



The Fruiterers' Company NEWSLETTER



Number 77 August 2013

www.fruiterers.org.uk

MEDITERRANEAN CAMBRIDGE!



'Scrumptious' planted at our Master's old college

It will have been to the great delight of The Master and Valerie that all those arriving in the City of Cambridge on Saturday 6th July for our Livery visit found themselves in warm and even hot sunshine, which was to last for the whole of our visit.

As a Past Scholar of St John's, the visit was focused on this College, originally founded in 1511 and one of the most beautiful of the Cambridge colleges.

For those who had never visited before, and for those not accustomed to the terminology used to describe the college buildings and grounds, members found themselves in a haven of peace of beautifully kept gardens and Courts with the River Cam flowing through them. Many chose to stay in student accommodation within the college, as the term had come to an end.



Fruiterers ahoy on The Backs

For Court members the visit commenced with the Summer Court meeting which was held in the Wordsworth Room, a room full of history, where the poet William Wordsworth had lived and written some of his works while a student. This being a Court meeting held away from the City of London there were no admissions to either the Freedom or Livery of the Company.



Evening Reception at St John's

The main programme of events commenced with attendance at Choral Evensong in the College chapel, with excellent singing by the chapel choir in a delightful setting. We then moved across the Bridge of Sighs to the backs of St John's for a reception and then to the main hall for dinner.

This hall is a wonderful building in which hang a variety of famous paintings and it was a rare privilege and opportunity for us to be able to dine there.

DATES FOR YOUR DIARY

Fri 6 Sep	Tree Planting of the Year	Dalemain, Cumbria
Wed 11 Sep	Visit to HE The French Ambassador's Residence	Kensington, London
Thurs 19 – Sun 22 Sep	Gerfruit & Chateau Visit	Tours, France
Mon 30 Sep	Election of Lord Mayor	Guildhall
Wed 9 Oct	11 a.m. Visit St. Bartholomew's Hospital 12.30 p.m. Carvery Luncheon	Smithfield Butchers' Hall
Wed 16 & 17 Oct	National Fruit Show	Detling
Wed 30 Oct	Presentation of Fruit to the Lord Mayor Luncheon	Mansion House Guildhall
Thurs 7 Nov	Master & Wardens Dinner	Barber-Surgeons Hall
Sat 9 Nov	Lord Mayor's Show (Company not Participating)	City
Tues 19 Nov	Musical Candlelit Tour	Charterhouse Square
Fri 24 Jan 2014	12pm St Paul's Day Service Luncheon	St Mary Abchurch Innholders' Hall



Over the Bridge of Sighs

The Master proposed the health of the guests and the recently retired director of the University Botanical garden, Professor John Parker, gave an amusing reply. A stirrup Cup was served in the College students' bar to bring Day One to a close.

The following morning, after a hearty breakfast for all "in college residents", members were invited to visit the botanical gardens with Professor Parker as our guide. All of the gardens, and those within St

John's, are meticulously maintained and full of colour

On return to College, the Master planted a commemorative Apple tree, of the variety Scrumptious, in the Scholars Garden. The sapling had been generously gifted by Liveryman Nick Dunn. In attendance were Professor David McMullen, the Chairman of the Garden Committee and a Fellow of the college, Dr Mary Dobson and Mr Adam Magee, head gardener.

There was an informal lunch in the Varsity hotel and for those who wished it a guided tour of the Cambridge backs on large comfortable punts.



Dinner in the historic hall of St. John's



The Master proposes the guests

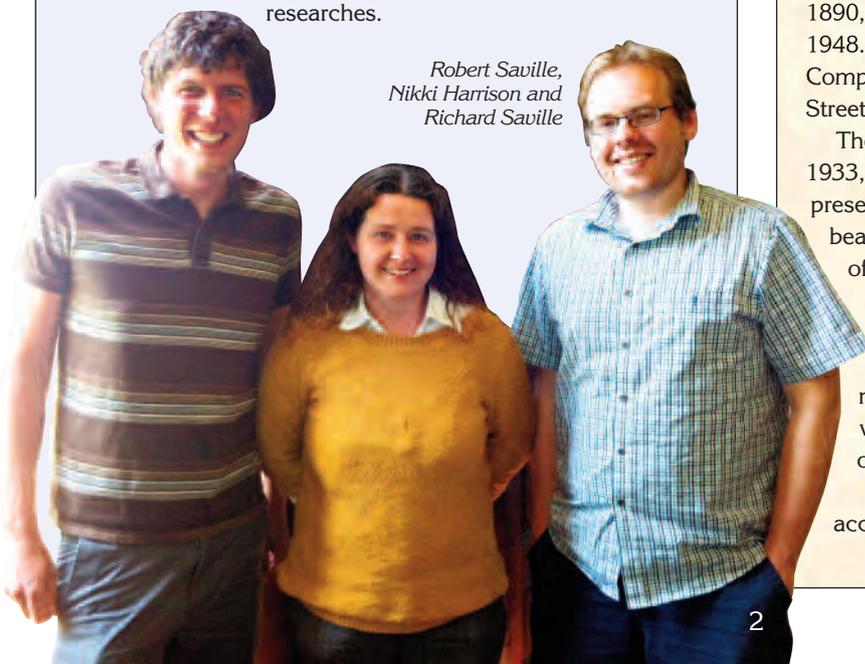
We do not often have overnight stops in our calendar (although we have another coming up in September). This visit was well received by those who made the journey to this beautiful City in wonderful weather. Thanks are especially due to those who gave permission for the visit, especially the tree planting in the Scholars' Garden

Piece provided by past Master David Hohnen

Young EMR Scientists

It is always a delight to learn about those and the works of those that the Fruiterers' Company have supported in the industry. EMR has been a centre of excellence in the field of research since its formation 100 years ago and it is encouraging to witness some of the latest talents to be working under the aegis of our Company at that venerable institution. Photographed are three with the Harrisons, being husband and wife. We look forward to learning of their researches.

Robert Saville,
Nikki Harrison and
Richard Saville



HONORARY

The Eagletons had a long and honourable association with the City of London and the Fruiterers' Company. For eighty-eight years the role of Clerk to the Company was held by a member of the Eagleton family. Octavius Chapman Tyron Eagleton, 1861-1890, John Eagleton 1890-1931 and Guy Tyron Eagleton 1933 - 1948. The family held strong connections with the Haberdashers' Company and prior to WW2 the Haberdashers' Hall, Gresham Street, was the venue for many Fruiterers' Court Meetings.

