



The Fruiterers' Company NEWSLETTER

Number 13

July, 1992



Lewis Award presented to Sinclair International

The Rt Hon The Lord Mayor, Sir Brian Jenkins, presented the Company's triennial award for marketing at the Plaisterers' Hall on January 30th, 1992 to Peter Briggs, founder of Sinclair International plc.

The glittering occasion of the Livery Banquet was attended by the Lord Mayor and the Sheriffs, and among the many distinguished guests were the South African Ambassador, the High Commissioners for Australia and New Zealand and the Bishop of Tonbridge.

Queen's Award for Export Achievement

Sinclair International is a Norwich based fruit labelling company, which subsequently has won the Queen's Award for Export Achievement. The Company was only formed 10 years ago but now exports to 22 countries worldwide. The labelling process is automatic and transfers specially developed labels less than two thousandths of an inch thick gently onto fruit at great speed.

Jaffa and Sunkist, as well as most of the New Zealand kiwi crop, are among the users of the labelling equipment.

Our photograph above shows the new Master, Alan Todd, with Peter Briggs and the Lord Mayor.



Welcome to our new Master

On 27th January, 1992, Alan Francis Todd, MBE, was elected as Master of the Company for the year.

Alan is a fruit rootstock propagator and a fruit grower, living at Collier Street in Kent.

He is Chairman of the East

Malling Trust for Horticultural Research and Senior Vice Chairman of the Marden Fruit Show. He promises a year in Kent and on other pages are details of some of the activities since he took office.

Freemen foreign nationals

Günter Schweinsberg and Hans Hetteling have both been elected to the Freedom of the Company. They will be well known to many Liverymen and we look forward to knowing them better.

Brogdale blossoms out



Alan Todd MBE, the Master of the Fruiterers Livery Company and Chairman of East Malling Trust for Horticultural Research, visited Brogdale Orchards with Liverymen and their wives yesterday. Together with the Master of the Gardeners and members of the Gardeners and Farmers Companies they were given a tour of the National Fruit Collection and Variety Trials. The fruit trees were in full blossom described by many of the visitors as one of the finest sights in Kent.

Lord Selborne, Chairman of the Brogdale Trust, welcomed the group and paid tribute to the work of the Fruiterers Company in helping to assure the survival of the National Fruit Collection. They, together with the Swale Borough Council, the Duchy of Cornwall and the collections' director, David Pannell, were instrumental in saving this centre of fruit excellence. At the time when the Government were planning the closure of this unique collection they all worked together to set up the Brogdale Trust and raise the money needed to purchase the orchards for it.

Today Brogdale has entered a new and important stage in its history. Today it is open to the public. Not only does it provide conducted tours of its 2,300

varieties of apple, over 500 pear tree varieties, plum, apricot and other collections - it also provides advice and help to fruit growers and gardeners alike on varieties to plant, grafting, pruning and all aspects of fruit growing.

Fruit is an ever more popular part of our diets. One of the few foods which everybody agrees is good for you, it now accounts for over £2 billion of our food purchases every year. Brogdale is acknowledged as the largest collection of fruit varieties anywhere in the world and makes a fascinating outing for groups of all ages. "The work of Brogdale," said Mr Todd, "will help ensure a healthy future for the industry - and so for all of us who enjoy eating fresh fruit."

The Master was accompanied by the Wardens, several Past Masters including PM Lewis, PM Mack, PM Arthur, PM Hope-Mason, the Learned Clerk and a number of Members. The Master was particularly pleased to see such a good turn-out and hopes that those of the Livery who have not yet visited Brogdale will take the opportunity to do so as soon as possible.

The photograph left shows our Master and the Master Gardener at the formal tree planting.

The Green Book

THE COURT has passed a vote of thanks to Past Master David Hope-Mason for re-editing and updating the Green Book which was issued

in January. Every Liveryman should have received one, but if they have not, they should advise the Clerk.

Brogdale Ball

THE MASTER and Wardens, and their ladies, will be taking a party to the second Brogdale Ball at Leeds Castle on September 25th. Tickets are £35 and can be obtained

from Brogdale.

Last year it was a great evening and in a wonderful setting. Why not join the Master and Sally Todd this year?

