



The Fruiterers' Company NEWSLETTER

Number 72

December 2011



www.fruiterers.org.uk

BRIDESHEAD VISITED

August was a quiet month for the Fruiterers but September started in style. Every year the Historic Houses Association, in conjunction with Christie's the Auctioneers, select the Garden of the Year. The Award is designed to recognise the importance of gardens with outstanding horticultural and public appeal, either in their own right or as the setting for an historic house.



Some amazing ornamental ponds



Pear about to be planted



Another successful day comes to a conclusion

One of the objectives of the Fruiterers is to plant fruit trees and it has become a tradition that we ask the owners of the 'Garden of the Year' to allow us to visit their garden and plant some trees. So, early in September a group of our Liverymen and their partners and friends made their way north to Castle Howard. How extraordinarily fortunate for us that we should be going there because for many it brought back fond memories of the wonderful Granada TV series, 'Brideshead Revisited' which used the lake and the Castle as the opening backdrop for each episode. We were equally fortunate that we were extremely well looked after by the owner Mr. Simon Howard, his head gardener Brian Deighton and some of his team.

The Castle and its setting are magnificent with extensive parkland, lakes and follies on a truly grand scale but this has not always been the case. Many large estates went steadily backwards in the 1930s and in November 1940 a large part of the house was devastated by fire. The decision taken by George Howard to take on such an inheritance could not have been an easy one and it is a huge tribute to him and his son Simon Howard that so much of the house and gardens have been restored. No garden can stand still; it must adapt and change according to circumstances and that is particularly so when it is open to the public. A recent new development at Castle Howard has been the Potager or Ornamental Vegetable Garden which is to be found in the huge walled garden. We were impressed by an extremely healthy looking Bramley, thought to be some 125 to 150 years old, still going strong espaliered against one of the walls.

There is also a recently planted orchard within the



Castle Howard

same area. There are no surviving records of what was historically grown there and Brian has chosen a selection of apples, pears, damsons and nuts which fit into the traditional old English bracket. He is particularly interested in varieties which store well as there is a traditional Fruit Room with slatted shelves where the apples are stored. He particularly likes a jewel of an apple, Mere de Ménage which is believed to date from 1700.

We spent a glorious day being shown the virtues, charms and historic elements of this delightful property with its gardens and at the end fully endorsed the judges decision to nominate Castle Howard as the winner of the Award.

(Article submitted by The Master)

DATES FOR YOUR DIARY

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|--------------|---|---------------------------------------|
| Wed 25 Jan | 12p.m. St. Paul's Day Service Luncheon | St. Mary Abchurch Innholders' Hall |
| Mon 13 Feb | Annual Banquet | Mansion House |
| Wed 15 Feb | City Food Lecture | Guildhall |
| Fri 23 March | United Guilds Service Informal Luncheon | St. Paul's Cathedral Stationers' Hall |
| Wed 28 March | Informal Carvery Luncheon | Butchers' Hall |
| Thu 19 April | Honorary Assistants Dinner | Coopers' Hall |
| Thu 26 April | A Journey Through Time | 18 Folgate Street |
| Thu 3 May | Golf Day | Kingswood GC |
| Thu 17 May | Audit Court Dinner | Saddlers' Hall |

View from Overseas

(...or Learning from the other side of the World)

I am very lucky. My job not only takes me around the UK, but I have also been privileged to have had the opportunity to travel internationally – some 48 countries at the last count. There is much to admire about the UK agri-food sector, but we can still learn from others. If we expect to compete in globalised markets, perhaps now is the time to look further afield than other EU markets. Chile and South Africa both represent good examples.

About a year ago, Chile found itself as the focus of the world's media. In rescuing the 33 miners trapped under ground it demonstrates the tenacity, determination and innovation of the Chilean people. In asking NASA for help, it showed a willingness to learn from others when the skills needed don't exist at home.

Chile has had a clear strategy as to how it would build a path to prosperity. At the heart of its success has been strong economic governance. As far back as the 1960s, the government took measures to arrest inflationary pressures while also implementing market reforms that promoted economic growth. It was a slow process and not without its difficulties.

Nor has it been afraid to move at its own pace or follow a different path to that prescribed by others. For example, Chile is only an Associate Member of the Latin American trade block, MERCUSOR. Chile only joined the OECD in 2006. WTO membership was not achieved until 1995.

Chile is a relatively low cost supplier, but it also benefits from a largely pest free environment, due to its geographic position. It also gained from the disruption caused by the de regulation of the fruit sectors in South Africa and New Zealand during the 1990s. Though fortuitous, they are not alone responsible for Chile's success. Maintaining its competitive position requires constant innovation, not least as there are now other low cost suppliers in Latin America, such as Argentina and Brazil.

The greatest challenge Chile now faces, however, is extending its market share in the emerging markets of India, China and Russia and the Pacific Rim alongside its main markets of the EU and the US. In the short-term, it will also have to grapple with opportunities and threats arising from the impact of the global downturn.

There is now concern over the exchange rate, as well as the availability and cost of labour. The Chilean economy is still growing at a rate of 6% and the developments in sectors, such as mining, are causing knock on problems in others, such as agriculture.

The South African fruit sector has, of course, been one of the leading suppliers to the UK over a long period of time. It is also facing a challenging time ahead over the next five years. Like Chile, this is based on the combination of a mature EU market and the opportunities presented by the growth of emerging markets. The EU still dominates SA exports of a number of products. While exports to the likes of Russia and Saudi Arabia are impressive, these are often focused on a much narrower range.

The wide macro economic picture in these markets is still uneven. It looks set to stay that way according to estimates from the OECD and the IMF. The pace of economic recovery in the EU, in particular, is still very uncertain. The same picture of a fragile economic recovery can be found in the US and Japan.

In the emerging markets of Russia, India and China, the impact of the global down turn has also been felt, although economic growth is still often at a much healthier 6 – 7% per annum. Rapid economic growth seen in Asia and Russia will still drive imports, but the SA industry is still often not well established in these markets.

SA exporters will find that competitors from the likes of the US, Chile, Argentina, Australia and New Zealand have already been active in these parts and gained hard won market shares. In some cases, they have also been able to negotiate (or at least are on the way) to negotiating Free Trade Agreements (FTAs) which will help stimulate further their exports. China, despite being a counter seasonal supplier with its huge crops of most products,

low cost of production and geographic proximity to the FSU and ASEAN regions has started to enter these markets too. China has the potential to cause headaches for SA exporters at the shoulders of the season.

South Africa, as does Chile, also faces a number of factors that will influence its development as a fruit supplier. These includes issues such as zero carbon supply chains, judicious



The author, Liveryman John Giles



A picking gang, South Africa



Valparaiso Harbour, Chile

use of other scarce natural resources such as water, reduction in the use of chemical products and the production of fruit under conditions of good environmental practise will all be the norm in the future. None will be achieved easily. How farm labour is managed, paid, trained and nurtured will also be critical.

There is much the UK can learn from these countries. Although we will never be a low cost producer, there are a number of points worth considering. The overall approach to investment and collaboration, its "can do" attitude without the automatic expectation of government assistance and a willingness to learn from others are all admirable traits that the UK agri food sector is not always renowned for, but should be.

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

HONORARY ARCHIVIST

HENRY READER WILLIAMS, MASTER 1883 AND 1888

The death is announced of Mr Henry Reader Williams one of the Aldermen of the Middlesex County Council, who passed away at his residence, The Priory, Hornsey, yesterday morning. Mr Williams founded the King Edward School at Cambridge-Heath, and from 1845 was a prominent figure in the Ragged School movement. He was a member of the firm of H. R. Williams and Co., wine merchants in Lime-street, a Past Master of the Fruiterers' Company, and an ardent horticulturist, being for many years an exhibitor at the Temple and Royal Horticultural Society's Shows.

