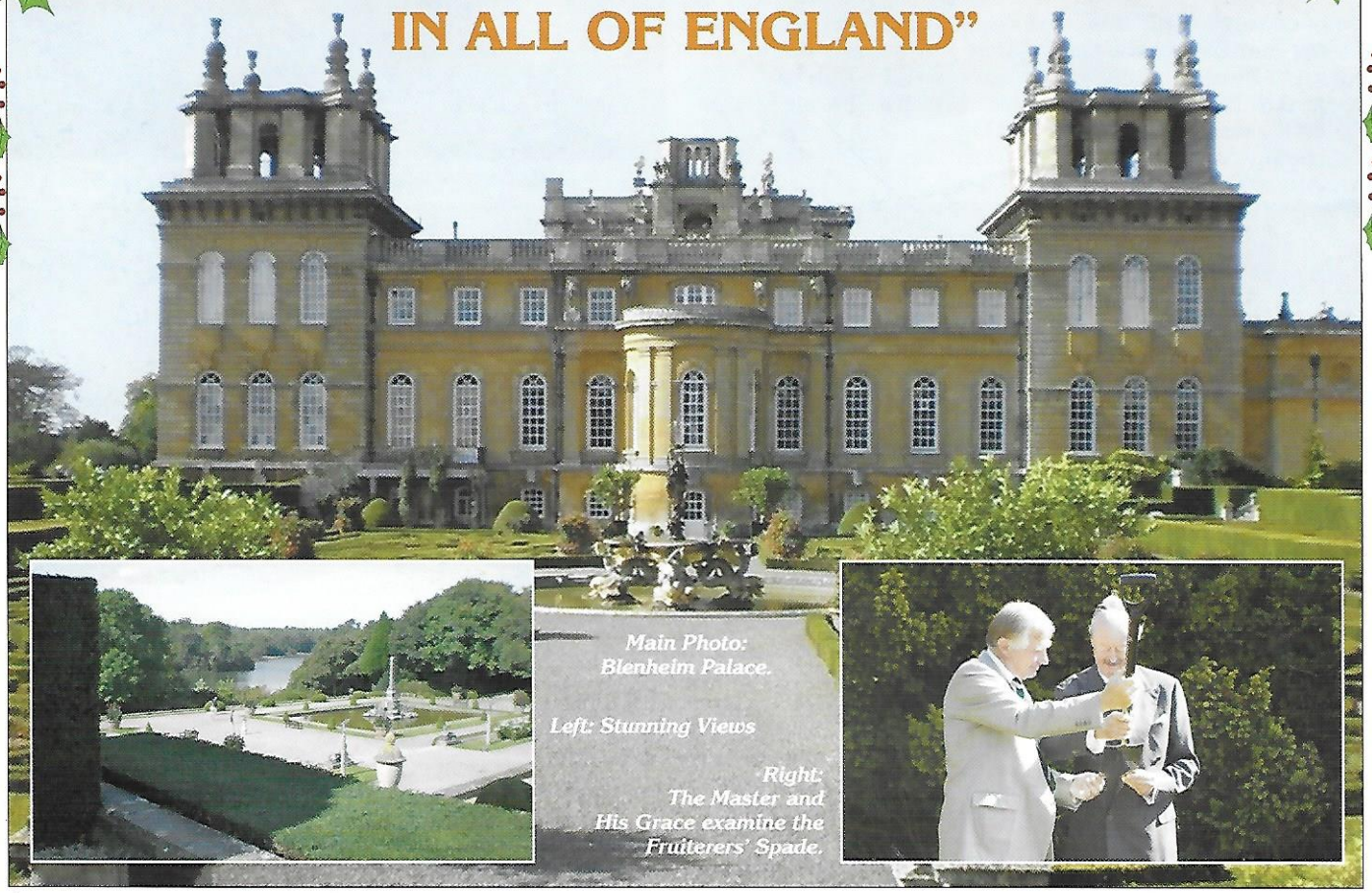
The Fruiterers' Company
NEWSLETTER
Number 66 December 2009

"SOME OF THE MOST BEAUTIFUL LANDSCAPES IN ALL OF ENGLAND"



Main Photo: Blenheim Palace.

Left: Stunning Views

Right: The Master and His Grace examine the Fruiterers' Spade.

Blenheim Palace near Woodstock in Oxfordshire is home to the 11th Duke & Duchess of Marlborough and was the birthplace of Sir Winston Churchill. Recently it added yet another accolade to its illustrious *CV* by being accredited with the prestigious 'Garden of the Year' award, not a mean achievement when one considers the contenders. Blenheim sits in 2,100 acres of parkland that were originally landscaped by Capability Brown while the building epitomises the English Baroque style. Such is the impact of Blenheim that it was created a World Heritage Site in 1987.

The formal gardens owe much to the 9th Duke who in the 1920s along with a French landscape architect Achille Duchene redesigned what was a fairly lacklustre area. There are five elements comprising the now glorious layouts; Water Terraces, Rose Garden, Arboretum, Cascades and Secret Garden plus an Italian Garden. A short journey on a miniature railway brings the visitor to the 'Pleasure Gardens' featuring the Marlborough Maze and Butterfly House.

Very graciously the Duke agreed to the Fruiterers' request for a formal visit during which a tree was to be planted. On Friday 11th September our Master led a large, very enthusiastic group to this well known ancestral domain on what proved to be a brilliant day weather-wise.

After warm, formal greetings and refreshments the group moved off to view some of the stunning features of Blenheim's varied gardens including the Secret Garden, an

...continued on page 2

DATES FOR YOUR DIARY

Tue 19 Jan	City Food Lecture	Guildhall
Mon 25 Jan	**St Paul's Day Service 12.00hrs** Luncheon	**St Mary Abchurch** Innholders' Hall
Mon 15 Feb	**Annual Banquet**	**Plaisterers' Hall**
Wed 10 Mar	Informal Carvery Lunch 12.30hrs New Liverymen's Informal Supper 18.30hrs	Butchers' Hall
Fri 19 Mar	United Guilds Service Informal Luncheon	St Paul's Cathedral Stationers' Hall
Thu 15 Apr	Honorary Assistants Dinner	Army & Navy Club
Tue 20 & 21 Apr	Battlefield Tour	The Somme/ Ypres
Thurs 6 May	Golf Day	Kingswood GC
Thurs 20 May	**Audit Court Dinner**	**Skinners' Hall**
Thurs 3 June	Royal Bath & West Show	Shepton Mallet

oasis of tranquillity and a place of great interest to the gardeners. This was created by the 10th Duke and was restored in 2004 to mark the tercentenary of the Battle of Blenheim. During the entire tour we were privileged to be accompanied by members of staff who answered questions and pointed out points of particular interest. The tour concluded in a private area where the Master, assisted by His Grace, planted an Apricot tree in a temporary plot. Lunch was taken in the Orangery where we enjoyed the company of the Duke who was presented with some Blenheim Orange apples from the Clerk's garden. After lunch we were left to explore the many other sites in this magnificent treasure trove of heritage.

One amusing facet of the visit was the interest shown by a party of very friendly Japanese tourists in the regalia of the Master and Clerk! For Geoff Dixon and his wife Kathy, the return to Blenheim was of particular significance as they had spent their honeymoon in Woodstock back in the late sixties.

Our thanks go out to Duke and Duchess and their staff for organising such a splendid and inspiring day. A comment overheard from one member of our party, who is not generally renowned for waxing lyrical, spoke of "some of the most beautiful landscapes in all of England" – and that said it all for many!

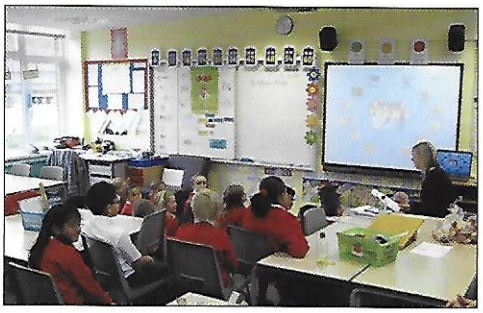
His Grace and the Master plant an Apricot tree.

The Party listen attentively

The Duke of Marlborough receives his 'Blenheim Orange'.

FOOD DUDES WORKING

One of the most exciting developments of 2008 was the Fruiterers' commitment to the 'Food Dudes Project' and support thereof. The scheme involves teaching young children to eat and enjoy eating fresh fruit and vegetables by using role models. A deservedly, well praised and proven mechanic that has attracted the attention of governments, it has been designed to improve the health of successive populations of children. Devised by academics in the Psychology Department of Bangor University, Wales, the scheme has won international plaudits for its efficacy. By injecting financial support into specific areas of the process, the Fruiterers' are determined to help improve the health of the nation. The Company's support involves the sponsorship of a national co-ordinator, Pauline Milne, whose job is to ensure that the campaign runs smoothly. Already a number of schools in the Midlands and Bedfordshire with children of the appropriate age, have been identified and the scheme introduced to the delight of parents and teachers alike. If one studies the pictures one would say to the delight of the children also. They were taken when the Master and Past Master Sibley visited St Christopher's School, Dunstable earlier in the year. This popular method of introducing young minds and tummies to the pleasures and excitement of discovering more about fresh fruit and vegetables is working. We thank the school authorities for allowing us to use the images.



