



The Fruiterers' Company NEWSLETTER



Number 79 April 2014

www.fruiterers.org.uk

Annual Banquet 2014



Master, Wardens and Distinguished Guests

Some said that it was the evening of the Wolf Pack and the apples in pink boxes; many said that our banquets go from strength to strength; all said that they had a joyful evening at our Banquet at Mansion House on the 27th of February.

It is always good to be greeted by the recently installed Master and his Wardens at this, the first and greatest, of our formal dinners of the year. They illustrate the great breadth of talent in our company: the Master, a retired highly successful fruit market trader; the Upper Warden, a retired Naval Officer turned cider apple grower; and the Renter Warden, an eminent Queen's Counsel. One could say: a whole fruit, half a fruit and no fruit at all – so, truly representative of the Company!

We were joined by many guests of Liverymen and a distinguished group of Company guests. It is always an honour to have the Lord Mayor as our principal guest; she, Alderman

Fiona Woolf, was accompanied by her consort,

Mr Nicholas Woolf, Mr Sheriff Adrian

Waddingham and other members of the

Mayoral Team. The Judiciary was represented

by the Lord Chief Justice of

England and Wales, The Lord Thomas of

Cwmgiedd. It was a special pleasure to

have with us The Most Reverend Kevin

McDonald, the

Archbishop

Emeritus of

Southwark, as illness

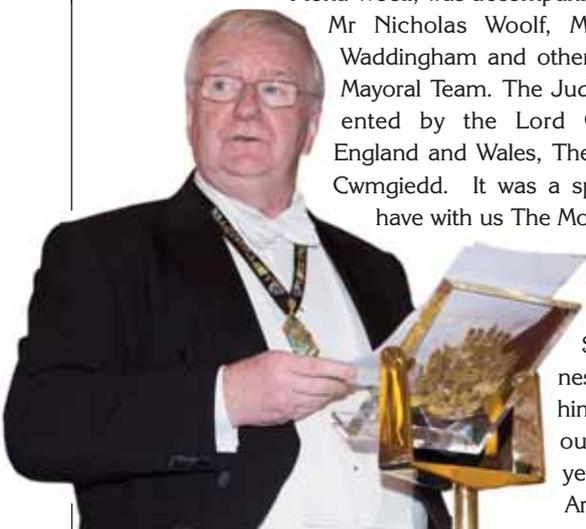
had prevented him from attending

our banquet four

years ago. The

Armed Forces were

represented by our



Our Master speaks at Mansion House

"Musketeers", Admiral of the Fleet Sir Benjamin Bathurst and General Sir Robert Pascoe with their guests, Rear Admiral Clive Johnstone, the Assistant Chief of the Naval Staff, and Lieutenant General Jonathan Page, Commander Force Development and Training. Since the sad death of Sir Jock Kennedy, we have been without a Royal Air Force Musketeer. With us at the Banquet was Air Chief Marshall Sir Stephen Dalton, who has honoured us by accepting our invitation to step into Sir Jock's shoes and will be installed as an Honorary Liveryman at the Audit Court in May.

We were also honoured by the attendance of: the Director of the City of London Markets, the Commandant Specials of the City of London Police, the Vice-Chancellor of City University London, the Lord Mayor's Duty Esquire, the Master Butcher, the Prime Warden of the Basketmakers, the Deputy Master of the Gardeners and the Master Farmer and his Clerk.

Mentioned last here, but very far from last, is our principal speaker, Professor Sir John Beddington. He is Senior Adviser to the Oxford Martin School and served as the Government Chief Scientific Adviser from 2008 to 2013. He is both an economist and a scientist, whose main field is Population Biology. He spoke about his perception of the pressures of rising world population on resources. He alleviated his Malthusian theme with good

DATES FOR YOUR DIARY

Thurs 8 May	Golf Day	Kingswood GC
Thurs 15 May	Audit Court Dinner	Vintners' Hall
Fri 23 May	Jack Henley's Toy Cupboard	Marden, Kent
Thurs 29 May	Royal Bath & West Show	Shepton Mallet
Wed 4 June	11 a.m. Awards Council Meeting	East Malling
Thurs 12 June	National Memorial Arboretum	Stafford
Tue 24 June	Election of Sheriffs	Guildhall
Thurs 3 July	Visit G's Fresh Ltd – Farm, Packhouse & Distribution Centre	Barway, Cambs
Fri 11 - Sun 13 July	Cherry & Soft Fruit Show	Detling
Thurs 24 Jul	Summer Court Dinner	Drapers' Hall
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

humour. As he said, it is the job of a Chief Scientist to issue grave warnings to Government and he has retained that habit!

The Lord Mayor, with considerable charm and humour, wove references to our Company throughout her speech, making special mention of the role of Past Master Laurence Olins in initiating and developing the annual City Food Lecture. Her term "the Wolf Pack" to describe the Mayoral team caused some surprise. The benign looking representatives who were with us that evening did not exactly look wolfish. We shall be sure to keep on the right side of them from now on!

It was to the delight of all the Liverymen present that the Master



The Lord Mayor responds to the Civic Toast

presented the Ridley Award to Dr Michael Solomon. Dr Solomon is well known to the Company, as he serves as Technical Secretary of the Awards Council. His work on the biological control of pests is recognised the world over and is of great value to fruit growers.

In his speech, The Master spoke eloquently about the Company and of his programme for the year. When mentioning the annual Presentation of Fruit to the Lord Mayor, he reminded us that this was instituted nearly 270 years ago to replace the tax raised for the City by our Fruit Meters. Apparently, when Parking Meters were installed in the City for the first time in the 1960's a Lord Mayor was heard to remark that these parking meters raised much more than the Fruit Meters ever had!

So, why the packaged apples? Through the inspiration and design of the Clerk, the great style of the Master and the generosity of Liveryman Andy Macdonald, everybody was presented with a very attractively designed box containing an absolutely perfect Pink Lady apple. This variety was bred in Australia by crossing Golden Delicious with Lady William. It is now grown in many different countries, although climate prevents growing it in England, and is sold all over the world. By strong



Sir John Beddington

control of quality and with inspirational marketing and promotion it has become, not so much a variety, as a brand name. In a way, this represents the ingenuity of our ancient trade. From its origins over seven centuries ago, Liverymen of our Company have been engaged in the international trade of fruit, the maintenance of high quality and great skill in marketing. It was a fitting gift in a year in which we are headed by a Master who was a Fruit Trader sans pareil.

**Piece provided by
Past Master Steve Bodger**



*A bird's eye view of the diners at
Mansion House*

Saint Paul's Day 2014



Master, Master Elect, Wardens and Clergy

The Right Reverend Stephen Conway, Bishop of Ely, was our guest preacher at this year's St Paul's Day Livery Service held at St Mary Abchurch on January 24th.

He took as his text "Faith, Hope and Charity" from the First Letter to the Corinthians, Chapter 13. Verses from this letter were also selected as the Gospel Reading, read by the Master.

The church was full and the choir, led

by organist David Bell, sang "Rejoice in the Lord, Always" (The Bell Anthem) by Henry Purcell and the lesser known Gaelic Blessing by John Rutter.

There have been some changes within the City Churches since last year. We were sorry not to see Father Warner but were delighted to meet his successor, Father Craig Barber, who extended a very warm welcome to all. The retiring Master hosted the traditional lunch to the Court



John Price welcomes the new Master

with all the other available places being, as usual, easily filled.

At the conclusion of lunch the formal transfer of authority to the newly elected Master, Peter Cooper, took place.

Rupert Best became Upper Warden and Stephen Bellamy-James Renter Warden.

It was a very happy day and the new caterers at Innholders' Hall excelled themselves. Many thanks, as ever, to our Honorary Chaplain for making all the arrangements and for conducting the service.