Printed in The Morning Post (London, England), Tuesday, September 28th 1897

Next time that you are passing through the Broadway, Crouch End, please spare a moment to look up at the clock tower and remember Henry

Reader Williams, J.P.

He was twice Master of the Fruiterers in 1883 and 1888 and head of H R Williams, Wine Merchants, of Lime Street, in the City of London.

Henry Reader has been referred to as "The Father of Hornsey" because of his association and charitable activities in that area of the Capital.

He fought hard to protect open spaces, including the initiation of a campaign to save Highgate Woods from development; securing Crouch End Playing Fields; paving the way for the protection of Queen's Wood and for the purchase of Alexandra Park and Palace by a group of London councils.

As a result of a local campaign, headed by the chairman of the Hornsey School and Local Board, Henry Reader Williams was given much space in The Times

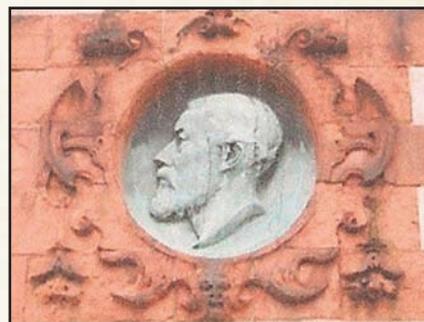
newspaper. The Ecclesiastical Commissioners offered the wood to the Corporation of London as a gift in February, 1885. This offer was accepted in 1886 and the area was declared "open for



Crouch End Clock Tower

the use and recreation of the public forever" on October 30 of the same year. Since that time the costs of managing the wood have been met from the Corporation's own private resources, at no cost to the public!

For many years he was closely associated with Lord Shaftsbury in his philanthropic work, and made the chief ambition of his lifetime the furthering of the work of the King Edward Ragged School.



Henry Reader Williams

JOINT LIVERY GOLF

The Worshipful Company of Fruiterers take the responsibility for arranging a Joint Livery Golf Match at the Addington Course each year. Competition is severe amongst those Livery Companies that play for victory and glory. On the 27th September, the Fan Makers won the day with an impressive score of 100 Stableford Points aggregated from the best three cards. However, Andrew Poulton, our Golf Society Secretary, won the individual prize with 38 points thus maintaining the Fruiterers' honour.



CHRISTMAS MORNING SPICED BLUEBERRY AND PEAR MUFFINS

Makes 12

Delicious warm from the oven, eat these muffins for breakfast with a glass of sparkling English fizz alongside, to toast the day ahead.

Ingredients

- 150g butter
- 1 ripe pear
- 1 ripe, banana
- 150 mls milk
- 150g caster sugar
- 3 medium eggs
- 300g self-raising flour
- 1 slightly rounded teaspoon baking powder
- 2 tsp mixed spice
- 150g blueberries
- 2-3 tablespoons demerara sugar
- 1-2 tablespoons porridge oats

Procedure

1. Preheat the oven to 200C, 400F, Gas 6 and line a 12-hole muffin tin with paper cases. Melt the butter in a small pan and leave to cool slightly. Chop the pear into small pieces. Peel and mash the banana.
2. Whisk together the milk, sugar, eggs and melted butter in a large mixing bowl, to combine.
3. Add the flour, baking powder and mixed spice and add all the fruit. Using a large spoon, fold everything together. Divide the mixture between the muffin cases.
4. Sprinkle the muffin tops with demerara sugar and porridge oats, mixed. Bake for 30-35 minutes until well risen.

Recipe by Sarah Whitworth



Britain's biggest export is its pessimism. Yet we have much to be proud of, even now in these difficult times. At Christmas a good party game may be

to name a world class British industry. You might be surprised how long the game lasts.

Let me start it for you here: UK universities, the pharmaceuticals industry, high end manufacturing, formula one racing, nano-technology, green economy, the food and fruit industry, creative industries, major retailers and a host of specialised small firms spread across the country. And - despite the financial crisis - the City.

Regrettably, all these positives risk being overshadowed by the economy's continued weakness. Thus the key is for the UK to return to growth and then position itself for the future.

It is not just how the UK handles relations with the euro area, but how we also position ourselves as the world economy continues to change.

There is a shift in the balance of economic and financial power from the West to the East. This change will bring tremendous opportunities. Economies across Asia, Latin America, Africa and the Middle East are set to grow at far higher rates and will become more important markets to sell into.

This shift will also add to near-term uncertainty. Competitive pressures are likely to intensify, adding to pressure for economies in the West to compete on cost and quality. Big firms in the UK who appear to have money to invest may be reluctant to spend here if demand is sluggish.

The world economy grew 4.4% in 2010. This strength was explained by the combination of policy easing in the West and by booming emerging economies such as China and India.

However, these factors began to unwind at the start of this year. By this summer, the world economy had already slowed sharply, leaving it vulnerable to bad news. At that time it was my view that if we were to see a double-dip recession it would be caused by an external shock, a policy mistake or a loss of confidence. Unfortunately, we got all three, at the same time, in Europe.

Not only did this hit growth in Europe but it has had a global impact, impacting trade and financial flows and confidence across the globe. This year global growth is likely to be 3.1%.

Next year the world economy will be very weak. Global growth may be only 2.2%. Once again it will be a tale of two worlds, with a fragile West and a robust East.

The UK economy has still not yet recovered to the level where it was when the crisis began. I think the UK has already slipped back into recession this quarter. So much so, that growth of only 0.6% in 2011 may be followed by a contraction of 1.3% in 2012.

The overhang of debt and the scale of deleveraging is the

biggest problem. The squeeze on real incomes and need to repay debt means people are not spending. Firms are thinking twice about investing and are now laying off workers, while Europe's recession will dent export prospects.

What needs to be done? In some respects the Chancellor is damned if he does something and damned if he does nothing. Therefore whatever he does needs to be put in context so that people and firms can start to formulate a vision of what lies ahead.

I believe the Chancellor's policy over the last year worked, as Plan A has helped the UK achieved credibility in the eyes of international investors. While the low yields the UK now pays help keep debt payments down this should not be their only benefit.

In the same way in which a firm that is optimistic about its future may take advantage of low interest rates to borrow to invest, so too should a government.

Of course one can understand the Chancellor's reluctance to lose the good faith he has established with the markets. However, as we move into 2012, I think the focus of international markets will shift away from the need for austerity to a focus on growth. The reason for that is the best way to reduce debt is stronger growth.

