



The Fruiterers' Company NEWSLETTER

Number 64

April 2009



A GRAND AFFAIR

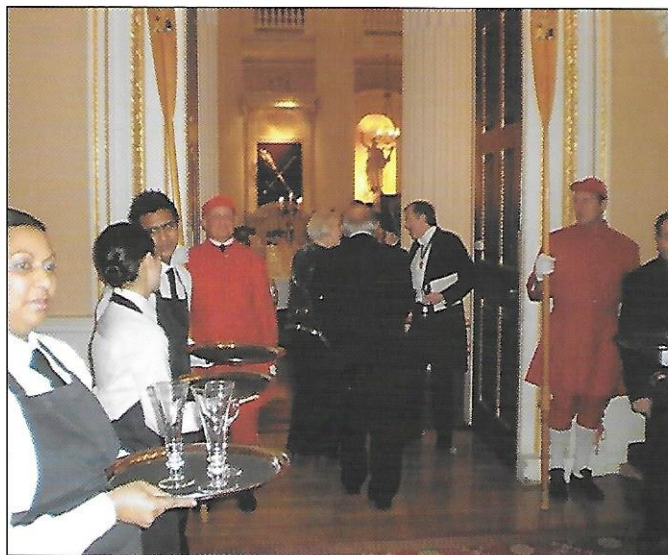
The glorious evening of the Annual Banquet, the 12th February, took place at the official residence of the Lord Mayor, The Mansion House. Built between 1739 and 1752, on a site formerly occupied by St Mary Woolchurch Haw (which was destroyed in the Great Fire) the Egyptian Hall at the Mansion house, as always, proved to be a fine venue for the occasion.

The sumptuous menu of tournedos of salmon, followed by supreme of guinea fowl was accompanied by fine wines and the trio of Bramley apples – a parfait, tatin and a shot – was the perfect toast to the birthday of the Bramley, more to follow.

The evening's speeches began with well deserved applause for Mrs. Dianne Quested, awarded with the Matthew Mack Award for her distinguished achievements in the industry. Master, Alan French, at his first official banquet of the year, spoke of the health of the youth of our country – a subject close to the heart of the Fruiterers for 2009. Specific mention was made to Food Dudes, the Bangor project, which aims to encourage children to eat more fruit (www.fooddudes.co.uk). The project has gathered considerable pace and is destined to become a national campaign. The Company is funding the national co-ordinator of the project, Pauline Milne, for three years to facilitate growth. This will provide an important and exciting function in the future battle against obesity and heart disease in the UK.

The Master made reference to 2009 being the 200th anniversary of Darwin's birth and also the bicentenary of the Bramley apple (www.bramleyapples.co.uk) – it is indeed 200 years since the first pip was planted, see our anniversary recipe on page 11. To recognize the

importance of this uniquely British fruit to our industry, the Master spoke of plans to plant Bramley trees in schools and inner city farms in several deprived areas of London, each one will be accompanied by an educational c.d. and information pack – a touch of the countryside brought to the City. He announced that there will be a service to commemorate the Bramley with the Merryweather family in May – it was Henry Merryweather



Members of the Doggetts as Guard of Honour.

who in 1856 took cuttings from the first tree and began to sell the resulting fruit.

Being a keen oarsman, the Master hinted to the Company that his year will inevitably have links to the exciting world of rowing - this will involve no less than a visit by the Livery in July to the Henley Regatta, the oldest annually contested event in the British sporting calendar.

The Master reminded Fruiterers of the Root & Branch appeal, which supports education and research programmes. The appeal really needs members financial support – a little from every Fruiterer would go a long way

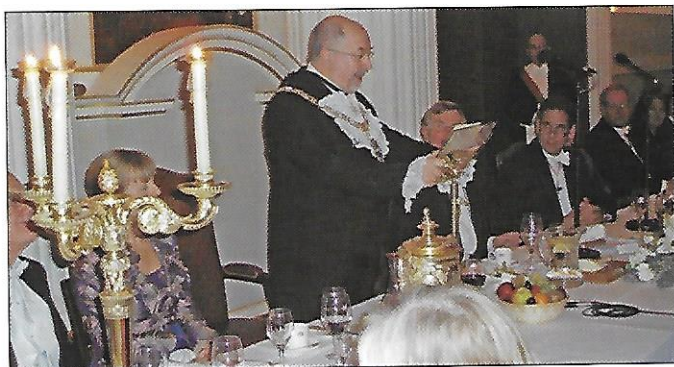
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DATES FOR YOUR DIARY

Thu 7 May	Golf Day	Kingswood GC
Thu 14 May	Audit Court Dinner	Vintners' Hall
Thu 28 May	Royal Bath & West Show	Shepton Mallet
Wed 24 Jun	Election of Sheriffs	Guildhall
Wed 1 Jul	Master's Away Day	Henley Royal Regatta
Thu 16 Jul	Summer Court Dinner	Goldsmiths' Hall
Wed 9 Sep	Wholesale Market Visit	Western International
	BA Perishables Terminal	London Heathrow
Fri 11 Sep	Garden of the Year	Blenheim Palace
Tue 29 Sep	Election of Lord Mayor	Guildhall
	City Visit	College of Arms
Wed 7 Oct	Re-dedication of Fruit Tree	St Bartholomew the Great
	Carvery Luncheon	Butchers' Hall
Wed 14 Oct	Presentation of Fruit to Lord Mayor	Mansion House



The Master addresses the diners.



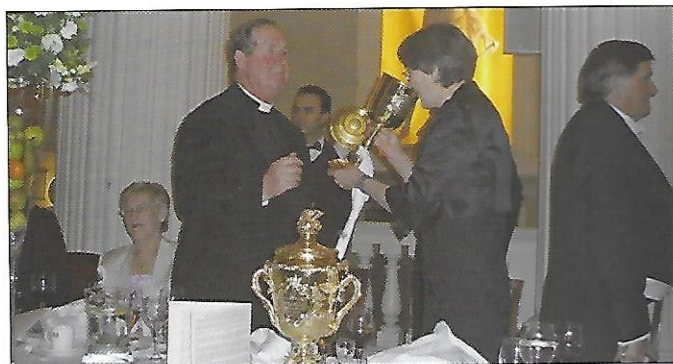
The Lord Mayor responding.

to reaching the £400,000 target.

A lively and entertaining response by The Rt. Hon. The Lord Mayor of London, Alderman Ian Luder followed. The Lord Mayor focused on the current economic climate noting that 'nothing on the left hand side is right and nothing on the right hand side is left!'. He spoke of turning the global crisis into a global opportunity and his own 2009 appeal, linked to The Lord's Taverners and St John's Ambulance, both of which depend on voluntary donations (www.thelordmayorsappeal.org/events).

Past Master and distinguished speaker Will Sibley introduced some of the significant guests who we had in attendance including The Right Honorable the Lord Judge, The Rt. Rev Dr Michael Nazir-Ali, The Very Reverend John A. Guille, F Armstrong Esq. - Assistant Commissioner for the City of London Police, and other distinguished guests. Will made mention of the importance of our recognition and admiration of the armed forces in such difficult times which is so often shadowed by media sensationalism.

Mr Christopher Rodrigues replied on behalf of the guests having an aquatic link to the Master owing to his involvement with the Henley regatta. Mr. Rodrigues made comparisons between the Doggett's Coat & Badge race and the economic crisis, both carrying the common thread of needing all those involved to stay on course to achieve ultimate success and survival. He highlighted the importance of the strength of teamwork



The Honorary Chaplain shares a 'loving-cup'.

during tough times and how clearly this is shown through the determination for sporting triumphs. As the Chairman of 'Visit Britain', Mr. Rodrigues described to the Company the change in leisure time – now based on the quest for unique memorable experiences rather than the simple 'day out' of years gone by. Britain is of course rich of such experiences and Mr. Rodrigues spoke of his support for the Olympics, which will be the prime time to showcase Britain.

The Clerk closed the proceedings with the Company's Root and Branch toast.



Some fabulous flower arrangements.

PRESS THE BUTTON FOR IMMEDIATE CONVERSION

So said the Dean of St. Paul's when preaching at the Fruiterers' St. Paul's Day Service at St. Mary Abchurch on the 26th January. This is the occasion when the new Master is sworn in before his peers and is a very important date in the Company's calendar. The Dean was relating his experiences when booking a holiday which was priced in Euros. He wanted to know the cost in Sterling and by pressing a button the answer was immediately forthcoming. This was being used as an analogy when speaking about the conversion of Saint Paul, which was a far more complicated process and was not instantaneous, as the speaker explained.

