



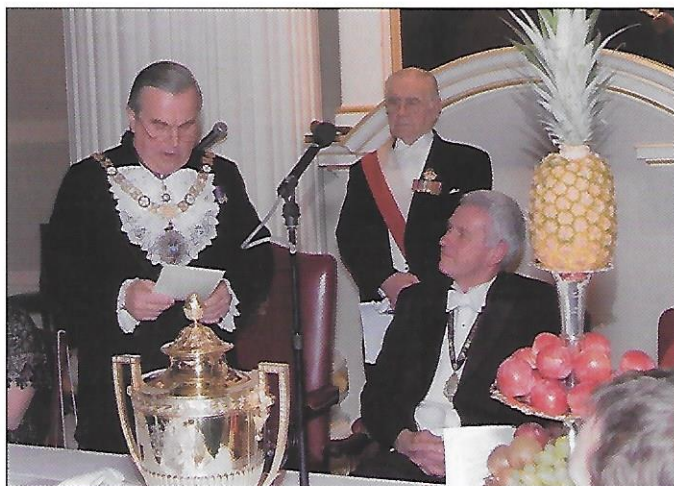
The Fruiterers' Company NEWSLETTER

Number 55

May 2006



AN OCCASION FOR REFLECTIONS AND FUTURE VISIONS!



The Lord Mayor speaking in his own residence.

Four hundred years provides a rich substrate for reflection and a sound base for future planning. Such were the themes at the Annual Banquet held in the Mansion House on the 17th February. A specially prepared menu, using products that were available at the time the Fruiterers, as a Company, received their Royal Charter from James I, was served for the delectation of over 300 diners. An historical guide to the ingredients' availability and the likelihood of their having reached London appeared in the Banquet programme.

The Master, Will Sibley attended by his Wardens, welcomed all to this glittering function in a most important year for the Fruiterers. We were privileged to play host to many very distinguished guests including The Right Honourable the Lord Mayor, Alderman David Brewer CMG, His Excellency Mr Yoshiji Nogami, Ambassador of Japan, The Right Honourable the Earl of Selborne KBE FRS, Mr Alderman and Sheriff John Stuttard, Masters of Barbers, Butchers, Farmers, Gardeners, Master Mariners and Turners and the Right Reverend Dr Anthony Russell, Lord Bishop of Ely.

A programme of music was provided throughout the evening by the Militaire Orchestra under the baton of their Director of Music W E Appleton and the Toastmaster was the redoubtable Mr Bernard Sullivan.

Following a taking of the Loving Cup, the Loyal Toast and a toast to the Lord Mayor, The City of London Corporation and the Sheriffs, the Master gave a speech welcoming the principal guests and speakers providing a background to their careers and responsibilities. He continued by outlining some of the landmarks in history that occurred around 1606 when one in twenty of the population lived in the Capital. He urged the attendant Fruiterers not to be complacent or content with four hundred years and not to

exhibit middle age lassitude. A challenge existed and it was not adequate to dwell on the past but to energise the future of the Company. "Four centuries of history will be of nought if we don't plan for the future" he continued. "The Root and Branch Appeal was a vital part of the planning". He concluded by saying that "the future starts now and if Fruiterers are to continue to play an active role in this City and its future then action was required".

The Right Honourable the Lord Mayor responded, praising the choice of a menu that would not have been unfamiliar in 1606 and continued by speaking of HM The Queen's 80th birthday lunch which will be held on the 15th June. Recounting experiences with the Japanese Ambassador and plum brandy he continued by relating stories of other happenings on his many official visits and voiced the opinion that "fruit is part of the culture and enjoyment of overseas travel. A Cornishman by birth, David Brewer

continued over



Master Wardens and Wives.

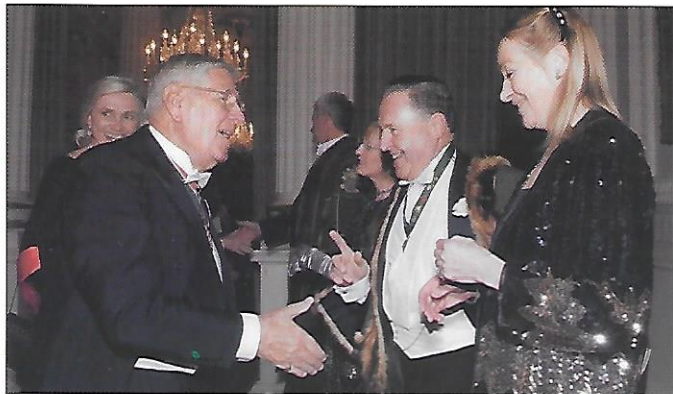
DATES FOR YOUR DIARY

Thursday 4th May	Golf Day
Thursday 18th May	Audit Court Dinner Barbers' Hall
Thursday 1st June	Bath & West Show Shepton Mallet
Monday 26th June	Election of Sheriffs Guildhall
Thursday 6th July	Summer Court Dinner Merchant Taylors' Hall
Friday 14th July	Garden Visit & Dinner Highgrove
Thursday 27th July	Tree Planting and Lunch Charlton House

AN OCCASION FOR REFLECTIONS AND FUTURE VISIONS! *continued*

revealed that he is a keen supporter of Bodmin United FC who carry the sponsor's brand on their kit - 'Winalot'. The next trip that he is undertaking is to Mongolia to celebrate 800 years since the birth of Genghis' Khan. He observed that the Mayoralty in the City of London had been going for 17 years longer. Ending his amusing speech he wished the Fruiterers a "Happy 400th year birthday".

Past Master Michael Sykes proposed the guests and read the contents of a letter that had been received from Honorary Liveryman HRH Prince of Wales. In it, the Prince, wrote, "Will Sibley is well known to me having worked on my fruit trees at Highgrove, there is no better person to act as your Master". One very interesting observation made by Michael was that in the first 200 years after the granting of the Royal Charter many ladies were Liverymen and guests.



The Upper Warden and Sue greet PM Sir Edward du Cann.

From 1800 onwards this practice appeared to have fallen from favour but has again been revived. The Earl of Selborne responded on behalf of the guests. He spoke of the necessity of every Livery Company having to reinvent itself with each successive generation. Medieval Guilds had to do this particularly in Gladstone's time when a Royal Commission was established to look into the Guilds activities. Sixteen Companies got together to formulate action to stave off criticism. From their efforts 'Imperial College' and the 'City & Guilds' qualifications were founded. He related this to the support that has been given by the Fruiterers to horticultural research and how this has assisted the producers and the industry.

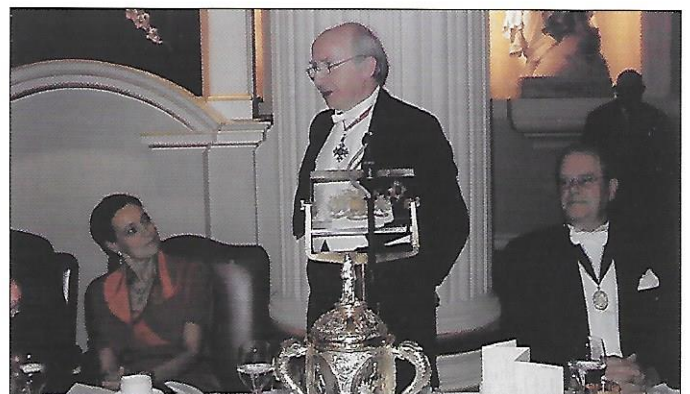
In conclusion, the Learned Clerk proposed the Company Toast, "Root and Branch may they flourish forever"



Liz Sibley shares a 'Loving Cup' with The Lord Mayor.