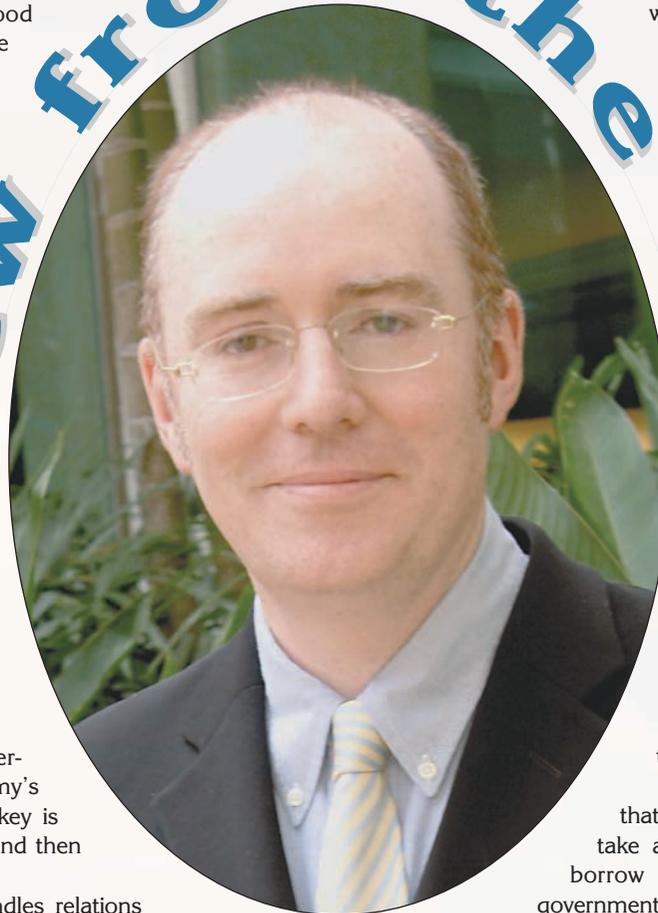
I have long been an advocate of a Plan A star, as we need to move to a pro growth agenda. The economy has a huge number of unemployed resources and ample spare capacity. This justifies the Bank of England's behaviour and low interest rates.

The Autumn Statement had some welcome measures. But I think these need to be expanded in the March Budget. The scale of infrastructure spending needed is huge. And many of the plans are too low key. Perhaps the best way to build on the success of the Olympics is for the Mayor of London to advance his plans to transform the south-east with a new airport, and much more.

Housing too, needs a boost, given the housing shortage, ample spare capacity in the construction industry and rising rents.

Given all this I think it is vital that we need a strategic vision for the UK, with some joined up thinking in Whitehall and Westminster answering the key question, "What is the future for the UK in an inter-connected world economy?"

View from the City



Dr Gerard Lyons is Chief Economist at Standard Chartered Bank and a Liveryman of the Worshipful Company of Fruiterers.

VIEW FROM THE HIGH STREET



Holly wreaths as Yuletide approaches



Complete range of English apples



Early December and very late for Turkish figs



Stonefruit and exotics twelve months round

As the grave economic situation continues to bite and influence peoples' lifestyles bad news from retailers heralding the reality of the situation becomes expected. It is therefore refreshing to hear some good news, particularly in our industry, and that is usually the case when we interview the Newsletter's correspondent from the high street. As always, the shop looked bright and inviting on the editor's last visit in November. The English top fruit season was in full swing and a complement of high quality domestic fruit was on display. The only apples and pears not originating from our shores were Granny Smith and Golden Delicious.

Virtually all of the vegetables on offer were also English with some unusual items in the range. Climatic conditions have resulted in broccoli and organic globe artichokes being available up to the 12th month. Staples, like onions, potatoes and carrots have all been exceptional value and the staff have not received one complaint regarding quality. In this particular outlet, which is exclusively self-service although a member of staff is always on hand to offer advice, there are ten different types of loose potatoes on offer. Bagged samples are not available.

"Mushrooms have sold extremely well and even the more exotic examples have a strong following" reports our correspondent. Our customers are becoming more adventurous in their tastes, possibly galvanised by the increasing number of TV shows focusing on food. "Waste is not something that we can afford to tolerate and other retailers must find the same" says the proprietor. "The goal must always be to buy the best, sell it while fresh with the maximum of service at an attractive price". This maintains a regular turnover of stock and satisfied customers. Variety is a constant reminder to the shopper that a retailer is trying new products and with a little encouragement and advice recent introductions generally develop a following. "Apart from the standards we have constantly been looking for innovations" says David. "Some seasonal products are extremely expensive but are necessary to ensure customer satisfaction" he declared. As an example he cited American Walnuts which reached a wholesale price of £90 for 55lb! At Christmas retailers experience a surge in demand for nuts and dates and these days there are evidently many variations on the theme and it is necessary to stock the complete range.

There have been some changes in legislation that will impact on the independents, particularly those that sell eggs. Evidently, battery eggs will be phased out next year which will raise prices. Most consumers are quite prepared to pay the premiums for free range and even organic chicken eggs, according to our proprietor, but "we need to be playing on an even wicket" and do not want "cheap, battery supplies flooding in from overseas".

Spanish citrus was reported as "quite good" with the full range being available. The grape trade was described as "steady" but there has been a noticeable decline in demand for Italian Muscat over the last few years. Consumers have moved to favour seedless grapes and particularly at the red end of the spectrum.

We reported in these columns last year on the 'Delia' affect and the way in which sales of rhubarb had blossomed following the diva chef's advocacy of the stems. Evidently the enthusiasm that was generated has now waned somewhat if sales are a barometer.

It's that time of year when many retailers turn their attention to Christmas specialities epitomised by trees. Our man does not follow the trend but focuses on wreaths and pots of box and holly trees. "Many people are losing interest in cut trees because of considerations of convenience and disposal" the editor was told. Artificial come in such a variety of shapes and sizes that demand for the real thing is probably shrinking. "We find that the space and time requirements needed for yuletide trees do not fit into our trading style or capacity" our shop-owner reflects.

Issues that are impacting on the trade are energy costs whether it be diesel, gas or electricity; employment law and a general proliferation of "red tape".

(Thanks to David Bryant – Proprietor of the Fruit Market, Bourne End, Bucks)

FROM ORCHARD TO MARKET

TOP FRUIT NEWS

Our correspondent Adrian Barlow, CE of English Apples and Pears, reported in an interview that the apple season has got off to a reasonable start. Sales to the multiple retailers are up by 13% compared to the same time a year ago. It started two weeks earlier than 2010 although not every variety will be available on the market a fortnight in advance owing to marketing constraints. Demand for domestic varieties continues on the upward trend witnessed over the past seven to eight years. Discovery, Worcester, Delbar Estival and Early Windsor, established old cultivars, have sold fluently as has Zari, a newcomer to the portfolio. What is desperately needed in the national armoury is a Gala clone that matures around 25th July. If this is not forthcoming consumers will continue to buy imported fruit. Tonnage of the seasonal 'start up' varieties was ahead by 7% at around 8,000 tonnes.

Cox appeared on the market earlier than last year and sales have been described as reasonable. The crop of Gala is yet again, at another record level with sales well ahead. Tonnages of other varieties are encouraging and the movement on all has shown improvement over twelve months ago. This category includes Egremont Russet, Spartan, Jazz, Kanzi, Cameo, Rubens and Janami.

Braeburn is following a similar trend with production reaching 19,000 tonnes up 40% on the previous year and a clear record for the UK. Normally, marketing of the variety will not commence until post Christmas, but because of condition and maturity supplies became available towards the end of November. It is predicted that the volumes will continue to increase.

So much so for the positive aspects of the season thus far, but there are one or two negative factors. The cost of production has risen by 7% (mainly energy considerations diesel/electricity) and indirectly (packaging /fertilisers/sprays etc.) Labour costs in comparison have risen only marginally. As a result returns are slightly below last year which has put a squeeze on growers.

It was hoped that a considerable amount of promotional activity during September and October will help elevate the season to a higher price plateau for the remainder of the campaign. English apples are estimated to have a 37% share of the domestic market over the full calendar year and there is potential and capacity for further increases. Regrettably the returns so far this season are not at a level yet, to allow the investment in planting and infrastructure that will be required to achieve this latent potential. We will have to wait and see what the next six months bring in respect of profitability. Inevitably with increased



Another record English Gala crop



Rubens - a bright future



Bramley is under pressure



A concept pear orchard

production and improved techniques the marketing campaign will extend into June 2012 making domestic product available for ten months!

