



The Fruiterers' Company NEWSLETTER

Number 68

August 2010



SOMME BATTLEFIELD TOUR - APRIL 2010

Why are we here?" the Master asked rhetorically at dinner in Arras during our tour of the Somme battlefields. It is his feeling that most of us are members of a charmed generation whose grandparents' and parents' fought in the First World War and Second World War, whereas for us there has been no major world wide conflict and it is only the professional Service men and women who have fought and suffered on our behalf. So this trip was not only for historic interest; but was an act of remembrance and gratitude for all those who have fallen in war, or have been severely wounded to protect us.

In preparation for the tour the Honorary Archivist, Peter Cooper, spent many days and weeks in research to find the Fruiterers who fell in the First World War - far from an easy

task, as the Company's records had been destroyed by the Blitz in the Second World War. This required the diligent skills of a detective, as Peter had to work from the rather thin Court Minutes that are held in the Guildhall Library, then search the Commonwealth War Graves Commission records for fallen with the same surnames as the Liverymen of the time and then cross-check his findings with other sources and, in some cases, with the memories of descendants. The result of his hard work is the Roll of Honour, which lists all the sons and grandsons of the then Liverymen who fell in the war. To this are added two ancestors of current Liverymen. Just reading the list is poignant. The young age of the fallen is so evident and there is particular sadness in seeing brothers



Don and Tom Cryan with a wreath for Cpl. Sinclair

from the same families among those that gave their lives.

We were extremely fortunate in our choice of tour guide. The Clerk recommended an old friend of his, Colonel John Richardson, who, having retired from the Army, started a second career as a Battlefield Tour Guide. What an inspired recommendation this was. Colonel Richardson has an encyclopaedic memory and can recall facts faster than Google! This historical knowledge is allied with a perceptive military eye and vivid powers of communication. He designed the itinerary to follow the battles around Arras and then the opening day of the first battle of the Somme. In doing so we visited the



Ian Eiloart at the grave of his uncle Captain Frank Eiloart



Canadian Memorial at Vimy



The Master & Col John Richardson at the graveside

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DATES FOR YOUR DIARY

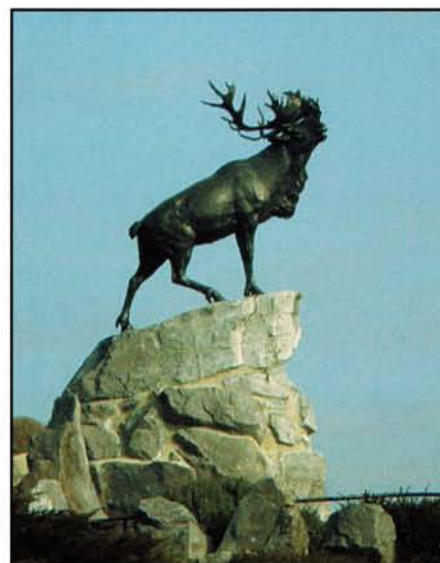
Thursday 9 Sept	Garden of the Year	Chenies Manor House
Wednesday 29 Sept	Election of Lord Mayor	Guildhall
Wednesday 6 October	Carvery Luncheon	Butchers' Hall
Wednesday 20 & 21 Sept	National Fruit Show	Detling
Tuesday 5 October	Visit to the Supreme Court	Westminster
Monday 25 October	Presentation of Fruit to The Lord Mayor	Mansion House
	Luncheon	Guildhall
Thursday 11 November	Master & Wardens Dinner	Barber-Surgeons' Hall
Saturday 13 November	Lord Mayor's Show (Company not participating)	City
Tuesday 25 January	St Paul's Day Service	St Mary Abchurch



The Renter Warden lays the wreath in memory of 2nd Lieutenant Francis Miller



Liveryman Ian Eiloart by the graveside of his uncle Lieutenant Cyril Eiloart



Newfoundland Park



Liveryman Peter Boardman reflects

memorials to and cemeteries in which lie all the Fruiterers who fell in these battles. At each of the sites we laid a wreath in honour of the fallen and the Honorary Chaplain led us in an act of remembrance, a reading and a moment of silence. At the last on our tour, the Chaplain conducted a short Service of Remembrance in honour of all those who have fallen in war. These religious acts moved us all and truly brought home the sacrifices that had been made.

Our first stop on the tour was at Le Touret Memorial, where Corporal Sinclair Munro is commemorated. The wreath was laid by his grandnephews, Past Master Don Cryan and his brother Tom. Don spoke very movingly and interestingly about the life of his great uncle and his family in Caithness at that time. We then went to the Canadian memorial at Vimy Ridge. It was here that the forces from that Country successfully defeated the Germans who were holding a previously impregnable defensive position at the top of the ridge. Before the assault the trench lines were only some 20 metres apart. By attacking from tunnels and with a highly precise artillery barrage, the Canadians pushed the enemy off the higher ground, but not without suffering heavy losses. We were able to visit the excavations that had been dug to supply the front line and for the attack. With our guide's inspired explanation, we were able to clearly follow the course of the battle.

Before stopping in Arras for the night we visited the Memorial to the Missing, where Liveryman Ian Eiloart laid the wreath for his uncle Captain Frank Eiloart and

Liveryman Peter Boardman commemorated two of his more distant relatives by placing poppy crosses in their honour.

The next day, it was an early start – there was a feeling that this was following military tradition a bit too closely; but it did give us a good long day for our trip along the line of the first day of the battle of the Somme. Our first stop was in Newfoundland Park at Beaumont Hamel. The trenches can still be seen there and John Richardson's graphic description of the battle explained well why so many Newfoundlanders lost their lives in the first day of the attack. Next we went to the Thiepval Monument, standing tall on the highest point for miles around; it had been a German strong point at the time. It commemorates the names of the, over 73,000, soldiers who lost their lives on the Somme and were never found – a chilling number.

