

# Shannon Meat

# GAZETTE

Telephone: 069-64111.  
Telex: 26932.

No. 63

Winter 1986.



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

### INTERVENTION SYSTEM THREATENED BY COLOSSAL SURPLUSES

Chairman's Statement to 27th. A.G.M. of Shannon Meat plc.



M.F. Cowhey

efficiency and profitability and the elimination of waste. Arising from the Consultants' recommendations, it was regrettably found necessary to reduce staff numbers and make some redundancies. These required long and tactful negotiations, and it must be said that great understanding of the Company's position was shown by the representatives of the affected staff, and the negotiations were completed without disturbance to the good industrial relations within the Plant.

These and many others of the Consultants' recommendations have been or are being carried into effect with, it is confidently believed, beneficial results.

An improvement in the level of Profits, which the Company has been able to earn, is very necessary having regard to the need for further substantial investment in the Company's Plant and other facilities.

The Directors regret that notwithstanding a slight improvement in this year's trading profit, they are unable to recommend payment of a Dividend.

Once again it is my privilege to extend to our Management and Staff our thanks and appreciation for their loyalty and dedication to the best interests of the Company.

M.F. Cowhey Chairman

Coming so soon after that of our late Chairman Frank Wall, the death during the year of Donal Sheehan, who had been a Director since 1969, was an occasion of sadness for his colleagues on the Board and a great loss to the Company.

There has been little or no sign of any improvement in the outlook for the Meat Industry during the past year. Sales and profit margins have been difficult to achieve. The problems of the seasonal nature of the Industry, and of over-capacity, remain. The absence of profitable markets for meat is reflected in the colossal surpluses of Intervention Stocks which the EEC authorities are unable to dispose of and which threaten the survival of the Intervention system, if not indeed the entire Common Agricultural Policy. E.E.C.'s support systems are becoming more and more restricted. Moreover, the decision of the E.E.C. Commission to take further extended credit for payment for Intervention Stocks has added greatly to the cost of financing such longterm debts. The effects of inflation over the past number of years on the financing of the Company's operations, and the high cost of borrowing for this purpose, puts a severe strain on profitability.

In the light of this unfavourable climate, your Directors decided early this year to undertake a thorough examination and appraisal of all the Company's operations, staffing, and costs. For this purpose, a team of Consultants was engaged to examine and make recommendations for improvement in any areas of the Company's activities which might lead to greater

### A VISIT TO A NEIGHBOUR

M.F. Cowhey, Chairman

Some time ago Paddy Lynch and I were afforded the privilege of a visit to the Factory of Desmond Creations, Rathkeale. The Plant Manager, Barry O'Sullivan is a Limerick man born in the Parish, so we immediately had a rapport with Paddy regaling and reminding us of former Parish personalities and activities.

Producing an old photograph he quickly spelled out a number of Barry's relatives who either played Rugby with Shannon R.F.C., or Garryowen F.C., or rowed with Athlunkard Boat Club. Indeed, the recitation of some anecdotes continued as we were shown around the Factory.

The operations impressed us tremendously. While the industry is labour intensive the systems are quite sophisticated. Moreover, there is a continuing search for even better ways and means to improve production. With this in mind the firm in expanding both their facilities and workforce (at present 130 employees). The product a very upmarket fashion jewellery is fully produced from design to dispatch.

It was clearly to be seen that the firm have a very committed, energetic and hard working Management, a sophisticated Technology and Marketing Arm and a responsive Work-force.

We wish them all success.

### PADDY LYNCH R.I.P.



PADDY LYNCH

Our great friend and colleague, Paddy Lynch has passed to his eternal reward. He is part of the History of Shannon Meat becoming its first employee when he was appointed Plant Manager in 1952 and overseeing the starting up of all operations in 1953. Later he was appointed General Manager and Director.

The climate for industry in the 50's and early 60's was not helpful to an Export Industry, yet, Shannon Meat and Paddy weathered them. The eventual success of the Company was his greatest pride. He was a man of great courage in all things. This was well exemplified in the way he faced up to and overcame very serious and heavy surgery in 1976.

Born in St. Mary's parish in Limerick he inherited all the traditions of that great Parish. He participated in a wide number of sports - Soccer, Tennis, Badminton, Swimming and won a Munster Senior School's Rugby Medal with CBS Sexton Street at the age of sixteen.

Our memory of him will be of a man devoted to his family, a friend both to those who worked with him and for him and someone who loved the Community in which he lived.

To his wife Nellie and family we extend our sincere sympathy.

