

Shannon Meat GAZETTE



Vol. 9 No. 5 Aug./Sept. 1984.

Tel. (069) 64111



Shannon Meat Ltd

DEEP FREEZE SPECIALISTS

Choice of Prime Freezer Meat Packs

30 lb Beef Pack
20 lb Beef Pack
20 lb Economy.
10 lb Budget.
30 lb Round.
15 lb Mince.
15 lb Stewing.
20 lb Lamb Pack.
15 lb. Chop Pack.

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Hindquarters of Beef.
Forequarters of Beef.
Lamb Carcases.

Your own Stock processed to your own specification.

- * Guaranteed Quality Prime Beef & Lamb.
- * Cuts individually Wrapped and Labelled.
- * Blast Frozen to Dept. Agriculture specification.

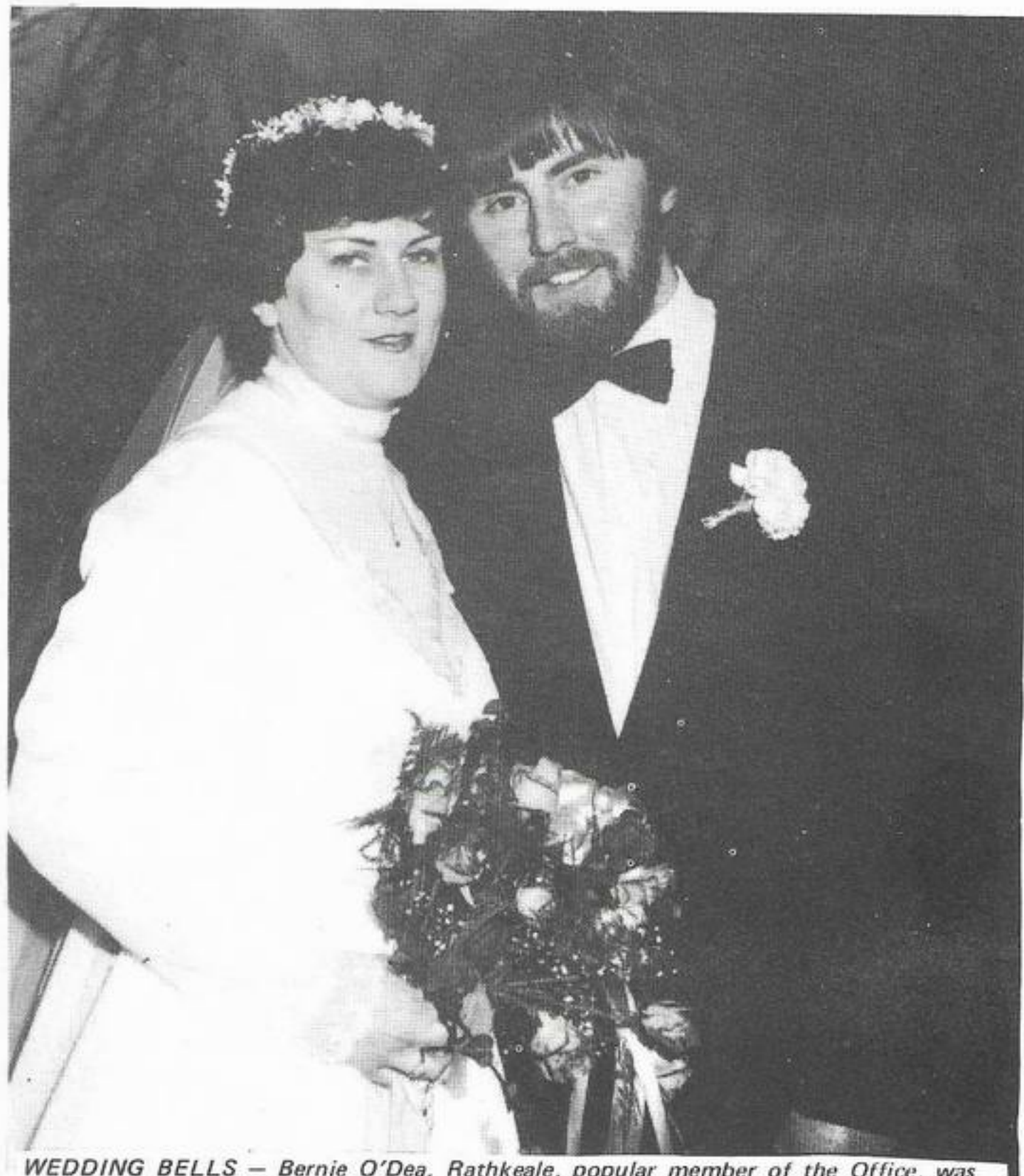
FOR QUALITY MEAT AT COMPETITIVE PRICES CONTACT:-

SHANNON MEAT LTD.,
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CO. LIMERICK.

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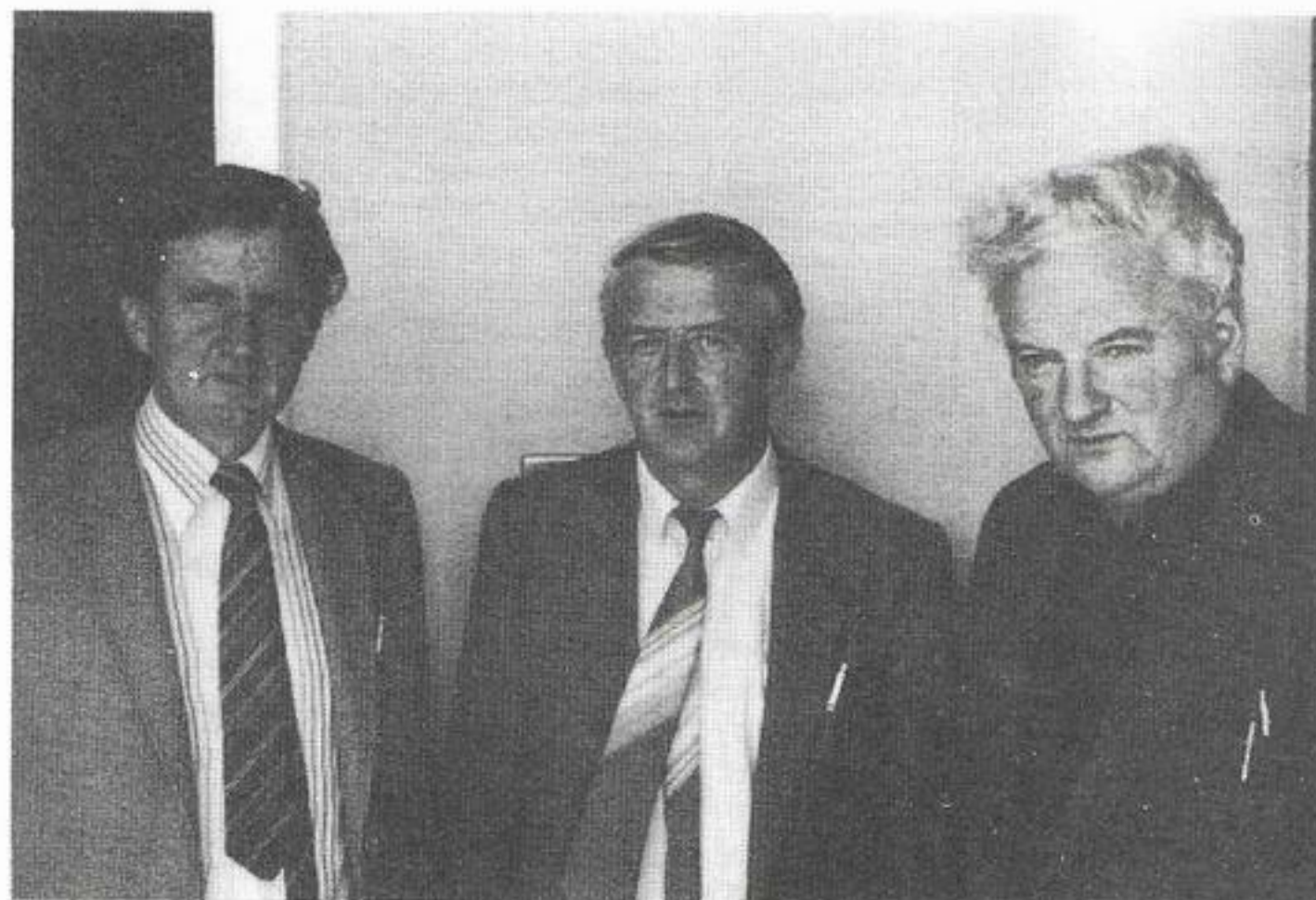