We followed the line of the battle further south viewing the mine crater at la Boisselle and the South African Memorial at Delville Wood. At the Dernancourt cemetery, the Master laid the wreath in honour of Lieutenant John Eagleton and at Dantzig Alley Cemetery; the Renter Warden laid the wreath in honour of 2nd Lieutenant Francis Miller.

Our last stop was at Beaumetz Crossroads Cemetery where 2nd Lieutenant Cyril Eiloart lies. Ian Eiloart spoke eloquently, and with fond family memories, about his two uncles who had been killed and the Chaplain conducted our Memorial Service.

So, amongst the sadness of the sacrifices made, was it a morose trip? Not at all. Poignant, yes. Moving, yes, but at the same time a joy for all. The bright sunshine over the gently rolling bucolic countryside of the Somme and Ancre valleys was so different from the mud and horror of war time. The calm beauty of the many cemeteries and memorials, all so perfectly kept by the Commonwealth War Graves Commission makes a fitting commemoration of the heroism of those who fought for us all. They provide a constant reminder as one travels through the area. It can be shocking to remark that a particular cemetery seems small and then to realise that it contains perhaps 150 graves; but all of these sacred, areas of rest, have an air of serenity and peacefulness.

AUDIT COURT DINNER AT SKINNERS' HALL

Our second formal dinner of the year, (The Audit Court), was held at the Skinners' Hall on the 20th May. This occasion marks, as the name suggests, the successful auditing of the Company's records and finances. The Master praised the work of the Beadle, Mr Ted Prior, and presented him with a set of Fruiterers' cufflinks. He announced the name of the new Renter Warden, Mrs Jane Anderson, the daughter of Past Master Michael Sykes and granddaughter of the late Past Master Jim Webster. She was a popular choice. Although not an



Fruiterers on the roof terrace of Skinners' Hall



The Master with Oliver Tant



Jane Anderson our Renter Warden

automatic process, she should succeed as Master in 2012. The principal guest at the dinner was Oliver Tant, Head of Audit at KPMG. He provided an interesting discourse on the responsibilities of his profession and explained how their activities have made important contributions to the economy.

We were delighted to be back in the Skinners' Hall and we thank the Company for allowing us to use their well appointed and spacious facilities.

FRUITERERS TREES UNDER PROTECTION

The Fruiterers have planted well over 100 trees since the programme first began in 1981. Number 66 was a Flowering Malus planted in the Churchyard of St Paul's Cathedral on the 19th January 2000 by the then Master Donald Cryan. It was subsequently moved and now resides at St Bartholomew the Great in West Smithfield. A rededication occurred on

7th October 2009. Since then this magnificent church has been undergoing some fairly major restoration. The importance of the tree was communicated to the appropriate authorities who instructed the building contractors to place it 'under protection'! Request observed our Malus is now protected from dumper trucks and other hazards of a building site – see pic. Tree number 98 was an apricot planted at the Tower of London by Will Sibley on 26th June 2006. Now flourishing and the tallest sapling in the area it comes under a different type of protection! That of the Yeoman Warders – a very special insurance against harm!



Flowering Malus at St Bartholomew the Great



Apricot at the Tower of London

It is a tale of two worlds for the global economy. Across Asia and many emerging markets growth is solid, opportunities abound

and there is confidence about the future. In contrast, across the west, including the UK, confidence is fragile and economies look weak. After a period of excess, western economies are in a state of uncertainty and many of them will soon face a period of austerity as governments, people and firms tighten their belts.

In contrast, across Asia and the emerging world their near-term challenges are ones of success. Across Asia, for instance, interest rates are rising and a key worry is too much money coming into their economies. The contrast could hardly be starker.

Even in the west there are considerable differences. In the US, for instance, big banks and big firms appear in good shape, with balance sheets healthy. Meanwhile, many small firms and regional banks appear in difficulty. Likewise in Europe, the export-powerhouse that is Germany looks in far better shape than the Club Med countries, with the likes of Greece, Spain and Portugal heading back into recession and a double-dip.

Britain is not in the worst shape but faces challenges. In the City the fear is the unintended consequences of excessive regulation will drive business elsewhere. Soon the focus will be on the scale of fiscal tightening as October's Comprehensive Spending Review will outline details of future cuts. These will have a profound impact on the regions where public sector employment is high.

In this environment, and as I talked about last time, the Bank of England will have to keep interest rates low and possibly do even more by printing money through Quantitative Easing. This will be needed. Inflation is not the problem as there is little pricing power in the economy. People will be looking for value for money and retailers and firms will need to keep prices down to retain market share. It will be a similar story in the US, where interest rates will also stay low.

As a result, we are reaching the part of the economic cycle that is both interesting and potentially frightening. If one sits in the west it is easy to imagine downside risks. In contrast, being based in Asia, would give a far more upbeat scenario.

The world economy has been recovering since facing the abyss in the spring of last year. Over the last year the

global policy stimulus has been huge.

Policy worked. The recession ended. Global trade also rebounded sharply since hitting bottom last May.

Yet, an economic slowdown in the second half of this year has always looked likely and appears to be happening as the policy boost wears off and as an inventory correction that has been taking place runs its course. The question has always been to what

extent will people and firms pick-up the slack? Normally at this stage of a recovery, momentum builds and confidence rises. But not this time in the west. Instead it is slowly dawning on many that the best we can hope for is below-par recovery of sluggish growth. As expectations adjust financial markets have become more volatile.