To some extent the situation is gloomier in Europe. With a similar crop to last year more dessert apples have been sent for processing, rates of sale are down and prices are low.

English Bramley is not having a good year owing to a number of factors. These include the production in Northern Ireland, where extensive plantings were made for the anticipated increase in demand from the cider industry, a demand that has not materialised. Second, the UK back garden production during 2011 has resulted in a sales slump. The net affect has been that tonnage is down and established growers have resorted to grubbing as the returns are not adequate to maintain orchards. EAP has come up with a campaign in an endeavour to re-stimulate interest during 2012. Dubbed 'The Bramley Diamond Dish' to mark Her Majesty's Diamond Jubilee. Open to professional and private chefs from seven regions, the challenge is to create a spectacular dish with Bramley apples. Judging will take place in February with the winner being announced at the end of that month. J Sainsbury will stock the successful product towards the end of May in time for the celebrations in June. A comprehensive campaign has been designed and engineered to support the project.

English pear production during 2011 has dropped principally due to the frosts in May. Despite this setback sales of Conference are extremely brisk with sales to the UK multiples up 12% year on year. There remain a number of impediments that prevent our industry achieving its full potential. Crops in the low-countries resulting from intense production techniques have romped ahead. Unfortunately owing to the lack of investment capital and through sustained unprofitability linked to the lack of availability of suitable applications – large growers in this country are resorting to grubbing. The model, intense pear orchards that have been developed do provide those that are considering embarking on such a venture with valuable information. But at the moment, few are willing to take the plunge. As a consequence, there is little, potential growth in UK pear production. Views do exist that there are also restraining climatic conditions, namely, the temperatures are not low enough in winter or high enough in June. Experts do however predict that with the right investment and techniques English pear tonnages could increase by a factor of four. Let's hope that solutions are found quickly. A conference will be held at East Malling early in the New Year to try and shed further light on the way forward.

Soft and Stone Fruit

BERRIES and CURRANTS

Shortly after the last edition of this Newsletter appeared the predictions on supply that were alluded to in that publication came to fruition. During August the market was deluged with an increased volume of **strawberries** and despite sustained promotional activity there were six weeks of deflated prices. As stocks cleared through and availability declined values improved leading into a "good" October according to some traders. Quality and dessert characteristics remained very favourable. During the last half of November strawberry supply tightened further with Israeli and Egyptian shipments not really having started. Despite some rain in Egypt it is anticipated that the season will pan out in a normal fashion. The domestic market in Israel is very strong as is the demand from Russia which may result in reduced supplies being available elsewhere. Morocco commenced shipments in November and many importers consider this country a more secure source of supply with a long season lasting through to May. Spain enjoyed reasonable autumn weather in berry production areas but fingers will be crossed that this continues. Last year there was a loss of production due to unseasonal frosts.

The **raspberry** market through the summer was dominated by the Maravilla variety; a large berried, well shaped, tasty, long life fruit. There were good yields and returns to producers were satisfactory through to early October on most cultivars. With certain raspberries prices however were lower in this period than during the same time in 2010. English producers have had mixed fortunes during 2011.

Following some fairly widespread advertising campaigns consumers got behind English **blueberries**, which was good news for the producers. Fruit was reported to be on a par with competitive imported product in respect of colour and flavour. A decline in Polish supplies due to frost damage and an increase in domestic production resulted in a growth of 20% for English. Argentinean supplies are expected to show an increase as the season progresses.

Although grower returns for **blackberries** were very similar to 2010 the fluency of movement was much enhanced over a year ago. Supplies from 'under glass' were available during the autumn with a high demand being experienced through October. By the end of November interest had tailed and sales were very similar to previous years. The main source of supply at this time of the year is Mexico. Normally a considerable proportion of that country's production is exported to the US but sales are less fluent than normal which may result in volumes being directed elsewhere.

As we go to press the **cranberry** season is beginning to get into gear. Supplies are expected to be similar or slightly down on last year. Prices at the commencement of December were slightly deflated.

The fortunes of English **plum** producers varied considerably. Some had a reasonable season; some didn't sell all-of-their product; for some the rate of sale was too slow; some found prices too low and the NFU has been reported to have been bombarded with complaints. EAP has written to growers saying that in their opinion the situation will continue until there is a collation of information and intelligence. A meeting at East Malling is scheduled for the New Year to discuss the issues. It will be up to the growers to then decide what they require.

English **cherry** growers are reported to have enjoyed a 'pretty good' season with most expressing satisfaction. It is felt by some authorities that if the revival in production continues at the same pace then domestic cherries could easily steal market share from imported supplies.



A season of mixed fortunes for growers



Big berried Maravilla



A lot of work to do on English plums



Return for cherries were encouraging

MASTER'S R

It seems a long time since I last wrote for the Newsletter. Winter is slowly coming. In spite of the warmest November that I can remember, the leaves continue to drop but not at the same speed that would happen in a normal November gale, which we haven't seen this year. It truly feels like a time for reflection.

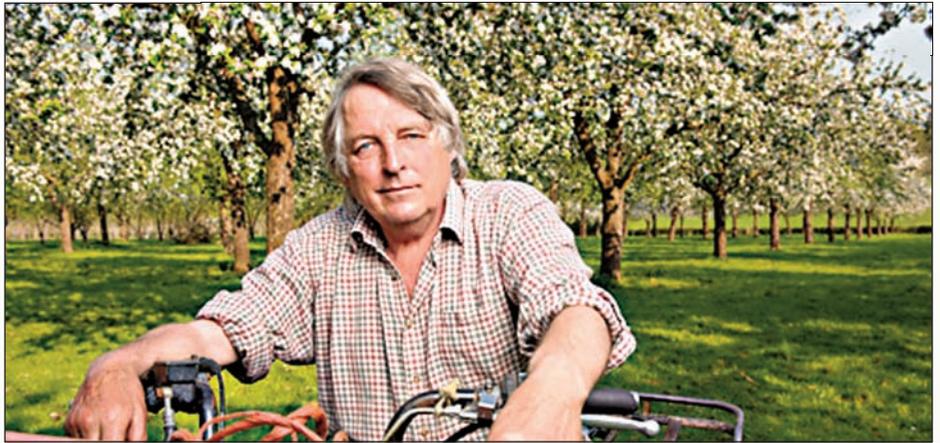
For many Liveries the Master's year ends during the summer. For the Fruiterers it is winter and as a fruit grower I find this a very satisfying arrangement – winter followed by spring – buds bursting, blossom and all the joys of a new season. My own year as Master is drawing to a close. Fruiterers' activities will be quiet now until St Paul's Day. As many of you will already know the excellent City Food Lecture will be held in February instead of January.

So what is there to report? First of all I would add a postscript to the wonderful Castle Howard trip which is reported elsewhere. As you will know, the Fruiterers always plant a fruit tree(s) when they visit the Garden of the Year. In this case the owner Simon Howard planted pears within the huge walled garden where Brian Deighton, the head gardener, has already planted a collection of 'old English' apples which are then stored in a traditional fruit room with slatted shelves. This led me to wonder about the history of top fruit growing as far north as Yorkshire and I started to realise that, in the days before railway transport, apples and pears needed to be planted if the locals wanted to eat fruit. They have been grown in monasteries and on the great estates for centuries but they were also grown on farms and private homes. Yorkshire had its own fruit nurseries from the 1700s and its own recognised varieties such as Ribston Pippin, Yorkshire Greening and Hunt House which may or may not have been taken by Captain Cook on his great expeditions.



