



The Fruiterers' Company NEWSLETTER



Number 81 December 2014

www.fruiterers.org.uk

The Lord Mayor's Show

At 8.30 on a Saturday morning the City is deserted. The crowds of us worker bees, who all stride to work head-down and in a rush on weekdays, are absent, leaving the feeling of a sleeping, somnolent city. On the day of the Lord Mayor's Show, it is even stranger. There is sand strewn in the streets around Mansion House and there are police and soldiers at every corner. If they weren't all cheerfully smiling and chatting it would seem like the morning after a major revolution.

As one approaches London Wall and Aldersgate Street, the atmosphere changes. There is float after float, all parked in neat order, and groups of participants gathering to get ready for the start of the parade. It is cheering to see so many Fruiterers arriving and admiring our float – and what a float it was. The truck and driver were provided by Liveryman Brian Porter. His daughter Liz designed the display while son Elliot was involved in just about everything else and acted as Float Marshal on the day. Our entry had the air of an abundant market stall; but is better described purely as artistry in fruit. At the tail of the float was the *tour de force*, a section provided by New Spitalfields Market Tenants' Association cleverly decorated with the City Arms and Poppies made out in fruit.

There is a lesson in life: If you want something to be done well and exactly on time, ask the Army to organise it. The Lord Mayor's Show is no different. We were briefed by a Lieutenant Colonel and a Major and were left in no doubt about our responsibilities and the very detailed timing of events. We were the 77th float in the parade. The suggestion from one (unnamed) Liveryman that we should bribe the driver to see if he could race the others so that we could finish first was received by a distinct lack of amusement!

At exactly 10.47 a.m. we set off and were directed to merge with the floats and bands coming down London Wall. Then we really started. The Master and Wardens headed our little procession, followed by the Clerk and the Beadle, all in gowns,



The Master with the dancers

badges and Tudor bonnets. After them came the float, flanked each side by young dancers dressed as Victorian street urchins and dancing to the beat of a drum. Then came the Liverymen, some

in gowns, and their friends and families. In total we were sixty strong. We gathered pace as we went along Gresham Street, where we doffed headwear and bowed to the Aldermen outside Guildhall. As we reached the side of the Bank of England and were in sight of Mansion House, the cheers were immense. The newly installed Lord Mayor, Alderman Alan Yarrow, smiled broadly as we, again, removed bonnets, bowlers and bowed. It was the dancers that attracted the smiles. It was not just their great skill, nor their well choreographed dancing, nor their ragamuffin costumes, it was their evident total enthusiasm and joy to be dancing along the streets that captivated the Lord Mayor and all the crowds that lined the route. Liveryman Sue Handy had promised that her dance school would put on a good show, and it certainly did.



Doff Bonnets to the Lord Mayor

DATES FOR YOUR DIARY

Mon 26 Jan	12pm St Paul's Day Service Luncheon	St Mary Abchurch Innholders' Hall
Tue 10 Feb	6.30pm City Food Lecture	Guildhall
Mon 16 Feb	Annual Banquet	Mansion House
Tue 3 Mar	Submarine Museum Visit	Gosport, Hants
Fri 20 Mar	United Guilds Service Informal Luncheon	St Paul's Cathedral Stationers' Hall
Mon 23 Mar	12.30pm Informal Carvery Luncheon	Ironmongers' Hall
Thurs 16 Apr	Honorary Assistants Dinner	Naval & Military Club
Thurs 7 May	Golf Day	Kingswood GC
Thurs 14 May	Audit Court Dinner	Trinity House
Wed 27 May	Battlefield Tour	Sedgemoor, Somerset
Thurs 28 May	Royal Bath & West Show	Shepton Mallet
Mon 8 – Sat 13 June	Fruit & Gallipoli Visits	Turkey
Wed 24 Jun	Election of Sheriffs	Guildhall



THE WORLD OF PRODUCE IS COMING TO LONDON

...more on page 15

SAVE THE DATE!
JUNE 3-5, 2015
Grosvenor House, Park Lane, London
www.londonproduceshow.co.uk

Past the Lord Mayor, we were able to start giving fruit to the crowd. Never have so many children been given so much fruit in such short a time! Past Master John Price, of Food Dudes fame, would have been proud of us, as we changed the eating habits of London in two short hours! Some Liverymen were flagging by the time that we reached the Royal Courts of Justice and we all paused for a break. They were put to shame by the dancers who had danced all the way and by Hayley Bray (daughter of Liveryman George Bray) who was our photographer and practically ran to and fro all the way in her search for interesting subjects to capture on her camera.

The pause, while the Lord Mayor pledged his allegiance to the Queen before the Justices of the High Court, allowed time for a sandwich lunch – and for a few Liverymen to find a nearby wine bar for a touch of liquid refreshment. The return, along the Thames embankment and back up into the City was no less energetic and enthusiastic – we stripped the float bare of fruit in our effort to donate it all to the crowd before the end of the parade. With the float coming to rest, we all gathered in, where else, a wine bar and, freshly revived, a number of us went to watch the splendid firework show in the late afternoon.

The Master is to be congratulated. We only enter the Lord Mayor's Show every few years; but when we do we do it in great style. He had assembled a splendid team of willing helpers and generous benefactors whom we also greatly thank. Much hard work was done and all of it was done very well.

The Company's thanks go, in addition to those named above, to the many helpers and contributors:

- Liveryman Clive Baxter: English Jazz Apples.
- Liveryman Graham Collier: Organiser in Chief.
- The Honorary Fruit Porter, Jimmy Huddart.
- Cliff Gault: Driver.
- Liveryman Chris Hutchinson and Jan Hutchinson and The New Spitalfields Market Tenants' Association.
- Apprentice Dan Jolly: Post show lunch arrangements.
- Liveryman Andy Macdonald: Pink Lady Apples and the dancers' costumes.
- Liveryman Peter McDermott and his daughter, Ellie: Trees.
- Liveryman William Pierce: The low-loader trailer.
- Liveryman John Warner: work on trailer
- Freeman Peter Thomas: Fruit for the New Spitalfields display and its decoration.
- Liveryman Michael Velasco: Citrus fruit
- The Sue Handy Dance School: Twelve talented dancers and their drummer.
- A number of generous donors from the Company, who wish to remain anonymous.

Steve Bodger



Coming down Ludgate Hill



The Fruiterers' Team

Benign Bowood

The approach to Bowood House, Calne in Wiltshire on a brilliant warm summer's morning is an experience which the writer will long remember.

The winding driveway through woods leads to a vista of manicured fields, lawns and shimmering lakes.

This was the setting for a Company visit to the garden which was awarded the prize of Garden of The Year by the joint sponsors of the annual competition, The Historic Houses Association and Christies.

Our offer of a visit and a gift of fruit trees was readily accepted by The Marquis of Lansdowne and Lady Lansdowne, who graciously greeted us in person at the door on our arrival.

David Glass, Head Gardener, and his team guided us on a tour of the gardens. Walking through lawns and the four walled gardens we witnessed delightful flowering beds, fruit trees and vegetable cultivations. The Estate's garden was originally designed by the well-known gardener and landscape architect of his day "Capability" Brown.

As is often the case with historic houses, part of the original building no longer exists but that which remains is delightful and has been completely refurbished by the family owners.

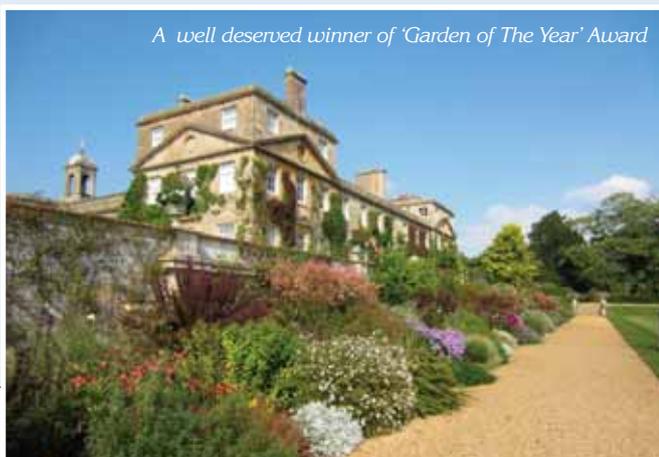
Our gift was a selection of Pear trees which are being used to re-vitalise part of the fruit garden. The Master carried out a ceremonial planting.