Only a few are distracted

Pupils and teachers enjoy the project

Past Master Sibley holds his own lesson

The Worshipful Company Of Fruiterers'

FRUITERERS NEW WEBSITE

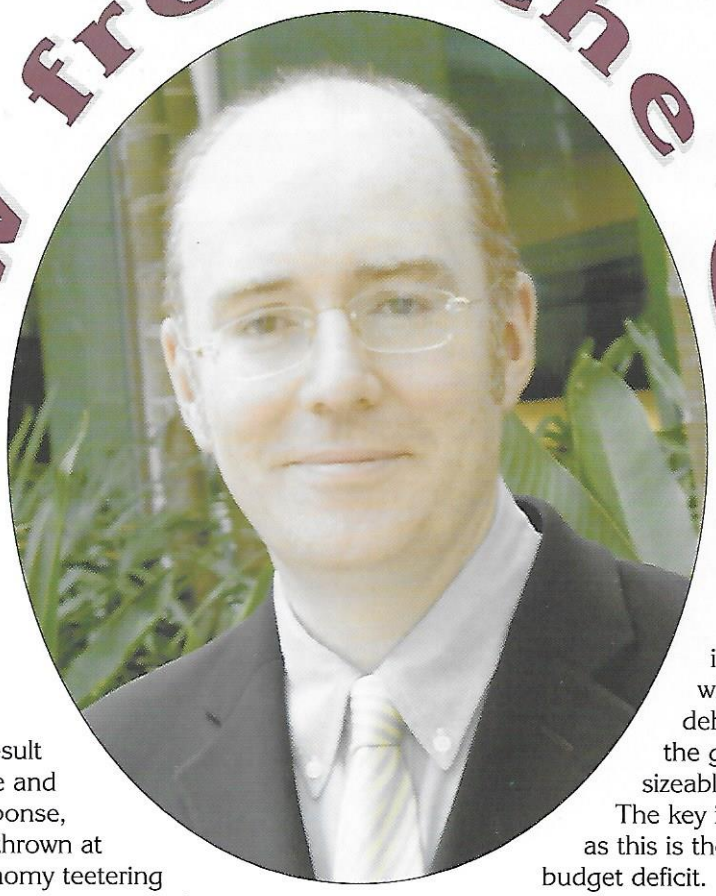
At last, we have a new website. Go to **www.fruiterers.org.uk** to get all of the information and news about your Company. Developed over the last year by the Master & Wardens in conjunction with members of the Livery Membership and Communications Sub-committee (LM&CSC) this simple and easy to use facility is updated regularly by our temporary Webmaster, Past Master David Hope-Mason. Further additions to the site are planned and we hope that you will use it regularly. Previous copies of the Newsletter are posted onto the site along with details and pictures of the important works being undertaken by the Fruiterers'. If you have any ideas or suggestions then please contact Liveryman Dennis Surgeon, Chairman of the LM&CSC.

Did You Know?

In this latest of the series prepared by Honorary Archivist Peter Cooper we have changed the format. We thought you would like to know as much as possible about St. Mary Abchurch to make your next visit on St. Paul's Day more interesting. – Ed.

1. A Church has stood on this site since the 12th century.
2. The derivation of the name AbChurch is uncertain.
3. The Church burnt down during the Great Fire of London (1666)
4. The present building was designed by Sir Christopher Wren.
5. Rebuilding work began on St. Mary's in 1681.
6. Three pieces of Altar Plate, including an exquisitely worked silver chalice of 1581, and the registers from 1538 are all that survive from the original apart from a vaulted crypt under the churchyard.
7. The cost of its rebuilding then amounted to £4,922 2s. 4d.
8. Many of the best craftsmen of the day that had been brought together by Wren for the rebuilding of the City, worked on St. Mary's.
9. The Woodwork of the Church has been described as a "Treasury of seventeenth century art". The magnificent Reredos with its limewood carvings by Grinling Gibbons is unique in that it is not only the largest but the only authenticated work of his in any city church (St. Paul's Cathedral excepted).The receipts are still among the parish records now deposited at the Guildhall Library.
10. The Pulpit was made by William Grey.
11. The Door Cases, Font Cover and Rails, Royal Arms and Lion and Unicorn were carved by William Emmett
12. The memorial to Sir Patience Ward, Lord Mayor in 1680, and two tablets on the north wall were carved by Sanders Oliver a mason of Cannon Street.
13. The Font was made by William Kempster, whose brother Christopher was the master mason responsible for all the stonework of the church and for the carved cherubs over the windows outside.
14. The emblem "Pelican in her piety" that appears on the Reredos and the original Weathervane (by Robert Bird) was a favourite subject of the period and is here doubly appropriate as being the badge of Corpus Christi College Cambridge, the patrons of the living.
15. The original high pews remain on three sides of the church; beneath those on the south side there used to be some cupboards or kennels, supposedly to enable worshippers to bring their dogs with them at service time.
16. Very little has changed since 1686.
17. The dome was added in 1708 and painted by William Snow, Citizen and Painter Stainer, who received £170 for his work.
18. For over one hundred years there was no organ, until in 1822 an instrument was provided by public subscription at a cost of £300. (Built by J .C .Bishop and later enlarged). Due to war damage this has been replaced by a new instrument by N. P. Mander Ltd.
19. The mahogany columns which support the electric candelabra were given to the church in1957 and came from Lockinge House, Berkshire.
20. On the two front pews are wrought iron Sword-rests to support the Civic Sword when the Lord Mayor attends a service in state.
21. Under the City of London Guild Churches Act of 1952. St.Mary's ceased to be a parish church, and its territorial parish was joined to that of St. Stephen's Walbrook. In consequence the Rector's title has been changed to the Vicar of the Guild Church.

View from the City



2009 was a dramatic year for the UK and world economy. The financial crisis triggered a global recession and the UK was badly hit. This prompted a huge policy response, both here and overseas, highlighted by the April 2009 London Summit, which marked a sea-change in the way global policy is decided. The Group of Twenty (G20) came of age, as leaders from emerging economies such as China, Brazil and India met with their counterparts from the developed world and decided what to do. It was the high point of Gordon Brown's premiership. The result was a synchronised, sizeable and successful global policy response, with the kitchen sink being thrown at the problem of a world economy teetering on the edge. The world economy was pulled back from the brink and has finished the year in the early stages of what is, for now, a fragile recovery. But what next?

The first big question is what type of recovery lies ahead? There is much uncertainty, highlighted in recent months by the use of letters of the alphabet to describe the outlook. Traditionally recoveries are U or V shaped but many are wondering whether the outlook might be better described by a W or even an L. After a recession an economy can rebound strongly, the outcome depending on the interaction between the fundamentals, the policy response and confidence. The fundamentals in the UK are not great, as many firms and people need to repay their debts. Confidence is usually the hardest to predict, but with unemployment rising, wages not growing, house prices well off their peak, savers being hit by low interest rates and tax increases around the corner it would not be a surprise if it takes time for people to become more upbeat. If that is the case then firms will be wary of investing. Rather than trying to double guess the shape, it makes more sense to focus on levels. If one was to use any room as an analogy, two years ago the UK economy was on the ceiling, this summer it was on the floor and now it is at the level of a table. We are passed the worse but some way below where we used to be.

A double-dip, with the economy slipping back into recession is a worry. But this would occur if there was a shock. For instance, if there was an escalation of problems with Iran that triggered sharply higher oil prices. Or, if there was a premature tightening of policy, with either interest rate rising or fiscal policy being tightened before the economy was strong enough to cope. Lets hopes the Bank of England and the government realise this, but we can not be sure.

That leads to the second key issue: what will happen to policy? Many people are worried that by cutting interest rates close to zero and letting government spending rip we may already be triggering a bigger problem than the one just solved. For instance, have we not simply replaced rising private debt with increasing government debt? And, if so, what are the implications? Fears the UK will not be able to pay off its debts are misplaced. Although the government's debt is sizeable, it has been higher before. The key is faster economic growth, as this is the best way to reduce the budget deficit.

I have described the UK's fiscal position as the good, the bad and the ugly. The good is that the government helped pulled the economy back from the brink, spending huge amounts over the last year. The bad is that it did not do this from a position of strength, as the government should have been running surpluses and building up its savings during good times. The ugly is the consequences.

The general election may well usher in a period of austerity for public spending, as a new government takes tough decisions to reduce the overall level of debt. This suggests that interest rates will have to stay low for some time. Crucially, that will require inflation staying low, which I think it will. Even though sterling's depreciation could see sharply higher imported costs, many firms will have to absorb these on their margins. People are in no mood to pay higher prices and there is intense pressure on firms to remain competitive.

