



# The Fruiterers' Company NEWSLETTER

Number 10

September 1990



*The new Fruit Culture Council in the final stages of planning the £2 million Appeal, to be launched in September. Left to right: The Master; the Clerk; Upper Warden, David Hohnen; Lord Selborne, Chairman of the Brogdale Trust; Bill Croydon, Chief Executive Swale Borough Council; and the Appeal Director, Peter Gow. Immediate Past Master David Hope-Mason, also a Trustee, was not present.*

## Livery is passing through memorable years

AN INCREASED sense of purpose linked to the benefits which are already showing themselves, makes the future role of the Worshipful Company of Fruiterers 'very bright indeed,' reports Master **Sir Edward du Cann**.

He was speaking at the Audit Court Dinner held once again in the graceful surroundings of the Barber - Surgeon's Hall.

Sir Edward further dwelt on the role that the Livery must play in the modern world and the help that it was in the process of bringing to the industry it represented.

Over 60 per cent of Liverymen are growers, packers, im-

porters, wholesalers and retailers.

The Master's enthusiasm is embodied into two positive developments. This is the drive to raise funds through a £2 million appeal, and the drive to increase the Livery.

### Attracting youth

The appeal will be centred on providing funds to establish a research and education centre for British Fruit at Brogdale, to attract youth into the ranks of the entire industry, and lift training and qualification standards. Greater membership will keep the Livery buoyant in the

years' ahead.

At the Audit court meeting four new Liverymen were clothed, and a further four admitted.

Addressing an audience of over 60 in the informal family atmosphere which epitomises Livery occasions, Sir Edward also had some particularly appropriate good news.

The guest of Honour, **Sir Roy Griffiths**, recently appointed chairman and provost of Wye College, gave an insight into the work of the college. He spoke of the College's ancestry which can be traced back to 1447- only 31 years after the Company's official formation.

Wye College, Sir Roy said, had also responded to change.

It has acquired a formidable international reputation within agribusiness. Its educational expertise attracts 600 students of which 200 are post graduates and it has a teaching staff of 100, with 40 involved in research.

The response by Honorary Assistant **Michael Cronk** also received praise for his decisive view on the role of the Livery in the future:

Active participation in both City and industry levels, practical support wherever possible, and good communications.

# Livery well represented as Lord Mayor tours Spitalfields for the last time



The Lord Mayor, on the right, being let into secrets of the melon trade by Past Master Ron Starns, who runs a business in the Market; The Master; and the Chairman of the Spitalfields Tenants' Association, Liveryman Arthur Hutchinson.

THE LIVERY received warm words of appreciation from the Lord Mayor of London, **Sir Hugh Bidwell**, in July at an early morning breakfast in Spitalfields Market.

Together with his sheriffs, Alderman **Paul Newall**, and **Derek Edwards** and their wives, he was making the traditional annual visit as a guest of the Spitalfields Market Tenants' Association.

The Master, and past master **Ron Starns** were also in the party, and during his tour the Lord Mayor met several Liverymen proudly identifying

themselves by their ties.

Apart from noting the Company's close association with the market, Sir Hugh praised the modern role it played within a still thriving total industry.

Liveryman **Arthur Hutchinson**, who is the tenants' chairman, added that he hoped that his members' Livery links would grow even stronger.

The current market site, which has sold fresh produce for over 300 years, is to be redeveloped and the trade, together with colleagues at nearby Stratford Market, E15, are resiting in September at Temple Mills.

## Tell the Communications Committee what you want to know

RESEARCH is being conducted by the Communications sub-Committee regarding the possibility of providing new members of the Livery with an easy to digest guide to help for a better understanding of the Livery.

It is hoped that there will also be useful notes on induction,

and background to the various Livery events.

If there are any questions that you think could be usefully included, please contact Liveryman **David Homewood** of this committee at Birchden, Eridge Road, Groombridge, Tunbridge Wells, Kent TN3 9NH.

## DIARY DATES

IN RESPONSE to the Livery Survey, a new low-cost lunch has been organised with a special guest speaker, for Tuesday, September 18. The Town Clerk of the City, **Geoffrey Rowley** CBEDCL FIPM, has kindly agreed to talk about the Corporation and the Livery. Not to be missed! RAF Club, 125 Piccadilly.

Monday, October 1. Election of Lord Mayor at Guildhall.

Thursday, October 4. Visit to *Observer* Newspaper with ladies.

Thursday, November 15. Master and Wardens Dinner. Innholders Hall.