**Piece provided by
Past Master David Hohnen**

HONORARY ARCHIVIST

Fruiterers who have been Lord Mayor of London



Sir Henry Edmund Knight
Master 1879
Lord Mayor 1882-1883



Sir James Whitehead, Bt.
Master 1890 and 1891
Lord Mayor 1888-1889



Sir Joseph Renals, Bt.
Master 1895
Lord Mayor 1894-1895



Sir John Pound, Bt.
Master 1901
Lord Mayor 1904-1905

John Pound was head of John Pound and Co, portmanteau manufacturers of London, and served as Lord Mayor of London from 1904 to 1905.

John Pound took control of the company following his father's death and he developed the business into one of the largest of its kind in Britain. By 1871 John Pound & Co. had three factories, eight distributing warehouses, and five shops in central London; at Leadenhall Street, Regents Street, Oxford Street, Picadilly, and Tottenham Court Road.



Sir Edward Cecil Moore, Bt.
Master 1918
Lord Mayor 1922-1923



Sir John Edward Kynaston Studd, Bt, OBE
Master 1926
Lord Mayor 1928-1929
with Lady Studd Princess Alexandra (née Lieven)
Honorary Liveryman 1929



Dame Mary Donaldson, GBE, DStJ
Honorary Liveryman 1985
Lord Mayor 1983-1984

The first female Alderman in 1975, the first female Sheriff of the City of London in 1981 and in 1983 became the first female Lord Mayor

Sir Peter Malden Studd Bt.
Honorary Liveryman 1970
Lord Mayor 1970-1971

The Studd family is also believed to be descended from William the Conqueror.

During his mayoralty was the re-opening of the transplanted London Bridge

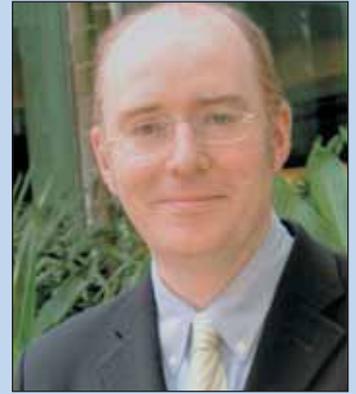
at Lake Havasu City, Arizona. The old bridge, which dated from 1831, had been sold by the City authorities for £1,025,000, and shipped to America to become the centrepiece of a new community.

As Alderman Sheriff of the City of London in 1967,

Studd and his wife attended the laying of the foundation stone and in October 1970 he returned in full regalia to join the state governor in an opening ceremony which featured a Lord Mayor's procession.



City Perspective



The good news is that the British economy is on the road to recovery. Not before time you might say. But of all the major economies, the UK has been one of the worst hit in the wake of the 2008 financial crisis. While we should be positive about recovery, it will not be until the second half of this year that the level of the economy returns to where it was. Add in rising costs and increasing population, and living standards have yet to rebound back to where they used to be. They will, but it takes time.

Given how big the shock was to the economy back in 2008 one of the surprising features for many forecasters was that unemployment did not rise further. Some firms did lay off staff, others did not take on new workers, but the overall picture was very complex. Employment is at an all time high but there are large numbers in self-employment and also many in part-time work or on zero hours contracts. The numbers of young people, under 25, who are not in employment, education or training - or NEETs - is also close to one million. So it is still very tough for many.

Instead, it was wages that were squeezed. This made life difficult for most. To compound the cost of living crisis, inflation proved stubborn. That should not have been a surprise, as strong growth in other parts of the world led to food and fuel prices staying stubbornly high. Normally when the UK and US suffered recession, we would have seen energy and food prices falling because of weaker demand, but not this time as the world is changing. The net effect was a squeeze in living standards.

The good news is that wages are now rising and set to outpace inflation. So consumer spending and confidence are starting to rise. People also are running down their savings and borrowing more. That is not great, being characteristic of some of the reasons why we got into trouble in the first place. And it leads onto the wider issue of whether we can avoid some of our previous problems.

One is housing. The UK is obsessed with the idea of 'getting on the housing ladder'. Sometimes it seems we hear of nothing else. It is a bigger problem in London than elsewhere, but still enough of a nationwide concern. Already this has led to calls for higher taxes on housing, and even demands for a so-called mansion tax. It is a typical British response: when there is a problem (in this case a lack of housing) often the proposed policy response (higher taxes) doesn't solve the problem. I call it "two wrongs don't make a right". The first wrong is not enough houses. The second wrong is to not have a solution that addresses the problem but creates other ones instead.

The answer is more supply. Lots of it. Unfortunately there is backlog lasting four decades. So not only do we need to start making inroads into this backlog but we also need to start building to keep up with the rapidly rising population.

As prices rise, there will be a response as developers build more, but the scale of building is not enough. It is not the first time the UK has faced this challenge, although the scale is greater than ever before. In the 1930s and the 1960s the answer was to deregulate the housing market, making it easier to build. In some respects this is already happening now, but even so it is not making inroads fast enough.

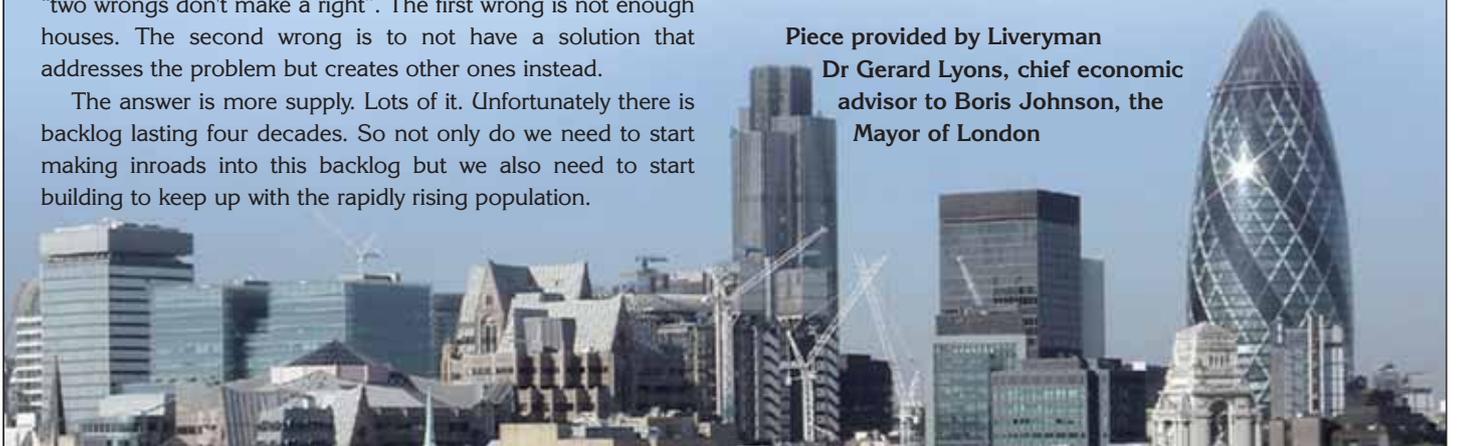
Then there is the international dimension. The issue is very evident in central London and the best way to think of this is 'local supply, global demand'. There are radical solutions that could be implemented, aimed at limiting such foreign buying, but whether they would work is hard to say. But there is also a large amount of cash buying by people based here. It is the combination of cheap money, either large amounts of cash buyers or leverage as people borrow more, and one way expectations that is leading to the present outcome.

It also leads onto wider issues. A rising population can be a demographic dividend if it is planned for. It can be a demographic disaster if it is not. As the population rises we are already seeing there are insufficient school places available! The same strains are seen in other areas - the health system being another example.

