



The Fruiterers' Company NEWSLETTER



Number 80 August 2014

www.fruiterers.org.uk

National Memorial Arboretum Visit

What a splendid position our trees are planted in! A prime spot in the National Memorial Arboretum, just on the corner near the Polish Forces War Memorial, at the start of The Beat and in front of the Irish Infantry Grove, you will find the two Imperial Gage Trees (*Prunus Domestica*, "Denniston's Superb"), planted by the Master on the 12th of June 2014.

The day was an inspired way in which to mark the centenary



The Master plants a tree

of the start of the Great War. The programme was put together by the Master, the Honorary Chaplain and the Clerk. We were transported round the Arboretum in guided tour on a Land Train. It might have looked like the Thomas the Tank Engine that you see at a village fete, giving rides for the children; but it was a good way to cover the distance and to keep all us independently minded Liverymen together. At the planting, the Chaplain led us in prayers of thanks and remembrance for the fallen and the Clerk read the roll of the fallen Fruiterers of the Great War. Many will remember that the Master, in his role as Honorary Archivist, carried out the painstaking research to find the Liverymen and their sons and nephews who had died in the Great War, for our visit to the Western Front four years ago. The Roll of Honour is at the end of this article.



The Clerk reads the Roll of Honour

The scale and beauty of the Arboretum impress greatly. The

DATES FOR YOUR DIARY

Wed 10 Sep	Tree Planting Garden of the Year	Bowood House
Sat 27 Sep	Tree Planting & Lunch	The Goring Hotel
Mon 29 Sep	Election of Lord Mayor	Guildhall
Wed 8 Oct	12.30pm Carvery Luncheon	Butchers' Hall
Wed 15-16 Oct	National Fruit Show	Detling
Wed 29 Oct	Presentation of Fruit to the Lord Mayor Luncheon	Mansion House
Thur 6 Nov	Master & Wardens Dinner	Barber-Surgeons' Hall
Sat 8 Nov	Lord Mayor's Show (Company Participating)	City
Mon 26 Jan	12 p.m. St Paul's Day Service	St Mary Abchurch



A sculpture that needs no words



A sensitive altarpiece

Armed Forces memorial is a majestic and stunning piece of architecture. It projects both pride and calm. It is dedicated to those of the Armed forces who have died as a result of action in conflicts since the end of the Second World War. The number of conflicts and the many names engraved reduce all to silent contemplation. Even more moving is the space left for the fallen of

future military action.

Around the Memorial in the 150 acres of the site are set gardens and memorials for specific "groups". Many are for particular units or parts of the Forces, such as the Royal Navy, the Cavalry, the Royal Corps of Signals, and the Royal Air Force. There are memorials, too, for our allies, such as the Indian Army and the Royal Australian Air Force. But many are for particular campaigns; examples are Gallipoli, the Malay and Borneo Veterans and the British Korean Veterans. To these are added memorials to civilian organisations such as Civil Defence, the Royal British Legion and the Police. All the gardens and memorials are beautifully planted and immaculately kept.

A visit to the National Memorial Arboretum is a "must" for all. I am sure, too, that many of us who went on the visit will go again.

Livery WW1 fallen relatives of The Worshipful Company of Fruiterers

- Second Lieutenant MURRAY STUART POUND (23)
7th November 1914
- Captain LIONEL FAIRFAX STUDD (24) 15th February 1915
- Captain JOHN RUSSELL POUND (??)
27th April 1915
- Corporal Sinclair Munro (24) 15th June 1915
- Lieutenant Oscar Percy Pulverman (23)
1st September 1915
- Second Lieutenant Francis John Miller (19)
1st July 1916
- Captain Frank Oswald Eiloart (24) 3rd May 1917
- Private Arthur Lewis Tate (??) 9th October 1917
- Lieutenant EDWARD CHARLSE SUTTON MONSON (20) MC 15th June 1918
- Lieutenant JOHN RONALDSON EAGLETON (22)
Mentioned in Despatches 3rd September 1918
- Second Lieutenant C. H. EILOART (33)
26th September 1918
- Lieutenant GEORGE WILLIAM EDENDALE WHITEHEAD (23) 17th October 1918
- Captain Sydney Hill Stroud (35) 20th October 1918
- Second Lieutenant JAMES HUGH EDENDALE WHITEHEAD (28) 13th March 1919

Piece provided by Past Master Steve Bodger

A Warm Fruiterers' Welcome For Sir Stephen



Master and Wardens with Sir Stephen Dalton

At the Audit Court meeting held at Vintners' Hall on 15th May 2014, Air Chief Marshal Sir Stephen Dalton GCB, LL.D (Hon), DSc (Hon), FRAeS, CCMI was elected as an Honorary Freeman (Honoris Causa) and subsequently as an Honorary Liveryman (Honoris Causa) of the Company. He was warmly welcomed, both at the Court and at the dinner which followed.

Sir Stephen follows in a list of distinguished airmen as the representative of The Royal Air Force.

Distinguished guests at the dinner included Nigel Pullman, lately Sheriff of the City of London and Chairman of the Livery Committee, Colonel Mike Vacher OBE, FCMI (Director of the Nuffield Farming Scholarships Trust), Commander A J C Morrow CVO Royal Navy (Clerk of the Worshipful Company of Butchers) and Dennis Woods (Master of the Worshipful Company of Fuellers).

In a procedural change, 'The Toast of The Guests' was given by the Renter Warden (Stephen Bellamy-James QC) who made a most eloquent speech as befits a member of the Bar.

Many familiar faces were in attendance including amongst others, Brian Porter, Cheryl Roux, Jack Henley, Ian Mitchell, David Ridley and Roddy Neame to mention just a few. Andy Macdonald again generously gifted specially prepared gift boxes of Pink Lady apples to each diner present.

Disturbingly, a guest was taken ill just

as dinner was to be served and the emergency services were called. We are pleased to report that he was released from hospital the following morning and has made a full recovery.

Nigel Pullman replied to the toast of the Guests with an amusing speech, recalling his long connections with the Livery and with the City.

Piece provided by Past Master David Hohnen



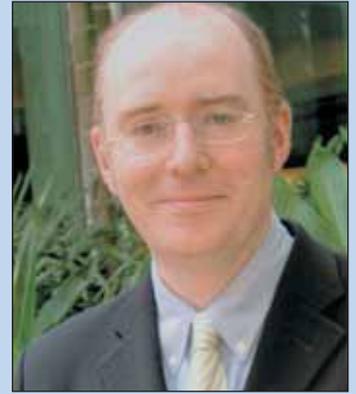
Fruiterers and guests at Vintners Hall

HONORARY ARCHIVIST

Rainy Day Blues? Not at all. The Fruiterers and their ladies are always cheerful (or at least stoic) and ready for those occasions when the sun isn't shining – as these pictures testify.