### HONOURS

**ALAN TODD**, Renter Warden was awarded a well deserved MBE in the recent Birthday Honours. It was associated with his work as a governor of the British Society for Horticultural Research.

**BERNARD SULLIVAN** who is a well known figure at Livery occasions as our Toast Master also received an MBE.

Congratulations.

### Honorary Auditor appointed

SINCE the untimely death of Liveryman John Piper, his firm has accepted the appointment of honorary position as Auditors of the Company's Funds. The Court would be willing to consider nomination of a professionally qualified Liveryman for the office for the year 1991/92. If any Liveryman wishes to be considered, will he please notify the Clerk.

### WELCOME TO NEW MEMBERS

The Audit Court saw the clothing of four new Liverymen.

**Charles Barton**, son of a Past Master, and a Corporate Development Manager.

**Nigel Grimshaw**, son of a Liveryman, Chairman, Property Development and Management Company.

**Laurence Eldred**, Managing Director, Produce Merchants.

**Norman Tate**, Proprietor, Estate Management Company.

At the same time Freedom was granted to:

**Richard Birchly**, Managing Director, Engineering Company.

**William Bowman**, Chairman of Covent Garden Market Authority.

**John Collingridge**, Managing Director, Wholesale Produce and Flower Merchants.

**John Jacobs**, Proprietor, Wholesale Produce Merchants.

# Duchy of Cornwall will save Brogdale

OUR HONORARY Liveryman, His Royal Highness The Prince of Wales, through the Duchy of Cornwall, is to purchase the site of Brogdale in Kent which houses the National Fruit Collection. It intends to make this available to the recently formed Trust,

on which the Fruiterers Company is represented, to enable it to establish a fruit centre, known as Brogdale Orchards. The funding for part of this will come from a proportion of the new Appeal which the Company is about to launch.

Intense discussions have

been under way at the Ministry of Agriculture between the Brogdale Trust, Wye College and the Ministry over the future management of the Collection, both with both the scientific and educational aspects of Brogdale in mind. As we go to press it would appear that

a happy solution will shortly be announced.

The Prince of Wales's personal interest in Brogdale, which he first spoke of at the Company's Banquet in 1989, is well illustrated by his honouring us as Patron of the Fruit Culture Trust Appeal.

## GOLF DAY

# Good attendance highlights popularity

THE FRUITERERS' Golfing Society held their Annual Golf Day at Kingswood Golf Club on Thursday, May 3. It was again well attended, both by Liverymen and their guests, and the standard of play appears to have improved each year. The weather was splendid and this may be in small part due to the attendance of the Guild Chaplain.

There were a variety of prizes, many of which had been donated and these were presented by the President, Liveryman **Ralph Felton**. The Society were again made most welcome at Kingswood by Liveryman **Tom Hilliard**. The overall winner was **David Morgan** with a score of 35 points. It should be mentioned that he has played the course before as he is Vice Captain of the Club. The winners in the various categories were:-

**Fruiterers Cup:**  
**David Morgan.**

**Master's Vase:**  
**Tom Hilliard.**

**President's Vase: (for guests)**  
**Geoff Mitchell, and the runners up were:**  
**Pip Arnold, Ted Dilley, and Derek Felstead.**

In addition there were prizes

for the nearest the hole and the longest drive.

Members of the Livery who play golf, should advise the Joint Secretaries, Past Master **Robert Sice** and the Upper Warden at 2 Southwark Street, London Bridge, London SE1 1RQ. This will enable details of future events to be circulated.

The Company have again entered a team in the Joint Livery Golfing Society Prince Arthur Cup, which was held at Walton Heath Golf Club on Thursday May 17, 1990, a total of 54 Livery Companies competed and the overall winner was Painters & Stainers Livery Company.

The competition is arranged as a team event with two pairs playing foursomes against bogey.

The Fruiterers team comprised of Tom Hilliard, **Ken Broomfield**, **Geoff Brewer** and **Ian Hollaway**. The best result was achieved by Tom Hilliard and Ken Broomfield who over two rounds achieved a level score.

## Future golf days

It is again intended to hold a joint golf match with Fanmakers and Carmen Livery Companies at the Addington Golf Club on Wednesday October



*Liveryman Tom Hilliard, our host at Kingswood, also a successful golfer, receives the Master's Vase from President Ralph Felton.*

17 1990. All Liverymen who are interested in attending should advise the Joint Secretaries. Further details will be circulated to Golf Members.

