



The Fruiterers' Company NEWSLETTER

Number 62

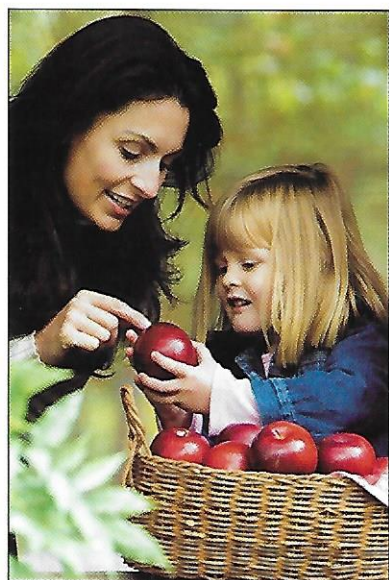
August 2008



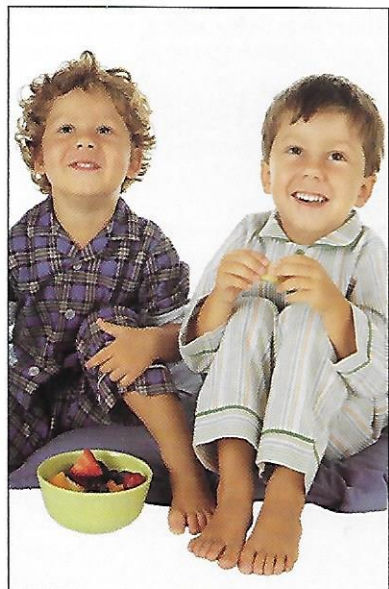
FRUITERERS SET TO IMPROVE THE HEALTH OF THE NATION!

....Enclosed with this Newsletter is a DVD that explains and illustrates precisely what the 'Food Dudes' project is about. We recommend that you view, if possible, the contents before reading the Newsletter. Thank you Ed.

In recent times the adverse publicity relating to the health of our children has been hard to avoid. Obesity is a rising problem and to improve eating habits from a young age is no longer a desirable aim but an essential one. For fruit and vegetables to form a significant part of children's diets is one of the most significant goals to achieve to reduce the risk of disease in childhood and later adult years. There are schemes in place to provide children with fruit and vegetables but it has now become evident that children need active encouragement to eat the produce or it simply goes to waste.



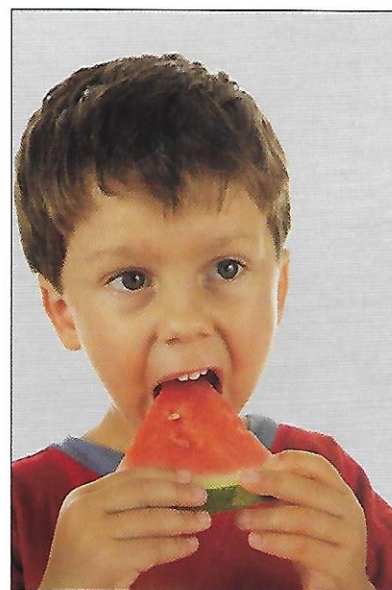
Parents must encourage their children



A snack anytime

At the Court Meeting of July 17, it was decided that the Fruiterers, through their 'Awards Council' will support the exciting post of Fruiterers' **Coordinator** for the **Food Dudes Project**. Food Dudes, originating from Bangor University, is one of the most groundbreaking projects set to increase the amount of fruit and vegetables children eat by getting them to enjoy the experience - the ultimate aim being at least 5 portions a day, (400gms).

The eating habits of our young are set by the age of 10 – a daunting fact - and currently, the UK has one of the lowest intakes per capita of fresh produce in the world. Intervention is needed. Changing the habits of young children has been shown, originally through trials in the UK and subsequently through the Food Dudes' programme in Ireland, to have long term affect, particularly with children who have the poorest diets.

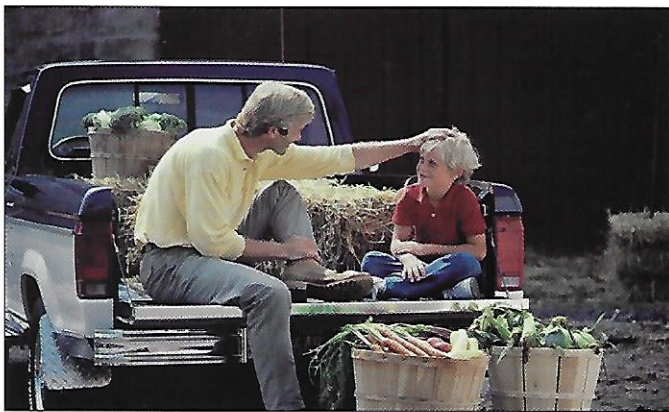


A low cost thirst quencher!

...continued on page 2

DATES FOR YOUR DIARY

Sept 15th	Garden of the Year and Tree Planting Houghton Hall
Mon Sept 29th	Election of Lord Mayor
Wed Oct 8th	Carvery Luncheon, Butchers' Hall
Wed Oct 15th & 16th	National Fruit Show, Detling
Fri Oct 17th	Presentation of Fruit to the Lord Mayor, Mansion House
Wed Oct 22 – Sun Oct 26	USA Visit
Thurs Nov 13	Master & Wardens Dinner, Barber-Surgeons' Hall
Mon Jan 26, 09	St. Paul's Day Service



And what a variety!

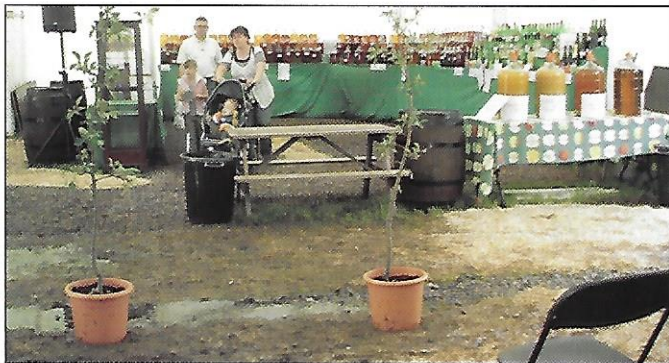
The scheme works at primary level and combines the power of the 3Rs – Role models, Repeated tasting and Rewards. It has two phases. Phase one lasts for 16 days. During this time children are daily read a letter and/or watch a Food Dudes video and the children that then eat fruit and vegetables are rewarded with prizes. Phase two further supports increased produce consumption but is less intense, the ultimate aim being that the daily inclusion of produce in the diet becomes second nature. The results of Food Dudes to date have been so outstanding that the Republic of Ireland Government is now introducing the Food Dudes Programme in all primary schools.

Our funding will support the introduction of Food Dudes into England and the European Commission has already recommended the project to other European countries.

This is a wonderful opportunity for the Company to actively help promote the produce we are so proud of and, subsequently, support the long-term future of the nation's health and our own industry. To find out more go to www.fooddudes.co.uk and look out for further updates in the newsletter.

AND A RIVER RAN THROUGH IT!

The Royal Bath and West Show was held at the showground, Shepton Mallet between the 29th and 31st May. It went ahead even after some fairly dramatic flash flooding on the afternoon of the first day, which resulted in the Cider Pavilion, sponsored by the Fruiterers, looking more like a pond than the floor of a marquee. Despite this unforeseen setback, which



And a river ran through it!

initially threatened the evening's reception, the stewards, committee and exhibitors were apparently unperturbed, and maintained a typically phlegmatic demeanour and carried on for the remainder of the show as if nothing had really occurred. The



The Upper Warden & Fionnuala with long service award winner Mr Crees

only clue was that the *de rigueur* footwear became Wellington boots! On the morning of the second day a small stream, (an afterthought of the river), was still running through the centre of the pavilion. Who will forget however the television news coverage of the deluge and the site of a Senior Steward apparently dancing in the flood water!

Additional capacity had to be provided in the Cider Pavilion to accommodate the increased interest from exhibitors including the Worshipful Company of Coopers who organised Wadworth's Brewery to demonstrate their ancient craft.

As always the competitions for cider and Perry brewing attracted considerable interest and entries from a wide geographical range. Judging was undertaken by a very distinguished panel on the Wednesday and Thursday following which the names of the winners were announced. The Fruiterers Cup for the brewers of the Supreme Champion Cider for 2008 went to Perry's Farmhouse Cider and the presentation was made by the Master.