City Perspective



What should be the UK approach to the European Union? Earlier this year Mayor Boris Johnson commissioned me to write a report for him on the economic and financial issues in the UK-EU debate, with a particular focus on London. In early August this Europe Report was released. Let me share a few of the key issues with you.

The world economy is changing dramatically and looks set to grow strongly in coming decades, as I outline in my new book 'The Consolations of Economics'. We are seeing rapid population growth, new innovations, changing trade flows, the emergence of China and India and the likelihood of an economic rebound in the US. In this changing global economy, London, the UK and Europe need to ensure they position themselves to play to their strengths.

The origins of the EU were in an era few may think is anything like now. In the wake of the Second World War Europe was in tatters. The desire to avoid another war, a dependency upon US Marshall Aid and the early stages of the Cold War were the environment in which in 1951 The European Coal and Steel Community was founded at The Treaty of Paris. At that time Clement Attlee was the British Prime Minister. The Treaty of Paris was signed by six countries, Belgium, France, Italy, Luxembourg, Netherlands and West Germany and they agreed to a common market in iron and steel. The forerunner of the European Union was formed. Six years later the same six countries signed the 1957 Treaty of Rome and the European Economic Community was founded. There has been no turning back since.

That is the economic model that has driven Europe since. Ask yourself is that the economic model for the changing world of the 21st century? Europe's economic model is suffering, with high rates of unemployment. It is also seen as suffering from a democratic deficit, with voters apparently powerless to halt the relentless move to ever closer union, which is enshrined in all European Treaties.

The trouble with much of the debate on Europe is that it gives the impression that the UK will succeed either only if it is in the EU – that is the yes campaign – or will prosper only if it leaves - that is the no campaign. The reality is likely to be far more complex. Although staying or leaving is a vital decision, it is not the only thing that matters. My analysis shows the outlook also depends upon the policies adopted. If we stay in the EU, the key question is whether it will reform? For that to happen the UK will need to play a more engaged role to help push the case for change. There is a need for the EU to be more outward looking and to compete globally. If the UK leaves, the outlook will depend upon the policies we adopt outside and also on the relationship we have with both Europe and the rest of the world.

The Europe Report concluded that the best economic scenario for the UK would be to be in a reformed EU. The question is whether it will reform

sufficiently? There is need to safeguard the City from unsympathetic regulation. We need to ensure that the Single Market works and in doing so addresses issues relating to services, to people and to preventing regulatory intrusion. Above all, there is a need to change the mind-set to make Europe more innovative, productive, outward looking and competitive. It is about ensuring that Europe thinks less about process and more about progress. This has many different facets to it, such as trying to halt unnecessary future regulation and devolving more powers to national governments where it makes sense to do so.

If the UK were to vote in a Referendum to leave, the immediate impact of such a decision cannot be over-estimated. It would be very disruptive. As the EU is based on Treaties, leaving would be legally complex, as CityUK and the lawyers Clifford Chance showed in an excellent analysis. Despite this, we need to look at how the UK and EU economies would perform over a longer time period.

The Report also concluded that a close second in economic terms to staying in a reformed EU would be to leave, provided the UK did so in good terms with our EU partners and adopted sensible, outward looking economic policies. What I find perplexing is that some people say we should stay in the EU at any cost. Often these are the same people who said we should join the euro at any cost.

It is not a case of choosing between Europe and the rest of the world. Our geography, history and culture mean Europe will be a big part of our future, whether we are in the EU or not. Meanwhile, the rest of the world will undoubtedly become a bigger part of our future anyway, as the global economy grows and changes.

The title of the Europe Report was a 'win-win situation' to reflect the positive options ahead if the UK can help reform the EU into a competitive economy, or if the UK leaves and pursues a reform-led, outward-looking open economy policy outside the EU. The status quo is not a winning option.

Piece contributed by Dr Gerard Lyons who is a Liveryman and the author of a new book, 'The Consolations of Economics' (Faber & Faber)



View from Overseas

AFRICA – Producer, Exporter and Now Potential Market



Think of the produce sector in Africa and a few countries immediately spring to mind – South Africa, Kenya, the Ivory Coast and Camerouns. They have all developed well recognised production and exporting operations and have chalked successes in international markets. The range of produce extends from bananas to exotics and includes top fruit, grapes and vegetables.

Many other countries have tried to emulate the success of these exporters, but have often struggled to find the combination of macro market and industry factors required over a sustained period of time to make it happen. This is beginning to change and change rapidly. Countries such as Mozambique, Namibia, Tanzania, Uganda, Nigeria, Ghana and others (who have sometimes flattered to deceive in terms of the development of their fresh produce sectors) may now well be in a much better position to fulfil their clear potential.

Africa has also been primarily seen as a source of supply, whereas now it is being seen as a market in its own right and so will come under the spotlight from other international suppliers, such as Chile and the US. What is driving these developments? We see what we call “four pillars of growth” fundamentally providing the underpinning.

Political Stability

Although Africa may not yet be the byword for political stability, the region has seen significant improvements over the last decade, resulting in fewer wars and greater political certainty in many countries. This stability has often been accompanied by economic reform, which has allowed the emergence of a wealthy elite (various reports suggest there are about 100,000 very wealthy Africans) as well as a ‘consumer class’ – people with incomes of around US\$14 – 20 a day that, for example, have regular jobs, own mobile phones, fridges *etc.* and buy packaged food products. In 2013, the World Bank issued a report suggesting that there were about 150 million ‘firm middle class’ consumers across Africa, a further 180 million formed an ‘emerging’ or ‘floating middle’ class.

Population Growth

Many people still associate high levels of population growth with China, when in fact it is Africa that will have the highest growth rate of any region to 2040 and beyond. UN data projections suggest that Africa already has more than 500 million people of working age (16 – 64) and that by 2030, the number will have grown to 1,100 million (1.1 billion) – more than India or China. In terms of urbanisation, it is estimated that around 40% of Africans live in cities. By 2030, that figure is likely to be closer to 50%. Africa already has more than 50 cities with more than one million people. This is more than North America (48) and Europe (52).

Commodities

For many years African countries have been famous for commodities such as Nigerian oil and Angolan diamonds, but the rise in commodity prices over the last decade has boosted company and government revenues considerably. Strong international prices have increased the volume and value of exports for a wide range of African commodities from cocoa to palm oil. Although there are debates about how much of these higher prices have actually ‘trickled down’ to the average citizen, there is certainly more wealth in Africa as a result.

Agricultural Potential

With projected demand for food to increase as the world’s population becomes richer and more focussed on Western diets, access to farm land and increasing productivity of existing farm land is very much on the agenda. Africa is estimated to contain around 60% of the world’s unused arable land and production yields are typically well below global averages. Many African countries are ripe for the type of agricultural productivity revolution that occurred in Asia during the 1970s and Brazil during the 1990s.

One of the other most common indicators we use to assess the level of food market development is the number and type of food retailers present. Across Africa modern food retailing is just emerging – as an example, the top six retailers in Nigeria account for barely 2% of sales. In the 2013



Kenya has become well known for its green beans

review of international retail market opportunities, produced by the consultancy AT Kearney, only two African countries made it into the top 30 list – Botswana and Namibia. However this is changing rapidly.