The City Press records that at the Livery Dinner, 25th January 1933, Guy Eagleton was given a silver tea service as a wedding present and his father John Eagleton was presented with a beautiful mazer-bowl (the work of Omar Ramsden) in gratitude of his services as Clerk for 42 years and to commemorate his 50 years as a Liveryman.

The presentation to John Eagleton was made by the Immediate Past Master, Mr George Monro, who in the most kindly way gave expression to the feelings and affection which the Livery had for a man who had upheld the privileges of the fraternity.

Mr John Eagleton, who spoke with some emotion, accepted the gift with pride and said that he had "seen the

FULL HOUSE AT APOTHECARIES' HALL

It was almost “standing room only” at Apothecaries Hall on Tuesday May 14th for the Audit Court Dinner, a prescribed event to follow the Audit Court Meeting.

The Hall is both delightful and of much historical interest. Court members were provided with a treat before the event. Mrs J Payne, the Company’s archivist, gave a guided tour of the facility pointing out features of particular note.

The accounts of the various Fruiterers’ funds were duly approved at the Court meeting, all showing a satisfactory state of affairs and in “good order”. It was time for four Honorary Assistants to retire, having served their two years in office, and for three new members to be elected. Five new members were elected and four others clothed with the Livery.



A Loving Cup is taken



Mrs Payne provides the Court with a conducted tour

At the dinner there was a sea of friendly faces, it being particularly nice to see Rosemary and Graham Collier and well known Kent soft fruit growers Charles Gaskain (with his son as a new Liveryman, and Robert Pascall. Alexander Hunt, Richard Francis, Andrew Poulton and Brigadier JJJS Bourne-May (Clerk of the Vintners Company) also caught our eye.

The Master proposed the health of the guests, opening his remarks with a tribute to our Clerk, who was indisposed but had delivered all the arrangements despite his temporary immobility,

He welcomed the Masters of the Cooper’s and Carmen’s Companies, Jan Lloyd, the Chief Executive of New Covent Garden Market and our guest speaker Mr Alan Bloom, Head of Global Recovery at Ernst and Young LLP. He made specific reference to the success of funding for the urgently needed research into Spotted Wing Drosophila., where our early action over funding had led to support from other bodies, to raise £75,000, a sum then matched by Defra.

Alan Bloom replied to the toast on behalf of the guests, recounting several particularly difficult situations in insolvency which he has been confronted with during his long period in practice. In an amusing speech with serious undertones, he kept the assembled company interested and entertained.

The Renter Warden deputised for the absent Clerk and concluded proceedings by giving the traditional Toast “Root and Branch”.

ARCHIVIST

company grow in strength and good works”.

The presentation to Mr Guy Eagleton was made by Past Master Sir Stanley Machin and in returning thanks Mr Eagleton made reference to “his sweetheart” who he said was overjoyed at their gift and would make good use of it.

Notes from the Ed.

A mazer-bowl is a form of drinking vessel. George Monro was a very respected and prominent importer/wholesaler in Covent Garden Market.

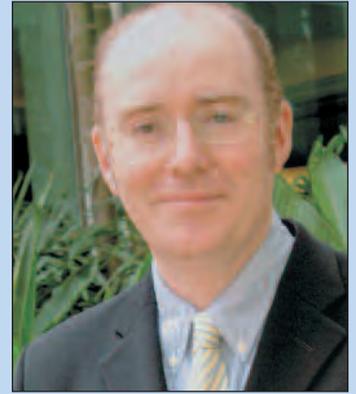


John Eagleton



The Hall set for Dinner

City Perspective



In the summer of 2012 London hosted what is now widely credited with being the best Olympics and Paralympics ever. While focused on London the Games were a chance to celebrate the UK, and used venues outside the capital and then there was the glorious Olympic torch relay, which covered the length and the breadth of the country, with huge crowds.

There were so many other highs, the medals, the volunteers, the packed venues at both the Paralympics and Olympics and the confidence and pride. Everything worked perfectly.

A year later there has been much focus on the legacy of the Games. The spotlight has been largely on the sporting legacy, the rest on the business impact. Conveniently, the government has produced a report showing the financial returns from the Games have exceeded expenditure. The reality is that it is hard to quantify fully these things, but in financial and economic terms the Games have been a big success.

To even get close to making any sort of financial return on an Olympics is unheard of in modern times. Normally, the legacy of a Games is an expensive bill that still needs to be paid long after the athletes have gone, or stadia that assume the title of “white elephant” as they are left vacant. The same, it has to be said, goes for the World Cup. In recent weeks there have been countless stories of demonstrations in Brazil over the costly preparation for next summer’s football finals, while the expensive venues built for South Africa 2012 lie idle.

London bucked the trend and future hosts are already trying to discover the secret. One thing London did well was using the Games to showcase investment opportunities to investors from across the globe.

When the London Games were taking place I was working in The City. I soon became aware of the amount being done on the business side around the Games and took part in a number of events, speaking to groups of specific visiting investors. To give you an idea, one was a three hour event the Saturday morning after the opening ceremony, where I spoke to the Chinese Entrepreneurs Club, who ran 8% of China’s economy. Another was a big event to 80 visiting investors at the Guildhall.

Now, working for Boris Johnson, I see at first hand the hard and continuous work that is done to attract inward investment, as well as working with UK based firms to do more here. It is tempting to think London and the UK will do well anyway. Far from it. Since the financial crisis five years ago, economies in the West have suffered, while emerging economies have done well. There are now huge investment opportunities everywhere and the UK has to compete even harder.

In one respect the Olympics were a great success in helping change perceptions of the UK across the world. The Olympics showed we can get things done.

One lesson was to demonstrate what is possible when the public and private sector in the UK

work together to achieve a clear goal. Ahead of successfully winning the bid to host the Games, and in the seven years from London being awarded the Games until they started, the success of clear, strategic planning was seen. One goal. One outcome. Success.

The UK doesn’t do strategic thinking that well. Partly it seems because of the short-term planning nature of our system. Taking a tough, long-term decision is never easy. The latest example is High Speed 2. Another, the need for a four runway hub airport.

Problems don’t go away if they are not addressed. They just become bigger – and usually more expensive – problems for someone to confront later.

The Games helped see improvements in the London transport infrastructure, which worked perfectly. The Olympic site has been redeveloped for sport, housing and living. It has also helped change perceptions about the ability of London to move eastwards – and grow – reflecting its rising population.

