



# The Fruiterers' Company NEWSLETTER

Number 8

January 1990



## "Busy year of progress"

- says David Hope-Mason

**"THE PAST** twelve months have seen the Livery continuing to achieve a higher profile both within the City and throughout the industry we serve.

"But no organisation with our history and heritage can hope to survive through the centuries without constantly adapting to an evolving world. In these busy times, those interested in supporting the Company seek a significant purpose beyond the appeal of good fellowship and maintenance of tradition.

"I believe we have made good progress in strengthening our position for the future by the establishment of the new Fruiterers Awards Council. This broadens our charitable support for the fruit industry by including marketing and distributive interests, alongside the help we already provide for fruit production research and education.

"But the most important new contribution is intended to be towards the encouragement of young people to take up careers within the industry. This ambitious aim can only be realised through the injection of substantial additional funding, and we shall therefore be launching a major appeal to industry over the course of the next few months.

"The highlight of the year has to be our annual Banquet last February, when we were privileged to entertain His Royal Highness The Prince of Wales - an unforgettable experience for all present. And this was followed by His Royal Highness' acceptance of our invitation to join the Livery and his subsequent clothing, in June, at St James' Palace.

"The usual full calendar of events has included the

reforging of the links we proudly share with the City, the most important of which is the annual Presentation of Fruit to the Lord Mayor in Mansion House, a tradition which has been maintained for over 200 years.

"Once again he was gracious to offer an invitation to all Liverymen to attend the ceremony, shortly before the dust covers go on for some time, and our First Citizen's official dwelling is closed for refurbishment.

"With 800 years of the Mayoralty celebrated this year, it was appropriate that we joined in the festivities by participating in the Lord Mayor's Show - an event at which we were also present a decade ago, under the Mastership of my late father, Gordon Hope-Mason.

"Personally, therefore, it was a moment of special significance, but one which was only possible through the generous support given by those marketing organisations who kindly provided us with sponsorship.

"We have also marked the octocentennial by the ceremonial planting of small collections of fruit trees at various public gardens, as is recorded elsewhere in this newsletter.

"Apart from our more public image, there has been much work achieved, which I hope will give us added vigour for the future. To assess the requirements of today's Liveryman, we embarked on a



## Sir Edward du Cann will be new Master

OUR new Master, The Rt. Hon. Sir Edward du Cann, who takes office on January 25th, St Paul's Day, represented Taunton in Parliament from 1956 until he retired from active politics in June 1987. He had the dual distinction of being Taunton's youngest and longest serving MP and was also the first ever Freeman of the Borough of Taunton Deane.

Sir Edward is sometimes called the father of the modern unit trust industry and he also pioneered equity linked life assurance.

He was twice a Minister: first as Economic Secretary to the Treasury 1962-3 in Mr. Harold Macmillan's Government and then Minister of State at the Board of Trade 1963-4 in Sir Alec Douglas Home's Government. He was also Chairman of the Conservative Party Organisation from 1965 to 1967 and President of the Conservative Party in 1981.

For five years he served as Chairman of the influential

Public Accounts Select Committee and was founder Chairman of the Treasury and Civil Service Select Committee. He was for twelve years the longest serving Chairman of the Conservative Parliamentary Party - the 1922 Committee.

During the war Sir Edward served in the Navy in Motor Torpedo Boats. He was also for 10 years Honorary Colonel of a West Country Territorial regiment.

Our new Master has held many other business appointments, and has been a director of Lonrho, one of Britain's 20 largest companies, for 17 years and chairman for 5 years. Lonrho is Africa's largest commercial food producer and is a substantial grower of citrus products.

Sir Edward was married and has three grown up children.

He became a Liveryman in 1962, and his father was Master of the Company in 1946.

*We take this opportunity of wishing all Freemen and Liverymen a very healthy, happy and prosperous 1990.*

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comprehensive membership survey which has provided us with much valuable material.

"It has been a year which has seen much change. I have above all been delighted to work with our newly elected Clerk, Commander Michael Styles, who is already proving to be a tower of strength, and who I know will give his time in equal measure and enthusiasm to my successors.

"My year in office has also included as many practical visits as possible. Whether it has been in sunlit fruit orchards, wholesale markets before the dawn, or at banqueting tables with other Liveries, City or trade institutions, over 40 occasions in all, it has been to carry the message that we are alive and well.

"One of the best indications as to our healthy state must be by the large numbers of proposals which we are receiving for aspiring Freemen of the Company.