Alan French took his oath as the new Master in the packed Wren Church with its impressive and skilfully carved Grindling Gibbons Altar and domed roof which the architect is said to have used as a model for St. Paul's Cathedral. The event is always a friendly and happy affair,

which marks the conclusion of what has generally been a successful year and presages a new start.

Following the formal service the congregation traditionally moves to a Livery Hall for a light hearted and amusing sojourn where the outgoing Master passes the insignia and chattels of office to the incumbent. On this occasion it was the Innholders' Hall off Dowgate Hill which accommodated almost 100 Fruiterers and guests. Following a most enjoyable lunch the official ceremony was conducted. Past Master Sir Edward du Cann gave a witty and amusing speech recounting a few of his very many humorous experiences from his long political career. He thanked Eric and his wife Harriet for a very enjoyable and interesting year and a floral tribute was presented to Harriet.

The Upper Warden for the year will be Stephen Bodger and Jonathan Choat has been elected as Renter Warden.

CUSTOMERS AND THE MARKET ARE KINGS!

This was the assertion of Sir Terry Leahy, CEO of Tesco, who presented the 7th City Food Lecture at The City's Guildhall during the evening of Wednesday 28th January. Originally conceived by the Fruiterers the lecture has become a substantial landmark in the City's year. Organised independently by the seven City Livery Companies (Bakers, Butchers, Cooks, Farmers, Fishmongers, Fruiterers and Poulterers), the event attracts a distinguished audience from the Corporation, Liveries and guests. HRH The Princess Royal was also in attendance having very strong affiliations with the Farmers.

Sir Stuart Hampson, an ex Chairman of Waitrose, chaired the session and managed the questions and answers session that followed. The panel was comprised of Professor Lord Krebs, Dr Susan Jebb and Peter Kendall who were joined by Sir Terry Leahy.

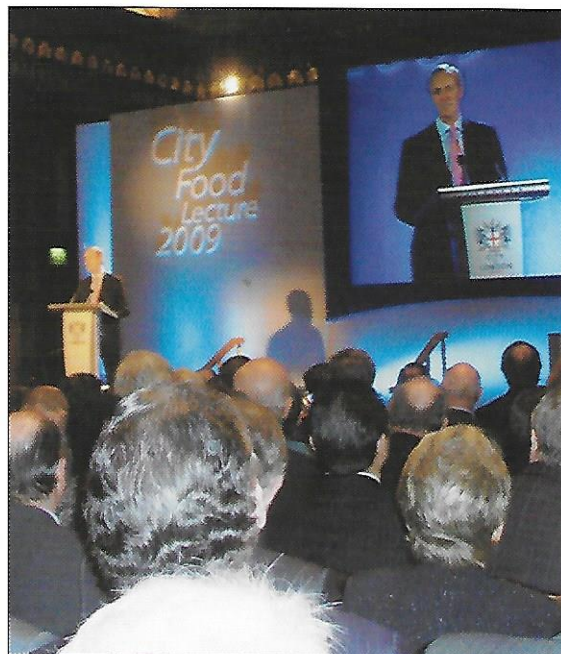
The audience was welcomed by Alderman and Sheriff Roger Gifford on behalf of the Lord Mayor. He also thanked the sponsors who had made the lecture possible and for the

organisational skills of the committee. Sir Stuart then introduced the personalities before introducing the Tesco Chief Executive.

Sir Terry spoke eloquently and fluently presenting his perspective in a precise and measured fashion. His lecture was illustrated with facts and examples that gave weight to his thoughts and views as one would expect from one of the UK's top retailers. Touching on many of the thorny issues of the age and dwelling on the topics that are dominating business generally he presented a very structured and plausible case. Although many of the retail industry's top detractors were in attendance it was generally agreed that Sir Terry handled the questions and answers session skillfully.

Following the formal session a buffet supper was served which closed another very successful evening.

Sir Terry Leahy's formula must be working if Tesco's results announced on the 21st April are a barometer to go by. Year on year profits up by 8% in a very difficult trading environment. Ed.



Chairman, Sir Stuart Hampson



Sir Terry Leahy presenting

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. With what trade do you connect the name 'Staple', as in Staple Inn?
2. Who is the Admiral of the Port of London?
3. Which four Livery Companies have their coats of arms around the central area of St. Paul's Cathedral?
4. Can you name the three towers of the Barbican?
5. Who designed the 1831 London Bridge?

6. Where is the 1831 London Bridge now?
7. Who do Liverymen elect on Midsummer's Day?
8. Over which period did Samuel Pepys write his diaries?
9. In which City of London Church is there an altar designed by Sir Henry Moore?
10. Who is represented in the female statue on Temple Bar?

ANSWERS 1. Wool 2. The Lord Mayor 3. Mercers, Grocers, Goldsmiths and Merchant Taylors 4. Shakespeare, Cromwell and Lauderdale 5. Sir John Rennie 6. Lake Havasu, Arizona, USA 7. The Sheriffs of the City of London 8. January 1st 1660 - May 1st 1669 9. St. Stephen, Walbrook 10. Queen Anne of Denmark.

The outcome of a financial crisis depends on the economic fundamentals, the policy response and on confidence. The economic fundamentals have been poor across much of the globe, whilst confidence has been shot to pieces. As a result policy makers have responded to the challenge, unveiling a host of measures to help the banking sector and end the recession.

April's London Summit highlighted both how global this crisis is, and how important the policy response has been.

The UK has been one of most proactive countries in using policy. Large parts of the banking sector have been bailed out, sterling has depreciated, and the Bank of England has cut interest rates aggressively and adopted unconventional measures aimed at boosting the quantity of money in the economy. The Government, meanwhile, has seen its budget deficit soar, both as it has spent aggressively but also as the recession has led to a slump in tax revenues. The deficit will rise further and threatens to stay stubbornly high.

Despite all these measures the recession and financial crisis has continued, prompting questions about the effectiveness of policy. Yet the reality is if it was not for the measures unveiled the situation would be far worse. Although the UK recession may end by the turn of the year, the likelihood is unemployment will continue to rise in 2010, with recovery weak and drawn-out.

In turn, this has led to a big debate in the City about the eventual cost of policy measures being announced. The biggest fear for some is that inflation becomes a problem or that international investors will lose faith in the UK, making it hard for the government to fund its deficit, with sterling vulnerable.

But is inflation really a problem? In my view, the answer is no, or at least not for some time. Some firms have raised prices, both because of sterling's depreciation earlier this year and a desire to boost margins, but it is hard to imagine this will be sustained. In fact, in a recession, inflation is rarely the problem. There tends to be little pricing power, as retailers and firms are under pressure to reduce prices to sell, and rising unemployment restrains wage pressures. Moreover, because of the financial crisis this recession may be deeper and longer than usual. This might suggest that deflation, where prices actually fall, might be a much bigger risk. The retail price index, which includes mortgage payments, is already in deflation, and the rate of consumer price inflation continues to subside. These trends may continue, given the weakness of the

