

The Fruiterers' Company EWSLETTER



Number 61

April 2008

OH WHAT A NIGHT!

ur first American Master was well supported by other liverymen and his fellow countrymen on the occasion of our 2008 Livery Banquet held at the Guildhall on February 11th. In a packed hall, with over 400 guests, including 100 who had crossed the Atlantic for the event, Eric Fraunfelter, welcomed not only the Right Hon The Lord Mayor and The Lady Mayoress together with The Sheriffs and their ladies, but an array of distinguished guests, many from the United States.

The evening had commenced with sung Evensong in the Church of St Lawrence Jewry-next-Guildhall. Choristers of the Temple Church led the singing, 'Dear Lord and Father of mankind', and 'I vow to thee my country' together with the magnificent anthem 'They that go down to the sea in ships', by Henry Purcell.

A sermon was delivered by The Very Reverend Robert Willis, Dean of Canterbury, who made reference to the medlar tree which we had planted in the Cathedral garden



Master & Wardens with Ladies outside Guildhall



Master in conversation with Musketeer

in 1999 and which prospers Deus Dat Incrementum. Being newly into Lent, The Dean suggested that this was a time for reflection on ourselves and our lives.

On an unusually warm, dry evening, the short walk to the ...continued on page 2

DATES FOR YOUR DIARY

Thu May 15th

Wed May 28th

Visit to American Museum and Tree
Planting, Bath

Thu May 29th

Bath & West Show, Shepton Mallet

Sun June 15th

Master's Day – New England Clambake,
Mount Ephraim, Kent

Tue June 24th

Election of Sheriffs, Guildhall

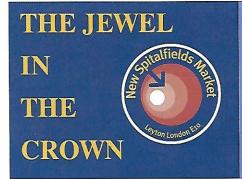
Thu July 17th

Summer Court Dinner, Foreign & Commonwealth Office

Mon Sept 15th

Garden of the Year and Tree Planting

ot 15th Garden of the Year and Tree Planting, Houghton Hall



THE BOROUGH MARKET Western
International
Market

Oh What a night continued...



Diners at the Fruiterers' Banquet

Art Gallery presented few problems and it was a delight to see The Company of Pikemen and Musketeers on parade. Due to refurbishment works, the space for the reception was limited and it was truly a full house. The grandeur of the Guildhall must be one of the most suitable City venues for such an auspicious occasion. Candles flickered, glasses clinked and guests marvelled at the splendour of their dining hall. We sat where traitors, Kings, Emperors, Presidents and Mayors' to name but a few had been before us, beneath the multicoloured shields of the livery companies of the City of London and under the fixed stares of Gog and Magog.

During his year in office, The Master intends to select menus which include foods from across the Atlantic Ocean, highlighting our connections with his homeland. We tasted corn (or maize) in the form of corn fritters served with crab chowder followed by tournedos of Scottish beef embellished by caramelised cranberries with Black Jack sauce and sweet potato mash and to conclude Key Lime Pie with Florida Oranges and grapefruit. It was clear that a great deal of planning had gone into the dishes, which

were well cooked and must have presented something of a challenge to the caterers!

During the course of the Banquet diners were entertained to a selection of melodies played in their usual impeccable style by the Militaire Orchestra. They included Yankee Doodle Dandy and ended with the evergreen Post Horn Galop.

The Master presented James Nichols with the Ridley Medal for his services towards exceptional fruit growing (see story Page 7)

The Master proposed the Civic Toast to which the Right Hon The Lord Mayor replied. Past Master David Hope-Mason proposed the health of the Guests to which the Right Hon The Baroness of Richmond, DBE, PC replied.

We were delighted that our 'Three Musketeers' were all on parade and in good health. They brought with them as their guests Rear-Admiral A M Massey CB, Assistant Chief of the Naval Staff, General Sir Richard Dannatt KCB, CBE, MC, ADC (Gen.) The Chief of General Staff and Air Marshall S G C Dalton CB, RAF Deputy Commander in Chief (Personnel).

As a Livery we entertained the Masters of four Livery Companies, the Barber-Surgeons', Farmers, Farriers and Gardeners, The Prime Warden of the Basket Makers as well as the Master of the Guild of Air Pilots and Air Navigators. In addition there were numerous other distinguished quests.

Bernard Sullivan MBE, our Toastmaster, who recently celebrated his 88th birthday, kept proceedings moving along in his usual meticulous fashion. It was particularly difficult this year with the church service preceding the Banquet.

All those in charge of the arrangements are to be congratulated on a high calibre evening successfully executed. We are sure that our guests will remember the occasion for many years.

MEET THE NEW RENTER WARDEN



The new Renter Warden Steve Bodger

teve Bodger, who was elected as our new Renter Warden on St Paul's Day, was born in Bromley, Kent. After attending The Judd School in Tonbridge, (one of the Skinners' Foundation Schools), he went up to Fitzwilliam College, Cambridge to read Economics. After graduating he joined Price Waterhouse and became a chartered accountant. He is a director of the Private Equity Group, Alchemy, and has been the chairman of many companies calling himself a "professional business man". For part of his career he lived in France, a country for which he has an enduring passion. He has a daughter, and a son who is a Fruiterer and now resides in Australia, who Steve visits on a regular basis. When asked by the Editor what his hobbies and interests are, there was a pause, but with a gentle prod the list began to unfold. The Fruiterers, work, wine, reading, history, politics and international affairs were top of his list, but there were a lot more. Steve, with his professional background and interests is ideally qualified to be a Warden in our Company.

NOAH THE ULTIMATE ENTREPRENEUR

o felt the Very Reverend Colin Slee, Dean of Southwark, as he delivered his sermon at the St. Paul's Day Service in St. Mary's Abchurch on the 25th January. He based his assertion on the fact that the Old Testament patriarch "floated" a limited company when all about were in "liquidation"!! Drawing on several Biblical references to fruit in both Testaments he concluded that the Fruiterers were focussed with the right attitudes both literally and metaphorically. He was invited, along with Father Philip Warner to the lunch at the Innholders' Hall that followed the service. Liverymen and guests were gathered to witness the swearing-in of Eric Potts Fraunfelter, the new Master of the Company. As is always the case, the Church, which carries a stained-glass window depicting the Fruiterers' coat of arms, was packed for the occasion. When the Priest in Charge read the roll of Fruiterers who had passed away in the past twelve months, always a poignant moment, the name of PM Sir Rowland Whitehead struck a chord with many as he had been a Church Warden at St. Mary's Abchurch.

