



The Fruiterers' Company NEWSLETTER

Number 24

December 1995



THE LIVERY MEET IN COMMON HALL

By a precept issued by the Clerk, the Master summoned the Livery to Common Hall at Innholder's Hall on Wednesday, 6 December.

Despite Siberian conditions outside, a third of the active members of the company were in attendance. The attendance may well be regarded as a little disappointing but the balance of opinion was that it was acceptable, especially in view of the travelling difficulties.

The Master opened the proceedings recording that this was the first Common Hall of the Livery in recent memory and declaring the objectives to be to provide a forum for the Livery to meet, hear news of current activities and objectives and to provide a forum for discussion with the Livery.

He said the company respected the past but was developing new ideas to take us forward to the new Millennium.

The Master introduced the Chairman of the two principal sub-committees, David Homewood (Communications) and Tim Bullivant (Finance).

On communications, the Newsletter had been developed and was regarded as a major communications tool. The committee still had a great deal to do on the matter of internal communication, but, he added, there was also external communication to consider.

Tim Bullivant summarised the role of the Finance Sub-Committee, how it worked and detailed its responsibilities before briefly reviewing the financial results for last year already published in pie-chart form.

After opening the forum for comments and questions, a wide range of topics was raised. Keith Sims, Michael Cronk, Charles Powell, Christopher Mack and Richard Brighten were among those who spoke from the floor. The policy for recruitment was to continue to encourage new members who were positive and forward-looking. Lady members were not precluded if they could satisfy an excellence in their fields in the same way as their male counterparts. The embryo Yeoman's scheme was outlined by the Master. The matter of a payment for life membership was raised and will be re-considered.

A lack of participation by liverymen in the work of the company, and the opportunity to do so, was a matter raised by several speakers and noted.

On the matter of Brogdale, the Master recorded that at operating level, the orchards had performed better, but the level of fixed debt and how to repay it continued to cause difficulties and was being addressed at very senior levels.

In a summing-up statement, Michael Tanguy, Upper Warden, set out his plans to initiate further co-operation within the industry - we are a catalyst he added, and we can help to bring factions together and make British Horticulture a force to be reckoned with.

After running over the scheduled time by some 30 minutes, the meeting was brought to a close and the Livery adjourned for supper and their return home. Everyone agreed that it had been an excellent and encouraging evening.



Our photo shows members of the Livery at Common Hall with Tony Redsell (Renter Warden elect) in the foreground (second row)

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WESTWARD HO!



Our picture shows the Governor taking part in the planting

Tuesday, 3rd October 1995, the Governor's garden Drumthwacket, New Jersey - this has become a significant date and place in the annals of the Fruiterers Company. This was the first ever tree planting overseas and was marked with full ceremony; the Master, Upper Warden and Clerk in gowns and

hats and our burnished spade doing the - well, spadework.

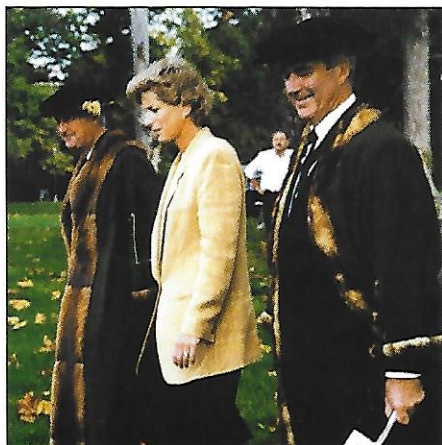
The proposal and initiative originated from a meeting between the Master and Mrs. Christine Todd Whitman, the Governor of the State of New Jersey, in early April when she readily accepted the gift of two apple trees for the lawn in front of "The Mansion", her official residence. The chosen varieties were a Cox for the 'Old World' and a Sun Crisp, a very recent variety not yet marketed, for the 'New World'.