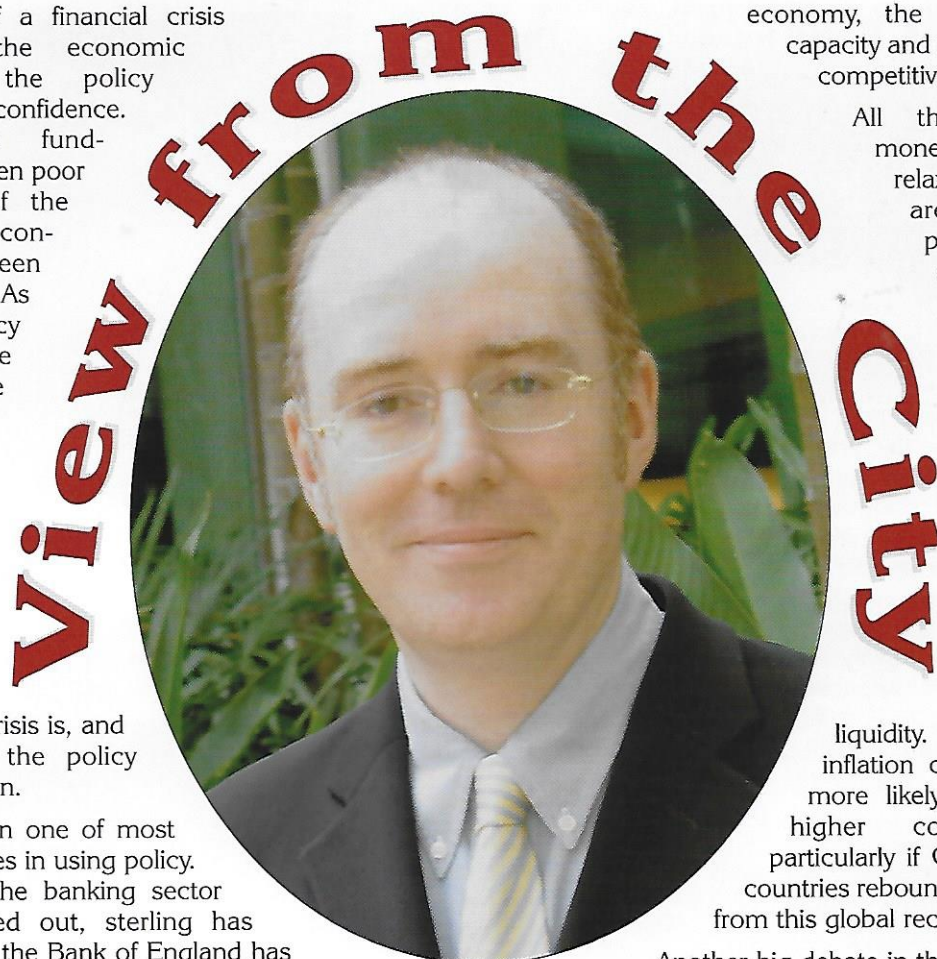
economy, the amount of spare capacity and intense international competitive pressure.

All this explains why monetary policy has been relaxed so much. There are fears monetary policy is too lax and could mistakenly trigger inflation. I don't think so. Although monetary growth can lead to problems these are not normal times and once the economy recovers the Bank of England should be able to drain excess

liquidity. If there is a future inflation challenge it may be more likely to come through higher commodity prices, particularly if China and emerging countries rebound sooner than others from this global recession.

Another big debate in the City is whether the government will find it hard to fund its deficit. Such fears were triggered by a buyers strike at one of the Government's regular gilt auctions earlier this year. But if the economy stays weak, investors may opt for gilts over equities. If not, it will simply require a rise in longer-term interest rates to attract buyers back. That would not be good for the economy, and would certainly raise the amount the government spends on servicing its debt. Although this may deter some international investors, pushing sterling weaker, the reality again is that many other major currencies also face problems.

What all these worries highlight are the challenges that policymakers will face in the future. The biggest challenge is on the government's finances which are deep in the red. The serious need will be to bring the deficit back under control. Frivolous spending in the good times led the UK to go into this recession with a large budget deficit. It has since deteriorated. If people and firms are not spending, the government has to. If not, the situation will be worse. But this government spending should have been from a position of strength. It wasn't. And this clearly, eventually, places limits on the Government's room for fiscal manoeuvre. And it leaves a big headache for the future. To retain the confidence of the financial markets and of international investors, there needs to be a credible plan to reduce the budget deficit in the future. Attempts to reduce the deficit prematurely, before the economy is strong enough, could back-fire and knock the recovery off course. The best way to reduce the future budget deficit is not to raise taxes, but to slash public spending and to create the environment for sustainable economic growth. All of which suggests that interest rates may continue to act as the shock absorber for the economy and will need to stay low for some considerable time.



VIEW FROM THE HIGH STREET

Coming out of what has been one of the sternest winters that we have experienced for many years in respect of climatic conditions and weather patterns, coupled with a difficult economic environment how does the independent retailer view the current situation.

Chatting to the Newsletter's correspondent not all was negativity although there were some areas for concern. His experience and observation at the wholesale market level suggests that activity has not been as brisk over the past four months and Easter, traditionally one of the high points in the fruit trade calendar, was very quiet. The trend for wholesalers has continued away from specialisation to everybody stocking and supplying everything. A diminishing number of wholesalers have been chasing a declining market. Catering has not been as strong as it was through traditional markets and many public houses have closed and even the stallholders in street markets are finding business tough. Pressures from structured retail have continued to impact as they capitalise on new opportunities. Smaller premises in high street locations, garages and other sites reduce business for independent fruiterers and most other businesses in the same thoroughfare. "We can only be as good as our suppliers and supplies" and many of these have been threatened through the commercial activities of the supermarkets. The latest development whereby buying departments are talking directly to growers and cutting out the traditional links in the supply chain will have dramatic effects on the industry and independent sector. We have almost

Popular early English Asparagus



Change over of seasons, but excellent fruit

arrived at the original, historical departure point where grower grows and takes his product to market and sells to consumer. In the modern scenario however independence will be sacrificed as the retailing giants exert increasing control on every activity in the supply process. Ironically, over the years the supermarkets have been responsible for the demise of many smaller, local producers but are now clamouring for local produce. On an even playing field of supply however, the 'streetwise' independent will survive. Choice is a democratic right and our correspondent is concerned that principle is being eroded.

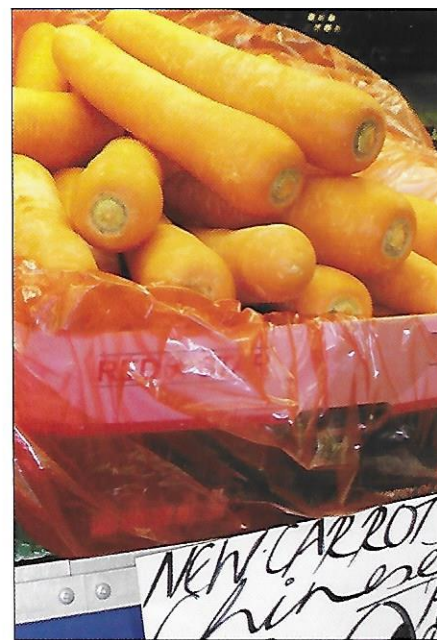
On the positive side most successful independents have continued to access most products. If a shortage exists, and there are always some in the course of a year, it is usually created by some unusual weather patterns. Since Christmas this has been noted with broccoli, particularly in March, where prices peaked in the lead up to Easter. Tomatoes have remained quite pricey throughout but the real disparity has been bananas. This fruit represents a considerable proportion of fruit turnover and is vital for success. What is perceived as inequity in the supply chain and promotional pricing tactics by the formal retail sector have meant that the independent sector has struggled for supplies.

Our correspondent has an enviable business and carries an impressive range of products. Wherever possible he stocks English and local produce – fruit, vegetables and plants as long as the quality remains reliable. For the vast majority of fruits this is not always possible as so much that is in demand, is not grown in this country – citrus, bananas, grapes and other tropical /sub tropical

fruits and deciduous fruits outside the domestic, European season. "It is imperative therefore that the supply routes are kept open", he told the Newsletter.

When the interview was conducted the English asparagus season had just got underway. Packaging and quality were reported as excellent and demand strong. The business for large Papayas and Passion Fruit was also described as buoyant. One daily staple from an unusual origin inspected on the shelves was carrots, shipped from China. Purportedly spending a month underwater during the growing process, they appeared none the worse for their 'ducking'. "They act as a stopgap between the conclusion of the English season and the commencement of the French", remarks our contact.

Chinese carrots! (a fact)

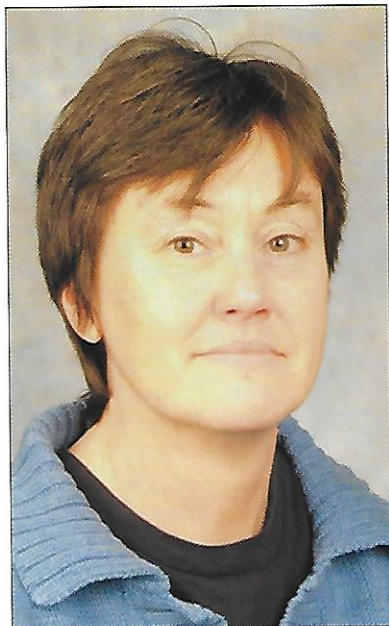


FRUITERERS SUPPORT

REPORT TO WORSHIPFUL COMPANY OF FRUITERERS ON ATTENDANCE AT THE 7TH INTERNATIONAL CONFERENCE ON INTEGRATED FRUIT PRODUCTION

Avignon, France
27-30 October 2008

Dr Jean Fitzgerald
East Malling Research



Jean Fitzgerald

This meeting was organised by the International Organisation for Biological and Integrated Control (IOBC). Over 200 delegates attended this conference which included 70 oral and 129 poster presentations on a range of topics of interest for scientists involved in pest and disease control in fruit crops. Sessions covered included:

- modelling of pests and diseases for more effective targeting of control strategies
- the use of semiochemicals in pest control
- development of novel integrated control methods
- aspects of organic fruit production
- biocontrol strategies for pests and diseases in fruit crops
- enhancement of biodiversity within fruit production
- pesticide resistance and strategies to reduce development of resistance

Several of these topics are closely related to current research at EMR and attendance at this conference enabled me to discuss results and future plans with European colleagues. I am involved in two projects where semiochemicals are being assessed for attractiveness to beneficial species, with the aim of increasing predator and parasitoid populations in the crop before pest numbers increase. Semiochemicals are volatile molecules that influence insect behaviour.