At lunch Ivor Robins passed over the objects of office and authority

to Eric our first Master of US citizenship. Past Master Tony Redsell proposed a toast to the outgoing Master encapsulating his character and achievements in a brief, witty appraisal.

The Master in response was very relaxed and thanked those who had made his year a "real treat". Particular references were made to Sue, the Wardens the Immediate Past Master, the Master's Committee, other Past Masters, the Court, the Clerk, the Beadle, the Honorary Assistants, (Chris Hutchinson in particular who had accepted the responsibilities of fruit distribution) and the Livery. He finished his delivery with an amusing anecdote relating to the 'balloon family' whose son "had let his mother and father and himself down"!! Those of us who were assembled to say au revoir and thank you were genuine in their applause and thanks.

So for 2008 The Master of the Fruiterers is a Merchant Banker and Diplomat. His experience of the industry is limited but his knowledge in other areas will enrich our great company. He and Harriet were welcomed warmly and we wish him well in his year of office.



The Master receives tools of office from IPM



Past Master Redsell records thanks to IPM



Master chats with PM Tullett and Gloria

FRUITERERS IN THE DOCK

ourt 1 at the Old Bailey, the Master accompanied by a party of other Fruiterers stood in the Dock where some of the most infamous criminals of the past 200 years stood while being tried. This was the third visit we have made in recent years and on this occasion it was those that had joined the Fruiterers since 2003 who were invited to attend. It was almost five years ago that we last passed through the Lord Mayor's entrance to be escorted around this historic bastion of criminal justice.

We were fortunate to have Charles Henty, Secondary of the City of London and Under Sheriff as our guide. The Secondary with his 150 staff ensures that the 18 Courts of Justice within the Old Bailey run smoothly and precisely. A retired Major of the Coldstream Guards and with ten years experience in caring for Lord Mayors, Charles has the background and pedigree for the job. His sense-of-humour and wit have been whetted on the experiences of a very serious business. The Old Bailey is where class 1 crimes, mainly cases of murder and terrorism are heard. Mr Henty reflected, wistfully, that "we sadly deal with far too many juveniles". With the visitors ensconced in Court number 1, which has witnessed some of the most famous trials in British criminal history, the Secondary explained the workings of the Old Bailey, the layout of the courts and the detail that has to be observed to ensure that justice is maintained. A case lasts an average of six to eight weeks but certain trials have taken years. The courts close between Christmas and the New Year but are open for the other fifty-one weeks. Approximately 2,500 people pass through the Central Criminal Courts each day with the security having to be absolute, particularly as the public galleries are open in most

In Roman times there were dungeons on the site and the existence of a court was recorded in 1086. The current building

stands where Newgate Jail once stood and the Sheriffs have been involved since the 7th century. The most Senior Judge is the Recorder of London whose title can be traced back to 1219. Second most senior is the Common Serjeant whose other responsibility is to advise the Court of Common Council.

In May 1868 the last execution was held at Newgate and then the old prison was levelled. The rebuild took four years and there was an expansion in 1972. The Old Bailey is no longer a full time prison.

Fruiterers were then escorted to the central area where an explanation of the construction and architecture was given which alone could fill a guide book. Then down to the old cells where condemned prisoners were held before awaiting their journey to the gallows. A well thought out funnelling sequence of arches that prevented prisoners turning and trying to escape still stands.

And finally to the new courts, with their Austrian oak interiors and far less intimidating atmospheres. The wells of these courts are

not so deep and the configuration has been designed to deal with the complexities of modern judicial regulations.

Following the visit we retired to the City Pipe wine bar, for supper in a most pleasant ambience.



Supper in the City Pipe

The start of the year has been tough for the City. The financial crisis that has engulfed Western financial firms since last August has deepened. Whilst the origins and nature of this crisis are clear, how it will play out, how long it will and the consequences are still being debated. This has added to the air of uncertainty.

The origins of

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this financial crisis lie in the excesses recent years, when many banks and financial firms took part in activities without pricing properly for risk. A number of factors led to this, including a prolonged period of favorable global economic conditions and low interest rates, intense competition and the incentive structure in the financial industry as well as greed. As firms sought to make money they overlooked the risks. US sub-prime was a clear sign of how this had

Yet not everyone has been impacted. Banks like Standard Chartered and HSBC, with strong deposit bases and who have impressive emerging market operations have done well. But for those financial firms that have been impacted, the pain has been intense. Overleveraged hedge funds have suffered. A succession of international banks have been forced to announce losses, write down and sell off assets and seek desperately to find liquidity and even raise capital. Earlier this year, much of this capital was provided by sovereign wealth funds run by governments in Asia and the Middle East, a clear sign of how the balance of global economic and financial power is shifting from the West to the East!

got out of hand. Money to buy homes was lent, often with

low teaser rates to begin with, to so-called 'sub-prime'

borrowers. Now many cannot repay, in turn exacerbating

the fall in US house prices. Even thought the problems

may have been seen first in the US, poor financial

behaviour was evident across many countries.

The fear is that there are still more skeletons in the cupboard! It is hard to imagine how things got so out of hand in the first place, until you realise that only did the firms and banks impacted seem to assume that favorable economic conditions would continue, but also many of them took similar market positions. When conditions changed, many rushed to exit these positions at the same time, with the result that prices collapsed. These so-called 'crowded trades' have proved to be like Hell: easy to get into, but impossible to get out of! These excesses will take some time to unwind.

So what will happen now? The key issue is how the

economy plays out. And here it is necessary to look at the global picture. Currently it is a tale of two worlds. The US is in recession, but in contrast China and many parts of the emerging world are booming, with the result that oil and food prices are heading up and staying

stubbornly high. Even these booming

economies are likely to slow over the next year, but even then they will still experience steady growth.

The UK should not fall into recession, as many parts of the economy are in good shape, but if confidence collapses it will.

After sixteen years of continuous growth a slowdown is inevitable.

Those with high borrowings will be forced to cut back and even people and firms in a position to spend may start to retrench, as they become less confident. The

brunt of the problem will be felt on the High Street. In recent years, people have been able to spend freely, as jobs growth has been strong, house prices have risen and credit has been widely available. Now, even though unemployment is low, the financial crisis has led to a significant tightening of credit conditions, particularly for those on low incomes and also for many people who might otherwise have been first time buyers in the property market. Thus, in the process, there is a danger of moving from one extreme to the other, where credit goes from being freely available, to a credit crunch, where even good borrowers find it hard to access funds.