South African retailers, Shoprite, Pick and Pay and Choppies already have stores in multiple countries across the region. Shoprite has probably been the most expansion focussed with stores in 13 countries. Other regional retailers are also actively looking for growth opportunities – as an example Brazilian retailer Odebrecht has taken over a number of supermarkets in Angola.

Large international food retailers are starting to take an interest in Africa. Spar already has over 100 stores across 6 countries. In 2013, the French retailer Carrefour announced that it planned to open stores in eight African countries, starting with the Ivory Coast in 2015. As well as international chains a number of local or sub-regional chains are emerging. The Kenyan owned Nakumatt chain has 40 stores across 4 countries in East Africa. Uchumi has 33 stores across 3 countries (mainly Kenya), while Tusksys has stores in Kenya and Uganda.

Such is the pace of development on the Continent of Africa, we believe that all organisations will begin to feel the impact of what is happening in Africa – as a source of supply, as a market, as an investment opportunity, or as a place to export from. And even if you do not directly operate in Africa, the knock-on impacts of what is happening there will begin to be felt around the world and right across the global supply chain.

John Giles is a Liveryman with the Worshipful Company of Fruiterers.

FROM ORCHARD TO MARKET

TOP FRUIT NEWS

During the first week of August, representatives from delegate nations of the 'World Apple Producers Association' (WAPA) met in Istanbul to review and discuss the forthcoming northern hemisphere apple and pear crops. This annual event known as 'Prognosfruit' allows for the exchange of information and views. Summation of the



Where now for Polish apples?

constituent European figures revealed that the apple crop will be the greatest in tonnage terms for ten years. The average size of the fruit will be larger and therefore conceivably there will be less apples to pick, pack, market, distribute and sell. Normally this would have got the industry scratching its corporate head but with Russia closing its borders to EU produce there was a lot of brow furrowing. There were three main concerns; 1. Nations such as Poland that have a significant apple crop and rely heavily on Russia will have to look elsewhere to dispose of their crop, 2. Those countries that have delivered fruit before the ban and have goods in transit are unsure of whether they will be remunerated, and 3. Alternative markets will have to be found for supplies that would have been despatched to Russia from the EU. Delegates reported that there was a united front amongst attendees at the conference and several factors provided subdued illumination for the road ahead. Apple crops in the Balkans and Turkey are lower than last year and China's national crop has also declined. There is a determination to develop the Middle and Far-East markets from Europe and, interestingly, the US has also been selling apples to the Russian market. Corporative executives there will be asking the same questions as their European counterparts.

On the domestic front the last dessert apples and pears from the 2013 production cycle were



The Chinese apple crop is said to be lower

sold in July, a conclusion to what has been described as a 'satisfactory' season. Sales of all UK top fruit showed an increase of 19% over the previous season. There were excellent crops of Gala and Braeburn while the Cox tonnage continued to decline as a percentage of the national crop. Sales of 'new varieties' were up by 46% on the

previous season.

Marketing of Bramley has been more problematical. The current difficulties arose with the disappointing harvest of 2011 and two subsequent years of shortages. Retailers and processors were requested to reduce shelf space and other activities to slow the rate of stock drawdown. The braking mechanism has been too effective and now that supplies are more fluent the rate of usage needs to increase. As reported in the last Newsletter there have been considerable advertising and promotional activities undertaken on behalf of English Bramley and the results are heartening. Since the end of April sales have risen by 18%. These actions continued through July with the 'Bramley Awards' where every category winner was delighted to receive the accolade. October 2nd will witness the commen-

ment of 'Bramley Apple Pie Week'. The campaign has received considerable support from journalists and food writers, which has assisted sales. With the forthcoming forecast for Bramley production looking to be higher than last year there will be no

relaxation on the marketing activities.

Most of the UK multiples have firmly supported the English Top Fruit campaign recording sales statistics that have been impressive and the growers, marketing agencies and sales groups will be working very closely with their client retailers during the season that has just commenced.

And that season is at least three weeks earlier than last year and at least one week earlier than a five year average. Discovery, the

first variety to be harvested, made its appearance on the markets during the last week of July and could be bought from supermarket shelves from the second week of August.

The overall texture and juice levels are expected to be very good on all English dessert apples. Skin finish will be more than acceptable with the exception of Gala where 'scab' may possibly affect 10% of a record crop, up 25% on the 2013 tonnage. Cox will be down by one fifth on the

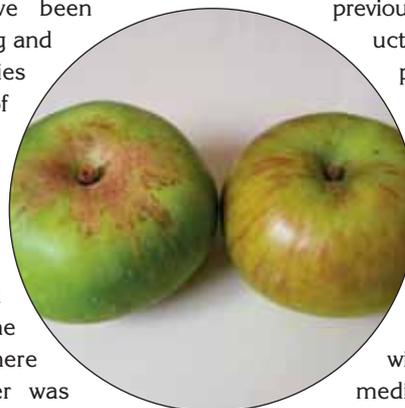
previous season due to the reduction in hectares under planting and adverse conditions during flowering. Industry soothsayers are portending a 20% increase for Braeburn but, unfortunately, pear estimates show a 3% decline.

Close communication with the retailers and the media over the summer months will be an ongoing feature of the sustained marketing campaign to heighten recognition and awareness of

English top fruit in the buying offices of the UK supermarkets and the minds of the UK consuming public.



Prognosfruit 2014



Promotional activity will continue on Bramley

**Information supplied by
Adrian Barlow, CEO,
English Apples and Pears**

VIEW FROM THE HIGH STREET

With recent Kantar Market Share figures indicating that ALDI has edged ahead of Waitrose there is no disputing that the so called 'discounters' have made an impact. Many of the mainstream UK multiple grocers and their suppliers are acknowledging privately that the trading 'landscape' has never been quite so difficult. Tesco's CEO has stepped down and other boards are reviewing their strategies. On line ordering of provisions by the public has apparently put pressure on profits in the sector and is only being countenanced to keep up with the competition. The expansion plans of ALDI, Lidl and others are obviously going to impact on the fortunes of the other players. Although denied, many will be focusing on the supply chain to see if there are any opportunities to make savings.



English strawberries have been available over a long season

When interviewed recently our correspondent remained bullish about the fortunes of the independent fruit and retail sector. If the outlet is sited in a favourable location, with a fairly affluent audience then it is up to the proprietor to make it work. Over the past four months that job has been made easier by the quality and quantity of fruit and vegetables available in the wholesale market. He was particularly complimentary about the eating quality of stonefruit, notably Spanish, which he regarded as the



Excellent stone fruit from Spain earlier this year

best he has ever experienced. "It has been heartening to be able to resource English berries throughout their season" he reflected, "all of good quality". "Buying in the market and selling the same produce on a daily basis enables the retailer to offer the freshest fruit and vegetables at the most advantageous prices" he said. To produce a new price ticket for the shop is not a major issue but to repeat that process across several hundred stores must be quite a task. "We also notice that many customers will come and buy precisely what they require and are not forced to purchase weights in excess of their needs". By keeping an eye on the activities of the supermarkets the independent can generally match and in most instances offer better value.