The third issue is to recognise some of the big shifts shaping the changing world economy. As the West adjusts to the aftermath of the credit crisis, many economies across Asia are seeing rapid investment as they seek to move up the value-curve. This marks a shift in the balance of economic and financial power from the West to the East. Countries are likely to succeed if they fit into one of three categories. They must have the financial resources, the natural resources such as water, energy or commodities, or be able to adapt and change. That is the big test for the UK as it comes out of the recession. How much can it adapt and change? The UK needs to spend less, save more, sell into the high growth markets of the future and be able to compete both on cost and on quality. That is the big challenge in the year ahead.

VIEW FROM THE HIGH STREET

The last four months of the year have traditionally been some of the quietest for the wholesale and retail trades of the fresh produce industry in the UK. This has been the pattern for some years despite great activities surrounding the English top fruit season which commences in earnest during September and builds up during the autumn and early winter months. Festivities at Christmas create a guaranteed, but brief, boost to trade. It will be interesting to observe what affects the recession and increasing media attention on food waste will have had on consumer purchasing habits at Yuletide 2009, when the results are known.

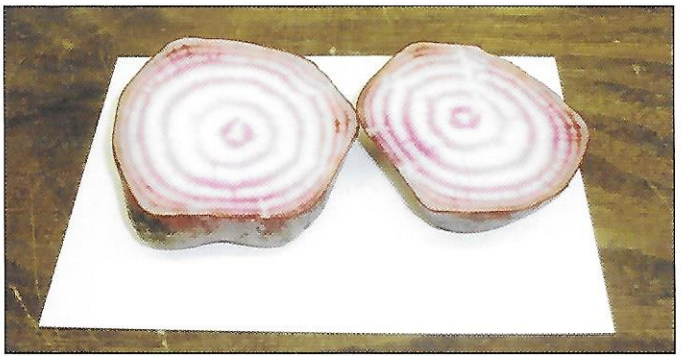
Our correspondent reports that the wholesale markets have been particularly quiet and that a number of independent greengrocers are feeling the pinch. Much imported seasonal produce arriving from the Euro zone is proving expensive as the £ continues to devalue against the €. Wholesalers in traditional markets, with a declining customer base find it harder to secure supplies and operate at an acceptable margin, as the supermarkets continue to increase their negotiations at the "rock face" of production here and overseas. Aggressive pricing promotions by the multiples to open the English season and with the best going direct to these customers the result has been a decline in traffic through wholesale channels. Other seasonal upsets have been the influences of weather on key commodities like Spanish citrus supplies which are short in supply and very expensive. Another contributing factor that has squeezed the traditional retailer has been the failure of so many local catering businesses such as pubs, restaurants and other eating establishments. Many of these have been supplied by local greengrocers who have suffered bad debts as the apparent decline in consumer interest has had an impact. Escalating power costs and business rates well beyond the published levels of inflation are also biting hard. With the added pressures it has been necessary to modify formats introduce new products and ways of operating to remain a viable greengrocer/fruiterer on the high street.

Fresh, daily offers at realistic prices with the best supplies that are available remain the foundation stones, along with helpful, courteous service. "Get that right and you are already ahead of the supermarket competition" says our retailer. "My customers also like the opportunity to try new products". Nectarcots have proved very popular, despite the retail price as have 'Candy Beetroot'! "Apples are selling well and we stock the complete range of English although we have recently switched to French Royal Gala". "Although domestic supplies of this variety eat extremely well the packaging and presentation are inferior to the European and my customers want cosmetic perfection as well as dessert satisfaction". "The English growers will have to improve in these areas if they wish to preserve the loyalty of the independents" reports our correspondent. Bramley remain popular and the quality has been good. Tomatoes are modestly priced and there is an abundance of supply from many sources. "With the continued mild weather during September and October strawberries sold well but with the distinct change in temperatures and daylight during November, interest in berries has waned somewhat. With the advent of the southern hemisphere grape season prices remained high through until supplies increased.

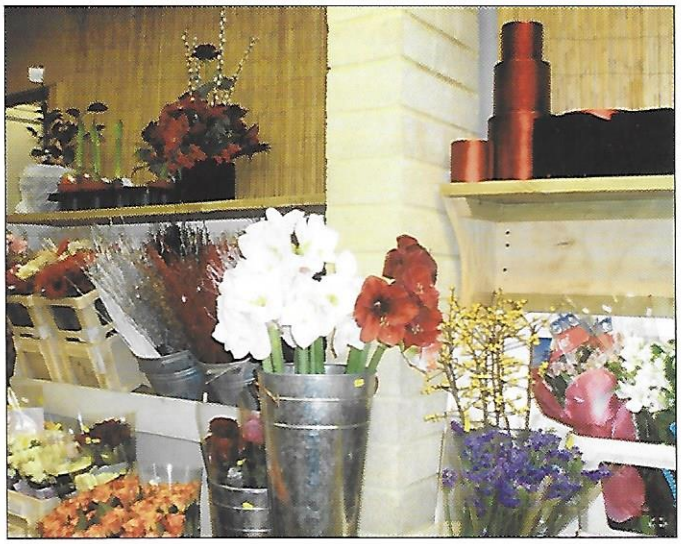
Renewed interest in home catering has meant that vegetables remain popular and sales have held up well. Variety and quality are essential for keeping customers content.

Demand for flowers appears to have remained fairly "recession-proof". Winter pansies, cyclamen and other seasonal bedding plants meet a strong interest. Cut flowers, either in bunches or formal arrangements, are an important part of the business. "We now employ three florists and they are all very busy supplying local demand" says our retail contact. Good quality, English grown daffodils and chrysanthemums have been available. Interestingly enough, the first Mistletoe of the season was sold on November 26 in the shop that we visited. Is this the signature of an increasingly passionate nation or one trying to forget its problems with flirty distractions?

Nectarcots from the Limpopo Highlands



New and popular Candy Beetroot



Demand picks up for Christmas flowers

BUSHELS TWELVE

Each month of the year the Fruiterers' Company delivers fruit to the needy of the City of London. Ably organised from Spitalfields Market by Past Master Ivor Robins fruit is delivered to two Salvation Army Hostels, The Dellow Centre and Sanctuary housing in the East End of London and to another Salvation Army Hostel in Westminster.

This programme was stimulated as an extension of a binding agreement made over 250 years ago between the Fruiterers' Company and the Lord Mayor. The agreement originates from before the 15th century when the Fruiterers' Company's held ancient rights and obligations to levy on the fruit that came into the City. Nowadays, the Fruiterers' Company fulfils its obligations by each year presenting the Lord Mayor with fruit equating to "bushels twelve" and in return the Lord Mayor reciprocates by taking a loving cup with the Master. This historic annual ceremony took place on the 14th October.

As it is impossible for the Lord Mayor to consume twelve bushels of fruit for many years the Fruiterers' Company has been making a token presentation at Mansion House and distributed the majority of the fruit to the needy in hostels and shelters around the City.

The RH The Lord Mayor with the Master

The Lady Mayoress with floral tribute

Lunch in the Guildhall

REDEDICATION OF FRUIT TREE

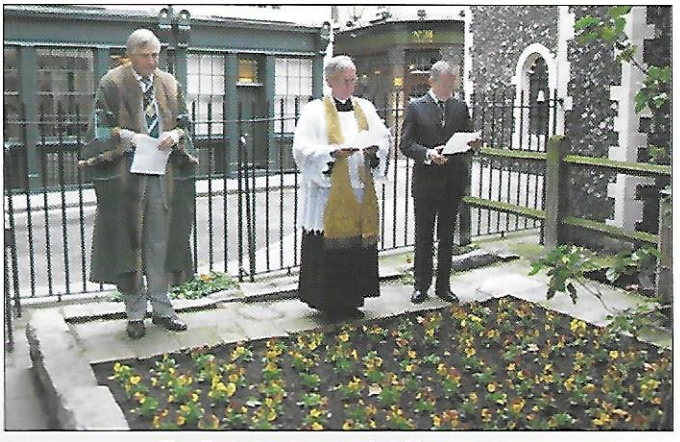
On the 19th January 2000 the then Master Donald Cryan planted a tree in the gardens of St Paul's Cathedral along with the Dean, Dr Moses, to mark the start of the third Christian millennium. It was cared for by the Corporation's Gardens and Open Spaces Department and did well in quite a difficult position. However, when it came to cleaning and restoring the south side of the Cathedral it had to be moved, but with an understanding that it would be put back. In the event, when the restoration was over it was not reinstated. Instead the striking new Chapterhouse Garden was created, demarking the late medieval chapterhouse and there was no place for our tree.

Fortunately, Liveryman Peter Cooper located the St Paul's tree in the churchyard of St Bartholomew the Great, still with its plaque, where the Corporation still cares for it and it is doing well. The Rector, Dr Martin Dudley CC, agreed to conduct a rededication and the Master and a number of the livery attended before the livery lunch at the Butchers' Hall on 7th October 2009.