UK policymakers have responded, but more is needed. The Bank of England has cut rates from 5.75% to 5%, with inflation worries preventing them from easing further. I think rates are still too high and will fall as the economy slows. The £50 billion loan aimed at boosting liquidity in the money market was a good thing, but it will be important for the authorities to help prevent a reoccurrence of the liquidity crisis if financial problems persist.

Meanwhile, the financial sector is undergoing a period of introspection. The government has tightened the deposit insurance scheme and the tripartite system that was in place and that should have prevented the Northern Rock crisis in the first place has been tightened. Whilst it is natural to try and prevent a repetition of the previous crisis, often the next one occurs in a different area. And thus the City still needs to heed fully the lessons of the last twelve months, including the need to discard business models that don't work, adopt a risk-adjusted bonus structure and above all, the need to appropriately price for risk.

VIEW FROM THE HIGH STREET

he number of independent fruiterers in the UK has shrunk dramatically in the last forty years. Stallholders selling fresh fruit and vegetables in street markets are still quite common but how do they all fare against the multiples. In this second article in a series we report on the views of a retailer who operates in the home-counties. We appreciate that his experiences may not be those of his group throughout the Country but all will be faced with the same issues. David Bryant owns a shop the Fruit Factory in the High Street of Bourne End, Bucks., these are his impressions of the last four months.

For David, the period has been a good one. Although prices have raised his customer base has increased. Although he does not advertise, the new footfall is coming through recommendation, word of mouth. A lot of customers are disenchanted with the multiples and seem to be seeking fruit and vegetables that have a longer shelf life. Securing supplies from a wholesale market six days a week delivers that expectation with the daily turnover of stock. "We do not have to rely on sell by dates, we tend to have very little product at the end of the day". There is an economic squeeze and even in affluent areas the distinct impression is that more people are 'eating in'. Sales of the basics are up. By developing the floral section and employing a very talented group of florists we have expanded our range, and people are buying more, particularly hand tied presentations to give to hosts. We are seeing resurgence of local plant suppliers, where the quality can often be better than imported supplies. Obviously, we endeavour to utilise their services.

On the subject of fuel and energy increases David is phlegmatic. "These increases apply to all retailers so we should not feel too persecuted". "I do have some friends in the trade however who have had a rough ride". On the subject of global price rises for staples such as rice and wheat his views reflect thoughts of the industry. Fresh produce is available and of the right quality but it is costing more. Certain products are in extremely short supply such as lemons and peppers and the "banana trade is all over the place". There are three principal reasons for the current situation. Exchange rates between the Euro and Stirling, transport costs and the vacuum effect of the emerging eastern bloc countries with their demands and newly found affluence. This hopefully, David reflects, will see the local, independent UK producers being given a fillip so that we can acquire more from their efforts.

During periods of economic constraint we have always found trade improve, says David. People tend to walk and eat at home. Sales of the so called 'luxury items' (asparagus, Jersey Royals, Pak Choi etc rise). As well as being in the market during the early hours it is important to be on the shop floor talking and advising the customers. It is extremely hard but the independents would not be involved if they did not get satisfaction from their efforts.

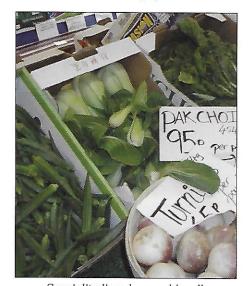
On the subject of English there are many opportunities. "Customers require new experiences and we sold English Jazz for the first time this year – an exciting apple". We also had the same variety from New Zealand. "Cox, we think, does not create the same resonance as it once did and the English apple growers are going to have to rethink their offer". "Conference is still popular and we try to stock throughout the season". "There is no substitute for Bramley and we stock throughout because that is what the customer demands".

When prompted on waste in the industry on which there has been significant coverage in the national press Bryant was adamant. "Waste has to be kept at a minimum and we are down to 1-2% on all products, including plants and cut flowers". "The recent article in the Sunday Times could be right". "In my estimation the waste can be as high as 10% with the multiple retailers and 35% with the consumers". "The English have never had the respect for food as other nationalities, I think that is changing" says Bryant.

As independent retailers approach the summer it could be a particularly busy period, especially for those selling flowers and pot plants. "Despite so called global warming, the seasons seem later this year".



Hand-ties are popular



Speciality lines have sold well



Pleasant, friendly service is important

THERE'S MUCH MORE THAN LIONS

IN REGENTS PARK!!



Fruiterers at Winfield House



The Master with our hosts



Magnificent Elegance in Winfield House

ith our current Master we are finding 'new doors unlocked'! Tree planting is our style and signature, and what better places to plant than the American Ambassador's residence in London and the American Museum in Bath, all in one year?

The first planting was significantly oversubscribed, and those who were quick enough to respond to the Clerk's notification enjoyed the most magical afternoon in the company of the US Ambassador to the Court of St James, HE Robert ("Bob") Tuttle and his enchanting wife, Maria. The delights of new world charm, elegance and hospitality were bestowed in a truly sincere fashion with blue skies and warm sunshine on an enchanting April afternoon.

Winfield House in the north-west area of London's Regents Park has the second largest garden in the Capital, 12.5 acres, eclipsed only by Buckingham Palace. Before the Norman Conquest this area was owned by the Abbey of Barking and was heavily wooded. Following the dissolution of the monasteries Henry VIII used it as a hunting ground. Subsequent English monarchs used it as a venue to entertain. In the seventeenth century many trees were felled and with the expansion of London the land was used to grow crops and hay. In 1811 the property was returned to the Crown and because of its proximity to London its value was appreciated. Three men were involved in its development; the architect John Nash, the Prince Regent and surveyor General, Sir John Fordyce. They were instrumental in implementing Sir John Summerson's Georgian London scheme which envisioned a triumphal processional way from the Mall to Regent's Park. The largest residence of the eight constructed in the Park was Hertford Villa, commissioned by the Marquess of Hertford. In 1841 Regent's Park was opened to the public and Hertford Villa had been renamed St Dunstan's Villa and was acquired in 1914 by Otto Kahn. At the outbreak of World War I the new owner donated it to the British Government. In 1936 St. Dunstan's Villa was bought by Barbara Hutton who redecorated the 35 room property with no expense being spared. She renamed the property Winfield House in honour of her grandfather Frank Winfield Woolworth, founder of the Woolworth's business. In 1939 Barbara left Britain and the building was used in the war effort being damaged by enemy action. Returning in 1946 she decided to offer Winfield House to the American Government as the official residence of the US Ambassador to the Court of St. James. It was purchased for just one dollar. In fact it was a 99 year lease with the Crown Estate and was not occupied as an Embassy until 1954.