Five-out-of-eight Honorary Assistants.



The Earl of Selborne responds on behalf of The Guests.

LET THEM EAT CAKE

No anniversary would be complete without a suitably decorated cake to celebrate the occasion. Past Master David Hohnen presented a specially designed and iced example, to the Master on St. Paul's Day. This was then cut and enjoyed by all of those who were at the lunch. The cake had been prepared by a Surrey patisserie and was donated by the Joint Editors of the Newsletter.



The Anniversary Cake.

AN APPEAL TO STRENGTHEN THE BRANCHES

At the commencement of the year the Master launched the 400th Anniversary "Root & Branch" Appeal through a moving speech at the Banquet and the circulation of a specially prepared brochure. The objective is quite clear, the raising of capital to strengthen the funds of the Trust so as to be able to provide a substantial increase in investment income for the future work of the Trust to benefit the Fruit Industry. The Charity Commission is satisfied with such an objective. This is one of the fundamental *raison d'etres* of the Fruiterers and it is hoped that it will receive universal support both verbal and tangible from the membership. The "Period of the Appeal" is to last for four years from St Paul's Day 2006, the year in which the Fruiterers' Company celebrates the 400th Anniversary of the Grant of Charter by King James I. Trustees have "Targeted" a total of £400,000 over the four

years of the appeal to be made to all members of the livery. "Root and Branch" has been adopted as a name because it was thought an appropriate time to revisit our roots and the work which the Trustees seek to support in the years ahead. Our branches need to be both strengthened and extended. The "Trustees" delegate the administration of awards to the Awards Council. Since its formation there has been a steady increase in activities, demands on available funds and a growing need for help and sponsorship as funding from central government reduces. Income from investments has been generously augmented by donations from Liverymen but there has been insufficient to enable these donations to be retained as Capital.

The Appeal has got off to an excellent start but it is vital that we do not lose momentum until our target has been reached. When broken down into building blocks there are around 280 Fruiterers. If contributions were equal it would mean £1430 over the four years or £360 per year, £30 per month or £1 a day, yes just £1 a day, one third of a pint of beer and less than the cost of the Financial Times. Obviously not all Fruiterers are of equal means, some can afford more than others and some would possibly struggle to pledge anything. But for those who think this is not a worthwhile appeal *please turn the page...* for just a few of the results that have materialised from the Trust and the Awards Council's management... and then ask yourself the question again? To those that have already made a pledge we thank you for your contributions. For further details consult your brochure or ring the Clerk.



THE
WORSHIPFUL
COMPANY
OF FRUITERERS

400th Anniversary
"Root & Branch" Appeal

...to raise £400k over 4 years for
The Fruit Culture Trust
funding
Education & Research
in the Fruit Industry

400⁴400

ROOT & BRANCH APPEAL FUNDING



SOME PRACTICAL EXAMPLES OF WHAT THE FRUIT CULTURE TRUST SUPPORTS AND AWARDS COUNCIL UNDERTAKES TO FURTHER THE PURSUIT OF EXCELLENCE IN HORTICULTURE

The following three examples demonstrate the diversity of recently supported projects to assist British Horticulture:-

1. Attendance at the 9th International Workshop on Plant Disease Epidemiology held at Landerneau, Brittany, France, 11-15th April 2005.
 - Participant: Dr Xiangming Xu
 - Origin: East Malling Research
 - Theme: Plant Disease Epidemiology: Facing 21st Century Challenges
 - Attendees: Leading epidemiologists from around the world
 - Format: Eight sessions
 - Results: Sponsorship of this researcher enabled him to keep up to speed with his subject, to interact with others working in his field and to be more proficient in seeking solutions to the horticultural problems he is researching.
2. Visit to the laboratories of Dr Kevin Folta at the University of Florida, 1-17th May 2005.
 - Participant: Dr Daniel Sargent
 - Origin: East Malling Research
 - Aims: A strengthening of the collaborative links between EMR and Folta laboratory by planning future research and exchanging valuable research material on flowering characteristics of strawberries.
 - Format: Development of skills and knowledge by working alongside Dr Folta's team
 - Results: The trip was a success allowing Dr Sargent to develop ideas on how best to expand the current research on Rosaceous genomics at East Malling. This research will undoubtedly benefit Strawberry production in the UK which has become an increasingly important economic horticultural factor in recent years.
3. Visit to strawberry trial sites in Belgium and Holland, 6-8th September 2005.
 - Participant: Adam Whitehouse, Strawberry Breeder
 - Origin: East Malling Research
 - Aims: Observation of growing systems and techniques used in these countries for cultivating strawberries, especially those that are not commonly used within the UK, and to assess trials of advanced selections and varieties from the EMR strawberry breeding programme.
 - Format: Three sites were visited, with four selections, (three of which were from EMR), being evaluated.
 - Results: Witnessing trials of EMR varieties in two important strawberry producing countries, under systems not usually employed in the UK and a closer understanding of requirements has assisted EMR in its development programme.



Above: Folta Laboratory Staff. Below: University of Florida.



THE FRUITERERS' COMPANY NUFFIELD SCHOLARS FOR 2006

PM Laurence Olins, (Immediate Past Chairman of the Awards Council), welcomed the appointment of Chris Newenham and Feli Fernandez as the Fruiterers' Nuffield Scholars for 2006, saying "that he was delighted to be sponsoring such high-calibre Scholars". The Fruiterers first experience of Nuffield Scholars was in 2005, when they sponsored one Scholarship; to mark the 400th anniversary of the granting of the Fruiterers' Royal Charter, the Company is delighted to be sponsoring two. The Director of the Nuffield Farming Scholarship, Mr John Stones, announced that there will be 22 new Scholars for 2006 coming from all corners of the Country and a rich diversity of backgrounds.

The two Scholars funded by the Fruiterers are:-

Chris Newenham, (A Farm Manager at Wilkin & Sons Ltd., Tiptree, Essex). He will travel to China, Japan, New Zealand, France and Poland, to investigate the likely impact of China as a source of low cost imports, or as a huge market, on the UK fruit production industry.

Feli Fernandez, (Molecular Geneticist and Plant Breeder at East Malling Research). She plans to travel to North America, Germany and Slovakia to investigate the potential for introducing fruit crops not currently grown in the UK, concentrating particularly on crops with interesting nutritional and health properties. Her travels will have kept her away for up to eight weeks.

Nuffield Scholarships are available for farmers, foresters, growers, countryside managers, food manufacturers or processors, or anyone with an influence in these fields. The Trust is funded by the agriculture and food industries, charities and trusts with agricultural objectives, as well as past Scholars. Established in 1947 the Nuffield Farming Scholarships Trust is dedicated to developing leadership in farming and rural industries, hence its selection by the Awards Council.



Feli Fernandez



Chris Newenham

400 YEARS YOUNG

In February 1606 a Charter, incorporating the Company by the title of "The Master Wardens and Commonality of the Mystery of Fruiterers of London" was granted by James I, under which it is still governed. At this time the Livery enjoyed the use of its own hall at Worcester House which was probably off Thames Street, close by Three Cranes Wharf where much of the fruit was traded. To celebrate the 400th anniversary of the granting of this Charter and to give thanks, a service was held in the Church of St Lawrence Jewry, on 17th February, adjacent to the Guildhall.