The themes covered at this conference were very relevant to fruit growers in the UK since they were concerned with developing novel and environmentally friendly methods to control arthropod pests and diseases. Results of Europe-wide experiments undertaken to increase biocontrol of pests, reduce pesticide applications and increase biodiversity in orchards and fruit plantations are giving pointers to further research and development requirements needed to develop new techniques and control strategies for pests in the UK.

I am very grateful to the Worshipful Company of Fruiterers for providing the funding to enable me to attend this interesting conference, which is enabling me to keep in touch with the work of European colleagues, share ideas for future research, and facilitate future funding bids.

FIRST SYMPOSIUM ON HORTICULTURE IN EUROPE

Vienna, Austria

Abigail Johnson
East Malling Research



Abi Johnston

The aim of the symposium was to bring European horticulture researchers together and provide an opportunity to exchange knowledge, information, ideas and techniques. Being the first conference of its kind, the objective was to generate a feeling that horticulture is still very much alive in Europe and that it plays an important role, both in our society and for our economy. The symposium was very well attended with over 420 delegates, representing 37 countries.

A total of 88 lectures, covering six main themes, were presented along with over 300 posters. Topics of special interest were divided into eight separate workshops. At the beginning of each day, an introductory talk and overview presentation were given, relating to two different themes. The themes were then run in parallel sessions throughout the day enabling delegates to attend talks relating to their specific areas of interest. Shorter presentations within workshops were designed to encourage an informal discussion of the topics under consideration. The conference began with an opening ceremony hosted by Josef Proll (the Austrian Federal Minister of Agriculture, Forestry, Environment and Water Management).

The conference was very worthwhile, enabling me to make useful contacts and to learn about developments in disciplines that I would not otherwise have encountered. This information has been made available to my colleagues at East Malling Research, enabling everybody to benefit from my attendance at the first European horticultural symposium. I would like to thank the Worshipful Company of Fruiterers for their contribution, which made the trip possible.

IMPORTANT RESEARCH - and *REWARD ACHIEVEMENT*

MAPPING OF APHID RESISTANCE GENE *A₁₀* IN RASPBERRY

Felicidad Fernández-Fernández
East Malling Research



Felie Fernandez

Raspberry breeding aims to develop improved cultivars to satisfy market demands and allow profitable production. Pest and disease resistance is increasingly important for sustainability, residue reduction and organic production. The large raspberry aphid, *Amphorophora idaei*, transmits four viruses and resistance to this vector has been central to the breeding programme at East Malling Research for 50 years. A number of resistance genes (*A₁*, *A₁₀*, *A_{V4a}*, *A_{L518}* and *A_{cor}*) from various sources have been identified and used. The selection pressure on the aphid populations, imposed by the widespread use of *A₁*-resistant cultivars, led to aphids overcoming that resistance. Gene *A₁₀* has been used successfully since the 1970s and crosses have been made to combine it with the *A_{L518}*, *A_{cor}*, *A_{V4a}* genes to produce more durable resistance.

It is currently impossible to determine which resistance genes, and how many, are carried by resistant material, mainly due to the identical effect genes *A_{L518}*, *A₁₀*, *A_{V4a}* and *A_{V4a}* have in widely spread **genotypes**¹. Since the discovery of colonies of resistance-breaking aphids on cultivars carrying *A₁₀* (Birch et al. 1997), it is urgent to clarify if these genes are different and, if so, the response of resistance-breaking aphids to plants carrying more than one resistance gene. Molecular markers are indispensable to differentiate these genes and identify their presence in breeding material to allow effective **gene pyramiding**. The only markers currently available are those for *A₁* (Sargent et al. 2007).

This WCF-funded project aimed to locate the resistance gene for *A₁₀* in a *Rubus* linkage map and identify linked markers. An additional objective was to test material carrying genes *A_{L518}*, *A_{cor}*, *A_{V4a}* with marker(s) associated with *A₁₀* as a preliminary indication of whether these four genes are distinct.

DIANNE QUESTED RECEIVES FRUITERERS' MATTHEW MACK AWARD

Mrs Dianne Qusted received the Worshipful Company of Fruiterers' triennial Matthew Mack Award "for distinguished achievements for training within the fruit industry" at the Company's Annual Banquet at London's Guildhall on 12 February 2009 in the presence of The Lord Mayor.

Presenting the Award, the Company's Master said "Against a background in which the future of fruit growing is critically dependent on the application of up-to-date practical, management expertise, very many farmers, growers and trainees have every reason to be grateful for the vital training framework that Dianne Qusted's activities provide".

Fifteen years ago Dianne took over the organisation of the Mid-Kent Training Group, merging it with the Fruit Training Group, West Kent Training Group, and Southern Shepherds to become the largest provider of training for the land-based industries in the Southeast. Mid Kent Training now provide a wide range of courses for fruit growers and other branches of horticulture and agriculture, ranging from crop production, crop protection, and environmental management, to time

management, supervisory and negotiation skills, and financial management.

Dianne has anticipated a broad spectrum of training needs, and pioneered many new courses including BASIS training, and has worked with LANTRA to provide instructor schedules for new subjects.

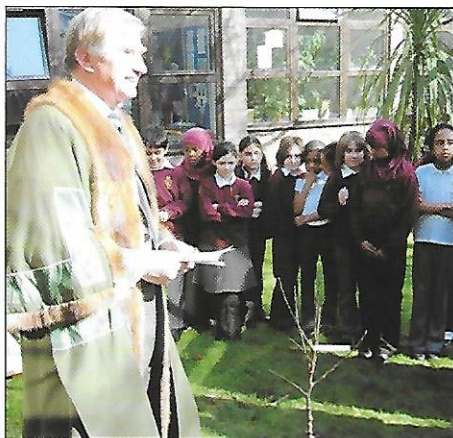
Our congratulations go out to Dianne and her team.



Dianne Qusted receiving her award from the Master

MASTER'S F

I consider myself extremely fortunate to have the honour of being the Master of this Company and especially in 2009 the year of the Bramley bi-centenary. This historical event has become our focus in the early part of the year and we have celebrated it in a number of ways.



Bramley Planting at Chesterton School

By extending our charitable giving we have presented and planted Bramley trees to 8 inner city schools located in Wandsworth, Battersea, Southwark, Borough and Hackney. In addition nineteen inner City Farms and Community Associations in the less affluent areas surrounding the Square Mile have been recipients. And also, by special request, we have planted trees at three inner city academies in Manchester. With each tree we have donated an illustrated education pack that enables children and disadvantaged people to learn about the annual cycle of trees. This includes a guide to identifying the fauna that live within them and provides a guide to activities for tasting, juicing, cooking of their produce. Children have enthusiastically demonstrated their planting skills and have expressed excitement on having their own tree to nurture.

We were delighted to be included by the Merryweather family in the Service at Southwell Minster for the blessing of the **Bramley Apple bi-centenary window**. Our Chaplain Nigel Abbott contributed magnificently to the success of this wonderful occasion. We planted a Bramley Apple tree in the Dean's garden, a graft from the original tree, which is still growing after 200 years only 5 minutes walk away. This was followed by a delicious and sociable lunch in the Great Hall with the Merryweather family and their other guests. The event concluded with musical entertainment provided by children from the local school.

Through the Awards Council we also plan to increase the presence of fruit growers at the Bath and West Show at which the Bramley and its bi-centenary will be a major theme. Whatever your background you are encouraged to attend and assist at this show and to support the Bramley display that will be maintained throughout the four days. Please contact Liveryman Dennis Surgeon to organise and co-ordinate your attendance.



Cider pouring at Bath & West

Company Strategy 2009 –11

Early last year IPM Eric Fraunfelter launched a review of the Company Strategy and asked Past Master Laurence Olins and myself to carry the project forward. A number of volunteers ranging from newly clothed Liverymen to members of the Master's Committee contributed to the task. We placed the final

recommendations before members of the Court who approved the new Three Year Strategy on St Paul's Day, fortuitously as I took office.