Fruiterers gathered in this magnificent building during the afternoon of April 15th being very warmly welcomed by the Ambassador. Following refreshments the party, led by the Master and Ambassador proceeded to a site on the east of the lawn where a Black Mulberry tree was planted. This young sapling was a cutting taken from the original tree planted by James I.

Most of our visits generally receive high praise but this one was universally regarded as being quite exceptional. Much of its success must be down to our hosts who were outstanding in the giving of their time and hospitality. We extend our sincere thanks.

Did You Know?

In the second of our series relating to interesting facts about the City Peter Cooper has submitted the following ten questions and answers, for which we thank him.

- 1. Which City of London Institution still uses a quill pen?
- 2. When was the last Lord Mayor's procession to use Company Barges?
- 3. Why was there no Lord Mayor's Show in 1852?
- 4. Who was the famous poet who worked in Lloyds Bank, Cornhill?
- 5. Which City Institution did the famous author Kenneth Graham once work at?
- 6. Which thoroughfare off Fleet Street could Sweeney Todd's Barber Shop be found?

- 7. In what year did the last Public Hanging take place outside the Old Bailey?
- 8. In what year was the Order of Precedence of the City's Livery Companies established?
- 9. What was the recorded toll of the Great Fire of London?
- 10. Which two Wards of the City of London does the Wren Church of St. Margaret's Lothbury straddle?

ANSWERS I. Lloyds 2. 1856 3. Because of the funeral of the Duke of Wellington 4. T.S. Elliot 5. The Bank of England 6. Hen & Chicken Court 7. 1868 8. 1515 9. 87 churches, 44 livery halls, 13,200 houses and 9 lives (although there is a question mark over the accuracy of the number of souls who perished!) 10. Coleman Street and Broad Street

JAMES NICHOLS RECEIVES FRUITERERS' RIDLEY MEDAL



James Nichols receives the Ridley Medal from the Master

Mr James Nichols received the Worshipful Company of Fruiterers' triennial Ridley Medal "for distinguished services to fruit growing" at the Company's Annual Banquet at London's Guildhall on 11th February, 2008.

Presenting the Award, the Company's Master

said 'James Nichols has been a dedicated servant and supporter of the fruit industry for more than 40 years; there can be few more worthy of this award, and indeed there can be few people within the industry who do not owe him a debt of gratitude for all he has done on their behalf".

James Nichols' involvement with the industry began in 1967, when he was appointed Chief Executive of the Apple & Pear Development Council – the levy-funded body set up to promote the top fruit industry. Three years later, he was recruited to Home Grown Fruit as Promotional Manager, and later joined Checkers Growers as Chief Executive; he remains very much involved with Checkers to this day.

James has been very active in representing the interests of the UK industry of committees: he is the NFU representative on COPA-COGECA, attending their monthly meetings in Brussels; in the 1980s he was involved in running the Selbourne Committee, formed by the leading co-operative under the Chairmanship of Lord Selbourne, to improve the fruit marketing process; he was closely involved with Lord Cornwallis in the setting up of the English Apples & Pears, took over from Lord Cornwallis as its second chairman, and is still involved 20 years later; he is also a director of EUROFEC, an EU-supported body that funds cross-border promotional activities, and serves in an advisory role on the NFU top fruit committee.

FRUITERERS' NUFFIELD FARMING SCHOLAR FOR 2008

r Ian Mitchell (Retiring Chairman of the Fruiterers' Awards Council) welcomed the appointment of Sarah Calcutt as the Fruiterers' Nuffield Scholar for 2008, saying that the Worshipful Company of Fruiterers, and Bayer CropScience who are financing the scholarship, were delighted to be sponsoring a very capable Scholar who will be studying a subject of pivotal importance to the fruit industry.

Commenting on the applications received for Nuffield Scholarships this year, and in particular those candidates who were offered Awards, Mr Tony Pexton, Chairman of the Nuffield Farming Scholarship Trust, said "...it is encouraging to see the drive, entrepreneurship and motivation that should be an inspiration for the future of our industry in the United Kingdom".

The 2008 Fruiterers' Nuffield Scholar, Sarah Calcutt, (Business Development Manager at English fruit marketing desk Norman Collett, plans to travel to South Africa, New Zealand and USA, to investigate "fruit marketing and promotion challenges". She will visit producers and marketing groups/organisations that have demonstrated innovation and commitment in the marketing of high quality produce.

Sarah is convinced that "There is a real challenge in the whole concept of selling – getting the product range right packaged and marketed to get the attention of the multiple buyers and the domestic customer. We have this opportunity, with a product that has proven health benefits,

to create a new image, to inspire younger consumers to eat traditional varieties as well as to try new ones. Quality alone is no longer enough to drive prices towards good profitability, the consumer must drive demand and the product can then become a 'must have' stock item."

Nuffield Scholarships are available for farmers, foresters, growers, countryside managers, food manufacturers or processors, or anyone with an influence in these fields. Funded by the agriculture and food industries, charities and trusts with agricultural objectives, as well as past Scholars themselves, the Trust presents 20-25 new Awards each year to enthusiastic individuals who are 45 years and under.



Sarah Calcutt

MASTER'S R

have always been intrigued by that wonderful book written by 'Mark Twain'; 'A Connecticut Yankee in the Court of King Arthur', and thought that would be an ideal theme for an article written by the first US Master of the Fruiterers. It seemed to me to be entirely appropriate as I sometimes feel like an American transported back to mediaeval England. How-ever; after living through the Banquet weekend in February, it might be more appropriate to title this piece 'The Yanks are coming'! As those of you who joined us that evening in Guildhall will know, there were more than one hundred guests from the US that travelled across the pond to celebrate. For Harriet and I the evening passed by in a swirl and a flash (mostly the latter as the Stateside contingent do love their cameras!); but seeing the photographs now brings back some really wonderful memories. Even the Lord Mayor and Lady Mayoress remarked that it had been one of the finest and most special Banquets they had attended. We would like to thank all of you that could join us that evening and hope that it was enjoyable; and also to thank the Honorary Assistants for their ushering and support. To the Clerk and Ann French we all owe a sincere debt of gratitude for an excellent event and a job well done.