The Olympics were seen as a great advert for London as an international city – with skilled and young people from across the globe living there. And very importantly, it was seen from afar as a safe city – which mirrors the dramatic falls that continue to be seen in crime rates.

The real legacy of the Games would be if we can continue to build on the infrastructure and international legacy. The Mayor unveiled a 2020 Vision a few months ago focused on building more affordable homes, investing in the transport infrastructure, and creating a business friendly environment enabling the private sector to create more jobs.

In the wake of the Games a considerable amount of international money has been invested. Now, the government in its recent report may be over-egging it in claiming all of this came because of the Games, but I am pretty sure that if the Olympics had been a disaster, as some in the UK had expected, then this subsequent investment would not all have taken place.

As the UK recovers gradually, the legacy of the Games is to have the confidence to continue to invest for the future, and that when the UK turns its mind to something, it can be a huge success.

Piece supplied by Liveryman Dr Gerard Lyons. Since the beginning of this year he has become Chief Economic Advisor to Boris Johnson, Mayor of London.



View from Overseas

Generic Promotions: Part of the Promotional Mix?



Most major fruit and vegetable export countries have run a range of generic promotional campaigns aimed at boosting exports of selected horticultural products, as well as raising the profile of the exporting nation. How this has been achieved around the world is varied in terms of funding and implementation and where future interest might lie. New Zealand, Israel, the US, Chile, South Africa have all had, in the past, substantial generic promotional funds. Now, emerging suppliers, such as Peru and Turkey have joined in too.

These schemes often come under scrutiny in terms of whether they provide good value for money from growers and government alike who provide the majority of the funding – and whether they make any real difference. In some cases, these have been curtailed by the onset of industry deregulation. In others, they have been subject to wider funding cut backs. As a general statement, the funding for these schemes outside Europe, while still significant, tends to be more the responsibility of industry, as opposed to government.

But what goes around tends to come around. After its generic campaign ceased around 10 years ago, South Africa has restarted its promotional activity in recent years, not least to coincide with the opportunity provided by the 2010 World Cup in that country. The US and Chile still have active programmes, but with increasing attention being given to emerging markets in Asia, the Middle East and Russia, as opposed to the UK and other Western European markets.

So, how does it work here? In Europe, a good deal of the funding for this sort of export promotional work comes from Brussels. In the UK, we still seem to have something of a love – hate relationship with the EU Commission. With an annual total budget for support to the agricultural and food sector under the Common Agricultural Policy (CAP) of some €42 billion per annum, it is easy to see why farmers often love it – some £3 billion of this finds its way to the UK, but relatively little of this finds its way to the horticultural sector.

Expenditure on EU promotion of a generic nature is still relatively modest –



A variety of Chilean Produce

but an area where the UK has often not fully taken advantage of, or found it difficult to do so. The annual expenditure on information and promotional programmes (aimed at both EU and third country markets) totalled €298 million between 2002 to 2010. However, in September 2011 the European Commission for Agriculture and Rural Development announced that in the future, EU promotional budgets are set to double, or possibly triple by 2014. This applies across the whole of the EU, though there is no limit on the amount of funding each country can receive.

Promotional funding is awarded to the implementing bodies through co-financing; in effect this means that the European Commission will contribute a maximum of 50% to the program. The other 50% comes from the private sector (20%) and the remainder from the Member State(s) concerned. Typically, promotional programs are run over three years. The fresh produce sector receives about 25% of the available funding. The meat and dairy sectors receive another 25% between them.

Several reforms of the EU Common Market Organisation have taken place over the years, in order to fulfil its objective to improve the competitiveness and market orientation of the EU's fruit and vegetable sector. In particular, Producer Organisations (POs) under the CMO for fruit and vegetables benefited from the largest funding at around €650 million. On average, promotion programs financed under the CMO represented c. 5% of POs' budgets – around €35 million annually. Italy is by far the single largest beneficiary under this scheme and accounted for some 48% of the total. The School Fruit Scheme also has an overall annual EU budget of €90 million.

Promotional programs funded by the EU Commission can be focused both internally within the EU, as well as in the

domestic market itself. Funding is also allocated for programs that target markets outside of EU Member States. These are known as “third countries”. Third country markets targeted in the past through these promotional programs have included China, Norway, Russia, Switzerland, Ukraine and North America. The majority of funding is allocated to programs that are run within the EU itself. Around 73% of total funding is accounted for intra EU programs with the remaining 27% allocated to programs running outside of the EU.

Although it is not stated as yet, we would expect in the future, the newer EU Member States also to be encouraged to make further applications for the available promotional funding as opposed to the majority of it being accounted for by the more established West European countries such as France, Italy, Spain, the Netherlands and Portugal.

Regardless, there are still substantial sums of EU money available aimed at a range of promotional work and projects. While it might not be always easy to access and/or administer it – the opportunity and potential rewards for “getting it right” are significant, as grower organisations in the likes of Italy, Netherlands, Belgium, Ireland, Spain, France, Denmark, Poland, Latvia and Romania have all found out in the past. It still seems a system however that the UK industry is less keen to engage play or has found difficult to understand the rules of.

*Piece supplied by Liveryman
John Giles of Promar*



*Brazil with increasing
personality*



Morocco at Fruit Logistica

FROM ORCHARD TO MARKET

TOP FRUIT NEWS

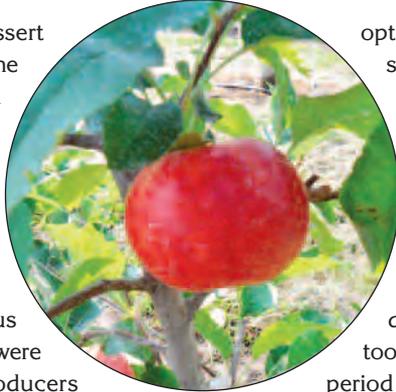
Sales of English dessert Apples were over by the beginning of May and from the available statistics it would appear that the volume was down 25% on the previous year. We have covered the reasons for the decline in previous issues most of which were climatic. Certain producers suffered wipe outs and for them there was sadly no short term salvation but for the majority it was a reasonable year. Because of the UK multiples desire to stock national product, established standards for size and cosmetic standards were modified. This decision did not compromise eating quality or shelf life. If a similar situation on availability develops in future years similar accommodations may well be made.