"WEDDING BELLS"



WEDDING BELLS - Bernie O'Dea, Rathkeale, popular member of the Office, was married to Pat O'Connor, Granagh on 3rd. March. The Reception took place at The River Room Motel, Newcastle West.

LIVESTOCK AND BEEF SHOW



Organising the Shannon Meat Livestock and Beef Show which will take place in the Autumn. L. to R.: John Fraher, A.C.O.T.; Donie Donovan, Shannon Meat Ltd. and John Collins, A.C.O.T.

In October of this year Shannon Meat Ltd. in conjunction with ACOT and C.B.F., The Livestock and Meat Board will arrange a Livestock and Beef show on the company's premises in Rathkeale. Cattle of varying conformation and finish will be exhibited and those attending the show will be invited to judge the stock on the Department of Agriculture Classification criteria. C.B.F., are providing sponsorship amounting to £550 in prizes. It is intended to have a full selection of all beef breeds including continental breeds.

ACOT officials will be in attendance to outline the details of the classification scheme and an opportunity will be available to inspect carcasses following slaughter and classification.

The show will take place on a Sunday in October, the date is not finalised as we go to press. Other areas of interest will include a display of home freezer products arranged by The Home Sales Department. It is intended that the events will be of interest both to stockmen and housewives.

Full details will be published as soon as plans are completed.

LIMERICK SHOW 22nd. and 23rd AUGUST

As the 1984 Limerick Show is fast approaching, it is expected by the Management Committee that this year's Show will be the largest, the best organised and most interesting since the Society was founded.

The success the Society has enjoyed in recent years can only be described as phenomenal when one takes into account the enormous costs involved and the difficult economic climate that prevails. This year's Show will cost £90,000 to run. The range of displays, entertainments and educational exhibits that may be seen this year will be the largest even shown at any one time in the South of Ireland.

Shannon Meat Limited will have its usual stand this year. So, if you want to talk about Livestock Prices, Beef Supplies or Canned Meats, why not call to us.

We look forward to meeting you there.

Matt O'Doherty
Marketing Manager.

PROFILE

PADDY FLAHERTY



Paddy O'Flaherty

His real name is Patrick O'Flaherty, but the only place where the name applies is on official documents, such as his Baptismal Cert and Birth Cert. To all of us in Shannon Meat he is known as Paddy Flaherty, a pure bred Rathkeale man through and through, where he resides in Holycross as did his forefathers for centuries.

Born almost on the top of Shannon Meat's passage in a two storey house that is very focal to any one who is coming from the town side of Rathkeale itself to Shannon Meat, Paddy of course is the son of a very popular and respected person, Patrick O'Flaherty who hurled in the folklore time of Tyler Mackey. He has two sisters and one brother. His brother resides at Holycross and his two sisters are married, Brenda is married to Dr. McDohand and living in California. Marie is Mrs. Engram, and is now living in England.

SCHOOL

Paddy attended Rathkeale National School and one of his school mates was John Mulcahy now Plant Manager in Shannon Meat. He left school as most people did at that time at the age of 15 years. He had to get the emigrant ship as most people of Paddy's age had to do, to find suitable employment and he ended up in Ford's Factory in Dagenham. In 1962 Paddy returned to Ireland and Rathkeale and started working in Shannon Meat. Paddy who is twenty-two years with the Company worked in all Departments, and comments with a sense of sincere pride in the joint steps forward that

the Company has taken over the past twenty-two years. He has spent most of his twenty-two years working in the Freezer Department where he has the responsible job of Charge Hand, and enjoys working with his colleagues - Dick Sheehy, Bill Lynch, Bill Daly and Denis O'Connor.

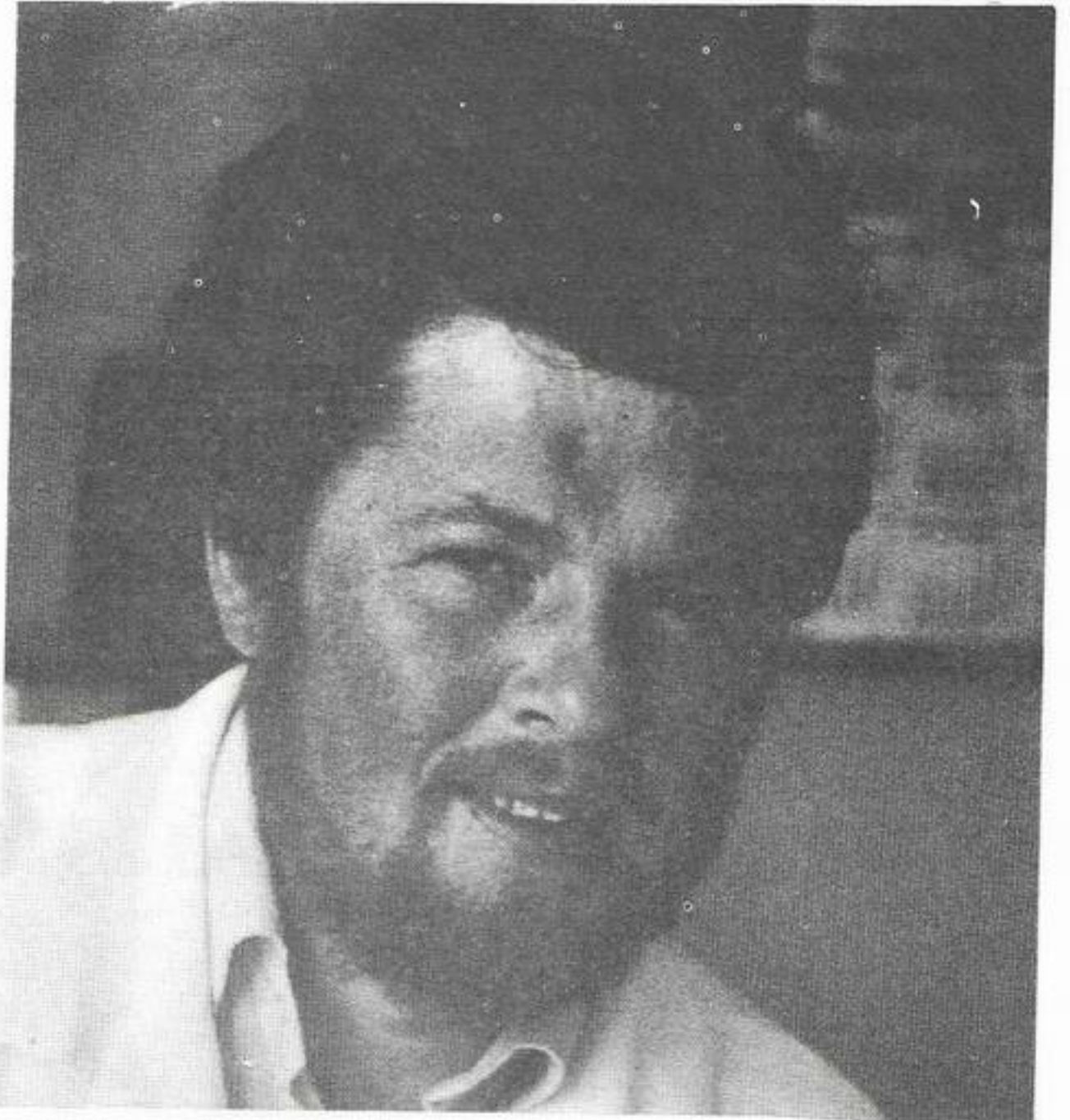
To-day Paddy resides at Holycross with his wife and Family. His wife is the former Hanna Daly from Stoneville. He has three sons and three daughters namely, Anne, Alison, Martha, Patrick, Edward and Anthony.

