



The Fruiterers' Company NEWSLETTER

Number 22

May 1995



A MEMORABLE EVENING AT THE MANSION HOUSE

On 31 January the Livery entertained the Right Honourable The Lord Mayor (Mr Alderman Christopher Walford MA) and The Lady Mayoress together with the Sheriffs and their ladies at a memorable St Paul's Day Banquet. The Master and Lady Whitehead received the guests together with the Wardens and their ladies and it was in the Master's words "An evening to remember".

The newly restored Egyptian Hall is a spectacular setting and the tables were a mass of flowers, fruit baskets and silver candelabra.

A record attendance for recent years at 291 diners reflected the growing participation by the Livery at the principal event in the Company's calendar.

The Company's guests included Diplomatic representatives from the Slovak Republic, Romania and Bulgaria. The newly-appointed Bishop of Rochester (The Right Reverend Dr Michael Nazir-Ali MA) and Dr Chad Varah CBE represented the church. The Masters of the Farmers, and the Immediate Past Masters of the Gardeners, Chartered Accountants and Cooks Companies represented fellow Livery Companies.

The Very Reverend Lawrence Jackson (Liveryman) proposed the toast of the guests in a most amusing speech and the Right Honourable Sir Ian Percival Q.C. replied.

We were delighted to see all three of our 'Musketeers' on parade together with a number of Liverymen whom we had not seen recently.

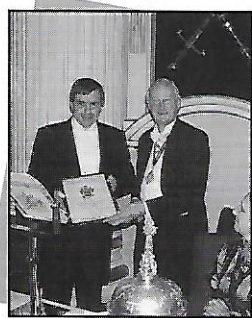
A feature on the tables were collections of old varieties of apples from Brogdale which were well worth tasting. A magnificent display of fruits in the reception room was much admired and was most innovative.

The Master recorded his great delight with the occasion and for the support he had received.

Further photos of the Banquet are on the back page.



Our Principal Guests at the Banquet



*Mr McCracken receiving
The Award*

THE LEWIS AWARD GOES TO MARKS AND SPENCER

On 25 January the Court unanimously approved the recommendation of the adjudication sub-committee that the 1995 Lewis Award should go to Marks and Spencer Plc for outstanding services to the marketing of fruit.

Mr P.G. McCracken, Managing Director of the Foods Division, received the award from the Master at the Mansion House during the Banquet on 31 January.

Past Master Donald Mack, Chairman of the Committee, told us that there had been 8 worthy nominations, but the success in marketing achieved by the ultimate winner was quite outstanding.

The size and volume of input by so many people had made it impossible to identify any one person within the Company, and so this year it was the Company itself which won.

Mr McCracken was delighted and expressed thanks on behalf of all his colleagues at the honour done to them.

This Newsletter sponsored by:

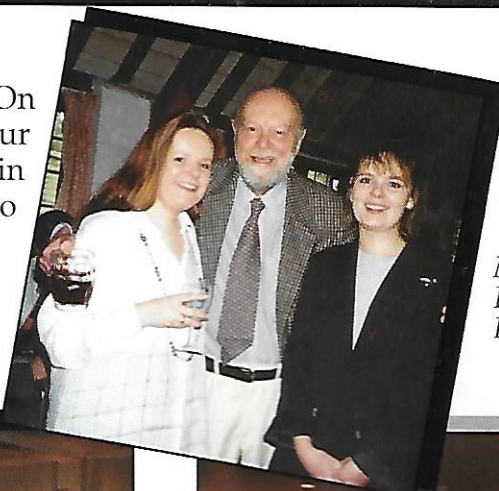
Market Intelligence Ltd

The international news and information service for the fruit industry

(see page 3)

CELEBRATIONS

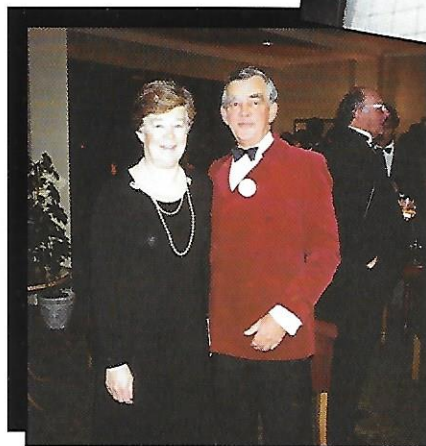
January 1995 was a month for anniversary celebrations. On 14 January in the Village Hall at Chawton, Hampshire, our Clerk was caught by surprise by his two daughters, Kirstin and Bronte, who arranged a lunchtime party for Michael to celebrate his 60 birthday.