Then there is the impact of London, whose magnetic pull attracts skilled workers from across the country, as well as from overseas. London is now France's fourth biggest city, as so many young French flee high taxes there in search of jobs and the London vibe. It goes to show that high taxes are not the answer, the skilled French are fleeing them. For the UK the challenge is to try and export the London effect to the rest of the country, through a sensible regional policy.

Infrastructure innovation and investment are what the economy needs as its recovery gathers momentum. We need to build the infrastructure both within London - with more housing - and across the country - with better transport to attract business and jobs. We need to keep taxes low to encourage more innovation. And we need more investment. The good news is that as consumer demand continues to recover, investment is likely to start to rise. Let's hope the other areas follow.

Piece provided by Liveryman
Dr Gerard Lyons, chief economic
advisor to Boris Johnson, the
Mayor of London



View from Overseas

CSR – a statement of intent to articulate a new vision or just another tick in the box??



What started out as a “nice to have” attribute a few years ago has steadily become a virtually main stream requirement. Moves to establish and report on corporate social responsibility (CSR) have been driven by a combination of pressure from NGOs around the world, as well as support and encouragement, and at times, insistence, from leading buyers in retail markets.

Both NGOs and retailers claim to be articulating a concern from consumers about the reality of modern day fruit and vegetable production, but over which there still appears to be a good deal of misunderstanding as to what really happens and why.



The Ideal

As a result, however, fresh produce suppliers are now required to have a battery of policies in place to deal with issues such as labour utilisation and terms and conditions of employment, water management, pesticide usage, carbon footprinting and use of power and energy. Investment in social and environmental projects is now being seen as an important part of the overall mix of factors that suppliers are judged against.

In Europe and North America, these sorts of requirements have become main stream in their nature. We have, however, seen examples of this all around the world. It is no longer the sole preserve of “concerned consumers” in Western Europe and North America. Similar sentiments are being expressed by consumers in Asia, Africa, Latin America and the Middle East.

But what is the driver of establishing CSR for these companies and how is it being categorised?

Companies are no longer competing on a national scale. It is now truly a global



Sustainability

market and it is necessary for agri-food companies to demonstrate how they are finding solutions to international problems (e.g. food security, resource intensive production and a growing global population).

For the fresh produce sector, which is dependent on natural, human and physical resources, responsible innovation is increasingly being viewed by firms as a corporate and strategic necessity to ensure long-term sustainability.

For the horticultural and then wider agri-food sector, we are seeing investment by companies in ISO 26000 – Social Responsibility and specifically for the fresh produce sector, schemes such as EUREP and then GLOBALGAP..

The criterion that is built around these policies tends to reflect on the following factors; Environmental, Labour, Local economy/community and Sustainable Agriculture.

In the last 12 months, we have seen the implementation of such projects gather momentum. Just saying one has a good environmental and/or CSR policy is not good enough anymore – produce suppliers all around the world have to be able to demonstrably prove it too.

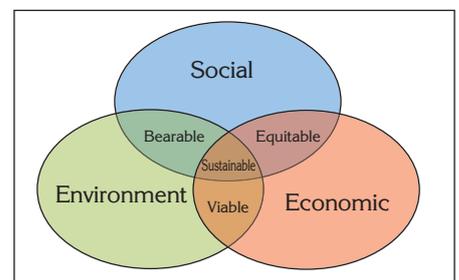
Future challenges for CSR

CSR as an issue will not stand still and we see the future presenting yet more challenges and opportunities for “switched on suppliers” as follows:

- **Scrutiny and impact assessment** – are ‘grand’ statements and it will be critical to show policies are actually being implemented. But, who is asking the difficult questions and are these bold statements being achieved? To

challenge the status quo and articulate a sustainable future is an easy thing to say, but much harder to achieve in practice. With so many policies and different schemes, showing where is the independence to test CSR plans is an essential point.

- **Recognition and clarity between schemes** – with limited consistency between the vast range of policies and standards. ISO offers a formal route, but many small producers would not gain the financial returns that this investment would cost.
- **Cost of implementation** – in tandem with the point above, perhaps support within supply chains is necessary to reduce the cost of CSR policy development and ensure any encouragement to develop policies is tailored to the supply chain, and not generically prescribed in a ‘one size fits all’ approach



Elements of CSR

CSR now offers a vehicle to engage business in wider societal issues. Increasingly, but not exclusively, companies are embedding standards and codes to promote their approach to sustainable development. At the last internet search, well in excess of 100 policies, initiatives, codes, standards and procedures could be invested in to assist in CSR strategy. As a final comment - there are some excellent examples around the world of how produce growers and exporters have incorporated all aspects of CSR into their business plans. There are still many where there is work to be done. The really clever ones have worked out that these sorts of initiatives, that as well as providing social and environmental benefits, there is also an economic benefit too.

*Piece supplied by Liveryman
John Giles*

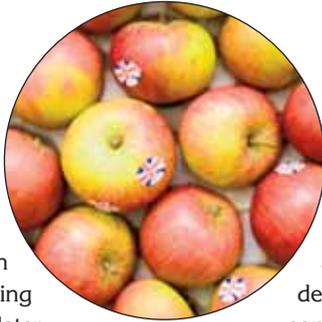
FROM ORCHARD TO MARKET

TOP FRUIT NEWS

According to the Newsletter's correspondent the current 2013/14 season has proved to be most interesting. At Christmas, when last we reported, there was concern that the start of the marketing season had been 25 days later, on average, than the previous year. With a similar crop it was obvious that the rate of sale had to be accelerated to clear the reported stocks. To add to the concerns the market was reported as "depressed". Intelligence failed to identify the precise rationale but a number of theories were advanced. Included in this category was the fact that consumers were buying less prompted by the media coverage on domestic waste (guilt complex); retail prices of apples had risen during 2012 and continued in a similar vein during 2013. Consumer demand is directly related to price and the fact that one of the staples was more expensive was reflected at the checkouts, and finally the depressed state of disposable income was felt to be an important factor.

Analysis of the precise situation by variety revealed some alarming data. The Cox crop was 14% down on 2012 but over three weeks behind. This meant that 17% of the marketing period had been lost. By November sales were 8% behind and by December 18%. Similar statistics emerged for Gala. The crop was up by 15% but by December sales were 15.5% down on where they needed to be. Clearly, as the industry entered the New Year some fairly strong medicine was required.

Growers and Marketing Organisations were encouraged to review their own circumstances rather than reflecting on the industry macros. As a result there was some very meaningful promotional activity during January which brought sales back on line. Cox stocks will be depleted by early to mid-April,



Heavy promotions enabled Cox sales to catch-up

Gala by early May and Braeburn by the end of May.

Financial rewards to growers have not been brilliant this season but it appears that the entire dessert crop will be sold and consumed.

Bramley growers have undoubtedly suffered following two years of insufficient production to meet demand. Some of the retailers have slowed the rate of sale and reduced shelf space allocated to the variety. As a consequence the marketing did not reach all of the consumers and supplies were not adequate to satisfy all of the processing demand. As with dessert apples, the season started late for Bramley. Currently the lost ground of the last two years has not been retrieved. There is a lot of work to do to catch up. The processing sector is expressing concern that there has been a reduction of demand for the manufactured products owing to promotional activity not being used as extensively since 2012.

Despite the explosion in TV cooking programmes our correspondent reported that there was evidence that UK consumers are cooking less!! Recent research suggests that there is an increase in the utilisation of 'takeaways' and prepared meals. If this information is correct it will certainly impinge on Bramley sales.