My term of Master began with the traditional St. Paul's' Day events; the Court meeting, Service at St. Mary Abchurch with the splendid choir, and then a lovely lunch at Innholders. This day for the Company is truly a 'family day' and remains for all of us a highlight of the year. From there we launched into a frantic couple of weeks. The City Food Lecture on 29 January continues to amaze me with the quality of its speakers and panel and the large number of attendees. It is definitely one of the high points on the calendar of the Food Services industry, and we all owe PM Olins our thanks for founding this superb example of the Livery movement joining together to support the trades that these ancient Companies represent.

One of the first evenings that a new Master attends is a splendid dinner hosted by the Basketmakers' Company. It is a most genial event filled with good food and wine and most importantly good company. But this 'ex-colonial' did have a moment's hesitation whilst dressed in a dinner jacket late at night riding the Tube home to Wimbledon carrying a rather large, beautifully made wicker basket. I am sure that all the twenty-somethings standing in that crowded train thought this grey-haired old dude was definitely out of place!

The Clerk and I did have a rehearsal for our own Livery Banquet by attending the Banquet of the Company of International Bankers at Guildhall a week earlier. It was fascinating to dine with a new Livery organisation; especially one that represents my old profession. The Bankers have also taken the wish of the City to internationalise the Livery movement in a serious way, more than half of their 500 members are foreign nationals – so I felt very much at home that night! The principal guest was the Chancellor of the Exchequer, and you can trust that he received quite a drubbing on the effects of the Treasury plans on the financial services industry, the lifeblood of the City.

The Mistress and I have both enjoyed a variety of marmalades



The Master welcomes The Lord Mayor at the Guildhall



The new Master addresses Fruiterers at St. Paul's Day Lunch



Fruiterers attend popular City Food Lecture

during our lives; it is a lovely counterbalance to the other flavours of breakfast. The Masters of the Gardeners and Fruiterers Companies became this year, for the first time, Judges of the International Marmalade Festival in Cumbria. We journeyed north to participate, and truth be told, it will be months before this Yank will want to taste another! Fortunately I only had to judge about 44 jars of home-made marmalade made from 'any citrus fruits', but you can believe me when I say that after 15 or so they begin to taste the

EFLECTIONS



Master on the steps of St. Paul's following The United Guilds Service



Master & Harriet at the FPC Dinner Dance



Fruiterers arrive at Winfield House

same. I was still reading Christopher Robin the last time I had such a sugar high! The judging took up a rather minor part of our time in that truly beautiful area of the country and we had the great pleasure of enjoying the incredible hospitality of the Lake District. Only one American thought kept drifting through our conscience and bones – where oh where is central heating in grand country houses? An idea from our

side of the pond that hasn't taken hold completely - yet!

St. Paul's' Cathedral presents the stage for one of the most incredible and inspiring events during a Livery year. To view the sea of City and Livery robes and uniforms under that great dome amidst the glorious sounds of the choirs during the United Guilds Service almost takes ones' breath away. As the Dean said in his sermon, we were involved in one of the world's great costume dramas! This is one of the only times during the year when all the Companies' leadership gathers under a single roof and it gives one, even a cynic, an understanding of the value and strength of the City and it's Guilds.

For someone from outside the trade the Mistress and I had a terrific time at two industry dinner dances. The Fresh Produce Consortium and the New Spitalfields Market host really jolly events. As you can imagine the food is top notch, and the chance to spend some time with the people who actually make the business 'tick' and let their hair down is an experience that both of us treasured. To say nothing of being able to put on our dancing shoes and rediscover our youth on the ballroom floor! We want to thank Michael Velasco and Chris Hutchinson for being such generous and gracious chairmen of the events.

In early April, the Mercers Company hosts a number of other Masters and their partners to an evening Concert and Supper at their Hall. What an honour it is to socialise with those at the top of the pyramid. The Pavilion Opera performed for us a number of the great operatic highlights and the following supper gave us all a chance to meet and hopefully create some new connexions. Harriet and I were so pleased to be able to accept the wonderful hospitality of this ancient Company and hope we might be able to reciprocate later in the year.

A unique opportunity arose from my Foreign National status and allowed me to play a role in 'the British are coming' visit by the Lord Mayor to the US in July. I have been honoured to be included in the Advisory Committee for this trip and joined a table of major City players in suggesting companies and venues where the Lord Mayor could speak about the issues which both divide and connect the financial services industry in our two countries.

As many of you will know the first ceremonial Tree Planting of the year took place on 15 June at Winfield House with the US Ambassador, Robert Tuttle and his wife, Maria. I had hoped to start the year with a strong Anglo-American 'bang' and they and the superb staff at the Residence came up trumps. The sun shone all afternoon on 80 of us gathered in the second largest private garden in London (after Buckingham Palace) as we planted a mulberry and enjoyed the terrific hospitality of the Tuttles. I could not imagine a finer or more gracious couple to represent my home country. It was indeed a very special day for all of us.

The Mistress and I both look forward to seeing you at the various events on the Company Calendar during the coming months and hope you will enjoy this Yankee take on our Livery life! With our best wishes to you all.

FROM ORCHARD TO MARKET

TOP FRUIT NEWS

fter Christmas, sales of English apples continued in the fashion that had been planned and forecast. Cox marketing concluded in the first week of April but some supermarkets retained limited supplies to protract their offer of the variety. There is an opinion being promulgated by certain observers of the industry that too much Cox is still being produced which results in extended seasonality and promotions. Volumes of quality apples linked to demand in the cultivar's natural season have been proscribed. Gala sales concluded around March 20th following a very successful season. The campaign was very much in line with the plan and demand from retailers was the best that has been experienced. Development of sugars in Braeburn were slower than anticipated and as a consequence the rate of sale was somewhat retarded but the season will finish at the end of April, more or less dovetailing with the commencement of southern hemisphere supplies. The Egremont Russet season concluded in March while Kenzi and Cameo will continue until the end of April.

The so called 'Heritage Varieties' still command an interest among a limited group of consumers but only contribute 5% of the English apple offer. Without Egremont Russet that falls to 0.5%.

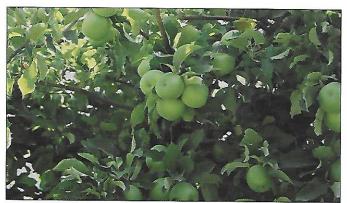
Bramley continues to perform strongly in both wholesale and multiple retail sectors. Stocks will be exhausted by the first week in July if the anticipated seasonal weather patterns prevail. A poor summer will bring the season to a speedier conclusion. Sales of the variety are fairly level throughout the winter and spring but tend to decline with the milder weather of spring and summer.