Lunch was taken in the Temple Gate Coffee Shop with our hosts joining us, after which we were left to our own devices to enjoy the surroundings. The Master's good fortune with the weather which has followed him during the summer did not let him down at Bowood which helped to make this a particularly memorable visit.

Piece provided by Past Master David Hohnen



Lord & Lady Lansdowne and David Glass assist with the planting



A well deserved winner of 'Garden of The Year' Award



Swathes of picturesque flowers



So much of interest to view

HONORARY ARCHIVIST

1953

Honorary Assistants

Supernumerary Members of the Court

Honorary Assistants first appointed in 1953 ... Sixty years ago

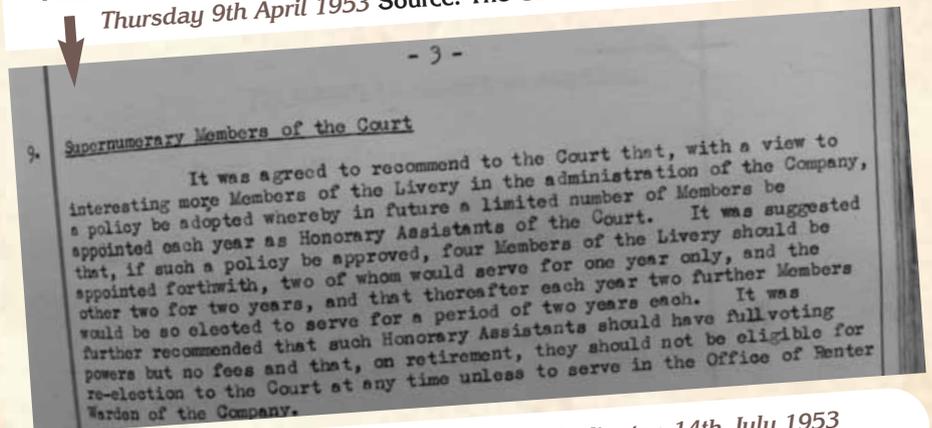
The Company's Court minute Book Records that at the Master's Committee Meeting held at 16 Old Broad Street, City of London Thursday 9th April 1953 under the heading of:-

Supernumerary Members of the Court

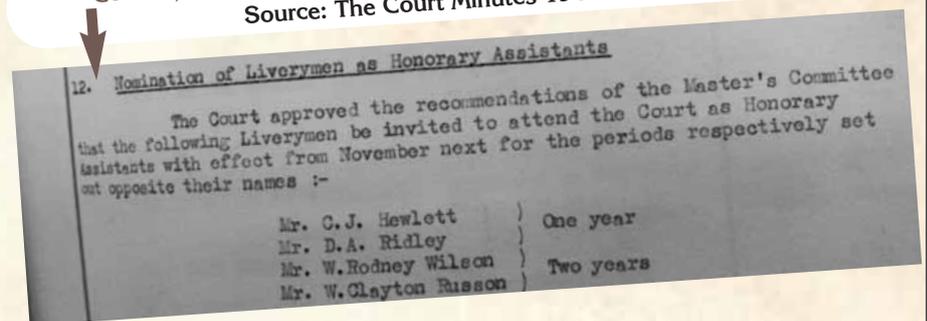
It was agreed to recommend to the Court that, with a view to interesting more Members of the Livery in the administration of the Company, a policy be adopted whereby in future a limited number of Members be appointed each year as Honorary Assistants of the Court. It was suggested that, if such a policy be approved, four Members of the Livery would be appointed forthwith, two of whom would serve for one year only, and the other two for two years, and that from then thereafter each year two further Members would be elected to serve for a period of two years each. It was further recommended that such Honorary Assistants would have full voting powers but no fees and that, on retirement, they should not be eligible for re-election to the Court at any time unless to serve in the Office of Renter Warden of the Company.

- In November 1953 the first four Honorary Assistants were appointed to the Court.
- The number was increased to six in 1964.
- And in 1969 increased from six to eight.
- It was suggested in 1970 and agreed in 1971 that Honorary Assistants might be allowed to wear some modest badge for identification purposes.
- The Role of Honorary Assistant continues to this day.

Master's Committee Meeting held at 16 Old Broad Street, City of London Thursday 9th April 1953 Source: The Court Minutes 1948-1973



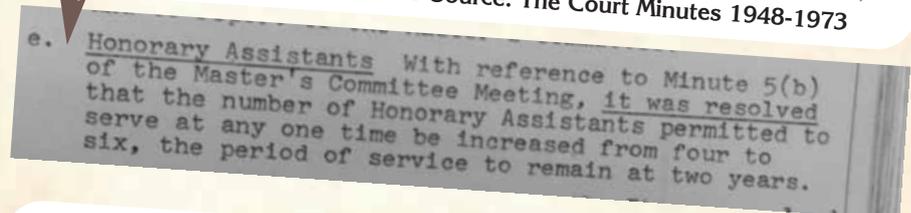
Court of Assistants Meeting held HQS Wellington 14th July 1953 Source: The Court Minutes 1948-1973



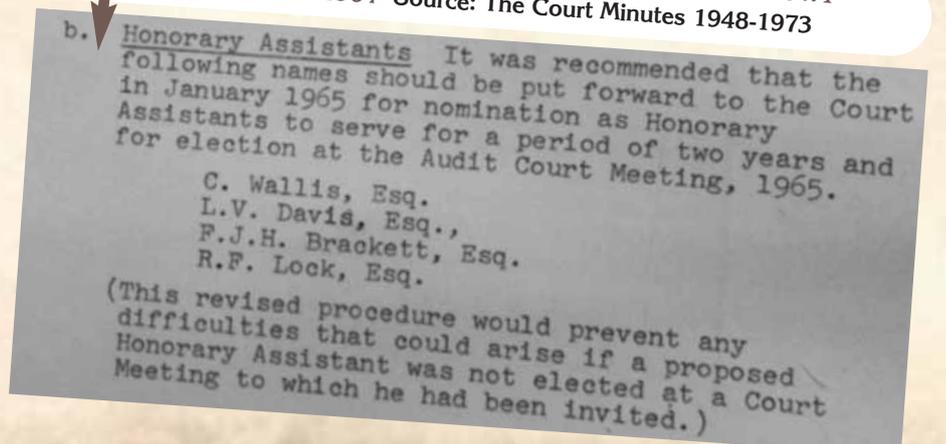
1964

Honorary Assistants Permitted to serve at one time increased from four to six

Court of Assistants Meeting held at The Royal Artillery Mess, Woolwich, London 11th November 1964 Source: The Court Minutes 1948-1973



Master's Committee Meeting held at 199 Piccadilly, London W1 2nd December 1964 Source: The Court Minutes 1948-1973



City Perspective

2015 could be a pivotal year for the UK economy. Why? Well, for a start, we will see a General Election in which there is strongly different economic thinking between the major parties. It is also an election where present opinion polls and betting suggest the outcome is still hard to predict. In addition, the year ahead should bring greater clarity about the economic outlook.

Prospects depend upon the interaction between the economic fundamentals, policy and confidence. Here it is important to look at the UK in a global context. We finish 2014 with a multi-speed global economy. The year began with a world economy resembling a UK motorway: in the fast lane the emerging economies led by China; in the middle lane picking up speed the USA and UK; then in the slow lane Europe. Now, it is more complex, more like a US highway, where there are many different lanes and it is often hard to tell the speed that cars are travelling at in any of them.