English Apples and Pears and the Bramley Campaign have introduced a promotional formula which they hope will re-invigorate the demand. Featured in the activities are Bramley Week, Phil Vickery's Recipes and a Consumer Competition for the best recipe using Facebook. At the time of going to press there have been some two million impressions. There is a video on YouTube showing how easy it is to prepare the



Bramley recipe competitions featured strongly

subject which is linked to the Bramley Website. A 'Twitter Party' was run at the beginning of the Campaign which resulted in Bramley trending to No. 1 spot in the UK. A great deal of interest was created. Social Media has been used increasingly with new opportunities being continuously identified. There has been a huge amount of publicity on TV, (national and regional), radio and women's magazines. Despite this heavyweight activity it is still felt that more needs to be done. Linking products in store and a more innovative approach are being examined.

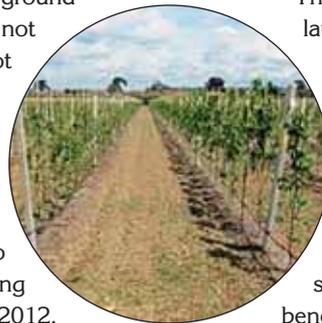
Most UK Multiples secure their supplies of English top fruit from Marketing Organisations. English Apples and Pears are encouraging closer synergistic partnerships with growers establishing realistic and sensible marketing programmes.

The results of the second launch of the English Apple Campaign in January was very successful and produced the desired result.

There are so many positive research results suggesting that the consumption of fresh produce is beneficial for health. Regrettably the impact is diluted, because of the shotgun pattern, and it has been realised that collective research needs to be undertaken to maximise the message.

Producers of English top fruit have to be acutely aware that they are selling in a very competitive environment. To keep up with the opposition they need to maintain standards and examine their costing to ensure that they are as lean and mean as possible.

Finally, most of the domestic crop of pears has been sold with the exception of some Conference. The English growers only command 17% of the UK pear market. To increase that share the fraternity require an infusion of confidence. Despite some successes with model orchards that confidence is apparently still lacking.



Potential pear growers need a confidence boost

(Piece prepared after an interview with Adrian Barlow)

VIEW FROM THE HIGH STREET

Over the past four months one of the features that has commanded considerable press coverage has been the floods, in various parts of the country. Our correspondent for this piece, David Bryant, has his business in the Thames Valley an area that was quite severely influenced. When asked recently how he was affected he responded by saying that “the waters had been lapping the pavements on the other side of the road but fortunately, did not reach the shop”. Despite the considerable logistical difficulties his grower/suppliers did not fail him and a full range of vegetables was sustained throughout the crisis. He is fulsome in his praise of UK producers regarding them as very efficient. Even though EU subsidies are available he believes that most would survive without – such is their business acumen and expertise.



Brazilian Papaya of great quality

The conversation moved to the subject of discounting and what has been labelled the ‘price war’ between the major retailers. Wm Morrison announced some pretty dismal trading results over the Christmas period and have gone public with an announcement that they intend to invest billions in reducing retail prices over the next few years. This is an endeavour to compete against the so called discounters who are gaining market share. Quite simply the likes of ALDI and LIDL, who are grouped in the latter category, do not have to pay dividends to shareholders and can operate on reduced margins. “There is only one area that the traditional retailers can squeeze costs out of the system to underwrite discounting” says our independent, “and that will be in supply

chain which will probably result in a squeeze on suppliers”. Interestingly, in a recent WHICH shoppers survey, Waitrose was toppled from number one position by ALDI which is fast gaining market share. “Despite the fact that these activities are occurring and our high street has acquired smaller supermarket units, we have not been affected at the Fruit Factory” confirms David. From personal observations he believes that prices in the smaller high street units of the main supermarket chains are elevated, over those found in their bigger stores. He often overhears customer comments made in his shop where they are expressing dissatisfaction with the supermarkets and are trying to find independent traders.

Banana suppliers Fyffes and Chiquita have recently announced a merger. “This decision makes sense” he affirms. “They have similar global operations and duplicate activities so a commercial coming together will be beneficial”. Bananas are a key feature of every fruiterer. “I have identified a brand that has consistently given satisfaction and in my opinion ripen with a sweeter flavour” he confides “and my customers appear to back that view. “The fruit has been the subject of many senseless price wars in the supermarkets” and begs the question “how many bananas can the average person eat in one day”? Further discussion reveals that prices have risen recently and he finds that sales have also increased in his shop. On the subject of Fairtrade our proprietor is quizzical. He is very much in favour of ‘fair trade’ where



Tulips in abundance



English apple season is ending

the grower receives a higher proportion of the profit from the supply chain but is mystified how this can occur with Fairtrade. Pondering the question of banana prices he would like to know how an organisation where production and distribution costs of the raw material must be more or less in line how Fairtrade can pay its producers more. He reveals that he has tried to get access to accounts to



Cherry vine tomatoes up in price

verify the organisation’s assertions but has not been successful. On more than one occasion Fairtrade bananas, which are usually destined for supermarket use, have found their way onto the wholesale market to be sold at a discount.

Cut flower sales continue to flourish and additional space and staff have been provided. The recent problems in Ukraine seem to have had an impact on the market. The Russian Rouble has devalued considerably and as a consequence fewer consignments of Dutch flowers appear to be travelling east. Tulips are available in profusion and at very reasonable prices.

Master's Reflections



HRH The Duke of Edinburgh with the Master Air Pilot as the Beadle looks on



Past Master Olins receives congratulations from HRH The Princess Royal

“I have now adjusted to the enjoyable and busy life of Master Fruiterer where my diary is always full and has to be carefully monitored to avoid any clash of dates and possible disappointment. Two events on the same day are not uncommon and keep me active.”

Saint Paul's Day is very important in the Fruiterers' calendar as it is when the Court elects the officers of the Company for the ensuing year. Having spent my entire working life in the fruit industry it was a great honour on the 24th January to be elected Master of such an ancient Company.

My sincere thanks go to Immediate Past Master Professor John Price for his outstanding year as Master and for continuously highlighting the health giving properties of eating fresh produce.

Royalty, Mayoralty, History and Conviviality are all playing their part in what is a wonderfully exciting year for me. With the strong support of Upper Warden Rupert Best and Renter Warden Stephen Bellamy-James, QC, I will pursue the Company's goals and work hard for the continued success of the Livery, fostering at all times the spirit of good fellowship.

How fortunate I was that my first official engagement was an invitation to speak at the Fresh Produce Consortium's annual dinner at the Savoy Hotel, London.

On this momentous occasion it was of course a great pleasure to meet many friends and colleagues from my days as a wholesaler and this year's theme "Best of British" presented the opportunity for me to explain that many Past Masters of the Fruiterers Company were prominent British growers and wholesalers, who served on the committees and trade associations that were the forerunners of what now forms the Fresh Produce Consortium.

On Wednesday 5th February, accompanied by the Clerk, I attended Evensong at St Paul's Cathedral to celebrate the 500th Anniversary of the Company of Watermen and Lightermen of the River Thames.



The Master chats to FPC President Jim Rogers at the Savoy

I recall that in the 1960s when I began work in Covent Garden Market the London Docks had been the destination of many ships bearing huge cargoes of fresh produce. For many years they had played an important role in the onward distribution of produce to the London and Provincial markets.

The same evening the Clerk and I were welcomed as guests at the Master and Clerks' dinner given by the Worshipful Company of Coopers at their hall in the City of London.

For centuries the barrel or cask was the preferred container in which fruit was transported from the orchard to the market place. The same method was adopted by exporters when shipping their produce from around the world to the UK. The barrel provided a standard measure of weight for a given commodity and could withstand stress.

In recent years the Worshipful Companies of Fruiterers and Coopers have maintained close connections with the cider industry, where annually at the Royal Bath and West Show, each Company makes an award, encouraging and promoting excellence at all stages of production.