With bumper crops of stone and berry fruits trade in top fruit was described as "steady". French Royal Gala are available earlier than the norm. The marketing of English Discovery has commenced and this has put tremendous pressure on the stocks of southern hemisphere apples being held in Europe. Our correspondent made several observations with regard to his personal experiences. He was particularly fulsome in his praise for Chilean Fuji and revealed that he could buy Pink Lady in the market that enabled him to retail the variety for the same price

as other varieties. He thought that "with the volumes available, at certain times of the year, it was moving to a commodity priced apple." New Zealand Cox did not hold up this season and what he accessed bore no resemblance to the improved quality of English displayed in recent years. "Customers are thinking more" he observes, "which is a good thing". "They want what they want and at the right price and we try to supply their needs" he affirms. Evidently some varieties of apples that were popular a decade or two ago are falling out of favour in this market; Golden Delicious and Granny Smith were cited as examples. During week 32 European and global authorities held their annual review meeting 'Prognosfruit' in Turkey. The initial forecasts of each country's (northern hemisphere) apple and pear



A very early start for French Royal Gala

crops are presented and consolidated into comparative formats. These tables provide planners with valuable management information on which they can base their sales campaigns. These decisions will impact eventually on the prices charged to the consumers in the high street. Globalisation has brought choice, variety and supply but has increased complexity for the trader.

Information supplied by David Bryant of the Fruit Market



Aldi has carved out a market share in fresh produce



Master's Refl



Honorary Assistants' Dinner



Thanks to Jack Henley for his generosity



Founders' Day at Chelsea Hospital



Aperitif at Summer Court Dinner (New)

Whether at the High Court, Livery Hall, Orchards, Golf Club and significant places of grandeur, the past few months have given me the opportunity to meet people connected with the City of London, the fruit industry and other walks of life.

How fortunate I was to receive an invitation from Alderman and Sheriff Sir Paul Judge to meet Her Majesty's Judges at the Old Bailey. This was indeed a great privilege and provided a rare opportunity to sit in on a case that was being heard. The fact that it had reached an "interesting" stage made the day all the more enjoyable and one to remember.

The month of April sees the Master's Committee meet for the first time and deal with matters concerning the Company. One particular item on the agenda was the interviewing of prospective candidates for the Livery. The aspirants came from varied walks of life and professions thus continuing the policy of enrichment that the Fruiterers have pursued. We also received reports from the chairmen of the various sub-committees. That same evening the Honorary Assistants' Dinner was held at Innholders' Hall. Immediate Past Master, Professor John Price was my principle guest. Other past-masters and the Clerk were also present. Following dinner there was a lively exchange of questions, views and comments. The event provides an opportunity for the Honorary Assistants to bring to the table issues that they believe will enhance the Company going forward. It was a most enjoyable occasion and was declared very fit for purpose.

It was a great pleasure to travel with the Chairman of the Awards Council, Liveryman Dr Graham Collier, to attend The Nuffield Farming Sponsors, Invitation Dinner. On the following morning we sat in on the 2014 Nuffield Farming Conference held at Harper Adams University. As sponsors we were the guests of Col Mike Vacher, Director of Nuffield Farming Scholarships Trust. We were most grateful to him for his most generous hospitality and for providing us with an opportunity to learn first-hand of the latest technological advances that are being made within the farming industry.

The importance of the Fruiterers' continued support of Nuffield Scholarships was highlighted when amongst the many delegates attending the conference it was noted there

were four who had been sponsored by the Company. It was also encouraging to see that there were no fewer than five Liverymen in the audience.

On 13 May I attended by invitation the 360th Festival of the Sons and Friends of the Clergy at St Paul's Cathedral, a most enjoyable experience. First held in 1655, it is believed to be the oldest service of its kind in the Anglican Communion.

The next morning, following a meeting with the Clerk, we were both guests of the Bakers' Company for lunch at their Hall in Harp Lane. The site has been owned and occupied by them for over 500 years.

That evening The Worshipful Company of Tobacco Pipe Makers and Tobacco Blenders were celebrating their Diamond Jubilee on the roof terrace of Globe House. A wonderful vantage point for magnificent views over the River Thames, the City of London and beyond. There was a Cuban theme where the aroma of cigar smoke reminded me of childhood days and happy Christmases spent at my grandparent's home.

Still in May, this year's venue for the Audit Court Dinner was the splendid Vintners' Hall. The livery continues to grow, and the Court meeting saw five Liverymen clothed and six new Freemen being welcomed to the Company, (see pages 2 & 14)

Liveryman Jack Henley is a man known to many people in the fruit industry. As Master Fruiterer I am most grateful to Jack for his generosity, hospitality and for allowing one hundred and fifty plus liverymen and guests to visit his home and garden. What they saw must be one of the finest collections, if not the finest, of Cars, Clocks and Mechanical Musical instruments to be found! (See page 11).

At the Royal Bath and West Show, the Fruiterers Company was again a lead sponsor. On Thursday 29 May one of my duties was to participate as one of the cider judges. This uniquely, enjoyable role enabled me to sample many entries! (See page 12).

With the Clerk and his wife Ann, I attended "The Governor's Review" at the Royal Hospital Chelsea on the morning of June 3rd. It was a very musical and colourful occasion but this year extremely wet! 'Founder's Day' is an annual celebration to commemorate the founding of the hospital by King Charles II.

elections

Fruiterers'
Nuffield Scholar
Alison Capper
at Stocks Farm



The event is held as close as possible to his birthday and the date of his restoration as Monarch in May 1660. Also referred to as "Oak Apple Day", the pensioners wear oak leaf clusters, remembering how the future king avoided capture by hiding in an oak tree after the battle of Worcester.

After lunch the weather seemed to improve so with my good friend Janine, and as guests of Her Majesty the Queen, it was off to Buckingham Palace for a Royal Garden Party. No sooner had the band struck up and played the National Anthem than it poured again! Fortunately only a shower and we very lucky to see many members of the Royal Family on what was another memorable day.

On June 5th a kind invitation from Liveryman Tommy Leighton saw me at the London Produce Show and Conference. This event brought almost all the UK produce industry together under one roof. Held at the Grosvenor House Hotel. It gave me the opportunity to meet many friends from my working days.

Early June sees the Masters, Prime Wardens and Upper Bailiff of many Livery Companies, accompanied by their wives and partners making their way to visit the stunning UNESCO World Heritage Site of Ironbridge Gorge in Shropshire. This educational and interesting weekend is characterised by friendship and hospitality in abundance. The close and long standing relationship between the Ironbridge Gorge Museum Trust and the City of London Livery Companies has grown over the past thirty years.