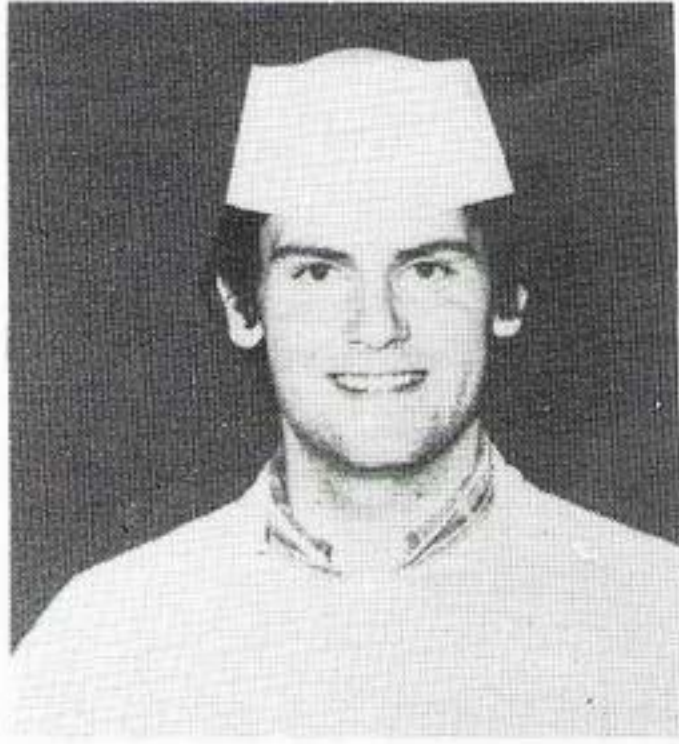
Beannacht De Le hAnim.



Nora Shiels who made a presentation on behalf of the Canning Staff to Assistant Supervisor, Michael Dunne, on his transfer to Home Sales.

# A SHORT HISTORY ON CANNED GOODS

By John Stack Laboratory



John Stack

he offered 12,000 francs for the invention of a practical method of preserving food other than with spices. Nicholas Appert responded detailing his process of bottling and heating food, he won the prize and in doing so laid the foundations for the process of modern canning.

## Innovation

The next innovation was the introduction of soldered triplate containers which were much more durable than fragile glass. But it was in 1860 that the whole secret of food preservation was revealed. French scientist, Louis Pasteur, explained the theory of bacteria fermentation after carrying out experiments relating to sterilization by heat which is now known as pasteurization. He discovered the principle upon which canning is based - inhibiting the growth of micro-organisms and keeping out those present in the atmosphere with a hermetic seal. At the beginning canned foods were produced almost exclusively for the army, navy and arctic expeditions but gradually cans lost their military image and became fully accepted as part of the diet.

## Past Years

In the past few years there have been some important advances in can manufacture. The ring pull can which is used extensively in 'Shannon Meat' products is becoming very popular while the 2 piece can is used now in almost all beverages. Research and development always continues, into faster and more efficient canning lines, new materials and in the case of our own research and development department new meal ideas for the consumer. For there is no doubt, canned foods are part of our everyday life - and they are here to stay.

## Napoleon

As the saying goes, "an army marches on its stomach" and by observing this, Napoleon inadvertently instigated the canning industry. In 1795 foreseeing difficulties feeding his vast armies

## MACHINES

**Improperly trained operators are often the victims in accidents involving machinery. So until you've been checked out on a machine and are authorised to run it — hands off!!**

Before you turn on any machine, make a safety check. Is everybody clear? Are the guards and safety devices in place and properly adjusted?

Don't touch the start button unless they are.

**And never tie down or block a guard or safety device. Safety features — such as two-hand controls — are there to protect you.**

Never walk off and leave a machine running.

When you make adjustments, turn off the power and let the machine stop completely — by itself.

**Don't try to brake or slow down a moving part with your hand or some makeshift device. Bleed off hydraulic or air pressure if you've got that kind of machine.**

Keep your machine clean. If you have to clear chips from a running

machine, always do it with a brush or stick — never with your hands.

**Machine operators must wear eye protection where work rules require it. That's not just a rule — that's common sense.**

## One for the Road . . .

Researchers say studies of pedestrians injured by vehicles show that those who have been drinking are 3.5 times more likely to be injured. Drunk accident victims also suffer more severe injuries than sober victims. Even those who have been drinking mildly are more likely to be injured than sober people, the study shows.

**Fresh air is when you open a window yourself. A draft is when someone else opens it.**

• **ALCOHOLISM:** The death rate from cirrhosis of the liver ranges from a high of 33 per 100,000 population, in Italy, to a low of 4, in England and Wales.

• **ACCIDENTS:** The death rate from road accidents ranges from 23.4 in Yugoslavia, to a low of 8.8, in Sweden, according to a W.H.O. report.

# PROFILE - JOE LYNCH



Joe Lynch

This jolly man has spent all of his working life in Shannon Meat. He has been working as a Boner and Retort Operator for most of that period. Joe enjoys working and always sees the funny side to his job. He is always prepared to part take in any 'ball hopping' that comes his way. Thirty years old Joe Lynch has spent well over half of his life already with Shannon Meat. Starting work at fourteen years in 1970.

Although Joe is employed with the Company since 1970, other members of his family had worked here as well. His late father, Denis Lynch, who worked as strapping machine operator worked for a number of years until his retirement. His uncle, Bill Lynch worked in Shannon Meat for twenty years until his retirement last year. On the side of his in-laws, his father-in-law, Frank Dalton, and Brothers-in-law, Dave and Frank, and sister-in-law, Nora Shiels, also work here in Shannon Meat Plc.

## Large Family

Joe was born in Ballykenry, Ardagh and is a member of a very large family. His late father, Denis, died about five years ago. His late mother died this year. She was Mary O'Connor from the Cork Road, Newcastle West. He has eight brothers and three sisters. Joe is somewhere in the middle of the bunch, which could be a tough enough spot to be in particularly in a large family. However, Joe has no problem and has no regrets. He had four brothers that worked in the Company from time to time. They were, Pat, Christy, Mike, and Dan who was tragically drowned in the Blue Pool, fishing off the coast of Clare about nine years ago.

