

Shannon Meat GAZETTE



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YES! WE CAN

By Matt O'Doherty
Marketing Manager



Matt O'Doherty

We are part of one of the most difficult and unpredictable industries in the world.

Within Ireland it can also be said that our type of business is unstable. All this leads us to the conclusion that one could do better things with ones financial resources rather than invest it in a meat factory.

When one looks at the way factories in Ireland have been operating and the difficulties they have experienced in recent years, it does not leave you very confident about the future.

Not all meat plants have survived. Some of the better known factories have closed. Some have been sold. Some had to get major financial assistance to keep operating and all of them working short-time at different stages of the year.

We are currently witnessing exports of cattle and beef to the Middle East. In fact, some factories are concentrating on it for most of their business. Some farmers think it's the best thing that has ever happened, as they can get excellent prices for their cattle. On the other hand, some are complaining about the high prices they have to pay for replacement stock because of it.

Small Number

There is no doubt about it, there are a small number of people making a lot of money from exporting live cattle to the Middle East and more recently those selling beef also. However, it is difficult to near impossible for everybody involved in the Agricultural business to gain substantially from this, as the few seem to have it under their control. More important, our cattle numbers are down and breeding is at an unsatisfactory low level. The limited number of disposable cattle are fetching very high prices. We are caught in an ever tightening circle.

The sad thing about all this is that the Middle East and for that matter all Third Country trading is

basically happening because of, and depending on E.E.C. Export Refunds. When these will be reduced or eliminated so will trade to these countries because practically all the trade is commodity trading and Price sensitive.

When we joined the European Community the most important aspect for us was the opportunity we were going to have to expand our activities into Europe, a sophisticated consumer market of 270 million people.

We were going to have freedom to compete on equal terms and to expand in relation to our success in this European Community.

Alas, even though we did have expansion inside the farm gate which in turn caused the Dairy Co-ops and Beef Plants to expand, contact with reality was lost. We are all only too well aware of the difficulties farmers have faced in recent times.

It does appear that we did not make the best use of our early years in the European Community. However, it could be argued that the Common Agriculture Policy concentrated mainly on Milk and to a lesser extent on Beef as commodities. Therefore, increases in and value inside the farm gate was the only official objective and if that is true maybe we did not do too badly at all.

Personally, I am disappointed with the level of development of the Agri-business since we joined the European Community. There are a number of reasons for my disappointment. Most of them are linked to our national lack of willingness to grasp the opportunity. The main reason for my disappointment? Well, you may have noticed that up to now I have refrained from saying we are members of the Common Market. I cannot say that, because we in the Agri-business do not trade in a Common Market.

To me, a Common Market means free movement of goods which compete in an open market. This is not the case in the E.E.C.

French Farmers

We have witnessed French farmers stopping containers of Lamb from being sold into their Country. We have seen attempts being made by British Officials to prevent U.H.T., Milk from being imported into the U.K., and we had the great debate and difference of opinion with our fellow members in the European Community on why

we in Ireland should not be allowed to increase our Milk production to the European level. On the other hand, we had Irish farmers demonstrating against the importation of Potatoes into Ireland.

There appears to be a growing willingness to allow a kind of National protectionism to grow within the Community, particularly during these difficult times. This must stop. People and Governments must strive harder to make the Common Market dream, a reality.

Where do we fit in to all this? We, as a Company I mean. We must identify our strengths and weaknesses. We must continually assess the ever changing markets and decide in which direction our future lies.

If there ever was a time when the market place was like a battle field, we are now living in it. There are casualties all around us. It is the survival of the fittest.

All this must sound very dramatic, but it is not, it's factual. We must all try that little bit harder. We must work as a team and we must work to win.

You are all aware of our efforts to develop the processing of Branded Products, particularly in Canned Meats over the last number of years. I think most of you realise the importance of this from the Company's point of view. Therefore you can understand it's contribution to maintaining as many jobs as possible, both your's and mine.

Branded products help to add stability to our business which otherwise is unstable and volatile. We have a long way to go yet, but go for it we must. However, this development is time consuming, it will need a commitment from all of us and it is costly. Well we must make the time, I am confident that all of us will give a commitment to make it work and the Company must be given every assistance to see that it generates sufficient profit to finance this development, after all it's our jobs we are protecting and hopefully improving our livelihoods in the long-term rather than opting for short-term gains.

The development and expansion of our Company must continue. There are only too many

COMMENT

We have often been very critical of the attitudes of different Ministers of Agriculture and their advisers towards the variety of anomalies in the operations of the Irish Beef Plants which have been created by the Brussel's bureaucracy.

Since Christmas the workings of the Variable Premium have threatened to put any Irish Plant which had not some type of operation across the border or in the U.K., out of business.

Fair play to Mr. Deasy who realized how unfairly this militated against the factories from an early stage in his Ministry and made up his mind to get rid of it. In spite of all the long hours of the Super Levy arguments and pressures he did not forget his commitments.

We unreservedly congratulate him on doing a first class job not alone on the Variable Premium on which he obtained the introduction of a claw back and a reduction in the Premium Rate, but also on the M.C.A., Adjustments and indeed on the entire package.

people in competing companies who would be very pleased and relieved if we did not expand, because, they know without it we would be just commodity traders and vulnerable.

Let it be known that we intend to improve our business. Let it be known that we are continually researching ways to improve our products and expanding the range. Let it be known that we led the way in producing quality Corned Beef and that we intend to make all our products to a high standard of quality.

As we introduce our new design labels over the next few months, let us as a team produce and market our branded canned meats as effectively as possible for all our benefit.

Can we play a part in helping our Company to survive and expand? Can we play a part in securing our own future? Can we produce quality Products?

There is only one answer to these three questions;

YES! WE CAN.



Above are the Shannon Meat Industrial safety quiz team and substitutes who were placed third in the region in the 1984 NISO, Industrial Safety quiz. This was the highest placing of our team in the 15 years of competition. Left to right are Michael Guiney, Batty Collins, Anna Fitzgerald, Jimmy Condon and Richie Hayes.