*Michael,
Kirstin &
Bronte*

Among Liverymen sighted by the Editor, who was invited, were Past Masters Alan Todd and Harry Lewis. Robert Sice and his wife Toni, together with David Homewood and John Dunham, were also present.

On 20 January Past Master David Hohnen and his sister Diana Ashton (Freeman) celebrated their 60 birthdays at the Windlesham Golf Club. Peter Bartlett (Liveryman) and his wife Jenny were among the guests and they were celebrating their wedding anniversary.



David Hohnen & Diana Ashton



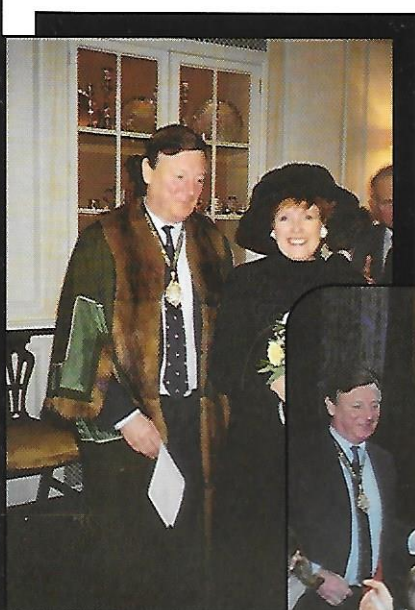
Peter & Jenny Bartlett The Clerk

Despite the weather, St Mary Abchurch was full for the Annual Livery Service on St Paul's Day. The Reverend Nigel Abbott (Honorary Chaplain) was the preacher this year and gave an inspiring sermon. The lessons were Joshua 5 : 13-15 and Philippians 3 : 1-14. The hymns were 'popular favourites' and the choir maintained the high standard of the singing including Mozart's Laudate Dominum. Congratulations to their leader David Graham.

The ceiling of the church is to be refurbished. Members will be interested to know that it formed the design later used by Sir Christopher Wren in St Paul's Cathedral.

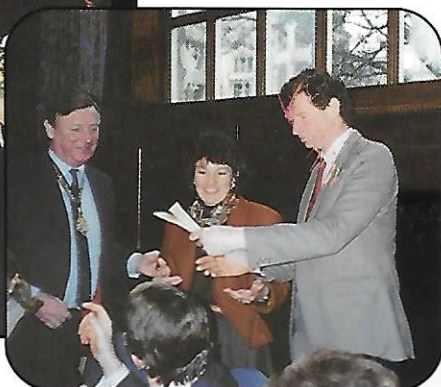
A service of rededication is to be held later in the year and the date is in the Company's calendar. A good turn out by Fruiterers is expected.

FULL HOUSE AT ST MARY ABCHURCH



*The Master and His
Lady at Innholders
Hall*

At the lunch afterwards, at Innholders Hall, the retiring Master presented the Company with a magnificent antique glass fruit bowl. He also presented the Company's medals at Marden Fruit Show 1995 to Mrs Annie Bardsley and her husband.



*The Master Presents Diplomas to
the Marden 1995 Winners*

RETIREMENT OF ARCHIVIST

Past Master Dr Richard Gothard has retired as Honorary Archivist after a long period of service. The Court has resolved a vote of appreciation to Richard for all his hard work and care of the Company's records.

When he was appointed, a gap which had existed for some years, was fortunately filled and his retirement leaves a similar problem. If any Liveryman is willing to undertake these duties, the Master would be delighted to hear from you.

May we say a big thank you to Richard and to wish him well.

TREE PLANTING PROGRAMME

The Company's Tree Planting programme is continuing at a reduced level.

23 March a planting was made at Charleston Farmhouse.

It is hoped that the Company will again be invited to the Garden of the Year Winning Garden. Details are not yet available.

The City of London Freeman's School

During the past Autumn, on the 22nd November 1994 The Master, the Upper Warden, and a number of Past Masters



planted a quince tree in the grounds of the City of London Freeman's School at Ashstead Park, Surrey. We were warmly received and shown over the school by the Head Master Mr David Haywood and the Chairman of Governors Mr Philip

Willoughby with whom our Master has been connected over many years.