An important date in the Master's diary is the Lord Mayor's Visit to New Spitalfields Market. Thanks to Liveryman Chris Hutchinson for the invitation, (see page 12).

On June 12th many Livymen travelled to the National Memorial Arboretum to remember the sons and nephews of members of the Livery who sadly lost their lives during the Great War (see pages 1 & 2).

This year the 21st June was a beautiful summer's day, perfect for attending the Worshipful Company of Gardeners Garden Party at Capel Manor. During the afternoon Master Gardener HRH Prince Edward, Earl of Wessex, spoke enthusiastically to the Masters, Prime Wardens and Upper Bailiff of

the many Livery Companies present of the proposed Master's Garden for the City of London.

June 24th was a very busy day, Election of the Sheriffs at Guildhall in the morning, Master Committee in the afternoon and a very kind invitation from Liveryman Pauline Halliday OBE, Past Master of the Worshipful Company of Farriers to join her for a Farriers' Court Dinner at Skinners' Hall.

The glorious weather for the Fruiterers' two day visit to Ely, Cambridgeshire, could not have been better. I am most grateful to the Honorary Chaplain, Nigel Abbott for opening the doors of some of Ely's most exclusive residences. Tea with the Bishop in his fruit garden, the best seats in Ely Cathedral for evensong followed by dinner at the beautiful home of Diana Barcham-Stevens was the perfect way to begin our visit. On the day following the hospitality extended by Liveryman John Shropshire and his wife Trish at Gs was outstanding (see page 13).

To be amongst the guests invited by the Chairman of the Livery Committee Nigel Pullman to attend their dinner "On the occasion of the 150th anniversary of the first recorded meeting of the Livery Committee on 4th July 1864" was indeed a great honour and where excellent fare and good conversation were in abundance!

The month of July took me back to the Old Bailey, by way of an invitation to The Sheriffs' and Recorder's Fund AGM and Reception. This was held in the unique, auspicious and historic surroundings of Court No 1 at the famous Central Criminal Court in the City of London.

The very next day the Clerk and I were on board HQS Wellington as Guests of the Cooks' Company for their Summer Court luncheon. On such a beautiful day it was the perfect place to be to enjoy the delicious lunch served *al fresco* on deck.

For hundreds of years the fruit industry was very much dependent on the use of baskets. In mid-July, whilst attending the Basketmakers' Livery Dinner held at Skinners' Hall, I was delighted to receive a gift from the Prime Warden of a Kentish "Kipsey Basket". These have been used since 1500 for fruit picking at harvest time.

Beneath St Paul's Cathedral is The

Chapel of St Faith where on July 17th I attended the Annual Service of Dedication to the Imperial Society of Knights Bachelor. Knighthood is the oldest non-Royal title of honour; the first knights probably received their accolade late in the tenth century.

Throughout the month of July, (as a guest of the Master Gardener), I was invited to attend his Company's visits to the Corporation Markets of Smithfield, Billingsgate and Spitalfields. While each market deals in specific products it was interesting and encouraging to see how each authority was dealing with the problems of waste and recycling.

This year's Summer Court Dinner at Drapers' Hall was attended by over one hundred and sixty fruiterers and guests. On a lovely summer's evening we were able to enjoy an *aperitif* in the peaceful courtyard away from the hustle and bustle of the City. I am most grateful to Past Master Sandys Dawes for providing the magnificent Kentish cherries that adorned the dining tables. Following dinner a light hearted and amusing view of life at City Hall was given by our guest speaker Liveryman Dr Gerard Lyons, who is the Chief Economic Advisor to the Mayor of London Boris Johnson.

At the end of the month Liveryman Graham Collier arranged an orchard visit for the three student prize winners to visit Stocks Farm, Worcestershire where we were made most welcome by Fruiterers Nuffield Scholar Alison Capper. She gave us an extremely interesting and informative talk as we walked through her beautifully tended apple orchards and hop gardens.

The day was completed at Haygrove Ltd where Angus Davison showed us Kiwi Berries that were being trialled. He explained the benefits of growing fruit in plastic tunnels. During a really heavy downpour we could all see first-hand how well the fruit is protected by this method. Before departing, Angus invited us to join him and his production manager in their boardroom for afternoon tea where we enjoyed some very tasty, freshly picked strawberries.

Soft and Stone Fruit

BERRIES and CURRANTS

UK growing conditions during 2014 have resulted in an early and protracted season for most berries and stone fruit, which is in contrast to the previous year.

Strawberries came with a few minor problems because of the mild winter but these were soon overcome. Demand for the fruit has been good so far and it is quite feasible that domestic supplies will be on the market for almost nine months. The start and conclusion are fed by berries from glass but strawberry availability will have been represented from local production throughout. Early June witnessed the first peak and by Wimbledon supplies were still substantial but declining. Prices have been satisfactory so far this season but not as good as other years for some suppliers. Fruit from everbearers came early and prices started to rise.

Supply of Spanish **Blueberries** carried on longer than in recent years providing the Iberian growers with a 'good' season. Supplies from UK production were up and the season has been the longest on record. Consumers still view blueberries as a superfood. Mixed packs of berries were on offer at retail this year which gave customers a novel alternative. Kantar stats to June 22nd indicated that blueberry retail value growth over 52 weeks had risen by 9.96% with ALDI & Lidl showing the greatest increases.

Raspberry penetration in the UK has been recorded at a lowly 34.2% which compares unfavourably with strawberries at 78%. However, a good demand has been recorded during the season particularly for the preferred varieties. A mild Spring coupled with cooler, drier weather in early summer, provided ideal growing conditions. This resulted in a peak for some growers during the first week of Wimbledon a time when most consumer attention tends to be focused on another berry. This resulted in a weakening of prices until the market rallied towards the end of July when it rose above last year's level. It has been calculated that the UK raspberry market is worth £158m with sales growing by 12.8% and values by 13.5%.

The **Blackberry** campaign has been "a bit of a struggle" this year according to our correspondent. At the commencement of the season the market was in a reasonable state but the situation has become more difficult. Retailer and consumer preferences have changed – moving away from the traditional acidic varieties to the sweeter eating more tangy cultivars. For those growers who have invested in the latter there are more opportunities although the decline in yields may not necessarily be offset by improved returns. It would appear that the jury is still out on the future commercial provenance of blackberries. Some pundits believe that the UK hedgerow crop will be very high this year that may impinge on sales.

Newer varieties of red, dessert **Gooseberries** such as Xenia have given a fillip to sales. Interest has been created in the large berries amongst retailers such as Tesco, Waitrose and M&S. The season is fairly abbreviated but the crop was sold successfully.

Currant supplies and sales were "normal" without any reported idiosyncrasies.

English **Cherries** experienced the earliest season on record giving even more impetus to the revival of fortunes in this category. Brix levels were very high created it is felt by the protracted, high levels of sunlight. Total production was estimated at between 3,000 to 3,500 tonnes and was marketed over a 6-7 week season.