A document setting out the strategy will shortly be circulated. The Company goals were felt to remain relevant and are unchanged. These as you know are:

- 1) To promote excellence across all sectors of the fruit industry,
- 2) To support education and research within the fruit industry,
- 3) To provide support to the Lord Mayor and the City of London Corporation,
- 4) To be active in raising funds for charity and
- 5) To foster within the Livery a spirit of good fellowship.

The detailed actions to support our goals have been reduced in number from 38 previously to 7 "key tasks". These are:

- To contribute significantly to the diet and health of coming generations through sponsorship and support of the Food Dudes project

This is essentially the Food Dudes project that is being managed by Past Master Will Sibley in conjunction with the University of Bangor. Supporting him is Honorary Assistant John Price with Liverymen Doug Henderson and John Giles also lending support with fund raising. This is a major project for the Livery as the programme is rolled out across 84 primary schools in Wolverhampton. In Bedfordshire the programme is operating in 9 schools. Preliminary data shows both snack time and lunchtime fruit and vegetable consumption has increased in schools that have completed the programme. Positive feedback has also been received from children, teaching staff and parents.

We have committed to spend £25,000 for each of three years to support a full time coordinator to spread the acceptance of the Food Dudes concept through all of the education authorities and schools in Britain. So far we have only raised £4000 from the Livery to defray this expense. This is especially disappointing as this is the type of project that stimulated our Root and Branch Appeal. Successfully raising funds has, of course, become increasingly important, as our investments have diminished during the current economic crisis. Without more help the lion's share of the £75,000 will have to be taken from our reserves and, as I know you will agree, this is not desirable.

My friend José Carlos has volunteered to help the Livery by dedicating his run in the London Marathon on the 26th April to support the Food Dudes Project. He has committed to raising £1500 and at the time of writing about half this sum has been pledged. If you would like to support José and this project please send a cheque to the Clerk or access www.justgiving.com on the internet and give your support by entering in the "Sponsor a Friend" box "Fruiterers Company" or "Food Dudes".

The Food Dudes
Healthy Eating Programme:

Increasing children's consumption of fruit and vegetables

The Food Dudes programme changes children's eating habits for life. Clearly, if you want to change children's diets, it is not enough just to give them good food. You also have to find a way of motivating them to eat and enjoy it. This is where the Food Dudes Programme comes into its own.

It is designed by psychologists to appeal to young children from 4-11 years old, and involves a simple set of stories revolving around a reward system and exciting DVD adventures (starring the Food Dudes).

Not only is the process easy and enjoyable for parents, children and teachers to follow, it also brings about major and long-lasting increases in children's consumption of fruit and vegetables, and improvements in the eating habits of parents themselves.

PP...this is one of the most exciting things going on in the food world, which could completely transform the way Britons eat.™
Prue Leith, Chair of the School Food Trust

Food Dudes

REFLECTIONS

- To develop and implement robust contingency plans and improved employment and appointment processes

An advisory panel to the Master's Committee has been set up to address weaknesses in our crisis management, forward planning processes, appointment and employment practices. The Clerk and a number of Past Masters have started this work under the leadership of PM Anthony Turnbull.

- To secure and grow our financial resources



At least ten new Liverymen per year - net!

Liveryman Richard Francis, recently appointed Chairman of our Finance Sub-Committee, will be responsible for this task. He and his team are working hard on a number of challenges including minimizing the depletion in the value of our investment portfolio. Of equal importance is the management of our current and future administration and for instance, if we could once again find a Liveryman to act as Honorary Accountant that could help enormously.

You will have noticed that the cost of our functions have been rising and if we are to maintain our high standards we must ensure that these events are well supported so that the fixed cost element can be more widely absorbed

- To identify and implement commercial opportunities to provide a flow of revenue to the Company

Our first priority is to defray operating costs and if successful to use any surplus to contribute to charitable funds. Liveryman Ian Adams has agreed to lead this challenging project team supported by Liverymen Peter Wilkin, Gerry Edwards, Andrew Kent and Judge Stuart Sleeman.

- To increase our membership by a net ten Liverymen per annum and revitalise the apprenticeship scheme

Dennis Surgeon the new Chairman of Membership and Communications Sub-Committee and his team have responsibility for this key task. Over the last 7 years we have welcomed on average 8 new Liverymen each year without significantly increasing our net overall numbers. Those of us who enjoy the Livery and wish to ensure its healthy survival are encouraged to propose a friend or contact as a potential new Liveryman.

- To provide more opportunities to engage members of the Livery within small, short term project teams.

I think the projects listed above (and below) demonstrate that we are already some way towards fulfilling this objective; however, more volunteers are always welcome.

- To develop and maintain a website

Dennis Surgeon is also leading this project from within the Membership and Communications Sub-Committee. Donations

towards the costs of circa £3000 have been received from many Past Masters and Liverymen and any shortfall has been underwritten. After reviewing several potential designers Fireworks Studios have been commissioned to prepare the site that will include a Livery only section. There is much text preparation to be done but there is a strong commitment to complete this long awaited website as soon as possible.

.....

Again this year the **City Food Lecture** was a great success and we know that none of this happens by chance. PM Olins put in an enormous amount of hard work with his committee including representatives from the other six foods related Livery Companies. I am pleased that Liveryman John Giles has agreed to support Laurence going forward to help maintain the momentum of this prestigious event.

This year so far, as you can imagine, has not been all work and in addition to the many prestigious City events at which I have represented the Company there have been several other outings that have been very special. A relatively new commitment in our annual calendar is the **International Marmalade Festival** in Cumbria where the Fruiterers helped with judging and presented the prize for the "best in show." This was a fascinating and charming opportunity for a winter weekend break and to spread the reputation of the Company.



Presentation of the Fruiterers' Cup to Mary Hart for best marmalade in Show

Once again we participated in the **Inter Livery Pancake Race** maintaining our profile, if not showing great athletic prowess, amongst the fun loving Liveries of the City. Liverymen Amanda Cottrell, Ian Adams, Richard Francis and I represented us.



The Shrove Tuesday Team

There have been many other prestigious and exciting events, too numerous to mention individually, where I have been delighted to represent the Livery. I plan to take the many opportunities being presented in the coming months to make a worthwhile contribution to the development of our livery and to advance its reputation in the fruit industry and city.

FROM ORCHARD TO MARKET

TOP FRUIT NEWS

The English top fruit season concluded with somewhat of a flourish after some strong apple promotions in January that saw sales at uncharacteristically high levels. By early February stock levels were at comfortable proportions and the subsequent rate-of-sale was managed well to bring the season to its finale in early April.

The English **Braeburn** crop was at a lower level than forecast but sold extremely well. It is anticipated that production will rise significantly in the foreseeable future and the marketing skills will come in persuading British consumers that the variety is available from English sources over a protracted period. Final sales of domestically produced **Gala** were made in late March after a very successful season. There is a conundrum in getting acceptance of block coloured Gala rather than the striated examples that tend to characterise supplies from elsewhere in Europe and the southern hemisphere. **Cox** marketing finished in early April after a season of moderate success. Although still the most significant English apple in tonnage terms there is a realisation amongst producers that consumer attitudes have changed. Plantings are now focusing on the newer varieties which have done well in recent years. Cultivars such as **Jazz**, **Kanzi**, **Cameo** and **Rubens** have provided satisfactory returns and have attracted the attention of the retailers and consumers alike.