A further matter of interest was discovered by Past Master Harry Lewis. Apparently a deed of covenant to fund a Natural Science course was set up by the late Past Master Gordon Hope-Mason for which the school acknowledged its gratitude.



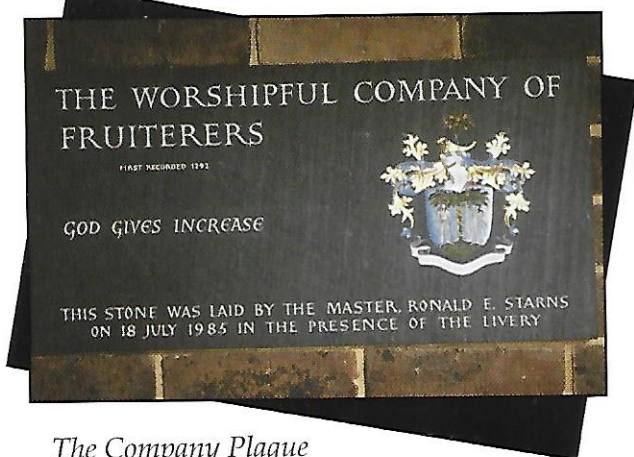
COMPANY TREASURES



THE IMMEDIATE PAST MASTER'S GOBLET

This goblet presented by Past Master Harold Arthur in 1984 is one of our Livery's treasured possessions. Past Master Arthur wanted the Goblet specifically inscribed for all Immediate Past Masters to take their wine, which gives it a unique and functional purpose. Originally a Herald's Goblet, only a limited number were issued - the bowl is supported by three heraldic lions rampant holding shields, representing Her Majesty Queen Elizabeth II - the Royal Founder Richard III, and the College of Arms itself. The Goblet is made of 9 ozs troy of solid Sterling Silver and stands 6.5" high. The sculptured stem, interior of the Cup, the border of oaks leaves and Tudor roses at the foot are overlaid with pure gold.

THE WORLD TRADE CENTRE



The Company Plaque

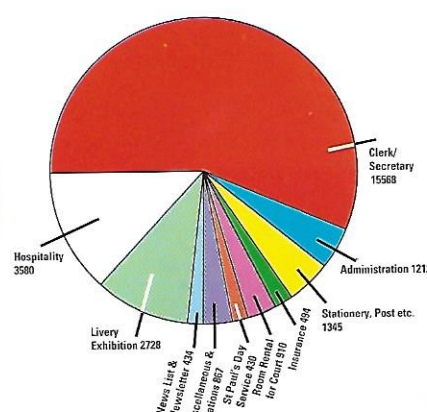
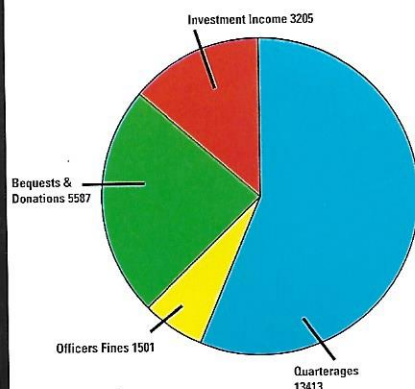
It is now a decade since on the 25th January 1985 the Court agreed a plaque should be placed with those of the other Livery companies of the City of London, in the Grand Hall of International House The World Trade Centre, (near by Tower Bridge and the Tower of London).

The elegantly lettered and carved plaque which is illustrated, was laid in July 1985 by the the Master Ronald Edward Starnes.

CHARITABLE TRUST DONATIONS 1994

Donations have been given to the following:-

- Bomber Command and
- Sheriffs Recorder's Fund
- The Lord Mayors Appeal
- Cancer Research
- British Heart Foundation
- The MacMillan Fund
- Imperial Cancer Research Fund



Dates for your Diary

Audit Court Dinner
Barber Surgeons Hall
18 May

Summer Event
Denbies, Dorking
15 June

Summer Court Dinner
Painter-Stainers Hall
20 July

Rededication Service
St Mary Abchurch
19 September

The Worshipful
Company of Fruiterers
*preserving the best of the past
to enrich the present*
Market Intelligence Ltd
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to enlighten the future*

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LAUNCH OF THE BROGDAL APPEAL