Paddy's father, Patrick also, died in 1966 aged 84 years. He was a remarkable sportsman and loved the game of hurling and also trained and reared some fantastic greyhounds for racing and coursing. Paddy also inherited this love of greyhounds and he also trains them and his main ambition is train a really successful one like his father who had a wonderful dog named "Myra's Fancy" who won coursing cups all over the country and who also ran in the Irish Cup but unfortunately was beaten in the final.

Paddy's father, Patrick was a great hurler and hurled with Tyler Mackey (Mick and John Mackey's father). He hurled in the 1911 All Ireland Final. He was one of the few people to score a point from a puck out and, in fact, the only Limerick man to do so. Paddy recalls one match that his father pucked out the ball three times and it went wide at the other side of the field. He enjoyed hurling so much that he would walk miles to a match. Paddy recalls one incident where his father had gone hunting in Croagh and found out that there was a match on in Croom that he thought was postponed so he made his way across fields to see the game. This shows the amount of determination and the great love of hurling this man had. He also had one of the finest talents in the way he struck the sliothar in that he gave it great direction and distance that is never equalled nowadays.

One talent that Paddy Flaherty has of course is his very good humour in these days of doom and gloom. Paddy is also a very proud man - proud of his work, his family and of course Holycross, Rathkeale. Kerry may have the Sullivan's, Cork may have the Murphy's but Holycross will always have the Flaherty's.

PICTURE PARADE



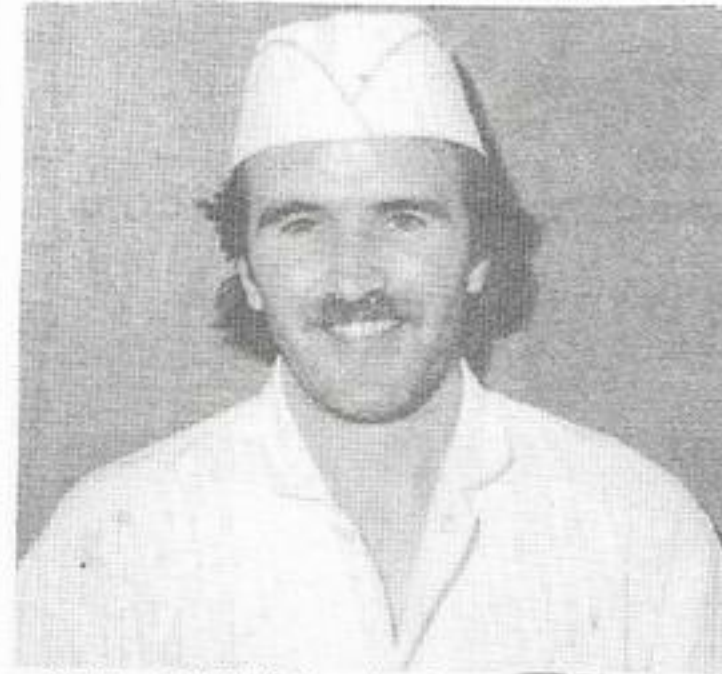
Gerard O'Connor (above) is assistant supervisor in the Freezer/Dispatch Department.



Gerard Barry (above), Technical Manager with Shannon Meat Ltd., recently moved into his new home in Rathkeale.



Michael Meehan, (above) who recently returned to work following a period of lay off.



Neillie Cahill (above) who was recently married to Doreen O'Connor, Glensharold, (a sister of Eileen).



Kevin Donovan who is a candidate for Lord of Rathkeale. We wish Kevin every good luck in his campaign. Proceeds of this fund raising activity will go to the Restoration of the CYMS Hall, Rathkeale.



Photographed at Seamus Kennedys Wedding in Ballygarry were Gerard Geaney, Pat Coleman, Luke Johnson and Sean Harnett.

COOKS CORNER

SAVOURY BEEF ROLLS

- 8 oz. Flacky Pastry
- 7 oz. Corned Beef
- 2 pickled walnuts, optional
- 1 tablespoon Horseradish
- Little beaten egg.
- 2 Cooking Apples - Peeled and cored
- Salt and Pepper
- Watercress to garnish.

By Anna Fitzgerald,
Canteen Officer.



METHOD

Roll out pastry in two long strips. Chop Corned Beef, apples and walnuts finely. Bind with a little egg. Form mix into two long rolls and place on top of pastry strips. Brush one edge with water, fold over and seal. Make slits across the top and cut into small rolls. Place on baking tin and brush with beaten egg. Bake in centre of hot oven, 450°F, Gas 8 for 15 - 20 minutes.

These can be served either hot or cold garnished with watercress.

THE HONEY BEE

By Elizabeth Keating

The honey bee is indeed one of the most amazing marvels of nature. It has a most complicated social organization and an unsurpassed skill in architecture.

Honey bees live in colonies of up to 80,000 bees. The colony consists of a Queen bee who lays the eggs, and drones who fertilize the queen, and the workers who gather food and care for the young. It is really a family home. When his Holiness, Pope Pius XII addressed the beekeepers of Italy in 1947 he exhorted them to learn from the bees - "The bees give an example of social life and activity in which each class has his duty to fulfil and fulfils it exactly, carefully and lovingly. If each one knew how to enjoy, love and turn to account in the intimate fellowship of the family circle, the treasures gathered up during his days work outside, if only they learned how to do by means of understanding and wisdom what the bees do by instinct how much better the world would be. If they worked in order and peace like the bees, men would learn how to enjoy and make others enjoy the fruit of their labours, the honey and the sweetness and light of our life on earth. Instead of this, too often, alas! they spoil the best and most beautiful things by their bitterness, violence and malice."

Bees work within a two mile radius of the hive collecting nectar and pollen and in so doing pollinate the flowers. Without the cross pollination by bees most of the worlds fruit and vegetables would bear no crops. The workers do all kinds of housekeeping, they guard the entrance against enemies, ventilate the hive by fanning with their wings. They live only for work and die within a few short weeks in the Summer from exhaustion.

The Queen bee is the life of the colony and her only job is to lay

eggs. In the height of the season she can lay from 2,000 to 3,000 per day. The Queen bee does not leave the hive, only for her wedding flight and when swarming. On her wedding flight she is fertilized by a drone which is his only function. Drones do not work and have no sting and are tolerated in the hive during the Summer but when the honey flow is over, they are left to starve by the workers as they would only use up the Winter stores of food.