The visit quickly developed into a trade mission and Carlos Kearns, the Governor's appointed Trade Representative, very efficiently arranged meetings with top researchers, academics, growers, marketers and retailers. Our invitation coincided exactly with the Governor's decision to promote agriculture in the Garden State of America against the encroachments of heavy industry, and at the same time, to target Britain as New Jersey's 'Gateway to Europe'; hence their keenness "to do business with us."

Cook College, Rutgers University, is a major US agricultural research centre and Jim Flegg and Alan Todd found immediate response with Tim Casey, the Dean, and Rod Sharp, the Director of the New Jersey Agricultural Experimental Station and Dean of Research. From this has come two results: a collaboration agreement between Cook College and HRI East Malling to joint research and development, an exchange of students, a sharing of information and exchange visits by senior staff - also for trial-ing of fruit trees at Brogdale beginning with the new Sun Crisp.

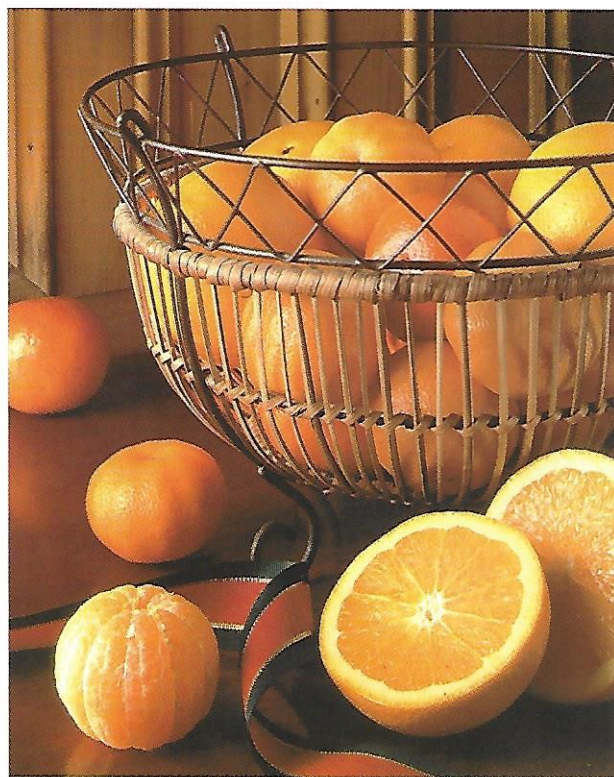
Others of our party met growers and retailers to considerable benefit, and the visit achieved a great deal for the industry.

Attending the planting was the British Consul-General from New York, Sir Alister Hunter KCMG, who has given great credit to the Fruiterers' event, which he had expected to be merely "a pleasant little ceremony", as one of professionalism and seriously forward looking. We can count on his help if we need it in the future.



The Master and Upper Warden with the Governor with our ceremonial spade

MARKS & SPENCER



Season's Greetings

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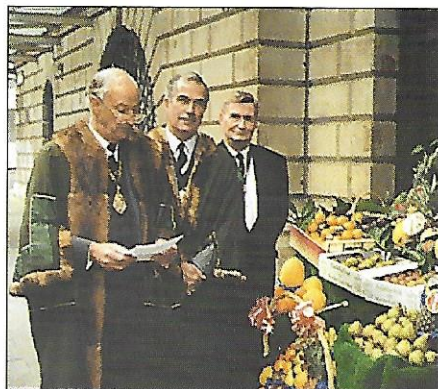
St Michael

We were fortunate in the generosity of all those in the United States who helped us and for the warmth of their welcome and their hospitality.

The Master thanks Upper Warden Michael Tanguy, Alan Todd, Arthur Hutchinson, John Dunham and their wives, and also Michael Wallis and Jim Flegg for supporting him on the visit. He also records a special thank you to Cmdr Michael Styles, our Clerk, for all the organisational help and hard work, and a liberal supplement of humour, that made the trip such a pleasure.

Livery gowns and caps in America? A possible first to the Worshipful Company of Fruiterers.....

THE MASTER MAKES THE ANNUAL PRESENTATION OF FRUIT



The formal Presentation by the Master outside The Mansion House.