Take the world economy. Across emerging economies, China is slowing down, India after its recent election looks set to pick up speed, meanwhile Brazil as we saw from coverage during the World Cup faces widespread inequality and is close to recession, while Russia is in a geopolitical and financial crisis. Meanwhile, the euro zone appears to have moved from the slow lane to the hard shoulder, in need of emergency help. Yet, the US and UK, having seen their economies move from first to second gear, could now pick up further speed. But can they?

As a large open economy with a major financial sector it is imperative the UK keeps a close eye on the rest of the world. Despite the differing picture seen across emerging economies, the likelihood is that as a group they will grow solidly enough. China is key, as its leaders try to manage the economy to a slower but more sustainable pace of growth around 7%. In all likelihood, they won't be able to precisely control the speed as much as they would like, so don't be surprised if there are setbacks there, but like one of those formula one racing cars the mechanics always seem able to correct things and keep the car on the road, going at a solid pace.

It is Europe that is the worry. The euro zone is a fundamentally flawed concept and policymakers continue to seek ways to keep it on the road, such as banking union and other unifying measures. But, as in recent years, the shock absorber will be the European Central Bank. It will have to keep interest rates low, and create more money.

Against this background, both the US and UK may be hesitant to increase their interest rates, even though both the US and UK economies are recovering. Yet, it would not be a surprise

if in the second half of 2015 interest rates in both countries rose marginally, but that is still far from certain. The fear of contagion from Europe and worries that not everyone can cope with even a small increase in interest rates means the Bank of England needs to tread carefully.

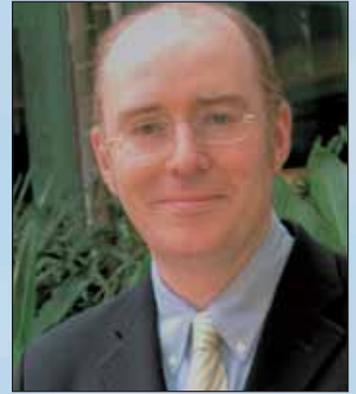
The good news as we enter 2015 is the recent fall in oil prices. Admittedly this often helps the US more than the UK economy, but lower oil prices should be seen as a positive, putting more fuel into the world economy.

The impact of falling oil prices is heavily influenced by the cause of lower oil prices. If global oil prices fall because of weaker global demand that is not always a good sign; it indicates a sluggish global economy. In contrast, if oil prices fall because supply of oil is high that tends to help the world economy. So what is it? Well a bit of both is the answer. Demand for oil is still rising but not as much as it was before, while oil supply is high, largely because OPEC oil producers have increased production and in response Saudi Arabia has decided it is not going to reduce its supply. The result: falling oil prices. Not good news for producers of shale gas in America or for the likes of Russia, Venezuela and even some of the Middle East oil producers who have become used to high oil prices. But it is good news for people and firms in the US and in the UK. It means low inflation and more spending power.

With UK employment at an all-time high, one key issue to focus on will be wages. There are large numbers in part-time work or on zero hour contracts, yet there are signs that wages are rising. This is good news, both for spending and confidence. And if confidence picks up, then hopefully we will see the recent increase in investment by firms being sustained.

The net result is that the combination of uncertainty over the General Election, the euro zone and Bank of England policy makes 2015 a hard year to predict. But, after solid growth above 3% in 2014 the UK should still be able to grow around 2.5% in the year ahead. Let's hope politicians or policymakers don't put the foot on the brake too soon, and instead people and firms press the economic accelerator.

Dr Gerard Lyons is a Liveryman and Chief Economic Advisor to Boris Johnson, Mayor of London.



View from Overseas



Russia's Import Ban – The Last Thing We Need ?

In August 2014, Russia placed a ban on the import of all fruit, vegetables, meat, fish, milk and dairy products, from the US, EU, Australia, Canada and Norway, in response to the economic sanctions placed by the West on Russia as result of recent developments in the Ukraine. Two months on, we investigated what impact it might actually have on UK fruit suppliers, and any other long term changes this might cause.

First of all, how surprised should we be that Russia has put this ban in place? Over the past few years, Rosselkhozadzor, the Russia Veterinary Service, has put in place countless import restrictions on a wide range of food products. Prior to the current sanctions, Moldova and Poland were prohibited from exporting fruit to Russia. Spain has also been on the receiving end of Russian restrictions a few years ago after the e-coli crisis and going back over time, Russia has banned imports of US poultry – the so called “Bush Legs” incident. It’s what the Russians do. If this was an Olympic Sport Russia would win gold, silver and bronze.

UK fresh fruit exports to Russia are minimal and so the direct impact on the UK industry is probably limited. However, it begins to get more complicated when we take into account the wider impact of the Russian embargo. In 2012, the EU supplied Russia with 60% of its apples (some 700,000 tonnes in all), 30% of its capsicums (around 40,000 tonnes), 25% of their carrots (some 48,000 tonnes) and 20% of tomatoes (some 150,000 tonnes) as well as around 30,000 tonnes of oranges. That’s a lot of produce by any standards.

The impact of the ban now means that this produce, previously destined for Russia, is looking for a new market, with the result of this, being the dreaded combination of oversupply and downward pressure in the global market. And this will definitely impact on the fate of UK growers. This is evidenced in the FAO Food Price Index, which has dropped from 204 points in July, to 191 points in September.

Whilst a negative impact is starting to be felt by many international suppliers,

there are still some opportunities to be had. This is especially the case for produce like bananas, where impact of the ban is virtually nil. Russia imports about 1 million tonnes per annum of bananas, all supplied by the likes of Ecuador, Colombia and the Philippines. Ask them about the impact of a Russian ban and they are likely to say “what ban is that then?”

And Turkey, already a key supplier to Russia for its own produce has become a regional hub for others importing and exporting food to Russia.

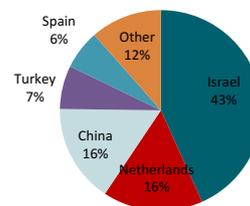
The reality is though, that this ban placed by Russia, is not really a benefit for anyone, including Russia. Whilst the ban is possibly good news for Russia’s domestic producers, who are already struggling to keep pace with demand, this has come at a cost to the consumer. With initial plans to use South America and New Zealand as replacement suppliers, the truth is that this is taking longer to happen. In the short term, Russia is witnessing a shortage of some products, and a rise in food prices, with St Petersburg reporting a 10% increase in the last few weeks alone. The price of apples from China into Russia has increased by a third since the ban has been put in place, with some meat products also up by 26% and fish by some 40%.

In the short and long term, Russia will have to form new trade relationships. This may have a lasting impact when these sanctions are removed, and it will not be totally straight forward for Dutch, Spanish, French and Italian suppliers, in particular, to recommence exports as before. It is not just those sanctioned countries that are feeling the negative impact. Russia’s economy is not in a secure place, with a GDP growth forecast for 2014 of just 0.5% and the World Bank describing the country’s economic situation as near stagnation.

The impact of Russia’s decis-

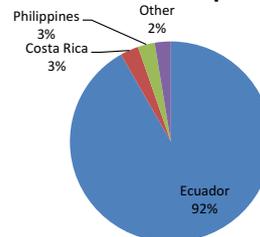
ion is further hindering the global economy, which at the current time is battling a number of large issues. China’s economy is going through difficult times at the moment, growing at its slowest pace since the financial crisis. Africa is struggling with Ebola. There is also still widespread economic concern in the EU. Then to round this all off, the conflicts in the Middle East are adding extra strain to the economies of those countries involved in this. In conclusion, the direct impact on UK fruit and vegetable exports of the Russian sanctions are limited. There are, however, many and much more important wider knock-on effects. The remaining ten months of these sanctions will make it hard for many countries, not just those included in the ban, but also on Russia itself. In conclusion: a Russian import ban is the last thing we need.