Fruiterers, partners and guests assembled in their finery to hear readings from The Clerk and Master, a Sermon from the Right Reverend Dr Anthony Russell, Bishop of Ely and prayers from the Honorary Chaplain. The Organist & Choir of St Lawrence Jewry played and sang Anthems and led the hymns.

Although the original Guild was comprised of members who were involved in the fruit trade, today, though around about half the Livery has connections with the industry,



St. Lawrence Jewry

many different professions are represented and enjoy the good fellowship which with its charitable objectives and support for the City have sustained the Company through the centuries.

ST. PAUL'S DAY

Following a well attended Court Meeting at which the new Beadle, Mr Ted Prior, was introduced by the Master, the new officers of the Worshipful Company of Fruiterers were appointed for the forthcoming year. They are Will Sibley as Master, Ivor Robins as Upper Warden and Eric Fraunfelter as Renter Warden. Past Master David Hohnen had organised a copy of the original 1606 Charter which was to be presented to the Master. It was hoped that copies of the document will be presented to all new Masters at future St. Paul's Day ceremonies.

At the service, held in St. Mary's Abchurch, the Bishop of Truro, (who has become well known for his appearances in the TV series 'A Seaside Parish'), in his Sermon mentioned that fruit was a recurrent theme in the Bible. He referred to St. Paul's teachings and personality and thought that perhaps he was not the easiest person to get along with and had little to do with the other apostles. There were two outstanding displays of fruit and vegetables that had been donated for the occasion. The new Master was invested in the presence of the assembled company.

Lunch was held at the Innholders' Hall during which Past Master Hope-Mason thanked Immediate Past Master Peter Bartlett for his very successful year during which we had visited seven different livery halls. He highlighted the places of interest that had been included in the programme including Paris and Rungis Market, Tree Plantings, Portsmouth and how the events had been very highly attended. Jenny's vital role was mentioned and thanks were given for her arrangement of the successful lunch and talk on jewellery arranged at the Ritz. She was presented with a bouquet of flowers.

The 'Root & Branch' appeal was launched by the Master with a target of £400,000 to be raised over the next four years. Liverymen were asked to contribute as generously as possible. Editors of the Newsletter were thanked for arranging the celebration cake which was cut and served with coffee. A jovial and happy atmosphere prevailed throughout the day on what proved to be a real "family affair".



The Master and Wardens with the Bishop of Truro.



The Wives of the Master and Wardens.



Eric Fraunfelter (new Renter Warden) with Harriet.

COMMON HALL



Common Hall at the Butchers' Hall

Common Hall has become a welcome, yearly meeting in the current century for the dissemination of information and exchange of ideas. Generally held at the back-end of the year, the last was no exception.

Held at the Butchers' Hall on the 7 December and led by the Master it proved to be the most interactive for some time. Peter Bartlett said that he had enjoyed a most "fantastic year" and thanked all of those that had contributed in making it so memorable. He acknowledged that the Fruiterers' was an ancient Livery and that Common Hall was not a place to report on activities but to address the issues at hand. He asked for views on membership and how it could be stimulated and felt that it was long overdue for a Fruiterer to become eligible for the position of Sheriff and subsequently Lord Mayor.

He continued by saying that his experiences with wholesale markets and the general trade, had given fruit to the idea of communicating to Fruiterers, through a synopsis details of the trading environment for the year. Such information dissemination had a place he believed, in the Fruiterers' Newsletter and it was proposed that a page should appear in each edition. There were members who were suitably endowed with the knowledge to write, or assist in writing such articles.

On the question of membership, a close focus on the UK top fruit fraternity and one of the armed forces was suggested as fertile areas for identifying suitable recruits. Encouragement must be given to Liverymen,

with the correct potential to rise to higher office, to become members of Ward Clubs.

A debate ensued on i) the pros and cons of increasing membership and, ii) attracting more of the current membership to attend functions, by tailoring events to the "customer", based on proven popularity factors measured by attendance. The potential of a 'Benefactors Cup' or 'Bequest Cup' was described and discussed.

The idea of conducting thorough research into the backgrounds of guests invited to attend Fruiterers' City functions, was felt by one past master, to be of considerable importance. Such information could then be provided to those liverymen charged with the responsibility of greeting and to those seated next to the guests at table. It was noted by the same advocate that in his experience, those functions where the preparation had been conducted meticulously were the most noteworthy. He would like to see the Fruiterers being the "best in the business". Volunteers were forthcoming to assist, if required, into researching guests.

The Chairmen of the Awards Council, Finance Committee and Livery Membership and Communications Sub-Committee gave their reports and received questions.

It was agreed that a report of Common Hall should appear in the next Newsletter to reach the Livery. The Editor advised that this would be done.

PANCAKE DAY TOSSES

Shrove Tuesday represents the eve of Lent and has traditionally become known as 'Pancake Day' on which many are eaten drizzled with lemon juice and sprinkled with sugar. In 2005, the Poulterers' Company instigated a race day in the courtyard of the Guildhall. The idea was to raise money for charity but to have fun in doing so. Other Liveries or Corporation institutions who could claim to have connections with pancakes were invited to participate. There were four races; Masters, Liverymen, Livery Ladies and Handicapped (competitors running in Wellington boots). There being sixteen teams finals were held after four heats of four runners. This year the number of teams had risen to twenty-four who assembled on the 28th February to run for the glory of their Company. The Handicapped race had become the 'Mad Hatters' and timing became a consideration for appearance in the final races.

The course was laid out on the section of the courtyard that lies over the amphitheatre and each competitor carried a frying pan with pancake that had to be tossed at a pre-defined mark on the outward and inward legs. In addition the Mad Hatters had to carry a cup of tea back to the finishing line on the return leg. Sound complicated? Well it wasn't!! Every racer had to

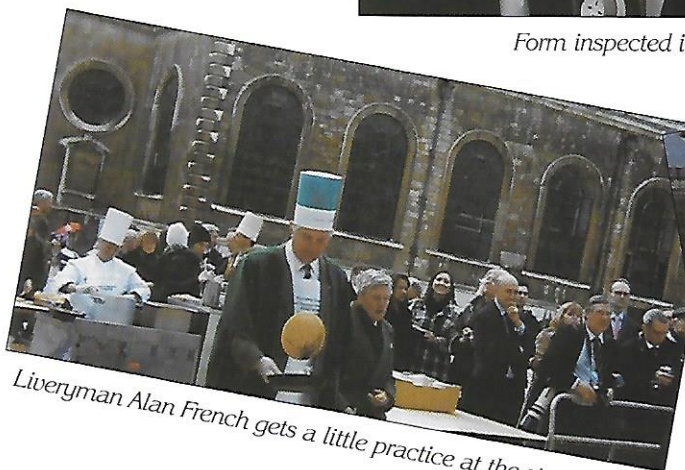
wear a Chef's hat in their team's allocated colours. Masters had to be badged and robed, liverymen in gowns and Mad Hatters in a 'Mad Hat'.

Fruiterers, whose hats were in Racing Green, were represented by the Master, Will Sibley, Liveryman Alan French and Lady Freeman, Rebecca Lawless. The Mad Hatter, Peter Thompson, had to withdraw at very short notice and his position was taken by Alan French. The team leader was Dick Brighten. Regrettably we did not take any honours. The competition was severe and very professional. The Masters' Race was won by the Gunmakers, Liverymen by the Hackney Carriage Drivers, Ladies by the Remembrancers' Office and Mad Hatters by Clockmakers. It was the Clockmaker who went on to victory in the Victor Ludorum, the final race run between the winners of the four main races.