On Thursday 26th October we presented fruit to the Lord Mayor as we have done for over 250 years. Indeed, presentations of fruit go back to the middle ages when a toll or tythe was levied on our company by the Lord Mayor of the day often leading to disputes with the Lord Mayor's Meter. To obviate such wrangles it was decided in the mid eighteenth century to opt for a simple yearly presentation, such there was on the 26th.

This year Ivor Robins has taken over from Past Master Ron Starns as Chairman of the Fruit Presentation Committee. We were treated to a marvellous

barrow, attractively painted and decorated, loaded with fruit from England and overseas. Pride of place went to trays donated by the two Marden Fruit Show award winners, Messrs Bardsley and Tompsett, whose winning Cox and Comice formed the centre of the display.

For the second year running the ceremony took place outside the Mansion house, after which the Livery was invited inside where the Lord Mayor and the Master drank a Loving Cup.

The fruit presented is a gift to the Lord Mayor and the Lady



The display of Fruit

Mayoress, who in turn gift part to those in need. This year the Lord Mayor chose Providence Row, a night refuge and home in the East End of London.

The Master asks that we record a vote of thanks to all those Liverymen who made donations and the Court formally recorded this at their meeting on November 16.



The Rt Hon the Lord Mayor and the Lady Mayoress

ADMISSIONS TO THE FREEDOM

On November 16 the Company admitted to the Freedom:

Richard Justin Farrington Smith
Gerald Leonard Rawden Crate

ADDINGTON GOLF

Members of the Fruiterers Golfing Society who turned out in the Fruit Livery Golf Match with the Carmen and Fan Makers at Addington in October must have wondered why it always rains when we go there! A downpour did not dampen our spirits but the sight of the Clubhouse was welcome to some after an exacting morning.

The Carmen were the winners again, with 99 points, and we came a respectable second with 93 points.

Our "best three" were Bob Pascoe, Ted Dilley and Andrew Poulton and our photograph shows them collecting their prizes.

Many thanks to Brian Banks, Captain of the Carmen, for making the visit possible and to Douglas Glasby, as well as Patricia Lyons who made all the arrangements.

The event is to be repeated next year but it may be held at the R.A.C. Country Club, Woodcote Park.



Bob, Andrew and Ted

A CHRISTMAS WISH

May I wish all Liverymen, their wives and families a very Happy Christmas and Fruitful New Year. This year, above all others, I have met so many of you and my greetings are the warmer and the more personal for that..

Many of us, most of us I hope, have enjoyed the pleasures and excitements of a full year and look forward to 1996 with anticipation. Some of us have experienced sorrow, need or sickness and I trust that they have found membership of our company to be a comfort. To all of you I hope that the coming year will bring gladness.

As the year draws to a close so does my period as Master and one can look back at a multitude of splendid events where a large number of liverymen and their wives were present, enjoyed themselves and used their membership of our livery to the best possible extent. Thank you all for your support and loyalty.

May 1996 be all that you have hoped for and I wish you all, from Isa and myself, the merriest of Christmases.

Rowland Whitehead
MASTER

HOUSE FULL FOR THE MASTER AND WARDENS DINNER

The Master and Wardens Dinner which traditionally follows the November Court Meeting was as popular as ever on November 16 to the extent that additional places were set in the Old Court Room after agreement with those who otherwise could not have been accommodated.

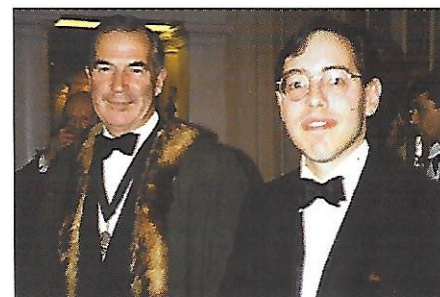
The Master welcomed J.P. Charkham and Mr. Alderman R.E. Nichols and recorded the thanks of the Livery for all their work during their recently concluded year of office as Sheriffs of the City.