The Master presents the Fruiterers Cup

Following a very pleasant lunch in the Council Marquee the party of Fruiterers assembled at the bandstand to watch the presentation of long service awards by HRH The Princess Royal. Liveryman Rupert Best, much to his genuine surprise, received a Gold Medal for his services to the Show, (see Congratulations, page 15).

At the rear of the Cider Pavilion a number of cider trees were in full blossom and a demonstration of 'Wassailing' was provided. Usually undertaken on twelfth night the historic ceremony involved a number of quaint customs including the blessing of the trees with libations of cider, the burial of a wren at the base of the trunk and the creation of loud noises, to frighten evil spirits. Renditions of traditional Somerset airs graced the performance and then a troupe of Morris dancers moved beneath the boughs of the trees in their rhythmic measures.



The Show will go on!

'LIFE IS JUST A BOWL OF CHERRIES'!

And what could be more appropriate than the Durbar Court in high summer if we were to move out of the square mile for the Summer Court Dinner? The Foreign and Commonwealth Office has been and is the bastion from which Great Britain's international policies have emanated and in this year when our first overseas Master is at the helm what venue could be more apt. There is always a very relaxed atmosphere at the Summer Court and so it was during the evening of July 17th.

Nearly 200 Fruiterers, partners and guests sat and enjoyed the latest delights in the series of dishes from across the Atlantic that our Master has built into the menus during his year of office. A Tian of Lobster and Salmon Tartare set the mood to be followed and enhanced by Creole Chicken, Vegetable Jambalaya. An Ensemble of Tropical Fruits with Lime Sorbet and Cinnamon Spiced Syrup was a perfect dessert for a balmy July evening.

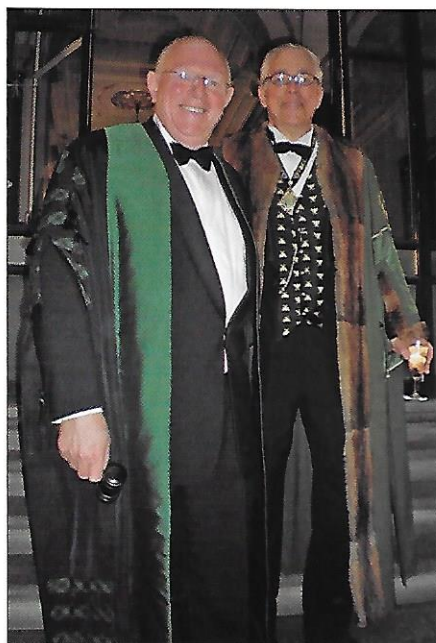
Alderman Sir David Brewer CMG, Lord Lieutenant of Greater London and a past Lord Mayor was the principal

guest accompanied by Lady Brewer. The Lord Mayor of Westminster, the Masters of the Worshipful Companies of Chartered Architects, Gardeners, Mercers, Environmental Cleaners, Upholders and the Immediate Past Master of the Musicians Company added to the panoply of distinguished guests along with the Dowager Countess of Lonsdale.

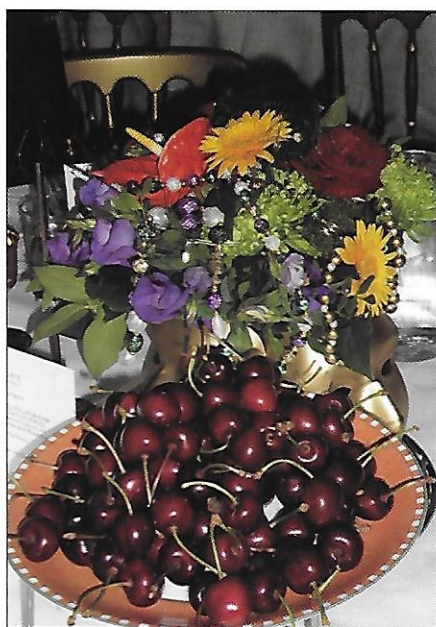
The tables had been dressed with the most attractive and interesting floral arrangements offset by bowls of juicy, irresistible English cherries generously donated by Past Master Bryant.

During the proceedings the diners were serenaded in an enchanting fashion by singers from the Guildhall School of Music who gave their renditions of many popular and well known pieces.

The Master proposed a toast to the guests to which Sir David Brewer responded with a witty and eloquent speech. Relating some of his experiences created amusement in what proved to be a relaxed evening characterised by an ambience of togetherness and unity.



The Master with the Beadle



And there were bowls of cherries in real life!



Fruiterers and guests assemble

Did You Know?

In the third 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. On what thoroughfare did the first bomb to fall on the City land during World War II?
2. For what achievement do we remember Peter de Colechurch?
3. Which City Church has a station underneath it?
4. What is the gold/silver hallmark for London?
5. From where did Samuel Peyps observe the progress of the Great Fire of London?

6. With which City church do you associate the Samaritans?
7. Where were royal, illegitimate births announced?
8. Where is there a bowling green in the City?
9. Where was the first performance of 'A Comedy of Errors' staged?
10. Where was Samuel Peyps christened?

ANSWERS 1. Fore Street 2. He built the first stone London Bridge 3. St. Mary Woolnoth 4. A Leopard's Head 5. From the tower of All Hallows by the Tower, Barking 6. St Stephen Walbrook 7. St. Paul's Cross in the courtyard of St. Paul's Cathedral 8. Finsbury Circus 9. Grays Inn 10. St Bride's, Fleet Street

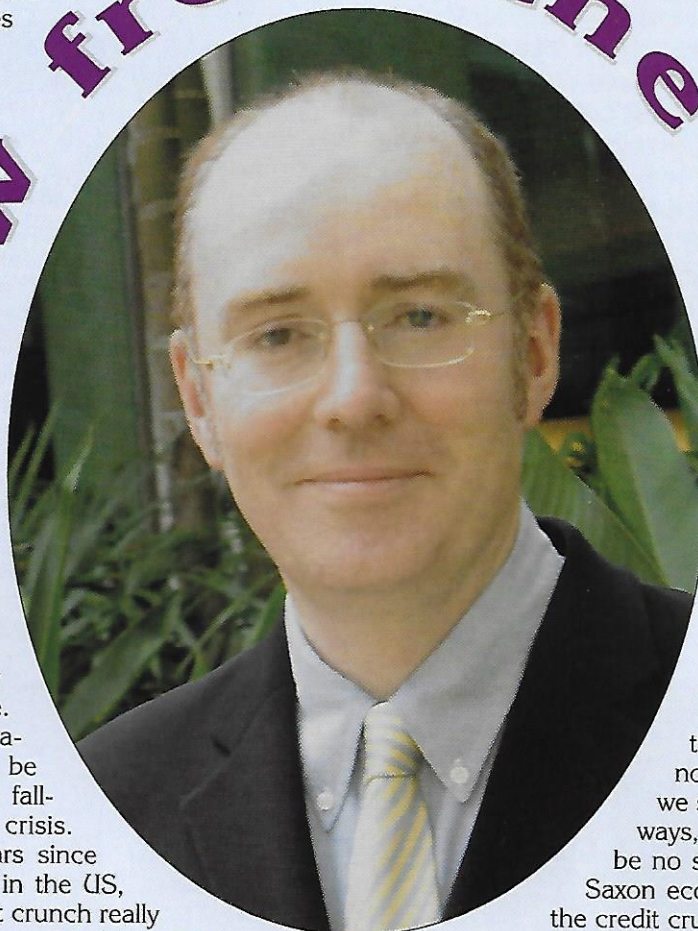
How will the financial crisis play out and what impact will it have on the wider economy? These have been some of the key issues dominating City debate throughout much of the summer. Although the epicentre of this financial crisis has been in the US, there are still genuine fears that the full impact may be felt hardest in the UK given the pessimistic economic outlook here.

Although every financial crisis is different, how things play out depends on a combination of factors, particularly economic fundamentals, the policy response and confidence. Britain's economic fundamentals are fragile and will be further undermined by the fall-out from the financial crisis. Although it is now two years since sub-prime worries surfaced in the US, and one year since the credit crunch really started to kick-in around the world, the reality is that we are far from the end of this crisis. In my view, the crisis has recently entered a new phase, where problems within the financial sector have started to hit hard the wider economy.