Russian Capsicum Imports, 2012



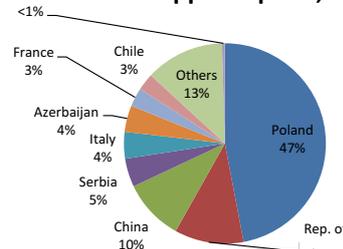
Source: UNComtrade

Russian Banana Imports, 2012



Source: UNComtrade

Russian Apple Imports, 2012



Source: UNComtrade

FROM ORCHARD TO MARKET

TOP FRUIT NEWS

Russia's ban on horticultural produce grown in the EU, which was implemented at the beginning of August, has been the major issue occupying the industry over the last three months. To assist the sector the Commission introduced a withdrawal scheme whereby member states who have established export trade to the Soviets were given preferential treatment over those that have not. The UK's quota was 3,000 tonnes but DEFRA chose not to proceed with the application for a variety of reasons. Principal amongst these were the fact that the department was concerned about the resources required to monitor activities and the fear that if they got it wrong they could be fined. Countries that have come to rely heavily on exports to Russia such as Poland responded quickly and acquired what support they could to assist in defraying their losses.



English Gala - a record crop

Juicing Demand has dropped dramatically

The net effect of the ban and hangovers of both northern and southern hemisphere stocks of top fruit at the commencement of the new European season, has been a detrimental effect on prices. This has been more evident on the mainland than here in the UK. Juicing demand, which is an alternative avenue for fresh top fruit in difficult market situations, has dropped dramatically. Pears have suffered very badly and certain countries are struggling to move their stocks. The culinary apple market has also suffered.



Volumes of New Varieties are a little disappointing

UK rate of sale on fresh apples and pears on the domestic market has however been encouraging since the commencement of the campaign. Multiples have been very supportive of English apples even though they have been paying more than they would have to for continental supplies. The hope for the months ahead is that there will be a

recovery of prices generally. Growers in those countries that have been awash with fruit where their markets have been flooded with imports, may be tempted to grub. But in this country there are no such intentions amongst the growing fraternity. Diminished returns may influence the ability to be able to reinvest in certain capital projects but acreage is not forecast to shrink.

Our total dessert crop of apples is put 11.5% higher this year than in 2013 and fruit that would not make Class I standards has, in most cases, been left on the trees. Bramley production has also risen by nearly 28% on a year ago while Pears show a 6% increase. Grade outs are forecast to be good on virtually all varieties. Table 1 shows the tonnages of the most important top fruit categories.

Table 1. 2014 Production of English Top Fruit by Category

Category	Tonnes '000s	+/- 2013 %
Cox	25	-14
Gala	51.5	+29
Braeburn	25.5	+27
New Varieties	13.7	+8.7
Pears	24.5	+6

Gala and Braeburn are both at record levels as far as UK tonnages are

concerned. It is felt that there is still room for expansion on the former but a degree of circumspection needs to be applied to the latter as the variety is sold principally in only two markets – the UK and Germany. Production of Cox continues to decline which is in line with demand and does not create embarrassment. There are beneficial spin offs in that as the season progresses there will be less need to call on resources to promote the variety. At 13.7k tonnes the new varieties are a shade disappointing but this is viewed as a glitch in an ongoing increase in production.

Fresh sales to the formal trade are ahead of 2013 by over 52% after a three week earlier start. This reflects the strong support shown by the multiples and the effects of a strong PR Campaign which has used a broad spectrum of media and social media to get the message across to the consuming public. When the Newsletter interviewed EAP in

mid-November 33.7% of the Class I Cox crop had been sold which was well up to speed. Growers are pulling out all of the stops to ensure that high quality standards are maintained. 20% of the Gala season had elapsed with 23.5% of the crop having been sold. Braeburn marketing had yet to commence. Bramley was put at 26% ahead when compared with 2013, reflecting the larger crop and accelerated tempo of the market. Growers are drawing some comfort from these figures following pessimistic forecasts of processing demand and the depressed juicing requirements. As predicted in previous reports it appears as if the damage that was created by shortage of product in the previous seasons has stifled enthusiasm in the processing sector to promote. Available evidence appears to suggest that apple pie consumption trends have shifted. Family sized units are declining in popularity with individual sized pies becoming the preferred purchase.



English pear crop - up on last year

VIEW FROM THE HIGH STREET

In a year when the weather has been ideal for growing a number of crops it was with interest that the Newsletter contacted our regular correspondent, David Bryant, to ask how he perceived the last four months for produce in the High Street.

From his perspective he believed the markets were oversupplied, with virtually every type of fruit and vegetable being available in abundance and from a range of locations. The only product that was in short supply when he was contacted at the end of November was seedless grapes. He was stocking the first arrivals of Peruvian and old season US which was a stopgap until South African and Chilean come on stream in December.

Apples, which form an important part of his fruit turnover, had been available from both hemispheres over the period. Prices have been very reasonable so that recently he has been able to go out at 60p/pd for every variety. One new feature has been the availability of certain English apples of mixed sizes in loose format. This allows the customer to select their preferences. As always he was complimentary about the way that English producers have overcome their problems and are now offering good quality apples over a much longer period of time. He has seen his apple turnover increase by 20%. On the pear front English Conference, Comice and Italian Williams were the principal offers.

The fresh produce industry has historically always gone into the doldrums between the middle of October up to the revival for Christmas and 2014 has been no exception. "We are selling as much as always but with the volumes that are available at low prices one would like to move more".

Evidently the hangover of old season stocks of fruit from Europe and countries below the Equator collided with the new season production from the EU. This resulted in prices being depressed for a long period of time. South African Valencia oranges are still available in good supply

and of good quality but are competing with new season Spanish Navels in the market. "This has given us the opportunity to pass on the benefits of lower prices to our customers". "We are retailing size 48s at 4 for £1 and 8 smaller sizes for the same money" he reveals.

English Strawberries and Raspberries have been available for a long period of time and it was only at commencement of December that he was stocking Egyptian strawberries as domestic supplies became exhausted. "Blueberries are available from everywhere and are selling steadily".



Holly wreaths as Yuletide approaches

On the garden plant side David made some interesting points. "Customers are short on time and money these days and consequently don't have so much time for the garden". This is reflected in the type of plants that are being purchased; preferences are being shown to those that will last and need least attention such as geraniums. In the area where our retailer operates there appears to have been a decline in the interest for allotments for the same reasons.

Our conversation inevitably drifted to the multiple retailers and the latest developments in that sector. Tesco's £263m overstatement on profit forecasts and the impending shareholder litigation to seek redress for loss of asset value was top of the list. It was interesting to reflect on the comments made by a senior Kantar World Panel representative at a recent presentation. His thoughts were that what this country's retailers are experiencing is likely

to have long lasting consequences. In the 52 weeks to November 9 Aldi grew its grocery sales by 31% year-on-year, Lidl by 19%, Waitrose by 5% and M&S by 5% on foodstuffs. The stats on which Kantar are advancing their views point to the 'big four' losing sales. Tesco has seen Aldi & Lidl wipe around £320m off its till roll in the last twelve months. The discounters have increased footfall and have convinced their customers to spend more. It was reported that only 20% of Aldi's customers do their main shop with the retailer while more than 60% would be the figure for Tesco. It was stated that more than 90% of the population will have shopped at Tesco this year. Britain's biggest may have to accept it is a 25% retailer rather than having 30% market share. The discount and premium ends of the market were reported to be putting a squeeze on the middle and there is no evidence to suggest that this will change soon. When fresh produce is considered Aldi have advanced 27% over the considered time period and Lidl by 44%.