There was a degree of disappointment in the industry owing to the fact that 2012 was the first year in many that a reversal in production had been recorded. Overall, producers were compensated by the higher prices and returns from the sale of the smaller crop.

Bramley stocks are being depleted and it is feasible that there will be a break in supply before the new season production comes on stream - some three weeks later than normal. This is far from ideal as it is always difficult to re-secure shelf space with the supermarkets after an interruption in availability.

Reserve stocks of English pears had virtually dried up by the commencement of July. It was reported by our correspondent that demand remained high and it was unfortunate that producers and marketing organisations could not satisfy the latent aspirations of customers.

Looking ahead to the forecasts for 2013 several factors have conspired to give a more cautious mood of



A new variety Galmac

optimism. Following a short period of moderating weather patterns at the beginning of May the remainder of the month was characterised by cold north easterly winds. Flowering was delayed and pollination took place over a lengthy period of time. When and where it occurred was 'patchy' due to a lack of pollinating vectors. A number of fruitlets

therefore have a reduced number of cells which will result in average sizing at best. Because of the warm, dry weather enjoyed during June and July a larger number of fruitlets have 'dropped' but the growth of the fruit that remains has been described as spectacular. There is however, a long way to go until harvest which will be between two to three weeks behind last year.

Gala volumes are expected to be up on 2012 as will the **Braeburn** crop and that of the **New Varieties**. Currently it is impossible to say whether we will get to the 11/12 volumes on the total tonnage of dessert apples.

Forecasts for Bramley are difficult. After a disappointing 2012 for English growers and an even greater disaster for Northern Ireland it will prove difficult to make reparation for the brand. A strong promotional campaign was foreseen for the forthcoming season but with the uncertainty on crop levels plans are somewhat in abeyance.

Wholesale prices have been strong during the summer months both for northern hemisphere stored stocks and new season fruit from south of the equator. International sources of

intelligence are reporting that hangovers into the new European season will be minimal. This can only be beneficial for English producers and those in other European countries. A clearer picture will emerge after PROGNOS Fruit data is made available after 9th August. Evidently growers in other European countries are also experiencing great difficulties in forecasting crops.

Diphenylalanine (DPA) mrls have been established by the Commission which will be subject to review in two years. This action will almost certainly have an effect on supplies emanating from certain southern hemisphere countries and the US. We learn however that there are a

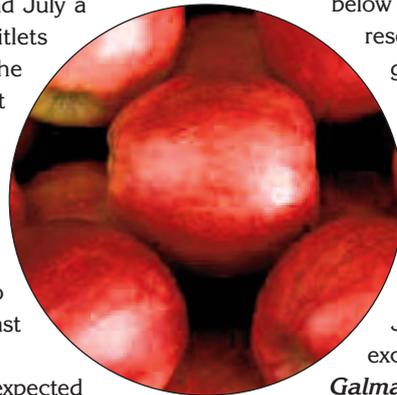
number of producers from countries 'below the line' who are actively researching techniques to grow apples with zero dependency on DPA. Similarly, a solution is being sought in the US.

The first English apples were available on the market in mid-July. A new, potentially exciting cultivar dubbed **Galmac** will be launched in limited quantities during August. Sadly it has a few demands that make it difficult to grow. It has

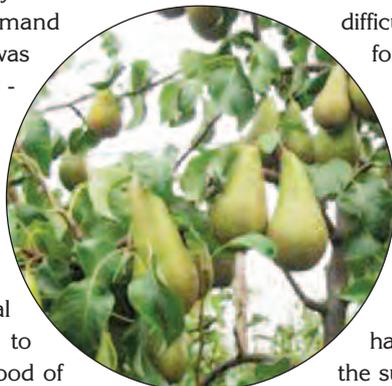
very precise picking requirements. The quest is on amongst the experts in the industry to develop new varieties/sports/strains that will successfully extend the English season at the bookend months as well as giving consumers exciting, new eating experiences throughout.

The customers (retailers) are hungry for English top fruit reflecting the demands of their shoppers. Supermarket operatives are well aware that they have to maintain the profitability of their suppliers if they wish to achieve their aspirations.

The news on pears is less reassuring. The Editor has been informed that the best estimates put English Conference production down on 2012 by 10%.



Gala should be back on track this year



Another disappointing year for English Conference

Information for this article was supplied by Adrian Barlow, CEO English Apples & Pears

VIEW FROM THE HIGH STREET

Following six weeks of summery weather it was interesting to speak to our correspondent, an independent retail greengrocer from Buckinghamshire, on what his experiences had been since last we spoke. He was, as usual, buoyant and enthusiastic. Our last conversation had been in April and since that time the trade has, he said "been good despite the weather being up and down". His business is divided into three sectors; traditional greengrocery, floristry and garden plants. For a smallish unit David moves an incredible amount of stock to customers in the shop's catchment area of Berks & Bucks.

During the Spring and early Summer there is always a busy trade in garden plants and small trees and shrubs. Some interesting points have emerged which have reflected in sales over the last few months. Customers have tended to opt for drought tolerant plants, hanging baskets and pots where watering is focused and more manageable. Geraniums have always been a good seller but demand has shot up and he cleared 250 trays in one week. Local producers have come back into their own he reports and quality is good. "Small potted trees such as Box and Olive are increasing in popularity" our retailer revealed.

On the floristry side business continues to flourish. Apart from the expanding cut flower business and bouquets the demand for floral tributes has increased. He attributes this to the fact that a lot of smaller florists in the locality have ceased trading and his company's policy of using only the freshest blooms.

Fruit has sold well over the last four months despite prices being on the high



On the vine tomatoes remain popular.

side. Apples from both hemispheres have sold alongside each other but a special mention was made of Jazz and Pink Lady. New Zealand Cox has finished as have most of the English supplies including Bramley. Conference stocks are short and although he was still managing to get a limited supply of English he was having to supplement with Dutch, which have not had a good shelf life. There are a host of varieties from southern hemisphere sources to keep his clients satisfied. Citrus prices have risen reflecting a tightening of supply and soft citrus rose to 95p/lb. at wholesale level. South American lemons were variable in price and quality but have now improved. For a period limes went very short in supply. There are excellent Italian white seedless available with bunches so large they have to be divided. Quality of red Seedless has been somewhat disappointing of late. Our retailer had special praise for local English cherries which were late but were of good appearance and eating quality and at £2.25/lb. were moving fluently. Where necessary supplementary supplies had been available from Spain and Turkey. "We have enjoyed a nice run on European peaches and nectarines at 50p/piece for larger fruits or 4 for £1 on smaller examples" he said. His experiences on berry fruit have been good with fruit being readily available from English sources. Strawberries at £1 for 400gm move off the shelves reassuringly quickly. Raspberries have sold at £1.50

per punnet while Blueberries have been offered at £1.50 – 1.90. The conversation on bananas was illuminating. "Small retailers cannot compete on price with the supermarkets" he explained "we had to therefore identify a unique selling point" Over the years David has determined those brands of Cavendish that appear to have superior eating qualities and sweetness. By using this knowledge he can keep his customers satisfied while they have to pay a slightly higher price.