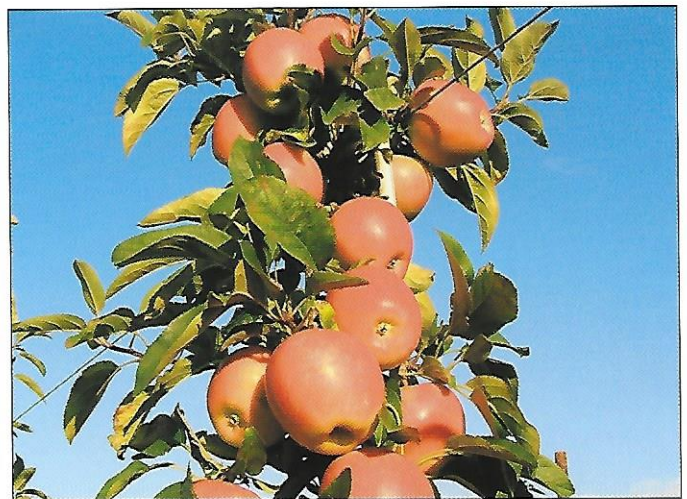
In the English renaissance of top fruit production the emphasis is very much on moving away from growing what has been traditional towards growing what the consumer wants. Attitudes are changing and it is expected that in the not too distant future the growers will be able to supply a wider range of quality apples over a longer season. There are still some gaps to fill in the jigsaw such as an early English Discovery Mark II and other early varieties that will get the season off with a bang. At the other end producers are confident that within a short period of time English apples will be available through April until the early part of May. Enthusiasm must be tempered to a certain extent as there are natural seasons and the retailers and consumers still appreciate new season products in what has become a 'season less' environment. DEFRA figures for 2007 show that British horticulture was responsible for supplying almost 400,000 tonnes of fresh fruit, which represented only 10% of the total consumption. Opportunities exist for agricultural interests in this country but currently it is berry fruit that has shown the significant advances. As far as top fruit is concerned the upsurge in demand for local supply must not be viewed as an opportunity to market product of lesser quality than that of imported fruit. The message can be endorsed by supplying the demand with the best available. In conclusion the English apple season was reasonably good pre-Christmas and very good in the new year in respect of rate-of-sale. Returns have been somewhat disappointing with many costs of production increasing. Banking problems and the credit crunch focused buyers' minds as far as price was concerned. For some the returns will necessitate the modification of their re-investment programmes and for the industry at large margins must improve if the redevelopment is to be sustained.

Bramley has benefited from its bi-centenary with an uplift of 15% to multiple retailers when compared to the previous year. This impressive growth has been driven by substantial promotions. Stock levels are reported as satisfactory with only minor problems manifesting in localised areas. The processing market is described as "very dull" and the juice market as "flat"! Fortunately the 'fresh' market has remained buoyant and producers have taken solace.

Twelve months ago the English pear crop was decimated by frost. Volumes were low but **Conference** prices were high. The arithmetic is straightforward however; it is far better to have ten



Blossom now but let's hope for a great crop



Kanzi - one of the new excitors



English pears at their best

at ten rather than one at twenty. Another consideration is the ability to have critical mass to attract retail attention.

As far as 2009 is concerned it is too early to predict fortunes. Indications are encouraging but capricious weather can have cruel, devastating affects. We wish our growers good fortune in the next, few, critical months.

Soft and Stone Fruit

BERRIES and CURRANTS

Figures published by DEFRA (Department for Environment, Food and Rural Affairs) for the production of berry fruits in the United Kingdom indicate that in the ten years between 1997 and 2007 the farm gate, sterling value of strawberries has increased by 123% and for raspberries by 248%. There are many in the industry who may question the veracity of these statistics but clearly, the sector has been booming. Retail has not been blind to these facts and has geared accordingly.

In the Strawberry sector over the last four months the dominating factor has been the frost in Spain during late January which delayed the season for a month. Supplies from Morocco were also influenced by uncharacteristic cold weather and as a consequence supplies from Egypt had a clear run in the UK market until March with product that was very reasonable. Prices remained high because of the curtailed supply and when the first Spanish strawberries came on stream there were some quality problems. The first English strawberries from under glass appeared on the market during early April but because of economic factors many growers have not heated their greenhouses. The first outdoor fruit was marketed towards the end of the first week after Easter, and the crop is expected to be on time and evenly spread in production terms, avoiding peaks. Doom and gloom prevailed in January and February in the berry industry but confidence has been restored.

Early European Raspberry production in Spain has been described as a complete disaster with volumes being down by a staggering 40%. There were no supplies in late January or February with berries from the first canes being lost completely with later yields also being adversely affected. Pollination in Morocco was also affected by cool conditions with the bees being reluctant to stir from their hives. The first English raspberries from under glass made their appearance on the market during mid April. The outdoor crop will come on stream during the 3rd and 4th week of May. It is forecast that there will be fewer British raspberries in 2009 owing the poor returns that growers suffered the previous year.

January and February proved to be very good for Blueberry sales but a huge glut from Chile depressed prices in the UK and promotions were terminated prematurely. Planning campaigns from the southern hemisphere is extremely tricky with a lead time of four weeks from the principal supply source. Spanish supplies of blueberries started late into the market and the peaks are anticipated during the 1st and 2nd weeks of May.

Blackberries as a fruit have fared well and have benefited from a twelve month season. Mexico is the principal country of supply to the UK market with an eight month season lasting from October until May. Fruit from the Netherlands and the UK then dominates until the end of September when the emphasis again switches to Central America. Mexican blackberry sales have increased by 20% year-on-year in the UK. The market for this fruit is very good and has been boosted by continuous, positive press comments.

Very sound sales in the Organic category have been reported for berry fruits in the last four months. Supply has been somewhat tight but a strong promotional campaign and the taking out of one price band early on produced some encouraging results.

A relatively new entrant in the berry sector has been the

Strasberry of which there have been limited supplies from Holland, grown under glass.

Currants are in short supply and have been flown in for specialised restaurant requirements.

Overall the berry fruit sector continues to perform well which bodes well for the English horticulture industry.



Part of the five a day

BRAMLEY APPLE AND ELDERFLOWER CRISP

by Sarah Randell

Celebrate the Bicentenary of the Bramley! If you don't have any breadcrumbs to hand this works well using the dried 'A Handful of breadcrumbs' from the Waitrose Cook's Ingredients range.

6 large Bramley apples, about 900g
zest of 2 lemons
100mls elderflower cordial
100mls water
50g butter
2 generous tablespoons golden syrup
125g white breadcrumbs, made from day-old bread
half teaspoon ground cinnamon



Peel, core and roughly chop the apples, then tip them into a medium pan with the zest, cordial and water. Stir, bring to a simmer, and then leave to gently cook, partially covered, for 15 minutes or so. Stir the apples now and then; they are ready when you have a roughly textured puree. Pre-heat the oven to 180C, fan 160C, gas 4.

Meanwhile, melt the butter in a small pan or frying pan and when foaming, stir in the golden syrup, followed by the breadcrumbs and cinnamon. Mix and fry together for a minute or two, then take off the heat.

Spoon the apple puree into a shallow ovenproof dish, about 20cm square x 6cm deep, scatter the breadcrumb mixture over the top and bake for 30 minutes until the top is golden and crisp. Serve warm (rather than straight from the oven) with Jersey cream or vanilla ice cream.

BRAMLEY PLANTINGS IN LONDON

The Master and Master's Committee have used the 200th anniversary of the Bramley apple to educate the children of London. Nineteen plantings of Bramley Apple trees have been planned for schools and institutions in the less affluent boroughs adjacent to the square mile. In February three sites were visited by the Master & Wardens and in addition to trees being planted educational material was supplied to help the young students realize the significance and history of the variety. A CD and brochure prepared by Pippa Palmer has a wealth of information designed to help in the understanding and appreciation of this historical, English, event. Many of our members are significant growers of this uniquely, quintessential domestic institution and will be joining in the celebrations. From the pictures that we have received from the first three plantings it is clearly evident that the children are enjoying the occasion.



Much Ado at Spitalfields Farm



The Master with appreciative audience



A lot of TLC for a Bramley sapling

APPRENTICESHIP NETWORKING WORKS

Apprentices in the Fruiterers' Company have, without seeking glory, been responsible for some notable achievements. Witness their organization of the Company's entry in the 2007 Lord Mayor's Show. On a more private tangent, three apprentices, along with Past Master Will Sibley have created a commercial enterprise of note. Peter Thompson (now a Liveryman) James Anwyl and Kevin Tullett formed an alliance to conceive and create a first class **Chi Group of Companies**.

Chi (Lowhub) Ltd, has become a leading provider of sustainable delivery and logistic solutions for London's wholesale markets and food networks. Through consolidation and use of vehicles running on electricity or locally collected recycled cooking oil local pollution, climate change, gas emissions and vehicle movements on London's roads have been reduced.

With instantly recognizable, branded, zero emission (or biodiesel) vehicles - Lowhub received Wandsworth Council's 2008 **Green Business Award for Innovation**, as well as awards in 2009, with widespread media coverage in The Times, Fresh Produce Journal, Evening Standard and industry publications. On 20th February at the Corporation of London's Sustainable City Awards Ceremony, held in the Mansion House, Chi (Lowhub) Ltd received two awards in the 'Traffic & Transport' category.

Lowhub has also won the prestigious 'Sustain Magazine' award for 'Leadership in Sustainability'.