Joe attended school at Cappagh National school, until he was fourteen years old. Needless to say Joe was like all the other young people hated the sight of the place, but nevertheless, he enjoyed playing soccer and handball. He packed in school after national and starting working in Shannon Meat soon afterwards. He worked in various departments, but mainly in the Cannery and Boning Hall. His is fully trained Boner and also a fully trained Retort Operator. Joe recalls working in the Cannery when there was only two retorts. Joe witnessed all the other big developments that happened in the Boning Hall, and in the Slaughter line, in the early seventies.

## Married

Today Joe is married in Ballykenry, Ardagh, and has three children. His wife, Mary Dalton, from Duxtown (daughter of F. Dalton, night was operator) worked in Shannon Meat also for a number of years. She mainly worked in the boning hall packing. They have two children going to school Francis aged eight and Mary aged five. Their youngest is Brian, aged three.

For past-time Joe's first love is hunting, and also playing handball. He is also very interested in soccer. He is involved in hunting and is very active member of the Desmond Hunt Club. There are thirty members in this Club, and it is formed over twenty five years. They keep about fifty harriers that hunt foxes Sunday after Sunday, from August to March. Each member of the Club rears some of the pups until they are ready to hunt. They also collect dead animals from farmers and feed them to the dogs. The dogs are trained and controlled by the people in charge so that the dogs would have correct discipline when out hunting on Sundays.

In conclusion, we would like to wish Joe many more years of success with the Company, and wish his wife, Mary and their children every success in the future.



The late Denis Lynch, Joe's father.



**put SAFETY at the TOP of YOUR LIST!**

**PICTURE PARADE**

**PICTURE PARADE**



Photographed at the Annual Social were Anne and Pa Dunne, Gerard Geaney and Bernie O'Dea.



The O'Shaughnessy families, Pat and son, Tom, with their wives at the Shannon Meat dance at The River Room Motel.



At the Shannon Meat 18th. Annual Staff Dance were, Mr. & Mrs. John Brouder.



Noel and Mary Finnerty enjoyed the Shannon Meat Staff Dance on 1st. November.



Mr. & Mrs. Michael Ahern, also attended the River Room Motel on 1st. November.



Michael Mulcahy and Martina Markham at The River Room Motel.



Gerard Barry and Donie McEnery photographed before Gerards move to take up a position with the Institute for Industrial Research and Standards.



Mr. & Mrs. Paudie Reidy at the 18th. Annual Social.

# ABOUT SELLING THE BEAUTIES AT NEWCASTLE WEST FAIR

From Michaeleen

By Patrick J. Carroll C.S.C.



After the bulky fellow went away another buyer came up and asked, "How much?" He was a Cork man, I learned later. And he didn't listen at all to what Roger answered. Instead he began to examine the Beauties. Felt their backs. Looked at them from a distance with his head cocked at one side; and then came closer and watched them very sharply, as if he were a schoolmaster suspecting you when you'd be telling him why you were late for "classes up." While all that was going on, I stood on an empty hamper turned upside down, and viewed the fair.

I never saw so many cattle and sheep, and so many buyers from Cork and Limerick and Kerry, and so many people of every size and age from the mountains and from the south country; from Kilmeedy and Feenagh and Castletown and Feoghanagh, and as far west as Barnagh. I heard in my head for weeks after the gleaming of sheep and the mooing of cows and snatches of such talks as, "Yerra, come down a bit!" "Split the difference!" "Mark her!"

Roger O'Rourke, who gave us his perfect character, was like a soldier holding his trench position; and every buyer from Limerick, Kerry and Cork was trying to bayonet him out of it. Mickeen the Hump sometimes pretended to be an outsider trying to help the sale. But he didn't help much. I don't think he cared. He was the kind likes to be saying something anyhow.

"How much?" the Cork buyer asked again, pretending to be indifferent. "A total of fifty-six pound, five, for the five." Roger answered.

The man walked off, as if he thought Roger was light in the head. He returned, paused, looked at the five Beauties a second time. There was cattle love in his eye. I could always tell a buyer that had cattle love in his eye. I can't tell you how or why. Any more than I can tell you how I knew the morning old Burke would be out of humour for the whole day. There's no how or why to knowledge of that kind.

"My God man," this Cork buyer said, eyeing the Beauties very carefully, "you're not in Newcastle to sell your Durhams. You're here hoping to meet a man out of his mind. I'll give you fifty-three pound, ten for the five." "It will be a total of fifty-six, five." "I'll make it - but I'm not promising the offer will hold - I'll make it fifty-four, even. Do you hear? Fifty-four pound even."

"It will be a total of fifty-six, five." Roger pressed his lips tight to show he was determined. "Maybe ye could split what's between ye," a man who wore side whiskers said to them. "Roger," Mickeen said in a low tone, while the Cork man took another look at the Beauties, "sell while 'tis early! The fair will begin to lag in a while. Come down a bit!" "It will be a total of fifty-six pound, five." "The devil total you! Do you think we're going to have the necks burned off ourselves out here in the sun for the sake of a couple of pounds!" "Have you made up your mind?" the buyer asked, trying to confuse Roger. "Twas made up

long ago," Roger told him. "What is it?" "'Tis a total of fifty-six pound, five." The buyer started to walk off, by the way. And the man with the side whiskers said: "Yeh, don't go!" "I will. There's as good fish in the sea as every was caught." "What harm!" the other fellow called to him. "Let down the hook again! Maybe the fish will bite this time."