Shrove Tuesday is the last day of the Master Poulter's year and what an outgoing. Pancakes were being prepared and sold during the races and the formalities were followed by a magnificent buffet lunch held in the Crypt of the Guildhall. Our thanks go out to all who were responsible for the organisation and congratulations to those who conceived this fun day led by the Poulterers.



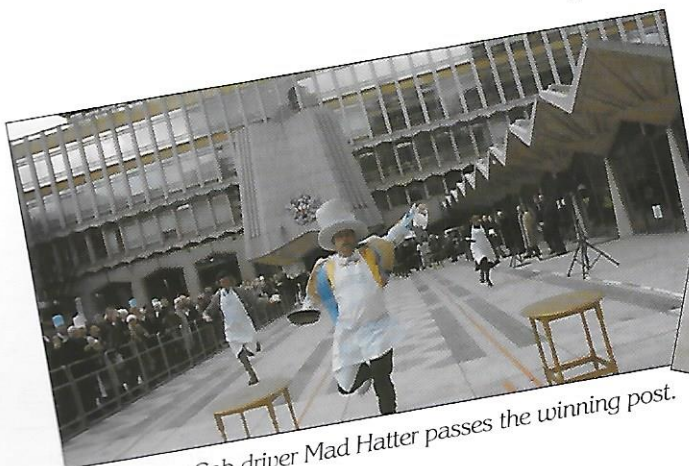
Form inspected in the Parade Ring.



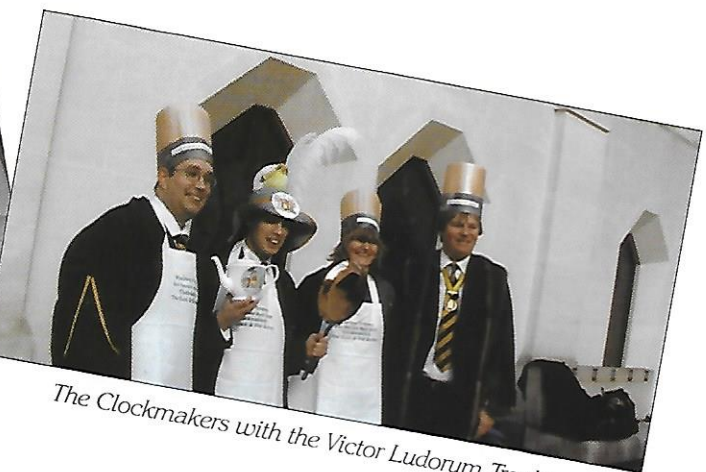
Liveryman Alan French gets a little practice at the start.



Master Fruiterer beaten by a short head.

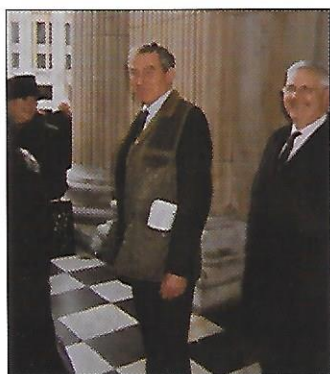


Hackney Cab driver Mad Hatter passes the winning post.



The Clockmakers with the Victor Ludorum Trophy.

UNITED GUILDS SERVICE



Fruiterers emerge from the United Guilds Service.

A meeting of the Masters and Prime Wardens of the 'Twelve Great Companies' held on the 1st February 1943 at the 'Goldsmiths Hall' determined that there would be an annual service in St. Paul's Cathedral for all of the Companies and Guilds of the City of London following the blitz of London. 'Lady Day' (or nearest) was selected as it is the first day of the year according to the Julian-Calendar. The 31st March was the date for 2006 and Fruiterers took their position in Wren's great edifice, and were reminded that it was for the first time without scaffolding since the recent renovations had begun. His Eminence Cardinal Cormac Murphy O'Connor gave the sermon and the lesson was read by the Right Honourable the Lord Mayor. This was the first occasion in the 64 year history of the Service that Freemen and Liverymen of every faith and persuasion had been represented. Leaving St. Paul's and led by the Master, the Company representatives repaired to the Stationers' Hall for lunch.



St. Paul's Cathedral, venue for the United Guilds Service.

THE BEST BEEF EVER

The first Informal Carvery Lunch of the year was held at the Butchers' Hall on the 15th March, the Ides, not a day to be abroad if your name is Caesar. But the Fruiterers that took advantage of the Butchers' hospitality need not have been concerned, being in very safe hands. And the beef, according to many regular attendees, was the "best they had ever tasted", tribute enough, when crossing the forum!!



Entrance to the Butchers' Hall.



The Clerk and Mike Culverwell in very good humour.

THE SOUTH AFRICAN INTERLUDE

Will & Liz Sibley were guests of honour at the Fresh Produce Consortium's Dinner and Dance held at the Savoy Hotel, London on the 25th February. South Africa was the host nation with the Deputy High Commissioner being in attendance, along with an entourage. Acting President of the FPC, Michael

Velasco, himself a Fruiterer, welcomed the guests to this 60th staging of the event. Many other Fruiterers and partners were part of the three hundred plus that enjoyed an evening which has become very popular with the industry over its six decades of existence.



The Master and Liz enjoy the evening.

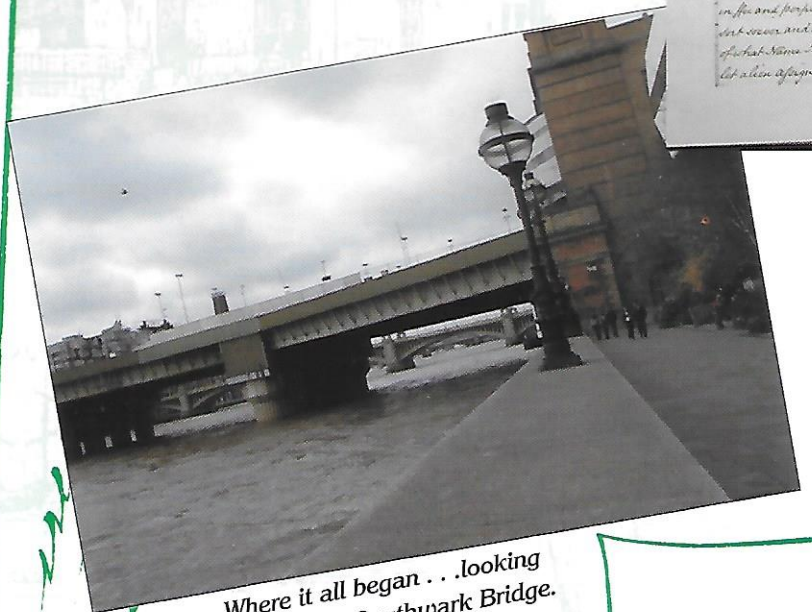


Acting President of The FPC Liveryman Michael Velasco addresses the diners.