As Christmas approaches David is preparing his shop accordingly but suggests that attitudes are changing. Shelled, bagged nuts are increasing in popularity and the demand for chestnuts, even amongst those with open fires, has dropped. In the past he may have bought four or more 50lb sacks of American Walnuts (well over £100 per sack) but this year he was reviewing the situation. Seasonal wreaths and trees are stocked and still sell well.

He concludes by saying that "the same formula for success exists in this business as it did at the beginning. Offer the best quality available at the most attractive price with the best service and hopefully you can't go wrong".

Piece prepared after conversation with David Bryant, proprietor of The Fruit Market.

In trouble with the City, shareholders and losing market share



Master's Refl



Fruiterers at the Goring Hotel



*Worshipful Company of Farmers' Harvest
Festival Service*

August is generally a quiet month when it comes to Livery functions. But the tempo picks up in September and started with a visit to Hatfield House on the first day of the month. Responding to a very kind invitation from the Marchioness of Salisbury, Patron of the Institute of Horticulture, I attended a Garden Party to celebrate their grant of a Royal Charter. In the stunning Marble Hall, amid much applause, Lady Salisbury unveiled the Royal Charter and announced the first six ever Chartered Horticulturists. She presented those present with their certificates. Following speeches, the two hundred or so guests were invited to take afternoon tea in the Armoury prior to visiting the beautiful gardens that surround the house.

The annual New Liveryman's Dinner was held in early September and was again a resounding success. The event fulfilled its purpose of allowing newcomers to get to know each other and at the same time meet the Master and several Past Masters under less formal circumstances. The occasion sparked conversation in a very convivial environment.

Wednesday 10th September dawned a glorious day and proved perfect for sixty four members and friends of the Company to travel to Calne, Wiltshire. We were there to visit Bowood House and Gardens, the home of the Marquis and Marchioness of Lansdowne and recipient of the 2014 Christies Historical Houses Association, Garden of the Year Award. (See Page 2).

One of the Fruiterers' important goals is to

support and promote the City of London and there was no finer opportunity to do so than on Open House Day which this year fell on Saturday 20th September. The venue was St Mary Abchurch, where for decades The Worshipful Company of Fruiterers have held their Installation Service on St Paul's Day. During this very interesting and enjoyable day we were accompanied by members of the Friends of the City Churches. Past Master Will Sibley and I were on duty during the morning being replaced by Liverymen Professor Eve Mitleton-Kelly and Dr Theresa Huxley for the afternoon. We welcomed visitors from home and abroad to this most beautiful of Wren churches.

In recent years, the two dates that have appeared in both the Fruiterers' and Poulterers' diaries have been the City Food Lecture and the Pancake Race. But in 2014 there was a third. This was Tuesday 23rd September and the venue was the magnificent Armourers' Hall on the occasion of the Poulterers' Michaelmas Court Luncheon. 'Grouse' was the main course and delicious it was!

It's never too early to plan ahead and Thursday 25th September saw, under the joint Chairmanship of Alderman Neil Redcliffe and his wife Emma, the first meeting of the British Red Cross Christmas Market 2015 Committee. Following the Fruiterers' most successful joint venture with Spitalfields Market in 2013, the same is planned for next year. When initially approached for permission to plant a tree in the Goring Hotel's Garden,

Hatfield House & Gardens



ections

“The need for collaboration amongst growers to keep the industry ahead of the game was stressed!”



Fruiterers' Remembrance Cross amongst others at St Paul's Cathedral

which is a tiny oasis in the centre of London, Mr Jeremy Goring responded with an enthusiastic “yes”! He expressed a wish that a variety of apple tree be chosen from the era that the hotel opened, (See Page 11).

An early start the next morning, Sunday 28th October took me to the Three Counties Showground, Worcestershire for the Malvern Autumn Show. Of the many visitors to the Fruiterers stand, ably manned by Liverymen Drs Graham & Rosemary Collier, was Fruiterers' Nuffield Scholar Alison Capper with her husband Mark. For further information on becoming a Fruiterers' Nuffield Scholar please contact Graham who as Chairman of the Awards Council will be delighted to assist with your enquiries.

Liverymen of the Worshipful Company of Fruiterers were among the many present at Guildhall on Monday 29th September 'The feast of Michaelmas' to elect Alderman Alan Colin Drake Yarrow as Lord Mayor for the ensuing year. The Fruiterers' support for the new Lord Mayor was seen on Saturday 8th November when our magnificent float participated in the Lord Mayor's Show, (See Pages 1 & 2)

Due to planned major works at the Butchers' Hall and neighbouring buildings the ever popular Carvery Luncheon that precedes subcommittee meetings was the last for some time to come. However, all is not lost, as we look forward to future similar events being served at the Ironmongers' Hall.

October witnessed some exceptionally busy days. On 14th accompanied by the Clerk, I attended, by invitation, the Master Farmer's Installation service at St Bartholomew the

Great. This was followed by lunch in nearby Haberdashers' Hall and gave me the opportunity to meet the new incumbent, Tony Alston. The day continued with a visit to St Martin-in-the-Fields for the Farmers Club annual Harvest Festival Service and then straight on to the Farmers Club for their traditional Harvest Supper.

The National Fruit Show is held at the Kent Showground, Detling. It is an extremely important event in the Fruiterers' year, where for two days the 'Who's Who' of the fruit industry gathers. Some of the finest fruit grown in the UK can be seen alongside the latest mechanical and technological advancements within the trade. The Fruiterers' stand was an extremely popular place to meet old and new friends, (See page 13).

The 29th October saw the Fruiterers at The Mansion House for the Presentation of Fruit to the Lord Mayor, (See Page 12).

The following afternoon it was back to Mansion House for an 'At Home' with the Lord Mayor's Consort, Mr Nicholas Woolf. This most enjoyable event was attended by the Lord Mayor, numerous Masters from other Companies and officials from the City of London Corporation.

On Monday 3rd November the Clerk and I joined the Lord Mayor, the Dean of St Paul's together with other officials from the City of London for the opening of a Royal British Legion Garden of Remembrance. This was located in the North Churchyard of St Paul's Cathedral, where it was my privilege to plant a cross on behalf of the Company.

During what was an incredibly busy time for Vice Admiral Peter Wilkinson, National President of the Royal British Legion, we were extremely grateful that he was able to accept an invitation to attend the Master and



Allison Capper presents her paper

Wardens Dinner as our guest speaker, (See Page 13).

On Saturday 8th November I was immensely proud to lead the Fruiterers' float in this year's Lord Mayor's Show. I am most grateful to fellow Liverymen and their families for their enormous support on what was a truly memorable day! The float gave a great deal of pleasure to all those who worked on it, to the people who walked and danced with it and to the crowds who came to see the Lord Mayor's Show, (See Pages 1 & 2).

Two days later I returned to Kent, to Teynham, where I presented magnificent trophies to the category winners in the 2014 National Cherry and Soft Fruit Show. Many of the recipients were Liverymen of the Fruiterers' Company.



Graham Collier answers a question posed at the Malvern Show

The very next evening, by kind invitation of the Gardeners' Company, I was present for their Autumn Court Dinner at Drapers' Hall. On this most convivial occasion the Master Gardener, Stephen Bernhard, presented prizes to the students of various gardens and colleges supported by his Company.

Since 2006 the Worshipful Company of Fruiterers has maintained a strong link with Nuffield Farming Scholarships Trust. At this year's conference held at Ashford, it was our most recent student, Ali Capper of Stocks Farm, Suckley, Worcestershire, who was the first to speak. During her presentation she spoke enthusiastically about the possibilities of future hop exports as well as the already established business. The need for collaboration amongst growers to keep the UK industry ahead of the game was stressed!

Soft and Stone Fruit

BERRIES and CURRANTS

Following a pretty dismal year for growers the industry was hoping for better in 2014 and it wasn't disappointed. Weather conditions throughout the UK have been almost ideal for soft and stone fruits generally. Yields on most products were "reasonably good" the only set back being one very hot spell that affected the south of the country, where reduced flowering was noted on some plants.

