

# Shannon Meat GAZETTE



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## SHORT STORIES - FROM PATRICK J. CARROLL C.S.C.



Patrick J. Carroll, C.S.C.

*Shannon Meat Gazette has made a scoop. Permission has been granted by the Carroll family of Craggs, Cappa to publish in serial form the writings of Rev. Fr. Patrick J. Carroll C.S.C. A start will be made with the serialization of the famous 'PATCH' books and the first story will appear in our next issue. Strangely enough in spite of the huge Irish emmigration to the U.S.A., there has been little reference to Irish American literature apart from the writings of Boyle O'Reilly which greatly influenced President Kennedy.*

*Fr. Carrolls writings received rave reviews from critics in the U.S.A., but have never received their due acknowledgement in Ireland. Let us hope our publishing of some of his work will change all that. True or false Irish writers are considered masters of the short story. Fr. Carroll is surely in this category but he has also written some excellent novels and at least one powerful novel - 'THE MASTERY OF TESS'.*

*His stories on the Craggs Community are as beautifully told as those of the Blasket Island authors. The difference is that he tells of a happier and more outward community who were much better off materially than the Blasket Islanders.*

*Fr. Carroll was born in an area known as the Craggs in the Parish of Cappa which is situated between the parishes of Askeaton and Rathkeale. He went to the U.S.A. in 1896 and was ordained a priest in 1902 eventually becoming Vice-President of Notre Dame University.*

M.F. Cowhey,  
Managing Director.

## LIVESTOCK TOPICS

### FEEDER COWS REPLACE STORE STEERS

By Donie Donovan  
Livestock Procurement Manager

Those of us that were around before the metric era find it difficult to adjust from the imperial weights. One has to constantly make a double effort to find the real sense of value in these times of changing prices. What does £157.47 per 100 kg. mean in old terms? The answer is simple it's £80.00 per live Cwt. or equivalent to 135p per lb. carcase weight.

Is one justified in giving £80 per cwt. for a store Bullock in the light of what is happening in the E.E.C. It is slowly beginning to dawn on producers that it is a complete artificial price and could be anything up to £150.00 per head too much. The end result is that more and more producers are turning to feeding store cows and that trend is there for the past few years. The amount of capital tied up is the important factor. The dearer the steers get the smaller the margin will be from the store cow.

#### Gamble

Some producers see the store cow as less of a gamble than the steer. Over the past few years the store cow has increased in its value way beyond its salvage value. A situation has developed where the store cow has two values-

[a] Its value for manufacturing which is its immediate salvage value. In deciding what that value is the two important factors are - the current market price of beef and the amount of red meat that is salvaged from

the carcase.

[b] The value of the same animal as store cow is influenced by a very wide range of factors. The more suitable the animal the wider the price range. The big framed cow with little flesh will command a good price per cwt., live weight with no relationship to its current factory value. The grass season has a very big influence also on the price gap. So has the age of the animal and the length of time since it had a calf. The gap between its potential value as a store animal and its current value for manufacturing beef could be as wide as £100.00 while the general run is around £60.00. As the season goes on the gap narrows.

One other important point is the herd status. To get the full value of a store cow it has to be 30 Day Tested with a restricted herd. It's only a price one can dream about. If there was free movement of stock it could be well argued that the gap would be much smaller. As the situation stands at present, it could be seen as a spin off from the artificial support system of the C.A.P.

These are facts which the processor cannot ignore. The ideal type of feeder cow has been a good money spinner these past years on a rising market, a fast weight gain and a quick turnover.

## ST. PATRICK'S DAY



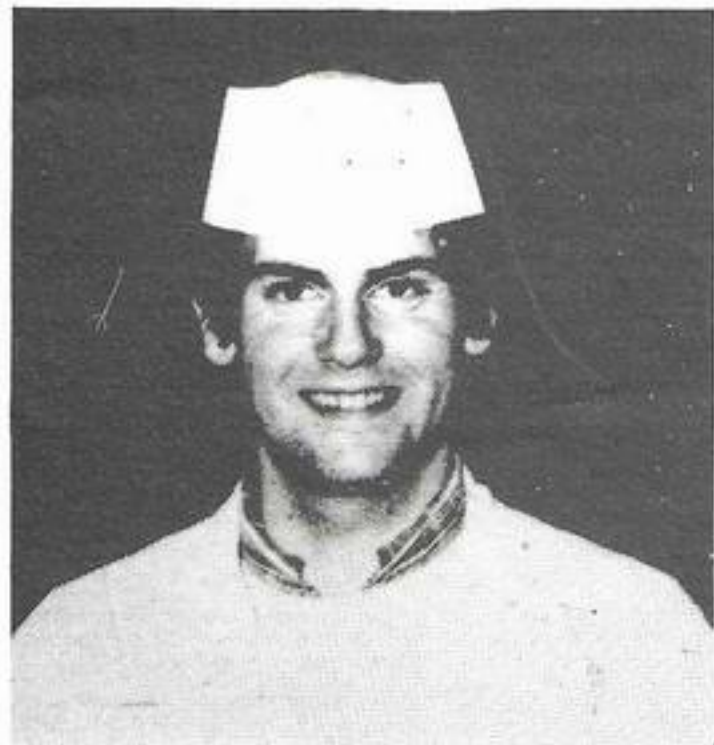
Rathkeale Girl Guides above who participated in the highly successful St. Patrick's Day Parade in Rathkeale.