A QUINCE FOR THE PRINCE

"I have had a few words before this ceremony and I can assure your Highness that this tree responds well to conversation". A witty preamble from the Master accompanied the presentation of a quince, *Cydonia Elongata*, 'Champion', to HRH the Prince of Wales to inaugurate the start of the Brogdale Appeal. Behind this lay many months of careful planning, a profusion of meetings of the Trustees of Brogdale, the formation of a special Appeal Committee, the appointment of a Development Director and some highly useful meetings with Kevin Knott of the Duchy of Cornwall. At the Prince's special request the venue, St James's Palace and the date, 28th March, had been selected. Invitations had been sent to the movers and shakers of industry, especially those to do with fruit, to important commercial leaders and to the media. The State Apartments at St James's with their glittering chandeliers, burgundy hangings and portraits in carved and gilded frames had been further 'improved' with huge baskets of apples and boughs of plum blossom specially set out by the staff of Brogdale whom the Prince met and talked to at the start of the reception. After an initial hush the room soon began to buzz with conversation as the Prince went from group to group to talk informally with the guests. There was no doubt that Prince Charles has considerable personal interest in Brogdale and is extremely well briefed on how things stand and what needs to be done.



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Lord Selborne, Chairm
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A PARTNERSHIP WITH INDUSTRY

As most Fruiterers will know the Brogdale Trust was formed in 1990 when this mag
orchard, a gene bank for fruit trees of world significance, was taken over from the Mi
Agriculture and Fisheries. Managing an orchard with 2,500 varieties of apples, hundreds
pear and peach and others is no easy task and the financial requirements were all too obvi
the very first day. The Dutchy of Cornwall and the Swale Borough Council were exceedin
erous and have lent the Trust sums of money on terms which are embarrassingly lenient.
though, more has to be done. The loans must be paid off, the orchard maintained and de
and lastly, the fruit trade and the public must be able to regard Brogdale as the 'Flagship f
not only for Britain but on an international scale.

Hence the plan to extend from Brogdale a Partnersh
Industry. Those who grow fruit, those who mark
those who use fruit in the products they produce, th
ally fruit to health, to cookery, or even cosmetics, are
interested in what Brogdale stands for. Investment
industries will bring reciprocal benefit.



ST JAMES'S PALACE 28TH MARCH 1995

AM ASSEMBLES

It is clear that the ambitions of the Appeal are being realised if a team of dedicated people could be assembled to work swiftly and efficiently. The Appeal Committee, Gerry Oughton

appointed Chief Executive of Brogdale, Julie Ronald, of Seraphim, Public Relations and Promotional Experts and Alan Todd, David Hope-Mason, Brian Arnold, Bill Croydon CEO of Swale Borough Council were selected as members of the Appeal Committee. Their task? To raise £2 million over the next five years. The reception at St James's represented the start of their task.



BACK TO ST JAMES'S

The reception party is now well underway. Marks and Spencer, Safeway, and Citibank have been thanked for their generous support. Lord Kingsdown Lord Lieutenant of Kent, Egon Ronay, Vice Patron of Brogdale, Jonathon Taylor Chairman of Bookers, a posse from Coca Cola Schweppes, Lord Plumb vice patron of Brogdale, Neil Gordon of the U.S. Apple Export Council, and representatives of Hilldown Holdings, Geest, Shepherd Neame Brewery, Capespan, are all to be seen talking to the Prince. Sir Simon Hornby President

of the Royal Horticulture Society is enjoying a joke with Dr Stephen Buczaski a trustee of Brogdale. The press and T.V. are busy gathering news. Past Masters and Members of the Livery are circulating. The Master is seen in deep discussion with Dr Mirian Rothschild. What can they be discussing? Fleas perhaps.

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trade can gather. Buildings devoted to the history of the development of fruit are also important. One item which has taken the interest of the Fruiterers Company is the 'Octagon of Fruit Diversity'. This is an eight sided pavilion with radiating lines of fruit trees occupying in all about an acre. Each side presents an "original" fruit and

from there the developing trees up until the present day. The octagon occupies a central site at Brogdale. The Company has decided to back this development financially and work will start soon. The Master and the Court regard this as a fine opportunity for the Fruiterers Company to reassert their commitment to Brogdale.