The Cork man came back reluctantly, morryha. Just like when Mrs. Noonan offered me hot bread and jam after I had started up the yard for home. I came back slowly as if I didn't care. But I was very glad she called me. "Are you intending to sell your cattle?" the man asked. "'Tis why I'm here," Roger told him. "Will you take the fifty-four even, or will I walk away?" "'Tis a total of fifty-six pound, five, for the five." The Cork man went away. And he was hardly gone when another buyer came to us and looked at the Beauties; walked around them and felt their backs. "How much?" "It is a total of fifty-six pound, five, for the five." Mickeen answered before Roger could. "I'll give you fifty-four, ten." "I could hardly take that," Mickeen said, as if he were the boss. "I'm selling the Durhams," Roger said very solemnly. "Whatever sale is made must be made by me in the finals." "And what are you?" the man asked Mickeen. "I'm the head assistant - the fellow that has the head!" "And you're the boss?" He looked at Roger. Roger nodded. "Well, have you made up your mind?" "I have." "And what is it?" "Fifty-six, five, for the five." "You have made up your mind fully to that?" "I have." "Well, it will stay made up. And at the day of Judgement 'twill still be made up!" "I'm wanting my price," Roger said doggedly. "Yes, I see. And you'll be wanting it when the final trumpet blows!" The buyer looked the Beauties over a second time. Eyeing every good point. And it was while he was eyeing them that Mickeen snapped: "Roger, my neck's blistering from the hot sun! Why the devil don't you be reasonable! I'm nearly dead with the drouth!" "Mickeen, it has always been my way - a way I learned from my father, God rest him! - to set down a fair price and never to budge. Never at any time to budge." "The devil budge you!" Mickeen said half-way out loud.

The man was finished with his second scrutiny. "Fifty-four, ten," he repeated, "You'll never get them for that." So that buyer walked away too. And just as he went Michaeleen came back from Kelly's stables. Another buyer came, who was tall and slim, and he offered fifty-four pounds; and agreed to split the difference. But Roger held his trench. "No surrender for Roger!" Michaeleen said as the two of us walked across the square to get our dinner at the hotel. "Hurry back and relieve us!" Mickeen called. "I'm hot and thirsty."

It was a small hotel where we went. The men were beginning to come in for dinner. The hotel man was middling tall and reminded me a little of Pat Kennedy. Except he was

taller and stouter than Pat. The three girls with white aprons who waited on the tables, and the man in the little office spoke of him as "the master." So I suppose that is what he was. Just like Burke at Cappa school.

We sat down at a table which was dressed in white, and there was a vase of flowers in the middle of it. They were white flowers and pink, but I forget what kind. One of the girls in the white apron came over and looks at Michaeleen, as much as to say, "What do you want?" And Michaeleen said to me, "What will you have?" as if we were in a public house. "I'll have", I said, "hot bread and jam." "This is our dinner," he said. "You can't make a dinner out of hot bread and jam." "I have done it before," I told him. Then the girl with the white apron gave us this information: "We have very fine young duck which we got in from the mountains this morning." "How would you like that?" Michaeleen asked me. "I'd like it fine." And then I asked the girl, "Doesn't hot bread and jam go well with young duck?" With that she hurried over to the master, and they talked together in a whisper for a bit; and the master came back with her and said to myself: "We have very good currant jam and fresh baker's bread. But we don't keep hot bread on hand. We'd need a lime kiln to keep bread hot all the time." And then he laughed out loud as if what he said was very funny. And the three girls laughed; and the man in the office laughed too. "Don't mind that, Patch, they're laughing that way to please the big fellow," Michaeleen whispered.

Michaeleen ate very slowly. He talked with the master about several things. The master said he was a great cornet player, and had been a member of the Newcastle West band when the band was good. He knew several ballads by heart and recited "Dark Rosaleen"; but not loud, for fear the other guests would be disturbed. And indeed they would be. I didn't care for his speaking. He talked a little through his nose, like Mick Lane when he had a cold in his head. "I'm great at mimicry too," he said. And he mimicked a hissing gander; but it wasn't at all like Grandma's gander I gave a wallop to. And he said he could show us how a corncrake craked out of a clover field. And he did; but it was not like any corncrake I ever heard. "I'll bet you can't show us how a bull roars," Michaeleen said to him. "I could do that too, but it would disturb the guests." So he didn't disturb the guests. And Michaeleen said he was sorry for that, because he probably could imitate a roaring bull fine.

Then the first buyer, who, I learned later, was from Kerry, came in. He was a bit stout, as I said. And he ordered a dinner of bacon and greens and floury potatoes would do a whole family. "That stout man has a singular appetite, hasn't he?" the master whispered to Michaeleen.

"I would call it a plural appetite," Michaeleen answered. And the master had to hold his sides.