The broad picture over the last year has been one where deleveraging has been taking place. This is in sharp contrast to the boom years, when low interest rates encouraged excess lending and gearing. Now, the main aim for financial firms and banks is to get their own house in order. As credit market conditions have deteriorated financial firms have had to suffer large losses. Faced with worries about liquidity and capital, banks have been forced to both ration credit and charge more for what they do lend. In turn, consumers and businesses find it harder to access funds. The housing market corrects, and attracts the media's attention, but the reality is the whole economy slows.

When one considers economic prospects in the UK it is vital to put present woes in context. The British economy has enjoyed a period of continuous growth since leaving Europe's Exchange Rate Mechanism on Black Wednesday in September 1992. This performance is not to be dismissed. Yet, despite it, and the large numbers currently in work and high living standards, one cannot help but feel cautious. There is a justified and genuine concern that the inevitable downturn we face will unearth many deep-rooted, underlying problems. Not least amongst these is the poor state of the government's finances. After such a long period of growth one would have expected the government to enjoy a budget surplus. Instead, it has a large and deteriorating deficit. Thus, whereas the US has been able to cut taxes in recent months to help their ailing economy there has been talk of the need for higher taxes here in the UK! Of course, I

View from the City



do not buy in to the need for such tax hikes. At times like these there is the need for flexibility in policy circles. The Chancellor has no alternative but to allow borrowing to rise further. And, despite recent inflation concerns, the Bank of England will have to cut interest rates. The large trade deficit meanwhile suggests the pound needs to weaken, particularly against the dollar.

Already the present downturn is drawing to the attention of a wider audience many of the problems that economists have highlighted for some time. In particular, the structure of the economy is not good. We spend too much, we save too little. Similar, in many ways, to the US. Perhaps it should be no surprise that these two Anglo-Saxon economies are most exposed to the credit crunch.

At this junction it is important to not only be prepared for further bad news but also to position the economy for how it will come out of the downturn. Here there are many issues that need to be put in context. First, Britain continues to suffer a skills gap. In July last year the Leitch Review identified many skills issues that needed to be addressed, but there is no escaping that Britain compares unfavorably with our competitors on low skills. Second, is the need for more innovation. The UK continues to underperform on key metrics such as research and design (R&D) and patents. Britain's manufacturing sector is the sixth largest in the world, employing 2.9 million people and accounting for two-thirds of our R&D spend. This is great, but we need to see more investment across the whole economy, particularly as other economies move up the value-curve. A third area of concern is the need for an enterprise economy, helped by a competitive tax environment and an appropriate regulatory system. This issue is felt very much in the City, where the worry is that the rest of the world is fighting back to make themselves more competitive. The Americans talk openly about winning back lost ground. Dubai is seen as an area to which some businesses might move. Thus the need to address competitiveness is vital. A fourth area is the need for the British economy to position itself to be more global in its outlook. Despite its present openness, the UK exports still far too little to the rapidly growing emerging economies, such as China and India. Still, we are heavily focused on the US and Western Europe. Yet, such a repositioning has been seen elsewhere, and was, for instance, one consequence of the last US recession in 2001, after which US firms became better placed to cope with Asia's boom. One hopes that once this downturn is over, we too in the UK will be even be more focused on the future growth markets elsewhere.

VIEW FROM THE HIGH STREET

The credit squeeze has now become a reality and with food costs' rising sharply Britain's multiple retailers are focusing even more intently on retail pricing in the battle to maintain market shares and customer footfall. How does such a concerted effort impact on the independent, which does not have the infrastructure of the industry giants? To seek opinion the Editor visited David Bryant, a successful, independent retail fruiterer operating in the home-counties, who gave his views on what has occurred in the High Street over the last four months.

"Recession, although we are not yet officially in one, seems to assist our style of business" says David. "Consumers, even the affluent, tend to be more aware about what is value for money and we have always endeavoured to provide that, along with quality and service". "We find that people want to examine the products that they purchase more closely and evaluate the price against that which they could be paying if they were shopping in the supermarkets". This must be welcomed by the independent and if the proprietor and his trusted staff are always on hand to answer questions and give advice then the customer seems content". "Price wars on fruit and vegetables do not increase demand, or even consumption, (witness bananas), they just create uncertainty in the consumer's mind" believes Bryant. Buying from a wholesale market and selling the produce to the consumer on the same day ensures that the customer receives the freshest product with the longest shelf life. "We find that most of our customers are fairly knowledgeable when it comes to fresh produce, and are adventurous when we introduce new lines". "Doughnut, white-fleshed peaches and nectarines have sold particularly well and we will certainly be looking for additional supplies next year".

"The traditional style of retailing fresh fruit and vegetables has undergone decline but those independents that remain seem to be resilient to the pressures". "By offering freshness, variety, personal service and advice backed up by a fair pricing structure we can do more than survive". "Customers like innovation and one is always on the look out for a new opportunity". "There have been some excellent, unusual melons and fresh dates from some very unlikely sources this year and customers appear to like these introductions". Independents have to rely on local markets or distributive wholesalers for their supplies. David is



Customers like to be able to ask questions and seek advice

fortunate to have Western International Market a manageable drive away and relies on the tenants to have what his customers require on a daily basis. He is in the market six days a week and it is vitally important to establish a relationship with the reputable firms. Western has just opened in its new premises, (the third that the market has occupied in its history), adjacent to the old site in Hayes. The geography of the new market is different to the old; one long trading hall

rather than parallel halls under two separate roofs. David's impressions and views are characteristically objective and logical on the new structure. "Parking has been difficult and appears to be a facility overlooked by the planning-committees"! "Surely it has to be a priority to make the customers' task an easy and fluent one". "The new market is 'fit for purpose' but has had a few teething problems", were his assertions. "Most requirements can be secured daily in the market".

"Establishing close relationships with local suppliers and nurserymen should also be a priority for the independent", believes David. Everybody in the equation should feel satisfied; grower, retailer and consumer. Careful planning can ensure that this occurs. "We have some local suppliers of excellent plants that provide consistent satisfaction" "Many producers of plants who have grown exclusively for the multiple retailers appear to have suffered".

Factors that can have a negative effect on successful retailing in the high street are, according to Bryant, "catastrophic, ill conceived and badly planned road work, over zealous parking regulators and inadequate parking facilities". "We have a large number of older citizens living in the vicinity and they want a short walk to the shop". "Two major multiples are hoping to establish convenience stores close to my shop". "I welcome the competition and will hopefully benefit from the increased footfall". Things are changing continuously is the observation and "as long as you remain aware of what is expected of you and you deliver accordingly, then hopefully survival is not in doubt".

"Building a successful team and maintaining excellent relationships between members of the group is vital for any business". "We are fortunate with our staff and we encourage first class working standards".



Garden Plants are an essential part of the mix and local nurseries do a grand job



Variety is necessary to satisfy all

FRUITERERS' NUFFIE

The following is an extract provided by Felie Fernández.

Minor crops: An alternative for the UK fruit industry? Nuffield Farming Scholarships Trust Award funded by the Worshipful Company of Fruiterers

F. Fernández Fernández

Introduction

Fruit production in the UK can be profitable business but not one without challenges. UK orchard area has diminished from 35,000 in 1986 to 15,000 ha in 2006 and fruit imports have increased substantially during the same period; non-EU imports almost doubled between 1995 and 2005. The UK growers reliance on a small number of traditional cultivars ('Cox', 'Bramley', 'Conference') in conjunction with high production costs have originated a decline in the top fruit industry. Signs of recovery have been seen in the last couple of years due to an increase in demand for locally grown produce as well as the resurgence in cider and perry industries. On the other hand, the soft fruit industry has seen fantastic growth in the last 10 years. Health-conscious eating has driven up the demand for berries. The supply chain has responded with increased availability of the product: off-season imports as well as an extended UK season thanks to the use of polytunnels and improved cultivars. However, there is no time for complacency in this very dynamic market where commoditisation can occur very quickly bringing profit margins down.

Against this complex background, the aims of my Nuffield study were to identify the most promising minor or novel crops for the diversification of the UK fruit industry and to gather information to help position EMR's interests and research capability consequently.

I started my research with a series of visits to UK fruit growers and nurseries followed by a tour of North-America: North Carolina, Arkansas, California, Oregon, Washington, British Columbia and New York State as well as Serbia where I visited research institutes, fruit growers, universities as well as all sorts of retailers in a search, not only for new crops but for the commercial formulae that allow 'niche' markets to be successful.

Diversification can be an alternative for individual growers or a distraction from their main business depending on their business structure and aspirations. However, diversification for the industry as a whole is a real opportunity. This report highlights minor or novel crops of commercial potential for the UK fruit industry.