The Shannon Meat Safety Quiz team (above) who obtained third place in the Mid-West Region at the final of the NISO Quiz at the Limerick Inn Hotel on 25th. March. Left to Right: are James Condon, Batty Collins and Michael Guiney.

# THE GENTLE GIANT

By John Stack, Laboratory



fast learner. He signed as a professional in 1949 just after his 17th birthday, and three months later made his senior debut in a friendly against Queen of the South.

## Debut

Two weeks later he made his league debut against Blackburn Rovers and within a year had the tremendous thrill of being awarded his first Welsh cap against Ireland. At the tender age of 18, he had become his country's youngest ever international.

During the 1952 - 1953 season when Leeds weren't getting as many goals as they should, Major Buckley decided to make his centre-half into a centre-forward. It didn't take long!

In 30 games Charles rapped in 27 goals, many of them storming headers and he became the most feared striker in the land. By now of course the richer clubs were trying to tempt Charles away from the second Division, but true to his nature, John stayed loyal to the club that brought him instant fame.

The following two seasons they went tantalisingly close to promotion and by now the versatile Charles had returned to defensive duties to play leaking holes. Offers of up to £40,000 were rejected and at last the Leeds board, Charles, the rest of the team and all the "Peacocks" fans were rewarded in 1956, when promotion was clinched alongside those great Yorkshire rivals Sheffield Wednesday.

Now the whole world could see how well Charles was equipped to deal with the greater sophistication of the finest league in the world.

They needn't have worried. In his first season in the First Division, Charles walloped in 38 goals with typically awesome might.

He had this unique ability of being able to switch between defence and attack without the slightest problem, and he had also had the undying and endearing quality of being able to ride the most fearsome lunges of opponents without losing his temper, in contrast to today's spoilt ballet-dancers!

Indeed it is frightening to think what Charles might have achieved had he possessed a little more devil.

## HANDBALL NEWS

At the time of going to press, the Novice Handballers of Shannon Meat are unbeaten.

In their two matches in the County Championship to date, they have comprehensively defeated Kantoher and Howmedica.

They are at this point awaiting the draw for the quarter finals of these county championships which are organised on a knock out basis.

A League Competition is also being run but the Shannon Meat side have not as yet played in the league.

Each team comprises six players, playing in pairs. The team which has done the Company proud to date is, as in pairs, Mike Liston and Donie Ahern; Tom White and Mike Guiney; Gerard Geaney and anchor-man Patch Markham.

Before he was 20 he had cartilages removed from both knees and on at least half-a-dozen occasions, he had deep cuts stitched over both eyebrows. He was fearless as he was fearsome.

Sadly that 1956-1957 season was to be the last England saw of Charles at his peak. Having scored 38 of a club total of 72 goals, he submitted to the lure of Italian football and for the then-staggering fee of £65,000 became a Juventus player.

## Italy

Our refrigeration engineer - Mario Zoncada recalls vividly John's career in Turin, where he told me he was also known as "Gentle John". He is remembered with much affection in Italy, where he returns every summer for his holidays and to renew old acquaintances. Mario recalls that unlike the other British imports of the period Denis Law, Joe Baker and Jimmy Greaves, who succumbed to the "Dolce Vite" of drink and fast cars, John was totally dedicated to his club and could often be seen training at the ground by himself at six o'clock in the morning. His success in Italy can be gauged by the fact that he helped Juventus win 3 League titles and the cup twice before Leeds bought him back in 1962.

Charles couldn't settle this time, however, and in three months he was back in Italy with Roma, but at the end of one season he fittingly decided to round off his illustrious playing career in his native Wales with Cardiff City.

John Charles now lives in his beloved Leeds, where he runs a public house with his wife and family. His only public appearance in recent years was as a recipient of Eamonn Andrews Red Book in "This is your Life", where he presented himself as a man of deep humility.

In the not too distant future, I can see myself and Patch drinking a pint at John Charles's pub after Leeds Utd. have just won the First Division Championship, Patch turns to the gentle giant and poetically exclaims this refrain to the crowded tavern:

Men may come  
And men may go  
But John Charles will live forever!

# SOCIAL CLUB

As all staff are now aware a new Social Club is under way. The benefits available under the scheme are already outlined on the noticeboards throughout the plant. However, one area which needs clarification is the benefits offered by local shops. From the following shops one can get a 10% cut on list price.

**Jewellery** - Donovans Jewellers.

## Clothes:

Coughlans, Main St., Rathkeale.  
Johnny Gazette, Main St., Rathkeale.  
Foley's, Main St., Rathkeale.  
McDonnell's, Main St., Rathkeale.  
Patsy's, Thomas St., Rathkeale.

5% off list price, Mon's, Main St., Rathkeale.

Chemist - 10% off purchases of over £5.00 - Donovan's Pharmacy, Main St.

## Hardware:-

10% off limited number of items - McDonnell's, Main St. Tadhg O'Connor Ltd.

These price deductions are available only on production of Membership Card.