English Strawberries available for 9 months



Currants have a short season



Only 5% of UK consumption supplied by English Cherries

UK consumption of cherries during that period is calculated at 1,000 tonnes per week meaning that domestic production can only cater for half. Throughout the entire year it is believed that 95% of UK consumer demand is satisfied by imports. The acreage under cherry cultivation in the country is put at only 10% of what it once was. Successes resulted in a 15% year on year increase in planting between 2003 and 2008 giving an overall 17% uplift in the production area. English fruit has an advantage in that it can be picked, packed, cooled, distributed and on the supermarket shelves in twelve to eighteen hours. This allows fruit to be harvested at slightly more advanced maturities with more sugars developed than those found in imported examples.

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

Asparagus with Olive Oil Hollandaise and Mint

Serves 6

- 3 tbsp white wine vinegar
- 3 black peppercorns
- 200ml mild-flavoured olive oil
- 3 large egg yolks
- 1-2 tbsp chopped mint, plus a few whole leaves for scattering
- 3 x 350g bunches asparagus, trimmed and the ends peeled

- 1 Heat the vinegar in a pan with the peppercorns until reduced by half. Sieve into a bowl, and discard the peppercorns. Set aside. Bring a large pan of salted water to a simmer.
- 2 Rinse out the vinegar pan and heat the oil in it on a high heat for 1 minute. Whisk the egg yolks in a bowl using a balloon whisk. Add 1 tablespoon of hot water (from the kettle) and the reduced vinegar and whisk again.
- 3 Add the warm olive oil to the eggs, little by little, until it's all incorporated and the sauce has thickened. If it's too thick, whisk in a little more hot water. Stir in the chopped mint and season.
- 4 Add the asparagus to the pan of simmering water, cover and cook for 4-5 minutes until just tender. Drain and arrange on a serving dish. Serve with the hollandaise and scatter with the mint leaves.

By Sarah Whitworth



Our gracious host provided some pointers



And the tree was planted



An AA Box

An Aladdin's Cave

The Livery was more than fortunate to have been given a chance (on May 23rd) to visit the home of Liveryman Jack Henley and to see his "Toy Collection". He has been an avid acquirer of a range of items for over 20 years, building up a collection of wonderful and unique automobiles, clocks and memorabilia. Jack created his highly successful haulage business over the years, partly through connections to the fruit industry, imports from Europe and with the encouragement of the late Donald Mack (Past Master). It was a pleasure to see Christopher Mack among the guests, whose number contained many from Kent and several of our very newest members.

We were lucky with the weather, which provided a warm, sunny and dry day. Certain Sat Navs were put to the test in finding their owners' way to the venue and some members (we are told) in finding

their way back again! The reception and hospitality were most generous and we are all most grateful to Jack and his team for providing such an enjoyable and memorable occasion with lunch and refreshments of the highest quality.

To mark the occasion in a suitable fashion the Master planted a tree ably assisted by Jack.



Jack in his Messerschmitt



Wonderful hospitality was enjoyed



An array of post boxes



An impressive display of porcelain and earthenware



A remarkable collection of 'Dropheads'



A very colourful Juke Box

A magnificent display of limousines



Fruiterers at the Royal Bath & West

It was on May 29th that Fruiterers and their guests journeyed to the Showground at Shepton Mallet for the Royal Bath & West Show. This annual event has become a popular excursion for many and with one visit it becomes patently obvious why. Agricultural interests in the West Country are drawn to this Somerset town to display their exhibits and to view the contributions and livestock of others. On a warm, early summer day, even townies can be seduced by the rural, rustic life. Manufacturers of every type of farm machinery display their wares and there is an ongoing series of equestrian events in the arena. Visitors can peruse and purchase a wide range of farm produce in a number of marquees specialising in specific categories.



A well manned Fruiterers' stand

For some time our Company has assisted with the sponsorship of the Orchards & Cider Pavilion and has presented a cup to the brewer of the Supreme Champion Cider. This was the inaugural year of the British Cider Championships, the new title under which Society's competition will be held. There were a record 573 entries in the Cider, Perry and Apple Juice Classes of which 57

were international. It has become customary for the Master to sit with others on the adjudicating panel, an uplifting experience we are told. This year's winner of the Fruiterers' Cup was Bob Chaplin for his own cider, a remarkable achievement as he won the trophy for Gaymers Cider Company in 2007 and the Champion Farmhouse Cider Award in 2013 as the Cidermaker for Oliver Tant's Landshire Cider.

The Fruiterers Stand is displayed in the Cider Pavilion and is manned by Liverymen who answer visitors' questions explaining what the Company's goals are and how they are achieved.

There were some distinguished visitors on the first day of the show including HRH The Duchess of Cornwall and DEFRA Secretary of State, the RH Owen Patterson MP.



Bob Chaplin, left, receives the Supreme Champion Cider Cup



HRH Duchess of Cornwall chats to the Cooper



Entries and Awards in the Cider Pavilion

Lord Mayor travels East

New Spitalfields Market hosted the Lord Mayor and her Civic Party on the annual visit to the facility that occurred this year on 10th June.

Alderman Fiona Woolf accompanied by Nicholas Woolf, the City Sheriffs Adrian Waddingham and Senior Alderman Sir Paul Judge, the Lord Mayor's duty officer Philip Jordan and Mrs Angela Waddingham were greeted on their arrival by Chairman of Spitalfields Tenants, Liveryman Chris Hutchinson. Other guests invited for the occasion included the Master Fruiterer, Peter Cooper, Hugh Morris, Deputy Chairman of the City of London Markets Committee and Sarah Calcutt, Chair, Marden Fruit Show Society.

This was the 10th Lord Mayor's visit that Chris has hosted and despite the nerves not being as intense the honour remains undiminished.

During her tour of the market floor The Lord Mayor gave the traders a lift with her fulsome praise of their role in London life.

Subsequently she commented "I'm delighted to hear how successful Spitalfields is – the word 'heaving' would probably best describe it. The volume of trading, the scope and the international nature of the products are all very impressive." She added that she had enjoyed the way that the traders had unflinchingly wiped their hands on their trousers before shaking hers. "It's pretty obvious they are all very hard working" she quipped.

The Lord Mayor, her entourage and other guests were joined by additional members of the Tenants Association for breakfast. This was prepared and served



RH The Lord Mayor, Fiona Woolf with the Master and Chris Hutchinson

by students from Waltham Forest College which is in the same borough as the Market. Following brief speeches Chris presented Alderman Woolf with a cheque for £500 to use in her nominated charities.

Summer in the Fens

Goodly numbers of Fruiterers arrived in Ely welcomed by fine weather. Bishop Stephen invited an inspection of his garden garlanded with summer flowers and a magnificent aged mulberry accompanied by a sapling recently planted by Master Will Sibley. Refreshed with tea and cakes and views of the Cathedral we joined Choral Evensong. The Bishop ably supported by our own Canon Nigel, reminded us that it was St 'Doubting' Thomas' Day. Appropriate for Fruiterers since our harvest is always in doubt until gathered in.