OUR CHANGING TIMES

By Digital

Is our way of life changing faster than we realise? This point was made to me recently while talking about the ever-increasing impact of computers on our lives. I got to thinking about it.

From the simple things to the more sophisticated, computers are taking over. In business, computers are used for bookkeeping and accounting. They keep track of sales, purchases, payments and stock. They calculate our wages and print our pay cheques. Engineers use them to check the design of buildings, bridges and dams. The astronauts who landed on the moon couldn't have done so without the aid of computers.

In the home they are part of our automatic washing machines, our videos and T.V. and Computer Games. A lot of the foods we eat and consumer products that we use are processed and packaged by machines controlled by computers. Even the old-fashioned matchmaker is being replaced by computer dating!

All these changes can be regarded as good or bad. It depends on your point of view. One thing that is certain however - they are inevitable. The phenomenal advances in the levels of technology create both an opportunity and a challenge for business. It is a question of economics. For a business to survive and prosper the name of the game is competitiveness.

If the opposition down the road have higher productivity levels, better quality goods and lower production costs because they have become computerised and automated, you are no longer competitive. The choice is then a simple one. You either join the battle or die.

That of course is purely the economic viewpoint. There are other considerations. For instance large increases in productivity in an industry, due to automation, mean that at the very best job-wise, the same number of people are now producing much more goods. Unless demand for the product increases

pro-rata, production will be cut and so will the number of jobs.

Indeed to many people the word automation suggests a frightening picture of widespread unemployment and factories run by robots. I think that is an extreme view because cutbacks in some industries should be balanced to some degree by increases in demand for the goods of other industries. An example of this is the electronics industry where despite automation, more and more workers are required to produce much demanded electronic goods.

A social consequence of the changes we are facing is the fact that people are likely to have much more leisure time. The working week will probably become shorter and job-sharing could become more widespread.

People who have been bred to the work ethic and who hold it dear, could become like fish out of water. It may sound ridiculous but a lot of people just don't like having a lot of free-time - they don't know how to handle it. It is an aspect of our education that has not been considered in the past. It will have to be in the future.

In the workplace, the greatest need of all will be for re-training. As our industrial base changes, massive unemployment in some of our more traditional industries will have to be counter balanced by being prepared for a relatively quick change to the new jobs that hopefully will come on stream.

I think it is imperative that we realise the extent of the change that is upon us. It is a widely held opinion that the Computer Revolution will bring greater changes in the next twenty years than the Industrial Revolution brought about in 200 years.

Certainly we are fast reaching the point where things will never be the same again and how we will cope with it will depend to a large extent on the quality of decisions and preparedness made by our Governments and businessmen.

Their task is indeed great.

COOKS CORNER

This time of year, as you well know, potatoes are very expensive so we must look for alternatives - Spaghetti is an example. This following recipe would make a relatively cheap meal this time of year.

Spaghetti Bolognaise

- 8 oz. Minced Beef
- 1 oz. Margarine
- 1 Onion, peeled, chopped
- 1 Carrott peeled, chopped
- 1 stick Celery, if liked
- 2 oz. Mushrooms, sliced
- Salt and Pepper
- ½ pint Brown Stock (use Cube)
- 1 teaspoon Lemon Juice
- 2 Tablespoons Tomatoe Puree
- 1 Teaspoon Worcestershire Sauce
- 8 oz. Spaghetti
- 2 oz. Hard Cheese, grated.

Method:

Melt margarine in saucepan, add onion and fry for few minutes. Add meat and fry until brown. Add other vegetables, and tomatoe puree and cook for another few minutes. Lastly add lemon juice, stock, seasoning, Worcestershire sauce.

Cook slowly with lid on for about half an hour. While this is cooking the spaghetti may be prepared. All you need do is put into boiling salted water and cook for about 15 minutes or until tender. Drain and rinse.

To Serve:

Arrange spaghetti round edge of serving dish or individual dinner plates. Pour meat sauce into centre and sprinkle with the cheese.

SERVES 4.



By: Anna Fitzgerald, Canteen Officer.

PICTURE PARADE



In April Corbally ICA visited the Home Sales department for a demonstration on Beef Cutting. Photographed with Maureen Curtin of Shannon Meat Ltd (3rd from left) are Marie Sheehy President Corbally ICA, Peg O'Grady, Clare Ryan, Breda Garvey and Vera Naughton.



Corbally ICA visitors to the Home Sales department were, Mary Keane, Geraldine Forde, Maureen Curtin, Shannon Meat Ltd. Kay Cunneen, Cecilia O'Neill and Anne Tuite.



Marie Sheehy President Corbally ICA left, with Nellie Meare, Maureen Curtin, Home Sales department, Shannon Meat Ltd. Monica Fitzgerald, Secretary Corbally ICA, Mary Hegarty and Kay Vereker.



In deep conversation at the Shannon Meat Retired Staff Party were Jer Hennessy and Jack Buston.

CATTLE SLAUGHTERINGS FOR 1983 SAME AS 1982

C.B.F.

Cattle slaughterings at meat export plants are estimated at 940,000 head for 1983, approximately the same level as that recorded in 1982 of 936,000 head, but still only a little over 6% higher than the 1981 volume of throughput. As a consequence, the meat industry has had to operate for the third consecutive year on a restricted volume of throughput which amounts to only about 50% of its capacity. This, in turn, has resulted in continuing restrictions on the working week operated by meat plants, with a number of plants, arising from the particularly low level of supplies in the slack winter/spring period, having to cease operations for prolonged periods.

Significant changes occurred in the composition of total slaughterings in 1983, compared with a year earlier. Steer slaughterings actually declined by almost 8%, or 46,000 head, whereas heifer slaughterings on the other hand, were 35,000 head higher, almost 40% up on a year earlier. Similarly, cow slaughterings which had fallen to a record low in 1982 increased by over 4% in 1983.

