



BRIEF CASES >>

Glanbia board in China

IFA will protest at Glanbia Ballyraggett on Thursday, but most of their intended audience won't be there to see it. I hear that the board of Glanbia, as well as senior management, are currently on a fact-finding trip to China and New Zealand. Their timing couldn't be better, given the recent turmoil in that country over tainted milk.

McGuinness talks succession

I hear that Mairead McGuinness MEP is a special guest on RTÉ's *Farmweek* this Friday at 10pm (repeated Saturday at 8.30am). Among other issues, she will discuss her role in the upcoming "Women in Agriculture" conference being organised by our own *Irish Country Living*.

Geary appointed Pfizer Marketing Manager

PFIZER Animal Health has announced the appointment of Roy Geary as Marketing Manager for Ireland. He will have responsibility for devising and implementing the marketing strategy for the entire Pfizer range, covering both livestock and companion animal products. Roy has been with Pfizer for the past five years, and previously worked for Dairygold AI and Farm Services. Roy is a graduate of Agriculture from University College Dublin, and holds an MBA from University College Cork.



Roy Geary

Carty's organic bacon scoops gold again

ATHLONE-BASED Oliver Carty Ltd was awarded Best Organic Meat Product for its Organic Loin of Bacon with Crunchy Citrus Pepper Topping in the National Organic Awards on Monday (see page 18). This latest award follows the company's success at the Great Taste awards earlier this month, where it picked up two Great Taste Gold Star awards.

Already on sale in selected SuperValu and Dunnes Stores outlets in advance of a national roll-out, the company has also recently achieved listings of its products with premium British retailers such as Harrods and Whole Food Markets. The National Organic Awards are organised jointly by the Department of Agriculture, Fisheries and Food and Bord Bia, and consist of an independent judging panel evaluating the best organic products produced in Ireland.

Raphoe mart takes a stance for sheep

AS the sheep sector continues to come under severe pressure, Raphoe mart has taken action to assist their customers this week. Mart manager, Ann Harkin, cut their commission rates to the seller by 20%, and she is no longer collecting the IFA levy. This gesture was to help disheartened sheep farmers who simply cannot survive in the industry. Harkin said she was faced with no option but to take action, as they are no longer prepared to watch farmers offloading their ewes and lambs for half the current value just to pay outstanding bills.

Helicopters – here today, gone tomorrow?

THE *Dealer* hears that not everyone was happy with the helicopters continually flying overhead at the National Ploughing Championships last week. Hawk-eyed punters would have noticed that the helicopters were landing and taking off from an area that was off the main Ploughing site. This was no accident, as Executive Helicopters were forced to deal directly with the host farmer when the NPA initially turned down their request. A well-known communications officer at the Ploughing told me that the noisy helicopters had scared a lot of horses in the Ploughing fields — a true sign of the changing nature of the event. After complaints from some horse-drawn competitors, I hear Anna May is looking to put a flight exclusion zone in place for Athy 2009.