At the commencement of the English vegetable season there was a dearth in supply and prices rocketed. Many consumers temporarily switched to frozen but have reverted now that retail values have modified. Unfortunately for the producer there cannot be any profit in the current returns "and crops are having to be dumped" he asserts "as supermarkets trim back on orders". Potato quality from all sources has been very good although the price of "large bakers did go through the roof at one stage" he said. Jersey Royals are still available and according to



A gap between the old and new Bramley seasons

our greengrocer have improved in quality as the season has progressed. Salad sales have gone through the roof with the summery weather. The variety and variations are incredible. David said that "the tomato job had fallen out of bed" because of the over abundant supply but evidently cherry vine prices have remained stable. He wasn't particularly complimentary regarding tomatoes of unnatural hues feeling

that they lacked flavour. English beetroot has been plentiful and of excellent quality while Germany has been a major supply source for radishes and spring onions. "It has been fascinating to watch the daily variations in wholesale prices of peppers, by colour" said our retailer.

Despite a fairly difficult Spring it appears that business is back on track and that availability on most products is adequate.



Fresh flower sales continue to improve.

Master's Reflections



At the Old Bailey with senior criminal court judges



On the steps of St Paul's with two winners

“Our children have the lowest intake of fruit and vegetables in Europe and one in twenty children eat no fruit at all.”

Throughout the long, cold Spring it seemed that all fruit would ripen later than usual and this has certainly been true for cherries. However as I sit writing in glorious sunshine and a temperature of 32 degrees I suspect that the fruit in orchards throughout England is rapidly “catching up”. The past three months have been a busy and rewarding time for Valerie, me and the Fruiterers Company all having been involved in many events both within and outside the City of London.

Each year the Master receives an invitation to lunch at the Old Bailey with her Majesty's



The Master and Valerie by the Spitalfields display RB&W

senior criminal court judges. It was my privilege to be seated next to His Honour Judge Brian Barker the Recorder of the City of London. After lunch we were able to “sit in” on a case in one of the Courts and I was impressed by the use of modern technology, particularly CCTV cameras and Mobile phone monitoring, as evidence. For the past 30 years Masters of the City Livery Companies together with their partners have gathered for a Summer weekend at Ironbridge Gorge. This quiet river valley is a World Heritage Site and one of the cradles of the industrial revolution. The weekend is a fine opportunity to strengthen links with other livery companies. In recent weeks I have been a guest of the Poulters, Gardeners, Cooks and Leathersellers, Companies with whom we have a special relationship through the City Food Lecture or the Royal Bath and West Agricultural Show. The Orchard and Cider Pavilion at the Shepton Mallet Showground was alive with producers, display stands and visitors.

I was dismayed to read that in recent years there has been a fourfold increase in British children admitted to hospital with obesity related illnesses and that 20% of our 10-15 year olds are now obese. Our children have the lowest intake of fruit and vegetables in Europe and one in twenty children eat no fruit at all. Yet if children are encouraged to taste fruit, are taught where it comes from and educated in the benefits of eating it they will voluntarily eat more. When we learnt a year ago that the main theme of the City of London Festival in 2013 would be trees we saw an opportunity to sponsor a schools programme related to fruit (Page 11). Through our actions we have ensured that thousands of primary school children will see fruit growing and maturing on living trees. One of my great pleasures this year was to join the schools in their Parade through the streets of the City of London and to stand on the steps of St Pauls in Fruiterers badge, Gown and Tudor mob cap (much to the amusement of the children) and encourage 1200 children to eat more fruit. My warmest thanks go to all those Liverymen who helped with the organisation and donated fruit.

In early May I had attended the Annual Dinner at the Guildhall of the Markets

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Committee of the City of London Corporation. My impression was that despite the county's economic difficulties the London Markets were thriving. This impression was reinforced a month later when Valerie and I joined the Lord Mayor and Sheriffs on their yearly pre-breakfast visit to Spitalfields Market. Although, as our day began the Market's day was ending it was still easy to understand why New Spitalfields has been judged to be the best UK Wholesale Market in 2013.

Ernst and Young who gave us an entertaining account of a circumstance we would all hope to avoid.

It may be the first time ever and certainly the first time for many years that the Company has held a Summer Court Dinner in Cambridge (*Pages 1&2*). St John's College, where I spent three years as a student, is one of the largest in Cambridge extending from its

sixteenth century entrance in the centre of town through time weathered courts and across the Bridge of Sighs to the extensive gardens on the Backs. Choral evensong with the St John's Choir was followed by a reception on the Backs in front of the 19th Century Gothic style building rather quaintly still known as New Court. At Dinner in College Hall which dates back to 1511 we were watched

over by portraits of the Founder Lady Margaret Beaufort ("The Red Queen") and famous Johnians including Wordsworth,



The Master with Professor McMullen and Dr Mary Dobson after the planting at St John's

Wilberforce and the Nobel Prize winning mathematician Paul Dirac. Professor John Parker, distinguished plant geneticist and Director of the Cambridge University Botanic Garden entertained us at Dinner and the next day gave us a fascinating tour of the Botanic Garden. The Fruiterers Company left its mark on the College in the form of an Apple Scrumptious planted with due ceremony and the help of a glass of champagne in the Scholars Garden.

2013 is the 100th anniversary of East Malling Research. The Worshipful Company of Fruiterers has strong links with EMR and we help to fund several EMR research projects. Valerie and I were privileged to attend an evening to celebrate this Centenary and it was encouraging that the speeches focussed as much on future ambitions as on past achievements. We need research but we also need to attract able young people into the fruit industry. Last month the Chairman of our Awards Council Graham Collier attended the Prize Days at Pershore and Hadlow Colleges. The Fruiterers Prize winners were Sophie Sidaway and Ben Gregory from Pershore and Tina May from Hadlow. We want to increase the value of these awards and this year the prize winners will spend a day visiting Mount Ephraim Farms at the kind invitation of Past Master Sandys Dawes.