A FEW HISTORICAL LAND THE WORSHIPFUL CO

BEGINNING TO CHARLES I

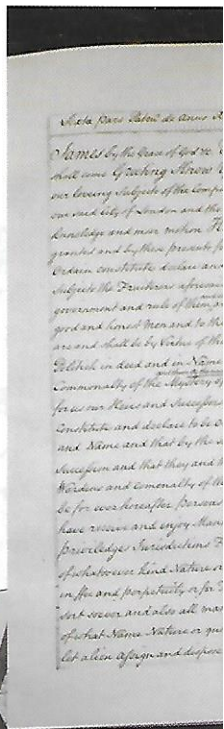
- Gerin le Fruter 1292
- Henry de Mekelnham "fruter" 1339
- Robert le Fruyter 1348
- Fruturers a craft exercised in London 1422
- Reasonable to assume fruiterers existed in 14th century but uncertain as Mystery, Brotherhood or Craft
- First mention of the mistery of fruiterers occurs in year 1416
- Fruiterers. This company or craft recognised 1422
- First mention of fruiterers hall 1569
- The custom of a toll of fruit being given to the lord mayor is first recorded 1577
- First use of the word "company" and first mention of Clerk 1587
- Charter granted 1606
- Order of precedence 45th 1633
- Petition by fruiterers company to the two members of parliament for the county of Kent praying that protection might be given to them against the ever increasing quantity of fruit from foreign countries to the United Kingdom which seriously threatened the trade of the English fruit growers. 1624
- Coronation Charles I 1629



Where it all began . . . looking upstream to Southwark Bridge.

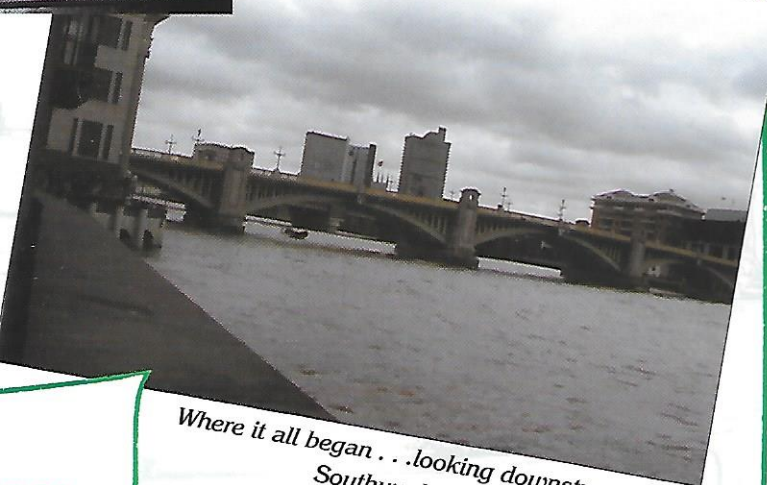
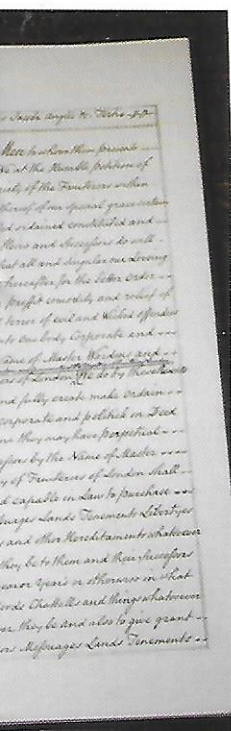
THE FRUIT HALL

- Hall mentioned 17th 1587
- Fruiterers in Worces Thames Street (rent owned)
- Worcester House destroyed in Great London
- Fruiterers move to Clerk's Hall, Bread Vintry, 1623



MARKS IN THE HISTORY OF COMPANY OF FRUITERERS

The first
Royal
Charter.



Where it all began . . . looking downstream to
Southwark Bridge.

CHARTERS AND FEATURES

- First charter granted by King James I, 9th Feb., 1606.
- Common seal
- Constitution of governing body
- Power to make laws
- Levy fines
- First Master (James Stanley)
- First assistants (5 names)
- Election of Master (Feast day of the conversion of Saint Paul)
- Election of Wardens
- Power to fill vacancies
- Power of oversight and search
- Importation and metage of fruit
- First clerk (Richard Colson)
- Second charter granted by King James II, 19th June 1686
- Incorporation
- Common seal
- Constitution of governing body
- Making of laws
- Levying of fines
- First master (Richard Fryer)
- First wardens (Henry Mitchell and Gyles Aldridge)
- First assistants (17 names)
- Oaths to be taken
- Power to remove master, wardens or clerk reserved by crown
- Company to be subject to Lord Mayor and Aldermen

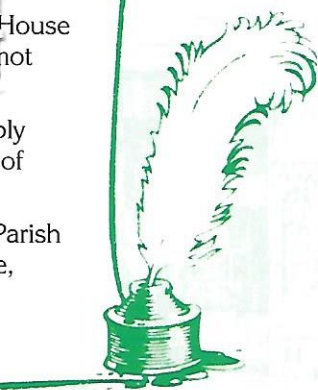
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At the last Common Hall held on 7th December 2005 it was thought a good idea to include in each Fruiterers' Newsletter a section on how the English Industry has fared in the last four months. This is the first report and is deliberately split into two, Top Fruit and Soft Fruit.

FROM ORCHARD TO MARKET: TOP FRUIT NEWS

"What wond'rous life is this I lead!
Ripe apples drop about my head;
The luscious clusters of the vine
Upon my mouth do crush their wine..."

The poet Marvell paints a dreamy picture of an orchard but commercial top fruit growers will find it difficult to relate to this idyll after last season. It was one of the most challenging in recent memory.

Conditions during harvest were good with low rainfall and no early frosts. Although trade for apples started off reasonably at the beginning of the marketing campaign both prices and orders declined due to oversupply of apples in Europe from all sources including the southern hemisphere.

The warm autumn caused a number of problems, including a lack of colour on certain English apples, particularly Cox. Producers were caught between a rock and a hard place; if they delayed picking waiting for more colour they were left with fruit desperately short of storage life. The triple whammy was that the delay led to a larger than usual crop, one considerably greater than early forecasts had predicted. That put further pressure on markets and resulted in a number of growers having to dump fruit after several months of storage.

On the positive side English Gala production was at the highest level ever and met a reasonable demand from retailers and consumers alike. Braeburn acreage and tonnage also continue to increase. Pear production was satisfactory although the Comice



A warm autumn meant lack of colour on certain English varieties [courtesy of FAST]

crop was low. Conference was sold according to plan.

The results for Bramley have been more impressive and sales have been buoyant. A good balance between supply and demand has been reported. This variety is available twelve months a year but sales of the 2005 crop commenced nearly a month later than normal. Supplies from Northern Ireland are down this season and that has helped the marketing effort. 'English Apples and Pears' has as always been very actively involved on the promotional side of the business.