Crops of interest

The full report classifies many novel or minor crops according to their commercial interest and likely or known adaptation to UK conditions. Here I have outlined my favourites only.

Black Raspberry (*Rubus leucodermis* and *R. occidentalis*, Rosaceae) This shrub strongly resembles its close relative the red raspberry (*Rubus idaeus*) but its rather thorny shoots produce a more trailing habit. The fruit is round, black and relatively small (up to 2.5g). Due

to its small size the mouth-feel is quite seedy but its low acidity and very aromatic, 'wild' flavour make it well worth it. Most of the US production is mechanically harvested in Oregon for processing with small volumes of fresh berries from other areas going to local or high-value markets. Black

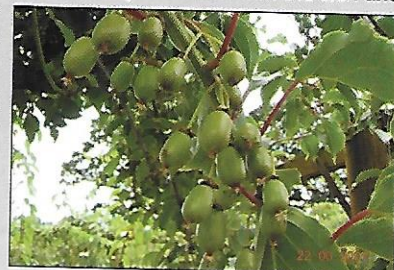


Black raspberries high on anti-oxidants

raspberries are well known for their high antioxidant content and there is a great deal of interest in their nutraceutical potential with extracts being tested in clinical trials for cancer treatment. This crop has the potential to be highly profitable for growers looking for diversification, however, the establishment costs are high and the plantation life will vary greatly depending on pest and disease status. Current cultivars include 'Munger', 'Jewel', 'New Logan' and 'Mac Black'. Breeding efforts concentrate on improving pest and disease tolerance, increasing fruit size as well as producing spine-free and primocane fruiting types. We can expect improved cultivars to be released in the next 5 to 10 years.

Hardy Kiwi (*Actinidia arguta*)

This close relative of the well-known 'fuzzy' kiwi is still unfamiliar to the UK consumer although it has already been imported by a major retailer. They are sometimes called 'berry kiwi' or 'cherry kiwi' in reference to the size of the fruit (5 - 12 g), which are oval, with smooth brownish green skin and green flesh. They are eaten with the skin and their sweet, aromatic flavour compares favourably to that of kiwifruit.



Hardy Kiwis

Fruit is grown on vines that can tolerate winter temperatures of -25°C and both male and female plants are required. Hardy Kiwis are productive (up to 20 tonnes per hectare) and generally free from pests and disease which might facilitate organic production. Fruit should be harvested whilst still hard and can be ripened either in storage or on the market shelf. The main cultivated variety is 'Ananasnaya' harvested in September in the Pacific-Northwest; other interesting cultivars include 'Dumbarton Oaks', 'Michigan' and 'Issai'.

Blue or Edible Honeysuckle (*Lonicera caerulea*)

This hardy shrub is one of many species in the honeysuckle family. It is widely cultivated or harvested from the wild in regions of China, Japan and northern Europe, Russia in particular. The fruit is dark blue and varies in shape from cylindrical to roundish. It resembles a blueberry, which could be problematic for market differentiation, but their flavour is unique. They are sometimes known as honeyberries, a misleading name, as the berries are intensely aromatic but not overly sweet. They are extremely winter hardy and ripen extremely early, up to two weeks before strawberries. This earliness combined with the possibility of growing them in regions where blueberries are not well adapted could make them a very interesting niche product for the fresh market as well as for processing.

A number of cultivars are available in different countries and breeding efforts aim to extend the cropping season and increase fruit size.

Paw-Paw (*Asimina triloba*)

This deciduous tree is also known as Papaw or Hoosier Banana and should not be confused with the tropical papaya (*Carica papaya*) sometimes also known as pawpaw. It is native to the temperate woodlands of the Eastern US and, although it prefers a humid continental climate, can be successfully grown in parts of California and the Pacific Northwest. They are winter hardy and can be found in some UK gardens.

The fruit bears a striking similarity in sweetness, aroma, consistency and flavour to other members of the Annonaceae family such as guanabanas, cherimoyas, sugar apples and atemoyas. The fruits, normally produced in clusters of 3 or 4, are oval and weigh between 140 and 400g, thin skinned with many large dark seeds. The flesh is yellow and melts in the mouth with releasing a tropical flavour completely surprising in a temperate fruit. Cultivation in commercial orchards is just beginning in the US as gourmet fruit markets and restaurants expand the demand. Although many people enjoy this fruit, allergic reactions have been reported. Cultivars of interest include 'Overlesse', 'Sunflower', 'Prolific', 'Mitchell', 'Sweet Alice' and 'Taylor'. I think it could have great potential in the UK as a source of low food-miles exotic flavour.

Traditional Crops:

I will briefly mention three crops that exploit the value of traditional products in different countries: cornelian cherry (*Cornus mas*) in Serbia, saskatoon (*Amelanchier* sp.) in Canada and beach plum (*Prunus maritima*) in the US. All three could be grown in the UK as novel crops following some cultivar trials and a market development campaign, but I want to draw attention to them for a different reason; they make interesting case studies of the economical potential of

OLD SCHOLAR REPORT



Paw Paw (Hoosier Banana)

could revive the use of traditional crops such as Elderberry (*Sambucus* sp.), Medlar (*Mespilus germanica*) and Quince (*Cydonia oblonga*) with a similar approach.

It is also worth mentioning the increase in **blackberry** sales in the last few years. This trend should lead to an increase in UK blackberry production and new cultivars closer in aroma to wild types than previous cultivated varieties will make them much more attractive to the consumer. Grower will also benefit from primocane fruiting types currently being developed by various breeding programmes.

Other crops of interest include Aronia (*Aronia melanocarpa*), Sea-buckthorn (*Hippophae rhamnoides*), Goji/wolfberry (*Lycium barbarum*) and Cape Gooseberry (*Physalis peruviana*).

Conclusions:

This is a good time for the UK market to accept novel fruit crops and the

industry can benefit from increased interest in healthy eating and consumers have become more adventurous with fruit and they appreciate a wider choice of fresh produce. Hardy kiwis, Haskaps, Black raspberries and Paw-paws hold interesting possibilities for the UK fruit industry. Each has unique selling points and any one of them could

join blueberries and blackberries as part of main stream commercial UK production provided the industry seizes the opportunity they offer and is prepared to invest in their development. Fruits such as sea-buckthorn, goji, or certain Mediterranean crops like apricots and figs (with a bit of help from climate change), can have a place in UK production and will offer some growers excellent opportunities. Provenance and traceability increasingly influence consumer and retailer decisions. In the not too distant future, we can expect carbon foot-print labels to be used to assess the environmental credentials of our food. Growing fruit nearer the consumer under a sustainable production system will allow UK growers to capitalise on 'green-purchase'. Additionally, traditional crops currently out of fashion could be ideal candidates for 'niche' market development.



Sea buckthorn; a traditional crop

CLAMBAKE AND WILLOW ON LEATHER!

Our Master has done everything in his power to introduce the Livery to the customs, history and cuisine of his homeland. All of these experiences have been most enjoyable but on Sunday 15th June, at the home of Sandys Dawes, Mount Ephraim, in Kent, we reached a new height when a traditional 'New England Clambake' was intermingled with that most English of pursuits, a game of cricket!

We have to thank Sandys and Lesley for playing host to a party of 70 comprised of Fruiterers, partners and children and for opening their beautiful gardens for what proved to be a wonderful interlude. The weather, on the whole, was clement, but there were one or two anxious moments when large, lowering rain clouds darkened proceedings and caused temperatures to drop. But fortunately this was a transient phase and the delicious food and relaxed, informal ambience were enjoyed by all.

Refreshed and well fed, intrepid Fruiterers then took up the willow and played an intra-livery cricket match. A variety of styles and skills were witnessed but the whole occasion was

brimming with fun and provided much amusement for the spectators. The Master, who has limited experience at the crease manfully faced up to leather in a brave and manful fashion. The result of the match was of little consequence, it was the competing that counted.

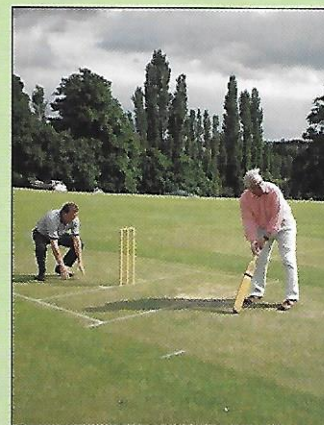
All of those who reluctantly left this dream venue with indelible memories of a very special afternoon thank the Master and hosts for their generosity.