Later on Mickeen the Hump darkened the door on us. He looked around a bit, spied where we were and hurried over. He was in a fever of hunger. "Why the devil don't ye hurry up! We're raging with appetite!" he said in a suppressed voice. "It isn't good for us to hurry at our victuals," Michaeleen answered. "But 'tis worse to be hungry," Mickeen said. "'Tis no fun to be hungry surely," I told him. I had been hungry a thousand times. "What will you have?" the girl in the white bib said to Mickeen. "What will I have? I'll have a kiss first. And then I'll have everything you have in the house. I'm so hungry I could eat a piece of a chair!" The girl in the white bib said Mickeen was as bold as brass, but went off laughing anyhow, and gave the stout buyer from Kerry, who couldn't get Roger to split the difference, a tumbler of buttermilk. The mountainy people and the people from Kerry are fond of buttermilk.

"D'ye hurry out and relieve us so we can get our victuals," Mickeen said to us as he started back to Roger. "We'll be out in three shakes of a lamb's tail," Michaeleen assured him. Maybe a lamb would have shaken his tail three hundred times before we set out finally. Michaeleen paid the full bill and wouldn't hear of me doing my share, although I argued with him for a little bit. "Do you understand fully, Master Michaeleen, that the sale is to be at fifty-six pound, five, for the five?" Roger asked as himself and Mickeen were leaving us for the little hotel, so as to get their dinner. "I understand." "Fully and at every point?" "At every point and fully."

They left, and edged their way through scores of tired cattle. It was twelve o'clock and the fair had passed the crest. It was going down hill, just as if you were driving down the road past Wilsons' into the Commons. The talk, too, was dying out, like at a wake towards morning. But Roger didn't mind about that at all. He could afford to be stiff with his price. Because Mr. Enright didn't need the money; and didn't care whether Roger sold Durhams at Newcastle West this week or at Rathkeale two weeks later. It was all the same to him.

"Remember," Roger called back, as if it were the last word of advice from a dying man to his son, "hold to the total of fifty-six pound, five, for the five! Hold to it on your life!"

It was not five minutes before the bulky buyer from Kerry came along again. He had finished his bacon and greens, and carried a big cane of yellowish color, and wore the leather leggins I mentioned. And because of the big dinner he had eaten, he seemed stouter than he was in the morning. "How much?" "A total of fifty-six pound, five, for the five," Michaeleen answered, as if he had learned it out of the catechism.

# INTERFIRM G.A.A.

By Michael O'Neill

"Now listen, and stop coddling! I offered your solemn man with the heavy voice, who is eating over at the hotel now, fifty-four pounds this morning. And here and now, without more words, I'll make you - an intelligent young fellow, I think - an offer of fifty-five pounds. Only a pound and five shillings between us." "Fifty-five, five for the five would suit me better. I sounds more like a stave out of a song." "All right," the Kerry fellow answered very quietly, "we'll sing it for you. Fifty-five, five, for the five." And he marked the Beauties. He had cattle love in his eye.

We hurried them down quietly to the railway station where they were driven into one of the wagons of a goods' train about a mile long. And soon the five Beauties were looking out at us with wide, wondering eyes, and they huddled closely together. "Good-bye, Beauties!" Michaeleen said. I think he was lonesome for them.

Well, from then on we had the day to ourselves. Because after Michaeleen had put the money into his inside pocket, we went over and threw sticks at the maggies. Three throws a penny. I thought I would be great at that, but I wasn't. Michaeleen was a hundred miles ahead of me there. For he knocked one down every third or fourth trial. A person should always take his time aiming at a maggie. But I didn't, on account of my nerves. Then we threw small rings at the whips were standing butt ends up; and Michaeleen made two good aims and was given two whips. But I missed every time, on account of my nerves. Then we had lunch - cakes and lomonade. After that we walked over to hear the ballad singer; and his ballad was about the transportation of the three Kerry men who wanted to borrow John Curtin's gun.

**Timothy Casey and Dan Daly  
Together marched along  
Intending for no murder but  
To take John Curtin's gun.**

**But there is one of our countrymen  
Whose loss we do deplore,  
This gallant Timothy O'Sullivan  
Whom we never shall see  
more.**

**May he find rest among the blest  
For he loved the flag of green,  
And died for dear old Ireland  
As is plain to be seen.**

I forget the rest of it, because it was very long. And then we went to see the pony doing tricks in a tent, and the two tumblers tumbling head over heels in every direction; heads down, feet up. And we saw the woman with the six fingers; and the strong man holding up six sacks of sand on his head and his feet sinking into the ground. Because the ground was softer than this head. And we listened to the circus band; and heard two clowns singing "Bridget Donoghue, I'm very fond of you." It was five o'clock then, and Michaeleen thought we might as well go back into the street and look in at the shops.

It was there we heard the bellman ringing his bell and saying: "Lost, stolen or strayed! Five blooded Durham heifers in charge of two boys! Last seen at noon to-day! Any information leading to their recovery will be rewarded by the owner!" I was terribly frightened hearing the bellman shouting about ourselves and the Beauties; and I was aftaid we would