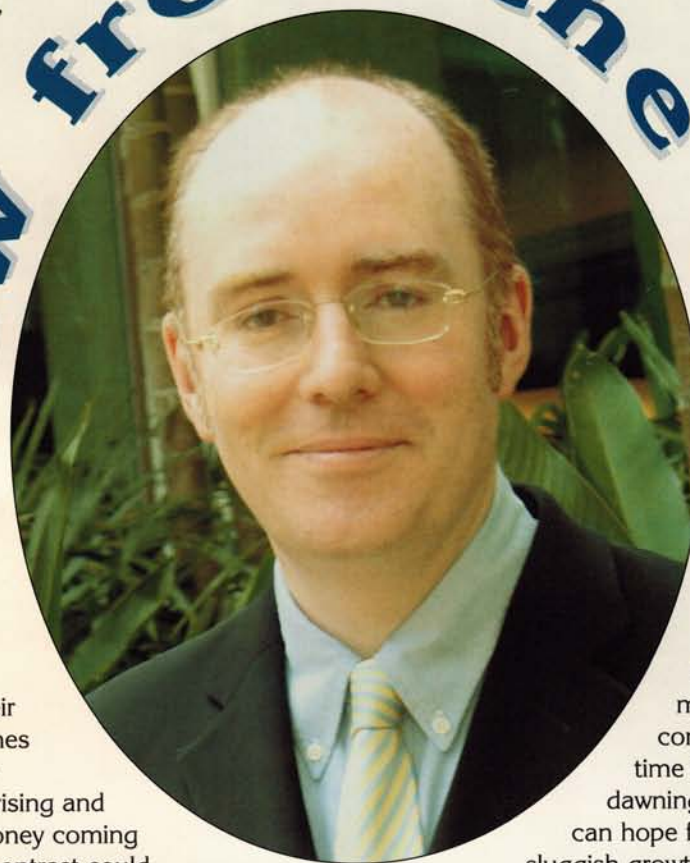
What we are seeing is not just a legacy of the build-up of debt seen it is also a consequence of the shift in the balance of power to the east. In the last couple of years, emerging economies have been the biggest contributors to global growth. And by 2014, Asia alone will be a bigger driver of global growth than the G7 economies. This is a profound shift.

As a result - and despite considerable near-term challenges - one should not lose sight of the positive outlook for the world economy in the future. The key longer-term driver is the opening up of China and other emerging markets. This is a hugely positive trend that I still don't think is fully grasped yet. It is seen in the industrial and technological revolution underway in China, the opening up of India, the rise of the middle class in these and other economies and the growth in new trade corridors. These are happening now and will continue for decades.

We must not under-estimate near-term downside risks in the west. But at the same time we should not overlook the upside potential ahead, in China, India and the east. Thus we need to be more global in our outlook. It is worth keeping this in mind as we face a difficult next couple of years in the UK. Hence it is good that the Prime Minister led a business delegation to India during the summer and looks set to do likewise to China this autumn.

Dr Gerard Lyons is a Liveryman and Chief Economist at Standard Chartered Bank

View from the City



VIEW FROM THE HIGH STREET

We are updated daily by the media on the fortunes of our major food retailers but what about the independents who many believe are battling for survival in an ultra competitive environment. Obviously the threats are ever present but many still exist and are indeed flourishing. 'View from the High Street' provides a four monthly appraisal of what has occurred in the commercial life of one independent greengrocery in East Berkshire. The proprietor is a man with almost sixty years experience and still gets as much from the life as he did when he started on his father's street stall in the fifties.

He reported that since April most commodities have been more expensive. However, his business has witnessed increased turnover and profitability. Shunning the 'Two For One' or 'BOGOFFS' that the supermarkets employ, he concentrates on transparency and good value for money which he has identified as a winning formula. His customers require clear pricing and consistency in the units of weight used at display. He believes that confusion at 'point-of-sale' can be a turnoff for many potential purchases. A simple experience backed up with the best fresh produce, exhibiting excellent dessert characteristics and long shelf life is his recipe for success. Another essential is the reduction of waste. The independent can manage this effectively but not so the multiple retailers, where personal, proprietorial management and control can be lacking. Fresh fruit and vegetables have and will almost certainly continue to become less reasonable in price. Responsibility for portion purchase and waste management will assume greater significance in the consumer's psyche.

The pressures for the opportunity to buy locally grown produce continue to increase. Many of our most successful, local growers, have been wiped out over the last thirty years with the decline in the number of outlets to market their produce whether it be wholesale markets or local independent greengrocers. It is difficult to visualise how there could be a revival, as many were family run outfits and once the succession process has been short-circuited the enthusiasm and devotion has proved difficult to re-ignite. Food production has to be planned well in advance and without the assurance of a satisfactory financial return, potential producers are reluctant to take on the risk. Most of the UK's multiple retailers are committed to establishing their own global, fresh produce supply, sourcing departments. This will have a dramatic impact on the traditional importers and distributors but in our correspondents view "will not work". Internationally, growers have increasing opportunities to market their products. British multiple retailers have developed a reputation of wanting the best for the lowest return. Cutting out a link in the supply chain does not necessarily add value. Experience will determine the outcome.

"There have been no problems with supplies over the past four months" remarked our correspondent. Stone fruit sales have been steady and prices stable. Tomato values have not plummeted, as usually happens, and the variety and quality has been encouraging. Despite the problems reported by the Jersey Royal Producers there have been no interruption to shipments and little noticeable deterioration in eating quality. New potatoes from other Mediterranean sources have been first class, as have been English, and all have sold well. Availability of English cherries has been so good that it has not been necessary to secure supplies from alternative sources. The variety Stella has been particularly good. Few "fireworks with strawberries or raspberries" were reported and "the excitement generated by blueberries appears to have gone off the boil". Mangoes, from the Indian sub-continent, and Papayas proved popular with consumers. "Peas and runner beans have been extremely good as has English sweet -corn". All have met a favourable reception. It's that time of year when melons, particularly water melons, come into their own. Whether it has been the increasing demand through the weather, or familiarity, slices of water melon have been more substantial this year.

As has been reported in this page before, flowers and pot plants form a most important part of the turnover of our greengrocer's business. "We have employed yet another florist and the demand



English Cherries, White & Black



Time for Gages and Stone Fruit



A good display of seasonal fruits

for floral tributes continues to explode". "It is important to use the best quality and most interesting flowers" says our contact. "Even in August our bedding plant business continues to flourish". "In this area there are very passionate gardeners and the word seems to have spread that we supply top quality at reasonable prices". "We are still selling hydrangeas and the last of the geraniums". "It is a tribute to the suppliers and my staff that despite the thousands of pot geraniums that we have bought and sold this year not one has been wasted or returned".