This year's City Food Lecture entitled "Growth outside the Supermarket" was delivered by Charles Wilson, Chief Executive of successful wholesaler, Booker. Held at the Guildhall on 17 February this annual event, originally conceived by the Fruiterers, continues to grow in status. After thirteen successful years Past Master Laurence Olins had announced that he was standing down as Chairman of the Event and was presented with a beautiful glass decanter and wine coaster by HRH the Princess Royal who also spoke.

I have now adjusted to the enjoyable and busy life of Master Fruiterer where my diary is always full and has to be carefully monitored to avoid any clash of dates and possible disappointment. Two events on the same day are not uncommon and keep me active.

On the 19 February the Honourable Company of Air Pilots, held their Royal Charter Banquet at the Guildhall. During this splendid evening I was most honoured to meet HRH the Duke of Edinburgh who presented the new Charter and a ceremonial sword to the Master Air Pilot.

His Royal Highness brought much

ections

laughter when he said that “there really was no occasion that he could recall when a pilot would actually need a sword”!

At the Company’s Annual Banquet, a glittering occasion, we were delighted to welcome the Lord Mayor Alderman Fiona Woolf, CBE and her Consort Nicholas along with Sheriff Adrian Waddingham, CBE and his wife Angela amongst our guests. Sir John Beddington, CMG, FRS spoke of the many challenges facing the environment and the problems that may arise for future generations.

I am most grateful to the Clerk Lionel French and his wife Ann for their attention to detail and micro-management that ensured a truly memorable evening.

Shrove Tuesday was a beautiful, sunny day, ideal for running and eating pancakes! The Fruiterers’ team under the strict and efficient management of Liveryman Dennis Surgeon entered a full team and participated in all four categories.

Aspiring runners for next year should make themselves known to the Master or the Team Manager.

The Day was completed as a guest of Spitalfields Market Tenants Association who had very kindly invited me to join them at the UK Grower Awards 2014 at The Grand Connaught Rooms in London.

This event draws a very large gathering from all sectors of the industry, from amongst whom I noticed a number of fellow Liverymen from the Fruiterers’ Company.

Past Master Peter Bartlett, the Clerk and I attended a special service to mark the Commissioning of The Reverend Craig Barber as Chaplain at St Mary Abchurch which for many years has been the adopted church of the Fruiterers’ Company. While there we had the pleasure of meeting representatives of ‘The Friends of the City Churches’ who now have their offices in this Wren building and were shown warm hospitality.

Carvery Luncheons at Butchers’ Hall are a great favourite and provide an opportunity to mix more informally with fellow liverymen and their guests. On the most recent occasion we were joined by members of the Gardeners’ Company. The occasion proved a huge success and it was a great pleasure

that among the Gardeners attending was Spadebearer Paul Rochford. He is a member of the family whose name has become synonymous with the production of the finest horticultural products from the Lea Valley.



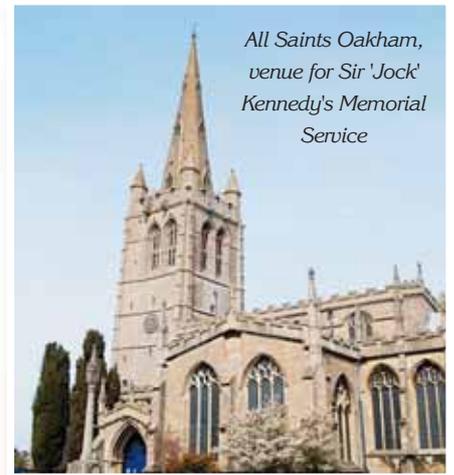
Master, Upper Warden, Renter Warden and Mrs Bellamy-James, Mrs Kochmah the Clerk and his wife Ann

For many years it was the “Hot House” grapes produced by Joseph Patrick Rochford, VMH, JP, Grower and Master Fruiterer in 1949 that adorned the tables at Fruiterers’ Banquets.

At the beginning of April the Clerk and I, with representatives from the Meat, Fish and Fruit Markets, enjoyed the hospitality of Mr Hugh Morris Esq. CC, Chairman of the Markets Committee of the City of London Corporation at a Dinner given in the Livery Hall, Guildhall.

During his most interesting speech Mr Morris confirmed that the delicious food that we had eaten had in fact been sourced from the City’s markets.

It was a great privilege to attend the annual dinner given by the Lord Mayor to the Masters, Prime Wardens and Upper Bailiff of the Livery Companies of the City of London which this year took place on Thursday 3rd April at the Mansion House. The dinner provides an opportunity for the Lord Mayor to celebrate her friendship and partnership with the Livery Companies of the City of London. It enables the incumbents to return some of the generous hospitality shown during their year in office and to reflect on the contributions made by the livery comp-



All Saints Oakham, venue for Sir 'Jock' Kennedy's Memorial Service

anies and the challenges they face. This annual dinner is one of the major annual set piece occasions in the Lord Mayor’s calendar. It was a particular pleasure for me as Master Fruiterer to receive a mention in her speech!

The annual gathering of the Livery Companies and Guilds of the City of London is held at St Paul’s Cathedral. It is known as The United Guilds Service and is one of the most colourful events in the Livery Year. As far as records show, Lady Day, March 1943, was the first occasion on which all the Livery Companies and Guilds of the City combined to hold a religious service. The idea behind the service was to help lift the spirits of the City following the Blitz

On Monday 7th April the Clerk and I travelled to Oakham, Rutland to attend a service of thanksgiving for the life and work of Honorary Liveryman, Air Chief Marshal, Sir Thomas Lawrie Kennedy, GCB, AFC addressed by all who knew him, as Sir ‘Jock’ Kennedy.

All Saints Church, Oakham was full with Sir Jock’s family and friends amongst whom were many high ranking dignitaries from the Royal Air Force and other sections of the Armed Forces. Sir Jock’s work with Royal Air Force Charitable Trust, the enormous pleasure that he felt when he was with his family and friends, was mentioned in the several addresses and readings that were given by his son, grand children and colleagues.

At tea which followed the service (kindly provided by Oakham School), we were able to meet Sir Jock’s son Angus and Air Chief Marshal Sir Stephen Dalton soon to become an Honorary Liveryman and ‘Musketeer’ of the Fruiterers’ Company in succession to Sir Jock.

Unbelievable as it may seem, to date my waistline is not showing any signs of a dramatic increase!



The Rev Craig Barber

Soft and Stone Fruit

BERRIES and CURRANTS

When the Editor recently spoke to Dave Ashton of Berry World and asked how the berry business had been in the UK over the past four months his reply was "ok". He reported that the Yuletide period had been a "bit flat" apart from the normal activity on cranberries. The major change in the market place however, appears to be the continued increase in demand for proprietary varieties. Customers and consumers are more discriminating in their tastes and success will be built on the double balancing act of size and sweetness. Despite more availability of these preferred varieties the market in January and early February "remained dull".



Huelva area responsible for 95% of Spain's Strawberry production

The Egyptian season caused no fireworks in the **Strawberry** market and the baton of supply passed seamlessly to Morocco and Spain. Intelligence from the Iberian Peninsula indicates that Spanish Strawberry prices have dropped by 20% where 95% of the country's production is centred on the Huelva area. The principal reason cited was the mild winter experienced in other competitive states. Current forecasts are predicting that the 2014 season will be early to normal. In certain areas this could be four weeks ahead although Scotland appears to be in the latter category. Availability is expected to have its first peak in the week before Wimbledon. Varieties such as Elsanta and Sonata are being trialled in the early season. Production volumes of UK strawberries were reported by our correspondent to have remained static over the last two seasons but supermarket demand for the fruit has been fully catered for by domestically produced supply.