Other benefits available to members of the Club include:

1. Subsidised tickets to Annual Supper Social. This year the price of Supper Social Tickets will be £5.00 each. Membership of Social Club will entitle members to two tickets at £1.00 each.
2. It is hoped to hold a Christmas Party for children of the Clubs members. It is envisaged that this party will be held in the middle of December.
3. A raffle to be held of whatever funds remain, prior to Christmas.

For 50p a week, the Social Club certainly does offer a wide range of attractions.

## Power

Charles possessed awesome power, yet despite his enormous presence, he won the title of "Gentle John", for he was never seen to use his physical advantage unfairly.

He also became "King John" to the faithful followers of the club - and to his native Wales.

As a 15 year old, John had left his home near Swansea, to seek fame and fortune with Leeds. He was a centre-half in those days, but he was not the strapping lad that you would imagine.

It was the regular training at Elland Road that built him up to a 6ft. 1½ in. 13 stone 10 lb. perfect specimen, who was to win the accolade of "The world's greatest footballer."

Major Frank Buckley, who was the Manager at that time and who in his days at Wolves (Paddy Coleman please take note!) discovered Bally Wright, Jese Pye, Stan Cullis and Jimmy Mullen said without hesitation that Charles was the best he had ever seen.

Like all great players, Charles had intuitive skill, but he was also a



Photographed at the Shannon Meat Retired Staff Party were Paddy Royce seated with Pat Coleman and Michael Kelly of the Staff Social Club.

# HYGIENE IN THE FOOD INDUSTRY

By Gerard Barry,  
Technical Manager.

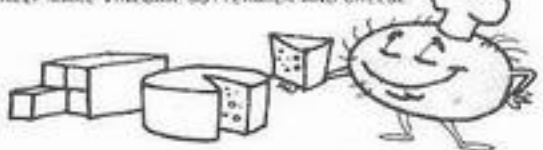
Hygiene in such a sensitive area as the food industry is extremely important. If you ask what is meant by good hygiene most people would answer by saying that it means keeping things clean. However, while this is a good rule of thumb it only scratches the surface. Hygiene is really related to bacteria. What are bacteria? Bacteria are tiny living organisms so small they cannot be seen by the naked eye. It can take up to 1,000,000 linked together to form a line one centimetre long. There are thousands of different varieties of bacteria. Some bacteria can be harnessed to do good such as the manufacture of alcohol, antibiotics, cheese, yoghurt, vinegar etc. Other bacteria harmful causing infections - sickness, vomiting and diarrhea.

## WHAT CAUSES FOOD POISONING?

- **BACTERIA** -- which are so tiny we can't see them.



- some bacteria are good.  
THEY HELP MAKE VINEGAR, BUTTERMILK AND CHEESE



- some make us sick.  
THEY CAUSE VOMITING, FEVER, DIARRHEA AND CRAMPS - SOMETIMES DEATH



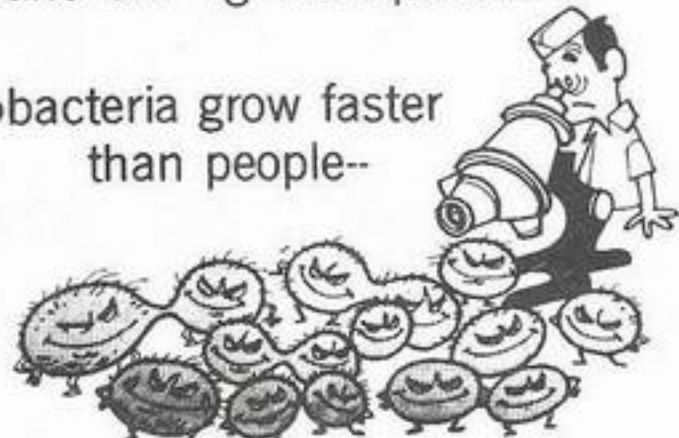
Bacteria live everywhere in our environment in air, water, soil and skin and even our gastrointestinal tract or gut. One exception to this is a healthy body which is sterile internally (excepting the gut). Each type of bacteria have their own natural habitat and do generally not cause problems when left there. Bacteria, in common with other living organisms have certain requirements for growth, they are-

1. Water supply.
2. A food source
3. Suitable temperature

## BACTERIA ARE LIKE PEOPLE

both need:

- food,
- water,
- and the right temperature.
- bacteria grow faster than people--

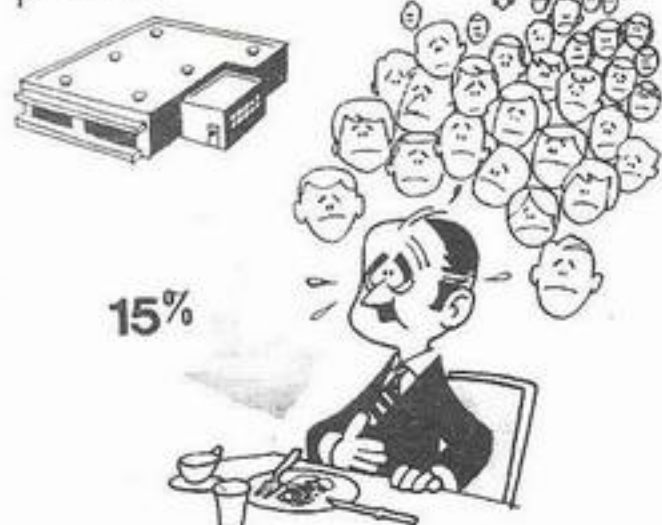


from one to many millions in just 24 hours!