Swarming is the colony's natural method of reproduction. If new colony's were not formed to make up the losses due to starvation, disease or accident the species would die out. The Queen bee leaves with the swarm and they settle on a branch of a tree near the hive for a short while and then they take off when scouts return and relay to them the message of where they have located a new nest for them to settle down again. Bees when swarming are rather docile as they gorge themselves with honey beforehand to keep them going until they set up a new home and make honeycomb before they start foraging again. Bees do a kind of dance to inform others of where to find the best sources of food.

The sting is the bees only means of self defence. If stung one should scrape the sting off immediately with one's fingernail to reduce the amount of poison entering the wound. As the poison is acid the antidote is alkaline, so rub with lemon or onion or sour apple. The opposite holds for a wasp sting so milk or bread soda is effective.

Bees are usually too busy to sting but if provokes will do so and as there is a distinctive smell from sting, the other bees can smell danger and attack also, so its safer to run for shelter. However, after stinging the poor bee dies too.

LIVESTOCK TOPICS.

THE CORRECT IDENTITY

By Donie Donovan
Livestock Procurement Manager.

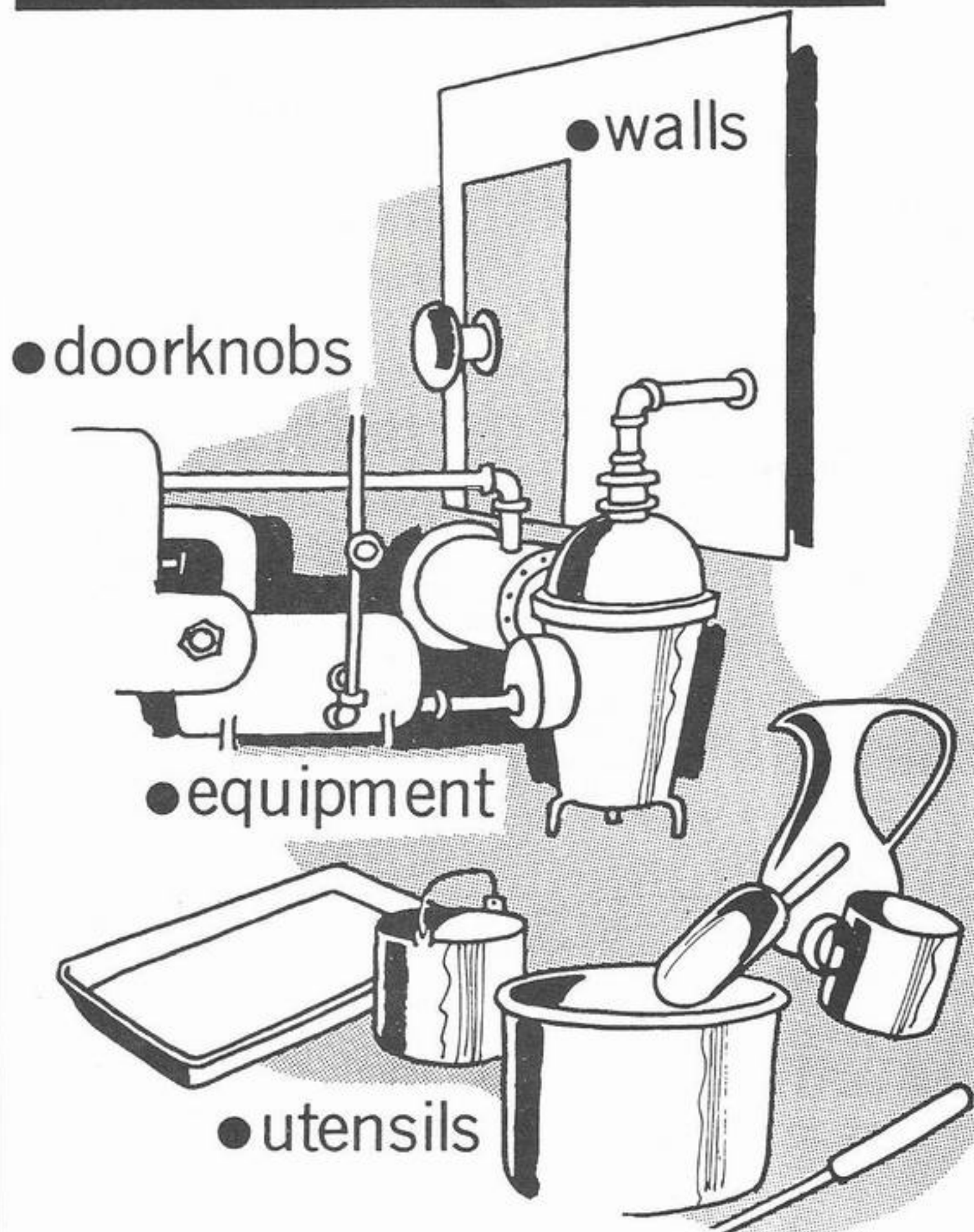
It is now close to thirty years since cattle were first tested, a simple enough operation but as time went on each animal was intended to have its own Identity Card. Then the bureaucracy started the first of these cards. They were Blue, so they are commonly known as Blue Cards, even though we have seen a variance of colours, Red, Green, Yellow, Beige etc. Colour aside the number is what matters and it must correspond with the tag on the animal at some stage along the line. The date on the card became an important issue, so much so that these cards are carrying the status of title deeds. Like all conditions of sale the title deeds are a must. The purpose of this exercise is not a P.R. job on behalf of the Department of Agricultural but to state in simple language that you have got to present the correct card at the point of sale. If one has not got the correct

card, then a movement permit is a must. We know its not as simple as it sounds as animals loose their tags. We know tags get worn, cards get mislaid, and we know that people forget to bring them along. We are human, we hope. If one does have a brainwave to bring some animals to Rathkeale please include the card in the same brain wave, as it can cause an amount of inefficiency at the intake point if you have not got the Identity Card required.

Going into the third generation of farmers since the tests were first introduced, we are still asked on the telephone, Do I need a card? The answer is simple, it's only a three letter word "YES".

With every delivery to the plant a Cattle Receipt Docket is issued. This docket should be retained or the serial number recorded for reference purposes.

BACTERIA ARE EVERYWHERE



Tips on Tools

Equally important for the D.I.Y. enthusiast as for those involved in the industrial environment, is the necessity to take care of, and know how to use, your hand and power tools. Make sure they're clean and that cutting tools are sharp. A dull edge can cause a cutting tool to slip.

Some do's and dont's —

Use the right tool for the job.
Cut away from you, not towards you.
When using an adjustable wrench, pull on the handle rather than push on it.

Don't work hastily.

Clamp materials on a workbench or in a vice, and keep hands, hair, and clothing away from moving parts.

Don't test a tool's sharpness with your finger.

Make sure the switch of a power tool is in the "off" position before you start it.

Dress for the job you're doing.

If you saw, sand, or hammer, wear goggles to protect your eyes. If you use a power sander, use a dust mask to avoid inhaling dust. If you are working in a small space with a noisy power tool, use hearing protectors.

Don't wear bracelets, ties, loose fitting clothing or gloves when using power tools.