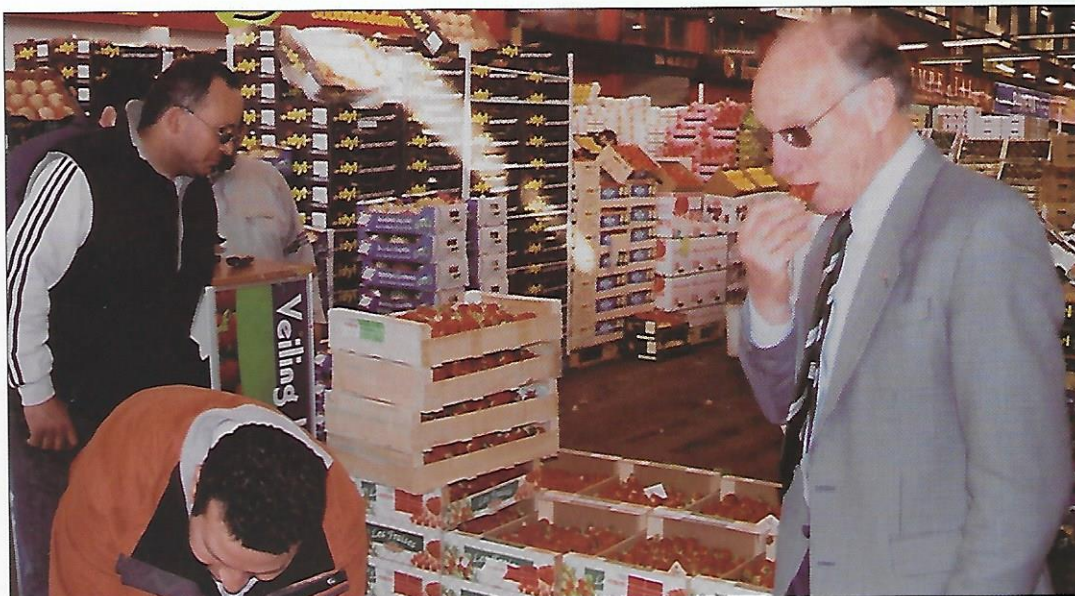
Growers will now be watching out for late frosts and hoping for another good crop and, this time round, a more receptive market.



English Conference nearing harvest [courtesy of FAST]

FROM FIELD TO MARKET: SOFT FRUIT NEWS

Over 300 years ago, John Wilmot, Earl of Rochester wrote, "Since 'tis nature's law to change, constancy alone is strange". In recent decades and in the soft fruit industry, nothing has happened that would alter his view. For one reason or another, no two seasons are the same and the last year has been no exception. Some fruit producers had a reasonable start, most had a poor midseason (due to weather), and many finished the year on something of a high. Propagators had to cope with the vicissitudes of weather for lifting, disease, and a conservative, hesitant market: none of these indicators of a profitable season. But all, or most, are still in business, a tribute to their skills and stoicism.



Liveryman William Pierce tastes the product in Rungis Market.

Consumer surveys indicate that at least three quarters of us ate strawberries during 2005, but surprisingly, only one out of five of us have ever eaten a blueberry. Last season saw a 7% increase in the strawberry crop, produced from the same acreage as in 2004. Soft fruit sales expanded across the board to around £440M, of which strawberries raised £360M. In percentage terms blackberries and blueberries led the way, each over 100% up on 2004, with raspberries up 60%. Many sales (£160M) were through the supermarkets, success depending heavily, especially during the summer main season months, on taste and quality.

One way of achieving quality is through the use of polytunnels which ensures continuity of supply and protects the crop against the weather, especially rain damage and associated rotting. About 80% of the production area is now covered, but there is a sting in the tail. Public and environmental resistance is rising to what is seen as the inexorable march of polythene across the countryside, and current planning inquiries have potentially significant adverse implications for the industry.

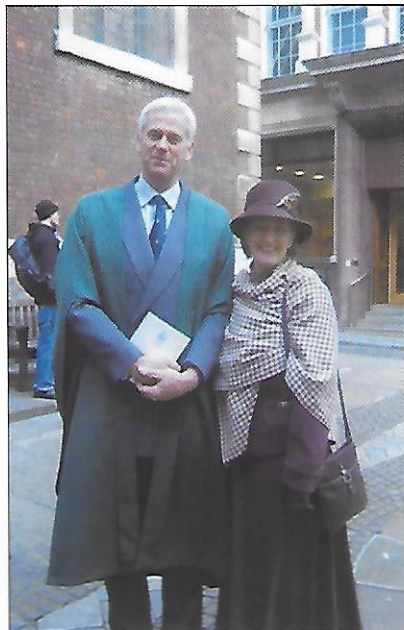
For 2006, growers and consumers await what the season's weather brings. On the positive side, two new strawberry varieties bred at the fruit research station at East Malling, where for many years the Livery has been extremely supportive, will be reaching the market in some quantity: Malling Opal and Malling Pearl. Both are high yielding, producing large attractive fruit with excellent colour and taste, with 60% of the crop in July/August, the rest in September/October. Watch out for Opal and Pearl from July onwards, ask for them by name, and above all, enjoy them!



English Malling Pearl.

THE YEAR OF PRIVILEGES ...

One minute you're standing up as a simple Liveryman, and the next, you've a whopping great gold jewel around your neck and you're waving good bye to the Beadle and Clerk as they leave Innholders. It then dawns on you, that as you're the last to leave the party you had better get on with organising the next one, and quick!



The Master and Liz at St. Mary Abchurch.

On the train home I turned to the beautiful woman sitting next to me and asked very romantically I thought "Will you be my Mistress". She said "No, certainly not" and slapped me hard around the face. Stinging and upset I turned to Liz sitting on the other side of me, and asked her the same thing. She slapped me around the face even harder, but a little later turned towards me saying "Yes, but only for one year". Liz seemed strangely quiet for the rest of the journey, but I assumed the article she was reading on "Sharpening Carving Knives" by a Mrs Bobbit gripped her attention. She certainly seemed to be smiling a lot.

Later that evening whilst applying a soothing cream to my somewhat swollen face I realised the truly incredible privilege the Livery had granted me. There are only 107 other Ladies and Gentlemen this year that hold the title of Master or Prime Warden of a Livery Company, and the opportunities presented to us, are once in a lifetime. I mused warmly on this for several minutes until the Mistress (I'm really excited about having one of those) told me that the bruising was coming out nicely and I should have a "black-eye" by morning. I thanked her sweetly for her medical opinion, but don't think that she heard above the sound of her boxing gloves hitting the punch bag she had quickly erected on our return from London!

Taking office in January has a great benefit, as the annual visit by the Lord Mayor and the Masters of the Livery companies to Treloar's school takes place in early February. Not only do you visit this remarkable education establishment, but also you meet all of the other Masters very early on in your year. Lasting friendships were made as we toured the school visiting classes where children and young adults with very severe physical disabilities carry on their lessons towards primary, GCSE and A level achievements, and preparation for life after Treloar's

The Treloar Trust was started 100 years ago this year by Lord Mayor Treloar to help and educate the "poor crippled children of London", and is the Lord Mayor's charity for

this year. Sited near Alton in Hants it continues those ideals, but nowadays helps children and young adults from all over the UK. The remarkable and gifted staff helps to educate the pupils, changing and modifying courses and equipment to suit the level of disability. As you can imagine the amounts of money needed for the 200 students are enormous. Each student needs an electric wheelchair, some incredibly sophisticated, specially adapted computers and other learning equipment. All of that, and enough money to pay the 700 staff! Need I say more? Liz and I left both humbled and exhilarated, but most of all with the sense of the great happiness and love that the children and staff have for each other at this most remarkable school and college.

The planning of the first party, the Banquet, is of course far beyond my ability, and the Clerk and his beautiful wife Anne so brilliantly do the whole thing. The instruction from the Clerk was "to arrive on time properly dressed and badged." The properly dresses bit no doubt stemmed from the fact that as Upper Warden I went through the whole Banquet and photo call with my flies undone. Realising towards the end of the occasion my grave error, I apologised profusely to the then Mistress, Jenny Bartlett, who assured me that nobody would notice anything unusual anyway!

As it so happened I very nearly arrived at my own Banquet without a shirt. Having lost a bit of weight towards the back end of last year in preparation for the "eating for England" part of the Masters year, I had been to see Arthur my tailor. He took things in and cut bits off and all suits fitted beautifully. Sadly, I had forgotten that my collar size had reduced by a full inch also. Having done up my dress shirt collar the Mistress pointed out in



Exchanges at the Innholders.