"Finally, in wishing our new Master a successful year, I should like to express my gratitude to all Liverymen who have participated in the activities of the Company during the year, and not least to those many who have given both Mal and I personal support and encouragement in what has been an enjoyable experience and a privileged opportunity to serve this ancient Company."

## DIARY DATES

**Our Annual St Paul's Day Service is on January 25th at St Mary Abchurch, Cannon Street.**

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**The Annual Banquet, takes place on January 31, at the Plaisterers' Hall.**

**The Clerk makes a special plea for Liverymen to return their booking forms as soon as possible!**

*In the front row (right to left): Donald Mack OBE, chairman of the Council; the Master of The Company; Harry Lewis OBE, vice-chairman, and Commander Michael Styles, Clerk to the Company and Secretary of the Council.. Standing (right to left): Tony Harris JP, headmaster; Sir Edward du Cann KBE MA, Upper Warden; Eric Burleton, director of Allen Brady and Marsh Ltd (Advertising Agency); David Hohnen, Renter Warden; Alan Todd, a governor of the Institute for Horticultural Research and Renter Warden-elect, and Bill Blackburn, divisional director - food division, Marks & Spencer plc. Not present, Norman Sheldon, previously chief executive, Europe, Deciduous Fruit Board.*



## Fruiterers' Awards Council maintains links with past and broadens base for future

A MAJOR step was taken last November, with the inauguration of the new Fruiterers' Awards Council.

It has been set up as the new cornerstone on which the Livery will be able to build for the future by taking a wider and more representative role in support of supporting the fresh produce industry.

While it supersedes the Fruit Culture Council, this work will continue unabated.

The recent cut back in government funding for research, for example, has brought into sharp prominence the value of the various grants, bursaries and post graduate and student sandwich courses, which have been provided by the Company's Trust Funds.

In addition our close association with the Institute of Horticultural Research at East Malling has allowed us to be in the forefront of discussions over the future of the National Fruit Collection at Brogdale.

The Company can certainly claim to have influenced the Government's decision not to axe the 2,500 varieties of apples, pears, plums cherries and nuts., regarded as of incalculable importance as a gene bank.

The other concern of the

new Council had its roots in the earliest days of the Fruiterers' Livery as a Guild some six centuries ago.

At that time one of our main roles was to promote standards in trade, and encourage apprenticeship.

In modern marketing terms this means recruitment. The subject has been a problematic area for some time, no more so than in the field of distribution and marketing and is likely to get very much greater in the future.

Yet the fresh produce trade, with its often international background, seasonality and close personal links, is one of the fastest moving and largest of all the commodity

markets.

The new Council therefore has set out down the worthy path of encouraging the young, both school leavers and graduates, to look at the benefits of such a livelihood.

Appointment to the Council, has been made to represent the various strands which will be woven together to provide the necessary expertise.

A new appeal committee has also been established. For these expanded charitable aspects with the Council's work can be realised only with the raising of what Master David Hope-Mason has already called "very substantial sums."

## Fruiterers' Awards' Council

**The new Fruiterers' Awards Council consists of:**

**The Master and Wardens;**

**Past Master Donald Mack OBE, chairman;**

**Past Master Harry Lewis OBE, vice chairman;**

**Liveryman Alan Todd, a governor of the Institute for Horticultural Research, and Renter Warden Elect;**

**Liveryman Bill Blackburn, divisional director, Food Division, Marks and Spencer Plc;**

**Liveryman Eric Burleton, director of Allen, Brady and Marsh Ltd (Advertising Agency);**

**Honary Assistant Tony Harris, JP, Headmaster,**

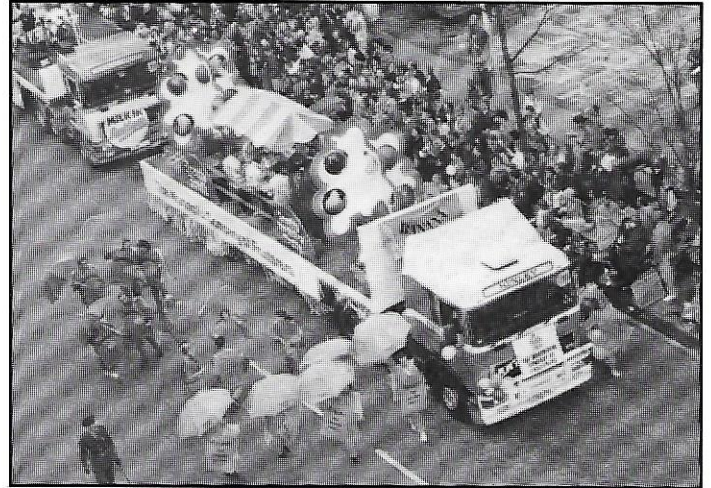
**Past Master Norman Sheldon, previously chief executive Europe, Deciduous Fruit Board;**