On reflection, through instinct and experience, our Independent Retailer strikes a note of confidence. "We engage the staff, encourage and value their interaction, and want them to take an interest in the running and fortunes of the business". "Complaints, which are very few, are dealt with on the spot, hopefully to the satisfaction of the frustrated" Turnover and profitability was reported as being up in every department. "Obviously we are doing something right" remarks our correspondent, "I wish I was 40 again"!!

FROM ORCHARD TO MARKET

TOP FRUIT NEWS

The past season has been quite a remarkable one for the English Top Fruit Industry with small amounts of Gala being marketed through until June. This has been made possible through the investment that has been put into improved research, technology and enhanced facilities. Tremendous possibilities now become possible for growers who can capitalise on the dramatic strides that have been taken linked to the sustained demand for local food. It is obvious however, that consumer demand is increasingly focused on the Gala/Braeburn types and the industry requires such an apple to start the season. Without the necessary levels of return on their crops the producers will not be able to sustain the investment that is required - a 'catch 22' situation.

Discovery started the 2009 season reasonably well with a heavier crop selling fluently. Regrettably, heavy discounting at the commencement set a precedent that haunted growers throughout the autumn and early winter months. This was reflected on Cox which was promoted continuously. But reduced production of Cox, which tallies with current consumer demand for the variety, will be essential for success in the future. Braeburn sold extremely well with the 'kick-start' on sales in February having the desired affect. Much comfort was drawn from the sales and returns generated by the newer varieties. These cultivars also gave the consumer the opportunity to enjoy a wider range of English apples over a longer period of time. Regrettably the returns on Bramley have been inadequate though the volume marketed as fresh increased marginally. Significant competition from Northern Irish supplies were felt to be the cause of the demise. The last home grown pears were sold in July but in this market Dutch and Belgian supplies dominate. To

improve our position we need to plant orchards that will give the yield and quality of the low-countries. It has begun but considerable capital will be required to make an impact. Even with the necessary investment the UK will never be totally self sufficient in fruit products. There are too many kinds that cannot be grown in this country; e.g. citrus, bananas, grapes and tropical fruits to cite just a few.

The 2010/11 English apple and pear season is about ten days later than last year. The first Discovery made their appearance during the second week in August. It will be almost the end of September before the first Cox, Gala and Egremont Russet come on stream. Forecasters have predicted that in volume terms, when compared to last season, Cox will be down by 15-20%, Gala up by 10% and encouragingly, New Varieties rise by 15%. Disappointingly, due to frosts in May, Braeburn tonnages will dip by between 15 - 20%. Egremont Russet also shows a decline of a similar magnitude. Pears will also be of a lower tonnage due to climatic conditions affecting development and pollination. Currently the prediction is a reduction of 20% for Comice and Concorde and for Conference a more modest 10% decline. These downturns could be reversed with substantial rainfalls between now and harvest. There is also concern for skin finish following very cold winds during the spring months.

Significantly, English growers are being courted strongly by marketers as the supply of domestic top fruit does not appear to be keeping pace with demand. Possibly this may be as a result of the heightening interest being shown by the retail trade. Growers must exercise caution however and resist the temptation to offer product that does not match up in quality terms with that being offered from overseas.



English Plums - will organised marketing bring results?



Braeburn crop down in UK



Cameo - a great future

Soft and Stone Fruit

BERRIES and CURRANTS



A reasonable strawberry season for growers



An increase in blackberry demand during August



The berry market remains important

Early English **Strawberries** met with a very strong demand in May and June. Sales during the Wimbledon fortnight were good with elevated prices giving satisfactory returns to producers. Maintaining the ideal rate of sale became more difficult in July as production increased. This turned to a struggle as the month advanced towards August. Most of the marketing has been conducted in 400gm punnets in contrast to the 454gm that have characterised recent seasons. Obviously more units have been sold but the overall tonnage has not increased significantly. Up until going to press there have been no disasters for the growers. A number of new varieties have come on stream such as Sweet Eve and Eve's Delight. They have met with a favourable reception from the consuming public and the quality has been good. It is forecast that for the remainder of the season the supply will be more in line with demand providing for a more balanced market. A second peak of Elsanta will occur during the last week in August and the first in September. Fruit from glass will see the production period through to its conclusion. Overall the prognosis is for a reasonable season for the producers but not as attractive as 2009.

Raspberries have been oversupplied to the market during the UK production season. The market prices of premium varieties such as Tulameen have been depressed because of the improvement in the quality of standard cultivars like Maravilla which is now being grown successfully in this country. It is a high yielding raspberry with good dessert characteristics. Demand for raspberries is forecast to remain static or undergo a slight decline. Promotions will feature through to the conclusion of the season. To summarise there has been more fruit sold but for less money. Growers will not be enchanted with results and a rethink will be necessary for future years.

Demand for and the sales of **Blueberries** have been excellent through the late spring and summer period the only blip being the dip in prices created by eastern European supplies. These affected the market from mid July to mid August. Fruit has been packed in 200 and 225gm punnets this year which has been a deviation from the norm. Looking forward it is anticipated that prices will pick-up towards the end of August and it is expected that Argentinean supplies will have been affected by frost damage.

Blackberry prices are in line with the same period last year but the usual increase in demand during August, resulted in a satisfactory season. Early **Gooseberries** sold fluently and the rate of sale was sustained with the later dessert peak, where better prices than previous years were recorded.

Currant sales and demand were stimulated in the UK this year through the Heston and Delia effect. These two celebrity chefs, working for a well known food retailer, devised recipes for black- and redcurrants. The results were quite remarkable and benefited those producers who were caught up in the fresh rush. Prices were well up on last year.