The English pear season finished for Conference by the first week in April while stocks of the other varieties had been used up by March.

Overall English producers of top fruit have had a fairly good season with prices being at a satisfactory level. The remainder of the Bramley season will have to be managed well to bring the results for the variety to an acceptable close.

A lot of investment is going on and considerable research is being carried out to identify what is required in tonnage terms. It would be useful to bring the Braeburn season forward and to wind up the sales campaign by the end of April. There are tremendous opportunities for breeders who can develop new varieties that grow well in our soils and under the English weather patterns but will produce considerable tonnages of class 1 fruit per hectare. Any new varieties must be capable of attracting the consumers' attention and should sell at a satisfactory price level.

The UK multiple retailers have been very supportive of English apple producers driven by an increasing



The Southern Hemisphere Crop will now be harvested



Blushed pears - increasingly popular



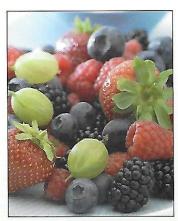
It's that time of year again

consumer bias towards the principles of buying locally and reducing the carbon footprint. One in particular is overtrading in English when compared to its share of the total apple market.

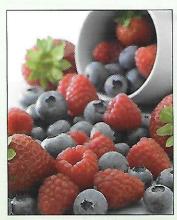
The future of the English industry will depend on its ability to produce new, modern, high yielding, and organoleptically exciting varieties. Planting a hectare of apple orchard costs approximately £25,000 if laid out in the optimal fashion – too high a price for some of the more conventional!

As far as the 2008 crop is concerned it is still too early to give a meaningful forecast. The frosts of April have certainly affected some pear acreage a fact that could influence quality.

Soft and Stone Fruit BERRIES and CURRANTS



Soft fruit market continues to grow



Blueberries – the new super fruit

pril is always a key month in the soft fruit calendar as suppliers make decisions on their strategy regarding acquisition of product before the UK season gains momentum. Consumption of fruit within the category picks dramatically up advent of more the clement, summer weather. difficult climatic conditions over the Easter period, and the fact that the movable feast was so early this year, meant that the usual fillip to sales at public holidays did not occur. Britain suffered a particularly unpleasant summer in 2007 but despite this fact consumer enthusiasm does not seem to have been dampened. Sales in the first three months of this year have been described as satisfactory. Supplies of the main four berries, (Strawberries,

Raspberries, Blueberries and Blackberries), have

been erratic but there have been no other real issues in the quarter excepting the decline in the value of the £ against the Euro.

Strawberry availability was affected at the turn of the year owing to poor growing conditions in Egypt and Israel but with Spain and Morocco coming on stream the situation improved but Spanish supplies were shorter than anticipated in April. Spanish quality has improved and apart from the exchange rate there have been few other problems. The first UK hothouse UK strawberries were retailed on March 14th but it was not until later in April that supplies really started to peak from this source.

Raspberry sales were slow to get going after Christmas but volumes picked up and growth has been significant particularly because of the smaller 170gm pack. Spain, Morocco and the US have been the main countries of supply. It has been claimed however that returns to Spanish growers have been lower than 2007.

Blueberries have been promoted strongly in the first four months and sales have been encouraging but volumes have been down somewhat on last year. Prices at retail rose in April but the classing of this fruit as a super food appears to have kept consumer interest fuelled.

Since January Blackberries have experienced a few supply

issues but growth in sales has continued to rise. The increase of Spanish supplies towards the back end of April helped.

Retailers have continued to give additional shelf space to the category and with more clement weather prospects look promising.

To the end of February the average retail price across the sector, (which includes cherries and grapes as well as the four main berry fruits), was up. The category is now worth £1.1bn at retail level, nearly 8.5% up on the same 12 month period for the previous year.

We wish all our soft fruit growers a very successful season with significantly enhanced returns for their labours.

Raspberry and Passionfruit Eton Mess

Serves 8

by Sarah Randell

Description

I love Eton Mess, and lots of it... but I never seem to have the time or the foresight to make meringue in advance ready to crush up and transform into this lovely gooey 'mess'. I have recently discovered these ready-made meringue nests, which, although I would not choose for serving alone - I prefer the soft, chewy centres of homemade meringue - are fine for this recipe, where they are mixed with lots of other naughty ingredients. Eton mess was traditionally made with strawberries, but I prefer raspberries: their tartness complements the sweetness of the meringue, as does that of the passionfruit, which also look very pretty on top. If you prefer, however, purée some additional raspberries or strawberries to drizzle on top instead. The combination of Greek yogurt and cream is lighter than using cream alone, and the yogurt adds a lovely tang. Don't mix the fruit and meringue into the cream mixture too early or the meringue will dissolve and the raspberry juice will run too much, leaving you with a bowl of sweet slop. Eton mess was originally served at Eton College on 4 June to commemorate the founding of the school, but if I were you I would eat it as often as possible.

Ingredients

1 x box 8 meringue nests

9oz (250g) fresh raspberries or frozen raspberries, defrosted and drained

6 passionfruit

1 x 568ml pot double cream

1 x 500g pot natural Greek style yogurt

grated zest 1 small lemon

You will also need 8 glasses, or serving bowls, each with a capacity of about 8fl oz (225ml).

Method

A few hours before serving, whip the cream in a large bowl until it holds soft peaks. Then mix in the yogurt, lemon zest and the seeds from 4 of the passionfruit. Empty the seeds of the remaining passionfruit into a separate bowl. Cover and chill both bowls until needed. Break the meringues into small chunks and set aside.

Take the bowls out of the fridge half an hour before serving and leave at room temperature so that the mixture is not icy-cold when eaten. Just before serving, gently fold the small chunks of meringue and the raspberries into the cream mixture. Now pile the 'mess' into the glasses or bowls and spoon the remaining passionfruit seeds over the top, dividing the seeds equally between the dishes. Serve and enjoy.

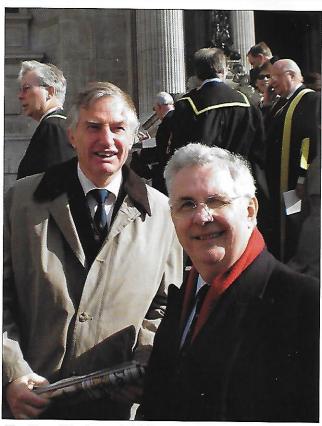
THE UNITED GUILDS SERVICE

n Friday 7th March, representatives of the City Livery Companies and Guilds met at St. Paul's Cathedral for the annual United Guilds Service. This was the 66th holding of a religious ceremony of thanksgiving that was conceived in 1943 to lift the spirits of the City following the Blitz.