A Yorkshire apple, Ribston Pippin

Born in Kent I have a tendency to be rather parochial. It was quite an eye opener to remember that there is still a real interest in growing apples 'up North' and that there are a surprising number of community orchards in the area. One of the joys this year as Master has been the opportunity to learn a little more about the breadth of the fruit industry whether by exploring the cider orchards of the West



Somerset cider orchard

Country, the Bath and West Show, the wonderful Marmalade Festival in Cumbria, a visit to Spitalfields with the Lord Mayor and viewing the new orchard at Hadlow College. This is apart from the regular events in Kent.

This leads me on to the National Fruit Show held in October. The quality of fruit on display was quite stunning and equally impressive is the continuing interest in new varieties. I listened to a debate which challenged the English top fruit industry to supply 50% of our country's annual requirement. Very much to my surprise there was a serious belief that the use of new varieties and the very latest in planting systems and storage were making this a viable target for apple growers, albeit a lot more difficult for pears.

At the Show Jan Peeters, a highly respected fruit consultant working in many countries including the UK, won the Fruiterers Fruit Culture Award. He had flown in from abroad, slept at the airport and made it to the Show. This indicates that our Fruiterers Awards are genuinely sought after! The presentation was made by me amongst a large group of representatives from the fruit industry at the Showground. Both of the Fruiterers Medals were presented by the President of the Show, Michael Jack and were won by Nigel and Annette Bardsley. Many congratulations to them.

Many of you will remember Michael Jack as he spoke to us at the Summer Court Dinner. He takes his role as President very seriously and is an excellent ambassador as well as being an extremely experienced Chairman of discussion groups. The Chairman of the Show is Sarah Calcutt who is one of our own Nuffield scholars, recently entertained at the Master and Wardens Dinner.

Once again the Livery is indebted to those Liverymen who managed the Fruiterers stand and I am grateful to Liverymen Peter Andrews for organising this. I apologise that I did not get to meet as many of you as I would have wished.

There was an exceptionally good turn out from Liverymen for the Master and Wardens Dinner and the evening is mentioned elsewhere but I do want to stress how important our contribution to the Nuffield



NFS Visitors have their questions answered at the Fruiterers' Stand

scheme has been. It is exceptionally prestigious (I like to see it as a farming equivalent to Rhodes Scholarships but that may be a bit far fetched) and there are usually only 20 scholars a year. The Fruiterers have funded one and sometimes two of these scholars over the last few years. It was very gratifying to see nearly all of our past scholars under the one roof at the Barber Surgeons and included in that number Chris Newenham who was clothed earlier in the evening. I do so hope that we will be able to continue to support the scheme and also attract potential Liverymen from their number.

I have been amazed and delighted how supportive the Livery has been throughout this year to our activities, given the deeply depressing economic background. I would also like to give my heartfelt thanks to all of you who have responded to my letter with regards to charitable gifting. The Company really does need such generosity to be able to continue to fund Nuffield let alone all the other work we do through the Awards Council and our donations to charities.

The Fruiterers were made to feel most welcome by the previous Lord Mayor and Lady Mayoress, Michael & Barbara Bear, at the Annual Presentation of Fruit. It was a pleasure to receive both their hospitality and their genuine interest in what we do as a Livery. This is a very special occasion for us and 'they did us proud'. From my perspective they have

REFLECTIONS

been immensely supportive of the Livery movement and demonstrated that the historic links remain extremely strong. On a personal note I struck a bargain with the Lady Mayoress at the Banquet. She sent me a children's book, written by her, for me to give to my grandchildren. In return I have promised that I will find a suitable replacement cherry tree for their garden once they have time to settle back to a more normal life.

I have also attended the Royal British Legion Garden of Remembrance Service at St. Paul's, which is attended by all Liveries, the Musicians' Evensong again at St. Paul's, a Harvest Festival Service at St. Martin's in the Fields as a guest of the Farmers Club and also The Sheriffs Opera at the Guildhall. This was a fund raising event for the Lord Mayor's Appeal and organised by Sheriff Fiona Woolf who also sang in the Choir.

One of the great joys for me has been getting to know the geography of the City of London. I have often 'walked the streets' before or after meetings. PM Henry Bryant took me up the Monument and on another occasion St Bartholomew's. I came across Austin Friars where my great great grandfather had an office. I have learnt some of the watering holes and on official visits been to many of the Livery Halls and stayed at the highly convenient Vintners Hall. I received wonderful hospitality throughout the year from Masters and their Liveries and one real surprise. The outgoing Master of the Gardeners, Steve Dowbiggin had taught me at Hadlow College over 30 years ago when I was learning the difference between an apple and a pear tree. As many of you will know the new Master of the Gardeners is also one of our own Liverymen, Daniel Caspi who is keen to strengthen ties between our two Companies.

In October both I and the Clerk were very honoured guests of the Butchers. In addition to a very splendid lunch I had a lucky break, the type one gets from time to time. The day before, I had rung the Australian High Commission on behalf of the Upper Warden to see if the High Commissioner could attend next year's Banquet as a guest. You can imagine my surprise when I saw a large black saloon parked outside the Butcher's Hall with a registration plate AUS 1. Sure enough, John Dauth, the High Commissioner was guest speaker and I got the chance to strike up a relationship. He will be attending the Master Elect's Banquet all things being equal.

I may be a bit wiser about the geography of the City. I have certainly learnt more about the relationship between the City and the Liveries. I have taken to reading the Financial Columns to try to better understand the work of the City but I think that remains for me unfathomable. On another note I have been taught by PM Lawrence Olins how to ring up Chief Executives, Ambassadors and leading Clerics by getting to establish a relationship (of sorts) with their P.A.s

I have been exceptionally lucky to have been asked to represent the Livery as Master. There have been many wonderful experiences for both Lesley and myself. Sometimes it's been

the unexpected events which linger in my mind such as a noisy pub meal with Liveryman Rupert Best and his cider friends after the Bath and West or indeed staying with the Clerk and Ann on our way to the Show and having such a delightful meal with the Upper Warden and Liveryman Peter Cooper as fellow guests. It's a day trip to Ely to sort out details for St. Paul's Day and having the opportunity to experience the hospitality and companionship of the Honorary Chaplain and Elizabeth. It's the Lord Mayor going off to his office at the Presentation of Fruit in order to find a Spitalfields Porter's badge for our Fruit Porter, Jim Huddart.



At the Mansion House

On a grander scale it was processing in splendour into the Egyptian Hall on the occasion of the Banquet and seeing a sea of faces looking in our direction and quite simply saying Wow!

It was also very special for us that all five of our children were able to join us on that occasion.

Another memory is Lesley being given minute directions from a great friend of ours on how best to see the Queen at the Garden Party at Buckingham Palace. "Elbows my dear, elbows!"

Being elected as Master of the Fruiterers was a daunting prospect. The support that I have received from the Livery has made it both possible but also very enjoyable.

I am very grateful to my Master's Committee, The Court, the Awards Council chaired by the Renter Warden, the Sub Committees chaired by Liveryman Robin Dawson (Finance) and Honorary Assistant Dennis Surgeon. Past Master Turnbull has been extremely helpful as Chair of the Advisory Panel. I am indebted to the Clerk for his support and grateful to all the Company Officers whether it is for the Chaplain's splendid Graces, the Beadle's reassuring whispers in my ear at Dinners, the Archivist's slivers of historical interest and the contributions from the Honorary Remembrancer and Fruit Porter. The Honorary Assistants continue to have an important role in the Livery and I would encourage those who would like to be considered as H.A.s to let the Clerk know.