After several indifferent seasons the English **Plum** producers approached EAP (English Apples and Pears) in 2009 to investigate ways of bringing a higher level of coordination and success to their marketing endeavours. A meeting was arranged with all of the English stone fruit and cherry marketing organisations. The plan was to format a system to forecast crops, monitor stocks and evaluate rates of sale. This formula will bring greater stability and clarity to the marketing arrangements which in conjunction with heightened discipline is designed to result in more satisfactory returns for the growers. A positive side effect will be the reduction in wastage. Seventy-five per cent of the English plum crop is made up of Victorias and Marjories. The plan was to market nearly 3,900 tonnes of English plums to the UK multiples during the 2010 season.

The English **Cherry** crop was satisfactory following heavy flowering, reasonable pollination and a good set. Because of the relatively dry summer the size was down but the quality was reported as very good. The sale of English cherries to the UK food retailers was up by 65% on the previous year.

CARAMEL PEACH TARTS

by Sarah Randell

Serves 4

Make the most of luscious stone fruit while they are at their peak.

- 4 x 15cm-diameter circles puff pastry
- 1 large egg white, beaten till frothy
- 2 tbsp caster sugar
- 3-4 ripe but firm peaches, stoned and sliced
- 2-3 tbsp Carnation caramel or other ready-made Caramel sauce



1. Put the pastry circles on lightly oiled nonstick baking paper on a baking sheet and liberally brush each one with beaten egg white, then sprinkle generously with caster sugar. Prick all over each circle with a fork. Bake at 220°C, fan 200°C, gas 7 for 10 minutes.
2. Take the circles out of the oven, prick again all over with a fork and arrange the peach slices in the centre of each one leaving a border all the way round. Sprinkle each tart again with caster sugar. Bake for a further 5-7 minutes or until golden.
3. Leave the tarts to cool until barely warm, drizzle with a little dulce de leche or caramel before serving.

MASTER'S



A most moving experience



Will Sibley, new Chairman of East Malling Trust



New Freemen at Audit Court Dinner

It has been a good and busy few months for the Company since I last sat down to write for the Newsletter.

The high spot for me has been the tour of the Western Front First World War battlefields. There is a separate article on this, so I shall not repeat the detail here. It was for me, and for those who went on the trip, a very moving experience. The sacrifice made by the fallen and the wounded still echoes today. The terrible scale of the slaughter in that war seems to make inexact the parallel with those who have fought for us in the many wars and conflicts since then and, indeed, those who are fighting for us in Afghanistan today. However, the selfless courage shown by the members of the armed Forces today and the distress of the families of the fallen and wounded are just the same now as they were then. To visit those battlefields and to remember the fallen Fruiterers was a privilege that brought home to all of us the gratitude that we owe to all the fallen.

For the Company, it is very pleasing that we have two important appointments to celebrate. At the Audit Court, Sandys Dawes was elected Upper Warden and Jane Anderson was elected Renter Warden. Congratulations to both of them. It will be a joy for me to work with them during my year and to support them in the future. Jane is the first lady Warden of the Fruiterers in modern times – an excellent development in my view. Some Livery Companies had lady Liverymen and Masters in medieval times. We do not know whether we did, as the Company's records were lost due to the blitz in the Second World War. So Jane may well be our first ever lady Warden.

Great thanks are due to Past Master David Hope-Mason who resigned as Upper Warden at the Audit Court, having stepped in on St Paul's day when there was an unexpected gap in succession. The phraseology goes that in such circumstances it is "the most senior Past Master who is willing and able", who serves. Well, despite his youthful looks and demeanour, David is, indeed, a very senior Past Master, thankfully he was willing and he is certainly very able. It was a great help to me and to the whole Court to have his valuable advice and help.

Congratulations are due also to Past Master Will Sibley who has been elected Chairman of the East Malling Trust. As you will see from the article on this, Will succeeds Liveryman Ian Graham-Bryce who has been Chairman for ten years. East Malling is the research centre for fruit horticulture. Our links with East Malling are long and deep and it is satisfying that both the first-rate retiring Chairman and the first-rate

EFLECTIONS

new Chairman are Fruiterers.

I don't know whether it was a record number; but it was a delight to award the Freedom of the Company to twelve new Freemen at the Audit Court and to clothe four Freeman with the Livery. Our new Freemen and Liverymen are a talented group of people who bring to us a broad range of experience and knowledge. We are fortunate to have them in the Company.

At the Audit Court, too, – goodness we were busy that afternoon! – we had the appointment of four new Honorary Assistants and the expiry of the term of office of those who had served their two years as Honorary Assistants. There is always a mix of emotions on this. It is good to welcome the new; but sad to see the departure of those who have served. It is not, of course, a real departure as they continue in the Livery. The departed this year deserve the thanks of all of us. They have given a lot of time, help and energy to the Company – and I know that they will continue to do so from the “back benches”.

As befits the summer, there has been a cheerful amount of “fruit” activity. I enjoyed greatly the Cider tasting and Awards day at the Bath & West Show. The Orchard and Cider Tent and its activities during the show owe a great deal to Honorary Assistant Rupert Best. He has poured an immense amount of determination and style into this and has achieved a great success. The cider tasting was a revelation for me. The differences in styles and flavours are great. I always have enjoyed apples; but now that I know that so much of our apple crop goes to make cider, I shall concentrate on this liquid form of the fruit in future. It has nothing to do with that sweet fizzy stuff of the past and is a delicious alternative to a good beer – even to a good ale from Kent or Sussex!

The visit of the Lord Mayor, the Sheriffs and their ladies to New Spitalfields Market was an excellent morning. Liveryman Chris Hutchinson, Chairman of the Market Tenants' Association and a major trader in the market, welcomed them and led the tour of the market. I enjoyed meeting some very busy Liverymen, while I followed in the Lord Mayor's wake. My greatest impression, however, was of the wide range and high quality of the produce on sale. I suppose that I had not known what to expect and had thought that the fruit would look similar to what we all buy in supermarkets; but the fruit exudes a freshness that I've seen in no supermarket. When the traders tell me that it is picked one day, packed the same day and in the market in the middle of that night, I can believe it and it shows. I have, of course, always believed that ours is a high quality trade; but now I have seen it with my own eyes.