A delicious clambake



How appropriate for Fruiterers!



The Master at the crease



Fruiterers brought their children and grandchildren

MASTER'S F

My paternal grandmother, a very proper Bostonian, always spoke of the 'London Season' as a highlight for the young from the United States. A taste of our heritage which then managed to keep, especially on the east coast, the United States closely tied with the 'Mother Country'. The months from May through July have become quite a 'season' for the Liveries in the City. Looking at my diary it is amazing how many different and enjoyable events were attended and how good it has been to carry the banner of the Fruiterer's Company via the Masters' Badge of office. Elsewhere in this Newsletter you will be able to read about our Company functions, so here I will just try to enumerate those that fell in the larger Livery and City environment.

The Company has been historically well-connected to the county of Kent, and of course we had the Dean of Canterbury Cathedral to preach at the Banquet Evensong. The Cathedral is now well-launched on a Capital Campaign to preserve the fabric of that great heart of Anglicanism. In late April Harriet and I were honoured to be included as principal guests at a formal dinner held in the Nave. It was the first time in 600 years that such an event was held in that space and it was truly a magical evening. One of our newer Liverymen, Amanda Cottrell, is heavily involved in this exciting time for Canterbury and we wish her and the Dean great success.

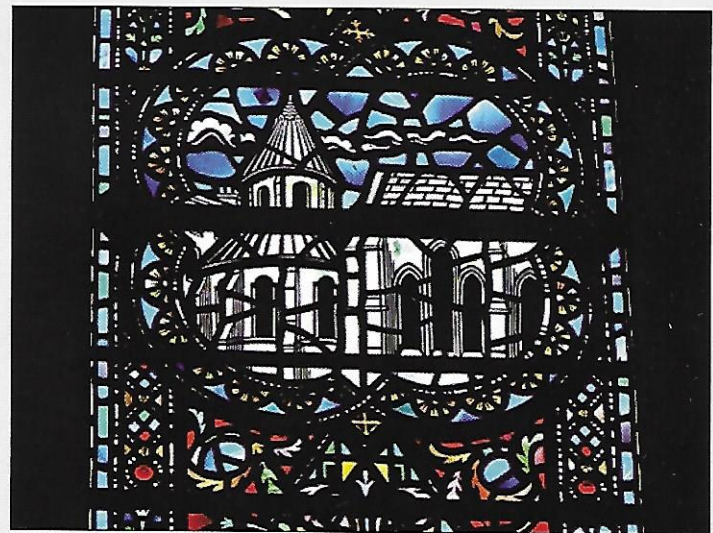
Several days later, our own church, the Temple Church, within the Middle and Inner Temples in the City celebrated the consecration of a new stained glass window celebrating the 400th anniversary of the granting of Royal Charter to the Inns by James I. The Bishop of London was 'in the chair' and spoke brilliantly. Afterwards we attended a lunch party and I had the pleasure of sitting next to Lord Justice Scott Baker, of certain Inquest fame (!!). It was another of those 'I can't actually believe we are here with these people' moments. Later in July, the Church held a superb Festival Evensong to mark the Quarter Centenary with Her Majesty The Queen and His Royal Highness The Duke of Edinburgh in attendance. After the Service, at the reception, we were privileged to share a fleeting word with His Royal Highness The Duke who has a sharp eye for uniforms and badges, and can spot the Fruiterers with its unique embroidery a mile away!

May Day this year brought the golfing fraternity to Kingswood where we were hosted by Liveryman Tom Hilliard, the president and owner of the Club. It was bright and sunny and everyone was in agreement that PM David Hohnen and his sister Diana did a brilliant job in organising the event. Thanks must also go to the IPM for putting together an exciting array of prizes for the raffle, which was held after everyone had feasted on the superb Club buffet. Once again this stalwart group provides very necessary funding for our Fruit Gifting Programme.

The Guild of Freemen is celebrating its centennial this year with our own Pauline Halliday sharing the duties as Master with the Princess Royal. In May, there was a glorious Evensong at St. Paul's Cathedral to celebrate the anniversary followed by a reception at Goldsmiths' Hall. We enjoyed a very pleasant conversation with HRH The Princess Royal who so kindly remembered that the Company had presented her



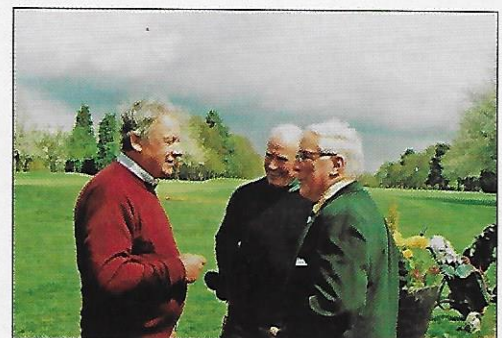
Canterbury Cathedral



Stained glass window in the Temple Church

(and her pigs!) with apple trees. They are doing very well, and she seemed sincerely pleased with our gift.

One of the oldest charities in the country, the Sons of the Clergy has an Evensong at St. Paul's every year to which Masters of the Livery Companies and Guilds are invited. Once again, to be in that

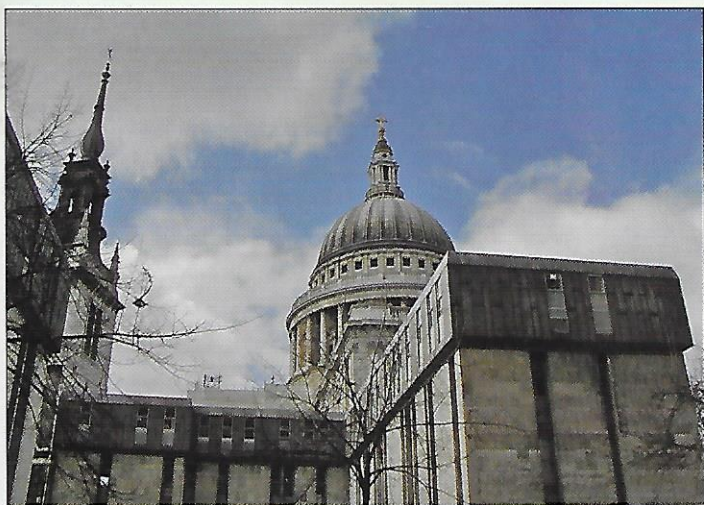


The Master on the Course with Simon and Andrew Brice

glorious space with representatives of many City organisations is something it will be impossible to forget.

I was honoured during the past three months to be a guest at a number of other Company lunches and dinners. There were the Environmental Cleaners where I joined 9 other Masters in making a 4-minute speech on the Company (that was quite a challenge!); the Scriveners where we had a long

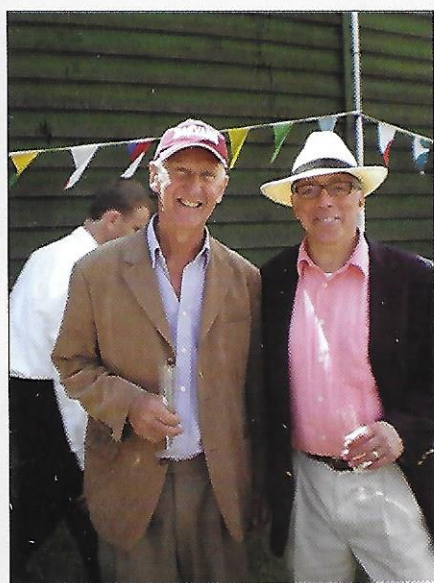
REFLECTIONS



St Paul's Cathedral



The Mansion House



Sandys Dawes and the Master at Mount Ephraim

conversation on how to keep younger Liverymen interested and connected; the Farriers' Banquet at Mansion House, where I enjoyed a lengthy conversation with The Lord Mayor, and the Gardeners' Installation Dinner where I had the opportunity to discuss with a past Lord Mayor, Sir John Stuttard, the role of foreign nationals in City Government - just to name a few.

In early June, prior to the Livery Masters meeting, where we spent a weekend at Ironbridge, we were invited to join a group of Liverymen of the Gardeners' Company on a tour of gardens in Cumbria (this time without the marmalade!). It was a gorgeous week

and we were privileged to view a number of superb examples. Two of them, Levens Hall owned by the Bagot family and Holker Hall, owned by Lord and Lady Cavendish, had been Gardens of the Year in the 1990's. In both estates we were shown apple trees planted by the Company during their year; all are surviving well and the Company is held in very high esteem by the owners. It was a real treat to hear such kind words and to learn that our planting programme is so well received.