Raspberry tonnages grown in Spain and Morocco have increased with demand trends for preferred varieties mirroring strawberries. Interestingly, published information on Chilean raspberry marketing (where 90% are sold as frozen) indicates that the season that has just concluded has been a good one for producers. The analysis suggests that the reason is attributed to the poor harvests recorded in two of the world's largest producing countries, Poland and Serbia.

Blackberry demand was said to be "just ticking over" but will pick up with the first Spanish supplies at the end of April. Scientific teams from France and Costa Rica have been working on methods to extract Ellagitannins, rare polyphenols with suspected positive medical applications, from blackberry juice.



Strikes in Chilean ports interrupted supplies

A frost and port strikes in Chile interrupted the supply of **Blueberries** during the New Year period but by late January and into February sales had picked up and prices were generally stronger than 2013 despite problems with some US shipments. Tremendous financial investments have been injected into the Peruvian blueberry production coffers. Published statistics indicate that the area under cultivation will leap from a current 283 hectares to 1,600 by the end of 2014. Value of exports to the UK from Peru was published as US\$961,000. A view expressed by one leading authority suggests that the European

market for blueberries is poised to "take off" if quantities of the right varieties become available. The potential to grow consumption is said to be huge. Household penetration in Europe for blueberries is currently estimated at 4%.



Lingonberries

On the Technology front there are an increasing number of players in the industry who are investing in techniques to improve the absorption of leaked juice in punnets. The endeavour is to reduce wastage through making the environment less moist. Micro-penetrated films are also being trialled to extend shelf life.

Results of a recently published scientific study showed that in a controlled trial where mice were divided into groups, and each group was fed different berries over a three month period, those fed on Lingonberries showed the lowest blood sugar and insulin levels. Not that we will ever get access to adequate volumes for humans to benefit as the berry is available in small quantities from Scandinavia.

And finally, demand for cherries in China is said to be rocketing. Currently, there are five nations whose produce is permitted entry into the country. Chile (by far the biggest), USA, New Zealand, Australia and Tajikistan. Authorities from the South American exporter are said to be concerned that too much emphasis is being placed on one market.

Piece prepared after an interview with Berry World director Dave Ashton

Serves 6-8

Cherry Bakewell Pudding

Ingredients

- 900g cherries, pitted
 - 2 tbsp cherry brandy (optional)
 - 4-5 tbsp red cherry jam
 - 1-2 tbsp sliced or flaked almonds
 - cream or ice cream, to serve
- For the Bakewell topping
- 200g soft butter
 - 175g caster sugar
 - 4 large eggs, lightly beaten
 - 200g ground almonds
 - zest of 1 lemon

Method

- 1 Preheat the oven to 180°C, fan 160°C, gas 4. Toss the cherries with the cherry brandy, if using, and jam. Tip into a shallow ovenproof baking dish approximately 20-30cm.
- 2 Put all of the Bakewell topping ingredients in a bowl and, using an electric hand whisk, mix them together for 2 minutes.
- 3 Spoon the Bakewell topping over the fruit in the baking dish.
- 4 Scatter the almonds on top of the pudding. Bake for 50-55 minutes or until risen, golden and set. Serve warm with cream or ice cream.

Recipe supplied by Liveryman Sarah Whitworth

City Food Lecture

Wilson says look beyond the no-growth supermarkets

This year's City Food Lecture audience was told that suppliers around the world should look beyond the UK supermarkets for future growth in this market.

The lecture was delivered by Charles Wilson, chief executive officer of Booker plc, and he said growers in the UK and around the world are operating in an exciting new landscape, with more realistic routes to market than at any time for decades. "For the last 50 years, it's been a one-way bet," he said. "But it started to go wrong [for the multiple supermarket chains] in the late 2000s. Like for like growth was coming down and they kept opening new space. In the last two years, even that new space has stopped delivering the growth they need."

Growth in the big four chains has been stifled by excessive capital expenditure and that in turn is restricting the expansion opportunities of suppliers. "The Cohens, John Sainsbury and Ken Morrison were all very careful in how they spent their money as they built their great businesses," Wilson said. "I'm a big fan of the supermarkets – they have done some wonderful things. But in recent years, they have spent so much capital and found it hard to grow. In our [Booker's] world, we are still very careful how we invest our capital. The multiples have a challenge – their capital expenditure can block entrepreneurial growth."

As the global market opens up and

growth shifts elsewhere, those companies that find themselves overexposed in the UK supermarket sector will see profit deterioration, Wilson predicted. "Simply go where the growth is, he advised suppliers. "It's better to put your best products, best people and support into channels that are growing, rather than the no-growth supermarkets."

Both British and international suppliers have plenty of growth opportunities outside the supermarket sector, he continued, pointing to IGD growth estimates in the alternative food sales channels over the next five years. The out-of-home sales channel is expected to expand by 18%, convenience retailing by 28%, discount retail by 65% (although Wilson believes that could be underestimated), and online by 95%. At the bottom of the expansion pile are the supermarkets, with predicted growth of just 8%.

Booker is the largest food operator in the UK market, having increased turnover from £3.08 billion to £4.7bn a year since



A distinguished panel of food experts responded to questions. L-R; Ronald Kers, CEO Muller Wiseman, Charles Wilson, CEO Booker plc, Adam Leyland, (Chairman) and Editor of the Grocer, Doug Gurr, Vice President, Amazon UK and Andrew Main, CEO Aramark

2008. During that time, it has doubled its sales to a network that now stretches to more than 340,000 independent catering customers, as well as increasing business with the independent retail sector as it begins to find its feet again.

Wilson put a lot of the success of the



Charles Wilson delivers lecture

multi-brand group down to its ability to build significant revenue streams across a developing UK entrepreneurial customer base, which is coming out of the supermarket shadows to find new ways to sell directly to the end consumer.

More food than ever is being cooked by professionals, he said. A new generation of entrepreneurs is challenging traditional perceptions of routes to market. And the larger supermarket chains themselves, by opening local convenience stores, have actually taken more consumers away from the superstores and encouraged them to shop around for food once more. Online players with various formats also have a fantastic opportunity to take growth from other channels and engage directly with the consumer.

"Suppliers might find that investing money directly in the consumer pays a bigger dividend than investing it in the supermarket shelf," Wilson said. "A typical supermarket stocks around 30,000 lines; an online platform can sell millions. You can't fit every product on a supermarket shelf," he said. "Suppliers need to be wiser



An attentive Upper Warden and Dr Mike Solomon

and leaner. They should refine their strategies and work out where their real opportunities lie."

Piece supplied by Liveryman Tommy Leighton



HRH The Princess Royal presents her thoughts

The Worshipful Company Of Fruiterers Ridley Medal Presented to our Awards Council Technical Secretary Dr Mike Solomon

Dr Mike Solomon received the Worshipful Company of Fruiterers triennial Ridley Medal for “Distinguished Services to the Fruit Industry” at the Company’s Annual Banquet held in London’s Mansion House on 27 February 2014, with the Lord Mayor in attendance.

Presenting the Award the Company’s new Master, Mr Peter Cooper, said “Dr Mike Solomon is a world respected research entomologist, innovator, expert communicator and leader of a fruit research community which delivers practical solutions to the challenges faced by the fruit industry. His meticulous approach and detailed research led him to become a pioneer of the biological control of crop pests”.

Mike’s research identified and established the use of natural enemies of orchard pests some of which, mites and pear sucker in particular, had become resistant to chemical control. If uncontrolled these pests cause enormous damage to crops and prejudice fruit

production in the UK. Mike’s research on mite management and the orchard’s natural environment transformed fruit production to such an extent that today growers seldom have a problem with these pests.