Dates for your diary

Summer Court Dinner with Ladies	July 9th
Harvest Walk, Faversham	September 8th
Master and Wardens' Dinner	November 11th
Marden Fruit Show	October 27th

The Queen Elizabeth Gate Appeal

A LANDMARK to celebrate the life and times of Her Majesty Queen Elizabeth The Queen Mother is to be erected in Hyde Park. The Livery joined together and contributed

£800 towards the Fund. The Master wishes to thank all those who contributed and thus enabled the Company to participate.



Two tree plantings in two days

LIVERYMAN John Dunham, who makes all the arrangements for the series of tree plantings, is keeping the Master and the Wardens busy. So much so that he had arranged two tree plantings on consecutive days in March.

The first, at the late Sir Winston Churchill's long time home at Chartwell, just outside Westerham in Kent, was on the 10th of the month, which, if you recall, was also the day of the Budget.

It was a cold and wet day and all those who attended were very grateful for kind hospitality in the shape of coffee and a large log fire. The present Mr Winston Churchill greeted everyone and said a few words about the house and the grounds. We all then braved the elements to watch Mr Churchill and the Master, Alan Todd, plant trees. The varieties had been carefully chosen to compliment the site, Blenheim Orange, Winston and American Beauty. The press took their photographs and we all hurried back inside, out of the elements, for further refreshment.

Mr Churchill had to leave for Westminster to, as he put it, "bag himself a good seat for the Budget speech." The remainder of us prepared to leave for lunch at a nearby inn, which had previously been reconnoitred by Mrs Todd. As usual on these occasions, a photographer from a local paper arrived late and the Master and the Upper Warden had to go back out into the rain and pretend to do the plantings again.

The following day, Wednesday 11th, saw an even larger number of Liverymen and their ladies assemble at Parham House; this is a large Elizabethan house, standing in many acres of Sussex, not far from Chichester. The house last year won a prize from the Historic Houses Trust for the most improved garden.

The owner of Parham, Mrs Tritton, greeted a large gathering to her house which on this occasion included the IPM David Hohnen



Pictured above and below: the Master and Winston Churchill MP at Chartwell.



and Past Master Sir Edward du Cann and Lady du Cann. Lady du Cann, who is on the Committee of the Historic Houses Trust had indeed suggested Parham House as a suitable venue for a planting.

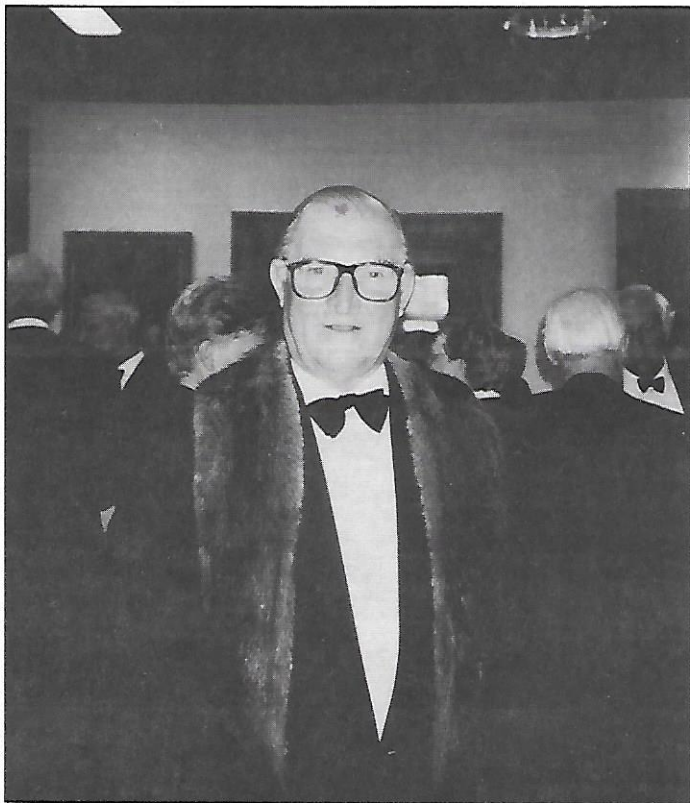
Liveryman John Dunham produced the Company's ceremonial spade, which over the winter he has had engraved with the dates and venues where it has

been used for such duties, and which he has himself so beautifully enamelled. We all marched to the orchard to plant replacements for trees lost in the gales which took such a toll in that part of the country.