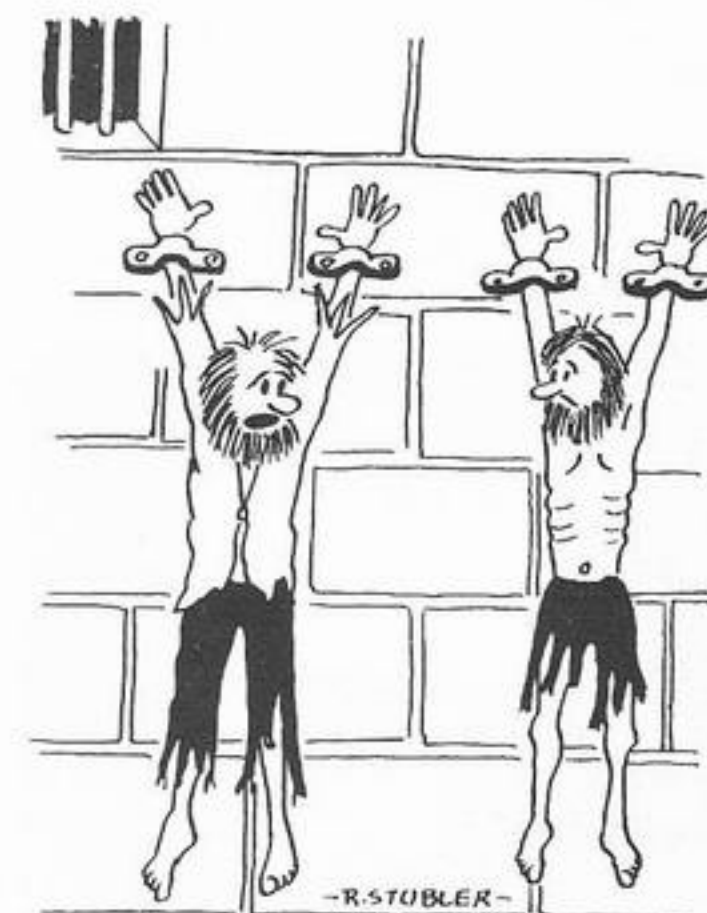
Resolutions

1. Always do things the safe way at home. Set a good example for your family and friends.
2. Follow all of the safety rules that apply to your job without exception.
3. Be courteous, cautious and use common sense when you drive. Follow all the traffic laws and drive defensively. Expect all other drivers to do the opposite.

When you're on foot remember that it's better to be a patient pedestrian than a pedestrian patient.

Your Word

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



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

Never let an extension lead touch acids, oil, solvents or even water unless it has a proper kind of insulation to protect it.

LAMB FAIR AT STONEHALL,

Part 2 By Patrick J. Carroll, C.S.C.

(About 100 years ago, Patch, a young boy from Craggs, Cappa between Rathkeale and Askeaton, took a day off from school to help his brother Mick take ten lambs to the fair of Stonehall. In the last edition of the "Gazette" Patch described his journey to Stonehall fair and the sale of the lambs with the help of his Uncle Ned of Ardagh to Mr. Harris from Croom. In part 2 of Lamb Fair at Stonehall Patch describes his journey with the lambs from Stonehall to the Harris estate north of Croom.)

There would be about fifty lambs in all. Here is what we did. First we had a small collation at Kennedy's: baker's bread and butter, and maybe tea for myself, but I'm not sure; bread and butter for Mick and the hired men and maybe a pint of porter each, but I'm not sure about the porter either.

Mr. Harris and Uncle Ned drove off in a sidecar and left a mountain range of dust behind them. The two men, Mick and myself followed but didn't go very fast. Here is what we did. I went ahead of the lambs for a dhrass to keep them together and to hold them in the right direction when we'd get to crossroads. One of the men who knew the road well walked behind the lambs and shouted to me, "To your left," "To your right", or "Straight ahead" when we came to a road crossing. And I'd make the lambs go as he told me. By and by Mick and the other man took over and myself and my man sat in the trap. That was how we managed all along the journey.

I don't remember travelling so far over strange roads through a strange country as I travelled that day. And I never saw so rich and so beautiful a country. The fields were all green, and fine looking cows bent down their heads to pluck up the rich grass. The wheat fields were young yet, but they looked very healthy, I thought. The potato drills showed the young stalks pushing nicely above the red land. And there were patches of ground where trees came together to grow, in order to have the comfort of company. There were many such tree patches with acres of flat land between them. And I could see the sloping sky, blue and wonderful, miles and

miles away. I was wishing Dick Sheehy and his father were sitting in the car with me so I could tell them about the culture of the country. I said to the hired man,

"Did you ever see so much culture in the same place at the same time?"

"Wait till I fill my pipe first," he answered. But by the time he had filled his pipe and reddened it we were crossing the river Maigue. And that put me wondering whether the Maigue was wider than the Deel. And I could not say for sure. But I had to admit, whether I liked it or no, that the Maigue was clearer and a bit swifter in places. There were not nearly so many bulrushes through which water noised and bubbled in the flow of the Maigue. And cows and heifers paddled about or stood in a kind of daze close to the bank where the river was shallow.

"I'll have to write about this in a composition for the Master," I mentioned to the man.

"Write about what?"

"About the woods and the green fields and the crops and the Maigue and the sun and the slant of the sky."

"What the devil do you want to do that for?"

"Because that's how you get culture. There's a world of culture in a panorama of nature, the Master said."

"And who's the Master? And where does he teach?"

"The Master is Mr. Murphy, and he teaches in Cappa school"

"Yes, I've heard of that place. And does the Master teach ye sums? And how many people in are in Limerick City? And to name the chief town of County Tipperary? And how long the Shannon is?"

"Indeed he does. And he tells how there is culture in a sunset, and in a rolling country, and in good books which are the heritage of mankind."

"Eh yeh! Ye must all be very smart in Cappa."

"The Master said Cappa scholars were like the students in the Bardic schools long ago. They were pursuing culture."

I could have told him a lot more only the hired man who was with Mick shouted up from the road.

"Do ye come down from the trap now and take a dhrass with the lambs." So I never had another chance to tell him all I knew about culture.....Ah, dear!

I went ahead of the lambs again and the man followed them. I thought we would go through Adare, about which there was a poem, "Oh, sweet Adare, oh, lovely vale," but we didn't. A man with leggings and one-peaked cap, who carried a gun under his axter, crossed the road ditch and joined me.

"Where are you going with the lambs, young fellow? Are they bought or for sale?"

"They are bought, sir. They belong to Mr. Harris the Limerick meal, bran and flour merchant. My brother sold him ten, and he bought some more too. We're driving them all to his farm north of Croom, where he's gone with my Uncle Ned."

"Aye. I suppose ye got a good price?"

"Oh, we did, sir. And we'd almost lost the sale only for the way I followed Mr. Harris and brought him back."

And for a fact I would have blabbed out everything about Mr. Harris, Uncle Ned and Mick, and how I fixed up the sale, only seven or eight of the lambs stole ahead of me and turned to the left at a crossroads a few perches in front of us.

"Mind what you'r doing, young fellow! Run ahead an' stop 'em," the man at the back of the lambs shouted out to me.

I hurried over one road ditch, crossed a hayfield and cleared another road ditch; then drove the runaways back where they belonged. The man with the gun was gone and I never saw him again. But I always remembered him because of the way the lambs stopped me from telling him how I fixed up the sale.

It was nearly five o'clock when we drove all the lambs through a roadside gate into a large field where cows grazed. Beyond the field on a hill a Great House of many windows and two chimneys looked down on us. I was famished with the hunger and I said to Mick in a whisper,

"Do you think we'll get something to eat? I'm starved inside of me."

"Sh-h! You mustn't pretend! 'Tisn't good culture. Eat a few of the cakes I gave you this morning."

As if I hadn't eaten them all before we were half way to Stonehall! And then a girl, dressed a bit like a nurse, came down the hill and beckoned to one of the hired men. He went to her and talked for a minute. Then the girl went back to the Great House and the hired man returned to us.

"We'll go up now and have a bite to eat," he told us.

It was a grand dinner. For a fact. But I don't remember any more what we had to eat. Maybe a stuffed goose, but I don't think so. I suppose there was Limerick ham and white cabbage. Four of us sat around a square table; the two hired men, Mick and myself. And once when the girl in white who waited on us asked Mick if he'd have some more meat, Mick said, "No, thank you." Then she asked me. I said nothing, but reached up my plate. She served me with a fine leg of fried goose, or maybe of a chicken, because I'm not sure.