**Commander Michael Styles, Secretary to the Council and Clerk to the Company.**



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# The Lord Mayor's Show supported by Fruiterers in celebration mood



*There were plenty of willing helpers to support The Company's float and spread a healthy message*

**WITHOUT** doubt the best known public showcase for the City of London is its historic Lord Mayor's Show.

Then this glittering mixture of fun and fantasy, blends with the more serious side of the City's commercial life, and international status as a leading world capital associated with finance, banking and trade.

This year, the floats and marching bands which preceded the newly elected Lord Mayor, Sir Hugh Bidwell, also celebrating 800 years of the mayoralty, had a special relevance.

For the Worshipful Company of Fruiterers themselves were waved and cheered through the three and half mile procession along the City's famous streets past St Pauls.

The decision to support the theme of 'Serving the Nation' was identified as a boost both to promoting the growing perception of the benefits of fresh fruit in a modern healthy diet, and the link back through the centuries to when the Livery was formed.

Very tangible support came from our own English apple and pear growers, the Banana promotion group representing Caribbean interests, and Foods from Spain, whose generic brand Spania, is used to identify its fresh produce exports. All of which were skillfully orchestrated by Honorary Assistant Peter Allocca.

Two massive trees bearing nature's bounty and a colourful frieze of fresh produce decorated the lorry, which was accompanied by 30 enthusiastic supporters wearing yellow, red and green tracksuits and carrying matching umbrellas, who danced alongside to the rhythms of a steel band.

But the sun shone as the Worshipful Master David Hope-Mason, accompanied on the float by the Wardens and Clerk, stopped off at the Mansion House to formally welcome the new Lord Mayor.

## Memorial trees to celebrate 800 years of Mayoralty

**IT IS** doubly appropriate that with the increasing concern for the environment, and the celebration of the 800 years of the City Mayoralty, the Livery has been working hard for the benefit of both.

It is donating various collections of fruit trees to some public gardens and sites from which the public derive a great deal of enjoyment, and also some lesser known ones.

Thanks to the hard work of Honorary

Assistant John Dunham, five gardens have been initially chosen, and will also receive a plaque commemorating the event.

So far these include Leeds Castle, and the National Trust Garden at Ightham Mote, both in Kent, the Royal Horticultural Society Gardens at Rosemount in Devon, and Probus in Cornwall, and nearer home the smaller intimate setting in Dolphin Square, Pimlico.



# New chaplain appointed as 'Jimmy' Adams steps down

IT IS with great regret that we announce the retirement of Jimmy, as we all know him affectionately, (The Right Reverend Bishop James Adams) from January 25, 1990.

He is unfortunately suffering from a (hopefully static, but nevertheless severe) physical debility, and feels that, having been our Honorary Chaplain for some 37 years, and having reached the age of 74, the time has come for him to make way for a younger man.

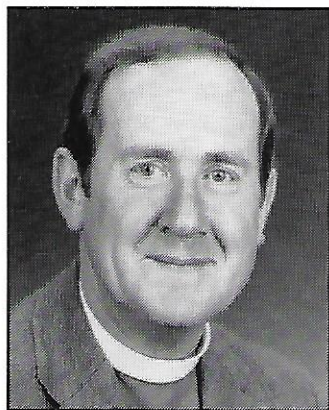
Jimmy was recruited for us, writes Past Master Bobby Manners, by the late Sir Harry Methven, KBE, who was Master of our Company in 1934.

In 1952 he was Rector of Bermondsey, but in 1955 he moved to become Rector of Plymouth, and in 1963 moved again on his appointment as Rector of Wanstead. In 1971 we were able to congratulate him on his appointment as Archdeacon of West Ham, and in 1975 we were so proud of and for him, when he became Bishop of Barking in the diocese of Chelmsford.

He retired in 1983, but has continued to take confirmations and been invited to preach at many prestigious services throughout the country.

Jimmy now lives in Wiltshire with his dear wife Vena, to whom he has been married for 46 years, and his closely knit family consists of their three sons, John, Charles and Patrick, two daughters-in-law and four grandchildren.