Harriet and I were so pleased to be able to host a picnic at Mt. Ephraim Gardens, the home of Liveryman Sandys Dawes and his wife Leslie. It was a perfect June Sunday afternoon and great fun to see so many children at a Company event. We were very pleased to help underwrite the day and again our gratitude to the Dawes for their wonderful welcome and hospitality.

We have been extremely fortunate in being invited to Buckingham Palace twice this spring. First, the Masters and Wardens of the Gardeners and Fruiterers Companies, and their partners were asked by the Master of the Household, to attend for a private tour of the gardens to be accompanied by the Garden Manager. On that occasion we presented a gift of strawberries from Sandys & Leslie Dawes' Mt. Ephraim Farms to Her Majesty The Queen and HRH The Duke of Edinburgh, and were then shown around the grounds. The tour was followed by tea in the Pavilion, where as one of the guests remarked, "there were more footmen than guests"! It was a wonderful afternoon, and one especially cherished by myself and Harriet, when secondly, we returned for one of the great Garden Parties a month later. At these events you are mingling with several thousand others and it was almost impossible to enjoy the gardens as we spent most of our time meeting and talking with what seemed to be a City reunion! But, it will always be a cherished memory, strolling around the Palace grounds in formal attire and realising that you are taking part in an historic progression of royal hospitality.

The Company also takes part in Prize Days at various schools and colleges and it has been an honour to be present on several occasions. To have been able to physically present the Fruiterers' Prize at Hadlow College, and the Freeman's School, and to meet the exceptional young ladies and gentlemen who will be our future leaders was a pleasure. They are all to be congratulated on their success.

It is now the waning days of July and things have slowed up quite a bit, only one more Livery function, the Installation Luncheon of the Carpenters' Company on 5 August before Harriet and I depart to France for a few weeks. We will return before the end of the month, as we have both been invited to "drive sheep" across London Bridge on Sunday 31 August. This promises to be rather special as it is now quite rare that the Livery have the chance to exercise this ancient right.

Our 'season' draws to a close and now we look forward to the autumn and new adventures as Yanks abroad! Harriet joins me in hoping that you all have a most enjoyable summer.

FROM ORCHARD TO MARKET

TOP FRUIT NEWS

When the last Fruiterers Newsletter appeared in early May the English top fruit season was in its final stages as far as dessert fruit was concerned. There were a few Braeburn to sell which cleared in a satisfactory manner despite cheaper supplies being available from other European producers. Our own domestic production stacks up well against competition in appearance and eating quality. Producers are increasingly aware that the variety needs a period of cold quiescence before being marketed. As with all varieties it is a folly to pick any apple that is not up to Class I standard for normal sale in an increasingly discriminating market place. Currently it is considered inadvisable to produce as much English Braeburn as Gala, due to its shorter season which is from December until May.

A few Conference pears were sold in June and the season finished in a relatively low key fashion. The bulk had been cleared by the end of April. Throughout the entire English marketing period active support was noted from the main retailers.

There was considerable concern that Bramley supplies would not hold out until the new season if the rate of sale was maintained at the autumn and winter levels. Mature discussion and negotiation between the suppliers and retailers resulted in the reduction of shelf space and certain packs enabling the available supplies to be marketed over the desired period. The demand for Bramley has increased, an encouraging fact for those producers who have had faith in the variety and invested heavily. Unlike the previous season and the fresh market, demand from the cider industry declined.

Throughout the period there appears to have been order in the fresh apple and pear markets and suppliers from southern and northern hemispheres seem to be increasingly aware of the necessity to restrict their shipments to meet established orders and firm demand. This creates trader and consumer confidence and avoids sharply fluctuating price structures engendering uncertainty. The new English season will start with a well balanced market and many factors which should lead to strengthening of prices. Higher returns will be critically important, to offset the huge increases in costs of almost every element of production.

The first new season English apple variety, Discovery, made an appearance during early August. The harvesting of the mainstream varieties will continue for some time and it is difficult to predict with confidence what the outcome will be. Those close to the action are saying that frost damage in April will impact on pear volumes and may have had an affect on Bramley. Dessert varieties of apples may have escaped unscathed is the main hope. Climatic conditions at pollination were good but weather prevailed subsequently and many would have liked less wind and rain. Overall higher scab levels are predicted and average grade outs are likely to be lower than last year. Conditions have been testing but manageable. The crop indications are reasonable but not brilliant.

Forecasts at the end of July suggested that Class 1 Cox production will be down on last year by 15-20% at 24,000 tonnes, and the harvest will be 7 – 10 days later than 2007. English Gala should crop more heavily but the grade out may not be as good as twelve months ago. The Braeburn harvest should result in a 10% increase, but this is not as great as was predicted last year. There has been very few reports of hail damage up until the Newsletter went to press, but there are still some critical weeks to come.

The Bramley crop is estimated as being up by between 5 – 10%. Growers and marketers were hoping for more as 2009 is the bicentennial year for the variety. Northern Irish supplies will almost certainly be lower, possibly by 25% compared with last year.



Harvest approaches but orchards must be kept trim



Pears – the forecast is for lower volumes



English apples in ascendancy?

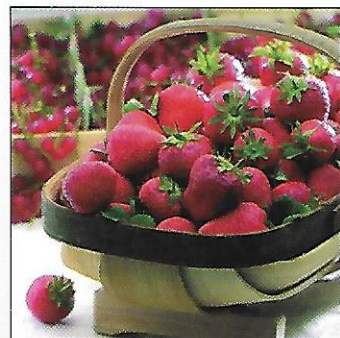
Bad news comes with the pear forecasts. Conference will be down by at least 10% on 2007 while Comice and Concorde supplies will be affected even more dramatically.

There will be sharp increases in the availability of the newer varieties, Kanzi, Jazz and Cameo. Other established and heritage varieties will almost all show a decline in tonnage.

Soft and Stone Fruit BERRIES and CURRANTS

Although most berries, stone fruit and currants are available to UK consumers virtually throughout the twelve month cycle, there is a magic and a cadence with eating those from domestic sources in what is the 'traditional season'. Research has revealed that consumption of these products is very much linked to the late spring and summer months when availability is at its peak and more clement weather patterns induce heightened interest. From early April growers and suppliers have been subjected to fairly erratic weather, strikes by foreign hauliers and a number of other quite difficult obstacles to overcome.

Strawberry prices have so far been up on 2007 with English production dominating the market from early May, replacing supplies from southern Europe, where volumes were reduced by poor growing conditions. There was a 'spike' of Elsanta supply in June which went against the trend and resulted in some of the fruit not being sold but apart from this hiccup the season has run reasonably well from the first glasshouse supplies in April. Figures however, suggest a slump of 17% in market value for the 12 weeks to June 20th.



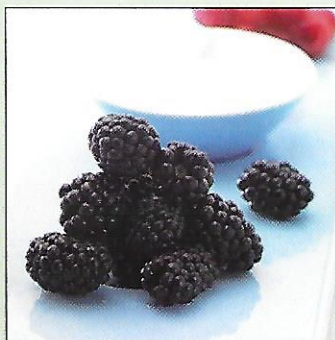
A reasonable English season

Recently published research has shown that the UK strawberry market is worth around £390m with over 40% being eaten at the evening meal. Consumption is higher at the weekend and consumers aged 45+ accounting for just over 55%.

The **Raspberry** market for the three months to mid June showed a 20% increase in market value, despite the vagaries of the weather. Spanish production was not hit as badly as strawberries and UK glasshouse growers secured higher prices than for the same time in 2007. During the peak in June and subsequently what has been available has generally sold reasonably well although there have been one or two low spots, the English producers not faring well during the main crop season.

There were restrictions on **Blueberry** supplies from many sources and as a consequence prices were higher. Demand across Europe has improved while production has not increased at the same pace.

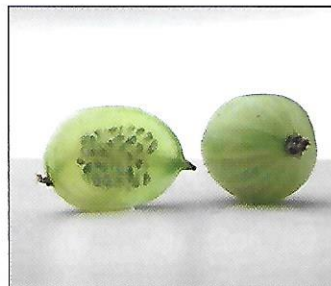
Blackberries remain the success story with tonnages to the middle of June increasing by 50% on 2007 a figure that may be trimmed to 30% once the annual stats have been correlated. Blackberries began to take off in popularity some years ago and received an extra fillip in the autumn of 2007 when blueberry supplies went short due to frosts in Argentina. Interestingly, research has shown that blackberries are being bought by a younger audience and that the association with anti oxidants has accelerated interest.