be arrested and brought up before the assizes like Mike Hartigan the time he shot the wild ducks out of season. Michaeleen laughed as I never saw a boy laugh before. "Roger will never get his perfect character from my father now!" And he laughed again. And I laughed too. In a little while Roger ran into us and he in a raging hurry. "Where", he asked, after a long stare, "did ye come from? And where are the Durhams? And what the devil has happened?" "Roger", Michaeleen answered, disposing of the questions one, two, three, as if 'twere an examination from the Inspector; "Roger, we came out of the tent where the man had the six sacks of sand on his head, and the Durhams are over in the wagon; and that's what the devil has happened." "But aren't the Durhams lost, stolen or strayed? I told the bellman to say so, and paid him for it." Here Mickeen the Hump rushed in upon us. "Have you found the Durhams, Roger?" "Michaeleen says they're not lost, stolen or strayed at all. He says they're in the wagon." "Did they make a sale or what?" Mickeen asked Roger. "Did ye make a sale or what?" Roger asked Michaeleen. "We made a sale," Michaeleen told him. "At my selling price? The price I upheld? And because of which - my great strength in upholding and never going below - I am to get the perfect character from Mr. Enright, your father, when the time comes?" "Roger, we sold them to a tune you can sing," Michaeleen answered. And he sang out, "Fifty-five, five, for the five," like you sing "Rocky Road to Dublin." "Do you mean," Roger cried, "that you came down from my price, Master Michaeleen?" "I did, Roger, because of the tune of it. I liked the tune of it - fifty-five, five, for the five." "I have lost my perfect character! My perfect character as a one-price man!" Roger cried. Mickeen the Hump laughed outright and very loud. Laughed so people stopped and looked at him. Roger was cloudy and terribly mad; but said no more, because it was Michaeleen did it. And then when the money had gone from Michaeleen's pocket into Roger's, Michaeleen said: "Roger, there's a destiny that rules our ends! 'Tis all for the best! Yourself and Mickeen have a treat on the Beauties and life will not seem so dark." And Michaeleen gave them enough money for at least three treats.

It was long after five o'clock when we all got into the trap finally and started home. Mickeen the Hump was in great humor; but Roger was sad on account of losing his character. Michaeleen and myself were very happy because of the great day. "'Tisn't the money all, Master Michaeleen! 'Tis the perfect character I've lost that troubles me!"

And then after a while, gliding over smooth tracks, the goods' train went by north of us on its winding journey to Limerick and then to Dublin. "There go the Beauties!" Michaeleen said pensively "There they go! There they go!" Roger said after Michaeleen. And then before his eyes turned finally from the long, slender thing that crawled across the country, he mused sadly: "There they go! And there goes my perfect character! 'Tis the devil's own luck!"

The Limerick Inter Firm Season of 1986 has come to an end. Once again we have had a very successful year as a County board. From a Shannon Meat P.L.C. point of view it has been very disappointing. We did not take part in the Hurling or Football Competitions due to lack of interest. However, we did compete in the Handball championship. We were defeated by Pako at the Quarter Final stage of the Competition. We also played in an invitation event organised by Howmidica Ltd., Raheen. Kantoher Co-op beat us in the Semi-Final.

## County Championships

Even though Shannon Meat did not take part as a team in the hurling and football we had a great interest in the outcome. Some members of our staff applied to the Co. Board, seeking permission to play with McCormacks Joinery Ardagh, they were successful in their applications. Michael O'Connor and Michael Mulcahy are the two players involved. The Ardagh team won the Limerick Junior Hurling Championship Final on Monday 28th. July at Askeaton. Since then they have won the Munster Final, when their opponents were Molix of Clare. Our two representatives played a big roll in this victory. They now meet the Galway champions in the All-Ireland Semi-Final. On behalf of our club I would like to wish them the luck they deserve.

## Honours

1986 was very similar to the previous year as regards where the honours finally rested. In 1985 all the Limerick Championships were won by West Limerick teams. History almost repeated itself this year, McCormacks won the Junior Hurling, Limerick Gardaí, (Senior Football), A.A.L. Foynes, Junior Football, and Limerick Co. Council the Senior Hurling. Some people might question my decision in classing the Co. Council as a West Limerick team. The bulk of their



Michael O'Neill

team was from West Limerick. The captain of the Garda team was Pat Ives of Askeaton, they defeated Southern Chemicals in the County Final.

## Future

What lies ahead for Shannon Meat P.L.C. as regards Inter Firm G.A.A.? I must be honest and say nothing. We have players with ability but no interest. We won three championships in four years and yet this year not even a handful of people turned up to an A.G.M. What is probably needed is new blood at the helm. We should try to get organised next year. This is make your mind up time, we are in or forget about it altogether. It is sad for me to have to make these comments, but I prefer to be honest about the situation. No one person can run the show. As in previous years I would like to thank anyone who has helped the club to take part in the Inter Firm Competition. Everyone must take interest, not just the players, but their fellow workers. Management should also give encouragement to the individuals who might be interested in organising different teams, whether it is G.A.A. or some other code. We all work together so lets play together. I would like on behalf of the club to wish everyone a very Happy Christmas and a Holy New Year.



Gerard and Mary O'Connor at the Shannon Meat Staff Social Clubs' Christmas Party.



David Dalton and family at the Christmas Party on December 7th.

# CHAROLAIS FOR PROFITABLE BEEF PRODUCTION

By O. Vanlandghem, Director

Charolais cattle purchased in France by Skidoo Farm, Ballyboughal, Co. Dublin, were carefully selected from top quality animals in the Country and therefore the Charolais Breeders in Ireland can be justly proud of their Herds.