As those at the Master and Wardens Dinner will know, I presented my Master's Award to Liveryman Dick Brighten as he is the one who

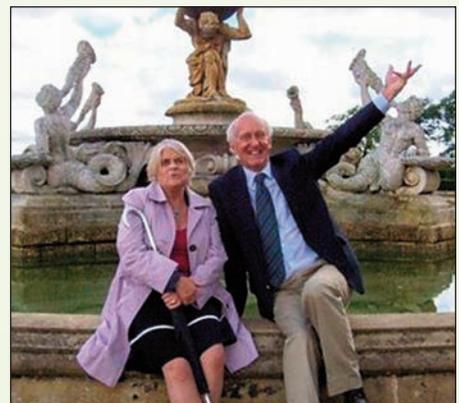


The Monument, a City landmark climbed by the Master

edits this Newsletter and attempts to make some sense of my contribution.

Finally I close with the thought that The Fruiterers are a wonderful Company. Their friendliness and hospitality are widely admired. Good candidates continue to be attracted by what we have to offer. I would hope that in a small way I have played my part in caretaking this Company through another successful year, observing the successful guidelines laid down by my predecessors.

I shall close with a huge thank you to my wife Lesley for all her support and my very best wishes to our Master Elect, Jane Anderson. The women who play such an important part in the success of this Livery, either as Liverymen or as partners deserve full recognition and it gives me enormous pleasure that I will be the one who will clothe Jane, our first Lady Master, in such an exciting year as 2012 will certainly be. I have every confidence that she and her Wardens will give us a wonderful year.



Special thanks to Lesley

Lord Mayor's SHOW

Held on Saturday 10th November the Lord Mayor's Show represented one of the longest established and best known annual events in the City of London. From its roots it spans eight centuries but the current format extends back to 1535. Starting at 11.00hrs it journeyed on a precise route and involved around 6,000 individuals. The procession took approximately one hour to pass and included many and varied floats.

Originally it was held to present the incumbent to the Sovereign but these days it is more symbolic parading the new Lord Mayor before the citizens and dignitaries of the City. Alderman David Wootton, who took over responsibility on the previous day, will remain in office for one year. We wish him well in his role. Celebrations culminated with a magnificent firework display on the River Thames.



Our new Lord Mayor Alderman David Wootton

MEET THE MASTER ELECT



Jane Anderson, Master Elect

Jane Charlotte Anderson, the Fruiterers' Upper Warden, is just about to write her name into the history books when, in January, she is due to become the first female Master of our Company. Jane comes from a background that will have given her much experience for the position. Her grandfather (Jim Webster) and her father (Michael Sykes) have both served as Master of the Company.

Jane lives in Hertfordshire with her husband Nick and their children. Educated at St. Mary's Convent and Winkfield Place, she spent many years managing the family business which specialised in wine and floristry. Nick & Jane in partnership have established Mayfield Farm Bakery outside Old Harlow in Essex. Specialising in the production of bread and teaching of the skills of baking, the business is reported as flourishing.

MASTER'S CHARITY DONATIONS 2011

- Annual Armed Forces - Row2Recovery
- Row2Recovery
- Royal British Legion Poppy Appeal
- Mansion House Scholarship Scheme
- Lord Mayor's Appeal
- City of London Police Widows and Orphans
- Lord Mayor's Big Curry - Army Benevolent Fund
- Sheriffs' & Recorder's Fund
- St Bartholomew's
- St Mary Abchurch
- Corporation of the Sons of the Clergy
- Royal Marsden Cancer Campaign (Research)
- Red Cross
- National Memorial Arboretum
- Barnado's
- Shelter

The Charitable Trust was formed in 1972 to build and maintain a fund for the Company to make 'Charitable Gifts' on behalf of all Liverymen.

New indenture triggers fresh interest in Fruiterers' Apprentice Scheme

The indenture of Daniel Jolly as the latest apprentice in the Worshipful Company of Fruiterers has triggered fresh interest in this scheme which has now seen three people become liverymen of the Company. What is new in Dan's case is that his application comes directly from the fruit industry and is part sponsored by the Awards Council. After being presented to the Court prior to the Master & Wardens Dinner, Daniel and his Apprentice Master Doug Henderson were optimistic that there could be a number of suitable candidates who would serve their apprenticeship under this variation of the scheme.



Apprentice Dan Jolly and his Apprentice Master Liveryman Doug Henderson

Alderman David Wootton becomes Lord Mayor



The Lord Mayor's Chariot awaits at Guildhall

Alderman David Wootton, elected Lord Mayor at Common Hall on the 3rd of October, was installed at the Silent Ceremony, also held at the Guildhall, on the 11th of November.

The City performs a similar miracle year after year; our somewhat archaic election process produces a Lord Mayor of exceptional talent and abilities. Lord Mayors all have a deep experience of the governance of the City, through many

years service as Common Councilmen and Aldermen; they all are at the heart of the City, as devoted Liverymen and their working lives give them a strong base from which to represent the City and our all important financial services industry.

David Wootton served as Sheriff in 2009/2010 and was Common Councilman for Farringdon Within from 2002, becoming Alderman for the Ward of Langbourn in 2005. He is a Past Master of both the Fletchers and the Solicitors; a Court Assistant of both the Glaziers and the Information Technologists; a Liveryman of the Clockmakers, the Bowyers, the Woolmen and the Security Professionals and a Freeman of the Watermen and Lightermen. He also has charitable interest and involvements far too numerous to mention here. One wonders, does he ever eat at home?

His professional career as a partner in Allen & Overy, one of the largest City law

firms, in which he specialises in corporate transactions both here and overseas, places him in the centre of the financial services industry and equips him well to become its prime representative.

In his acceptance speech he announced that his theme is to lead the connection between the City and the rest of our country as a whole. The City, he said, has kept its head down for the past three years and now is the time to lift our heads up and to reinforce those important economic, educational and social links. His Charity for his year is dubbed "Fit for the Future" and will support charities that promote physical health and well-being.

David Wootton has no direct links with the Fruiterers; but he has a number of good friends in our company. We can be certain that they, and the whole Company, wish him all success – a Lord Mayor who is certainly fit for the future.

(Steve Bodger)

Fruit Culture Award presented to Jan Peeters

In recognition of his role in providing technical advice and consultancy to the European fruit industry, Jan Peeters was presented with the annual Fruit Culture Award by Sandys Dawes, Master of the Worshipful Company of Fruiterers, at the National Fruit Show Awards Ceremony on 20 October.

In making the presentation, our Master remarked that "Through his excellent communication skills and relaxed interactive teaching manner, his consultancy input, backed by sound science, has helped to restructure aspects of our industry and enhanced its viability. Hundreds of hectares of intensive orchards have been planted under his influence, with the majority

now achieving a 100% increase in yield, together with improved grade outs of Supermarket quality fruit".

Having graduated from the University of Wageningen in 1988 with a Degree in Horticulture and a Masters in Plant Physiology, and following a period as a production manager at Bloemen Flower Auction, he took a consultancy post with irrigation specialists Van Gaal Beregening. In 1997 Jan started to offer consultancy in a newly formed company, Holland Fruit Advisory; in 2002 this became "Fruit Consult", a thriving consultancy business for growers of apples pears and cherries, headed by Jan.