The five objectives of the Fruiterers Company are to promote excellence in the fruit industry, support education and research, give to charity, promote the City of London and foster good fellowship. I am half way through my term of office and I believe that through the energy, wisdom and generosity of many members of the Company we are meeting all of these objectives. August will be a quieter time but there will be much to do in the Autumn!



Guests at EMR's Centenary Celebration Evening

The Fruiterers Golf Day hosted by Liveryman Tom Hilliard in the beautiful setting of Kingswood Golf Club was marked by some serious competition in the best of good spirits and was followed by a magnificent lunch. In June it was Valerie and my great pleasure to welcome the Company to our home in Kent for Master's Day. Before lunch we visited the beautiful, nearby Doddington Place Gardens where we have planted two Winter Flowering Cherry trees.

The Dinner following our Audit Court was held in the Hall of the Society of Apothecaries, the oldest extant livery company Hall in the City (*Page 3*). One of the interesting items viewed during the Court's pre dinner tour was a 17th century Apothecaries text book which contained an illustrated description of the health giving properties of cherries and hops! Our speaker and principal guest at Dinner was Alan Bloom the Head of Global Recovery at



Tree planting at Doddington

Soft and Stone Fruit BERRIES and CURRANTS



Sixty day crop came in a peak



A mixed season for most berries



Currants will be late and pricey

As with most things in horticulture seasonal fortunes and crops are dependent on weather patterns. Although an increasing amount of the UK's berry fruit production is now grown under tunnels external physical factors can still have a major impact. During the current year producers had to deal with protracted cool and wet conditions with limited full sun. As a consequence crops in general have been retarded by three weeks.

English **Strawberry** availability has been no exception. Because of the lateness of the season, Spanish berries continued to be supplied to the UK market for longer than normal, being made available into June. There was a huge peak of domestic fruit in the middle of that month with prices being depressed as marketing organisations tied up deals to keep on top of supply. During July prices started to rise but the very hot and dry weather patterns produced a concentrated flush of '60 day fruit'. Again, marketers had to resort to some fairly aggressive ploys to keep on top of the situation. Larger punnets have been a feature with keen promotional pricing. There have been a number of articles in the UK press relating to strawberry consumption. A feature with Andy Murray and the Wimbledon connection was said to have increased the utilisation of the fruit at the Championship considerably. The thoughts of the industry insiders at this stage of the season are that quality has been generally good but in July the fruit had a reduced shelf life of no more than two days. This resulted in some fairly lacklustre returns to growers. Although new varieties are constantly being developed 2013 has not witnessed the staging of any new cultivar in commercial quantities.

A similar account will cover the **Raspberry** situation. Lateness with Spanish supplies featuring well into June. There was a huge peak in domestic supplies during July and early August. Wholesale markets were flooded and prices tumbled. Sales have been good according to our correspondent but unfortunately at values that are not beneficial to producers. Pack sizes have increased and this along with attractive retail prices managed the situation. A new variety **Diamond Jubilee** appeared on the market via the auspices of Berry World. This cultivar, it is believed, has qualities to better the majority of the current offering.

There is little to report on **Gooseberries**. Production has been down on the previous year but prices have been consistently higher.

Blackberry demand in the UK has been sated by fruit from Mexico through into late May. Domestic supplies have been late and as the main crop comes on stream a decline in values is forecast. Supplies will be available from UK sources through to November and possibly into December.

Much of what has been reported for other soft fruit is pertinent for **Blueberries**. A late season characterised by a condensed supply pattern. Fortunately, blueberries are 'less fragile' than other berries and the marketing can be spread, evening out the peak. It is still a little premature to report on tonnages and overall results. Promotions were held in week 30, (end of July). It is anticipated that the season will be satisfactory with yields and prices marginally up on previous years.

Availability of UK **Currants** occurred towards the end of July and August. At the time of going to press it was believed that pack weights will be higher and returns down marginally.

*Information for this article was supplied by Dave Ashton,
Procurement Director, Berry World.*

Baked nectarines with blackberries, pine nuts and honey

Serves 4

1. Pre-heat the oven to 200C, 180fan, gas 6. Heat 30g butter and 2 tbsp clear honey in a small pan until the butter has melted.
2. Arrange eight ripe but firm nectarine (or peach) halves, cut side up, in a shallow baking dish. Pour over the honey mixture. Bake for 20 minutes, basting halfway.
3. Scatter with 125g blackberries and 2 tablespoons of toasted pine nuts. Eat warm or cold with vanilla ice cream.

Recipe supplied by Sarah Randell

Fruiterers' Company Contribution to the City of London Festival

On Friday 28th June 1,200 children from 27 schools took part in the Children's Parade, which was part of the City of London Festival. The youngsters congregated in Guildhall Yard and three of the schools considered 'best in competition' were presented with an orange and a lemon tree donated by 'You Garden Ltd' (YGL). These represented part of the Fruiterers' Company contribution to the Festival and Parade. Our Master and Honorary Assistant Peter McDermott (YGL) judged the entrants and the Master awarded the prizes at the end of the Procession on the steps of St. Paul's.

The participating schools were primarily from Southwark, Tower Hamlets, Hackney and Islington but also from across other London boroughs. Those selected as the best were the Primary Schools of Parkwood, Snowfields and Grafton. Children worked with artists to turn the City's recycled waste into artwork. They created 'sculptures' and other art work on a theme which this year was 'fruit trees'. No wonder the Company's support was attracted!!

Winners had created three highly innovative artworks. One was a Green Man, another a pink tree and the third was a combination of a taxi, tree and insects, which included bees.

Our Company's contribution was quite significant. A photograph shows 600 punnets of strawberries on the steps of St. Paul's. These were donated by Liveryman Chris Newenham, (Wilkin and Sons Ltd) and Liveryman Mark Gaskain (Gaskain Ltd); 500 apples were supplied by Liveryman Chris Hutchinson and Jan Hutchinson, Chief Executive, New Spitalfields Market Tenants Association, part of their generous contribution of 3,000 apples delivered for the entire City of London Festival. This lasted for 5 weeks (23 June to 26 July 2013). Liveryman Alexander Hunt provided 50 bags of cobnuts and offered

a cobnut, a chestnut and a walnut tree for the permanent orchard. Liveryman Brian Porter organised transport to deliver some of the fruit to the display site.