Mike’s scientific leadership and innovative style were recognised by his appointment as Head of Site at East Malling, and then as Science Director until his first retirement in 2006. It was during this latter period when Defra drastically reduced its funding for horticultural research that Mike, working closely with the East Malling Trust, ensured the continued existence of fruit research in Kent. In 2009 Mike returned to East Malling Research as Chief Executive and in collaboration with the East Malling Trust undertook a major reorganisation of the institute over a period of two years.

Mike has published articles in the international scientific literature, books and the popular press, given many keynote speeches at international



Dr Mike Solomon receives the Ridley Medal from the Master

conferences, frequently addressed grower groups and used radio and television to promote the work of East Malling.

The Master concluded by saying “Dr Mike Solomon’s contribution to fruit production, the industry and the continuance of UK fruit research has been outstanding. He is a most worthy recipient of the Worshipful Company of Fruiterers Ridley Medal”.



Louise limbers up



The Master turns for home



Runners in the Parade Ring



The Fruiterers' Team at the Pancake Day Races

Pancake Day Races

The 4th March 2014 marked the tenth anniversary of the Livery Shrove Tuesday Pancake Races and was again held in the Guildhall Yard, City of London.

This annual event, organised by The Worshipful Company of Poulterers in collaboration with The Cook and The Butler has become an important date in the Livery Year.

On a beautiful sunny day, ideal for running and eating pancakes, the Fruiterers’ team under the strict and efficient management of Liveryman

Dennis Surgeon entered a full team and participated in all four categories, led by the Master Peter Cooper, Past Master Will Sibley, (in fancy dress), with Liverymen Gerry Edwards, Louise Ratcliff and Liveryman Peter Andrews as reserve!

Cheered on by fellow Fruiterers and their families, the team running in lane five on each occasion did well not to fall over or attract any penalty points.

In each heat we achieved second place which was an extremely fine effort but unfortunately we were not able to produce

a winner. Not having to run in the finals gave us extra time to secure seats in the Guildhall Crypt where a delicious soup and buffet lunch was served.

This truly exciting day was great fun and provided an opportunity for Liverymen and their families to meet and bond together in a less formal way.

Aspiring runners for next year should make themselves known to the Master or the Team Manager.

*Piece supplied by
The Master*

Chartership of the Institution of Horticulture in 2014 brings with it Professional Recognition for Horticultural skills

– a reminder that the time is right to attract the next generation of Fruiterers!

Fellow Fruiterers, how often over recent years have you heard that British farming is facing a recruitment crisis? How often like me have you been involved in conversations about the skills and challenges associated with fruit growing?

Last year 'Horticulture Matters' produced by the RHS and Lantra moved the Horticulture Industry's skill shortage onto the Governments agenda and reported that 70% of horticultural businesses can not fill skilled vacancies, nearly 20% are forced to recruit overseas, and almost 70% claim career entrants are inadequately prepared for work! The report clarified the two biggest challenges. Namely the fact that Horticulture was simply not seen by the next generation as a professional career with potential for progression, reward and recognition. Secondly the scarcity of adequate training relevant to satisfy the needs of progressive commercial growers.

The wonderful news is that 2014 has already seen some significant progress in addressing both these challenges:

The most significant occasion on the horizon this year is without doubt the official sealing by the Crown Office at the House of Lords of The Institute of Horticulture's Royal Charter. This means Horticulture will legally gain the professional recognition it deserves making it equivalent in status to careers in Medicine, Law and Accountancy, something for all Horticulturalists and Fruiterers to celebrate! I hope like me you recognise that the Horticulture industry is well positioned to contribute most to securing sustainability, and effectively managing the environment and the food chain for the growing future population. For this reason I passionately believe all sectors need to collaborate and encourage the next generation of Professional Horticultural and Plant Scientists into the Horticulture industry. I would like to invite fellow Fruiterers to join with me and actively encourage the Horticulture Industry (with its diverse network of clubs / organisations and groups and complicated supply chains) to embrace sealing of the Chartership, and support the Institute of Horticulture in celebrating this landmark



occasion. It would be fantastic if each sector could commit to allocating specific resource to raise awareness amongst the next generation of the opportunities within the horticultural industry. Support can be via individual membership of the Institute of Horticulture (IOH@horticulture.org.uk), but also through businesses and Industry bodies actively supporting the Grow Careers initiative (www.growcareers.info) which has the potential to play a key role in guiding those looking for careers in Horticulture @GrowCareers

The Worshipful Company of Fruiterers itself has a long established reputation for playing a key role in promoting excellence and supporting education and research across all sectors of the fruit industry, We are all aware of the existing schemes which are successfully encouraging young people into the broader produce industry e.g.: The National Federation of Young Farmers Clubs Bright Crop and Free Mentoring for Institute of Horticulture Members and the urgent need for more good quality Apprenticeship schemes. The good news is that the tide is turning because the serious implications linked with an aging population of farmers and commercial growers are at long last being recognised by commercial supply chains which have a responsibility to their customers to have availability of good quality fresh produce on shelf. As you might expect I am personally proud that Sainsbury's has launched a bespoke Agricultural and Horticultural Apprenticeship Programme.<http://sainsburys.jobs/signature/own-brand-scheme>. Fantastic news since this promises to give an additional 40+ young people the opportunity to train and

learn skills which will open the door and prepare them for exciting careers with Sainsbury's most progressive cutting edge farmers and growers across all sectors.

Such initiatives are supported further by the release in March 2014 of a Job Satisfaction League table commissioned by David Cameron and drawn up by a group lead by former Cabinet Secretary Lord O'Donnell. 274 different jobs in the UK were rated using data on happiness measures drawn from the Office of National Statistics annual population survey and pay estimates. Farm owners and managers, and farm workers were ranked 3rd and 8th respectively which is fantastic news for the horticultural and agricultural sectors and can only serve to further encourage and attract the next generation looking for careers which offer both well being and economic benefit.

I conclude by saying that I am excited that green shoots representing the next generation of horticulturalists are emerging. The economic, social and environmental factors should be harnessed and serve to nurture these green shoots. The sealing of the Royal Charter should serve as a reminder for each of us as Fruiterers to play our role in attracting, educating and encouraging the next generation into the industry which is reliant upon valuable professional Horticultural skills so it can meet increasing global demand for healthy fresh produce whilst effectively managing the environment and let us not forget the industry which will be the source for the next generation of Fruiterers!

Piece supplied by Liveryman
Dr Theresa Huxley

Garden of the Year

Congratulations to The Marquis and Marchioness of Lansdowne for receiving the accolade 'Garden of the Year' for their magnificent displays at Bowood House, Wiltshire. We are very grateful to the proprietors for permitting the Fruiterers to visit on Wednesday 10th September to view the gardens and plant a tree. The 100 acres of parkland was designed by Capability Brown and features a lake, arboretum, pinetum and cascade. The house hosts an extensive art collection and historically interesting items such as Queen Victoria's wedding chair and Napoleon's death mask.

Bowood House is a fine example of 18th-century architecture with splendid interiors. The list of contributors to the building, contents and grounds reads like a who's who of architects and gardeners.

The Adam brothers, C R Cockerell, Sir John Barry and the already mentioned Lancelot Brown. Sir Joseph Priestly discovered oxygen in a laboratory that exists in the building.

The Estate was purchased by the 1st Earl of Shelburne in 1754 who employed Henry Keene to extend the existing house and add the imposing portico. His successor, the 2nd Earl, who was Prime Minister between 1782 and 1783, was responsible for employing many of those that transformed Bowood into the magnificent residence it is today. He was created Marquis of Lansdowne in 1784 for negotiating peace with America after the War of Independence. Unfortunately he died deeply in debt and much of the contents had to be sold. It was the 3rd Marquis who restored the house



Bowood House - Garden of the Year

commissioning Cockerell and Sir John Barry to design and make improvements. The subsequent history to the present day is both intriguing and interesting which the Fruiterers will have much pleasure in discovering on their visit.