"You have a good appetite, God bless you!" one of the hired men said.

"I haven't. 'Tis my nerves," I told him. It must have been a pretty good answer because the girl in white shook her head and laughed below the surface. One of the hired men showed me the stables and the horses, and I don't know what, while Mr. Harris paid Mick. But I was sleepy after eating so much.

Then home. We met Mr. Harris and Uncle Ned in front of the Great House where a sidecar was waiting to take us to Adare station. The good-byes were very short. Mr. Harris shook hands with Uncle Ned and Mrs. Harris stepped out through the front door to shake hands with him also. Maybe they shook hands with Mick and myself too, but I'm not sure. We were off, as they say. Uncle Ned and Mick on one side, the hired man and myself at the other. As we were coming into Adare I heard Uncle Ned say to Mick,

"I'll take care of the tickets, and book the young lad to Ardagh. You get off at Ballingrane."

That nearly spoiled the day for me. I became depressed. Even those times when Mick was with me at Ardagh I became terribly homesick. Alone and at night I could never stand it. I heard my uncle order two tickets for Ardagh and one for Ballingrane. While we were waiting

for the train from Limerick I went off by myself. And as I had forgotten my handkerchief, I dried my eyes with my coat-sleeve.

The train came in and the porter called out, "Adare! Adare!" before every carriage window so nobody would forget in case he was getting off there. Uncle Ned gave Mick his ticket and me mine - "Adare to Ardagh"Ah, dear! My two elders climbed into one carriage. I went into another, farther back. The guard blew a whistle, the engine whistled back. "And," as Mr. Jim McDonnell so often said, "the train stole out from the station."

The next stop would be Ballingrane Junction, seven miles away. First I said three Hail Marys to my Guardian Angel, and three more to St. Anthony. We passed Stokes' gate below Croagh; I saw Hayes' house and the Commons Lough; heard the noise of the wheels as we pushed across the steel bridge spanning the Cappa road to Rathkeale. The engine gave a loud screech - Ballingrane Junction just ahead.

Here we are! Mr. Clancy the station master, who always went to first Mass, was on the platform to see that everybody was where he should be; Matt (I forget his second name) the head porter, called out, "BallingraneBallingrane." The second porter, Evers, (I forget his first name) was at the far end waiting to see if there would be any luggage in the van. The train stopped and I hopped off in a jiffy, handed my ticket to Mr. Clancy, who looked at it.

"You're booked for Ardagh, young fellow."

"I've changed my mind, sir. I'm getting off at Ballingrane."

I hurried away so fast I never heard what he had to say to that. I crossed the tracks at the end of the train, saw the Foynes train down near the railway gates, and landed safe and sound on the north platform. Then I made for the road to the Craggs. Uncle Ned's train started off for Rathkeale and Ardagh, but I kept out of the way and didn't wave good-bye. I waited for Mick at the pump near the post office cross. He wasn't surprised at all.

"Homesick, I suppose?"

"Mick, my chest was that heavy I couldn't go along. What did Uncle Ned say?"

"Nothing. He thinks you're in your own carriage this minute, on your way to Ardagh. He'll mention it when you see him again."

"Mick, 'twill be so long before I see him again he won't think of it."

We had a great supper at home that night, but I didn't eat so much on account of my dinner. Mick told how I hopped off the train because I loved the Mother so much I couldn't part with her even for a night. The Mother and Nan laughed, but Fan, my other sister, gave me a smile and a wink. I mentioned how Mick loved the lambs so much he would have brought them all home again, only Mr. Harris forced a sale at the point of a gun. There was a laugh at that too.

I never again saw Mr. Harris or the lambs. And it was a year anyhow before I saw Uncle Ned. It was the wet summer when he had so much trouble saving the hay. He never thought of what I did at Ballingrane Junction, and you can be sure I didn't remind him. I put it into a composition for the Master which Fan told me to call "The Unfinished Journey." I thought it was very good, but the Master wrote, Watch punctuation and spelling.....Ah, dear!



Patrick J. Carroll, C.S.C.

SOCCER SCENE

DEEL UNITED

A.G.M.

The A.G.M. was held in Gerry Fitz's recently and the attendance was rather poor. The officers elected were Chairman:- Thomas Wilmott, Secretary: John Roche, Treasurer: Neillie Hogan. Team Selectors: Peter Mullins, Thomas Wilmott, Ritchie Hayes, Captain: Ritchie Hayes, Committee: Thomas Wilmott, John Roche, Neillie Hogan, Peter Mullins, Mike Gallagher, Jimmy Fitzgerald, Tommy McCann and Pat Neville.

Awards for 83/83 -

Player of the Year: P.J. Wall.
 Clubman of the Year: Neillie Hogan.
 Supporter of the Year: Cathy Lyons

FIVE-A-SIDE

The Annual Five-A-Side was run off in St. Mary's Park recently. Askeaton won the magnificent John Magner perpetual trophy by defeating Ardagh in a very good final. This was the main competition.

A second competition was run off for the first round losers. Another perpetual trophy was at stake here, namely the Dawn Dairies Perpetual trophy. In a high scoring final Park (Shanagolden) defeated Wyeth's by 11 goals to 6.

Both finals were played on Sunday 15th. July. This was proceeded by an extravaganza of soccer, with a local under 12 competition and a lively contested over 35's tournament.

NEW BITS

- * Congratulations to P.J. Wall and Cathy Lyons, our player of the year and supporter of the year, respectively, on their recent marriage.
- * Deel United were defeated in the semi-final of the Templeglantine seven-a-side tournament, which attracted a multitude of teams from neighbouring counties.
- * At the time of going to Press Deel United are making plans to have a "B" team next season.



SHANNON UNITED A.F.C.

The Shannon United A.F.C. Annual General Meeting was held recently in Rathkeale House Hotel. A large crowd attended. The officers elected were:-

President: Pa Sheehan
 Chairman: Pa Sheehan
 Vice-Chairman: Mike Walsh
 Secretary: Patrick Coleman
 Joint Treasurers: Pa Sheehan, Pat Hayes
 Club Selectors: Pa Sheehan, Mike Walsh

In reviewing last season all present agreed that the club has performed well for a long and largely inexperienced team. The feeling was expressed that the club should do better this season. A vote of thanks was passed by the members to Shannon Meat Limited for providing the pitch. This is not only an invaluable amenity to the Junior team but also to the many underage teams who use the pitch. Shannon United wish to thank Shannon Meat Limited for

supporting the local community so generously.

In previewing the coming season, many of the players were of the opinion that the Club should organise a tour to an English city. The idea was put that such a tour should take place at a long week-end and should include as many local interested organisations as possible. A number of other problems pertaining to the club were raised and discussed frankly.

In recent fund raising ventures the club has been very successful. The club would like to thank all those who supported their Church gate collection and Sponsored walk.

The 5 a-side tournament run recently by the club was an immense success attracting many teams from both Rathkeale and Ballingarry. Congratulations are extended to the winners.

Finally, the minors are currently playing in their tournament.



Mary Nash (above) recently returned to Shannon Meat following a period of lay off.



Also returning to Shannon Meat Ltd., Teresa Meehan from Ballingarry.

INTER-FIRM G.A.A. NEWS



of luck in their quest for further honours. I would like to point out that Ray Doherty who was a member of the Shannon Meat Ltd./Town Traders team of 1982 played a major role in Wang Laboratory's win over Atari.