Bacterial "growth" is measured in numbers rather than size, this represents their reproductive mechanism. For instance take one bacteria it will grow slightly in size and then divide into two independent bacteria, which in turn are capable of dividing and so on. Under favourable conditions bacteria have a great capacity to increase numbers, and can reproduce every twenty minutes. For example if you take a bacterium growing under ideal conditions, after seven hours growth you will have 1,000,000 bacteria present. Good hygiene practices in industry are necessary in order to minimise growth of bacteria and prevent product contamination.

## ARE ALL FOOD PLANTS REALLY CLEAN?

- many people suffer from food poisoning every year.
- health officials estimate about 15% of these illnesses can be traced to food processing plants.



- this is a lot of sick people!

This leads us into the objectives of good hygiene. Firstly, to protect public health by the prevention of bacterial poisoning. Secondly, to provide a healthy work environment for employees and reduce the possibility of infection. Thirdly, to reduce product loss due to spoilage and increase the shelf life and quality of the product. In order to promote these objectives general regulations backed by Irish Law are in force, these have been further supplemented by E.E.C. Regulations.

In the case of a meat plant like ourselves, hygiene should be a conscious objective of each operator as people who purchase meat from us depend on us to ensure that the food is clean and safe to eat. This is especially important in the case of canned meat Personal hygiene plays a very important part in this area

## PERSONAL HYGIENE IS VERY IMPORTANT

wash your hands the right way--

- use warm water and soap.
- work between the fingers.
- scrub your wrists and the backs of your hands.
- clean under your fingernails.
- wash as often as required--and don't miss!
- **WASH EVERY TIME YOU USE THE TOILET!**
- sanitize your hands--when required.



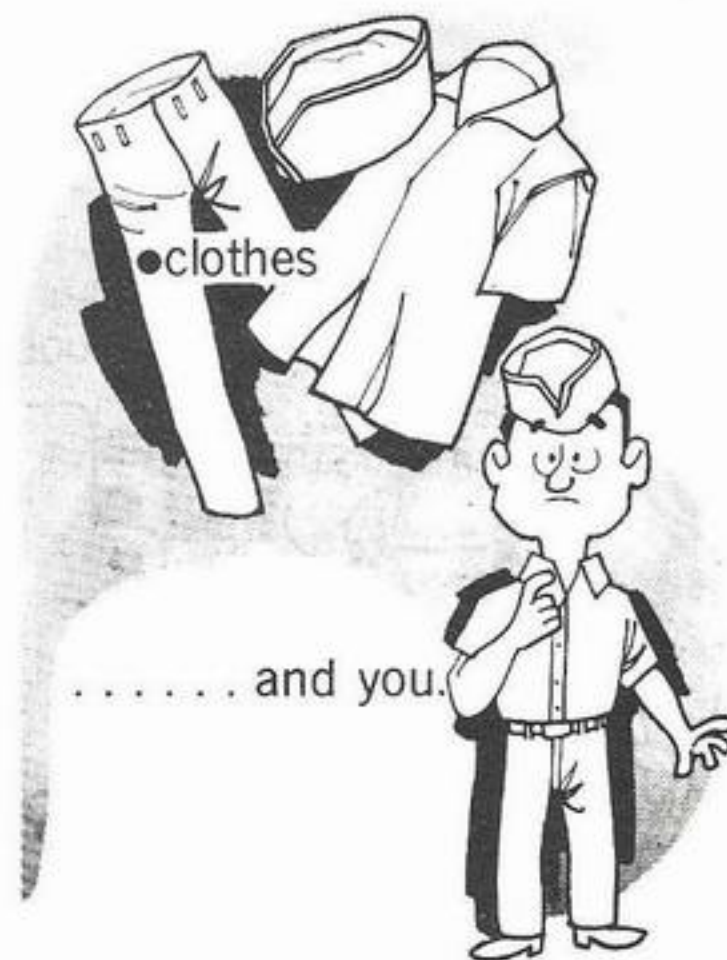
Hands should be kept clean and washed regularly throughout the day, and after every visit to the toilet. Personal hygiene does not stop there other matters are just as important.

## PROTECT THE FOOD--AND THE CUSTOMER

- wear clean clothes--  
ALL PARTS OF YOUR BODY SHOULD BE CLEAN AND WASHED. FOLLOW DIRECTIONS. DON'T USE YOUR CLOTHES AS A RAG OR RAGS. KEEP THEM IN TOP DRAWERS.
- cover your hair--  
HAIR IS COVERED WITH MILLIONS OF BACTERIA. NOBODY LIKES TO FIND HAIR IN FOOD. WEAR A HAIRNET OR A HAT.
- take off the jewelry--  
BACTERIA HIDE IN AND UNDER JEWELRY. JEWELRY IS HARD TO WASH AND SANITIZE. PIECES OF JEWELRY SOMETIMES FALL INTO THE PRODUCT.
- keep your hands away from your mouth, nose, and hair--  
BODY SURFACES ARE LOADED WITH BACTERIA.



Protective clothing should be kept clean by regular washing throughout the day. The protective clothes are worn to protect the product from the operator and will build up a bacterial population with time.



keep bacteria away from food.