St Bartholomew the Great is a magnificent, largely Norman church in West Smithfield and was seen in "Four Weddings". It is the Butchers' Company's church and the Master and Clerk of the Company attended our ceremony.

Our Master with Dr Martin Dudley and the Verger

The Original Plaque



The Rededication was brief but moving

FRUIT CULTURE AWARD 2009

MRS ELIZABETH COPAS

Liz Copas has made a major contribution to fruit growing in general, and cider orcharding in particular, during a career spanning more than 30 years.

She graduated at Reading University with an Honours degree in Horticulture and Crop Protection and for 20 years worked with the renowned Ray Williams as a Cider Pomologist at the Long Ashton Research Station. This was during a period of great change in commercial cider orchards and a time of exploration and innovation and Liz was at the centre of it.

Liz Copas receives her award from the Master

Liz with the Committee

Liz was a major contributor to the industry's bible of the late 1980s – Cider and Juice Apples: Growing and Processing – a book, edited by Williams, which is still in every serious grower's library and which, with Roger Umpelby, Liz brought up to date with their Growing Cider Apples: a Guide to Good Orchard Practice, published in 2002. She is now the National Association of Cider Makers (NACM)'s Orcharding Advisor and Field Trial Officer for all the cider growing counties, spending much of her time in research and development.

Contract growers to Bulmers and Gaymers have particular reason to be grateful for her technical knowledge, wealth of experience and cheerful willingness to respond at short notice.

Liz is a member of the NACM's Pomology Committee and is a past editor of the Association's newssheet Growers' Update. Recognising that cider orchards are ideally suited to integrated management, she has made the rational use of pesticides a particular goal.

She is a fixture as a judge of those orchards throughout the West Country that compete in Gaymer's Green Apple Award and the Royal Bath & West of England Society's Best Cider Orchard Award. She also works with the author James Crowden, to advise community orchards in Dorset and Somerset, to support initiatives such as the Symondsbury Apple Project and the Dorset Apple Project and assists schools wishing to make children aware of orchards and the natural world. She is a regular speaker on cider training courses.

Liz is an artist of distinction and in 2001 the Dovecote Press published her authoritative work A Somerset Pomona – The Cider Apples of Somerset, which, in addition to her research and descriptive text, contains many of her own illustrations and photographs.

Liz Copas is exceptional. Her professional expertise, warmth of character and sheer hard work has made an indelible impression on the United Kingdom's cider community. She is a most worthy recipient of the Worshipful Company of Fruiterers' Fruit Culture Award.

FRUITERERS' MANAGEMENT AWARD

MR BOB LITTLE

In furtherance of its aim to encourage and promote the study and practice of fruit culture and marketing, the Worshipful Company of Fruiterers' delights in granting awards for excellence throughout the industry.

Three years ago, the company introduced a new major award – the Fruiterers' Management Award – to recognise outstanding achievement in progressive and innovative management within the fruit growing industry.

At the Master & Wardens' Dinner the Master took great pleasure in announcing that the winner of this award for 2009 was Mr Bob Little.

Fruiterers' Management Award Winner, Bob Little, with his wife Marzena

Following study in Agriculture and Farm Management at Seale Hayne, the Agricultural College in Devon, Bob pursued a career of horticultural management operations in Kent, for Bartletts' at East Farleigh, and then Payne Farms in Brenchley and Sittingbourne. This 16 years of experience stood him in good stead when, 7 years ago, he took up his current post with the Mitchell partnership at Foxbury Farm.

This is a flagship farm, and a major Bramley apple producer. Bob covers all the front line management issues involved in a large dynamic business of this kind; orchard husbandry and operations including the full spray programme and all the traceability involved with Assured Produce Certification; pack house operations and the standards demanded by the retailers. He has enabled the business to fulfil diverse orders for Bramleys to the fresh and processing markets. Bob brings to these complex operations a calmness of approach under pressure, and a positive, analytical approach to problem solving.

Bob has met all the challenges involved in managing the 14 regular staff on the farm, and then the up to 120 strong harvest labour force – young people from far-away places, most with no orchard experience. His up beat can-do attitude has helped to inspire the strong loyal team vital for the success of the business.

It is clear that he is precisely the kind of manager that Fruiterers' had in mind when introducing this Award. It is particularly fitting that Bob should be the recipient in this year, the bicentenary year for Bramley, and the centenary year for Foxbury Farm!

MASTER'S

One of the great joys of being Master is having the opportunity to visit the Livery Halls that we do not usually frequent and so it has been my pleasure to be invited to lunch or dine by other Livery Companies with which we have a close affinity or with whose Masters I have struck up a particular rapport. This good fortune has taken me Drapers', Farmers/Fletchers', Glaziers', Mercers', Skinners', Stationers', Watermen & Lightermens' Halls, aboard HQS Wellington and prior to the election of the Lord Mayor to breakfast at Salters' Hall. These halls are all so different, many ancient and some modern but, each with its own distinctive history and ambience and I am glad to say with wonderful hospitality.

We left our uplifting Summer Court dinner in the pouring rain so perhaps it was our turn once again to be blessed with glorious weather for our visit to Blenheim Palace where we were so graciously hosted by His Grace the Duke of Marlborough. I was absolutely delighted that so many Liverymen and guests attended to enjoy this relaxed, joyful occasion where the highlight for me was the most exquisite and delightful lunch in the company of wonderful friends in the Palace Orangery. What a memory!

September flew by at a brisk pace. We were hosted to an extraordinarily stimulating visit to Western International Market where after the tour and breakfast the questions flowed almost endlessly. We had to break away to arrive on time at the Fruit Import Terminal for Heathrow which was in its slack season but the presentation and tour emphasised that speed of handling and throughput is of essence.

Then after the pomp and ceremony of the Election of Lord Mayor preceded, for Masters, by a colourful service in St Lawrence Jewry several of us trooped off to the 'dry old' College of Arms to be amazed by a wealth of history and knowledge presented in a hands on and illuminating manner by the Windsor Herald. Mind blowing!

Of course, it cannot all be pleasure and in September we provided funding to initiate a trial of a scheme initiated by Liveryman Patrick Rarden to collect unsold sandwiches from EAT shops in the City and distribute them to nearby Salvation Army and Veterans hostels for the benefit of the needy. I rode on the collection and delivery van and witnessed the efficiency of the project team and visited hostels and later the Salvation Army district team to confirm that the benefit that had been perceived was in fact real. It is and we are managing to continue this programme although more funding continues to be needed. Some weeks later I went with Past Master Robins to visit a hostel where we deliver fruit and learned of their reliance on our generosity.

In November I journeyed with Past Master Sibley to visit St Christopher's School in Dunstable where the Food Dudes co-ordinator we sponsor, Pauline Milne, was monitoring the progress of this healthy eating programme. I was very impressed with the efficacy of the scheme and am determined that we should continue this sponsorship for the benefit of the health of the children of this country.

Also during late summer, through the hard work of our Clerk we finalised the transfer of the Wholesale Fruit and Potato Trades benevolent Society to our Charitable Trust. This gives us responsibility for five surviving pensioners but should, in due course, also provide a healthy balance of funds to enhance our charitable giving potential within the fruit industry.

So these are some of the good things that we as a Livery are achieving for others but we have also tried to live up to our new strategy and make some headway closer to home. We completed our website www.fruiterers'.org.uk on time and this is now being regularly updated by Past Master

"Blenheim was a delight"

"The visit to Western International was most educational"

Fruit distribution to London hostels

EFLECTIONS

David Hope-Mason. Look in or Miss out! Also we have started providing occasional newsflashes by email – so make sure we have your email address to ensure that we are able to keep you up to date.

Additionally, we have made a special effort this year to improve our communication with the fruit industry. I have augmented our monthly page in the FPJ (Fresh Produce Journal) with a Master's Comment that has sought to emphasise our roots in and relevance to the fruit industry. We have also increased our penetration with the Fruit Grower magazine. This alongside the Growers Evening we held in the summer has been aimed at attracting new members from the industry and is already beginning to have some success bringing us close to our strategic membership growth aspiration.

Our time spent at Fruit Focus and the National Fruit Show has also emphasised our strong connection with the fruit industry and this has been reinforced by my attendance at Hadlow, Writtle and Pershore (Past Master Hohnen visited RHS in my stead) horticulture faculties to give prizes and to meet enthusiastic students eager to make their careers in our industry. Our award of the Fruit Culture Award to Liz Copas was especially well received.

Not all students can win prizes but a large number of students at Hadlow College deserved them following their work in designing and building our float for the Lord Mayor's Show. Having received vital sponsorship from English Apples and Pears Ltd and Fourayes Farm Ltd for our entry also this commitment from Hadlow College to build the float our Liverymen from Spitalfields and Western International Markets chipped in and offered to provide fruit for display. We were therefore able to make an ambitious entry in this years Show. Over many months Honorary Assistant Graham Collier masterminded and co-ordinated the plan and on the day the float was fantastic gaining great reviews and television coverage. I was extremely proud.