BROGDALE FIZZ

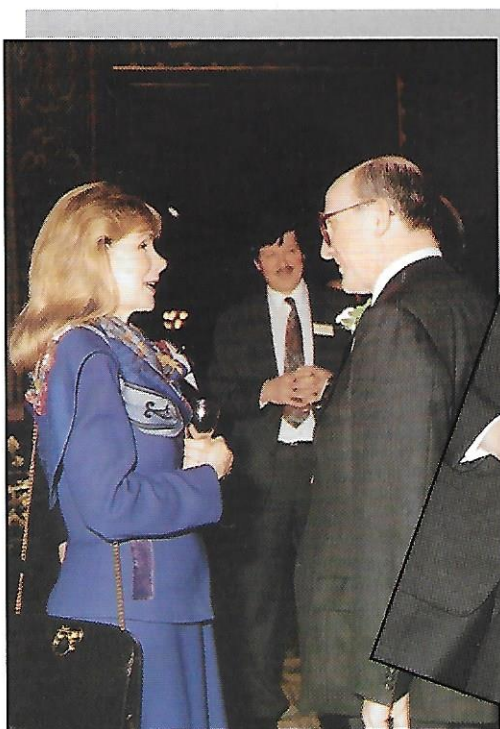
Guests could not help but notice that the trays of glasses on offer had three drinks,

a champagne, a red 'fizz' and a white 'fizz'.

This was, indeed, the launch day of the Prince's Duchy Original drinks no 1 and no 3. Both have Brogdale fruit as a base and mention is made of this on the label.

The elderberry flower base of the white drink was most refreshing and plans are afoot at Brogdale to plant enough elderberry to supply the Duchy in the future.

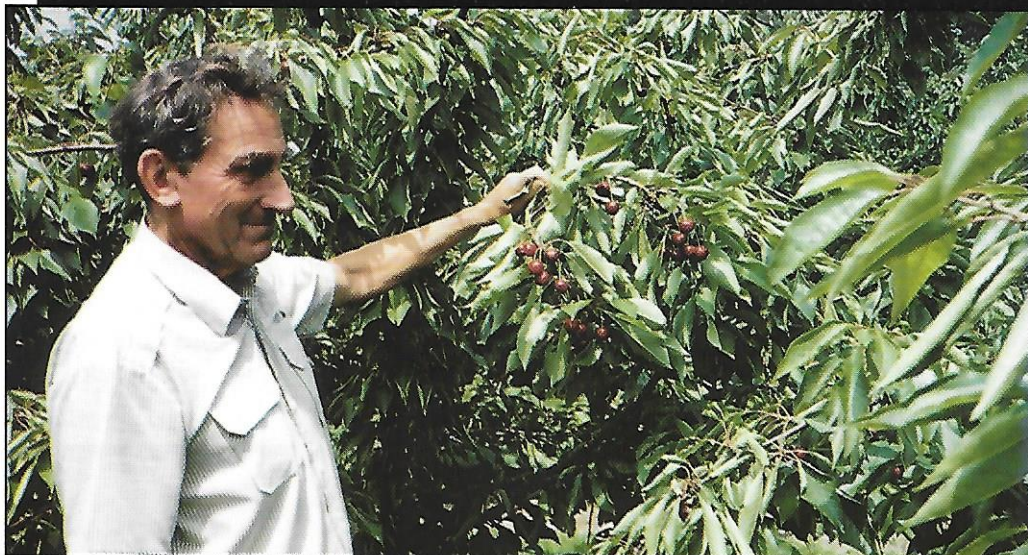
There is no doubt that the Appeal Launch went well but the real test of the Brogdale Fizz remains to be seen over the coming months. Lord Selborne and the Master are confident and optimistic.



TONY REDSELL AT WORK

An article appeared, last Summer, in 'Style and Travel' which featured Tony Redsell, and his Kent Cherry Orchards. Our photo shows him examining the fruit as they ripen at his farm. Last year was difficult for Tony and many others. Right at the end of June, storms removed all his netting and allowed starlings to strip many of his trees bare. He is hoping for better luck this year. 'British Cherries still have the finest flavour of any in the world', says Tony, 'what we really need is a Cherry promotion panel that can promote British fruit, raise awareness of its succulence and flavour and of the best ways to cook and present them'. Cherries are amongst our finest fruits. The sweet ones make wonderful desserts and the sour cherry, only rarely used in this country, provides an incomparable flavour in savoury dishes.