Afterwards we were all treated to generous and kind hospitality by Mrs Tritton and the Master and Upper Warden made the now formal return to do the whole thing

again for the benefit of a press 'latecomer'.

A foot note to the Parham event was when a local paper printed a picture of the Upper Warden but captioned it as being IPM David Hohnen. At least one member of the Livery was heard to remark: "Being Master must have agreed with David, he looks so much younger than when he started."



Lord Plumb granted the Freedom and Livery Honoris Causa

ON MAY 28th, 1992, The Lord Plumb MEP joined the illustrious ranks of Honorary Liverymen of the Company. Supported at his election by Jack French and Hew Watt, he was welcomed by the Master. Lord Plumb is already a member of the Farmers' Company and a Freeman of the City and was able to take the Livery immediately.

Lord Plumb is perhaps best known for his long period of service and devotion to the National Farmers' Union, where he first joined the Council in 1959 and then proceeded to hold all the high

offices, culminating in President from 1970 to 1979.

He later served as Chairman of the Agricultural Committee of the European Parliament from 1979 to 1982.

He has a number of business directorships and although now over 65 years old, he has a fully committed calendar and seems relentless in new mountains to climb.

We are delighted to welcome him as an Honorary Liveryman and hope he will be able to support us when he is able.

'We need you'

by the Livery and Communications Sub-Committee

THIS LIVERY Company has an outstanding membership, but too many are not taking the opportunities to meet their colleagues and friends, to find out what the Company is doing, to join in the events and dinners which are organised, and to support the Master and the Court.

The primary role of this Sub-Committee is to communicate with you the Members, to keep you informed, to make you aware that you are a Member of an active and caring Company, and to get you involved in the Company's programme. At present the main forms of communication are through the annual list of Members and Calendar, the Green Book, letters and phone calls; meeting at events and - perhaps most importantly - this Newsletter. We are not succeeding as much as we would like. Has the Company seen you - or heard from you this year yet? If not, why not? We really would like to see you and hear from you.

The Sub-Committee has suggested to the Master's

Committee that they might consider some local 'get-togethers' - outside London - in your area. Would you welcome that - and would you like to meet other Members living in your area? Whatever your views, we would like to hear from you about the activities of the Company, about your own position and how you are getting on - and about your ideas for improving our communications.

Our secondary role is communicating the activities and the importance of our Company to the key decision takers in the City of London and in Government. This needs a lot of work and we have a long way to go. Plans are in hand and we have an outstanding opportunity for good public relations when the annual Presentation of Fruit to the Lord Mayor of London takes place at the Marden Fruit Show this year. This will be a unique occasion and we hope that as many Members as possible will attend the Marden Fruit Show. The date is on the calendar of events on the back page of the 1992 list of Members. Look it up - and

put it in your diary now. While you have the calendar out, have a look to see what other events or dinners you would like to attend and put them in your diary too. Why not ring up another Member of the Livery who lives near you - even if you don't know him - and arrange to go with him.

The Livery and Communications Sub-Committee is Past Master Bobby Manners (representing the Master), Hon. Asst. David Homewood, Hon. Asst. Bryant, Liveryman Pendergast and Liveryman John Dunham - and the Editor of this Newsletter is Immediate Past Master David Hohnen. We'd all like to hear from you and the address to write to is: David Homewood, Birchden, Eridge Road, Groombridge, Tunbridge Wells, Kent TN3 9NH.

New Members

FREEMEN

Diana Mary Ashton
Günter Schweinsberg
J.J. Hetteling
Bruce Andrew Mack

LIVERMEN

Ian Arthur Rainford
Alan Graham Gooding
Glen Derek Tullett

Honary Assistants 1992-94

A.E. Redsell
G.A.T. Turnbull
D.M. Cryan
G.F. Greenhalgh

In Memoriam

C.T. Miller
E.J. Charman
H.B. Pierce
J.A. Worley
D.A.C. Newby

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