Fruiterers are welcomed at Ely

Dinner at Barcham House by generous invitation of Diana Barcham-Stevens beckoned. Enroute passing Barcham Trees which provided a foretaste of Fenland's sophisticated high technology horticulture. Serried ranks of container trees automatically husbanded by drip-feeding. Pre-prandial champagne and capapés set in a magnificent formal garden on a warm English summer evening presaged dinner. Good food, wines and conversation flowed around the table set in Diana's beautiful home. Reluctantly the Company departed back to Ely's hotels.

Gs Fresh welcomed us next morning to their massive open-air and controlled environment food factory. Health declarations, risk assessments and jewellery removal preceded entry indicating the detailed care and attention demanded when supplying fresh produce into the nation's food chain. Liveryman John Shropshire described the origins, scale and scope of his business, employing 5000 people in 5 countries turning over £400 million from 11,000 ha of land. Gs is industrial production horticulture turning science into precise and increasingly robotic technology which ensures as near total customer satisfaction as biological processes will permit. The Company harvests sunshine selling it as fresh vegetables into all of Britain's supermarkets.

Family members and senior staff guided groups around the business. Celery typified one of Gs field crops. A mix of 90% conventional and 10% organic crops are harvested continuously from early summer

through to late autumn from the deep rich Fenland soil. Once-over harvesting demands total crop uniformity. Cutting rigs costing upwards of £1 million each staffed by 15 men cut, trim, wash, weigh, wrap, pack and despatch 50,000 sticks per shift. Celery must be available year-round consequently the rigs are packed off to Spain with their crews for winter-time harvesting. Cropping is virtually pesticide-free and the current major pest, Capsid is excluded with fine mesh nets. Hybrid cultivars provide the uniformity required well illustrating the decades of genetic science which underpins this business.

Crops are raised from seed in a glasshouse complex recently built by Gs. The glasshouses are orientated north-south which helps maximise uniform seedling growth. Formulated compost is delivered directly from bulk lorries into hoppers, conveyed into modular trays which are sown automatically with pelleted seed. Environmentally controlled germination rooms ensure even chitting. Growing



Ready for dinner

seedlings go directly into the glasshouses where temperature, humidity and light controls are adjusted for each crop type. Mature seedlings follow a pre-determined schedule for field transplanting. Growth control prescriptions result from decades of scientific studies into the genotype x environment interaction which Charles Darwin first recognised.

Gs is an environmentally and socially responsible business, for example minim-



Our Hostess chats with some of her guests



Our Master thanks John Shropshire and his staff

ising its use of fossil fuels. Their investment in anaerobic biodigestion, the oxygen free breakdown of vegetable matter produces heat and methane gas. In turn these produce electricity which heats and lights Gs buildings. Excess power is sold into the National Grid.

Mushroom production is big business



Fruiterers at Gs dressed for the tour

and Gs have invested £40 million in an expanding enterprise. Mushrooms grow in strictly controlled environments on beds of compost derived from animal manure. Manipulating temperature and humidity encourage the fungus (*Agaricus bisporus*) into its reproductive mode. Cropping demands exacting hygiene which prevents competitor moulds from colonising the compost. Studies of fungal biology over many decades are translated into the precise technology necessary for a continuous flow of mushrooms into our supermarkets.

Following a sumptuous luncheon we departed generously laden with bags of fresh Gs produce. Again Master Peter Cooper delivered a superb event ably organised and delivered by the honourable Clerk and his Lady. Canon Nigel ensured full appreciation of Ely's magnificent Cathedral.

*Piece provided by
Professor Geoffrey R Dixon*



Celery harvesting

New Freeman, Liverymen and Apprentices

At Audit Court

NEW FREEMEN

- Sarah Elizabeth Calcutt
- Stephen Frank Meineck
- Ian Stuart Michell
- James William Parry
- Adrian Francis Ridley
- Ian Harvey Stephenson

NEW LIVERYMEN

- Rodney Spencer Clark
- Stuart Roy Gibson
- Susan Jennifer Handy
- Margaret Rosalind Macaulay
- Daniel Christopher Page

NEW NONORARY LIVERYMAN

- Air Chief Marshal Sir Stephen Dalton



New Freeman at Audit Court



New Liverymen at Audit Court



New Freeman William Opie at Summer Court



Apprentices with Apprentice Masters at Summer Court

At Summer Court

NEW FREEMAN

- William Opie

APPRENTICES

- Adrian Olins –
Apprentice to Past Master Olins
- Anthony Clark –
Apprentice to Liveryman Andy Macdonald

Fruiterers Golf Day May 8th at Kingswood

The forecast for the day was not promising but the reality was even less attractive! Heavy rain lashed the South Downs where the course lays and winds of 20 mph plus caused serious playing issues on the back nine.

Despite the trying conditions the majority of our intrepid competitors managed to



Secretary wins Barton Cup at the Fruiterer's Golf Day

complete their rounds – but in general scores recorded were on the low side.

The Fruiterers' Golfing Secretary, Andrew Poulton, squeezed out 31pts, by virtue of a good short game, to win the Barton Cup.

Best score of the day came from a guest Julie Hilliard to win the Ladies prize with an excellent 35 points and lots of smiles.

The next best score was Robert Long, guest of Clive Jory with 34 pts .

Roger Powdrill won the "B" division on a count back from Colin Tenwick .

Despite the rain full credit must be given to Kingswood's structure and management as none of the greens became flooded and they putted quickly all day. The lunch was as amazing as ever and hopefully Fruiterers and guests have already put Thursday 7th May in their diaries for 2015.

Past Master Ivor Robbins organised the



Prize Table Fruiterer's Golf Day Kingswood 2014

raffle and an impressive sum was raised for charitable works.



A cold & wet day for Fruiterers' golf

Farmers have an important role in improving the nutritional value of our food

The Master, several members of the Livery and some of our Nuffield Scholars attended the Nuffield Farming Frank Arden Conference, held on 24 April at Harper Adams University. This most excellent conference highlighted how collaboration throughout the entire food supply chain is crucial to improving the nutritional value of food, with agriculture and horticulture playing a central role.

The Conference topic 'How can farming learn from science to improve the nutritional value of our food' was chosen for its relevance to the growing problem of obesity and dietary related illnesses. It was led by two Nuffield Scholars, Caroline Drummond, MBE, Chief Executive of LEAF (Linking Environment and Farming) and David Northcroft, Waitrose Category and Varietal Development Manager. Each presented the findings from their study and travel experiences, which reviewed the latest scientific research and thinking on this subject.

Addressing the Conference, Caroline Drummond said that more people are dying from diseases associated with the wrong kind of food and too much of it, rather than malnutrition through under-eating. She asserted that we need to understand the role of primary and secondary food production and the associated supply chain in addressing these issues by using available science.