HRH The Countess of Wessex with the Master



The Lord Mayor's visit to New Spitalfields © C. Totman



Our New Court Assistants

FRUITERERS RETURN TO PENSHURST

Penshurst Place has achieved the rare distinction of having had two trees planted by the Company. The first was in 1990, when, the then Master, Sir Edward du Cann planted an Apple Tree to mark the eight centuries of the Mayoralty of the City of London, which had occurred in 1889. The second was in June this year when the Master planted a Bramley sapling from the stock of the original tree.

Penshurst is set in the upper Medway Valley with peaceful views over the valley to the steeply rising ridge just North of Tunbridge Wells. It is a pretty, typical West Kent village with medieval houses of ragstone and tiles, free of much modern development. Penshurst Place is a magnificent medieval country house. The first records are of a dwelling owned by Sir Stephen de Penchester in the 13th century. It was then acquired by Sir John de Pulteney, who was four times Lord Mayor of London. By the time of the reign of Henry VIII, it belonged to the Buckingham family. The third Duke of Buckingham made the mistake of hosting an exceptionally fine Banquet there for the Monarch. Why unfortunate? Perhaps a coincidence, but the King had him executed and the property moved into Royal ownership, where it remained until 1552 when Edward VI gave the house and estate to Sir William Sidney. It has since remained in the ownership of the Sidney family to this day.

The glory of the House is that it retains its medieval originality. At its centre is the Baron's Hall, stone floored with an octagonal open hearth in the centre (still in use today) and a 60 feet chestnut ceiling. There is hardly a period drama set in the Middle Ages that has not been filmed in the Baron's Hall.

The triumph of the gardens is the 11 acre formal walled garden, just outside the Baron's Hall which has retained the design and planting in its original state for five centuries. Perhaps less well known is the garden's focus on fruit. Henry VIII was clearly a fruit loving monarch and planted an apricot tree here - Liverymen will remember that in 2006, Past Master Will Sibley planted an apricot at the Tower of London at the site of Henry VIII's planting of the first apricot tree in the country. At Penshurst a collection of ancient apple varieties has been built up over many years and there is now a major project underway. The herbaceous border walk, which was designed by Gertrude Jekyll, has been grubbed-up and the Head Gardener, Corrie Furness, is planting a walk of 15th and 16th century apple varieties. These will be trained into goblet form and will provide shade for the walk. Our newly planted original Bramley tree is in good company!

Our hosts were, Philip Sidney, the Viscount De L'Isle and his wife Lady De L'Isle. They welcomed us graciously and warmly and were clearly pleased to have this new addition to their apple collection. Fruiterers being Fruiterers, we did, of course, enjoy an excellent lunch in one of the state rooms and left even more cheerfully than we had arrived!



Fruiterers are welcome at Penshurst



Historic Penshurst Place



The tree is planted at Penshurst Place



An amusing incident

ROYAL BATH AND WEST



Judges at the Royal Bath & West Show



Supreme Champion with the Master & Lord King



Cider Pouring Spanish Style

What a joyful occasion the Bath & West Show at Shepton Mallett is! Set in the beautiful Somerset countryside, this is one of the major Agricultural Shows. Impeccably groomed, sleek cattle, sheep, seemingly given designer shearings and high-tech shiny farming equipment seem to dominate the Show; but fruit plays a large part.

Held in early June, it might seem early in the season for fruit growers to show their produce; but the secret, of course is cider. Half of the apples grown in England are made into cider, predominately cider varieties, of course; but eating apples and Bramleys are used, too. The South-West is one of the major cider apple growing areas and has many cider makers. Some years ago a group of cider makers and apple growers set up the Orchard and Cider tent at the Show. Organised each year by Honorary Assistant Rupert Best, a Submarine Commander turned cider apple grower, this has grown into a major attraction. The Company has sponsored this from its inception.

The high spot is cider tasting and

awards for winning makers, held on the Thursday of the show week. Some four hundred ciders were tasted this year to find the best in each of nine categories. The Master then leads the tasting of these nine class winners to select the Best in Show. He has help of course. Food writer, Tom Parker-Bowles added his expertise to that of two experienced cider men: Andrew Lea and Nick Bradstock. The winner was Glastonbury Abbey, a very pleasing choice as they have only been producing cider for three years. Lord King, a Cabinet Minister in Margaret Thatcher's Government and keen cider maker himself, presented the Fruiterers' Cup to a representative of the Abbey.

The President of the Society, the Countess of Wessex, visited the Orchard and Cider Tent and was shown round by Rupert Best who introduced the Master and a number of other liverymen to her. She tasted the class winning ciders and her advice to the Master was that "they are all good, so just trust your judgement and sound as if you know what you are doing". Good advice in

most situations!

Liveryman Ian Adams led the team of helpful Liverymen who manned the Company's Stand. This attracted more visitors than usual this year, as it was on the children's "Discovery Trail". Liveryman Michael Velasco brought along an expert cider thrower from northern Spain. The tradition is to pour cider from a great height into a glass held at knee level - the idea is to aerate the cider to add to its taste. Many were inveigled by Michael to try, very few succeeded without soaking their legs. Michael's enthusiasm to persuade others to perform this feat did not seem to be matched by his own participation! Having observed as inconspicuously as he could, the Master declined on the grounds that it would be discourteous to meet the President of the Society wearing cider soaked trousers!

The beautifully sunny day ended with a relaxed reception with a generosity of cider, cheerful guests and cool jazz from musicians from the band of the Royal Marines.

Go next year, if you can!

BEWARE THE BUNKERS AT KINGSWOOD

The skills of the Golfing Society players at the Annual Golf Day held at Kingswood Golf and Country Club on Election Day were set quite a challenge on the upgraded course where there seemed to be a new bunker where a large number of balls landed!

We were again fortunate with the weather and the winner was Terry Ogborn with a score of 39. He won the competition between the members and is a new name to be added to those prestigious, former winners of the Barton Cup.

The competition divides between members and guests but he was still the highest scorer.