The Masters and Prime Wardens of the Twelve Great Companies and of twelve other Companies form in procession with Church representatives and The Lord Mayor and his escorts and attendants. Commencing at 11.30 the service concludes at around 13.00. The Bidding and Sermon were the responsibilities of the Dean of St. Paul's, The Lesson was read by The Lord Mayor and the Bishop of London gave the Blessing.

Seating arrangements in the Nave are restricted and as a consequence there are finite spaces for representatives from each Company. Fruiterers were led by the Master who was attended by his Wardens. The day was extremely fresh, weather-wise, but most enjoyable with many of the hymns being perennial favourites.

Following the service, Liverymen form the Fruiterers and other companies adjourned to the Stationers' Hall for lunch by kind invitation of that Company. This always provides an opportunity to meet with members of other liveries and to learn something of their history and customs. The United Guilds Service is the only event in the Livery Calendar where every livery and guild has the opportunity to meet and socialise.



The Upper Warden and PM Bartlett leave St. Paul's Cathedral

PANCAKES GET TOSSED AT THE GUILDHALL

ittle did the Poulters know what they were starting when they conceived the idea of holding a series of races on Shrove Tuesday in the quadrangle of the Guildhall. We have entered a team since their inception, but the number of participating companies has increased each year. On Tuesday 5th February 2008, there were 24 teams with another eight in reserve. The original idea of the Poulters was to invite those liveries who had a connection with Pancake Day to participate. Fruiterers entry was guaranteed because of their association through lemons, a fruit that is key to the enjoyment of well cooked pancakes, many of which are always available to the competitors and spectators alike. The objectives of this fun

day were to cement relationships between the liveries while endeavouring to raise funds for worthwhile charities.

There are four races, Liverymen, Lady Liverymen, Fancy Dress and Masters during which the runners carry a pan and have to toss a pancake. Because of the number of participants each race is run in heats to arrive at the competitors for the finals. The ultimate race is the Victor Ludorum for which the winners of the four finals compete.

IPM Will Sibley, Upper Warden Alan French, Nicola Cobb and Graham Collier turned out to defend the honour of the Fruiterers. Despite gallant performances our intrepid liverymen did not carry off the laurel leaves of victory.



Will Sibley at Speed

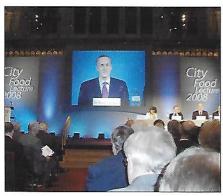


Alan French under starters orders



Liveryman Collier goes global

HASKINS HAWKS HOPE!







The stage was set



Lord Haskins delivers his lecture

The seventh City Food Lecture held at the Guildhall on Tuesday 29th January was the first where the organisation had been undertaken independently by the Seven Food liveries of the City of London. As usual, a distinguished, erudite and erstwhile speaker, the Rt. Hon the Lord Haskins of Skidby, had been persuaded to deliver a discourse on a highly topical and pertinent subject of considerable importance to the food industry. Under the title 'Are the Malthusian chickens coming home to roost?' the 71-year-old Haskins dealt with several of the issues that are gripping the thoughts of most responsible human beings, the column inches of many dailies and periodicals and increasingly the media.

Liverymen and their guests provided a packed house, which was welcomed by the Rt. Hon. The Lord Mayor of London, Alderman David Lewis, who introduced Lord Haskins and Sir Stuart Hampson, the Chairman of the session and the panel, which was comprised of Salman Amin, Professor David Harvey and Harriet Lamb. Sir Stuart then provided a brief biography of the speaker feeling as he said "a sense of serendipity" where everything was right for the occasion.

After delivering a riveting lecture full of easily understood facts, Chris Haskins gave the following suggestions as ways in which catastrophe can be averted. Existing techniques and scientific applications for food production must be exported to poorer areas of the world. This will include storage. There should be a restructuring of peasant agricultural practices so that combined areas will provide greater outputs. Throughout the world there must be a more efficient distribution and application of agro-chemicals to crops, using satellite and other technologies. Genetic modification of crops will result in higher yields in harsher

environments without, the application of pesticides, and with greater health properties. However, the environment must be protected from the uncontrolled use of GMOs. So called eco-fuels and the use of land for production of these materials have a negative effect on the environmental balance sheet. Necessary to re-examine nuclear power production sites. High agricultural prices should result in a reduction of grants to suppliers. There should be a reduction in the barriers to international trade. We all have a responsibility to eat according to our needs and to waste less of the food that we purchase. Three groups were identified who impact on the definition of solutions. First, the scientific fraternity who hold the key through more research and application, second, the scientific neo-ludites, whose views and aspirations were often in contrast to an environmentally acceptable solution to the global need for more food and thirdly, the irresponsible attitudes of affluent

Lord Haskins concluded his 35 minute delivery by saying that "if common sense and intelligence can prevail on developing food supplies then maybe a solution can be found for global warming".

Following warm applause for a thought provoking lecture Lord Haskins joined the panel to receive questions and comments from the audience. These were varied and intelligent and promoted balanced and objective responses from the 'experts' managed competently by Sir Stuart. The session was formally closed by a Past Master of the Farmers' Company who thanked those concerned.

Refreshments and food were served in the Art Gallery thanks to the generosity of the sponsors who were the Real Good Food Company, Nestle and Lockwood Press.

BREATHTAKING BUTCHERS' BEEF

he first informal carvery lunch of the year was held at the Butchers' Hall on Wednesday March 12th. Fruiterers gathered to enjoy the best beef in England and to share the companionship with other liverymen in a relatively informal atmosphere. As always, the Butchers were brilliant hosts and gave all of those dining in their well appointed Hall a genuine, warm and friendly welcome. Meetings of the Livery Membership and Communications Subcommittee and Finance Committee followed the lunch.



Master Fruiterer meets Master Butcher



CITY OF LONDON BRIEFINGS



Innholders' Hall venue for City Briefings 2008

For any Liveryman who has not attended a City of London Briefing and is in two minds whether to apply ask a fellow Fruiterer who has attended. You will always receive a very positive response because the evening provides an

interesting and valuable insight into the workings of the City. They are aimed particularly at new Freemen and Liverymen, but wives, husbands and partners are also welcome. Liverymen and Freemen of longer standing who have not previously been to a Briefing are also encouraged to attend. The dates of the 2008 briefings are given here. All will be held at the Innholders' Hall. They are:-

- Thursday 22nd May 2008
- Wednesday 18th October 2008
- Wednesday 12th November 2008

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

Coming up... WHAT TO SAVOUR!