Past Masters Sandys Dawes, Henry Bryant and Tony Redsell, had kindly agreed to provide cherries. Unfortunately the fruit had not ripened in time and could not be included.

In addition to the prizes, Honorary Assistant Peter McDermott supplied 12 different trees for the community orchard. They were selected with different cropping times that will encourage cross pollination and a greater selection of flavours. The orchard will encourage involvement in fruit growing and will help promote the industry and the Livery. The 12 trees were: 3 Apple Dessert (Discovery, Fortune, Laxton's Superb); 3 Pear (Concorde, Conference, Williams' Bon Chrétien); 3 Plum (Victoria, Marjorie's Seedling, Cambridge Gage); and 3 Cherry (Morello, Cherry Sasha, Summer Sun). Furthermore, each participating school will receive one apple and one pear tree.



A 'Pink Tree' ingeniously prepared from waste

During the five weeks of the Festival, the mobile Orchard (populated by Company trees) will take root in five sites across the City. The trees surround an artificial tree sculpture which will provide the venue for music, street theatre and dance. At the end of the Festival 12 trees from the mobile orchard, as well as a cobnut, chestnut and walnut tree, will be donated to Middlesex Street Estate to form a long-term community orchard and this will become part of the Fruiterers' Company lasting legacy. The remainder of the trees will be distributed to the schools from around the capital involved in the Festival Children's Parade.

Appropriately, the Festival this year focuses on the greening of urban space and the creation of productive growing



A 'Green Man' crafted from City waste

spaces such as orchards, in a city environment. This is in line with the Lord Mayor's Appeal to raise funds to plant a new Epping Forest.

The Master, in full regalia, gave a wonderful speech and awarded the prizes at the end of the Parade. He was heard by 1,200 children and an audience of over 2,000. He told them about the Company and encouraged them to eat fruit. They did not need much encouragement on the day. The children loved all the fruit and at one point everyone was eating apples or strawberries! It was a wonderful and joyous sight to see how eager the children were to take the fruit and the strawberry plants! They all promised to plant them and to look after them.

Our Master's Lady Mrs Valerie Price, Mr John Kelly, the Fruit Porter and Eve Mittleton-Kelly distributed the fruit. Photographs were taken by Robert Piwko (Festival photographer), Val Price and John Kelly.

The whole enterprise was initiated by Honorary Assistant Prof. Eve Mittleton-Kelly who also co-ordinated the Livery's contribution, working with Emma McGovern, Head of Outdoor Events and Education and the main organiser of the Festival and the Parade. The Master and Past Master Will Sibley worked with Eve Mittleton-Kelly and Emma McGovern and her Festival team, for almost a year to achieve a very successful contribution by the Fruiterers' Company to the 2013 City of London Festival.

Piece provided by Eve Mittleton-Kelly



Children's Parade



Donated fruit at St. Pauls

Fruiterers at the Royal Bath & West



Fruiterers' Stand in the Cider Pavilion



Judges evaluating the entries



Woodredding Cider receive the Fruiterers' Cup

The Cider Pavilion at the Royal Bath and West Show buzzed with activity this year. There was a magnificent display of fruit from New Spitalfields Market while the Fruiterers Cup for Supreme Champion Cider was won by a grower whose family has been producing Cider for over 200 years. Our Company's official visit was made on Thursday 30th May. In addition to the usual support activities we hosted a lunch to celebrate 150th Anniversary of the Show that was attended by representatives of nine other Livery Companies.

The Fruiterers' association with the Bath and West over the past 13 years has opened up opportunities to support an important sector of the fruit industry that extends far beyond the Show.

As has become customary, the Master is co-opted onto the



Our Renter Warden wearing his other tie

judging panel and this year there were a staggering 399 entries. Not a task for the faint hearted! Our participation with the RB&W has also been cultivated by our Renter Warden, Rupert Best, and by the Clerk who both sit on the Committee. Rupert is also a Senior Steward at the Show.

Fruiterers' Golf Day May 9th 2013



Tom Hilliard winning Barton Cup Fruiterers' Golf day 2013 001



Annette Bardsley Winner of The Ladies Fruiterers' Golf day 2013



Mal Hope Mason a winner Fruiterers' Golf day 2013



Andy MacDonald first B division Fruiterers' Golf day 2013

We had a record attendance of 53 players (34 Fruiterers with 29 Guests) plus an extra 4 lunching. However, there is plenty of room for more so any golfers please put Thursday 8th May in your 2014 diary.

Our Master, Professor John Price and his wife Valerie greeted all at the Halfway Hut and shared the lunch. As normal Kingswood provided a sumptuous buffet spread of great quality and adorned with sculptured fruits and vegetables.

As The Master had to leave early to attend the Markets' Dinner we called upon our President, Tom Hilliard, to present

the prizes. Ironically Tom had the best points score of the day, 37 Stableford points, so won the Barton Cup. In chilly and squally conditions Kingswood certainly provided a tough test for all.

Andy MacDonald won the "B" division and Annette Bardsley the Ladies prize.

The next 2013 game is Tuesday 1st October for the Inter Livery match at The Addington.

Piece submitted by Andrew Poulton

Growing **JUNEBERRIES** in Pershore

In June 2013, I was very proud to be one of two recipients of the Fruiterers' Company Award at Pershore College of Horticulture. I had just completed an HNC in Organic Horticulture, and had been awarded the Fruiterers' prize for my aptitude and interest in fruit production.

During the past 18 months I have been researching the Juneberry (*Amelanchier alnifolia*), which is native to Western Canada and Northern United States. The berry looks similar to a large blueberry, and has a cherry-plum flavour. Indigenous people used the berries in their cooking and for medicinal purposes, and it is well recognised today that the fruit contain high levels of antioxidants, vitamins and minerals. In Canada, the health benefits are well known, and, as the berry is highly versatile, it is processed in to smoothies, pies, juices, jams, wine, yoghurts, as well as being sold dry as a snack food. I was very interested to find out more about this crop, and explore the possibility of cultivating a successful long-term crop in the UK.

Pershore College offers students an opportunity to apply for an Enterprise Grant designed to help business start-ups,

and in March this year, I applied for and won a grant which would enable me to import 300 3yr old Juneberry saplings from Alberta, Canada. Thanks to Pershore College, I was also offered a half-acre plot for 5 years, as well as access to equipment and expertise. This was a dream come true! By early July the plants were in the ground, had flowered, and most had produced berries, although I am expecting an apple-like 'June Drop' sometime during mid July.