The **Strawberry** season commenced in March some seven weeks earlier than 2013 and some growers are anticipating supplies being available into December. British Summer Fruits, the trade body that represents virtually all of the berry fruits sold to the British multiples is claiming a 38 week season. Twenty five years ago the season lasted six weeks with domestic production accounting for only 10% of supplies. Now that figure is put at 98%. It should be remembered that during the 'shoulders' of the season most of the strawberries will be grown in polytunnels. Certainly the season was earlier this year and has been described as "more normal" with respect to weekly production trends. Scottish supplies peaked at the end of June. There was one wet week in August when a dip occurred in marketable quantities, but that was short lived and production bounced back quickly. As has been reported in this feature over the last few editions there is an accelerated move by the industry to the 'preferred' varieties. These are the sweeter types that are favoured by consumers. Those growers that have the newer cultivars are generally planting more while those that don't are remaining at the same level or reducing. When the final statistics are available it is forecast that the volume produced in the UK during the current year will be in the order of 70,000 tonnes, which has remained static for a number of seasons.

Raspberry production in the UK, like strawberries, has changed. With this fruit the preferred varieties have gained momentum. New types offer yield and flavour, factors appreciated by growers and consumers alike. 'Older' varieties are losing favour. With the new arsenal of products raspberry growers have been able to take their business forward. Penetration has increased and volumes during 2014 have risen by over 10% on the previous year. Some of the larger marketing groups are focusing exclusively on the new, popular varieties. Returns on raspberries are up on 2013 but so are production costs. With increasing tonnages the industry may be looking to larger pack weights in the future.

It has been a very good year year for **Blackberry** production with yields up and prices stable. British consumers do not perceive blackberries as being sweet and as a consequence older varieties such as Loch Ness continue to be acceptable. Demand is buoyant and blackberries tonnages are rising. The season started earlier and British Summer Fruits are forecasting a pack out of over 2,000 tonnes for cultivated fruit. This exceeds 2013 by over 80%.

The **Blueberry** season has been a bit more difficult as far as domestic supplies are concerned. UK consumers do not view British blueberries as a premium product when compared to competitive supplies that are available at the same time. These are principally emanating from Poland where production costs are lower and hence retail prices can be more attractive. On a more positive note yields in this country have been higher this year and the final figure could be well over 2,000 tonnes for the first time. This is the result of favourable growing conditions linked to bushes maturing and giving

more fruit. Blueberry production in the UK is still in its relative infancy and must be viewed as a long term project. Penetration is put at 36% which means that there is a long way to go.

Piece prepared following a telephone conversation with Dave Ashton, Procurement Director, Berry World



A very good year for raspberries



Cultivated UK blackberries at new high



With polytunnels a 38 week season this year

WINTER CITRUS

My new book has just been published and this is a little taster, it's just the thing to have for tea on a chilly day. The Seville oranges will soon be on sale for the marmalade making season!

It's the time of year for marmalade and marmalade is something I love and religiously make every January when the Seville oranges come into season. So much so, I have written a book about it. If you want to try your hand at a batch, seek out *Marmalade: A Bittersweet Cookbook* (Salt-yard Books). Or, if you just want the flavour, try this quick and easy cake, it might just give you the marmalade bug.

Cardamom, pistachio and marmalade drizzle loaf

1. Preheat the oven to 170°C/fan 150°C/gas 3 and prepare a 19 x 9 x 7cm loaf tin – butter the inside and line the base with non-stick baking paper, or use a non-stick loaf liner.
2. Crush the seeds from 8 cardamom pods in a pestle and mortar. Whiz 100g pistachios in a processor or blender until very finely chopped. Then add both to a bowl with 150g soft butter, 125g caster sugar, 3 large eggs, 100g self-raising flour, 1 tsp baking powder, 2 tbsp marmalade, 2 tsp orange blossom water and a pinch of salt - whisk together using an electric hand whisk until combined. Roughly another 100g pistachios and stir them into the cake mix.
3. Tip the mixture into the prepared tin and bake for 1 hour to 1 hour 15 minutes, covering the top of the loaf with foil halfway through to prevent it over-browning.
4. For the drizzle, gently heat 3 tbsp marmalade, then combine with juice of a lemon, 50g caster sugar and 1 tsp orange flower water in a bowl and spoon on top of the warm loaf. Leave to cool in the tin, and serve cut in slices. Serves 10-12

Recipe taken from Marmalade: A Bittersweet Cookbook by Sarah Randell (Saltyard Books)

Goring Hotel Tree Planting

Can there possibly be a better way to spend a Saturday – drinks in the garden of the Goring Hotel, enjoying the warm early autumn sunshine, chatting with the eighty or so fellow Fruiterers and then a sumptuous lunch in the dining room?

It was an inspired choice by the Master to hold a tree planting at The Goring. It is a veritable jewel of a hotel, some would say the best in London, and, of course the Master is well known there. He told us that he has dined there over a thousand times, and what a place it is to dine. It is known as one of the best tables in town. At their centenary celebration a few years ago, the guests included some very special customers: Her Majesty the Queen, Lady Thatcher and ... a certain Peter Cooper! The Goring shot to popular fame when the family of the Duchess of Cambridge stayed there before her wedding to Prince William; but this was not an unusual



The Goring Hotel

situation. The hotel acts as an overflow for guests at State Banquets. Perhaps the most charming such occasion in recent years was during the visit of Pope Benedict when the whole hotel was filled with Cardinals and Bishops.

We were welcomed by Stuart Geddes, the hotel's General Manager and after drinks the Master planted a Chivers Delight apple tree, chosen because the variety dates from 1912, two years after the founding of the Goring. The tree was very generously sourced and provided by Past Master Will Sibley. It was pleasing to see how the Master's dexterity with the spade has improved over the year! Lunch was splendid, of course. We were privileged that the hotel dedicated the whole dining room to us and the choice of menu was exceptionally good.

The whole day belied the epithet that used to be applied: "the boring Goring". Why boring? In pre-war days, as one of the very few London hotels to have central heating and bathrooms in every room, it was particularly favoured by American visitors. However, it paid no commission to travel agents; so, when a client insisted that they stayed there, the travel agent would shrug and refer to it as the boring Goring.

The day finished with a game of rather unrefined croquet in the garden. The high-spirited competition was fuelled by champagne, kindly provided by the



An emerald Oasis in a city landscape

Master, that flowed so fast that it seemed to be on tap. It was very good to see that not all Fruiterers are perfectly behaved at all times. Boring, it was not!

*Piece provided by
Past Master Steve Bodger*



The Master & Stuart Geddes plant the tree

Inter Livery match for Fan Makers Cup

Held at Royal Blackheath Golf Club,
Tuesday 7th October 2014

4 Livery teams contested the day:

Actuaries Bill Hudson, Peter and Rosemary Derby and Peter Felton

Carmen Paul Britt, Peter Aves, Walter Gill and Stephen Pawson

Fan Makers Mark Saville, Patrick King, Master Doug Classy and Ken Burrage

Fruiterers Brendon Conry, David Bolger, Andrew Poulton and Ian Waller

- Carmen won with best 3 from 4 scores of 101
- Fruiterers 89 with Actuaries and Fan Makers both 86
- Best Individual; Peter Aves with 38 points



*Carmen win the Fan Makers' Cup Inter Livery
Golf Day Blackheath 2014*



Fan Maker Doug Clasby presents the Cup to the winning Carmen. Peter Aves, Paul Britt, Stephen Pawson and Walter Gill 2014

- Longest drive; Patrick King
- Nearest the Pin; Bill Hudson

Everyone was pleased to play at RBGC and the lunch was excellent. We agreed

to return in 2015 and Tuesday 6th October has already been booked.