Focusing on sustainable delivery systems - Lowhub specializes in developing innovative, bespoke pricing methods for customers. The pricing algorithms reward suppliers for optimizing the delivery process by minimizing wasted vehicle capacity, maximizing the number of delivery points on each route, and integrating others into the delivery route.

Beyond its competitive advantage in NCG, (New Covent Garden), Flower Market, Lowhub has delivery contracts for high profile successful businesses within Borough Market, and has established itself at Paxton & Whitfield, Ginger Pig, Selfridges, Wholefoods and a large network of restaurants and delicatessens across London.

Lowhub is developing a network of satellite hubs around London, facilitating the supply of goods into London from specialist producers and the extension of the reach of suppliers in Central London to new markets, through backhaul transport.

Since its establishment in September 2007, Lowhub now employs 3 full time (and 2 part time) delivery staff, a Logistics Manager and a Business Development Manager, alongside the MD and 3 directors.

Congratulations to our innovative Fruiterers and Apprentices.



Pete Thompson and Kevin Tullett collect awards



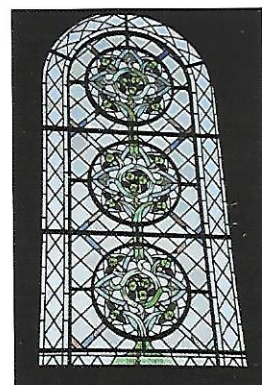
Green Van Man



Doing What Lowhub does best

MAMMA, LOOK WHAT I'VE GROWN!

Mary Ann Brailsford could not have imagined what an effect her amateur gardening activities would have when in 1809 she planted some pips from the apples that her mother was preparing for the family table. One of the resulting seedlings grew into a robust, heavy cropping tree and through a series of circumstances has developed into one of the most popular fruits in the culinary world. Matthew Bramley took over the Brailsford's house and it was he that gave his name to this remarkable apple through the observation and perspicacity, in 1859, of a young nurseryman, Henry Merryeather. Two hundred years later, in the same Nottinghamshire town of Southwell, where the tree first made its appearance, a commemorative window was dedicated in the Minster during a service of celebration and thanksgiving on the 21st March.



The Bramley Window

The Worshipful Company of Fruiterers were there in force to view the Helen Whittaker creation which had been installed in the north transept of this ancient bastion of worship. The artist won the prestigious 'Hancock Medal' for her achievements, the design taking its reference from the Tree of Life while exhibiting a number of Bramley apples.

The Right Reverend George Cassidy, Bishop of Southwell & Nottingham led the service at which the lessons were read by the Master, Alan French, and Colonel Roger Merryweather, High Sheriff of Nottinghamshire, and a direct descendant of the variety's original proponent.

Following the service the congregation



The Master with the spade

had an opportunity to sample a number of themed apple drinks, served at the crossing, while a number of locals added to the occasion by serenading the assembly with a ditty eulogising the virtues of the Bramley.

Fruiterers then took a short stroll to the Dean's Garden where a young Bramley tree was planted with appropriate ceremony. The Company and guests enjoyed lunch in the Grand Hall, a Summer Palace for the Archbishops of York, once frequented and developed by Cardinal Wolsey.



Colonel Merryweather and Mrs Steven

FRUITERERS PLANT MULBERRY AT BUCKINGHAM PALACE

Following a chance exchange with Mark Lane, Garden Manager for the Royal Palaces, Eric Fraunfelter, (then our Master), discovered that Buckingham Palace was the home of the National Mulberry Collection and more surprisingly, the collection did not have a Charlton House Black Mulberry. One thing led to another and after following the correct protocol Mr. Lane invited our IPM to plant an example at the Palace. The event was not publicised and was fairly low key but IPM accompanied by Harriet and Freeman Andrew Brice undertook the task on the 13th January.



The planting party



Our then Master completes the pleasant task

INTERLUDE AT THE BUTCHERS'!

The Fruiterers had another wonderful opportunity to sample the unique hospitality and fantastic fare of the Butchers on the 11th March. Those that had visited Lloyds in the morning had worked up an appetite and those that did not, were not to be outdone! And the host Company did not disappoint – they never do. As always there was serious business to be discussed. A new Chairman of the Livery Membership & Communications Sub-Committee, Dennis Surgeon, an ex-veteran of Covent Garden, is setting a fast pace. An update and re-launch of the Fruiterers' website was top of the agenda.



Fruiterers at ease with the World



Brigadier Norris enjoys his first Carvery Lunch

VISIT TO LLOYD'S OF LONDON

On the 11th March a group of us were fortunate enough to be able to visit the award winning, landmark building Lloyds of London. Our excellent guide gave us a comprehensive overview of the humble origins of this world famous insurance market and a tour of the building that included some interesting anecdotes to whet our appetite.

During the second half of the 17th century, there was a great boom in coffee houses in the City, with the aim to provide comfortable places where the rapidly expanding community of businessmen could exchange news and transact business. Edward Lloyd opened his establishment in 1688 in Tower Street. Lloyds Coffee House quickly gained a reputation as a very sound source of shipping news and where ship owners could meet people with sufficient capital to insure them. Soon it became the established venue for marine insurance transactions.

Since then the market has grown from its marine insurance base to become the world's leading market for specialist property and casualty insurance, covering some of the world's largest, most complicated and unique risks. Some of these include oil- rigs and sporting events to newer areas such as terrorism and cyber-liability. The market is overseen by The Corporation of Lloyds who maintain and provides services to support the market and promote Lloyds around the world.

The futuristic looking building in the middle of the City remains controversial in design. It has eleven stories with a glass windowed atrium and all the facilities including twelve glass lifts, washrooms, pipes etc are fixed to the outside of the building in order to maximise the space internally, where staff move from floor to floor on open escalators. It was designed by architect Richard Rogers and was officially opened in November 1986 by HM The Queen. It was also the first major environmentally friendly building to be constructed in the City.

A large proportion of Lloyd's business is conducted in the Underwriting Room where most of the syndicates, who set their own risk appetite, have a presence. We saw for ourselves brokers and underwriters meeting face-to-face to undertake detailed negotiations regarding the proposed risk to be taken.

We were then privileged to arrive in the spectacular Adam Room originally designed by Robert Adam in 1763 as part of Bowood House. It now serves as the Chairman's Board Room



Fruiterers listen attentively at Lloyds

having been purchased by Lloyds and reassembled within the present building providing a striking contrast to the post-modern architecture of the host structure. We were also shown the considerable Lord Nelson Collection which consists of a display of prized artefacts, letters and valuable silverware. This collection has pride of place on the ground floor, near the Lutine Bell. This Bell has been rung traditionally when an insured ship sinks (now it is rung for big market news, once for bad and twice for good). Nearby is the Ships Register which goes back to 1760 and we were able to compare entries for the current week (one) to the page for 100 years ago.

These days Lloyds continues to focus effort on being strong and stable in an increasingly risky world. The number of catastrophic weather events, (e.g. hurricanes making landfall in the US and floods and fires elsewhere in the world), require new economic forecasting models to ensure the right balance between risk and reward is taken in order to keep the market competitive.

During the week of our visit news broke that Costa Coffee had insured their chief coffee taster for \$10m! We also learnt that the upcoming Michael Jackson concert had been heavily insured in case it might not go ahead!

At the end of the visit the Master thanked our guide for an excellent and informative tour and we departed for a very agreeable lunch at the Butchers Hall.



CORPORATION
OF LONDON

CITY OF LONDON BRIEFINGS



*Innholders' Hall venue for
City Briefings 2009*

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 2009 briefings are given here. All will be held at the Innholders' Hall. They are:-

- Wednesday 14th October 2009.
- Wednesday 11th November 2009.
- Wednesday 17th November 2009.

The formats for the evening will be:-

- 5.30pm Welcome
- 5.40pm Film Presentation
- 5.55pm A Unique Contribution
- 6.00pm The City Corporation - Part I
- 6.15pm Interval and Glass of Wine
- 6.30pm The City Corporation - Part II
- 6.45pm Questions
- 7.00-7.15pm 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!

Thursday 7th May the Annual Golf Day at Kingswood GC. For golfers this is a great opportunity to fraternise with like minded souls and play on a well maintained and challenging course.



What golfer could resist?

Audit Court Dinner at the Vintners' Hall. This second formal dinner of the Fruiterers' year provides an opportunity for Liverymen to entertain their guests in a business atmosphere. **Thursday 14th May** is the date.