"Food and nutrition is the bed-rock of society," said Caroline. "We need to develop the building blocks that connect health, well-being, nutrition, farming and

education, to create sustainable diets and food systems that are underpinned by the need to improve health and nutrition. The investment in reducing the burden of diet related diseases will have high returns. There is a need to ensure that health is embedded as a value when we buy food which will happen if the general public develops a deeper connection with agriculture and horticulture."

David Northcroft said "Farmers and growers have a contract with society in producing their food. It's imperative that higher quality, more nutrient dense food is produced, as we are still not achieving '5 a-day' in the population. Retailers have a responsibility to support and drive the 5 a-day campaign. Currently 64% of adults in the UK are overweight or obese; this is costing the NHS £5 billion a year. We must all work to improve diets and inform consumers to understand the importance of a healthy diet using appropriate communication channels."

Our scholars enjoyed the conference too. Here are their impressions.

The conference very much reinforced my views on the nutritional value of food that I formed during my 2011 Nuffield scholarship. Since then, we have been working hard to improve our fruit quality but the speakers clearly highlighted that there is an awful amount of work to be done not only by growers but also industry leaders, legislators and retailers to convince the general public to make nutrition in food a number one priority, in a commercially viable way. *Stephen Ware NSch 2012*

The Frank Arden Conference provided fascinating insights into the likely future direction of plant/animal breeding and food production generally. In the eternal quest for visually appealing/high yielding produce we have lost sight of what really matters – what nutrition our food actively provides us with, this was a very timely wake up call. *Chris Newenham NSch 2006*

A very thought provoking day. The themes of food diversity, plant breeding for nutrition and local engaged community have set me thinking about what changes we need to make to our farming business. *Ali Capper NSch 2013.*

2014 Nuffield Farming Conference 20th – 21st November

This year's conference is being held at the Ashford International Hotel, Ashford, Kent.

Our 2013 Scholar, Alison Capper, who we share with the Three Counties Agricultural Society will present her report.

On the evening of Thursday 20th November there is the annual dinner and in the afternoon a special ceremony when new scholars are presented with their award.

If members of the Livery would like to attend, please can they let the Chairman of the Awards Council know as soon as possible at graham_collier@btinternet.com.

Student Prizes 2014

Hitherto, it has been the Horticultural Colleges (Hadlow, Pershore, Writtle and the RHS) who have nominated their student for a Fruiterers Prize. This year the Awards Council have piloted a new competitive procedure by which our Student Prizes are awarded. Students from the Horticultural Colleges with an interest in fruit were invited to submit an application for a Fruiterers Prize.

The student's submission included a note about themselves, comments from their college tutor and a summary of a piece of original work they had undertaken which contributed to their college qualification. The Awards Council assessed the



Stephen Ware with the Master and Dr Graham Collier

submissions and recommended prizes to the most worthy applicants.

This year we have three winners. They are Helen Erdhardt and Rosalind Fisher from Hadlow and Katie Dew from Pershore. All three winners are fruit enthusiasts and each produced a high quality dissertation or review article.

At the end of July, the Master and



The Group at Harper Adams

Chairman of the Awards Council took our prize winners to look at fruit production in Hereford and Worcester. We are grateful to Alison and Richard Capper of Stocks Farm, Suckley and Angus Davison and his team at Haygrove, Ledbury for their kind hospitality and for giving freely of their time to show the Fruiterers Group around the orchards, hop yards and tunnels.

Congratulations

 **Professor Geoff Dixon.** For being elected as an Honorary Member of the International Society for Horticultural Science (ISHS) which has some 7,000 members globally. In its 150 year history the body has introduced only 40 Honorary Members and Geoff is the 5th Briton. Congratulations.

Report from the Livery and Membership Sub Committee

The Membership & Coms Sub Committee has been very active over the past four months. The group has cared for and updated the website with news, photos and activities from the diary of events. Liverymen can find a list of members on the site and of course a history of the Company is there for all to view. Those wishing to read the latest edition of the Newsletter and back numbers of the same publication only have to click on the appropriate section.

Each year we arrange a dinner for the most recent intakes to the Fruiterers. This function is attended by the Master, Wardens and Officers so that new liverymen can get to know one another and the senior members of the Company in a very informal atmosphere. These events are regarded as very successful by all who attend.

The Fruiterers' Stand is displayed at the Royal Bath and West Show and at the National Fruit Show. It is one of the tasks of the sub-Committee to establish a rota of volunteers from the livery to 'man the stand' at both these events.

We are also proactive in finding sponsors for our

newsletter of which three editions appear each year. If you know of any companies or individuals allied to the fruit industry or the Fruiterers who you believe may be interested in sponsoring the newsletter, please contact me.

Each year we raise money for the Company's charities by producing and selling Christmas Cards. For those who have supported the venture over the past four years we thank you. New liverymen please don't forget to place your Christmas card orders with us.

Finally if any Fruiterer hears or learns of any liveryman within the Company who feels that communications could be enhanced please let us know.

If you think you can help with anything from the above list of activities please contact me at uktoastmaster@btinternet.com

Please take a look at the website www.fruiterers.org.uk (to log in to the livery area please contact me for access details).

*Dennis Surgeon, Chairman,
Livery Membership & Communications
sub-Committee*



Fiona Adler

Election of Sheriffs

At Common Hall, held in the Guildhall on Tuesday 24th June 2014, the assembly of the Liverymen of the City of London elected the following persons as Sheriffs. Fiona Josephine Adler, Citizen

and Tobacco Pipe Maker and Dr Andrew Charles Parmley, Alderman and Musician. They will assume their positions and responsibilities on 26th September, 2014.



Dr Andrew Parmley

City of London Briefings

For any Liveryman who has not attended a City of London Briefing and is in two minds whether to apply ask a fellow Fruiterer who has attended. You will always receive a very positive response because the evening provides an interesting and valuable insight into the workings of the City. They are aimed particularly at new Freemen and Liverymen, but wives, husbands and partners are also welcome. Liverymen and Freemen of longer standing who

have not previously been to a Briefing are also encouraged to attend. The dates of the 2014 briefings are given here. It is necessary to attend one of these briefings, held at Guildhall, before being clothed in the Livery.

They are:-

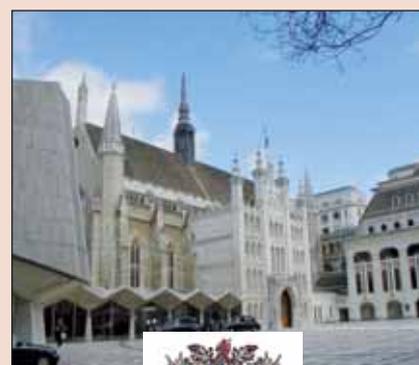
Thursday 9th October, 2014

Monday 17th November, 2014

Wednesday 18th February, 2015

Application should be made at

www.liverycommitteecourses.org.uk



ACKNOWLEDGEMENTS

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