Slaughterings during 1983 were slightly less seasonal than in the previous year, but as in previous years the variation remained considerable.

DOMESTIC MARKET FOR BEEF

Although data for the home market for beef and lamb in 1983

are not yet available, preliminary information indicates that there was a considerable reduction in offtake, particularly of beef, in the first half of the year. Some trade estimates indicate that consumption of beef may have fallen by up to 10% in the first six months, with a lower reduction, of about 5%, occurring in the case of sheepmeat. There is equally some evidence, however, of a recovery in the second half of the year to previous levels.

Given the continuing economic recession in the Irish economy as reflected in falling real incomes and rising unemployment, it is not surprising that its effect should also be felt in falling meat sales.

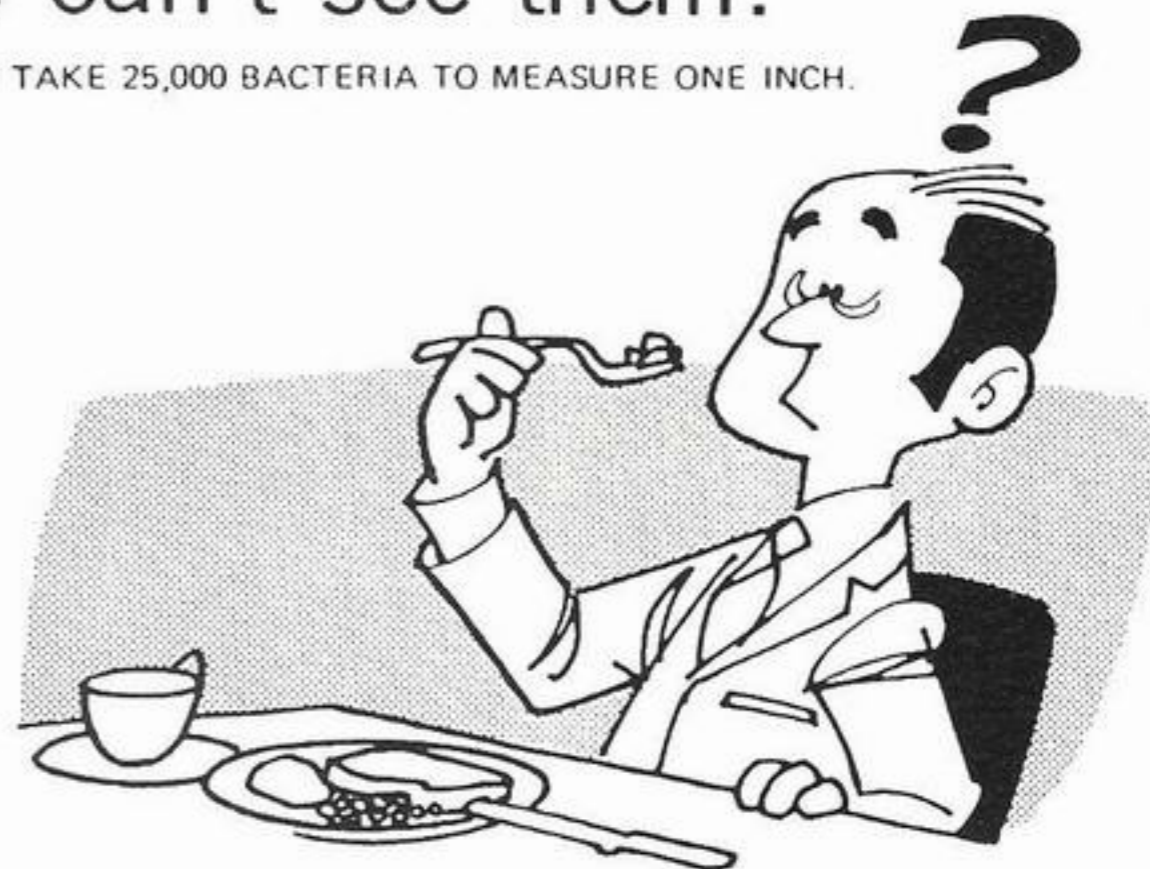
Current estimates indicate that consumer spending in real terms declined by 3.5% during 1983, with much of the decline occurring in the first half year, coinciding with the period of lower meat sales.

The difficult trading conditions on the domestic market are, perhaps, further underlined by the particularly low rate of change in retail meat prices. Indeed there was no appreciable change in prices to the consumer. Overall meat prices in September 1983 were only 2.5% (2.6% in the case of beef) higher than in September 1982. This is in direct contrast with the 10% increase in food prices generally, and in consumer prices for all goods and services, indicating in effect, a significant decline in real terms in the price of meat.

WHAT CAUSES FOOD POISONING?

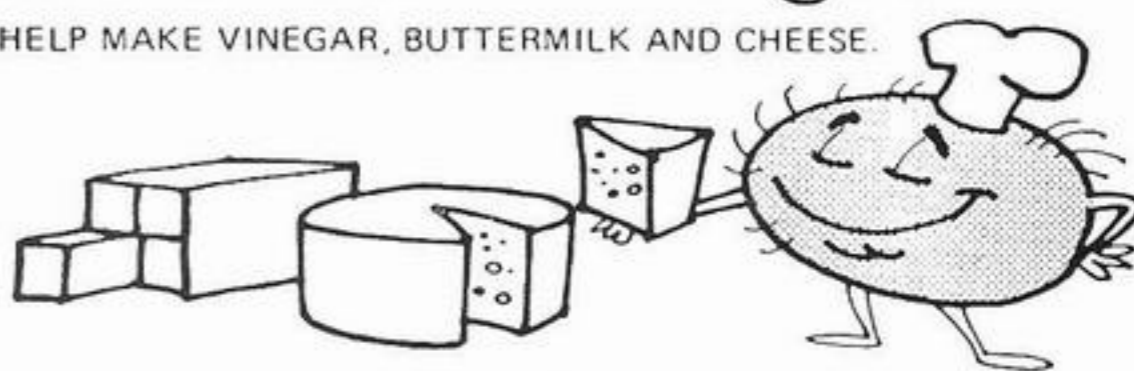
- **BACTERIA** -- which are so tiny we can't see them.