In 1976 it gave us great pleasure to admit him as a Liveryman in recognition of the wonderful support he had given to us and which he has



REVEREND NIGEL ABBOTT  
*Newly appointed Honorary Chaplain*

continued to give us ever since.

It is difficult in a few short words to express adequately our admiration - yea veneration - of Jimmy, our profound thanks for so much devotion and our great affection for him.

His spiritual and temporal bonhomie, combined with a high intellect and human warmth, his sense of fun and humour, his enthusiasm for people and events, are qualities one has to witness, but which just cannot be described. He has made an indelible impression on all of us Fruiterers who know him, and he will always remain an important part of our history.

Happily, however, this is not intended as a farewell tribute. He will be the Preacher at our St. Paul's Day Service in St. Mary Abchurch on January 25, and it is hoped that there will be a really large attendance by members of the Livery and their Ladies to mark this important and most certainly enjoyable event.

We also hope to see Jimmy at other Livery functions in the future, but, if anyone wants to send good wishes to 'our Bishop' his address is in the Livery List.

His successor as honorary

chaplain is the Reverend Nigel Abbott, vicar of Hemel Hemstead, one of the largest parishes in the country.

Coincidentally he was senior curate under Jimmy in Wanstead, having moved up from Plymouth.

As to this stage of his ministry, Nigel says: "Most of what I know about the parish priest's craft was learnt from him, and over the years I have had cause to value more and more his wide and fatherly guidance."

"How well I remember Jimmy's 'jaunts' to London to carry out his duties to the Worshipful Company. I little thought one day I would be following in his footsteps."

Nigel's pastoral career has been wide, and it is not his first connection with an ancient guild, for as Vicar of Coventry, he was chaplain to this city's own Freeman.

Prior to this he was school chaplain at an approved school, followed by his first incumbency at Earls Barton, in Northants home of England's most famous Saxon church tower.

He succeeded Lawrence Jackson at Coventry in 1971 where he spent seven years, after which he moved to Scotland to become Provost of St John's Cathedral, Oban.

The West Highlands holds a special place in his affections, and he still maintains links with the sea and fishing fleets, as a member of the Executive Council of the Royal National Mission to Deep Sea Fishermen.

He enjoys a musical background, starting as a boy chorister at Christchurch, Oxford. His wife Elizabeth, is also a musician as well as a teacher.

## Auction room venue for wine tasting

Fine oil paintings from the last century formed the unusual backdrop for the autumn function, attended by some 30 liverymen and their wives.

The venue was Christies' auction rooms in London, where Peter Noble, a well known expert from the wine industry, gave an illuminating talk on clarets.

Though the blind tasting fooled most, we came away understanding a lot more about grape varieties, and their relevance in choosing wine.

## Industry support theme at dinner

THE need for a greater commitment to charity, benevolence, and industry support was the theme of the Master's speech at the Master and Wardens' dinner held at the Tallow Chandlers' Hall on November 9.

Introducing the principal guest, Deputy Assistant Commissioner of the Metropolitan Police, John Dellow, the Master commented:

"Our long tradition instils in us a responsibility not only to protect our heritage, but to build on it for the next generations."

Honorary Assistant Ian White wittily proposed the toast of the Master and Wardens, to which the Renter Warden, David Hohnen, replied.



# Members' research seeks to provide more service and integration

THE Livery prides itself on its communications, and as an extension of this, the first ever research survey was sent out to over 250 members this summer.

The objectives were several, but clear-cut. They were to categorise opinion of those events on both the official livery annual diary, and those supporting social gatherings. And hear first hand from members how their needs could be best catered for in the future.

Other subjects included attitudes towards cost, the

possible extension to more less formal evening and lunch time meetings, and the greater participation by the ladies.

A further benefit was that the questions were designed to identify potential committee men and helpers, as the workload of the Court has become more intense.

The result has been judged to be an outstanding success.

It allowed the Company to hear members' views first hand. And over half also replied in detail with

their own ideas, even linked to constructive criticism!

It also immediately produced a valuable 29 additional volunteer Liverymen, of which many have already willingly undertaken practical and valuable support.

For members interest other points in the survey showed that the Livery Banquet was the most popular event, (55 per cent of the survey) followed by the Audit Court Dinner (43 per cent), and then the Master and Wardens

Dinner (38 per cent).

Orchard visits were seen as having particular popularity (39 per cent), and Luncheon meetings (34 per cent), could be something for the future.