Audit Court Dinner. To be held on Thursday 15th May at the Carpenters' Hall, a new venue for many. This black tie event is not for partners but does provide Fruiterers with the ideal opportunity to invite potential candidates to the livery. Closing applications for tickets Monday 5th May.

Tree Planting at the American Museum. In keeping with this year's theme, the Master has arranged a visit to Claverton Manor, near Bath, which will coincide with the Company's visit to the Royal Bath and West Show the following day. It will be a private visit commencing at 5.15 p.m. on Wednesday 28th May and will include a tree planting. The visit will conclude at 6.30 p.m. with a drinks reception.



Last year's winner of the Fruiterers' Cup

Royal Bath & West Show, at Shepton Mallet. The Fruiterers will again be sponsoring the expanding Orchards and Cider Pavilion and once again we will have our promotional Stand over the four days of the event. The Company will visit on Thursday 29th May. Tickets should be applied for by Friday 9th May.

Master's Day. A traditional New England Clambake at Mount Ephraim, Kent on Sunday 15th June.

Election of Sheriffs at the Guildhall. There are two Common Halls held each year at the Guildhall. The first is the Election of Sheriffs, which this year falls on Tuesday 24th June. Only those clothed before 31st May 2007 are entitled to vote and the Master urges those who are eligible to attend for the first time to be there with their Sponsors. The Clerk has circularised details of how to obtain tickets. Following the election a lunch will be held at The Little Ship Club where you will have the opportunity to meet with the Master and Wardens on a more informal basis. Details of how to book for lunch are included in the Clerk's circular.



Summer Court Dinner. This popular event will be held at The Foreign and Commonwealth Office on Thursday 17th July. Watch out for further announcements.

IPM with Master Woolmen and wife at the 2007 Summer Court Dinner

CENTENARY FOR THE GUILD OF FREEMEN

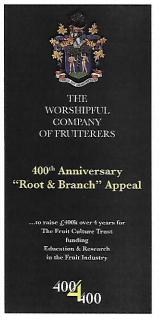
There is an air of excitement and anticipation amongst the members of the Guild of Freemen of the City of London. The Centenary of the Guild approaches and from March there will be festivities. The Guild is honoured Her that Roval Highness, The Princess Royal, is to be their Centenary



The Guildhall, slightly older than the Guild of Freemen

Master, who will, it is hoped attend, some of the great events which lie ahead. There are twenty five listed for the year, also special mementos for this stimulating commemoration. Deputy Pauline Halliday will be installed as Master on March 19 for the year to take forward meetings, and act when the Centenary Master cannot be present. There is to be a Centenary Charity Appeal launched, to assist the Guild in making presentations to pupils at Christ's Hospital School. The Guild has an ethos of supporting education. 100 years on, who, at its formation, would have imagined that the Guild, whose membership now amounts to over 2,300 and consists of many Liverymen, and was founded primarily for those with the Freedom of the City of London, would be celebrating in this way.

ROOT AND BRANCH -HOW ARE WE GROWING



We are now two years into our efforts to raise £400,000 in four years for the 'Root and Branch Appeal'. After a fairly electric start donations have slowed somewhat and there are still a number of Liverymen who have not yet contributed to this very valuable endeavour. The objective behind the scheme is 'to raise capital to strengthen the funds of the Fruit Culture Trust to provide a substantial increase in investment income'. This in turn will enable the Company to increase the valuable works that it undertakes to support our historic industry through education and research. Currently twenty-five thousand

Pounds is allocated each year by the Awards Council, and we hope to double that amount with this Appeal. The funding is designed to improve education and underscore its goal of promoting excellence in the industry. A big thank you goes out to those of you that have already contributed. If you have not then please make 2008 the year that you decide to get behind the scheme. Simply call the Clerk and discover how you can make a difference and join those who have done so.

FRUITY NIGHT FOR THE BRITISH CHERRY

herryAid was launched in April at the Real Food Festival by FoodLoversBritain.com to defend the British cherry and the heritage varieties that are too often forgotten. The highlight of the Festival will be British Cherry Day on the 19th July with consumers, cherry growers and pioneers of cherry-based products joining forces. FoodLoversBritain.com are planning to provide ideas of how to use the British cherry, information on varieties and a map plotting the location of orchards on their website. The campaign team is keen to hear from producers and owners of cherry orchards to help support the event. For more information contact Jo Dodsley at FoodLovers Britain on 020 8206 6111 or email: jo@foodloversbritain.com or you can nominate a business in the Food Finds section at FoodLoversBritain.com.



THE BOROUGH MARKET Western
International
Market

THE FRAUNFELTERS TAKE THE FLOOR!

The Master and Harriet were guests of honour at the New Spitalfields Market Dinner Dance. They obviously enjoyed themselves!



The Master and Harriet get with the rhythm

CONGRATULATIONS

To Liveryman Andy Macdonald, who although he did not run himself had his four 'Pink Lady' entries in the London Marathon. They all finished in respectable times, considering their costumes. All were running for The Great Ormond Street Hospital and raised £2,000 for the charity of their choice.



Relief at crossing the finishing line



Husband and wife together

HOUGHTON — HALL —

The Marquess of Cholmondeley's Estate at Houghton Hall, near King's Lynn in Norfolk has won this year's Garden of the Year Award. A Company visit and tree planting is planned for Monday 15th September 2008. Details will follow but a visit to www.houghtonhall.com will provide an insight as to what a delight is in store.



Houghton Hall Aerial view

THANKS

On behalf of the Worshipful Company of Fruiterers the Editor would like to extend sincere thanks to Borough Market, New Spitalfields Market Tenants Association and Western International Tenants Association who have made the publication of this edition of the Fruiterers newsletter possible.

OBITUARIES

We are delighted that we have had no deaths to report in this issue.

ACKNOWLEDGEMENTS

Adrian Barlow, Jenny Bartlett, Berry World, David Bryant, Angela Chapple, Peter Cooper, Coregeo, EMR, Eric Fraunfelter (The Master), Alan French (The Upper Warden), Lionel French (The Clerk), Fresh Produce Journal, Pauline Halliday, Peter Halliday, David Hohnen, Gerard Lyons, Sarah Randell, Sharp Photography and Mike Solomon

NEW FREEMEN AND LIVERYMEN

There were no new Freemen or Liverymen admitted in the period covered by this Newsletter.

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