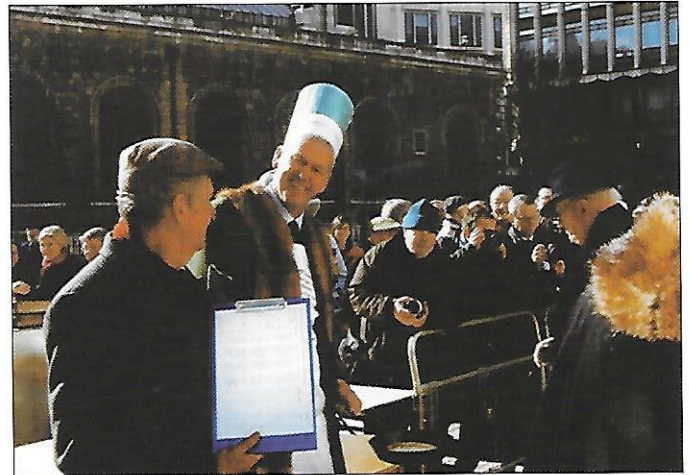
Family Sibley at Mansion House.

... AND OPPORTUNITIES

her own sweet way that I looked like the head of a ventriloquist's dummy with the neck flopping about never touching the collar. As it was already 3 o'clock, and I had 50 miles to drive to London in one hour, the only thing for it was to stop off at a city shirt maker for another of a smaller size. It is for that reason that some of you might have seen me running down Fenchurch Street in a starched waistcoat, white tie but no shirt. I arrived at St. Lawrence Jewry in the nick of time with a new shirt under my arm. The Clerk said nothing but gave me one of his withering looks, as did the Mistress.

The City is full with all sorts of strange and wonderful events. One of the more athletic is the now very ancient tradition (it's all of 2 years old) of the 'Poulterers Company Pancake Race' in Guildhall Yard. Twenty-four companies entered this year, and rarely can so many 'useless tossers' have been assembled at one place at the same time. All Fruiterers came a very creditable 2nd in their heats, but sadly no golden frying pan for us this year. A little later in that week the Mistress and I were invited to an Evening of Music at Mercers Hall. Sadly the Mistress could not attend, so my sister Jean accompanied me. The wonderful Mercers Hall is the only Livery Hall with its own chapel and it is truly magnificent. The music was supplied by the Trinity School of Music and comprised of Italian Madrigals that sounded marvellous, but that I couldn't understand a word of, and London Show music that I certainly could understand. One song, Fine Line from the show Avenue Q, was sung by an extremely attractive girl, who sung the story of being let down by her lover with such emotion, that I feared the Arrows of Eros had pierced her heart most cruelly. At the reception following the concert I introduced myself to the young singer. "My dear, to sing that song with so much feeling you must have been truly hurt. Would you like a father figure to confide in?" I asked. Not realising that she must have been at the Pancake Race earlier in the week she replied "You Tosser" and slapped me hard around the face. The Mistress was sitting up in bed when I arrived home that night. She looked at my by then swollen cheek and eye, sighed, slowly shook her head from side to side and continued to read her copy of Kick-Boxing Monthly magazine!

One of the most memorable events of a Master's year must be



"What's the SP on The Fruiterers – steward?"

the United Guilds Service at St. Paul's. The Cathedral, looking magnificent and with every Livery Company represented, was full to the brim. The service is organised by the Prime Warden Fishmonger and his team, and was excellent. The tunes and hymns we all knew, and the preacher, Cardinal Cormac Murphy O'Connor gave a sermon that all present, especially if you are a fruit grower trying to make a living from the prices offered by the multiples, will remember for a very long time. The Anthem, Zadok the Priest was performed so beautifully that I was brought to tears as I remembered singing that piece as a choirboy years ago. We brought the choirmaster to tears on that occasion too! I met up with the Mistress, who had been in the non-livery seating after the service. She noted my red and swollen eyes, and with a look of thunder said, "Surely you haven't upset another poor girl. Not here in St Paul's at this wonderful service?" "Not at all my sweet" I replied. "I was overcome with the emotion of the whole event". The Mistress gave me the odd sideways glance during lunch at Stationers, but on the train home I noticed she was reading an article in her Good Housekeeping magazine entitled "Romantic Suppers for the Man in your Life". A smile came to my face at last.



Life is a continuous process of decisions.

A WOLF (FENTON) IN LIVERY CLOTHING

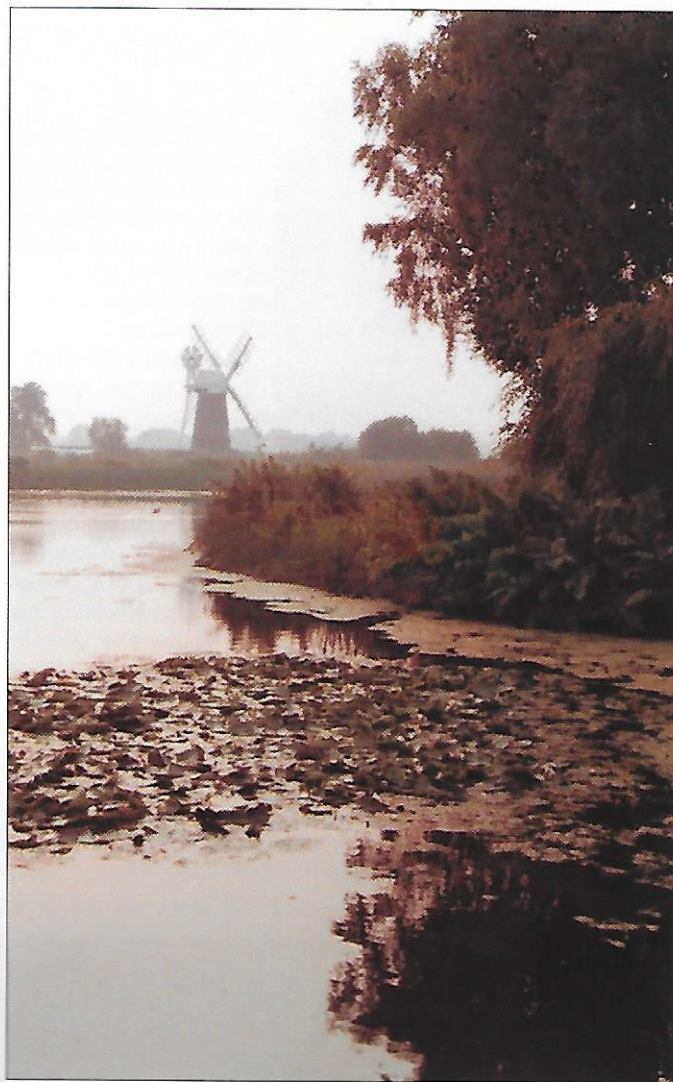
Peter Boardman is an enthusiastic and very conscientious Fruiterer. What many may not know is that he is a producer of apples and holly, on a commercial basis. This is a fairly unique situation and Peter's dedication to holly production stems from an interest of his father's. Such is his commitment that he received the prestigious Wolf-Fenton award from the Holly Society of America in 2005. That's the background, now read on...

How Hill Farm, a gem lying in a spectacular backcloth of the Norfolk Broads, was where Peter's father established the first holly orchard in Great Britain during the winter of 1937/38. The plants were obtained from Hilliers of Winchester and consisted of twelve variegated cultivars of *Ilex aquifolium* and *Ilex x altaclerensis*. Sadly, in 1939 he went off to war and never returned.