HANDBALL

The Limerick Handball competitions have come to a standstill at the moment. It will probably be the end of August before the league games commence. Some people have mentioned to me on a number of occasions that we should run a handball competition within the factory as it is Centenary year. Anyone who is interested should give their names to me as soon as possible. Depending on the response, we can then decide what form the competition should take.

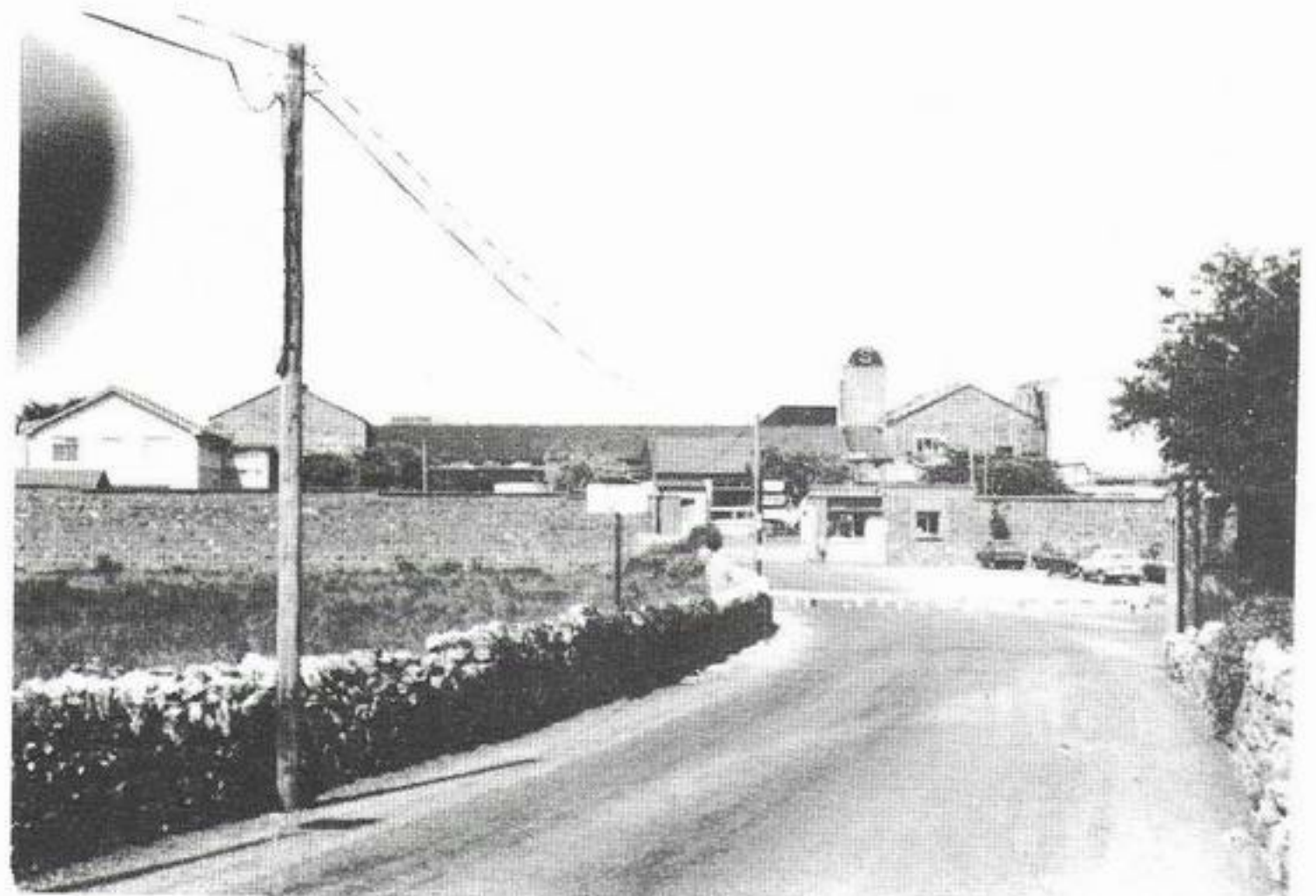
In conclusion I would like to congratulate our apprentice fitter Michael Mulcahy on his selection as corner back on the Limerick Under 21 hurling team for the Munster Final against Tipperary. I would also like to congratulate a former Chairman of our club Gerry Molyneux and his fellow selectors on their success with the Limerick Minor Hurling team gaining it's first Munster Title since 1965. Well done lads and now for the All-Ireland.

MI O'Neill.

PICTURE PARADE



Training Instructors with Shannon Meat are Tom O'Shaughnessy and Christy Jones.



Shannon Meat Ltd. with, in the foreground, the new security barrier and office, which was erected last Spring.

SHANNON MEAT CHAT

By The Scribe

- * Congratulations to Seamus Kennedy (Work Study) on his recent marriage to Nora Cronin. Seamus is now having the 'time' of his life.
- * Sean and Christina Condon are the very proud parents of a baby daughter.
- * The story goes that a member of the Maintenance Department went missing after work, one evening of late. Fearing that he maybe locked in the Chill or Freezer, his wife checked with security.
When our friend did get home (from the pub) he got a 'cool' reception, he might have been warmer in one of the firm's fridges.
- * A special welcome back to work is extended to John O'Connell, Paddy McNamara and Denis Kenneally who were ill.
- * Neilie Cahill (Boning Hall) married Doreen O'Connor, Carrickerry, on 14th. July. The happy couple spent their honeymoon in the Isle of Man.
- * Congratulations to Ned Lawlor on his recent good fortune.
- * A speedy recovery is extended to Jack Lyons, Snr.
- * Proud man these days is Jim Power, whose wife presented him with a baby girl in July.
- * Leonard Buckley lost his keys in the Ballybunion sands recently. How? We are not too sure. Fortunately for him he wasn't bunkered. A certain lady had taken a set of keys off him previously and this was his opportunity to have them back.
- * Best wishes to the latest Shannon Meat marriage partners. On the 18th. of August Richie Hayes, Maintenance and Anna Fitzgerald, Canteen will tie the knot. They are continuing a long tradition of Shannon Meat marriages. Who will be next?
- * Best wishes also to Willie Lenihan of the loading department who will be married on the 11th. of August.
- * A certain loading department member was surprised to see no improvement after cleaning a forty-foot container. He had re-washed the wrong one.
- * We hear that Kevin Donovan is well on his way to being elected The Lord of Rathkeale. Is this heresay? Some of his opponents believe so..... Anyway, well done - all for a worthy cause.



Pat Walsh, from Athea who also returned to Shannon Meat following a period of lay off.

AS I SEE IT

By Silverside

As the holidays for Shannon Meat Limited are behind us and we look to another season, it is very tempting to comment on the fine weather.

Last year we predicted that such a year would not be enjoyed for decades. Happily we were wrong. The difference in 1984 however was that the Spring period had much less rainfall than last year. Land in general was less able to take the drought. As we go to press, the Agricultural Community are concerned about the low milk yields and rate of thriving due to the shortage of grass. The drought will slow the rate of cattle finishing and affect the amount of cattle on the market. Cattle will now mature later in the year which will shorten our peak killing period. The number of stock on the market for that shorter period could be much greater however. This would be unfortunate as it is difficult to obtain good markets for beef for short periods. The best customers need continuity of supply.

As the temperature throughout Europe rises, beef consumption drops dramatically. People do not eat as many hot meals. This makes marketing more difficult and can dramatically affect the price.

RETURNING

All are happy to see staff who were on lay-off, returning after the holidays. The atmosphere changes within Shannon Meat when things look to be improving. People are happier working for a Company when things are improving. The hopes of the early seventies that our industry would be less seasonal have not been realised. While for a period such a drift took place, in latter years, the reverse applies. The E.E.C.'s policy of price support through intervention buying has

encouraged the more seasonal production of beef. Farmers have no incentive to produce winter beef at a high cost and receive a price similar to that obtained for beef produced on grass.