Just as this Show entry did not happen without the enthusiasm and commitment of Liverymen the effectiveness of our charitable giving relies on the expertise and hard work of the Awards Council. Our financial stability relies on the sagacity of the Finance sub-committee. Our membership development and communications, including this newsletter, relies on the skills and hard work of members of that sub-committee. In every case it is our Liverymen with the guidance of the Master's Committee and the Clerk that makes the Fruiterers' Company so successful. I thank all my advisors for their support this year so far. Everyone likes to be part of a successful team and you could be also next year. Just ask us what we would like you to do.

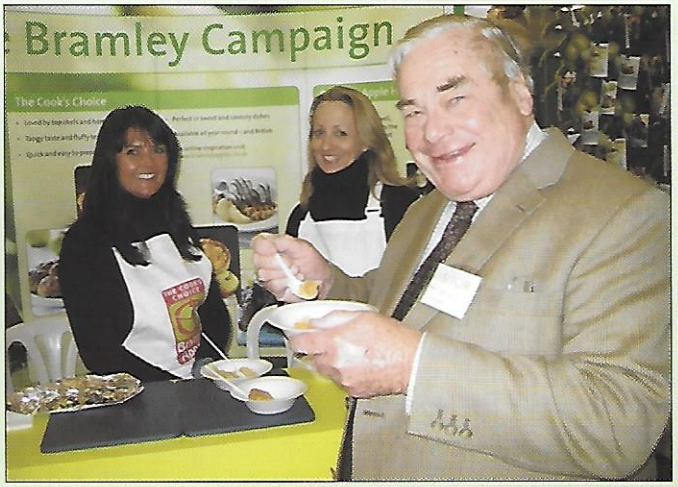
Additionally, this year we have been blessed with great support at all of the events in the calendar. I think I know that you have enjoyed yourselves nevertheless I thank you for your attendance and support.

My year in Office is nearly over and it has been an enormous privilege to serve as Master of the Worshipful Company of Fruiterers'. With the support of Fionnuala, I have enjoyed an unforgettable year, being present at places I would never have dreamed of visiting, witnessing great events; representing a great Livery Company and being welcomed into a fellowship of other masters many of whom I am certain will become lifelong friends. If I have even moved the Fruiterers' Company forward just a little during the year I will be very satisfied. Thank you for putting up with me and for giving me this most memorable opportunity.

I wish you a happy Christmas and a most successful and enjoyable 2010.

Would you like a banana?

The Lord Mayor's Show was a pleasure



Jack Henley supporting the Bramley at Detling

FROM ORCHARD TO MARKET

TOP FRUIT NEWS

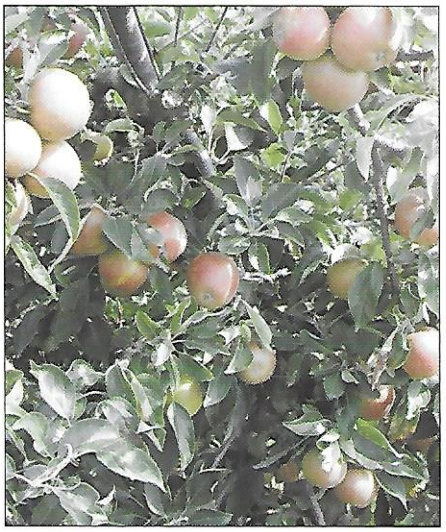
The English top fruit season got underway in a marketing environment that was shadowed not only by an overhang of southern hemisphere apples, but with considerable stocks of continental fruit that had been released very late on in the old season, as the stores became needed for the new season crop. In this very difficult atmosphere there remained two courses of action open to the English grower. Price aggressively and get stocked or shut-up-shop and wait for better times. With the demand for local, national produce riding high from most of the main supermarkets most chose the former option. Fortunately, the decision has been proved to be the correct one. To avoid the embarrassment of overstaying one's welcome with old season fruit which sullies the market climate it will be necessary for the **'World Apple and Pear Producers Association' (WAPPA)** to monitor and communicate the state of global stocks in the European theatre in a more accurate and sophisticated fashion. There are many who believe that the application of post-harvest metabolic retardants which are designed to maintain condition have been responsible for this log jam of unsold stock. Producers have been able to withhold sales in the hope that prices will improve. This has rarely, if ever occurred. If the retail price is not adjusted in favour of the consumer then there is little chance of increasing demand. Emerging from this equation is the constant battle between grower and retailer. The latter have a responsibility to their shareholders to maintain margins and the anticipation is that the grower will have to take the strain. In reality many agricultural /horticultural units are 'sailing very close to the wind' and realise insufficient profit to re-invest in infrastructure for the future. Fortunately, there has been a great deal of communication between representatives of the two groups and an increasing degree of co-operation has emerged.

The English apple crop has reached record volumes for most cultivars this year. **Gala** is a variety that most wish to promote. Cropping at 30,000 tonnes, (24,000 tonnes Class I), represented an increase of 11% over 2008. Forecasts were for more but the very dry conditions of September had a negative affect. Competition has been severe but it is hoped that there will be an improvement in returns post-Christmas, as supplies from alternative sources decline. **Cox** cropped 5% down on last year at 28, 500 tonnes Class I. Sales to the major multiples were 4% ahead at the end of November when compared to the same month in 2008. There has been non-stop promotional activity precipitated by stiff competition from Europe. Although there is a continuing slight decline in consumer interest in the variety the industry will maintain supplies at a level to satisfy the demand. At 18, 000 tonnes, (15, 000 tonnes Class I), the **Braeburn** crop is more than double that of last year. Sales will commence in December and will extend through to May. **Egremont Russet** at 5,200 tonnes has shown a growth of 20% year-on-year. Marketing pundits are saying that at this level the variety is at the upper end of requirements. The so called 'newer' varieties of apples when combined showed a doubling in crop yield when measured against 2008. Some of these, such as **Cameo** continue to win accolades and the future looks bright.

In its bicentennial year, **Bramley** is performing well. The crop at 90,000 tonnes, (23,000 tonnes Class I), is very similar to that of the previous year. The rate-of-sale of the new crop has been described as good and it is forecast that processing opportunities should improve by February 2010. Juicing prospects however are not particularly good but there has been an indication that the Chinese have increased their juice price, which if true, will bode well for growers.

There has been a lot of media interest for apples and pears, possibly precipitated by the strong advertising campaigns to promote cider and perry. Pear production has recovered from last year's disaster, and in 2009 the records show that **Conference** yielded 25,000 tonnes, **Comice** 3,000 tonnes and **Concorde** 2,000 tonnes. The greatest problem facing the English pear producer is the Class I yield per unit area, or rather the lack of it. It is hoped that the planting of an intensive, model pear orchard at EMR, (East Malling Research), by Dutch specialists and sponsored by J Sainsbury, will answer questions and show the way forward. Far too much of the English production is on 'extensive' systems which cannot compete with the intensive plantings of Belgium and the Netherlands.

A much better pear crop



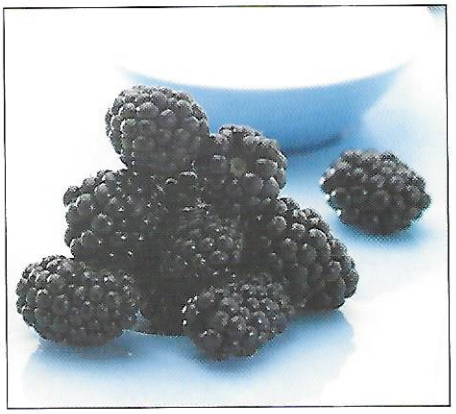
A record apple crop for some varieties

Intensive orchards are becoming more critical

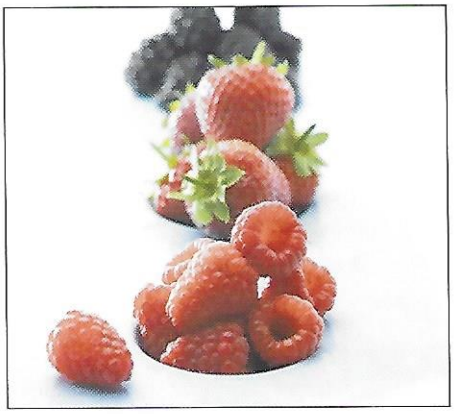
'All is safely gathered in'

Soft and Stone Fruit
BERRIES and CURRANTS

A season of mixed fortunes for Rasberry



Blackberries' popularity continues to grow



Red berry sales spike at Christmas

The English Strawberry season extended through October and into early November due to the continued spell of good weather. This concluded a summer which enjoyed good demand, the best for 3 years.

High priced Dutch strawberries grown under glass resulted in a slow down of sales and the market requires a 'kick start' as middle-eastern supplies come on stream. Berry sales do not appear to have been seriously affected in the recession but price promotions have been essential to maintain the tempo. Problems will be encountered as importers move their focus to Spain, Morocco and Israel owing to the unfavourable exchange rates.