The Clerk will circulate details and we would recommend that you take advantage of the opportunity to visit this splendid English landmark.

In the Immediate Future...

This year the Fruiterers' **Audit Court Dinner** will be held at the **Vintners**



Last year's Master at the Fruiterers' stand, Royal Bath & West Show

Hall on Thursday 15th May. As the name suggests, the event has a more 'business' flavour and Liverymen are encouraged to host guests and potential new incumbents for the Company but not partners. Details have been circulated.

Jack's Toy Cupboard is an opportunity to view Liveryman Jack Henley's unique collection of motor cars and other items of interest all of which have been meticulously assembled over many years and are in pristine condition. **Friday 23rd May at Marden, Kent** are the date and venue. Details have been circulated.

Fruiterers will be visiting the **Royal Bath & West Show** at **Shepton Mallet** on **Thursday 29th May.** As usual, the Company's Stand will be displayed in the



Vintners' Hall, venue for Audit Court Dinner

Cider Pavilion for the duration of the show. Honorary Assistant Peter Andrews is preparing a rota of Liverymen to man the stand. If you can assist please contact Peter.

Honorary Assistants' Dinner

Each year, the Master, Wardens, members of the Master's Committee and officers attend an informal dinner that is specifically formatted for the Honorary Assistants of the Company. Designed to allow the current eight incumbents and the four taking responsibility at Audit Court, to

meet in a more relaxed environment they are actively encouraged to table ideas and promote discussion. Often, the seeds of some very sound policies have been sown at these events. It proved to be a most interesting evening held in the New Court Room of the Innholders' Hall.



Honorary Assistants' Dinner



OBITUARY

Charles Alexander Lodemore

We are indebted to Charles' family who have provided an account of his life. The following is an extract. He joined the Fruiterers in 1968 and passed away on 17th February, 2014.

Charles' father said to him: "I reckon that joining that church in West Ham was one of the best things you ever did". Much of Charles' life flowed from his decision to join the wolf cubs at the West Ham Central Mission. He joined the cubs 'because they had a good time' and later progressed into scouting and youth work. His connections with the members of the '12th West Ham' continued, and Charles valued those friendships and enjoyed the annual get-togethers. Indeed the last social outing Muriel and Charles had together was to have tea with a former scout and his wife.

Charles was 12 when the Second World War started. He was evacuated to Weymouth for a year and then in his teens lived through the London blitz. He was in a neighbourhood where there was no shortage of tragedies.

He and his older brother John were fortunate that their father was keen that they were better educated than he had been. Their parents, who were not well off, made the sacrifice of not sending them out to work at 14, thereby enabling them to stay on a bit longer at the local grammar school.

The Mission encouraged a practical expression of faith and tried to address some of the social problems of the time. This influenced Charles' beliefs and attitude to work and service. Where possible, young people were encouraged to consider working in a way that helped the community, and as a result Charles entered local government service. At 16 he joined West Ham Borough Council.

He was called up in 1945, but never saw active service, as the war ended before he had finished his training. He was posted to the Signals Regiment in India, and handled many messages



about awful massacres among the different religious groups in the Punjab. He stayed in India until after independence and was one of the last British soldiers to leave. On demobilisation he went back to the Council.

Before long Charles changed jobs and worked at the City of London Cemetery in Manor Park. He then moved to the City of London's Spitalfields Market, still working as an administrator. He spent the rest of his career there, qualifying as a Chartered Secretary, and progressing to become Superintendent of the Market.

Back in the early 1950's the Scouts doubled as a dating agency! Although he was still living in West Ham, Charles was asked to help run a scout troop at Upney Congregational Church in Barking. Muriel led a young people's group there, and her parents were very involved with scouting. When invited to their house for tea, Charles readily accepted – not least because it meant he could spend more time with Muriel!

They married in 1955 and moved to Gants Hill where they joined the Congregational Church, made many friends, and helped lead youth groups. Charles was church treasurer for a time.

John and Marion, the children, were born in Gants Hill. Like many men of

his generation, Charles left some aspects of parenting to Muriel and concentrated on others. He took the family on many happy outings and holidays. He transported John and Marion in a sidecar attached to his bicycle, and then later in a Morris 1000, their first car. He was very practical, creating some wonderful toys, gadgets and furniture out of wood. He continued this tradition with his grandchildren, spending hours making, amongst other things, a 'roadway' which has given many hours of pleasure to Ollie, Katie, Peter and lots of other children.

In 1968 the family moved to Billericay. For a while Charles was on the committee of the West Ham Central Mission's boys' home, Orchard House, in Stock, and for many years was secretary of the Billericay Community Housing Association.

Charles and Muriel enjoyed his long retirement; walking, bird watching, gardening, reading, entertaining, visiting friends and family and travelling all over the UK. These activities often overlapped with his research for the family history.

Charles was recently asked about the most challenging periods in his life. He mentioned the period just before they moved to Billericay when Marion was seriously ill in hospital for nearly a year. He also referred to the time since Muriel has died. He found it very difficult to cope with his disabilities on his own, even with his ingenuity and constant attempts at working out ways to adapt. He was, therefore, very grateful to make new homes in Bucklesham and then Anisha Grange, where he was very well cared for and enjoyed the activities and time with his visitors.

When people describe Charles, two common adjectives are 'tall' and 'principled'; there is no denying the first, and the latter reflects Charles' simple creed: "Love God unreservedly, and love your neighbour as yourself".

Congratulations

To **Past Master Laurence Olins**, this was the culmination of a 13th and final year as the mastermind behind the City Food Lecture. His tireless work in chairing the committee that puts together one of the most respected lectures in the City's calendar was duly recognised by HRH The Princess Anne, who presented



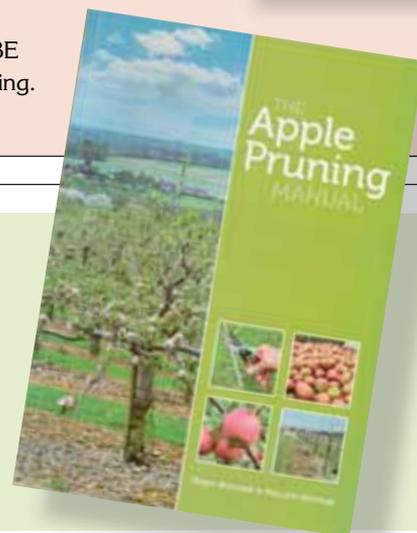
Laurence with a decanter

and wine coaster and thanked him on behalf of everyone who has participated or attended the lecture over the years. "We are all thankful to the livery companies who organise this lecture and particularly thankful to the enthusiastic and knowledgeable chair Laurence Olins," said the Princess Royal. "We thank you for your sterling work for the City Food Lecture since 2001 – you have set a standard we will endeavour to maintain."

Congratulations. To **Liveryman Marion Regan** who was created an MBE in the New Years' Honours List for her services to the fruit industry. Congratulations.



To **Liveryman Patrick Rarden** who was created an MBE in the New Year's Honours List for his services to policing. Congratulations.



The Apple Pruning Manual

Honorary Freeman Roger Worraker and Malcolm Withnall have combined their considerable experience and knowledge in the preparation of this valuable, new reference which will appeal to professional grower and amateur

gardener alike. Order your copy at £12.00 from E. Worraker, Tides Reach, Five Oak Green, Tonbridge, KENT, TN12 6RE. Cheques to be drawn in favour of 'Apple Pruning Manual'.

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 Freeman and Liverymen, but wives, husbands and partners are also welcome. Liverymen and Freeman of longer standing who have not previously been to a Briefing are also encouraged to attend. The

dates of the 2013 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 1st May, 2014
- 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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