IT CAN TAKE 25,000 BACTERIA TO MEASURE ONE INCH.



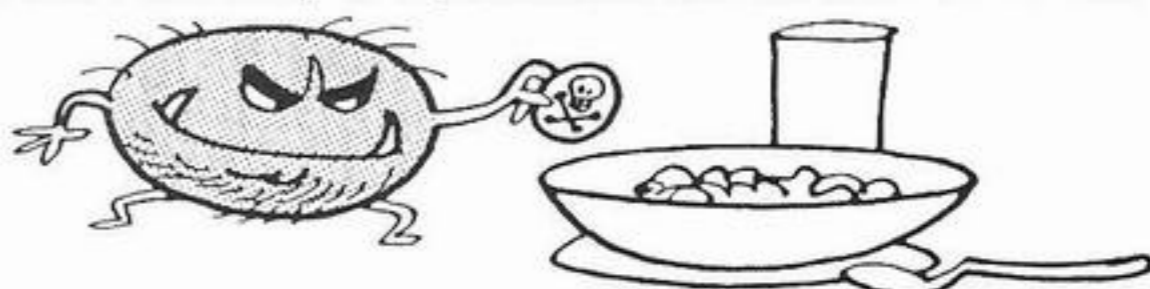
- some bacteria are good.

THEY HELP MAKE VINEGAR, BUTTERMILK AND CHEESE.



- some make us sick.

THEY CAUSE VOMITING, FEVER, DIARRHEA AND CRAMPS - SOMETIMES DEATH.



LIVESTOCK TOPICS.

BEEF PRODUCTION IN 1984

The National Cow Kill to-date for 1984 has increased by 17.6%. The Prime Kill has increased by 15.5% over 1983. Why there are savings in numbers both up and down is something that is always difficult to explain.

One important factor is the weather conditions affecting the quantity of feed. Another factor without doubt is pressure for money. In an agriculture based business the pressure for money is enormous. In these times of shrinking margins and no light at the end of the tunnel it is difficult to see how 1984 will fare out profit-wise. The most serious problems for beef production this year are:-

5. Levy increases from January, 1st., 1984 were enough to write off the increase got from Green Pound adjustments in the Annual Price Review in April.

Looking at all these adjustments against a background of higher store prices and the fact that E.E.C. Beef Self-Sufficiency could increase from 104% to 106% in 1984 makes sad reading. The



Ballingarry Macra na Feirme members inspect the Macra na Feirme Perpetual Challenge Cup for Beef stock judging which was won for the first time this year by a Limerick man, Tom Lynch of Ballingarry (right). With Tom is Pat Coleman, also a member of Ballingarry Macra na Feirme.

By Donie Donovan,
Livestock Procurement Manager

turn-over will continue with the bullock on the grass but will the bullock come out of the red this year. This is the big question?

Regardless of the National Kill been up or down for the remainder of 1984 the economics of the Beef Bullock has a serious question mark hanging over it. When the price of steers slip so also to a greater extent will the heifer and cow prices.



All Ireland Beef stock judging champion Tom Lynch of Ballingarry Macra na Feirme visited Shannon Meat Ltd after his win at the Spring Show at the R.D.S. He is pictured here showing his trophy to Donie Donovan, Livestock Procurement Manager.

SHANNON MEAT CHAT

By The Scribe

- * Congratulations to Mr. & Mrs. Paudie Reidy on the recent birth of a son, making it a hat-trick of sons for the amiable Paudie.
- * Getting one leg into heaven is Slaughter-line man, Joe Kenneally. His wife has recently become parish clerk in Rathkeale.
- * Apprentice Fitter, Mike Mulcahy, is a member of the Limerick Under-21 Hurling side that has recently qualified for the Munster Finals. Well done.
- * Neddie Roche recently came to the aid of a fellow trucker, a beautiful female driving for a yogurt firm. Pá Guinane considered this to be the truly original "Big Ed loves Mona", get it? Well our Ed didn't.
- * A speedy recovery is extended to Jack Lyons.
- * Typist Mary Ahern, is adapt at driving a tractor just as she is on the key-boards. Its just what she wears that is different.
- * Newcastle West Rugby Club Draw yielded Donie McEnergy the princely sum of £500.
- * John Stack was so impressed with John B. Keane's story of Dan Paddy Andy, that he immediately went out and purchased a car and hopes to set up a lucrative match-making business for himself.

LAMB FAIR AT STONEHALL,

PART 1

By Patrick J. Carroll, C.S.C.

(About 100 years ago Patch a young boy from Craggs, Cappa, between Rathkeale and Askeaton, takes a day off from Cappa School to help his brother Mick, to take ten lambs to the fair at Stonehall, a distance of about four miles from Cappa. Stonehall is now more popularly known as Kilcornan.)

I don't remember a day in my whole life when I travelled so far out of the world as I did the day Mick the brother, sold his ten lambs at Stonehall. You remember Stonehall where Cappa lost the hurling match. Well, they used to have a lamb fair in Stonehall once a year when the lambs were big enough to be sold. Mick had ten. Grand, stout, stocky, and well fed. Because I had to help Mick drive the lambs all the way from our gate to the fair field, the Mother told me to ask the Master the day before to excuse my absence for the day after. And like a young fool I began to give him all the reasons why. He cut me short. "You're excused. I assume your reasons are valid." Isn't it amazing how I blathered out everything!

Well, we started early-maybe seven o'clock. The day was lovely with sun. And I think there was a baby breeze, but I'm not sure. If I were with Dick Sheehy I'd have to run ahead of the lambs, but Mick said, "ah, let them alone. They'll go all right." And for a fact they did, except at the crossroads east of Askeaton, when I ran ahead and sent them over the road to Limerick.