The main objectives of these importations were:

1. To improve the production of beef in this country.
2. To breed Bulls for A.I. Centres in order to make semen available to the majority of small breeders.
3. To breed Bulls for the owners of Single Suckler Cows Herds - the cross-bred Heifers being kept by the Single Suckler Owner or sold to other Single Suckler Breeders to be re-crossed to a Pure-Bred Charolais Bull.
4. To make available to the world, Charolais Bulls and Heifers of pure French origin bred in Ireland - a Country which has been free of Foot and Mouth Disease for over 45 years.

Foremost among the beef breed, the Charolais have been scientifically selected since the early 19th century. The breed's un-rivalled characteristics make it the favourite of progressive cattle breeders all over the world. As Ireland is essentially a livestock producing country, due to climatic conditions and exceptional quality Irish pastures, we are able to produce Charolais cattle equal to those in France.

## Lean Meat

It is now abundantly clear that in all countries which are potential purchasers of Irish meat, even Britain, where the consumer has become conscientious of waste fat, the high demand in beef is for high quality extra lean meat. This has been made clear by the Reports of International Experts and is confirmed daily in the prevailing created price ranges in all markets.

Our native breed does not provide meat of this quality, even the best grade Angus or Hereford animal is too fat by far for world requirements. Our best grass-fed beef cattle do not compare with early matured Charolais and Charolais-Cross beef cattle. This is

the experience of meat processors and exporters of long standing who are paying £10 per 100 kilos, over and above the prices paid for the native breed. The ban on growth promoters will even strengthen the demand for Charolais and Charolais-Cross beef. This trend has become stronger and is bound to be accelerated by the value added processing and pre-packaging and the general dislike and fear of fat, induced by weight conscientiousness and fears of heart attack.

## First Grade

If this country cannot produce first grade beef of the necessary leanness, then we must contemplate the loss of our reputation as suppliers of first grade cattle and meat, and find ourselves losing valuable trade. At a time when there is an ever increasing demand for animals of good lean conformation, the Charolais is set to play a most important role in meeting this demand and indeed is already doing so.

As a Sire, the Charolais has no equal, and mated with our native cows and their cross-bred Charolais, is producing a superior and most profitable beef carcass, to that of any other breed. The price today at the factories, assured of no grading cuts, they should pay a premium to the extent of £1.05 per lb., due to the higher yield in percentage of meat in the carcass as well as obtaining a higher percentage of prime cuts in the boning out (no trimming).

The ruling prices for Charolais-Cross cattle are as follows:

As a Calf	£250
As a Weanling	£450
As 1½ Year Old Beef	£845
As mature Beef	£900/£1,000

Any breed has calving difficulties, but this is mainly due to the Bull and Cow and also to having the cows in over-condition at calving time, but this can be overcome by using Sires and Dams of easy calving strains and reducing the feeding of the cow at calving time. Then you should have practically no calving problems, as is the case in the Skidoo Charolais Herd this year, where 136 Cows had 136 live calves.

# QUALITY INVOLVES YOU

Cleanliness is a primary customer concern, and it must be an overall concern of every member of every factory, it must be continuous and not merely be regarded as a bonus which is added now and again.

It is quite clear that hygiene does not consist of putting on a show when some inspector is due. The notion of assuring top quality consistently involves you and every one of your colleagues. Keep in mind that your factory should be an attractive place to enter and should be maintained neat and orderly at all times. Co-operation is the key to maintaining a clean factory.

Let everybody play his part in maintaining his area in a presentable fashion - we *will* all work together. Don't wait to do something as soon as you get around to it - get going now! Because you are working around food products you should know some simple facts about hygiene. Remember it is everybody's concern - Teamwork is the answer.

## COOKS CORNER



Anna Hayes

Now we're well into Winter again it's time for nice hot easy to prepare stews and casseroles.

Here is a recipe for a Beef and Mushroom Casserole. This can be prepared a day in advance, and just re-heat when required.

For 4 servings you will need:

- 4 chuck steaks 1" thick
- 1 oz. flour. Salt & Pepper.
- 8 oz. thinly sliced onions.
- 4 oz. Mushrooms.
- 1 Stew Cube.
- ¼ pint hot water.
- 1 stick celery
- 1 carrot

### METHOD:

Roll steaks in seasoned flour. Put veg. into casserole, put meat on top. Add cube dissolved in water. Pour over steaks. Cover dish with lid or foil. Cook in slow oven for 2 hours at 300°F.



Bill Daly retired from Shannon Meat last August. We wish him a long and happy retirement.



Vincent Fallon who commenced work with Shannon Meat plc as Industrial Engineer in late October. He replaces Seamus Kennedy.



Seamus Kennedy who contributed to producing this Gazette over the years has left Shannon Meat plc to take up an appointment as Assistant Personnel Manager with Kerry Co-operative plc.



The late Paddy Lynch photographed with Sean Guiry and Paddy McNamara on the occasion of the 25th. Anniversary celebrations of Shannon Meat in 1978.