Recent years have seen the fattening of cows before sale. The high cost of store cattle, due to live shipping for slaughter, has been near prohibitive for many beef farmers. They have turned to fattening cows. Such cows heretofore were available in Spring for slaughtering. They now arrive on the market from Summer onwards. The result of these changes is a more pronounced seasonal killing for Shannon Meat Ltd., with its unhappy effects of lay-off and short time working.

CORRECTION

Can anything be done to correct this situation? Much of the policy decisions needed to overcome the problem are in the hands of our legislators at E.E.C. and national level. Shannon Meat Limited can try and influence thinking at this level. As a relatively small organisation we must accept that our influence is limited. There is an area, however, where we can influence the seasonal nature of our enterprise with more direct prospect of success. This is in the area of what are termed "added value products", our Cannery and Home Sales areas. These department do not have the extremes of seasonal influences of the other areas. Much work has been done over the years to develop and market products in these areas. Much more can be done. The challenge to Shannon Meat Limited and all its employees is to develop these new products and expand our market base in this area. This will increase the level of contribution from "added value products" and thus give more permanent and secure employment.

TRIMMINGS

- * Talkers are rarely as popular as those who have learned how to listen.
- * Emotion may win audiences, but it generally loses arguments.
- * A good heart will at all times betray the best head in the world.
- * Some folk seem glad even to draw their breath.

- * Although "Guilty" is only one word it usually means a long sentence.
- * A girl simply lives to be a picture, but she hates to be a sketch.
- * Quarrels are like babies; they grow bigger with nursing.
- * Every genius is a self-made man.
- * Irritation is the enemy of inspiration.

BEEF UP YOUR SALES WITH



Shannon Meat Ltd

* Quality Canned Meats Under our "Shannon" Brand.

* Wholesalers of Prime Heifer Beef and Lamb.

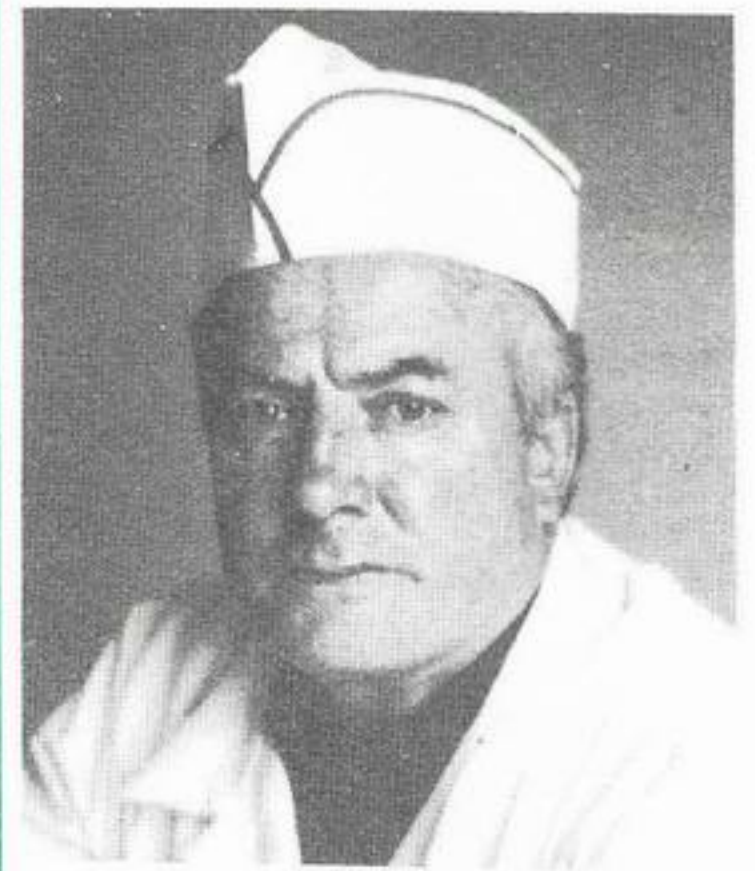
Rathkeale, Co. Limerick.

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Telex: 70168/26932 Beef EI.

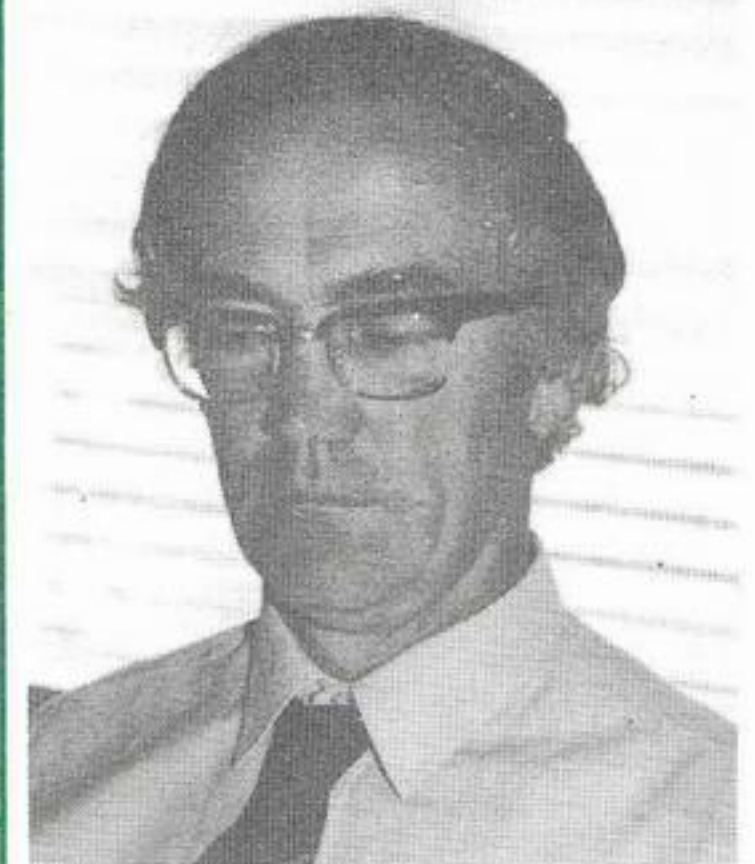
NEW DIRECTORS OF SHANNON MEAT LTD.



John F. Mulcahy

John Mulcahy, Plant Manager and Michael Dooley, Financial Controller have been recently appointed to the Board of Directors of Shannon Meat Ltd. We congratulate and wish them every success in this.

John Mulcahy first joined the company in the production department in 1954. Michael Dooley joined in 1960 as a financial accountant.



Michael A. Dooley

E.E.C. CHANGES

With the prospect of large amounts of cow-beef coming on the market throughout the European Economic Community the E.E.C. Commission have moved to head off a total collapse of the market. Intervention foreshadows, whole sides of beef or foreshadows and hinds from the 22nd. of August will provide the flexibility the trade will need at that time. This will prevent the collapse of prices altogether.

Private storage aids for cows and heifers with a storage period of up to 12 months is also being introduced. Some commentators suggest that in eighteen months time, the reverse to the present situation could be the case. They predict that at that time there could be a shortage of cow beef in the E.E.C. because there will be very light cow cullings after the herds throughout Europe have been considerably reduced, as a result of the Super Levy on milk productions. Extra E.E.C. refunds are likely also to be paid on live female cattle or beef.

A negative aspect of this is the fact that lighter cattle may be exported live. This is hardly a good decision for this country where these will not be available for purchasing by the meat exporters and when we need to build up our cow beef herd.