Mick was grand. He reddened his pipe and then gave me a paper sack of cakes which Nan, our sister, told him to hand me.

"Nan is wonderful, isn't she, Mick?"

"Yes, - when she fills a paper bag with cakes."

I would have laughed only I couldn't because I was taking a big bite out of one of the cakes.

I think this was the longest trip I ever had since the day I was born up to that time. Mick told me the three Cahill boys who hurled with Askeaton team lived down there, and the Shaughnesseys up here; that Ballysteen was due north, and Begh Castle north-east by the Shannon. I don't think I ever got so much knowledge at one time, except, maybe, at Clancy's forge. And such a grand day! Birds pausing to sing,



Patrick J. Carroll, C.S.C.

then gliding and soaring and pausing to sing some more. Cattle grazed on lush grass, or watched us out of dreamy eyes as they chewed their cuds in comfort.

Well, there was a world of lambs at the fair. And I had the surprise of my life to meet my Uncle Ned all the way from Ardagh. He was there with Mr. Harris of Limerick, who had come out from the city to buy some lambs for his prize farm north of Croom. I knew about Mr. Harris because Uncle Ned always sold Harris flour. And I often drove Jack to Ardagh station to get a few ass loads from the train wagon shunted into a siding. I could tell you what happened to me one day when Uncle Ned, Patsy Pat O'Brien and myself were unloading the flour from the car into the shops. But I must stick to the narrative. That was my great trouble. I wandered about too much, like Herlehy's ass over the Craggs borheen.

Well, Uncle Ned brought Mr. Harris over to our lambs because they were very fine lambs; and also, I suppose, because he was our uncle. Mr. Harris was a young man, maybe thirty-five or forty; very well shaved, with a moustache (or moustaches, as the Master would say) trimmed as evenly and as nicely as a box hedge. He was very handsome; and a Protestant.

"Are all these yours?" And he put our ten lambs within the spread of his hands.

"Yes, sir," Mick told him. He examined them, lamb by lamb, my uncle ahead of him like the clerk ahead of the priest coming out to say Mass.

"What are you asking for all of them in a mass sale?"

Mick had never thought about a mass sale. Neither had I, but what I thought didn't matter. So Mick figured up for a while and Mr. Harris felt the backs of the lambs a second time. Then Mick named his mass price, which I suppose was several perches too high.

"Eh, what did you say?" my uncle asked, because he was deaf since he came back from Australia. Mick roared out the mass price again as if he were bidding for hay at an auction. Mr. Harris shook his head; then smiled. I did not know whether he was smiling at Mick's price or because my uncle told Mick to shout louder. Then Mr. Harris said simply,

"I don't mind saying I like these lambs. I'll take them all at" - I forget how much he said, but I know it was so high it nearly blew off my cap. Mick thought Mr. Harris would follow the style at Rathkeale and that my Uncle Ned would say, "Let ye split the difference." So Mick shook his head at the offer. That was all. Mr. Harris walked off, my Uncle Ned at his elbow.

"'Tis too bad!" I said, because I was very depressed.

"Ah, they'll be back," Mick answered, but I could see his heart was down.

We waited and waited, but the two of them were busy looking at other lambs. I could see they would never come back. So I sloped off and Mick didn't ask me where I was going. I think he was hoping I'd do what I did. I edged up to Mr. Harris and my Uncle Ned just as they were turning away from some lambs at

INTER-FIRM G.A.A.

In earlier editions of the Shannon Meat Gazette I had hinted that as a Club we would not be involved in this seasons seasons competitions organised by the Inter-Firm G.A.A., County Board. This, in fact, is true in the case of hurling and football. As a result of a motion put forward at the County Convention last November the County Board has organised handball competitions for this the Centenary year of the Association. This successful motion was then placed before the Munster Council at it's Convention last December.

the south end of the fair. I lifted my cap with my right hand and said, "I think, sir, you might come over again and take another look at my brother's lambs."

"I have looked at the lambs, my boy. And I like them well enough, but not well enough to pay the lordly price the young man wants."

"The young man is my brother, sir. And this is my Uncle Ned. He'll tell you we're very honest people. I came over to ask you to come back and see our lambs again." Uncle Ned, because of his deafness, didn't hear half of what I said.

"All right, lad, we'll go with you." They did, for a fact; myself walking ahead of them.

"Well?" And Mr. Harris looked at Mick.

"I'm thinking of letting them go at your price, sir." At any other time Mick would pretend he was in no hurry about letting them go, but he was afraid if he began to haggle again, they'd walk off and never come back. Mr. Harris took my Uncle Ned aside, and they talked together. But because he was deaf Mr. Harris had to shout.

"Should I renew the offer?" "I would think they are the best lambs at the fair." I lightened the weight in my chest with a sigh. Mr. Harris came back to Mick.

"All right. The offer holds. My men will go with you where you're to deliver them. I'll pay you on delivery." Then Mr. Harris walked off very slowly, and my Uncle Ned came over to Mick. He spoke in his loud Australian lingo.

"You jolly well lost a sale with your split-the-difference babble! Harris is a man of one offer. Your small brother is smarter than you. He saved the situation." He followed Mr. Harris without saying another word. I thought he would say some more about myself, but I had to be satisfied with the crumb of praise he fed to me.

Mick, the two hired men and myself had to drive all the lambs Mr. Harris had bought that day to his farm some miles north of Croom. He paid all the people he bought lambs from at Kennedy's pub - because the pub had a counter. But because Mick and myself were nephews of Uncle Ned we were given the honour of delivering all the lambs. I was a bit provoked at first that we had the honor, but later I was very glad because I saw so much that gave me a lot of new culture.

(In the next edition of the "Gazette" Patch describes how he helped to drive the lambs from Stonehall, through Adare to the Harris Estate north of Croom.)

