulls and pulp - which are not acceptable for human consumption yet are desirable as livestock feed. Also, cropland can produce substantial quantities of high quality protein and roughage from legumes, especially alfalfa.

It is true that livestock consume most of the U.S. corn and sorghum, but neither of these grains is easily adapted to human food. No currently available crop could

directly replace corn or grain sorghum. There is not a one-for-one trade off between crops grown specifically to feed livestock and crops grown for direct human consumption.

In a world of dwindling energy and natural resources, we must remember that the greatest single natural resource in the U.S. is its ability to produce food and fibre, including meat animals. The U.S. food-producing land alone is a far greater natural asset - a renewable asset - than all of the oil fields in Arabia.

Meat is a popular method of upgrading the diets of the advancing world. Pound for pound, in amount and quality, meat protein cannot be matched by single vegetable, fruit, or grain. It is the most important source of iron and contains abundant amounts of B vitamins and minerals. Given a choice, most people prefer meat.

So, go ahead and enjoy good-tasting, nutritious meat - a product of the world's oldest application of solar energy.

Source

Often forgotten in the argument of human food versus animal feed is the fact that grazing lands would be a lost resource without these renewable converters - ruminant animals, such as cattle and sheep.

Some seem ready to dismiss animal protein on the grounds of inefficiency, but cattle and sheep have the unique ability to convert inedible cellulose and non-protein nitrogen into edible protein. They are the only practical means of deriving human food from most of the United States' 2,264 million acres.

Of that 2,264 million acres, there are about 719 million acres of forest, 598 million acres of grassland pasture and range, 301 million acres of desert and swamp, 465 million acres of cropland and 182 million acres devoted to urban industrial uses. Of the 465 million acres of cropland, about 361 million are used for crops, 21 million acres are idle and 83 million are in cropland pasture in any given year.

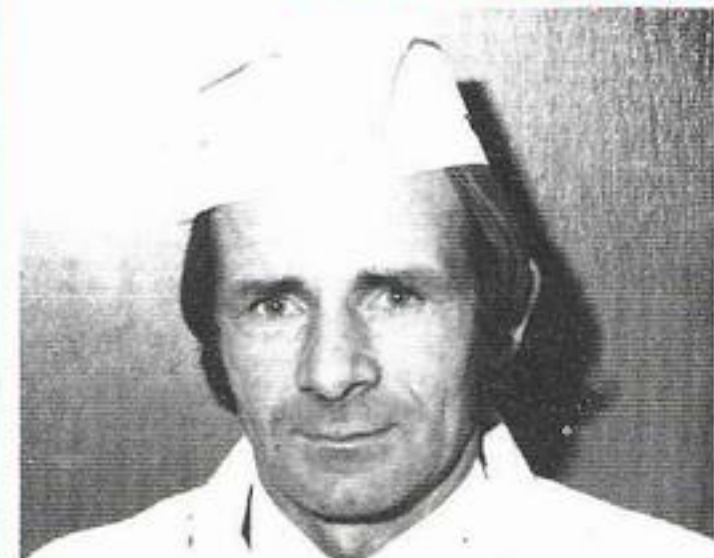
(Publication of the 'American Meat Institute')



Congratulations to Mr. & Mrs. Tim Cunningham who celebrated the Golden Jubilee of their marriage recently. Tim retired from working with Shannon Meat some years ago.



ITGWU CHANGES



Mr. Christy Jones (above) is the new Chairman of the Shannon Meat Section of the I.T.G.W.U. Christy hails from St. Mary's Park, Rathkeale and first joined the Company's employment in 1960. He was selected as Chairman at the recent Annual General Meeting which took place on the Company's premises. He takes over from Liam Hanley who has been Chairman for the past twelve months. It is not Christy's first involvement with the I.T.G.W.U., having served officership on previous occasions including Vice-Chairman and Secretary. Other officers selected were Gerald Enright Vice-Chairman and Jack Daly Secretary.

We wish them well in their responsibilities over the next twelve months.



Liam Hanley outgoing chairman Irish Transport and General Workers Union.

CHARITY RUN

The Rathkeale Athletic Club 5th. Annual Club Charity run which took place on 17th. and 18th. of December from Dublin to Rathkeale was an outstanding success.

By their efforts the runners and collectors brought in £11,625 which was distributed as follows:-

Aid Cancer Treatment (Cork Regional Hospital) £10,825

St. Mary's Church Rathkeale (Lighting Fund) £800

Those from the Company who were involved in this worthy undertaking were Seamus Cawley, Liam Hanley, Pat Coleman and Sean Harnett. Also involved was Leonard Buckley who works on the premises as an employee of the Department of Agriculture.

The Club wish to thank all who helped in any way towards the success of the run. Plans are now being formulated for the 1984 run in December.

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