The end-of-season results were good for the British Raspberry producers lifting the overall returns to a satisfactory level, but not brilliant. However, the financial picture ended in a brighter light for the grower than 2008. Generally the retail offer of late has been £1.99 for 170gm, which results in the market just ticking over.

Blueberries enjoyed a strong late season in the UK through into October when southern hemisphere supplies arrived and continued to sell at satisfactory prices although the momentum had to be energised by fairly aggressive price promotions. Sales growth year-on-year has been maintained. The start to the Argentinean season was erratic with high temperatures making availability possible by the middle of October. Because of the prevailing market conditions and shipping arrangements it is forecast that peak arrivals will land on these shores in Christmas week.

The end of the British Blackberry season was described by one supplier as "OK" and domestic/European stocks were adequate through to the commencement of shipments from Central America (Mexico and Guatemala).

Berry sales remained steady throughout December but red berry sales (Strawberries, Cranberries and Raspberries) will spike in the week leading up to Christmas.

It has been observed that the 'two for £3' promotions that were run through August and September did not necessarily assist berry fruit sales but lifted volume movements of products such as grapes and cherries.

Overall however the soft-fruit market showed a positive value growth of 5.5% or £66.7m on last year according to recently published figures with most multiples trading over their market share of grocery. Prices for the category were put as 3% up while volume showed only a 2.4% increase.

ALMOND CRUMBLE PLUM TARTS *Makes 24*

A fruity alternative to a traditional mince pie
75g demerara sugar
25g cold unsalted butter, in pieces
50g plain flour
25g rolled oats
1 heaped tablespoon flaked almonds
zest of a large orange
About 300g shortcrust pastry
3 ripe but firm plums
25g whole skin-on almonds
6-7 tablespoons Victoria plum jam
Two 12-hole muffin tins, lightly oiled and a plain or fluted 9 cm cutter

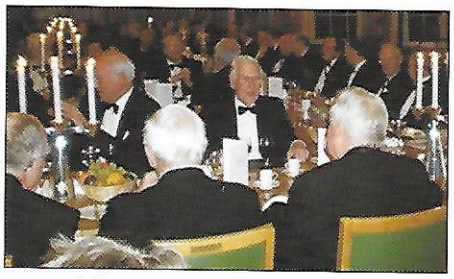
For the crumble, mix the sugar, butter and flour in an electric mixer until the texture of crumbs. Stir in the oats, flaked almonds and the orange zest.

On a lightly floured surface, thinly roll out the pastry. Using the cutter, stamp out rounds and line the holes of the tins. Chill for 30 minutes.

Halve, de-stone and chop the plums into pea-sized pieces. Chop the whole almonds too. Preheat the oven to 200C, 400F, gas 6

Add a teaspoonful of jam to each pastry case. Divide the chopped plum amongst them, followed by the crumble mixture. Sprinkle each with chopped almond. Bake for 15 minutes

MASTER AND WARDENS DINE UNDER THE SCUTINY OF KING HAL



A fine occasion in a splendid hall

Hush for the Master

A fine occasion in a splendid hall

One of the many interesting features of the Barber-Surgeons' Hall is an imposing wall hanging in the dining room, painted by Hans Holbein, featuring the King passing a Royal Charter to the then Master of the Company. As with many of the artist's representations of Henry VIII the subject's eyes look straight back at the observer, irrespective of the angle that the work is viewed from. This third Hall of the Barber Surgeons in Monkwell Square is more modernistic than its predecessor that was badly damaged during the war, but is a welcoming and comfortable venue for the Fruiterers' and was packed for the fourth formal dinner of the year, where the Master & Wardens entertain the Court.

Our distinguished guests included Rear Admiral Charlier, Fleet Chief of Staff Aviation, Carriers and Rear Admiral of Fleet Air Arm and the Masters of The Glass Sellers and The Master Mariners.

The Master took particular pleasure in presenting the Fruiterers' Management Award to Robert "Bob" Bolt itemising his achievements that made him such an eligible choice for the award.

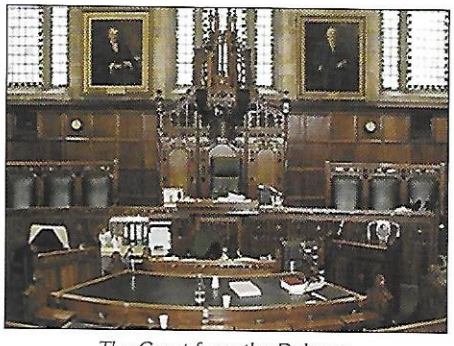
Proposing a Toast to the Guests the Master also took the opportunity to appraise the gathering of some important developments. Included were the sales of Bramley Apples that were up by 10% in the variety's bicentennial year. On the Food Dudes Project, that was being supported by the Company, he gave details of his recent visit to St. Christopher's School in Dunstable where he witnessed 6 – 9 year olds learning to enjoy eating fresh fruit and vegetables. Each month, the Fruiterers' supply fruit to hostels in and around the City. He thanked past Master Ivor Robins for his organisation of the supply and Liverymen for their contributions and spoke of the importance of Fruit Basket sales to the funding of the scheme. Liveryman Patrick Rarden's organisation of the 'Waste-Not, Want-Not' project where surplus sandwiches in the City snack bars that remained unsold at the end of the day were collected and distributed to the needy and homeless. Details of participation in the Lord Mayor's Show were provided with thanks to those that have assisted including Hadlow College that had constructed the float. He encouraged all of us who can to visit the Fruiterers' Website which has been developed and launched in a modern format.

Rear Admiral Charlier responded on behalf of the Guests providing a fluent, comprehensive, detailed and often witty discourse on the hundred years of aviation being associated with the Royal Navy, all amazingly within the six minutes advised by the Clerk. Up-to-date information was supplied on the disposition of the current forces and the Fleet Air Arm's activities, many of which were focused on the Afghanistan theatre. Speaking of the close ties between the Fruiterers' and the City he concluded by saying that in its 100th year the force was "very much on track".

It was a memorable evening not only for the company and catering but the speeches that were all of note. Next up was Honorary Assistant Rupert Best who proposed the Master & Wardens in an amusing, well constructed oration that had many of the diners chuckling. And finally, Renter Warden Jonathan Choat who responded on behalf of the Master & Wardens, reminding us all that the Fruiterers' was the 'charity' of our choice and we should appreciate the opportunities that membership provided and support the Company accordingly.

CHANGE OF LOCATION BUT FRUITERERS' GOT THERE FIRST

The 1st October 2009 was a land mark day in our constitutional history. On that day judicial authority moved away from the House of Lords, and The Supreme Court for the United Kingdom came into being in the historic setting of the old Middlesex Guildhall on Parliament Square. The Courts members are the former Judicial Committee of the House of Lords and the livery will remember its only woman member, Baroness Hale, speaking at the Banquet at the Guildhall two years ago, when PM Fraunfelter was in the chair.

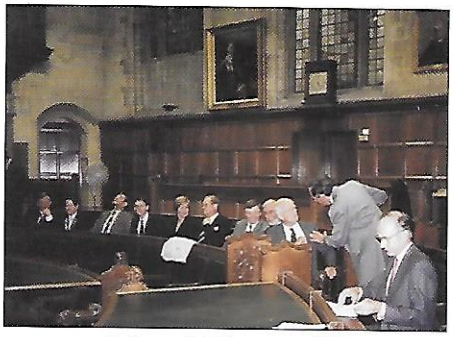


The Court from the Balcony

The old Middlesex Guildhall, was an impressive building in an historic location directly linked with justice and the law for nearly a millennium. The site was once occupied by Westminster Abbey's Sanctuary Tower and Old Belfry, where fugitives could seek refuge from their pursuers. The Abbey was built on Thorney Island at the junction of the Tyburn and the Thames. In 1889 an old courthouse was replaced by the first Middlesex Guildhall, which housed the Middlesex County Council and Quarter Sessions. However, even this soon became too small, and the present building opened its doors just before the first world war in 1913.

In due course the old Guildhall came to house the Middlesex Crown Court, and it was fulfilling that role, when on 29th September 1999, almost ten years to the day before The Supreme Court opened there, that the Worshipful Company of Fruiterers' held a Common Hall in the great chamber of Court No. 1. It is that chamber which is now occupied by the main court of The Supreme Court.

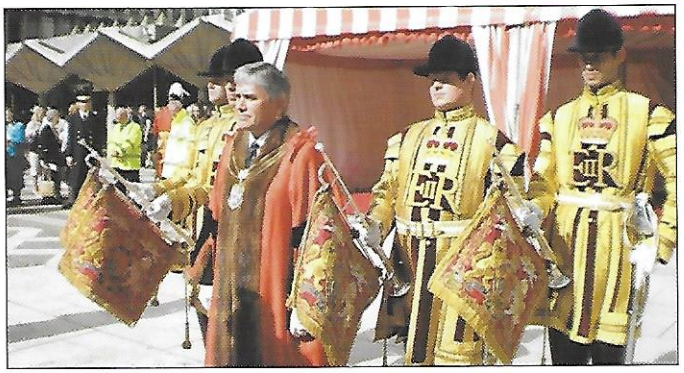
The Supreme Court is open to the public, who are encouraged to attend. It has an exhibition centre and modern refreshment facilities.