Presentation of Fruit to Lord Mayor

It is always a privilege and pleasure to be at the Mansion House for the annual Presentation of Fruit to The Lord Mayor. The Fruiterers are one of a very small number of Companies that through historic reasoning are allowed to participate in such ceremony. Fiona Woolf, whose official residence we were in, made us

most welcome and entered into the spirit of the occasion with enthusiasm and interest. Our Honorary Fruit Porter Jimmy Huddart made the announcement and following speeches from our Master and the Lord Mayor a Loving Cup was drunk. Once the formalities had been completed the occasion was celebrated with a glass

of bubbly before Fruiterers withdrew to the City Livery Club for lunch. In connection with this event funds are raised for the Company's fruit gifting programme which, under the direction of Past Master Ivor Robins, provides monthly deliveries of fresh fruit to hospices, hostels and refuges in and around the City of London.



Our Master, Wardens, Beadle and Honorary Fruit Porter prepare for the Ceremony



The Lord Mayor & Master with presentation



The Lord Mayor drinks a Loving Cup with the Master

New Freemen, Liverymen and Apprentice at the November Court

NEW FREEMEN BY REDEMPTION

John Charles Hodges
Henrietta Louise Naish
Peter Robert Thomas

NEW FREEMAN

(Honoris Causa)
Dr Michael Geoffrey Solomon

NEW LIVERYMEN (CLOTHED)

Sarah Elizabeth Calcutt
Nicholas David Dunn
Stephen Frank Meineck
Ian Stuart Mitchell
Rohan Michael Moorthy
John Bourne Shropshire
Ian Harvey Stephenson

NEW APPRENTICE

Benjamin George Olins



Spitalfields Market

Spitalfields Market recently donated to a local children's hospice, 'Richard House' in Beckton. A stone was placed in the unit's 'Path of Life'. The Market was

also present at the National Fruit Show with their Stand. In co-operation with the Fruiterers' a mini float was hitched to the back of the main trailer in the Lord

Mayor's Show. Liveryman Chris Hutchinson walked in the parade as did his wife Jan – but she was dressed as a 'Pink Lady' apple!



Jan Hutchinson (r) and Caroline Cassells (l) with Master Fred Hargreaves



Spitalfields display in Lord Mayor's Show

Master and Wardens' Dinner

On a dark, damp November evening the lights from Barber-Surgeons' illuminated Monkwell Square and beckoned Fruiterers to the reassuring homeliness of this familiar Hall. Through the polished windows one could see the Master presiding over the Court prior to the commencement of the main proceedings.

With less than a week to Armistice Day it was very appropriate that the principal guest was Vice Admiral Peter Wilkinson, CB, CVO, National President of The Royal British Legion. We were also fortunate to have at table Past Sheriffs Alderman Sir Paul Judge and Robert Waddingham, CBE. Adding extra grace to the company were Master of the Barbers' with his Clerk, Master Gardener and Master Poulter.

Winner of the Fruiterers' Management Award for 2014, John Berry of Haygrove, Ledbury, was presented with his medal by the Master. Mr Berry has been outstanding in his imaginative development of plastic tunnels for the cultivation of strawberries, cane fruits and other crops.

During his address, our Master welcomed the distinguished guests highlighting the co-operation and relationships that the Fruiterers enjoy with those represented at the dinner. He referred to the Company's presence in the Lord Mayor's show on the 8th November that had received generous funding for which he expressed gratitude. He revealed that sixty individuals would be associated with the float on the day. Special

mention was made of



Our Master addresses the diners

Liveryman Dennis Surgeon's activities in organising the Christmas Cards, receipts from the sale of which will be directed to our Charitable Trusts. Thanks were extended to the Honorary Fruit Porter Jimmy Huddart who was present and who had undertaken his duties so admirably at the Annual Presentation of Fruit to The Lord Mayor.

Vice Admiral Peter Wilkinson responded on behalf of the guests and provided the audience with a brief, historical account of The Royal British Legion and its activities. Founded On May 15, 1921 it has grown as a charitable institution to such a size that it distributed £24m in 2013 to its target recipients. He spoke of the endeavours and achievements of the organisation in this centennial year since the outbreak of World War I hostilities. A Garden of Remembrance had received 280,000 visitors in 2013 and the 250 dedications at the National Memorial Arboretum were attracting an increasing number of people. The recent, specially commissioned display of 'Poppies in the Moat' at the Tower of London had achieved international recognition. Like our Upper Warden, Sir Peter was a sub-mariner, of which he was "proud". Lightening the tenor of his speech



A splendid venue for an enjoyable dinner

he delivered a humorous account of the ill-fated K Class submarines, many of which were rammed, collided with other vessels or sunk. They were superseded by the Ms which were also "fraught with problems" on which he did not elaborate in such depth. There was general amusement when he described the contents of the instruction manual that had arrived with a new pair of "wellies". They epitomised how bureaucracy has taken health and safety issues to absurd levels. Returning to a more sombre tone he said "I know I can bank on your individual support and that of the Company".

Emerging from Barber-Surgeons into the cool air of the City after a splendid evening where one had been royally wined, dined and entertained, the sharp realisation struck. If it had not been for the gallantry and sacrifices of the millions whose actions have defended our liberty and guaranteed our security such enjoyment would not be available. The Royal British Legion's Motto 'Service not Self' struck a clear resonance.



Vice Admiral Peter Wilkinson at Master & Wardens' Dinner

The National Fruit Show

Between the 15 and 16 October the National Fruit Show was held on the Kent National Showground at Detling. It



Tony Franham of Newmafruit winner of the Fruiterers' Most Meritorious Exhibit of Dessert Apples Award

was opened by Lord de Mauley. There were just under 100 stands of which 9% were new. Forty-four farming companies submitted 150 entries of fruit in the competition which resulted in a 30m display of fruit. Show Champion was Cameo grown by Newmafruit which scored an amazing 99.25! The show was featured in three episodes of Farming Today and on local BBC News. Fruiterers were there in force and had a presence with their Stand. The Master spoke at the dinner and also presented the Fruiterers' Fruit Culture Award and Fruiterers' Craftsman's Award to two very worthy recipients.



Annette Bardsley, winner of the Fruiterers' Most Meritorious Culinary Apple Exhibit

(See Congratulations Page 14). Other Fruiterers' Awards were given for three categories; The Most Meritorious Exhibits of Dessert Apples, Culinary Apples and Pears.

Congratulations



Janet Allen receives the Fruiterers' Fruit Culture Award

Fruit Culture Award

In recognition of her outstanding achievements as a fruit consultant, Janet Allen was presented with the annual Fruit Culture Award by our Master at the National Fruit Show on 16 October.

Janet Allen has worked as an ADAS fruit advisor and consultant for 45 years. She has specialised in soft fruit production, becoming a world leading expert in production of cane fruit crops, including raspberries, blackberries and hybrid berries.

Her passion for advising fruit growers has extended to close collaboration with scientific researchers at East Malling Research and at the James Hutton Institute in Scotland; she has acted as a very effective conduit between scientists and growers.

She has co-ordinated a great many raspberry variety trials during her career, producing a vast amount of new information and understanding about the growth habit, fruit quality, pest and disease resistance and market value of many new varieties from the UK breeding programme and overseas.

The Master concluded by saying "Janet Allen's primary aim has always been to help growers to improve their production and increase their margins. Her enthusiasm for her work is legendary and she is able to stimulate and motivate growers just as much today as she did forty years ago!"

Congratulations to **John Thatcher** nominee for the Fruiterers' 'Matthew Mack Award' which is made triennially for Distinguished Achievements in Training, Education and Innovation within the fruit industry. The presentation will be made at the Banquet to be held at Mansion House on 16th February, 2015.



Master presents Ted Blunt with Fruiterers' Craftsman's Award

Fruiterers' Craftsman's Award

Mr Edwin Blunt was presented with the Fruiterers Craftsman's Award by Mr Peter Cooper, Master of the Worshipful Company of Fruiterers, at the National Fruit Show on 16 October.