We welcomed Dean Tunbridge as a further new member; all new Freemen are eligible to join and are most welcome.

The Master came to see us and presented the prizes. He also won a prize

for the least number of errors on the course. We were delighted to see him and thank him for finding the time on what was for him a very strenuous day.

Other winners were The President (Runner up) who received the Robert Sice prize, Jeremy Lowe, the winning guest, Mark Culley (Runner up Team A) Dean Tunbridge (Runner up Team B) and Martin Webster (Runner up Guest).

It is always a pleasure to have the Captain of Kingswood among our guests. Mike White came as a guest of David

Morgan and received the fruit basket and a prize for the longest drive.

In the Ladies game, Jane Morgan was the winner.



Terry Ogborn receives the Barton Cup



The Master with the President



Jane Morgan winner of the Ladies Game

REPORT FROM THE AWARDS COUNCIL

MASTER'S MEDAL

The entire company present at the Summer Court Dinner rose as one to give Past Master Will Sibley a standing ovation when the Master awarded him the Master's Medal.

The Master's Medal is in the gift of the Master, who can make one such award in his year as Master. The award is not made every year, as it is only made if there is an exceptional candidate and an exceptional candidate, Will certainly is!

In his speech the Master said that many Liverymen help our industry, many help our charities and many help the Company; but very few ever give such exceptional service to all three, as Past Master Will Sibley. He cited Will's work as a Director of the Horticultural Development Company, his work as a Director, and now Chairman of the East Malling Trust. Both organisations are immensely important to the future of fruit horticulture research and Will devotes much valuable time to both. He mentioned Will's membership, currently as Chairman, of our own Awards Council, where he has not only furthered our charitable effort in research and education; but also brought to us the Food Dudes Project, which he continues to champion so well.

Underlying this is Will's constant

desire to help people and to further the interests of the fruit industry and our charities. The Master, not long ago, commented to Liz Sibley that Will gives so much time to all these activities that he can hardly have time to run his own business. Her reply sums him up completely: "he is at his happiest when he is helping others".



An extremely happy moment - Will receives the Master's Medal

SARAH POTTON FRUITERERS' TRAVEL BURSARY



Sarah in the laboratory

Fruiterers have awarded a travel bursary to Sarah Potton, currently studying for an MSc in Post-harvest Technology at Writtle College, to enable her to attend the International Horticultural Congress in Lisbon, 22-27 August 2010.

Sarah was last year's winner of the Fruiterers' Student Prize at Writtle; the prize was awarded in recognition of the quality of her undergraduate dissertation/research on developing a method of using potassium sorbate to inhibit germination of *Penicillium digitatum* for potential use in the citrus supply chain. The work included development of a simple laboratory test kit to inspect for fungicide resistance.

At the Horticultural Congress, Sarah will be making a presentation giving an account of her undergraduate research project.

THE SUMMER COURT DINNER

It was truly a summer evening for the Summer Court Dinner, so all enjoyed drinks before dinner in the garden of the Stationers' Hall. We felt fortunate to be at Stationers' Hall, not just because it is a beautiful hall with a charming garden – an enclave of peacefulness in a busy City; but because only three weeks before the Summer Court the hall had caught fire. An electrical fault had set light to the panelling in the hall itself and the unfortunate Worshipful Company of Musicians had to abandon their dinner. Liveryman and Special Constable Patrick Rarden on his police patrol that evening (it is good to see that some policemen do actually patrol nowadays!) saw the fire and gave the Master and the Clerk an anxious time when he relayed the news to them. In true Livery spirit, the next morning, two other companies generously offered us their hall in case of need; but the resourceful Stationers and Newspaper Makers cleared up and got going again quickly, and we were able to enjoy our Summer Court Dinner there as planned.

Enjoy it we did! There is always a touch of a party ambience at this dinner; maybe it is the presence of wives, husbands and partners that creates a light atmosphere, maybe it is the summer weather, or maybe it is the irrepressible cheerful humour of the Fruiterers. We were looked after well by the Stationers and the summer menu was well chosen, the wine flowed well and the conversation became ever jollier and louder – or was it, as is typical of Fruiterers, just more sophisticated!

Our Principal Guest and Speaker was Dr David Quarmby CBE. David has had much of his career in Logistics and Transport, at one time with London Transport and then, of great relevance to many Liverymen, as a director of J Sainsbury PLC. He strayed away from that world to head the British Tourist Authority and is now Chairman of the RAC Trust. David spoke about the supermarket world and did so with a delightfully light touch and sense of humour. "If only all the contact with the big supermarkets were so genial", was the comment made by one or two Liverymen!

The Master presented the Master's Medal to Past Master Will Sibley – there is a separate article on this. Security on this had been very tight, with only the Master and the Clerk knowing of this award. The rest of the Company, and even the recipient himself, had been unaware. The standing ovation received by Will showed the great esteem and affection that the Company have for him.

It was also a joy for all to welcome seven newly clothed Liverymen. An impressive and cheerful bunch, we all look forward to seeing more of them and getting to know them better.



David Quarmby addresses the diners



The Master amuses the guests



A 'Loving Cup' at the Stationers' Hall

FRUITERERS DO THEIR DUTY

On 24th June Fruiterers assembled at the Guildhall along with other Liverymen to discharge their duty in electing the City of London Sheriffs.

The office of Sheriff is of greater antiquity than any other in the City of London. Until the institution of the Mayoralty was established in 1189, Sheriffs or 'Shire Reeves' governed the City as the King's representatives, collected royal revenues and enforced royal justice.

Sheriffs are elected on Midsummer's Day each year. Liverymen gathered to elect replacements for Peter J. Cook and Alderman David Wooton at a solemn ceremony that goes back into the mists of antiquity. Alderman Fiona Woolf and Richard Sermon were the successful candidates and will be admitted to office on Tuesday 28 September ready to preside at the Election of the Lord Mayor on the following day.



The Coffee House where Fruiterers assemble before elections

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Coming up... WHAT TO SAVOUR!