Fruiterers' at Common Hall

ELECTION OF THE LORD MAYOR

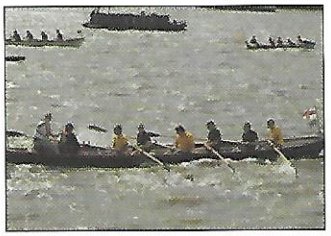
At a Common Hall held in the Guildhall on 29th September, Freemen of the City elected Nicholas John Anstee as the next Lord Mayor of the Corporation of The City of London. This is an annual event at which every Liveryman is expected to attend. Fruiterers', as always, had a presence to witness this historic and important occasion in the City's calendar. Nick Anstee will assume office at the 'Silent Ceremony' to be held on 13th November, to be paraded the following day through the streets of the square mile in the colourful and popular Lord Mayor's Show. (see page14)



Lord Mayor Elect with Heralds

FRUITERERS' ROW FOR MASTER MARINERS

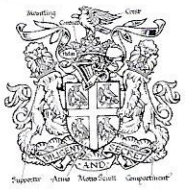
Each year the Great River Race attracts a tremendous number of entries from a wide number of locations. It is a race for 'man powered' river craft starting from Milwall Dock and covering a course of 22 miles to finish at Ham House. On 5th September the Master (at No. 3) and Past Master Sibley (at bow) were drafted into the Master Mariners' crew to add their muscle in this hard fought competition. Both are keen oarsmen so they were in a familiar element on what proved to be a glorious day out on the Thames! The team managed to be placed 163rd out of 276 and were the 101st fastest.



A beautiful day for a race

Master and Past Master pulling well

THE LIVERY COMPANY'S CITY VISIT TO THE COLLEGE OF ARMS



Full armorial achievement of the College of Arms.

Eighteen members of the Fruiterers' Company, including the Master, visited the Royal College of Arms in Queen Victoria Street on Tuesday 29 September. What appeared at first like a fairly dry topic was brought to life by William Hunt, Windsor Herald of Arms, who was our guide that evening. He described the history of the College and building which is one of the few that survive in that part of the City from the 17th century. Following refreshments we were admitted to the library where we were permitted to get up close and personal with some very ancient manuscripts and volumes. Heralds go back to the 12th century; they acted as messengers, diplomats and army staff officers, who were expected to identify army commanders by the devices painted on their banners, shields and surcoats as facial identification was impossible, when the head was covered by a helmet. Heralds also organised tournaments, and became expert in coat armour or 'coats of arms', as well as in ceremonial matters, which led to them organising the great ceremonies of State. They were, and still are, responsible for the great ceremonies such as coronations, State opening of parliament and State funerals. Through their work over the centuries, the Heralds have built up a unique registry of armorial and family records, which help in the major area of their work, which is the granting of arms and the tracing of family history through these records. There can be no duplication and the registers ensure that new designs are unique and that existing designs are protected. Coats of arms are inherited through the male line and the records can help trace family genealogy through the centuries. Both individuals (men and women) and corporations may be entitled to arms and the College's work includes the granting of arms to companies. The Fruiterers' like most Livery Companies have their own arms; Masters and past Masters are also entitled to their own coat of arms and we were shown one such, awarded to a past Master.

MOTHER ORCHARD

The Master visited the National Trust estate at Cotehele, in the Tamar Valley, nestling between Cornwall and Devon and was introduced to the Mother Orchard Conservation Project by Chris Groves the Orchard Officer. Cotehele is unique; the weathered medieval stone house has an enchanted feel and being made from ancient local stone it blends seamlessly into its surroundings. The garden and traditional orchards add character and heighten the air of romantic tranquillity.

The Mother Orchard was a new project set up by the Trust to plant an orchard of threatened fruit tree varieties particular to the Tamer Valley. The valley provides a wonderfully sheltered environment for growing fruit and market garden crops because of its generally mild climate and high rainfall. As a consequence crops have been grown here for hundreds of years, initially providing food for local smallholders who sold their surplus to local markets. In the 1600s buyers, locally called "Jowders" are recorded as travelling great distances to buy fruit, particularly cherries, from the valley. Early developments of the industry also came from the demand for apples to produce cider that was taken on board sea-faring ships in great quantities and was favoured over water for its ability to keep well. Cider press machinery originally sited at Cotehele Mill has been rehoused alongside the Mother Orchard and brought back into working order and will be used to enable visitors to understand the whole process of cider and apple juice making.

Two local people, James Evans and Mary Martin, who have been collecting Tamar apples, cherries and pears for over 25 years, kindly donated propagation material for the Mother Orchard to the Trust. Without their intervention there was a real possibility that many of these varieties, such as the Pig's Snout apple, could have been lost. The Mother Orchard contains a unique collection of around 270 trees including 120 predominantly West-Country apple varieties. The collection increased by one when during the visit, with the help of The Princess Royal and Mrs Celia Steven, our Master planted a Bramley seedling, a graft from the original tree, to celebrate the bi-centenary.

FRUITERERS' CONTRIBUTE TO MARATHON MAN'S SPECIAL DAY!

Nick Anstee, the 682nd Lord Mayor of London, has many notable talents among which is his athletic prowess. He has completed fifteen London and one New York marathon and is entered for his sixteenth next April. Appearing, as is traditional, before the citizens of the Capital on the second Saturday in November, the new Lord Mayor of the Corporation of London looked fit for the incredibly strenuous twelve months that face him during his year of office.

Commencing at 11.00, Dominic Reid OBE, the Pageant Master watched as the 784th procession got under way. As has been the case for a number of years the whole event was very professionally screened by BBC with on-the-spot interviews being conducted by Clare Balding.

From an early hour crowds began to fill the pavements hoping to soak up the excitement of this great pageant and to catch a glimpse of the dazzling display of floats that would pass in front of them.

Led by The Master, Wardens and Clerk the Fruiterers' magnificent float was accompanied by Past Masters, Liverymen, Adrian Barlow of English Apples and Pears, students from Hadlow College personnel from Fourayes Farm Ltd., Roger Merryweather and Celia Steven who formed an escort and saluted The Lord Mayor, Sheriffs and the tens of thousands of well wishers who lined the route! Undaunted by the adverse weather children and adults clapped, cheered, whistled and waved as the procession moved through the City of London.

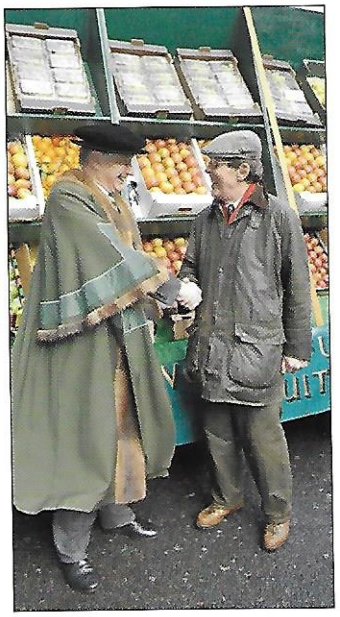
The Fruiterers' entry that had been kindly sponsored by Fourayes Farm Limited and English Apples and Pears was built by the students of Hadlow College, in Kent, with the theme dedicated to the 200th anniversary of the Bramley Apple. A representative bramley tree, an unbelievable number of leaves and floral decorations and 3500 bramley apples produced an "All Weather", stunning, eye-catching float. So good in fact, that it drew the attention of Ms Balding who spoke enthusiastically in a screened chat with The Master, Liveryman Amanda Cottrell and Hilary Daniels of Hadlow College about the Fruiterers' rôle, the history of the bramley apple, its economic significance and health giving qualities.

The sense of bonding that had built up as participants and floats started to arrive and position themselves on the eve of the event became one of great camaraderie on the day!

The show had ended but the day was not over as the Fruiterers', their families and friends along with the float builders and sponsors, making a grand total of 66 hungry but very happy people, set off to a nearby Pizza Express on London Wall to celebrate the day's success, relax, and share with others their many thoughts and experiences of this most colorful and exciting day!

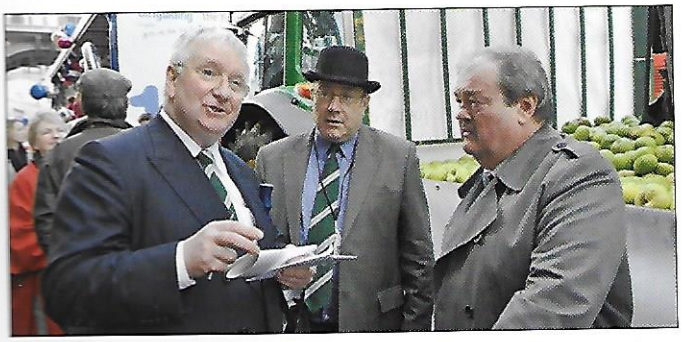
The group pose for picture

An 'eye catching' entry



The Master with Adrian Barlow

Fruiterers' advance, quick march!