This Award is not presented every year, but whenever the situation merits it, to recognise conspicuous craftsmanship and the exercise of practical skills in fruit growing.

Edwin (known to all as Ted) has worked on the Calcutt family farm for more than 60 years. He joined the hop team at Four Wents one week after he got married, and was hop stringing champion for more than ten years. He went on to work with the fruit team and at the age of 84 still manages a full spray programme over 50 acres, now working part time.

In making the presentation the Master concluded by saying "Ted has dedicated his life to the production of fruit; his craftsmanship is precisely what the Craftsman's Award is designed to celebrate".



Congratulations to **David Bartlett** who wed **Lydia Oates** in Sheffield 10.5.14



John Berry at Malvern Farming Conference

Fruiterers Management Award

In recognition of his outstanding achievements as a manager of technological advance within the fruit growing industry, Mr John Berry was presented with the annual Fruiterers Management Award by our Master at the Master & Wardens' Dinner, held at Barber-Surgeons' Hall on 6 November.

John Berry has spent much of his career at Haygrove Tunnels in Ledbury, primarily directing advances in poly-tunnel technology and the development of mechanisation.

The changes that have come about in UK fruit growing in the past ten years have been dramatic and extraordinary; many of these advances in cultural practices in strawberry, cane fruit and cherry production have been led and driven by John Berry and his team of engineers and technicians at Haygrove.

Some of the recent developments have included new tunnel venting systems, telescopic tunnels for improved climatic control for early produced fruit, gutter systems for collecting rainwater between tunnels, water harvesting systems, moveable table-top strawberry production systems, mechanical harvesting aids and gantries. All these developments have been initiated by John and his team.

Making the presentation, Peter Cooper said "These technological advances have made the UK fruit industry more competitive in the world market and helped UK growers to retain a significant share of the fruit market, in the face of increasing competition from overseas. John and his team have had a profound, beneficial effect on the UK fruit growing industry".



Congratulations to **Peter & Pauline Halliday** who celebrated their 40th Wedding Anniversary 30.11.14

Meet the Master Elect

Rupert Best has been a Liveryman since 2003. He was educated at Winchester and Dartmouth and is married, with three children.

Serving in the Royal Navy, he commanded two submarines. After a Sloan Fellowship at the London Business School, with others he put together a successful bid for the former Portland Naval Base, now a commercial port of which he is a director. In 1996 he took over the running of the small family farm in West Dorset, developing its cider apple business.

Rupert's family has long been associated with the Royal Bath & West of England Society, which has supported the cider sector since 1777, and was a major contributor to the founding of the National Fruit and Cider Institute, later Long Ashton Research Station, in 1903. At the Millennium Show in 2000, after a period of post-war decline, Rupert, with fellow growers and cidemakers, re-established the Society's cider section. The Worshipful

Company of Fruiterers, in presenting the Fruiterers' Cup for the Supreme Champion Cider and providing core sponsorship, was key to the success of this enterprise which now runs the largest cider competition in the world and is an annual meeting place for growers and cider makers. The Master Elect is a strong believer in the ability of Livery Companies to make a valuable contribution to their industries and he is keen to see what else the City of London might do to support the rural economy.

Having experienced directly the benefits of the Fruiterers' charitable giving and having learned, as a member of the Awards Council, of the extent to which the Company, with modest funding, encourages excellence, helps to solve industry problems, and promotes research and development, he firmly believes that we can all be proud of what is done in our name.

He is a strong supporter of the Fruiterers' links with East Malling Research

and the Nuffield Scholarships, as well as the award of prizes in public recognition of individual achievement.

He sees the coming year as an opportunity to look beyond the Company's heartland in the south east to all fruit growing areas of the country and beyond that to the countries of the Commonwealth.

"I am very lucky to be part of a Company that is deeply rooted in its industry, with distinguished Liverymen from every sector and, importantly, also an eclectic mix of talent from other professions. I have a great admiration for all that Liverymen contribute and the way they build on and embellish the tradition of over 700 years in the service of the City of London. Above all, I revel in the good fellowship and the opportunity to learn from over 250 seriously nice and capable people."

Master Elect shakes hands with onlookers at the Lord Mayor's Show



Our Master Elect receives an award from HRH The Princess Royal



Our Master Elect wearing another hat as a Steward at Shepton Mallet



Like the Fruiterers, the London Produce Show and Conference unites the fruit and vegetable trades with the City of London.

Our boutique exhibition and conference at the Grosvenor House on Park Lane brings together growers, exporters and buyers from all over the world to meet, share and learn with each other and open up the new business opportunities that will drive our wonderful industry forward.

SAVE THE DATE!
JUNE 3-5, 2015
 Grosvenor House, Park Lane, London

For more information, visit our website
www.londonproduceshow.co.uk
 or contact liveryman Tommy Leighton on
0777 3428 325
tommy.leighton@londonproduceshow.co.uk

@LondonProduceSh

OBITUARY

Ian Sydney Steers

Ian was born at the British Consulate in Tallin, Estonia, where his father was based as an M16 officer. The family was evacuated just before the German invasion of the Baltic States in 1940. His education continued at Crediton Grammar School, Devon, where he captained the Rugby XV and became the school's 'sausage eating champion' (rationing was in operation!). On finishing his formal studies he moved to London and soon after joined the small, Canadian Investment Bank, Wood Gundy. Starting at a junior level, in the ensuing 20 years he worked his way up to vice chairman and established himself as one of the City's pre-eminent "bond daddies". Regarded by his peers and colleagues as a consummate and dignified professional who always conducted himself with utmost integrity. He represented his Company at the World Bank and was chairman of Euroclear in the mid-eighties and over four decades remained with the same employer.

Being a serial entrepreneur at heart he embarked on a number of ventures including a self-service

grocery store (long before they became fashionable), a car dealership and a mushroom farm, which was one of the biggest in the UK, even though he couldn't stand the taste of them.

In later years Ian turned his talents and energies to charitable works and found his own charitable trust. He also invested in various parts of race horses – something which gave him enormous pleasure.

Politically he was a lifelong liberal and member of the National Liberal Club for over 60 years. He met his wife, Barbara, in the young liberals and eventually stood as a potential parliamentary candidate for Watford in the 1959 General Election. Ian thought that his greatest political triumph was delaying the announcement of the official outcome by demanding two recounts at Watford Town Hall. This was not because he was in any danger of winning the seat but merely to ensure he didn't lose his deposit.

The family lived for almost 40 years in the Heronsgate district of Rickmansworth, moving once, to a property called 'Ladywalk'. He was a



Ian Sydney Steers

great entertainer and the New Year's Day parties were legendary as were his champagne cocktails. In the late '90s he sold up and moved back first to live in Grosvenor Square and latterly in the heart of his beloved square mile at the Barbican.

Ian was a very social individual who enjoyed entertaining and being entertained. Blessed with a sharp mind, quick wit and infectious laugh he was most generous. Extremely proud of his children (Austen, Nicola, Nigel and Jeremy) and his grandchildren who will miss him greatly.

Ian was admitted to the Fruiterers in 1971, served as an Honorary Assistant and for many years as a valuable member of the Finance Sub Committee.

Our condolences are extended to his family and colleagues many of whom attended his funeral at St Paul's Church, Knightsbridge, his favourite place of worship.

Our thanks to Hayley Bray the photographer who walked with the Fruiterers Float in the Lord Mayor's Show and whose pictures bring to life the excitement and vibrancy of the occasion. Some are featured in this issue but if you would like to view the entire gallery go to www.hayleybray.com or enquiries at info@hayleybray.com

Editor's thanks. The Editor extends his sincere thanks to the organisers of the 'London Produce Show' who have kindly sponsored this Newsletter.

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