Together with his three partners and staff, Jan offers advice on all aspects of



Jan Peeters receives his award from our Master

orchard establishment and management. "Fruit Consult" has over 600 grower clients and operates in 14 European and Scandinavian countries. In UK Jan has been particularly involved with the Orchard World/Sainsbury's concept demonstration orchards and the associated grower focus group.

June Marsh

We are sorry to report that June Marsh died during the summer. Many older members will remember her well from the days when we spent much of our time at the Innholders' Hall.

She had been married to Paul for many years and we send him our sincerest sympathies at his sad loss.

The Marsh family had been closely

connected with our Company for many years. Gordon Marsh was Beadle and Caterer at Innholders' Hall and our Beadle also. His son, Paul, succeeded him in both roles, offices which he held for many years until he and June retired to Herne Bay.

June was always at Paul's side, helping to hand out the table plans at our functions and ensuring the good running of the Hall. Paul and June formed a happy team with Bernard and Rosie Sullivan when Bernard joined us as Toastmaster. The Company entertained them to a formal reception and lunch at Cliveden in 1991 to acknowledge their

enormous contributions to the well being of our Company over many years.

(Appreciation submitted by David Hohnen)



June (second right) with friends

Presentation of fruit to the Lord Mayor

The Presentation of Fruit to the Lord Mayor falls in October each year. It is a charming and historic ceremony, dating back to 1748, in which the Master presents the Lord Mayor with 12 bushels of fruit. Well, of course, he doesn't actually do that. He presents a basket of fruit in our silver fruit sieve and the remainder of the 12 bushels is symbolically replaced by our donations to our Fruit Gifting programme for the homeless. Once again the Company responded generously to the call for funds for this, raising some £2,000.

The Master read his script eloquently and enjoyed sharing a Loving Cup with the Lord Mayor, Alderman Michael Bear. The Honorary Fruit Porter Jim Huddard declaimed his lines faultlessly and with great style. The Lord Mayor entertained us to a glass or two of champagne - there is always a certain relaxed end of term

feeling, as the Lord Mayor retires a week or two after this ceremony. In a charming and generous gesture, the Lord Mayor presented both the Master and the Fruit Porter with a porter's badge from the old Spitalfields Market - an especially appropriate gift for Jim Huddard, as he had worked there as a porter for very many years. In his days in the construction industry, the Lord Mayor had

responsibility for the redevelopment of the Spitalfields Market site and the construction of the new market. It is a nice thought for us Fruiterers that he has given market porters' badges to a number of the important people who he has met during his year.

(Account submitted by Steve Bodger)



Always an enjoyable occasion



The Lord Mayor Michael Bear with Jim Huddard

Master's Award - Master's comments prior to the presentation at the Master & Wardens' Dinner

Every year, the Master of the day has the opportunity of presenting an Award to someone, who he or she believes deserves special mention - the 'Master's Award'.

I haven't had to write essays for years and years but I now write a monthly piece for the Fresh Produce Journal - Master's Comments. Where does one start? Who is going to rewrite or edit it? Fortunately help is at hand. With great courtesy and consideration Liveryman Dick Brighten e-mails me with the date of the deadline and makes invaluable suggestions for the content. I then stumble through the writing and Dick will always compliment me and say that he will make minor tweaks. I think what he is really saying is that there is nothing he can do about my

style - but of course he would never say so.

Dick is extremely well known and widely respected within the fruit industry from the



Dick Brighten displays the Medal with pride

days when he worked for the Cape Board and had especially strong links with those in the wholesale markets, with a fund of amusing stories to tell.

He continues as a fruit consultant and is a director of the Fresh Produce Consortium. He is very active within the Livery as the editor of the Fruiterers Newsletter and does a great job. He is a past Chairman of the Membership and Communications Committee and still serves on the committee. He is always willing to share his wealth of knowledge and common sense gained from years within the fruit industry and I am very definitely one of those who have benefited.

It really does give me great pleasure in awarding you this year's Master's Award and I thank you so much for your contribution to this Company.

The Holly and er... no Ivy

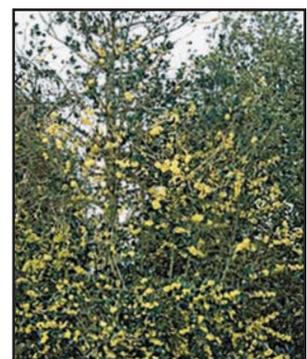
We were all delighted to see Peter Boardman at the Master & Wardens' Dinner and to hear that the holly trees on his farm in Norfolk were 'showing' magnificently. Many believe that this is one of nature's portents of a harsh winter. Peter & Jenny Bartlett were so struck by the descriptions that they determined to take up the offer to visit and see for themselves. Here are some illustrations recorded by Jenny.



Wow!



And of course a fruit!



Not just in red!

A Warm Welcome to our Nuffield Scholars

At the Master & Wardens' Dinner held at the Barber-Surgeons' Hall on 10th November, the Company entertained five of our six Nuffield Scholars.

The Fruiterers have participated in the scheme, administered by the Nuffield Farming Scholarships Trust since 2005. A Scholarship has been offered annually to a candidate working in the fruit industry at an annual cost of £10,000. No award was made in either 2007 or 2010. Many of those who make annual contributions to our Fruit Culture Trust were given a unique chance to see and meet "our scholars".

The purpose of the Scholarship is to enable the candidate to enhance their effectiveness to their own benefit and that of the wider industry. It offers the individual a chance to step back from their day to day occupation and study a topic of particular interest to them.

Several of our scholars have described their experience as life changing and have gone on to achieve excellence in and make significant contributions to the fruit industry.

This year for the first time, a person who had received a Scholarship funded by us made an application to join the Livery, seeking the freedom by redemption. This stimulated discussion as to whether we should invite them all to come and meet us (and to meet each other!). The Master & Wardens' Dinner was the only date in this year's calendar when it would be possible to include them and this is why it was chosen. Our current Master is of course a fruit grower and was a supporter of the idea.

One, our latest scholar, was not available through travelling but five others accepted our invitation. Two ladies, Sarah Calcutt and Feli Fernandez, and three men, Stuart

Clark, Doug Hutton Squire and Chris Newenham (newly clothed Liveryman).

Two others who had benefitted from the programme but not sponsored by us, were also present as private guests.

The Toast of "The Guests" which The Master proposed, received a reply by John Stones who is the Director of the Farming Scholarship Trust. In his reply he made special reference to the expanding population of the world and the challenge of the need to feed an increasing number through agricultural research and the application of such research in meeting the challenge and taking advantage of the opportunities. Chris Newenham gave the second reply, expressing the thanks of himself and his fellow-scholars for the awards which The Company had sponsored.

Sarah Calcutt is presently Chairman of the National Fruit

Show and Chris Newenham is farm director at P J Wilkin and Son Ltd. Doug Hutton-Squire is a fruit advisor with FAST Ltd and two others manage their family run fruit farms.

Among liverymen whom we were delighted to see were Paul Burton, John Giles, Marion Regan, and both Doctors Collier! And Daniel Caspi, currently Master of the Gardeners' Company.

Continuing a custom of the Company, started several years ago, we were also delighted to entertain one of the two recently retired Sheriffs, to record our appreciation for all their work during their year in office.

The Company's Christmas cards were available for purchase or collection at the end of the evening and seemed to be "going fast".

Our Chaplain gave another special Grace for which he has become well known!

(David Hohnen)



The Master with his Wardens



John Alessi makes a point to Gregory Stone



Sarah Calcutt with David Hohnen



Leon Aichen shares a loving cup with Professor Gregory

Coming up... WHAT TO SAVOUR!