The motion was moved by Oliver Haskett (Vice Chairman of the Limerick Board) and was very well supported. Mr. Mossy Hennessy's efforts of promoting Handball at Inter-Firm level had at long last been successful. Mossy, had as far back as 1973, tried to get Handball organised at this level. With the help of Oliver Haskett this year his hard work has been rewarded. These Handball competitions will allow Companies who up to now could not muster up enough players to enter hurling and football teams, take part in the Inter-Firm Championships for the first time. We, here in Shannon Meat Limited are in this situation this year.

Handball in the early day's

As you are aware of by now this is the Centenary year of the G.A.A. The Gaelic Athletic Association was established in 1884. The first patrons of the Association were:-

Most. Rev. Dr. Croke
(Archbishop of Cashel)
Charles Steward Parnell
Michael Davitt (Land League)

The G.A.A., to-day is an organisation which reaches into every corner of the land and has it's roots in every Irish Parish. How prominent was handball in the early day's of the Association? We can all recall the great hurling and football teams of the past. But how much do we know about Handball? When Michel Cusack, Maurice Davin and the other founding fathers of the G.A.A., gathered at Hayes Hotel in 1884, it is very unlikely that Handball featured much in their discussions. Apparently, in the first forty years of the Association's life handball was only a fringe interest for many people. Some form of the game was played in most counties of Ireland. The types of alleys varied. The Western Counties favoured the three wall alleys, while in Leinster and Munster the enclosed alley was popular.

Organised Games

In the early days when County Boards and provincial councils were formed to promote hurling and football, handball remained in a state of complete chaos. There were no written rules or regulations, despite all this in 1885 when the G.A.A., was only a year old some of Ireland's best players and players from America met in competition in Cork. These early matches were played for money involving heavy betting.

Two of the most prominent handballers at the time were Davy Browning from Limerick and John Lawlor from Dublin. These games developed into an Ireland v U.S. Competition. The first series of games would be played in Ireland and the second series were played in America. Thus long before any trips were organised for hurling and football teams and handball players were familiar with New York.

The G.A.A., did not like the idea of money changing hands for these games as it was dedicated to the idea of amateurism. It was also critical of the fact that too many alleys were attached to public houses.

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INTER-FIRM G.A.A.

[from Page 4]

20th. Century

The coming of the 20th. Century saw some G.A.A., Clubs organising matches for their members. The centre of the game shifted to Dublin where it had become very popular. The Home and away matches which had long been a feature of handball gradually declined in favour of one day matches at neutral venues. The reason for the home and away match system in the first place was because alleys differed not only in length and breadth but also in the height of the walls. New alleys were being built to certain specifications as laid down by John Lawlor.

Progress

In the last forty or fifty years handball has really become very popular. The G.A.A., County Boards throughout the country began to take a new interest in the game. With good players in the alleys and a minor grade added to the existing junior and senior championships the game made great progress. Gael Linn organised competitions. The National League in Handball commenced. In more recent years the Top Ace Competition, televised by R.T.E., has brought the game of handball into every home in Ireland. Hurling and Football Clubs throughout the country are building new sports complexes with Handball alleys and squash courts combined. Some Community Centres have alleys. These facilities can really help the game of handball. In West Limerick alone, we have new alleys at Tournafulla, Collyrue, Kileedy and Rathkeale. These courts are 40' X 20'. At Cappagh we have a 60' X 30' court. So all needs are very well catered for. These alleys are a big improvement on the three walled alleys of years ago.

Players of Note

When I was going to School the players most talked about were J.J. Gilmartin of Kilkenny and John Ryan of Wexford. Gilmartin was

the better and more complete player. Tom McGarry of Limerick was spoken of as was Joey Maher from County Louth. Of course in more recent times we have had Pat Kiely from Clare. Pat lived in America where he won all possible honours. Pat won the World Championship in 1970. At present in Limerick the most talked about players in handball circles are the Quish Brothers and Pat McGarry (brother of Tom mentioned earlier).

Present Day in Inter-Firm Championships and League

In this short article I have tried to give some facts about the growth of handball within the G.A.A., from it's foundation in 1884 to the present day. It is very gratifying that we here in Shannon Meat Limited have a team in the first Handball competition organised at Inter-Firm level. Twenty-seven teams have been entered for the Championship Competitions of 1984. There will also be League Competitions. There are two championships - Junior 60' X 30' and Novice 40' X 20'. We were participating in the Novice competitions. We reached the Semi-Finals of the Championship. Howmedica A team beat us on Monday, 23rd. April. In the earlier rounds we had accounted for Kantoher, The Gardai and Howmedica's B team.

It was a great achievement to get as far as the Semi-Final, in this the first year. The players who represented Shannon Meat Limited can be proud of their performance.

Team:

Padge Markham, Tom White, Ml. Guiney, Donie Ahern, Ml. Liston, Gerard Geaney, Sean Harnett plus substitutes Joe Lynch, Pa Dunne and Richie Hayes.

The first round games of the League will commence in the near future. To our handball team I wish every success in the remaining competitions.

Michael O'Neill
Secretary.



Members of the Shannon Meat Handball team are Donie Ahern and Michael Liston.



Members of the Shannon Meat handball team, Gerard Geaney and Tom White.

SOCCER SCENE

SHANNON UNITED

The side-board of Shannon United remains empty for another season at least. The season started promisingly, then came a major depression, to be followed by a relatively successful run-in.

This run-in executed in the main by P Sheehan, Mike Walsh, Pat Hayes and their committee has given rise to great hope and anxiety within the Club.

At the time of writing they have set about preparing for next season, not just from the playing prospective but with all aspects of the Club.

MATCH REPORTS

LEAGUE:

Shannon United 0 Ballyguiltenane 0

This game was played in its entirety in the Ballyguiltenane side of the pitch. However, for all their pressing, the home-side rarely, if ever, looked like capitalising from their dominant outfield play.

Askeaton B 2 Shannon United 2
Tony Donnelly, Denis O'Dea

This contest featured two very evenly balanced sides. On two occasions, Shannon had to fight back from a goal deficit. Feature of this game was a very determined approach by the United players.