He also welcomed Carlos Kearns, the Governor of State of New Jersey's trade representative, Mr. Barrie Juniper from the Department of Plant Sciences at the University of Oxford and the Master of the Innholders, Mr. R.G. Ames.

Mr. Donald Sinden CBE was among the principal guests and made a brilliant and witty reply to the Toast of the Guests which the Master proposed. Bill Bowman and the Upper Warden (deputising for the Renter Warden who was unavoidably abroad) also spoke.



The Master with the Master Innholder, Mr. Donald Sinden and the Beadle



The Upper Warden and Mr. Carlos Kearns



Our two new Freemen at Innholders Hall

LIONEL FRENCH IS ELECTED AS ASSISTANT CLERK

On 16th November Lionel French was elected as Assistant Clerk. The post has been vacant for some years but Michael Styles is expecting to retire next year and we need to find and train a possible replacement.

Lt. Colonel French has recently retired from 29 years service with the Royal Corps of Signals and during that time has fulfilled roles which range from ceremonial duties to management of multi-million pound procurement budgets. Much of his time has been spent in training using his presentational and communicational skills. For two years he was directly responsible for security communications associated with State and Ceremonial events in London. For three years he commanded the London Volunteer Signal Regiment affiliated to the Worshipful Company of Innholders. On taking office as Assistant Clerk his initial work will be in the area of our records, computer systems and updates. We welcome him and wish him well with the livery.

CHAPLAIN ON THE MOVE

The Reverend Nigel Abbott, our Chaplain, is to leave Hemel Hempstead early next year and will take up the position as Rector of Much Hadham, a country parish in Hertfordshire. His induction service will be an evening in February 1996 and he would be delighted to see any Liverymen there. Full details can be obtained from the Clerk in due course.

WELCOME TO THE BISHOP OF ROCHESTER

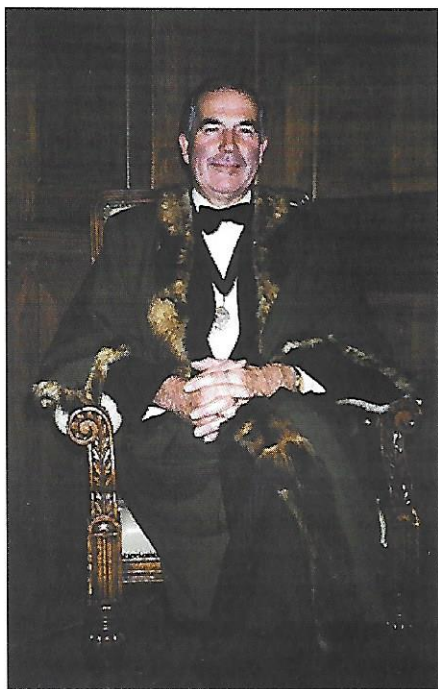
We are delighted that the Bishop who graced our table at the 1995 Banquet has accepted our invitation to preach at St. Mary Abchurch on 25 January 1996.

WELCOME TO OUR NEW MASTER

Michael Tanguy has been nominated as Master to take office on St. Paul's day 1996. Derek Tullett has been nominated as Upper Warden and Tony Redsell as Renter Warden.

Born in Guernsey into a fruit family. (Tomatoes this time), Michael was evacuated to the United Kingdom at the outbreak of war. Spending the war years as a child in St. Helens, Bristol, Rhyl, Thornton, Cleveleys, he has cultivated links with the UK which have only increased over the years.

After the war he entered into the family horticultural business, later he was involved in the marketing of salads from Guernsey. He spent 17 years as a member of the Guernsey Tomato Marketing Board (12 years as Chairman). During this period



Michael Tanguy

strong links developed with all the wholesale markets in Britain and the supermarkets.

More recently he has spent five years in Scotland assisting the Glass Glover Group expand their horticultural business, and a further few years in West Sussex involved in the production of pot plants and flowers.

He returned to Guernsey in 1994 to assist in the export of flowers to the UK

With four children, two sons, two daughters and four grandchildren, life for Michael and his wife Elizabeth is rarely dull.