The Fruiterers' year gets under way with the ever popular **St. Paul's Day Service** at **St. Mary Abchurch** on **Wednesday 25th January at 12 noon**. This service has a real family feel to it as one observes the new Master taking the oath. This will be of special significance as Jane Anderson (Master Elect) is the first female Master of the Company. The acoustics in this Wren Church allow full appreciation of the music. Following the formal proceedings a luncheon will be held at the **Innholders' Hall**. It is recommended that you apply early as spaces are finite and precedence will be given to members of the Court.



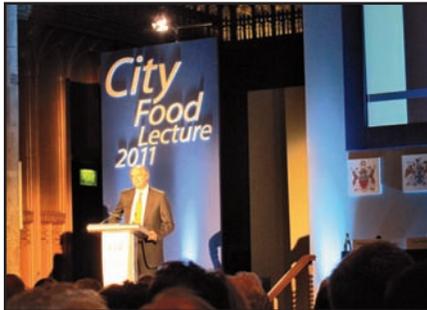
St Paul's Day Service will be held as usual at St Mary Abchurch

Our **Annual Banquet** will be held at the **Mansion House** on **Monday 13th February**. For Liverymen who have not had the privilege of viewing the splendid interior of the Lord Mayor's official residence this event affords the opportunity. Details have been circulated.



Banquet at the Mansion House

Wednesday 15th February is the date for **The City Food Lecture** which will be held at the **Guildhall** with Justin King, CBE, the Chief Executive of J Sainsbury plc being the guest lecturer. His delivery will be entitled "**UK Grocery Retailing – back to the future?**" As a Company we have just 75 seats. Applications should have been submitted by 16th December.



Paul Polman delivers the 2011 City Food Lecture

The first **Informal Carvery Luncheon** of the year will be held at the **Butchers' Hall** on **Wednesday 28th March**. The Sub-committee Meetings will follow and the excellent roast beef usually puts members in the right frame of mind for productive discourse.



A brace of Masters at the Butchers' Hall

Although not open to all Liverymen the **Honorary Assistants Dinner** for those who are eligible is not to be missed. The **Coopers' Hall** is the venue on **Thursday 19th April**



Coopers' Hall, venue for the Hon. Assistants Dinner

A special event entitled '**A Journey Through Time**' has been scheduled for **Thursday 26th April at 18 Folgate Street**. Full details will be circulated in due course.

For the golfers amongst you please reserve **Thursday 3rd May** at the **Kingswood** to meet for a very enjoyable day with like minded individuals. Andy Poulton (Secretary) is the man to contact for further details.



Kingswood for the Golf Day

An exciting new venue, the **Saddlers' Hall**, has been reserved for the **Audit Court Dinner** on **Thursday 17th May**. This provides an ideal opportunity to entertain business associates as the theme gravitates towards corporate and financial themes.



Audit Court Dinner at the delightful Saddlers' Hall

As usual, the Fruiterers will be very active at the **Royal Bath & West Show** at **Shepton Mallet**. The day identified for the official visit is **Thursday 31st May**. It is virtually certain that the Company's Stand will be sited in the Cider Pavilion and volunteers will be required to help man the facility. This is a fun event with tremendous variety and is well worth the trip west.



The Royal Bath & West and the Fruiterers' Cup

And for those of you who have a passion for preserves, and particularly upmarket preserves, the visit to **Wilkin & Sons Ltd** on **Thursday 14th June** will be a must. Watch out for information.



Wilkin & Sons

CONGRATULATIONS



MR & MRS WHITWORTH

Liveryman Sarah Randell married Matthew Whitworth at St. Brides on 17th September. We send our best wishes for a long and happy life together. **Congratulations.**

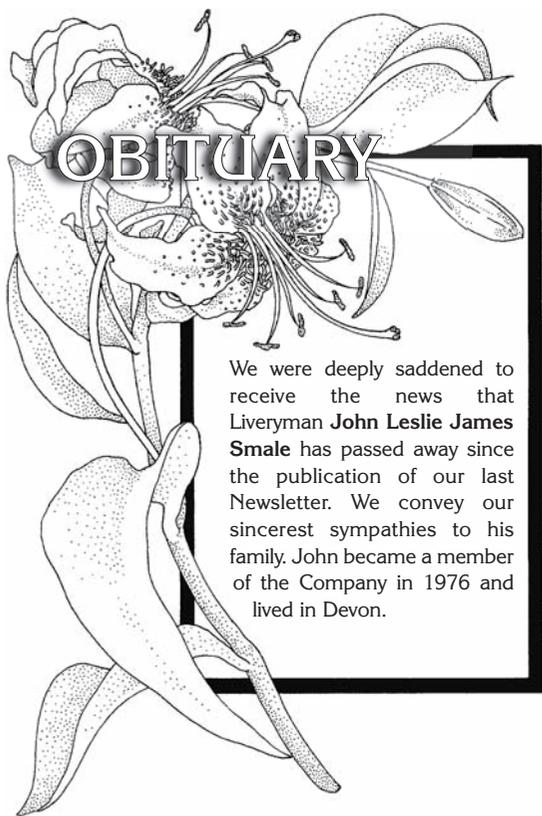
THE BARDSLEYS

To Nigel and Annette Bardsley who picked up the two of the three Fruiterers' awards for top fruit presented at the National Fruit Show, Detling. **Congratulations.**



THE SOMERSET CIDER BRANDY COMPANY

Despite fierce opposition and with the help of Defra, The Somerset Cider Brandy Company obtained an EU Protected Geographical Indication (PGI) status putting the spirit in the same league as other protected heritage foods. **Congratulations.**



We were deeply saddened to receive the news that Liveryman **John Leslie James Smale** has passed away since the publication of our last Newsletter. We convey our sincerest sympathies to his family. John became a member of the Company in 1976 and lived in Devon.

HAPPY RETIREMENT

Liveryman David Formosa, one of the most respected names in the UK fresh produce import trade, retired in September after a career of 50 years in the industry. The glittering achievements and many experiences that have illuminated his working life are too numerous to list in this column. Needless to say, a man who speaks five languages fluently and had contacts from most of the important production areas of the world has always had his finger firmly on the pulse of fruit trade affairs. He ran his company, Formosa Monro, from his home in Rickmansworth, with his wife Sue. He started his career in Covent Garden and has diversified continuously always managing to spot opportunities in an increasingly claustrophobic market place. He has worked tirelessly for Teenage Cancer Trust and has three adult children, (two daughters in Australia), and six grandchildren. We wish him well in his retirement.

NEW FREEMEN AND NEW LIVERYMEN



Paul Walker, David Bartlett, Antony Allison*

*Son of Past Master Peter Bartlett



Chris Newenham, David Barker



ACKNOWLEDGEMENTS

The Editor wishes to thank the following for their valuable contributions to this Newsletter. Adrian Barlow, Jenny Bartlett, Berry World Ltd., (Dave Ashton & Emma Parsons), Steve Bodger (Immediate Past Master), David Bryant, Heather Bryant, Sarah Calcutt, Peter Cooper, Sandys Dawes (The Master), Lionel French (The Clerk), John Giles, David Hohnen, Gerard Lyons, Andrew Poulton, David Shapley, Mike Solomon, Sarah Whitworth

Published by The Worshipful Company of Fruiterers: Clerk Lt Col (Retired) L. G. French,
Chapelstones, 84 High Street, Codford St Mary, Warminster, Wilts BA12 0ND
Editor: Richard Brighten

Printed by DC Graphics, Drury Lane, St Leonards-on-Sea, East Sussex TN38 9BJ. Tel: 01424 720072. Fax: 01424 434086