# Shannon Meat

# GAZETTE



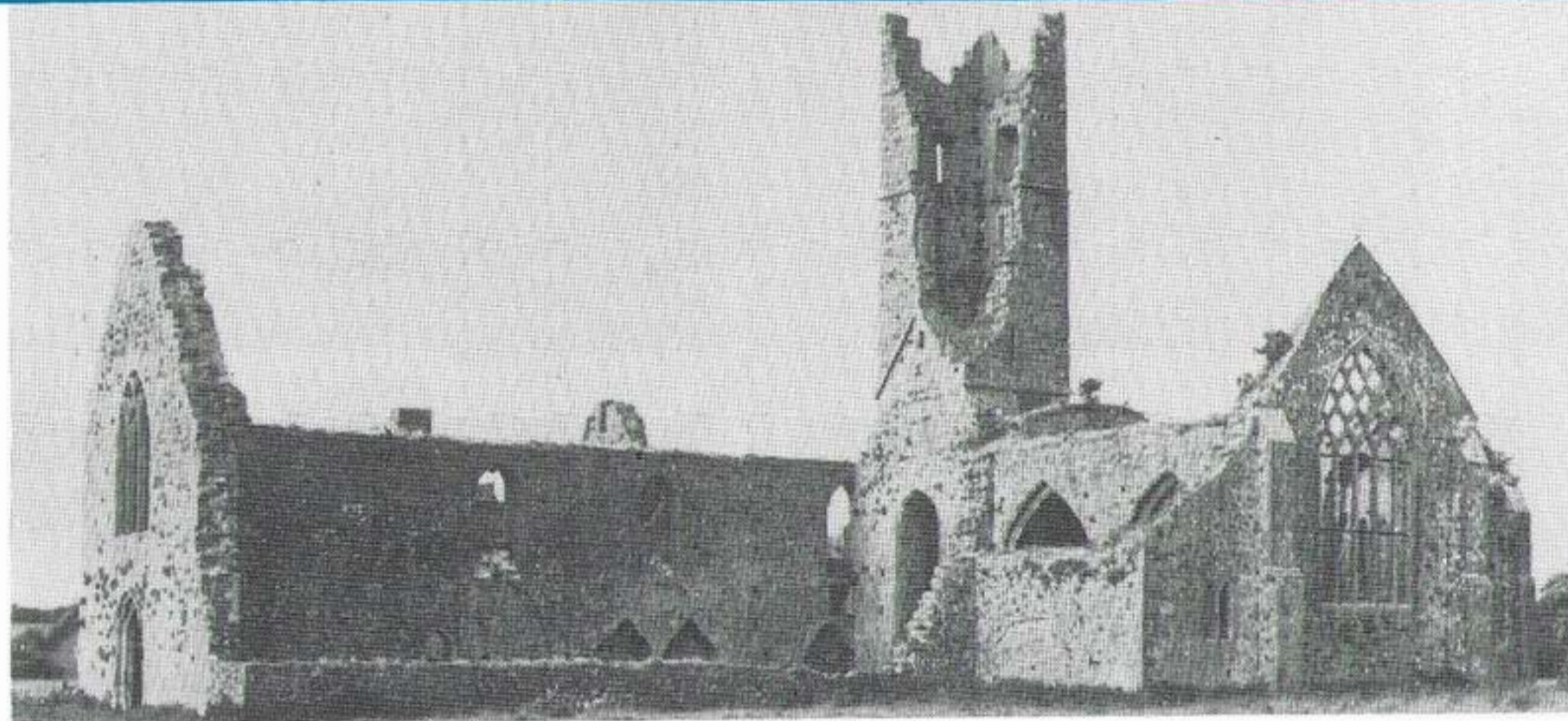
**Shannon Meat plc**

Telephone : (069)64111  
(12 Lines)

Top Prices Paid for :-

Prime Steers, Heifers,  
Cows and Bulls.

All Stock must be advised.



*Kilmallock Friary.*



**Shannon Meat plc**

Telex : 26932

Specialists in  
Deep Freeze Cutting

Large Range of  
Freezer Beef and  
Lamb Packs Available.

## CALENDAR

### 1987

### JANUARY

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

F.Q. 6th. F.M. 15th.  
L.Q. 22nd. N.M. 29th.  
Bank Holiday 1st. Epiphany 6th.

### FEBRUARY

SUN	MON	TUES	WED	THUR	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

F.Q. 5th. F.M. 13th.  
L.Q. 21st. N.M. 28th.

### MARCH

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

F.Q. 7th. F.M. 15th. Ash Wednesday 4th.  
L.Q. 22nd. N.M. 29th. St. Patrick's Day 17th.

### APRIL

### MAY

### JUNE

SUN	MON	TUES	WED	THUR	FRI	SAT

SUN	MON	TUES	WED	THUR	FRI	SAT

SUN	MON	TUES	WED	THUR	FRI	SAT

### APRIL

SUN	MON	TUES	WED	THUR	FRI	SAT

### MAY

SUN	MON	TUES	WED	THUR	FRI	SAT

### JUNE

SUN	MON	TUES	WED	THUR	FRI	SAT

### JULY

SUN	MON	TUES	WED	THUR	FRI	SAT

### AUGUST

SUN	MON	TUES	WED	THUR	FRI	SAT

### SEPTEMBER

SUN	MON	TUES	WED	THUR	FRI	SAT

### OCTOBER

SUN	MON	TUES	WED	THUR	FRI	SAT

### NOVEMBER

SUN	MON	TUES	WED	THUR	FRI	SAT

### DECEMBER

SUN	MON	TUES	WED	THUR	FRI	SAT

SHANNON MEAT GAZETTE is the Bi-Monthly Magazine Published by Shannon Meat plc., Rathkeale, Co. Limerick.