Current affairs rated highly in terms of importance in the newsletter (77 per cent), although the survey also showed that many Liverymen who are now very much senior citizens enjoy the whole publication as they see it as a valuable way of keeping in touch.

## APPOINTMENTS

### New Liverymen

We would like to welcome 11 new Freemen, elected in July and November.

**Charles Barton**, corporate investment manager

**Laurence Eldred**, managing director, produce merchant

**Nigel Grimshaw**, chairman, property investment and management

**Patrick Gooch**, director Spanish Food Promotion

**Peter Hill**, apple grower and merchant

**Ian Holloway**, communications consultant

**Nigel Law**, managing director, fruit importer and distributor

**Kenneth Muir**, soft fruit

grower

**Gordon Pattie**, grower and fresh produce wholesaler

**David Read**, chairman, banana and produce importers and distributors

**Norman Tate**, estate manager

### Honorary Assistants

Four new Honorary Assistants have been elected to the Court, and will take office in May 1990, for two years.

**John Bardsley**

**John Piper**

**Alan Pendergast**

**Michael Tanguy**

## Joint Livery Golf

THE Fruiterers Golf Society, writes Past Master Robert Sice, participated in an inaugural joint golf meeting at The Addington Golf Club, on Wednesday, November 8, 1989. Members of the Fanmakers and Carmen Livery companies entered informal teams and were joined by Dr Chris Brownson, a member of the Apothecaries Company. In gale force winds (70 mph) the players beat the elements, and whilst the scoring was perhaps unimpressive, it was creditable in the conditions. As Liveryman Tom Hilliard

commented: "It's the first time I have played a 3 ball and had to be roped together with my playing partner."

### The winners

The team event was won by Fanmaker B Team, with Peter Nicholson who scored 31 points. Individual awards, however, were received by Liveryman Tom Hilliard and Liveryman Andrew Potter. Players were directed by the President, Ralph Felton, whose support was much appreciated.



# Marden Show attendance retains grass root links

Every autumn the village of Marden becomes the heartbeat of the English apple and pear industry. Its annual show, has an influence which stretches far beyond the boundaries of Kent, for it is our own showcase for what is best.

Not surprisingly many of the Livery are fruit growers themselves, and so the Master and Renter Warden received a warm welcome when they made their traditional visit on the first day.

It is a time when fruit is judged for excellence, silver cups are won, and reputations enhanced. For the record there were 180 entries from 44 competitors, one more than last year.

It is here the fruit world of producers and distributors meet in accord to talk over the current season, hear of future plans, and have the sort of day out meeting friends, which brings them back eagerly next year.

The Earl of Selborne, who is President of the Marden Show Society, introduced the guest of honour, Bryce Harland, the New Zealand High Commissioner, at the Annual Lunch.



*Our knowledgeable Fruit Porter 'Nobby' Price enlightens Sheriff Derek Edwards, left, whilst the Master endeavours to inform an impressed Lord Mayor.*

## Presentation of fruit reaches even higher standard

**THE Mansion House was once again the elegant setting for the Worshipful Company of Fruiterers to exercise its privilege of presenting a colourful and tasty selection of fresh fruit to the Lord Mayor.**

The tradition which began in the 18th century, is now a key point in the calendar every October, particularly so as in recent years all members of the Livery are invited to attend the ceremony.

It also usually follows just after the Marden Show, making sure there is a plentiful supply of English apples alongside citrus, deciduous and exotics.

This year was no exception, but the presentation was further enhanced by a breathtaking range of varieties from the national Fruit Trials, which even had

some of the experts present searching their memories.

Work on the stunning fruit display under the skillful co-

ordination of Past Master Ron Starns, backed by floral arrangements began at six o'clock in the morning, and even received a sneak preview by Sir Christopher Collett, before he together with the Lady Mayoress officially welcomed the Court and members.

### OBITUARIES

#### Fred Starns

WE WERE saddened to hear of the sudden death of liveryman Frederick Starns earlier this year. He had only recently joined the Livery, but was already well known to many members who are involved in the

fresh produce trade, through the long family connection that the company enjoys trading in London markets. His younger brother Ron is a Past Master.

#### John Piper

IT WAS a great shock to hear of the tragic death of Liveryman John Piper in a motor accident on December 11th. For many years Honorary Auditor to

the Company, John had been recently elected Honorary Assistant to take office in May 1990. A memorial service has been planned for late January.

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