Regular washing of the outer garments will keep this to a minimum and help prevent cross contamination. The same rule applies to utensils like knives, saws, sharpeners and scabbards. The Company for its part is obliged to keep the premises clean, rodent and insect free and to provide facilities to allow operators to practice good hygiene to the best advantage. Cleaning of premises and equipment is therefore of the utmost importance.

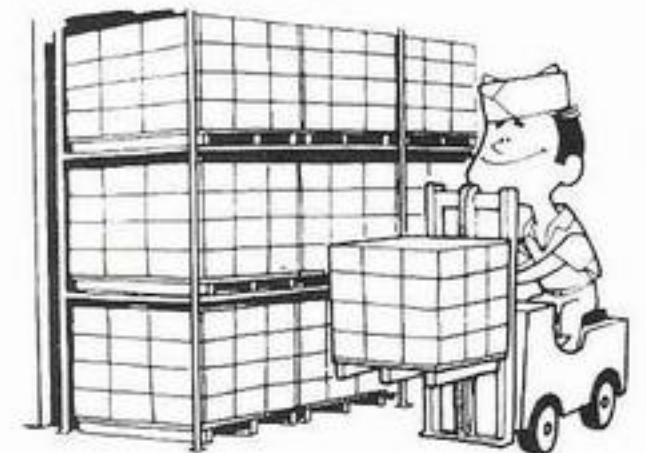
## BACTERIA ARE EVERYWHERE

- walls
- doorknobs
- equipment
- utensils

Good hygiene practice endeavours to limit bacterial growth and prevent contamination. One good method of limiting bacterial growth is to keep the temperature down.

## PROPER STORAGE PROTECTS THE PRODUCT

- keep the right temperature.
- store away from walls.  
TAKE INSPECTION AND CLEANING EASY.
- protect from damage.  
THIS INCLUDES MOVING MACHINERY. INSECTS, RODENTS AND DRIPPING PIPES.
- rotate the stock.  
"FIRST IN -- FIRST OUT"



Boning Hall and Cannery area temperatures are kept down for this reason also because food poisoning bacteria do not grow at lower temperatures. The same applies to refrigerated areas such as chills and freezers. As I have previously stated bacteria in their own environment are not a source of worry, it is only when moved elsewhere they can be troublesome. It is for this reason that rules relating to movement of personnel between departments, not taking working outergarments into toilets etc., exists.

I hope this article sheds some light on the necessity and underlying reasons for hygiene regulations of the type enforced in this establishment.

## HOW DO YOU FIT IN?

- you keep your work area clean.
- you use only clean equipment.
- you wear clean clothes.
- you keep yourself clean.
- when you do these things you avoid bacterial contamination.



- they all say that food must be clean and safe to eat.

people TRUST You to PROTECT THEM

THEY DEPEND ON YOU TO PROTECT THEIR HEALTH

Sooo... be worthy of TRUST--

WIN THE FIGHT AGAINST FOOD GERMS

You're on the front line in the battle against the enemy. If you do a better job in fighting food infections it will set an example for others and the battle will be won.

IT'S UP TO YOU!

# NEW ABATTOIR EQUIPMENT

By Don Gallagher  
Plant Engineer

For many years Shannon Meat Limited have looked at cattle strippers for the Abattoir but, unfortunately, none of the machines available were suitable for our slaughtering operation. However, with the arrival of a new modern cattle stripper on the market, we now have a machine of advanced design available and we hope to have this equipment operational in April.

### Operation

The Hamjern 35, pronounced 'ham-year'n', is a very compact unit with a built-in hydraulic power pack which drives a revolving drum and a hydraulic ram which is attached to the drum mounting frame.

The front legs of the carcass are held by chains to a floor bracket and the hide is fastened to the drum. As the drum revolves it is raised by the ram and this action rolls the hide off the carcass. The hide is removed from the carcass and head in a single operation. Two operators assist in the hide removal to ensure an even and continuous operation.

### Advantages

The cattle stripper has a number of advantages for the Abattoir:-

- \* it eases the workload on the dehidors by reducing the manual stripping to a minimum and eliminating manual skinning of the head.
- \* it reduces noise by reducing the number of air operated flayers required.
- \* it allows more hygienic carcass handling.
- \* it ensures better quality hides.
- \* it increases the meat yield by reducing the loss due to meat removed with the hide.

# PROFILE



Dan Brosnan photographed with his wife, Bridget, with children, Maureen, Anthony, William and Shirley.

Certainly, being pleasant is a great human characteristic and this is the foremost of Dan Brosnan's many characteristics. The very even and popular security man has a lot of friends at his place of work.

Danny was born on 26th. July, 1942 in Rylands, Ballingarry where he resides to-day with his family. He attended Ballingarry National School where he was taught by the late Dan Connell and Mr. Doherty who incidentally teaches his two sons to-day. One of the sad things about Danny going to school was that he missed the only two big occasions that a person has going to school - namely First Holy Communion and Confirmation. Danny was very ill for nine months when he was seven years of age and as a result he received the Sacraments of Holy Communion and Confirmation without remembering a thing. In the words of Danny himself - "I very nearly kicked the bucket at that stage". Fortunately for everyone that knows Danny now, he did not.