Blackberries; gaining in popularity

English **Gooseberry** production continues to decline in tonnage. Availability of fruit for culinary usage peaks between

mid-June and mid-July followed by a three week period when dessert gooseberries come onto the market.



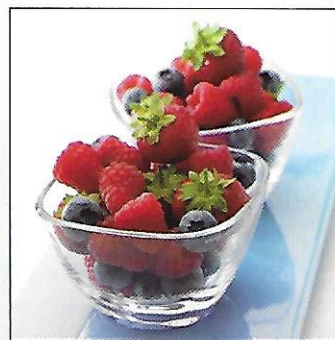
Gooseberries

In a similar manner **Currant** sales have continued to decline in the UK.

There has always been an abundance of soft and stone fruit from Europe completing for shelf space at the peak of UK berry production. However it appears that the category is holding up well and it is estimated that around 80% of berries sold in the UK reach

the consumers' baskets from the shelves of the multiple retailers.

There has been concern that the proliferation of packaging for berries may be confusing customers and dampening interest. As a consequence, leading suppliers are working on programmes of packaging rationalisation and simplification. Focus is also being thrown onto 'top seal', a move that will reduce plastic and save on costs.



Just the ingredients!

Summer berry squares

Makes 12

Description

Make the most of summer berries while they are at their best. These only take 20 minutes or so to make and will keep in an airtight container for a couple of days, making them ideal for summer picnics. They also freeze well.

3 large eggs, lightly beaten
175g (6oz) golden caster sugar
175g (6oz) ground almonds
150g (5oz) self-raising flour, sifted
1 teaspoon baking powder
few drops vanilla extract
150g (5oz) very soft butter
zest of a small orange
225g raspberries or blueberries
40g (1½oz) flaked almonds
icing sugar, for dusting

You will also need

a 25.5 x 15cm (10 x 6in) nonstick baking tin, 2.5cm (1in) deep, greased, the base and sides lined with baking parchment

Preheat the oven to 180°C, fan 170°C, gas 4. In a food processor or mixer, mix the eggs, sugar, almonds, flour, baking powder, vanilla extract, butter and orange zest until combined. Spread half the mixture over the base of the tin, scatter with half the blueberries, then spread the remaining mixture over the top. Scatter over the rest of the blueberries and the flaked almonds. Bake for 40-45 minutes, until risen and firm to the touch. Cool for 10 minutes in the tin, then turn out and, once cold, cut into squares and dust with icing sugar.

AUDIT COURT DINNER, 15TH MAY 2008

This year, the Audit Court dinner took place at the Carpenters' Hall in the heart of the City. The previous hall was destroyed in an air raid in 1941, although the vaulting in the basement and the wine, to the Company's delight, were both left intact. The hall that we dined in was built in 1956.

To continue the theme of the Anglo-American year, the menu we enjoyed was a celebration of foods that were indigenous to the New World and are now part of menus worldwide. A trio of Californian Caesar salad, Waldorf salad (created at The Waldorf-Astoria Hotel in New York) and New Orleans shrimp salad kicked off a delicious feast. Strip loin of bison, accompanied by peppers, tomatoes and salt baked potatoes followed. The potato arrived in Europe from Peru and Bolivia around 1700 and is now a firm staple. A classic New York blueberry cheesecake followed by mini brownies, muffins and pecan chocolates ended the meal and the wine flowed throughout.

The Master bade farewell to the honorary assistants of 2007 and welcomed those of the newly appointed court. He then introduced Mr Robin Griffiths, financial expert and technical strategist, and asked him to look into the crystal ball of the financial year ahead. The guests waited with anticipation hoping

to hear that recent talk of recession was an exaggeration.

Mr Griffiths reminded us that thousand years ago, China and India represented 56% of the world economy and for 1800 of the next 2000 years, the same two countries remained at the top. In 1820, England was booming and grew to represent 13.5% of the world economy, benefiting from the industrial revolution – the wealth of coal and steel prevailed. Two world wars had their effect since 1946 the United States has been the superpower of the world. Our speaker explained that we are now moving back to the 'old world' - economies are moving back to China and India and the growth in Asia is unstoppable.



The Master with the Wardens

The rise in Asian dominance will mean that we are indeed affected by global recession but the good news is we will get through it! We were advised not to fight Asian markets, but to invest in them.

The response came from Honorary Assistant Christopher Hutchinson, who spoke of the forthcoming Olympics and the proximity of the Olympic site to Spitalfields. He expanded on the suggestion that both Smithfield and Billingsgate should be relocated to Spitalfields to combine as one market.

Negotiations between the Corporation of London and Hackney Marshes continue, but a combined market, wherever its location, could help to make distribution more efficient and reduce carbon footprint. The Clerk concluded the evening with the traditional toast to the company.



Senior dignitaries

HONORARY ASSISTANTS DINNER

The Honorary Assistants Dinner was held this year at The Athenaeum Club and was attended by the current and incoming Honorary Assistants, The Master, Wardens, Immediate Past Master and other members of the Master's Committee. A fine meal in a relaxed atmosphere was followed by an open discussion of topics, raised by Honorary Assistants, covering a range of issues germane to the management and well being of the Livery. The deliberations included suggestions as to how hosting could be better organised at the banquet; covered ideas to make the Honorary Assistant's roles more meaningful and included thoughts about leveraging the enthusiasm and talents of Honorary Assistants after their terms of office are complete. Importantly, ideas about how to grow membership of the Livery were also discussed alongside thoughts about how the Root and Branch appeal could be revitalised. The Master agreed that it was "a stimulating evening that allowed the opinions of senior Liverymen to be heard in an informal forum and to be considered within future plans."



A very pleasant occasion

OUR BOXES ARE BETTER THAN THEIRS . . . !

“Box hedges that is, and our grass is greener”. So asserted Head Gardener, Simon Watton, as he compared those at the American Museum, Claverton Down, Bath with the same subjects in the Mount Vernon Estate and Gardens, Washington, the model on which this North Somerset garden has been laid down.

Over 30 representatives of the Fruiterers Company visited this unique, historic building and grounds during the evening of the 27th May. From its elevated position high on the southern extremities of the Cotswolds with sweeping views down to the Avon Valley the 1820 manor house has been acquired and undergone conversion to give an authentic and realistic representation of the American way of life from colonial times to the mid nineteenth century. Fifteen rooms depict how the settlers lived giving snapshots using original materials and artefacts.

Following an illuminating tour of several exhibits the Fruiterers, led by the Master, planted a Cherry Tree in the gardens. A reception was held in the Orangery where refreshments and canapés were served before the Director, Sandra Barghini and Master concluded the proceedings with brief exchanges of thanks.



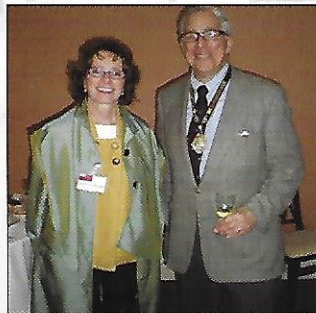
The Master at the planting – in the rain without umbrella!

The establishment is well worth a more leisurely visit when the facts and facets can be observed and absorbed at a slightly more moderate pace.

Our thanks go out to the Director and her staff who so charmingly and gracefully received us.



Petronel Turnbull checks on the planting form



The Master with the Director Sandra Barghini



View from Claverton Down

KEN IS A WINNER ON MAY 1ST



Ken Broomfield receives his prize from the Master



Martin Webster wins the Guest Prize, the President's Vase



James Bardeu receives Runner-up (Guest)

No, not that election being held in London on the same day as the Golfing Society was holding its annual golf day at Kingswood Golf Club. **Ken Broomfield** was the winner of ‘The Barton Cup’ having last won it in 1996!

We had a good turn out, welcoming Terry Ogborn and Matthew Hancock participating as members of the Company for the first time. Terry is a Past Captain of Kingswood.

Past Master Ivor Robins included in his guests Steve Graham, the current Captain and Secretary of the Glaziers' Golfing Society.

Weather conditions improved and, other than a few very short showers, we were lucky after the dreadful conditions that had prevailed earlier in the week. Buggies were prohibited because of the very wet course. Our President, Tom Hilliard, again welcomed all and donated the green fees. We continue to be most grateful to him for his generosity.