The growing conditions in Kent, being cooler than other cherry-growing areas, are ideal. The fruit matures slowly, which is why they



Tony in his Cherry Orchards

have that extra flavour, and many of Britain's best varieties ripen ready for market just as the imported cherries are declining. All we need now is some good weather - and good netting to keep the birds away. Tony has been involved in cherry growing since he was a young boy. Trees were taller than - there were many more varieties available, many more orchards, and far fewer birds. Today's orchards are not quite so attractive and are much more mecha-

nised - but you still can't beat the sight of a Kentish Orchard with its trees laden with bunches of rich shiny red luscious fruits.

Other fruit crops grown include apples, pears and blackcurrants. The top fruit is stored and packed on the farm and marketed through ENFRU. Apart from fruit, crops include onions, brassicas, cereals, herbage seed, potatoes and hops, amongst which are the renowned East Kent Goldings.

Tony Redsell was an Honorary Assistant to the Court in 1992/3 until May 1994. He is an active member of the Livery and Communication Sub-Committee - and has recently taken on the task of keeping the records of those Liverymen who attend functions and those who do not! He is also a Trustee of East Malling Research Station and takes a keen interest in all of their, the industry's and the Company's activities.

Tony is married with two daughters, both married, two grandsons and one granddaughter, is an enthusiastic vegetable gardener and a Rugby Union referee. He has also successfully completed thirty London to Brighton Veteran Car runs in his 1904 Wolseley which he states is largely as a result of having a very able co-driver/mechanic.

A good friend to the Livery and to the fruit trade, we wish him every success in all his endeavours.

MOSS BROS DISCOUNT

The Livery and Communications Sub-Committee is pleased to report that, with the assistance of the Master, they have persuaded Moss Bros to offer a 20% discount to anyone attending a Fruiterer's function. This discount will be given at every branch of Moss Bros to anyone who shows an official invitation from the Company to a forthcoming event - and applies equally to dinner suits, evening tail coat suits and all accessories - but not to the £2.95 Accidental Damage Waiver. All their usual rules about a deposit being paid, the goods being returned in reasonable condition, overdue returns being charged etc remain.

Moss Bros are considering offering a discount to the other Livery Companies as well and will be receiving a list of the names and addresses of each Company's Clerk from Michael Styles.

It would be helpful to show Moss Bros that this will boost their business and so Members are asked to take advantage of the discount whenever possible - and to make sure that their guests also take up the discount.

It is also hoped that this saving of some £6.10 will help to make the Company's functions even better value and so increase the numbers attending future events.

The Sub-Committee wishes to formally acknowledge and thank Moss Bros for their support.

REVISED CHARITIES STRUCTURE

As from St Paul's Day 1995, the Fruit Culture Fund, the Ridley Medal Fund and the Lewis Award Fund have been merged with the Fruit Culture Trust.

The Charitable Trust, which has wider power for charity support, remains as a separate fund.

Liverymen are again reminded that legacies to the Company's charities are 'inheritance tax exempt' and are encouraged. Have you remembered the Company in your will?

QUARTER/MEMBERSHIP DATABASE

The Clerk is currently installing a computer database which will combine records of quarterage due and paid. In 1994 there were substantial arrears of quarterage, many arising through Liverymen not paying the correct amount. This has resulted in an unacceptable temporary deficit on the operating account.

All Liverymen are again asked too check that they have paid the correct amount. Bankers order forms are available from the Clerk's office.

Liverymen under 65 are required to pay £146.88 p.a. Liverymen over 65 are exempt provided they have paid for ten years since admission.

IN MEMORIAM

Past Master Leslie Turnbull died in December 1994 after a long illness. Leslie was Master in 1963 and was a practicing Chartered Accountant for many years with an office in the City.

Ralph Felton died in April 1995 while on holiday in Spain. Ralph joined the Livery in 1957 and was a wonderful supporter of the Company's aims and ideals and attended many functions. His family firm of Florists was well known in the City and still operates from a number of locations. He was a Honorary Assistant and the first President of the Fruiterers Golfing Society.

ROBERT SICE

Past Master Robert Sice died suddenly on 11 February while on holiday with his wife in Jersey. Robert became a Liveryman in 1960 and was a most active member of the Company. He served as Master in 1975 and was joint founder of the Fruiterers Golfing Society. He made a tremendous contribution to the Company and to its activities. Toni Sice would like to thank all those Liverymen who wrote to her for their kind thoughts.