Like most other young pupils at the time Danny left school at 14 years of age. The only job available at the time was in farming or leave the country to find an industrial job in Britain or America. Leaving the country did not appeal to Danny and he found employment in Ballingarry with a local pig farmer. In this job he was looking after 100 pigs. He moved around to different farmers and spent six years with Dave Hannon in Kilfinny. Danny

## DAN BROSANAN

still likes farming very much and does a little of it in his spare time.

Danny recalls working for £4 a week which was very adequate to enjoy yourself. The price of a pint was 1/2 or 6p and the price of a dance was under 5/0 shillings or 25p.

### Boning

1963 saw him working in Shannon Meat for the first time. He worked in the old Boning Room. He left due to seasonal working of the Company and returned to Shannon Meat again in 1967 and worked in the Boning Room as a trimmer. When the late John "Coffee" Farrell retired in 1969, Danny was successful in his application to be his replacement as Security person in Shannon Meat. This is the job Danny still holds to-day. Although the hours can be unsociable, Danny feels the advantages outweigh the disadvantages of the job. He really enjoys meeting people and new faces and the job he holds gives him ample opportunity for this.

Danny's pastimes are reading novels and various news items. Although he never played hurling or football he enjoys going to see matches. He sincerely hopes that Limerick will be the winning team in Thurles on the first Sunday in September this year. One of his favourite pastimes when he was young was hurling. He also enjoys Ceili music and dancing and his favourite bands are Donal Ring, Donie Collins and the Old Glenside.

One of the good things that happened to Danny since joining Shannon Meat was that he met his wife, former Bridget Steele. They were married in June, 1967 and have five children ranging from 15 years to 1 1/2 years. They are - Maureen, Anthony, William, Shirley and Donie.

Danny carries out his job as a Security person to the utmost of his ability and to all his colleagues in Shannon Meat he is a kind, genuine, helpful and most amiable gentleman.

## COOKS CORNER



Anna Fitzgerald

Doctors often recommend that we should cut down on the richness of our diet. Irish people have a tendency to eat food containing a lot of saturated fats, which increases the cholesterol levels. And as we all know high cholesterol is linked with heart disease. The following recipe does not contain a great amount of saturated fat and is still an alternative and appetising dish.

### BEEF RAGOUT:

- 1oz. Flora Margarine
- 1lb. Stewing steak (surplus fat removed) cubed.
- 4 medium onions peeled and quartered.
- 4 carrots peeled and sliced
- 2 sticks celery
- 1/2 oz. flour
- 1/2 pt. Beef Stock (cube)
- 1/2 teaspoon mixed herbs
- 1 teaspoon Tomatoe Puree
- Salt and Pepper

Oven 350°F Gas 4 Middle shelf.

### Method:

1. Melt margarine in saucepan. Add meat, fry until brown - remove from pan.
2. Add vegetables, cool until they begin to colour.
3. Drain off surplus fat, stir in flour and cook for one minute.
4. Add other ingredients and bring to boil.
5. Place with meat in a casserole and cover.
6. Cook in preheated oven for 1 1/2 hours.

### Accompaniments:

Jacket potatoes cooked in oven.  
Cholesterol grading - low to medium  
Calorie Content - 340

Serves 4.

Anna Fitzgerald



In February this group of Students from the University of Quimper, France visited Shannon Meat Ltd. Quimper is a sister city to Limerick and many links have been forged between the two cities. Shannon Meat are happy to play its part in fostering these links.



In January Clare Macra na Feirme Stock judging competition took place at Shannon Meat Ltd. Among those attending were Ger Keogh, Maurice Carroll, Sean Fitzgibbon, Pat O'Reilly and Mark Hasset.

# SOCCER SCENE

At one stage in the current season, it was possible that Shannon United had more players on their books than most other Desmond League Clubs.

Lately, their fortunes have changed in this regard and occasionally it has almost bettered them to put a side together.

There are many reasons for this, the principal being injury. Secondly, two of their better players, namely, Mike Shaughnessy and Sean Neville are now domiciled out of town progressing their respective careers. Thirdly, loss of interest would appear to answer the high degree of absenteeism on a Sunday.

It is true to write that many of the players toggling out show little interest in the game other than just making the token gesture of playing.

All hopes of a League success have vanished. But this is not so in the Cup. It takes only a little matter of winning three games to win the Second Division Cup, namely the League Cup. The Desmond Cup itself can be won with a little luck and effort.

In the past, bad teams have won Cups and Shannon hardly fall into the 'bad' category, even if they just miss doing so.

## Match Reports - League

**Bally Rovers 2 Shannon Utd. 1**  
John Coleman

Shannon were unfortunate to lose this game to a Ballyhahill side who are having a great season. For long periods, the Rathkeale boys were domiciled in the Rovers half, but lacked a clinical finisher. Denis O'Dea and John Coleman were best for Utd.

**Shannon Utd. 0 Kildimo 0**

A far from full strength Rathkeale side did well to hold a Kildimo side, who have some promising players on their books. Tom Shaughnessy and Frank Lynch in the heart of the home defence were most impressive.