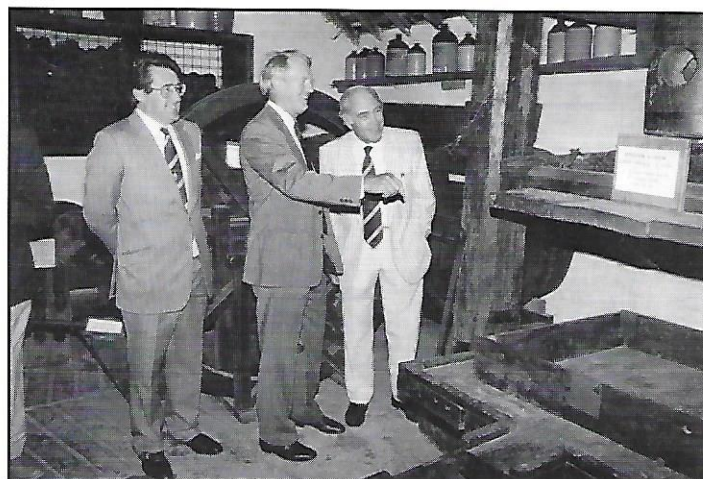
## OBITUARIES

### Past Master Leonard Wuille OBE and Past Master Walter 'Bunny' Brice

WE ARE particularly sad to record the passing of two Past Masters of the Company - Past Master Leonard Wuille OBE, who was admitted to the Livery in 1937, and served as Master in 1961, and Past Master Walter 'Bunny' Brice. Walter Brice, who was 81, was Master in 1970, and a notable figure in Kent's public and sporting life.

### Chancellor The Rev Garth Moore

AS VICAR of the Guild Church of St Mary Abchurch, Garth Moore was well known to many Fruiterers, to whom he was always a good friend, and he will be sadly missed from our Annual St Paul's Day Service.



Above left: Viewing the cider apple orchards the easy way. Above right: Past Master Tony Coster, Renter Warden Alan Todd and Past Master Ron Starns see how it was done in the old days.

## Summer tour unveils the secrets of Somerset cider

ONE OF the most enthusiastic welcomes the Livery, wives, and guests must have ever received on its annual summer day out, came from cider grower **Dick Sheppy** in June.

His orchards and museum at Bradford-on-Tone, deep in the Vale of Taunton Deane in the heart of Somerset's cider country, are a delightful local tourist attraction

And specialist Dick, almost ferments enthusiasm like his 140 year old, 2,000 gallon maturation vat.

Cider is a way of life. It has its own language, and is rich in a folklore which extends back even past its English origins, with the arrival of the Normans.

For example, Dick told Liv-  
erymen that the pulped apple

wrapped in muslin, is made up into 'cheeses' before it is pressed. The residue, known as 'pumice' is unwasted, for it is used to feed cattle.

If meat was once used to provide the yeast, beetroot was added for colour, and raisins gave extra body, tales of adding anything else, is now emphatically denied with a broad smile!

### Highly scientific

Today cider pressing is still traditional, but highly scientific, although over 200 ancient apple varieties still prove to be the bedrock of its success.

Most have tongue-twisting names which often immortalise the picturesque hamlets and beauty spots of Somerset.

Yarlington Mill, near Wincanton, is a case in point. Kingston Black, "still the best cider apple in the world," says Dick, is another.

All are categorised according to the level of acidity and tannin. So names like Tremlett's Bitter, takes on a new meaning, but there are many who wonder who was 'Slack Ma Girdle'.

"Sweet apples don't make sweet cider," Dick told the 42-strong party, led by the Master **Sir Edward du Cann**, who had arranged the visit. His own friendship with the Sheppys goes back many years.

The unique taste of dry, semi-sweet, and sweet, are all in the blending. Cider can be drunk four months after pressing, but acknowledged to be at its best at

a year to 18 months.

Fruit growing itself is a long term business compared with dessert apples, although some producers do use Bramleys to help out.

Orchards need 15 years before they really start, explained Dick, as the party toured the farm. Production is at its best over the next 30 to 90 years.

Regrettably he had to grub out his last 100 year old tree only last year, and lost a 200 year old pear tree in the spring hurricanes!

A tasting and slide presentation combined theory with practice, before the party departed for a generous lunch at the Master's splendid home. Naturally cider was part of the menu!



Above left: The Master enjoys the best part of the visit with host and friend, Dick Sheppy. Above right: Much the wiser both in knowledge and in taste, about the joys of cider whose benefits are self evident.