A Livery Hall fit for the Audit Court

The Royal Bath & West Show at the Showground **Shepton Mallet**. We have become



Fruiterer's cup for top cider brewer

closely associated with this important show through our sponsorship of the Cider Pavilion and the Company's Award to the Supreme Cider Champion. The official visit is scheduled for **Thursday 28th May** but volunteers will be required to set up and man the Fruiterers Stand for the four day duration of the Show. Please contact Dennis Surgeon, Will Sibley or the Clerk if you are free to assist in this fun and not onerous duty, even for just a half day.

Election of Sheriffs at the Guildhall on **Wednesday 24th June**. For all Liverymen who have been clothed for over one year. This is an event that every Fruiterer should endeavour to attend. Details have been circulated by the Clerk.

Master's Away Day at Henley Royal Regatta. Even for those Fruiterers who are not keen oarsmen this spectacular event on the Thames is not to be missed. As you will all be aware our Master is an enthusiastic

rower and will ensure that we are received and treated to memorable day. Mark in your diary for **Wednesday 1st July**.



Master's Day Out - Henley Royal Regatta

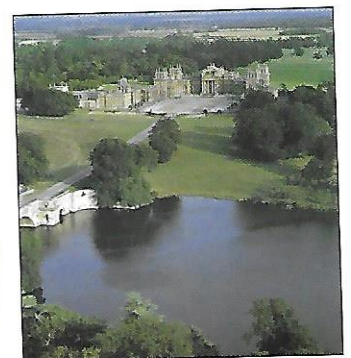
The Goldsmiths' Hall will be the venue for this year's **Summer Court Dinner** to be held on **Thursday 16th July**. This event will provide a wonderful opportunity to enter and view the fabric and artefacts of this magnificent City edifice. The dinner is a relaxed, fun occasion which partners enjoy. Watch out for details.



Goldsmiths' Hall © The Goldsmiths' Company photography by Crispin Boyle

Two important centres for the industry will be visited by the Fruiterers on **Wednesday 9th September**. In the morning the new market of **Western International** will welcome the delegation and from there it is but a short drive to **British Airways Cargo Terminal** at London Heathrow. A unique opportunity to see and learn much about the import and distribution of fruit and vegetables is afforded by this visit. Watch for details.

Blenheim Palace has won the prestigious **Garden of the Year Award** and the Fruiterers will be visiting this famous, stately home in the Oxfordshire to view the gardens and plant a tree. The date has been set for **Friday 11th September** and details will be issued shortly. This will be a glorious occasion and one not to be missed.



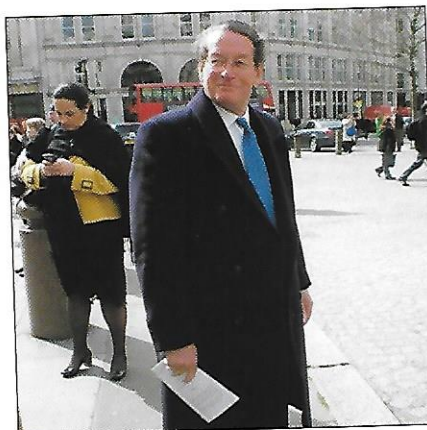
Garden of the Year - Blenheim Palace

THE GUILDS UNITE

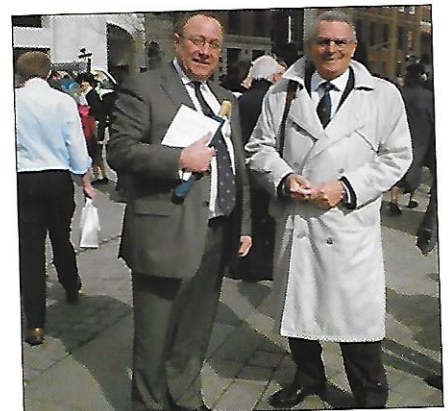
The Fruiterers, as always, had strong representation at the 67th United Guilds Service, held at St Paul's Cathedral on 27 March. The origins of this service go back to 1943 when the Masters and Prime Wardens of the Twelve Great Companies met and decided that a religious assembly in Cathedral should be held on 'Lady Day' to help lift the 'spirits' of the City after the Blitz. And so it has continued and remains one of the few occasions at which the Livery Companies and Guilds of the City can gather together as a whole.



Service Over



An amused Clerk

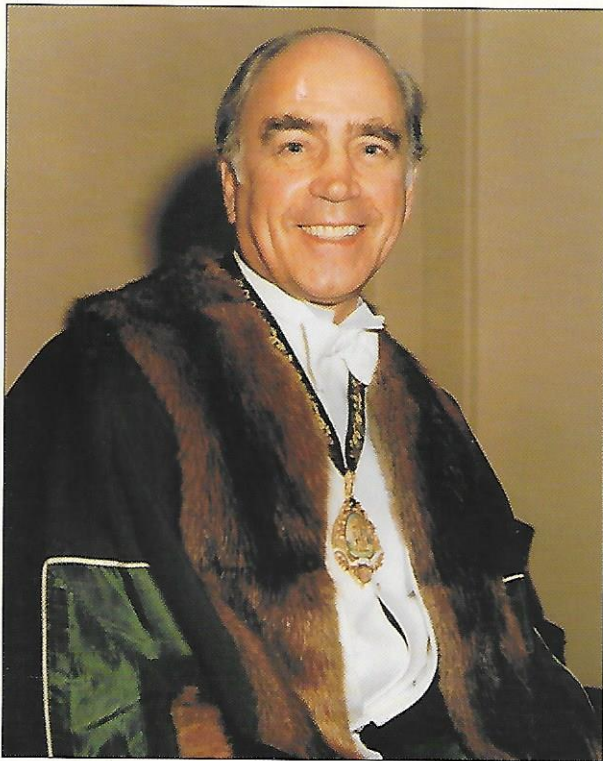


Honorary Assistant Collier and Liveryman Surgeon

OBITUARIES

Liveryman **Eric Charles Williams** on the 20th February.

Past Master **Ronald Edward Starns** on 18th March. Ron Starns was a highly successful wholesaler in Spitalfields, Covent Garden and Western International markets. He joined the family firm of L&H Starns on leaving school in 1944. On the death of his father Fred, in 1966, he took over the running of the company in conjunction with his brothers Fred and Norman. In 1969 Ron was responsible for an expansion programme that lasted two decades. He held many positions of office including chairmanship of the Spitalfields Market Tenants Association between the years of 1965-1968; was an executive of the National Federation of Fruit & Potato Trades, joining the Worshipful Company of Fruiterers in 1969. He was elected Master in 1985 - which he considered a great honour. He retired in 1994 to pursue his hobbies of growing orchids, watching cricket, playing golf, attending the theatre and dining out. Ron leaves a widow Pat, to whom he had been married for fifty years, a son Paul, daughter Carole and four grandchildren. The funeral was held on April 1st, a date on which he would have celebrated his 80th birthday. The Crematorium at Leatherhead was packed with family, friends and Fruiterers, all who had come to pay tribute to a very pleasant, humorous and generous man.



Ron Starns as Master

Our sympathies go out to their families.

NEW FREEMEN AND LIVERYMEN

No new Freeman or Livermen have been admitted since the last Newsletter was circulated

VOLUNTEERS REQUIRED

There are a number of important projects and events that are planned to maintain the health and status of the Fruiterers' Company. If you would like to become more actively involved then please do not hesitate to let the Master or the Clerk know of your aspirations and ambitions. We are always looking for volunteers!

CONGRATULATIONS

Pauline Halliday

We can't keep Pauline out of this section. Congratulations to Pauline on being awarded an OBE in the New Year's Honours List.

ACKNOWLEDGEMENTS

The Editor thanks the following for their valuable contributions to this Newsletter. Adrian Barlow, Jenny Bartlett, Berry World Ltd. (David Ashton & Emma Parsons), Blenheim Palace, Steve Bodger (The Upper Warden), Andrew Brice, David Bryant, Angela Chapple, Chi-group, Jonathan Choat (The Renter Warden) Peter Cooper, FPJ, Eric Fraunfelder (The IPM), Alan French (The Master), Fionnuala French, Lionel French (The Clerk), The Goldsmiths, Pauline Halliday, Peter Halliday, Henley Royal Regatta, David Hohnen, Tommy Leighton, Gerard Lyons, Gerald Sharpe Photography, The Clergy and Staff at Southwell Minster, New Spitalfields Market, NEXUS, Ian Rainford (The Remembrancer), Sarah Randell, Adrian Scripps, Mike Solomon, Pete Thompson, Kevin Tullett, Michael Velasco, The Vintners.