Last minute checks by coordinators

Salute to Lord Mayor

(Pictures © Hayley Bray)

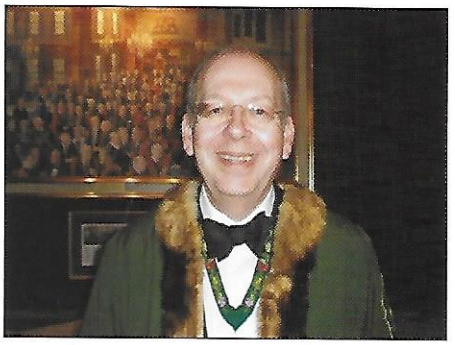
THE MASTER DESIGNATE

When asked what ambitions he had for his year as Master, Steve Bodger replied crisply: "Membership, Charity and our twin roots of the City and the Fruit Industry". He added that he will endeavour to communicate his aims in a more fluent fashion after he has been installed as Master and pointed out that no individual Master charts a separate course. The Court has set a strategy and the energy and effort of Past Masters leave a very good "inheritance" for the Masters to come.

Steve has been a Liveryman since 1983. He has served on the Finance Sub-Committee, as a Member and then as Chairman.

Steve is a "City" man, rather than a "Fruit" man; although, he has recently joined the board of the East Malling Trust and enjoys the involvement with the East Malling research programmes. On graduating from Cambridge, from where he has an MA in Economics, he started his career at Price Waterhouse, where he qualified as a Chartered Accountant. His career since has, in his own words, been a "chapter of accidents, luckily most of which have been good". In the early stages he was a Finance Director in a number of companies covering a variety of industries and latterly he has been a Chief Executive, also of different companies. Along the way, he put together a successful management buy-out and also worked and lived for a period in France. For the past ten years Steve has been in the Private Equity world. He is on the board of Alchemy Venture Partners and is Chairman of a number of their portfolio of companies. He describes this as being more like fun than work: "interesting people in a variety of industries in a number of different countries". He is also a non-executive director of two public companies.

Steve and Bea live at Horsmonden Kent, in the midst of apple orchards; but, sadly, not their own trees! Steve's son, Thomas, is a Liveryman who is a keen supporter of the Company; although, as he now is an Australian living in Sydney, he is only able to attend a Fruiterers' event once a year or so. Steve's daughter, Claire, lives in England and is looking forward to participating in some of the events during his year of office.



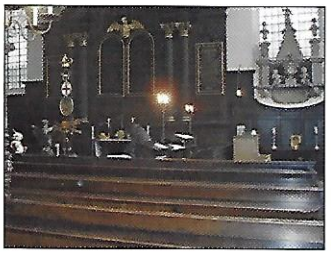
Steve Bodger the Master Designate

Coming up... WHAT TO SAVOUR!

● Professor Sir David King, who is Principal of the Smith School of Enterprise and the Environment at Oxford University and was a former chief scientific advisor to the Government, will be the guest speaker at the **City Food Lecture**, to be held at the **Guildhall** on Tuesday 19th January. This Event gains more status with each successive year and is promoted by the seven food related Livery Companies. The Fruiterers' are allocated 75 seats. Liverymen are to apply by Friday 18th December along with named guests. It is understood that owing to the restrictions on numbers the Clerk may not be able to issue admission for more than the livery applicant and the first named guest.

City Food Lecture - growing in stature

● The Fruiterers' Year begins with the **St Paul's Day Service** which will be held in the traditional venue of **St Mary Abchurch** on Monday 25 January. On this day the New Master swears his Oath and takes office and the Wardens take on their official titles and responsibilities. Always a popular occasion that should be made more interesting with some details of this Wren Church appearing on page 3. To ensure your place at the subsequent lunch in the **Innholders' Hall** applications should be made by Jan 8. Partners are welcome at both events but other guests should be an exception owing to the capacity of the hall.



Inside of St Mary Abchurch

● Our **Annual Banquet** will be held at the **Plaisterers' Hall** on Monday 15 Feb. Applications to attend will have been posted in mid-December. The guest speaker will be Mr Richard Lambert, Director General of the CBI. This is a marvellous opportunity to witness the work of this ancient guild which decorates the interior of their Hall.

● The first **Informal Carvery Luncheon** of the year will be held, as usual, at the ever popular Butchers' Hall on **Wednesday 10th March**. An experience not to be missed!

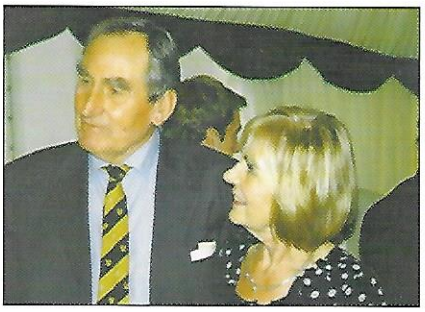
The Butchers' Hall

● On the same day, **March 10**, the Livery Membership & Communications Sub-committee will be organising an Informal Supper for New Liverymen at the **City Pipe**. Watch out for details as this will provide recent entrants with the opportunity to meet 'Top Brass' and other new Fruiterers' in a relaxed atmosphere at this favoured City venue.

● The Armistice ending World War I was signed on 11th November 1918, and last year marked the 90th anniversary. Much publicity has justifiably been bestowed on the remaining, surviving servicemen from the conflict. Sadly the last has since passed away. On **April 20 and 21** the Master will lead a group of Fruiterers' to arguably the two bloodiest battle-sites, the **Somme and Ypres**. Make a note in your diary and apply when details become available for what will undoubtedly prove to be a most moving experience, particularly for those whose predecessors served in the trenches.

Map of the "Western Front"

CONGRATULATIONS



Tony and Jill

PAST MASTER TONY REDSELL AND HIS WIFE JILL

Tony and Jill Redsell celebrated their Golden Wedding Anniversary on the 15th October.

Sara with our Master

SARA POTTON

On 10th September at the Writtle College Graduation Ceremony, held in Chelmsford Cathedral, Sara Potton received her Bachelor of Science (First Class Honours) Degree in Horticulture. The Master also presented her with the Worshipful Company of Fruiterers' Award, for being the best student in fruit culture. In addition to her Certificate, Sara received a cheque from the Company for £250.

LIVERMAN MICHAEL VELASCO

The King of Spain, following a proposal by the Spanish Minister of Foreign Affairs and Cooperation, has awarded to Michael Velasco the Cruz de la Orden de Isabel La Católica.

Mr Velasco was presented with the Cruz by the Spanish Ambassador, Carles Casajuana, in a ceremony attended by family, friends and colleagues from the industry at the National Gallery in London.

Michael with HE The Spanish Ambassador

The award recognises Michael's long and varied career in the fresh produce industry, during which he has represented Spain and taken a number of influential roles, including the presidency of the Fresh Produce Consortium (FPC), chairman of the FPC's importers' division, committee member of the Seasonal Berry campaign, spokesperson for Winter Berries, and an executive board member of the industry's Eat in Colour promotional campaign.

OBITUARY

We regret to advise of the death on 6th September 2009 of Liveryman David Read. We convey condolences to his family.

ACKNOWLEDGEMENTS

The Editor thanks the following for their valuable contributions to this Newsletter. Adrian Barlow, Jenny Bartlett, Berry World Limited (Dave Ashton & Emma Parsons), Rupert Best, Steve Bodger (The Upper Warden), Hayley Bray, David Bryant, Angela Chapple, Jonathan Choat (The Renter Warden), Peter Cooper, Donald Cryan, Geoff Dixon, FPJ, Alan French (The Master), Lionel French (The Clerk), David Hohnen, Tommy Leighton, Bob Little, Gerard Lyons, Eve Mitleton-Kelly, Ian Rainford (The Remembrancer), Sarah Randell, Mike Solomon, Dominic Weaver.

NEW FREEMEN

Phil Acock, Stephen Hyam, Colonel Roger Merryweather, Brian Porter, Dean Tunbridge

NEW LIVERYMEN

Dr Charles Alessi, Chris Mason, Jess Watts, Jeremy Willcocks

ONE IS ALL YOU NEED

The Annual Golf Match between the Carman, Fanmakers and ourselves took place at The Addington Golf Club on October 6th in misty and drizzly conditions.

The new owners have made huge improvements to the course which was delightful as well as challenging.

The Carmen took the prizes and the Fanmakers' Cup by a single shot.

Support for this match has dwindled in recent years but there is fresh enthusiasm for the event and we will continue at The Addington and hope for a larger turn out next year.

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