● The Historic Houses Association has chosen **Chenies Manor** as this year's winner for its **Garden of the Year Award**. As is customary, the Master's Committee has arranged through the good offices of the owners, the Macleod Matthews family, for the Fruiterers to visit on **9th September**. For those that share an interest in gardening this is not a visit to be missed. Partners are welcome and the event provides an ideal opportunity to introduce friends to the Livery. Details have been circulated and replies are required by 27 August.

● On **29 September**, Liverymen are summoned to attend Common Hall at the **Guildhall** for the **Election of the Lord Mayor**. Details on how to obtain admission passes have been circulated. It is both a duty and a privilege to have access to such an important and historic City event.



Officials assemble at the Guildhall for the Election of the Lord mayor

● Thanks to Past Master Donald Cryan, arrangements have been made for a visit to the newly created **Supreme Court** in Parliament Square on **5th October**. Commencing at 3pm the visit will end approximately three hours later. There will be an opportunity to sit in on a case and the party will be joined by Baroness Hale, the first lady Law Lord, towards the latter stages of the tour. Subsequently, the Master will repair to a nearby hostelry for refreshments and hopes that others in the party will join him. Details have been circulated and a response is required by **15th September**.

● An opportunity presents itself on the **6 October** to dine on splendid roast beef at the **Butchers' Hall** in the company of other Fruiterers. Numbers are generally restricted at this Carvery Luncheon so it is advisable to respond quickly to the application form that has already been sent to you.



Entrance to the Butchers' Hall

● It is very much regretted that all **Firepower Demonstrations** have been cancelled as a cost saving measure and so the Livery visit scheduled for **13 October 2010** at Warminster will not go ahead. You may imagine the disappointment of the Master not to speak of that of the Clerk.

● The **National Fruit Show** is to be held at **Detling** on **20th and 21st October**. For those that wish to view the showcase of British horticulture this is undoubtedly the event. Many engaged in the industry are Fruiterers so even if it is your first visit you will be among familiar faces and friends and advice on how to get the most from the show will be easily obtained.

● Our annual **Presentation of Fruit** to the **Lord Mayor** at the **Mansion**



Presentation of Fruit to the Lord Mayor

House is now scheduled for Monday 25 October. This is a marvellous opportunity to view the interior of the Lord Mayor's official residence and the ceremony has a particular resonance for Fruiterers. There will be a luncheon in the City of London Club following the official proceedings. Watch the post for details.

● The final dinner of the year will be that of **Master & Wardens** which will be held at the **Barber-Surgeons' Hall** on **Thursday 11 November**.



Master & Warden's Dinner

● Although the Fruiterers are not participating in this year's **Lord Mayor's Show** on **Saturday 13 November** it is worthwhile making a mental note. Always a fun event for children and adults alike there are many who reserve the day, irrespective of the weather, to view the results of the tremendous endeavours that have gone into the preparation.



The Lord Mayor's Show

● And into 2011 and the **St Paul's Day Service** that will be held at **St Mary Abchurch** on **Tuesday 25 January**.

NEW FREEMEN AND NEW LIVERYMEN

NEW LIVERYMEN

20TH MAY

Philip Acock, Peter Andrews,
Stephen Hyam, Brian Porter

15TH JULY

Clive Baxter, Stephen Humphreys,
Paul Jewell, James Linforth, Colin
Sinclair, Roger Merryweather, John
Warner

NEW FREEMEN

20TH MAY

Christopher Bishop, Mark William
Gaskain, Jane Hassell-McCosh,
Stephen Paul Humphreys, Paul
Christopher Jewell, David John
Knight, Edward James Linforth,
Neil Pedley, John Warner,
Christopher White, Jurga
Zilinskiene

OFF THE TEE!

Members of the Golfing Society have
elected Andrew Poulton as the new
Secretary while thanking the retiring,
Acting Secretary, David Hohnen, for his
hard work.

CITY OF LONDON BRIEFINGS



*Innholders' Hall venue for
City Briefings 2010*

For any Liveryman who has not attended a City of London Briefing and is in two minds whether to apply ask a fellow Fruiterer who has attended. You will always receive a very positive response because the evening provides an interesting and valuable insight into the workings of the City. They are aimed particularly at new Freeman and Liverymen, but wives, husbands and partners are also welcome. Liverymen and Freeman of longer standing who have not previously been to a Briefing are also encouraged to attend. The dates of the 2010 briefings are given here. All will be held at the Innholders' Hall.

They are:- **13th October 2010 and 10 Nov 2010**

Application for places on the Briefing should be made on a form that is obtainable from the **Public Relations Office, City of London Livery Courses, Wax Chandlers' Hall, 6 Gresham Street, London EC2V 7AD. Tel: 020 7606 3591/2, Fax. 020 7600 5462 or e-mail, liverycourses@chandlers.ndonet.com**



FRUITERERS' CHRISTMAS CARDS

The Membership & Communications Committee are investigating the feasibility of producing Fruiterers' Christmas Cards. If you have not been approached in the survey and are interested please contact the Chairman, Dennis Surgeon or Peter Cooper.

FRUITERERS COMPANY

On Thursday, last, the annual Livery dinner of the Worshipful Company of Fruiterers took place at the London Tavern; the chair was occupied by the newly-elected Master (Abraham De Horne, Esq.), and he was supported by Wardens Hinton and Brown, and nearly all the members of the Court.

After the cloth had been removed, and grace had been said in the ancient form by the Clerk (Mr. O C. T. Eagleton, C.C.), the MASTER gave the usual loyal toasts, and afterwards proposed "The Health of the Lord Mayor and the Corporation," alluding to the custom which has prevailed for centuries of annually presenting fruit to the Lord Mayor, and to the munificent hospitality with which his Lordship acknowledged that tribute of respect. This toast was received with loud applause and Mr. Eagleton returned thanks on behalf of the Corporation. Other customary toasts followed, and the entertainment concluded in the most agreeable manner.

The City Press, Saturday 1st February 1862.

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