In the medium term, I hope to grow the enterprise locally to produce good yields of tasty, sweet berries, and experiment with a range of processing channels. In addition, I will be propagating from this

stock, and endeavouring to grow a wider range of cultivars for comparison studies.

To receive the Fruiterers' Company Award last month was a privilege and a wonderful surprise, as I feel that my endeavours are very much in their infancy. However, I am looking forward to being involved with the Worshipful Company in the future, and am looking forward to the many challenges ahead.



Sophie planting the first sapling



The trees as they appeared 5th July



Pershore Juneberries early July

Sophie Sidaway

Master's Day



A day for brollies and raincoats

Whilst the 13th June did not provide the perfect weather, "Wychling Hall" and "Doddington Place Gardens" were the perfect settings for Master's Day 2013.

"Doddington Place" is home to the Oldfield family and on arrival, following a much needed cup of tea, it was Mrs Amicia Oldfield who welcomed the group of Liverymen and guests. She then guided the party through attractive landscaped gardens and beautiful wooded countryside highlighting various points of particular interest en route to the 'Tree Planting'. At the ceremony, two Autumn Flowering Cherries (*Prunus X subhirtella*) that had very kindly been donated by Past Master Will Sibley were added to the comprehensive collection of the gardens.

The Fruiterers' were most fortunate to have had amongst them Mrs Veronica Wakeley who identified many of the more unusual plants and shrubs that were spotted along the way.

With the trees planted the morning's gardening was complete and it was on to "Wychling Hall" home of the Master and Valerie Price, where we were joined by



The Master with Mrs Amicia Oldfield

more Liverymen and guests bringing the total to almost eighty people. We all enjoyed a splendid reception and lunch in a huge marquee that had been erected on the lawn of the house.

The Master spoke and thanked all present for attending at and mentioned that there was a paragraph about "Wychling" in the Domesday Book.

In replying on behalf of the guests, Past

Master Tony Redsell thanked the Master and Valerie for their most generous hospitality and noted that "Wychling's" paragraph in the Domesday Book was most interesting but his part of Kent, "Boughton-under-Blean", did in fact have a whole chapter devoted to it...Much laughter!!



Reception at Wychling

The day was an enormous success and raised a considerable sum of money for the Fruit Culture Trust.

Piece supplied by Peter Cooper (Upper Warden)



Amicia Oldfield helps plant the tree



Planting complete, then off we go!

Coming up... WHAT TO SAVOUR!



Dalemain

 We are delighted that one of our own, Jane Hasell-McCosh, has won the prestigious **Garden of the Year Award**. We will journey to **Dalemain, Cumbria, on Friday 6th September** to view the winning exhibit and plant a tree.



St. Bartholomew's Hospital

 At 11 a.m. on **Wednesday 9th October** we have the opportunity to visit **St. Bartholomew's Hospital** in Smithfield. Then, we cross the road for a **Carvery Luncheon** at the **Butchers' Hall**.



Barber-Surgeons' Hall for the Master & Wardens Dinner

 Our final dinner of the year the **Master & Wardens** will be held at the **Barber-Surgeons' Hall** on **Thursday 7th November**.



The French Ambassador's Residence, London

 A visit to **HE The French Ambassador's Residence** in **Kensington, London** on **Wednesday 11th September** will be an interesting diversion and a taster for the trip to **Tours, a week later**.

 We return to **Guildhall** for the **Election of The Lord Mayor** on **Monday 30th September**.



 Between **Thursday 19th and Sunday 22nd September** our Master will lead a party of **Fruiterers to Gerfruit in Tours, France**.

Tours, France



Presentation of fruit at Mansion House

 The **Fruiterers** annual privilege of **Presenting Fruit to The Lord Mayor** will occur at the **Mansion House** on **Wednesday 30th October**.

 The **Lord Mayor's Show** will be held on **Saturday 9th November** but this year the **Fruiterers** will not be participating. It is however well worthwhile visiting the **City** to watch the spectacular parade of floats and personnel.

 On **Tuesday 19th November** members of the **Livery** will have the opportunity to witness a **Musical Candlelit Tour** at **Charterhouse Square**.



St Mary Abchurch

 Our 2014 calendar commences on **Friday 24th January** with the **St Paul's Day Service** at **St Mary Abchurch** followed by luncheon at the **Innholders' Hall**.



New Liverymen, New Freemen and Apprentice

New Liverymen at Audit Court

At Audit Court on 14th May

NEW LIVERYMEN

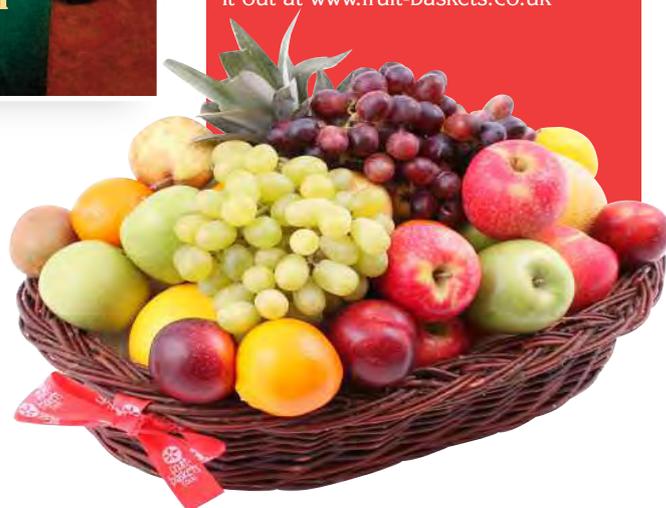
Tony Allison, Adrian Padfield, Louise Ratcliff and Christopher Wheeler

NEW FREEMEN

Brendon Conry, Andrew Garrett, Brian Longhurst and Mike Moody

NEW APPRENTICE

Sally Flanagan



NEW FORMAT FRUIT BASKETS

For those who have been keen fans of the Fruiterers' Fruit Baskets, either as gifts to others or for personal consumption, a new ordering process and packaging format has been instituted. This will facilitate easier accessibility and afford even more protection for the delicate contents. Fruiterers and others who have not yet used the service but are lovers of fresh fruit should consider the merits. Check it out at www.fruit-baskets.co.uk

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 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:- **Wednesday 14th October and Wednesday 4th November.**



Application should be made at www.liverycommitteecourses.org.uk



ACKNOWLEDGEMENTS

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