Shannon United 1 Adare 1
Liam Kennedy

Run away leaders of the division, Adare, had one of their toughest encounters for some time in this game. For long periods they were on the defensive against a very spirited Shannon XI. At the end of the day a draw was a fair result. Best were Tom O'Shaughnessy, John Fitzgibbon and Liam Kennedy.

Devon United 1 Shannon United 2
John Fitzgibbon, Pat Hayes

The visitors withstood some tremendous pressure in the first-half and were fortunate to be holding their in-form colleagues scoreless. It was when Devon eventually scored that Shannon began to play and ran out somewhat lucky winners. Most impressive were Liam Kennedy, Ollie Harnett, John Fitzgibbon and Frank Lynch.

Kilfinny 2 Shannon United 1
Mce. Herswitch

The opposition viewed this game very seriously, while Shannon afforded themselves the opportunity of bleeding some younger material. Kilfinny took the lead only for United to draw level. However, the Croagh side clinched a deserved winner.

Shannon United 1 Bally Rovers 3
John Fitzgibbon.

The Rathkeale Boys were very disappointing in this game. The sides started with both having their fair show of opportunities. The turning point, came with the sides level at 1 goal each. Tom White got himself sent off for disputing a dubious penalty decision. After that, it was going to be Bally Rovers game, enabling them to clinch the second promotion place.

Shannon United 2 Newcastle United B 1
Pat Sheahan
Liam Kennedy

The home-side impressed in this game against a disappointing Newcastle united second string. Shannon would appear to have found a very useful centre-forward in Garda Pat Sheehan, who scored the opening goal and used the ball to great effect. Others to shine were Liam Kennedy who scored a great winner and keeper Ollie Harnett.

Athea 3 Shannon United 6
Pat Sheehan, Noel Harnett
2 each; Sean O'Shea and Pat Hayes

This was the final game of the season and it was a good way to close down the curtain for yet another footballing year. Despite trailing at the break, United fought back in their recently found determined fashion for a comprehensive victory.

DESMOND CUP:

Shannon United 1 Kilcoleman 1
Tom O'Shaughnessy

A draw was a very fair result in this first round of the Desmond Cup, as both teams had an even amount of opportunities to win the tie. Shannon continue to show improvement, even if it took a well-taken penalty goal from the ice-cool Tom Shaughnessy to level the game in the dying minutes.

Kilcoleman 2 Shannon United 0

In this replay of the Desmond Cup, United never got to grips with a mediocre Kilcoleman side. They never looked liked scoring despite having a sufficient amount of possession to do so. The Harnett's Noel and Denis, Sean O'Shea and Tom White were most impressive.

LEAGUE CUP:

Shannon United 1 Adare 1
Pat Reidy (Adare won on penalties)

Shannon were most unfortunate to loose this game. It wasn't so much that they were the better team but they at least equal to the challenge of Division Two leader, Adare. It was an exciting rather than a good game of football. Man of the match was Ollie Harnett and he was supported by Frank Lynch and Pat Reidy.

Scorers:

John Coleman and Liam Kennedy 7 each, Pat Reidy 4, Pat Hayes, John Fitzgibbon, Tom White, Pat Sheehan 3 each. Tom O'Shaughnessy, Tony Donnelly, Barry Dillon, Frank Lynch and Noel Harnett 2 each. Sean Neville, Noel Kennedy, Denis O'Dea, Vince Conmy, Sean O'Shea and Maurice Herswitch 1 each.



Tom O'Shaughnessy of Shannon United.

SOCCER SCENE

DEEL UNITED

At the time of going to press, Deel United had qualified for their second successive Desmond Cup Final.

This will be the climax of a relatively successful season for the Rathkeale side. In their return to Division 1 they finished mid-way in the League Table.

They were defeated in the semi-final of the League Cup, where an uncharacteristic performance, resulted in they being well beaten by Kilcoleman.

However, win or loose the Cup Final, Peter Mullins and Co., can be reasonably content with the season gone by.

MATCH REPORTS

League:

Deel United 2 **Pallaskerry 1**
P.J. Wall,
Mike Sullivan

For this league game, Deel juggled the side around from previous weeks and came up trumps for this game at last. They played some fine football especially Mike Sullivan, Ray Doherty and P.J. Wall.

Kilcoleman 1 **Deel United 0**

Deel failed to impress in this league encounter against age old rivals Kilcoleman. To be non-biased Kilcoleman deserved a cleaner margin. United had their minds fixed on a following cup game. Best were Don Gallagher and the ever-reliable Richie Hayes.

Newcastle United 1 **Deel United 1**
Ray Doherty

Both sides played good attractive football, when the only thing at stake was pride. Though, Newcastle literally owned the ball, it was Deel

who scored first. It was three minutes from full-time before the home-side equalised. Deel's best were - Mike Gallagher, James O'Grady and Richie Hayes.

LEAGUE CUP:

Deel United 1 **Park 0**
P.J. Wall

Deel progressed to the semi-final of the League Cup by virtue of this all important goal from P.J. Wall. This was a solid if unspectacular performance from Deel. It was a game of two halves, with the strong breeze having a major bearing on matters. Deel contained for the first period and attacked for virtually all the second period.

Kilcoleman 4 **Deel United 0**

Kilcoleman showed absolutely no pity or mercy to a very sorrowful Deel team in the semi-final of the League Cup. Hardly, a game goes by when some one or two are off-form, but a whole team - never. Well, in this case yes. To put it mildly Deel were completely out of harmony.

DESMOND CUP:

Deel United 6 **Creeves 2**
Mike Sullivan, P.J. Wall
2 each; Brian Dillon
and Don Gallagher

From an early stage it was obvious that United had an easy game on their hands, in this first round Desmond Cup game. After 15 minutes P.J. Wall had the Rathkeale side in front and the game was won. The only disturbing point was that a very poor side could score twice.