Our sympathies extend to all their families.

Lady Jenny Du Cann, wife of Past Master Edward Du Cann, died in March at the age of 49. Jenny took great interest in the Livery since her marriage to Edward. We will all miss her and extend our sympathies.



The late Past Master Robert Sice

NEW FREEMAN

25th January 1995 - Colin John Tenwick



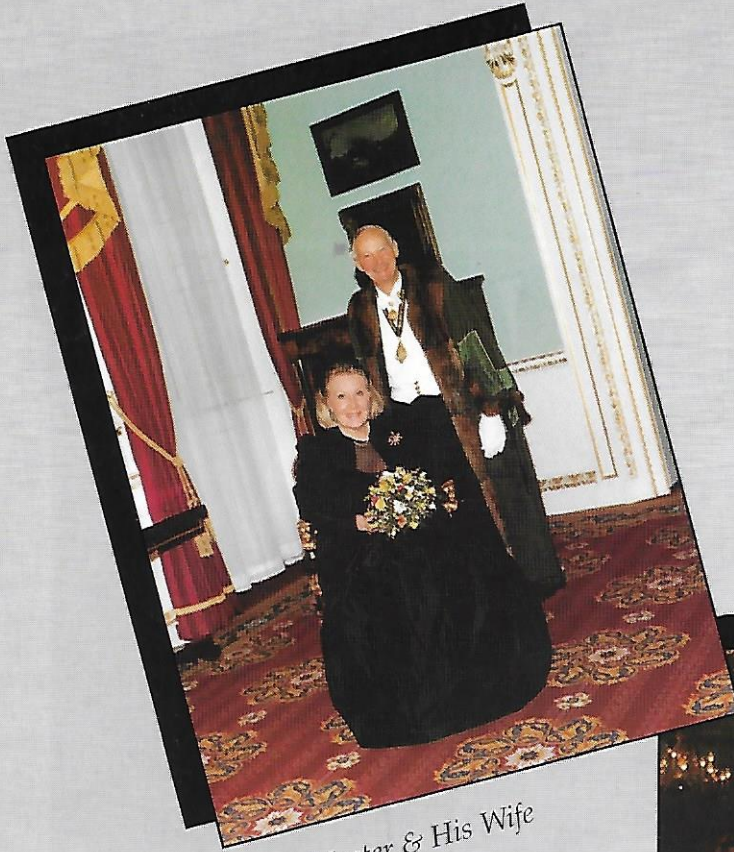
Cape Fruit exports 35 million cartons - Photo courtesy of UNIFRUCO.

A VISIT TO SOUTH AFRICA

It is almost two seasons past since the new South Africa came into being. When a member of the Livery & Communications Committee reflects on a visit made early this year he feels one must think forward and positively. Through the good offices of Fresh Fruit Services & Unifruco Ltd., (where the marketing of Cape Fruit & Outspan is undertaken) a visit was arranged by Mr "Fred" Meintjes to a Stellenbosch Fruit Packers Co-operative, a large grading/packing station where succulent "Santa Rosa" plums were being hand selected and then put on a conveyor belt system for export. Quality control throughout the fruit growing area including Franschhoek, Banghoek & Helshoogte which were visited, would appear to be the criteria of this industry. When considering South Africa's renowned major earnings as a world Gold,

Diamond & Mineral market, it is a sobering thought 40% of the earnings derived from agricultural exports emanates from the deciduous fruit industry. In conclusion we were taken to the Elgin Orchards, Grabouw, and shewn a large plantation by our host Keith Downes, a grower of Granny Smith & Golden Delicious Apples, also extensive Vines of Kiwi Fruit. The friendly and paternal atmosphere experienced on this farm further endorsed our feeling this was just not an isolated case, staff were provided with facilities to enjoy a quality of life - Creches, Playgrounds, Schools, Church, Community Hall & quiet section for their Senior Members. May we send this fine Country & all our friends our good wishes and support for the enormous tasks they have ahead of them, - as a member of the Commonwealth they will know they are not alone or friendless.

MORE PICTURES OF THE BANQUET



The Master & His Wife

*The Master
greets The Right
Honourable The
Lord Mayor*



The Master and Wardens with their Ladies



The Master and Wardens