Peter took over the running of the family farm in 1953 which was more than a full-time job. It was not until the late 1960s that he found space in his busy schedule to take a real interest in the holly. His first crop was cut in 1968. The orchard served a dual purpose; cutting material for Christmas and as a wind break for the neighbouring fruit trees. More trees were trialled in 1972 and 1974, and then in 1977 investment in a cold store allowed the expansion to one acre. Over the last three decades many more hollies have been planted and some 100 taxa now cover three acres but only 10-15 are regularly cropped for the Christmas market.



Peter receives his award from Susyn Andrews in one of his orchards.



Part of How Hill Farm.

Looking towards the future, Peter has passed his extensive knowledge and enthusiasm onto his nephew Nicholas Coller, who now helps in running the farm.

Peter is very proud of his membership of the Holly Society of America and has attended several of their Annual Meetings. He has also written for the Holly Letter and the Holly Society Journal. However, his main sphere of influence has been here in the UK and mainland Europe, where he has advised many interested parties in setting up holly orchards large and small. "Peter Boardman has indeed been an ambassador for *Ilex* and a most worthy candidate for this award" said Susyn Andrews on presenting the Wolf-Fenton Award. This is given to an individual for outstanding contributions and dedicated service in the field of holly, and has only ever been awarded to 15 persons.



CORPORATION
OF LONDON

CITY OF LONDON BRIEFINGS



*Guildhall, Corporate
Centre of The City.*

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

- Tuesday 16th May 2006,
- Thursday 5th October 2006,

- Tuesday 14th November 2006, and
- Tuesday 13th February 2007.

The formats for the evening will be:-

- 5.00pm Registration (tea and coffee will be served)
- 5.30pm Welcome
- 5.35pm Presentation
- 5.58pm A Unique Contribution
- 6.15pm Interval and Glass of Wine
- 6.30pm How Does it Work
- 6.50pm Questions
- 7.00pm Buffet.

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

MIGHTIER THAN THE SWORD!

This is the first Fruiterers Newsletter since 1991 that hasn't had the magical David Hohnen touch, the man who has been sole and then senior joint editor until he stepped down recently. PM David Hohnen, to give him his full title, (and David is a stickler for precision and correctness), has conscientiously and with a rare talent managed to hold a number of key positions in our Livery.

It has been a privilege and pleasure to work in conjunction with David who has a deeper fundamental knowledge of what has gone on in the Fruiterers than most others. I will miss the intelligence, guidance, wit, integrity and humour, all of which came in full measure as we sat at the table in his conservatory at Windlesham, with copy and pictures spilling over, trying to put the next edition to bed.

His contributions and service to the Fruiterers has been almost herculean. Clerk, Master, Editor serving on many committees this man's dedication has often been misunderstood. David believes in doing things accurately and correctly. The black and white, pedantic approach irritates many but should not

when the motivation is understood. He is a font of knowledge and has become an inspiration and I personally hope that our association will continue for many years.

Our thanks go out for his services in the field of communications.

David in happy mood at The Stationers.



VOLUNTEERS FOR THE BATH & WEST

The Fruiterers is again sponsoring the Orchards and Cider Marquee at the Royal Bath & West Show that will be held at Shepton Mallet between Wednesday 31st May and Saturday 3rd June. This year we will have a promotional Stand marking our 400th Anniversary. Those wishing to assist in manning the stand, which will also be selling fruit baskets, should contact Dick Brighton on 07786 705 497 or 01628 783 281. He is looking for volunteers for half days, full days or longer. Sessions will be split into am and pm. The official visit by the Company will occur on Thursday 1st June and details have been circulated by the Clerk.



2005 presentation of Fruiterers Cup.

NEW BEADLE



Beadle leads procession at Mansion House.

We have a new Beadle, Ted Prior, whose first official duties were at the installation of the Master on St. Paul's Day. Ted, who is a Toastmaster, is also Beadle for the Constructors Company and lives at Horndon-on-the-Hill in Essex so will possibly be sharing a carriage with the Master from Liverpool Street, after a late night in the City. His declared ambition is to provide an excellent service as Beadle to the Fruiterers. We wish him well in his new role.



Our new Beadle
Ted Prior.

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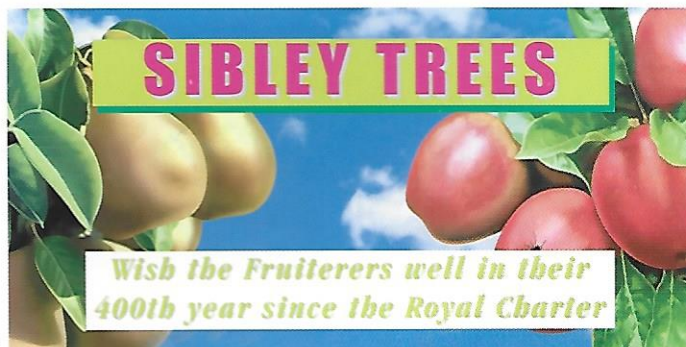
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wish

the Worshipful Company of Fruiterers
a very successful quatra-centenary



The Editors are most grateful to the following Livermen who have acted as mini-sponsors for this issue.
George Bray, Dick Brighten, Graham Collier, Peter Cooper, Lawrence Eldred, Peter Gilding, Jane Lockwood,
Andy Macdonald, David Matthews, John Olney, John Shepherd, Will Sibley, Cheryl Smith, George Smith,
Andrew Sugarman and Michael Velasco.

NEW FREEMAN

By Redemption

On the 7th December 2005, Mrs Rebecca Lawless sponsored by Ivor Robins (Upper Warden). Rebecca works in Spitalfields and ran courageously for the Fruiterers in the Pancake Day Races.



*Rebecca with her sponsor,
The Upper Warden.*



*Rebecca in full flight at
The Guildhall,*

OBITUARIES

We record with regret the deaths of Philip, 'Pip' Arnold, Edward Jenkins, Jonathan Oatley, (for whom there will be a Memorial Service at Hildenborough Church, Tonbridge at 14.00hrs on Thursday May 11th), and Desmond Poole. We send their families and colleagues our deepest sympathies.

CONGRATULATIONS

DAVID & MARY RIDLEY



David and Mary at Wisley

It came to the Editor's notice, through the grapevine, that Liveryman David Ridley had recently married. This was confirmed when I called David during April. He and Mary Randall were wed on the 24th March. Those who attended at Wisley last year will recall that David was accompanied by his future wife and their picture appeared in the Newsletter. We

reproduce it and send David and Mary our very best wishes for the future.

PETER & JENNY BARTLETT

Congratulations also to IPM Peter Bartlett and Jenny, whose daughter, Celia, gave birth to their first grandchild, Oliver, on Thursday 13th April. Our very best wishes go out to the parents and Grandparents.



*Peter and
Jenny proud
grandparents
with Celia
and Oliver.*



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ACKNOWLEDGEMENTS

The Editor thanks the following for their valuable contributions to this Newsletter. Jane Lockwood, Peter Cooper, Jim Flegg, Adrian Barlow, Edmund Doubleday, Mike Solomon, Jenny Bartlett, the Master, FAST, The Clerk, EMR, FPC, Peter Boardman, The Corporation of the City of London, PM David Hohnen, PM Peter Bartlett, The Remembrancer and David Ridley.