Kilcoleman 2 **Deel United 5**
Mike Sullivan, Robbie Zoncado 2
P.J. Wall

A Deel side minus four regulars had a very convincing win over Kilcoleman in the second round of the Cup. This was a very fine performance by the Rathkeale lads playing with no little skill, guts and determination. Pat Neville, Jimmy Fitzgerald and Richie Hayes were particularly impressive.

Broadford 0 **Deel United 3**
Donie Culhane, Brian Dillon
Eamonn Daly

A very determined Deel side saw off the challenge of Broadford in the quarter-final of the Cup. Deel scored early with a very well worked goal by Donie Culhane. From then to the final they were well on top, but over indulgence and poor finishing kept the scores respectable. Best were Donie Culhane, Brian Dillon, P.J. Wall and Richie Hayes.

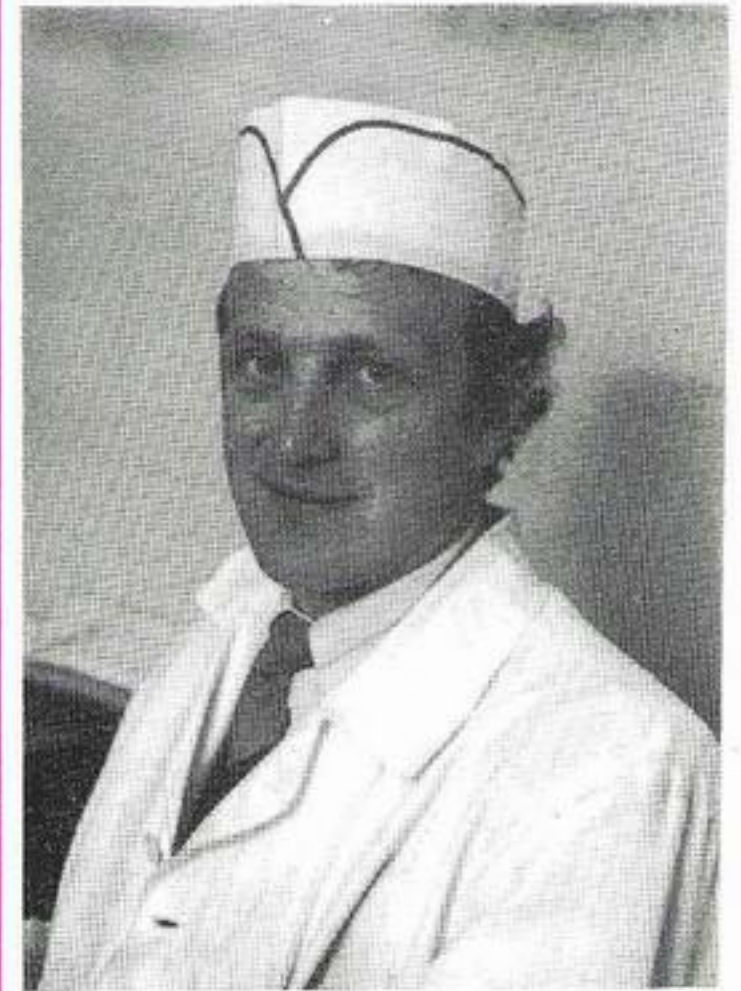
Villa Rovers 1 **Deel United 2**
Ray Doherty, P.J. Wall

Deel qualified for their second successive Desmond Cup Final with a hard earned win over the Ardagh side. Deel started promisingly and were a goal up after fifteen minutes. Only for some glaring misses and an over keenness to fall back to defend, the game could have been won at half-time, instead Villa had pegged level. However, P.J. Wall that scorer of vital goals, sealed the issue with 20 minutes remaining. The Deel back four impressed, but all in all it was a solid and work-manlike performance for the Rathkeale boys.

Seasons Tally:

P.J. Wall 12, Brian Dillon 7, Mike Sullivan 6, Ray Doherty 5, Robbie Zoncado 4, Anthony Flaherty 3, Richie Hayes, Jack Lyons, Sean Harnett 2 each, Jim Fitzgerald, James O'Grady, A.N. Other, Don Gallagher, Donie Culhane and Eamonn Daly 1 each.

COMPUTERISED STOCK CONTROL



Pa Dunne

Heretofore my responsibilities were concerned with Shipping and Cold Storage and I had been involved in these two areas since 1967. Initially, my superior was Billy Nestor, but he subsequently moved on to concentrate on the Home Sales Department. Then I took over the shipping and cold storage areas. Now due to the Computer Age we are living in, it has become Company Policy that all stock figures should be computerised and in conjunction with this, it was further decided that one person should have total control on the movement of stocks within the Company and also to customers outside.

I have been appointed to this position and I am looking forward to the challenge of coming to grips with the various aspects of the job.

It's Your Life

Some workers look at safety posters and warning signs like they listen to that low-pitched, background music you hear in supermarkets, shopping centres, etc.

It's always there and you sort of hear it, but rarely listen to it intently enough to be able to identify any of the tunes.

Same way with safety signs and posters. Some people give them a casual glance and maybe even read the words, but the message never really sinks in, and they don't relate it to themselves and their own specific tasks.

This is a bad habit to get into. Posters and signs aren't there just to decorate the wall. They aren't meant to be taken casually.

They're for your protection. Read them and respect them.

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SHANNON MEAT LTD Rathkeale

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Dublin 11
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Dear Sir,
I have tasted your Shannon Curried Beef for the first time yesterday and just had to let you know how delicious it is. The chunks of meat were so big and lean, I really was amazed and can assure you that it will often be on my shopping list from now on. I have bought your other products, Steaks & Kidney pie, and Corned Beef, and enjoyed them too, but your curried beef was what I really enjoyed. May you flourish.
Yours sincerely,
M. O'Donell (Mrs).

WHEELCHAIR ASSOCIATION



Larry Kelly, boning hall supervisor presents Philip Heaphy of the Irish Wheelchair Association with a cheque for £275, the proceeds of the charity walk organised by the employees of Shannon Meat Ltd. and the staff of the Boys National School, Rathkeale.

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