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That type of marketing originated at the time of the old fairs where farmers brought their sheep to the town and waited for someone to agree their price. Fairs like this one at Ardara have now nearly disappeared. They're also a social event where the farmers exchange news and information. The auction day at the cooperative fulfilled something of this social function, but it lacks the wider social context of the fairs traditional setting in the local town, with shops and bars and a greater mix of people.

[General banter/chatter]

The fairs that have survived are a relic of the past co-existing with modern structures. The more recently developed Cooperative on the other hand is linked to a wider economy through the markets for sheep elsewhere in Ireland and Britain and through grants from national government and the EEC.

[End of recording]