**Shannon Utd. 1 Kileaney 3**  
Frank Lynch

Judging these teams on to-days performance the only reason they play Division 2 football is that there is no Third. Shannon have disimproved with each game of late and offer no motivation on the playing field. This game could have and should have been won. Tom Shaughnessy (again), Tom White and Sean O'Shea offered anything in this game.

**Broadford 1 Shannon Utd. 0**

The fact that both sides scored only one goal was a poor reflection on both of them as they each missed numerous opportunities in front of goal. It was, in general an improved performance by Utd., as compared to recent times. Denny Harnett, Frank Lynch and Tony Donnelly were best for the blue and gold.

## Watch it Grow:-

John Coleman 7, Liam Kennedy 4, Pat Reidy and Tom White 3 each, Barry Dillon and Frank Lynch 2 each, Pat Hayes, John Fitzgibbon, Sean Neville, Noel Kennedy, Denis O'Dea, Vincent Conny, Tom Shaughnessy and Tony Donnelly 1 each.



## DEEL UNITED

Despite the odd hiccup, the form of Deel United in latter times has given rise to some little bit of satisfaction and optimism for the future.

When they have a full compliment of their panel assembled, they have shown they are a match for any Desmond League opposition.

With two cup campaigns about to commence, namely, the League Cup and Desmond Cup if Deel can get their act together, they will have every opportunity of taking ultimate honours.

## Match Reports - League

**Deel Utd. 3 Villa Rovers 1**  
Brian Dillon -2 P.J. Wall.

In a very hard fought encounter, Deel made further progress up the table. Brian Dillon celebrating his 21st. birthday scored two first half goals, one a particularly memorable effort. P.J. Wall sealed the issue with an equally good goal fifteen minutes from time.

**Deel Utd. 0 Glin Rovers 4**

Because of a very strong wind, this was a game of two halves. Deel had the advantage of the elements in the first half and due to poor finishing and bad distribution of the ball the score at the short whistle was 0-0. In the second half the Rathkealers completely collapsed, leaving questions to be asked about the team's attitude.

**Deel Utd. 4 Park 2**  
Ray Doherty, P.J. Wall & Richie Hayes.

Looking at the scoreline, this would appear to have been a convincing win for Deel, but it could not be further from the truth. For three-quarters of this game, Park literally owned the ball. For the latter end of the game, Deel, inspired by Ray Doherty, were like Midas, in that everything they touched turned to goal(d).

**Breska 0 Deel Utd. 0**

At half time, Deel should have been about three up, however, at the final whistle they should have been three down. This was a far from convincing performance by United. From this game only Mike and Don Gallagher and especially Richie Hayes can feel satisfied with their game.

# PICTURE PARADE



The Shannon Meat Float on parade on St. Patricks Day in Rathkeale.



Retired Staff member Jim Kelly and his wife, Anne, obviously enjoying the annual retired staff social.



At the Shannon Meat Retired Staff Party at Rathkeale House Hotel on 9th. March were Mr. and Mrs. Paddy Cawley with Liam Ahern of the Staff Social Committee.

## Seasons Tally:

P.J. Wall 6, Brian Dillon 5, Ray Doherty, Anthony Flaherty 3 each, Richie Hayes, Jack Lyons, Robbie Zoncado and Sean Harnett 2 each, Jim Fitzgerald, Mike Sullivan, James O'Grady and A.N. Other 1 each.

## SCHOOL-BOYS AWARDS

At a highly entertaining function, organised by Rathkeale School-Boy Soccer Club, held in the Community Centre, Rathkeale, recently, the Sports Stars Awards for 1983 were announced.

Recipients of the Awards in the different age-groups were as follows:-

Community Games (Under 12):  
Paul Lynch

Under 12: Ray Gilbourne

Under 13: Dan Donovan

Under 14: Diarmuid Hough

Under 15: William Daly

Under 16: Pat Reidy

'Clubman of the Year' Martin Costelloe

At the time of writing, the Club are in earnest training for the forthcoming series in The Community Games.

# SHANNON MEAT CHAT

By The Scribe

- \* Congratulations to Seamus Kennedy who announced his engagement to Nora Cronin recently.
- \* Both Liam Hanley and Seamus Cawley arrived at work badly bruised, lately. The speed merchant, Pauline, hardly done them both in? or then again did she?

## ALTERATIONS

- \* Bernie O'Dea became Mrs. Pat O'Connor on 3rd. March. Best wishes to you both.
- \* Eileen O'Connor of Carrickerry became Mrs. Leahy in early March, also again, the Scribe extends his congratulations.
- \* Mary Ahern presented her husband Liam (Livestock Procurement Department) with a fourth son, recently.
- \* Another footballer for Kilcolman, with the birth of a second son to Patsy O'Donnell.
- \* One of our famous young Van Drivers, Pat Alfred announced his engagement to Susan O'Regan in February. This will be mourned by many of his admirers throughout the country
- \* Congratulations to our Financial Controller, Michael Dooley and his wife, Nora, on the recent birth of a baby girl.
- \* Third in the Mid-West Region were our quiz team comprising all maintenance people, namely, Mike Guiney, Batty Collins, James Condon and Richie Hayes
- \* Speaking of Maintenance people, my colleague, Jim Power informs me that Tom Mujan has also presented the lady in his life with a beautiful dazzler.
- \* Angela Power (Home Sales Dept.) gave birth to a bouncing baby girl on 23rd. March.
- \* Our youngest driver (previously mentioned in this paragraph already) tried to impress the older of our drivers lately, by showing him a short-cut in Dublin only to take him into a Cul-de-Sac. It wasn't Pa, he was busy meeting Bunny Carr trying to get on "Going Strong". It was Seanie 'Mantanna' Mulcahy

# SLOW RECOVERY IN CATTLE NUMBERS DICTATE RECOVERY LEVELS

Total beef exports last year represents an increase of over 5% above the low level for 1981 and 1982. The slow recovery in cattle numbers following the peak disposal levels of 1980 continued to dictate availability levels in 1983. Exports to third countries continued to increase even more markedly with reduced sales to E.E.C., countries.