The Robert Sice prize was won by Past Master David Hope-Mason and the winning guest was Martin Webster. Runners-up were Ivor Robins (Division A), Terry Ogborn (Division B) and James Barden (Guest).

Other winners included Scott Mallon, Brian Bedson, Simon Brice, Michael Polnik and Bob Pascoe. Sue Robins organised and won the ladies match.

We are participating in the Joint Livery golf day, also at Kingswood this year, on October 7th and our 2009 Golf Day is on May 7th.

The Master came with Harriet and we were delighted to see them. The Master awarded the prizes. Ivor Robins again ran a raffle/£10 draw and we raised £510 for the Distribution programme, to which was added Gift Aid donations of £70.



CORPORATION
OF LONDON

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 inter-

esting 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:-

- Wednesday 18th October 2008
- Wednesday 12th November 2008. Upper Warden Alan French and Fionnuala look forward to meeting you there.

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!

Garden of the Year and tree planting. To be held on **Monday 15th September** at Houghton Hall, on the Estate of the Marquess of Cholmondeley, near King's Lynn in Norfolk. Always a popular date in the Fruiterers' calendar this visit promises to be a real treat. Watch out for the Clerk's notification and book early to avoid disappointment.



Houghton Hall

Election of Lord Mayor. A Common Hall to be held at the Guildhall on **Monday 29th September**. For eligible Fruiterers this is certainly a City Event to attend. You will receive an announcement of the arrangements.

Carvery Luncheon. To be held at the Butchers' Hall on **Wednesday 8th October**. Reserve a place as soon as you receive notification to avoid disappointment. This is not an experience to be missed!



*Carvery Luncheon at the
Butchers' Hall*

National Fruit Show. To be held at the Kent Showground, Detling, on **Wednesday 15th and Thursday 16th October**. For those interested in seeing what makes the English Top Fruit industry tick this is the event.

Presentation of Fruit to the Lord Mayor. To be held at The Mansion House on **Friday 17th October**. This provides a



National Fruit Show

unique opportunity to witness an historic ceremony peculiar and exclusive to the Fruiterers, whereby several bushels of fruit are presented to the Lord Mayor, by the Company, in his official City home, the Mansion House. It is a privilege and treat for Liverymen to share in

this very special event. Check your mail for instructions.

USA Visit. To be held between **Wednesday 22nd and Sunday 26th October** in the United States. The Master has worked on a very interesting programme that will give access to carefully chosen venues to witness botanical collections in the state of Florida. Not to be missed.

Master & Wardens' Dinner. To be held at the Barber-Surgeons' Hall on **Thursday 13th November**. The last formal dinner of the year that always has a slightly festive feel, as we approach the Yuletide season.



Presentation of Fruit to Lord Mayor



Master & Wardens' Dinner

CONGRATULATIONS

Liveryman Rupert Best, who was presented with a gold medal by HRH The Princess Royal at the Royal Bath and West Show for his services to the event over many years. Congratulations Rupert.



Rupert receives his award from HRH Princess Royal

Past Master Peter Bartlett and **Jenny**, who became proud grandparents for a second time on 17th June. Daughter Celia (Mallon), did not have time to get to the hospital and husband Scott delivered **Araminta Drew** before the ambulance arrived. Congratulations to the Bartletts and Mallons.



Peter with Araminta



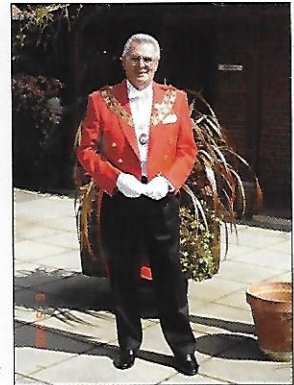
Proud Mother Celia with Araminta

Liveryman Doug Henderson, who was presented with the Florette sponsored Lifelong Achievement Award at the prestigious Re:fresh Awards Ceremony held at the London Marriott Hotel on Thursday 8th May. Congratulations Doug.



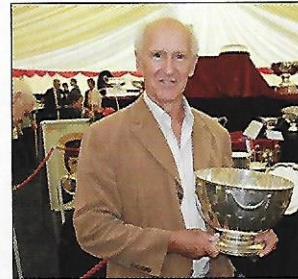
Doug Henderson

Liveryman Dennis Surgeon, who has been made President of the Institute of Toast-masters. Congratulations Dennis.



President Dennis

Liveryman Sandys Dawes, who won the blue riband Cherry Championship cup for the first time at the 78th National Cherry and Soft Fruit Show at Detling in mid-July. Congratulations Sandys



Sandy Daws

CHARTERED SURVEYOR AND MERCHANT BANKER ELECTED AS SHERIFFS

It is always quite bewildering to attend an election at the Guildhall. The seating arrangements are modest, the number of Liverymen overwhelming and the pageant superb – not to be missed! Fortunately, for the first timers, there is the reassurance of companionship to be found before the formalities. Fruiterers assemble at a coffee house in Cheapside for a stirrup cup before walking the short distance to Guildhall, with companions, for the main event of the day.

George Gillon a freeman of the Worshipful Company of Chartered Surveyors and Alderman Roger Gifford, a freeman of the Worshipful Company of Musicians and Worshipful Company of International Bankers were adopted as Sheriffs for the year 2008-2009. The successful candidates were voted into office at Common Hall held at the Guildhall on 24th June. Fruiterers were in attendance to add their support on this important occasion.

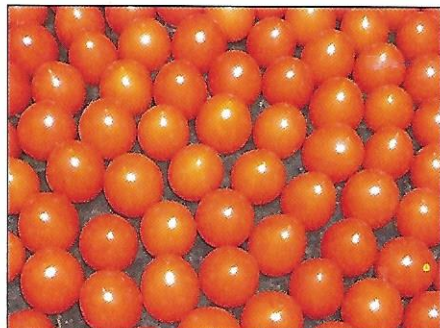


Guildhall Election of Sheriffs

ENGLISH GROWERS SET OUT THEIR STALL AT CHELSEA

Obviously we are delighted when English Fruit Growers bare their talents and wares to the public. Thanks to Liveryman

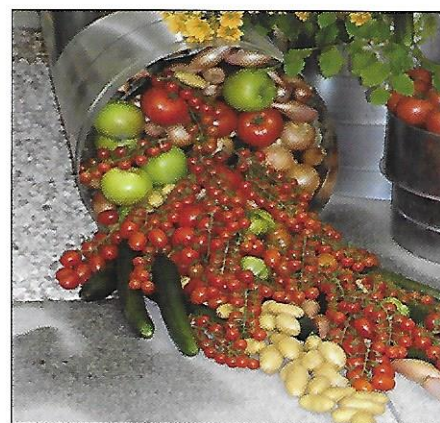
Geoff Dixon we are able to show some examples that were displayed on the NFU Stand at The Chelsea Flower Show in May.



Some splendid tomatoes © Geoff Dixon



WOW! © Geoff Dixon



A cornucopia of Fruit and vegetables © Geoff Dixon

NEW LIVERYMEN AND FREEMEN

New Freemen; Jon Bowen, Mark Lumsdon-Taylor, Kevin Rose
New Liverymen; Richard Kilner at the Audit Court Dinner



Richard Kilner clothed at the Audit Court Dinner

OBITUARY

We record with regret the death of **Bernard Marshall**. Our deepest sympathies go out to his family and colleagues.

FUTURE SPONSORSHIP

The Fruiterers' Newsletter which is published three times a year, by members of the Livery, giving their time freely, has remained viable due to the generous sponsorship of Fruiterers and their associate companies. The Editorial Staff have not been successful in securing financial backing for this edition and as a consequence the funding will have to come from corporate funding. If you feel that you, as a Fruiterer are aware of any potential sponsorship for future editions please advise the Master, the Clerk or the Editor. All would be delighted to receive your call.

ACKNOWLEDGEMENTS

The Editor thanks the following for their valuable contributions to this Newsletter. Adrian Barlow, Jenny Bartlett, Berry World Ltd., Rupert Best, Steve Bodger, David Bryant, Angela Chapple, Peter Cooper, Geoff Dixon, FAST, Felie Fernández, Eric Fraunfelter (The Master), FPJ, Alan French, Lionel French (The Clerk), HDC, David Hohnen, Gerard Lyons, Sarah Randell, Adrian Scripps, Will Sibley, Mike Solomon Dennis Surgeon and The Fruit Grower.

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Editor: Richard Brighten

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