## The U.K. Market:

Following a general upward trend in the late 1970's, Irish Beef Exports to the U.K., have tended to decline in recent years. This trend continued last year. When viewed against the background of a declining total U.K., Beef Import level, Ireland's share of total imports has, in fact, tended to increase.

## Continental E.E.C., Markets:

Our Beef Exports to Continental E.E.C., fell considerably during 1983. This indicates the more difficult trading conditions. In 1983 beef consumption continued to be eroded by the effects of prolonged recession, whereas production increased in most E.E.C., states. As a result there was a dramatic increase in the level of beef stocks on the continent. In addition, Irish Beef Exporters were operating at an unfair competitive disadvantage compared with their U.K., counterparts because of the application of the U.K., Variable Premium. Moreover, the high level of M.C.A. Import Charges into West Germany and the Netherlands, while promoting higher domestic production but lower consumption

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in those countries, has frustrated Irish Marketing efforts aimed at increasing penetration of these markets.

France continues to be Ireland's largest Continental E.E.C. Market for beef. In West Germany, however, Irish Beef Sales declined by over 40%. Exports from the U.K., to Germany doubled. Similarly in the case of France, U.K. Exports to that market rose by 43%. This proves that the high levels of the U.K., M.C.A., plus the Variable Premium have assisted that country's export performance during a year when trading conditions facing Irish Beef Exporters have been particularly difficult.

## Third Country Markets:

There was a rapid increase in the promotion of Irish Beef destined for Third World Markets in 1983. The total volume increased by 46% to an estimated 83,000 tons.

The principal Third Country destinations for Irish Beef included Algeria, Libya, Iran and Egypt. Exports to each of these destinations recorded substantial increases over 1982 notably Algeria and Egypt.

Apart from the increasing trading difficulties faced by Irish Exporters on Continental E.E.C., Markets, the principle factor underlying the increase to third countries included the higher level of Export Refunds granted prior to the E.E.C., price agreement together with the strong upward trend of the dollar against the Irish pound.

# IRISH WHEELCHAIR ASSOCIATION ANNUAL WALK

The Annual Walk for the Irish Wheelchair Association took place on Sunday, March, 4th. This is the third year that the Rathkeale walk has taken place.

A total of £1,300 has been raised and it is a great achievement for the small number of people involved.

Shannon Meat were represented by those great charity collectors, Willie Crowley, Willie Costelloe, Jim Power, Tim Donovan and Michael Roche.

The boys from Rathkeale National School also took part and contributed a large amount to the above total. A special word of thanks to Pat Ambrose and his fellow teachers for organising the boys.

A draw took place in the Boys School and we had two prizes - Panda Bear and £5. The winners were Panda Bear - Paul Lynch and £5 Brian Mullins.

On my behalf and on behalf of the Irish Wheelchair Association we say thanks to all those that walked and contributed.

Larry Kelly.



# REGIONAL FINALISTS

For the past fifteen years, Shannon Meat Ltd. have entered teams in the National Industrial Safety Organisation's Safety Quiz. The quiz which is sponsored by Hibernian Insurance company is regarded as one of the highlight of NISO's year. Over the years the standard of answering has got so high that it is a considerable achievement to get past the first round. This year Shannon Meat obtained their best ever placings in reaching third place in the region. This was a great achievement.

Thirty teams took part in the first round and the Shannon Meat team had to overcome such teams as Golden Vale, E.S.B., Tarbert, Wyeth (Ireland) Ltd., Analog Devices and E.S.B. Ennis on their way to the regional final.

For many years, Shannon Meat teams have worked extremely hard and often missed getting past the first round by one or two marks. Once before, in 1982, a team got through to the second round. This years achievement has made up for

the many years of hard work and frustration. The team members were Michael Guiney, Batty Collins and Jimmy Condon. Team sub was Richie Hayes.

The regional final took place at the Limerick Inn on Friday 23rd. March. The Regional winners were Syntex of Clarecastle. The Shannon Meat team were presented with beautiful plaques and a cheque for £50 by the Regional Manager of Hibernian Insurance in recognition of their achievement. Our congratulations on your achievement and maybe next year you will obtain first place in the region.



LIMERICK MACRA NA FEIRME: Limerick County Executive of Macra na Feirme (above) who held their annual stock judging Competition at Shannon Meat. Included in the photograph is Joe Clarke (front on left) livestock adjudicator.



KERRY MACRA NA FEIRME Among the Members of Kerry Macra na Feirme who visited Shannon Meat Ltd. were Liam Leen, W.G. Leen and Sylvester Carroll from Causeway.