Michael is currently Chairman of the Education and Training Committee of the Institute of Horticulture.

During his year a wish to encourage the closer integration of Government Research, and Commerce will be the objectives, and a greater appreciation of the breadth of the Fruiterers Company covering all aspects of fruit and horticultural products. Last but not least the election of possibly the first Lady with professional horticultural connections to the Livery of the Company is within his sights.

He and his wife hope to make arrangements for a Livery visit to Guernsey in June 1996. Details will be published later.

Editor's note: Michael, on behalf of the Guernsey Tomato Marketing Board, is a past winner of the Lewis Award, another "first" for the company.

NEW LIVERYMAN

Justin Hope-Mason, Son of Past master David and grandson of Pastmaster Gordon Hope-Mason was admitted to the Livery at a ceremony at Innholders Hall on November 16.

A BUSY YEAR FOR THE AWARDS COUNCIL

The Fruiterers Awards council is the body which monitors and advises on the educational and fruit culture aspects of the Company's work and is responsible for all the awards which the Company makes, ranging from University students to training and marketing.

Separate adjudication committees advise on the winners of the major awards and it will be the Ridley Medal that the Master will present on 1 February 1996.

The annual meeting for 1995 was held at the Horticultural Research International Station, East Malling in June with Past Master Alan Todd MBE in the Chair.

On reviewing past awards, the award in January to Marks and Spencer plc for marketing had given much pleasure and gained much publicity for the Company's work.

The Council hopes to re-introduce the Junior Fruit Culture Award with the co-operation of the Institute of Horticulture.

Three studentships were awarded to H.R.I. The Council has selected three research topics to support. Pear decline, apple fruit texture and strawberry powdery mildew.

Five Student Awards were given to high achievers at colleges and universities: Auchincruive, Hadlow, Pershore, Reading and Wye. Liveryman Malcolm Campbell was invited to SAC, Auchincruive to make the presentation to Paul McIlldoon. (The latter's tutor, Michael Hitchon, received the Company's Student Award in 1972 at Nottingham University). The President of the Institute of Horticulture, Peter Thoday, gave HND student Robin Atherton the Fruiterer's prize and Diploma at the Prizegiving Ceremony at Pershore.

The Awards Council acknowledged two winners at the Cherry and Soft Fruit Show at Detling in July. Fruiterer's Company Medals were given to D.H. Bryant, for cherries and W. Brice and Sons, for soft fruit.

A Fruiterer's Diploma was given to C.H. Gardener for the "best dish of apples" at the Royal Horticultural Society Fruit Show held at Westminster in October.

DATES FOR YOUR DIARY 1996

25 January - St. Paul's Day Service, St. Mary Abchurch, Noon

1 February - Annual Banquet, Plaisterers Hall
22 March - United Guilds Service

THE MASTER GOES NORTH

This early Autumn 21/22 September 95., the Master, Sir Rowland Whitehead took a party of Livery Members and their wives to the North of England on an expedition of Tree Planting. Our journey started in festive mood when we were generously invited to lunch at the Majestic Hotel, Harrogate by Liveryman Ian White and his wife Valerie, who particularly wished to mark our visit. We then proceeded to the Northern Horticultural Society's Botanical Garden at Harlow Carr, Yorkshire where a Medlar tree was planted in the Arboretum with the assistance of Mr. B. Wilkinson, the N.H.S. Chairman.

Then on further northward to Appleby, Cumbria, to the Appleby Grammar School to plant an ornamental Mallus in its grounds where, previously, the Master's great grandfather, Sir James Whitehead, Bt. (a past master of our Livery and Lord Mayor of London) was a pupil and then a Governor. An historic occasion! The following morning we left Appleby for Kendal, pausing briefly on the Pennines to partake of the champagne air. At 10.00 am sharp we arrived at Levens Hall & Gardens (GARDEN OF THE YEAR 1994) and met by our hosts, Hal and Susan Bagot. We toured their splendid house, garden and orchard where two trees were planted - a Keswick Codlin and a Ribston Pippin .

Our work completed we then removed to the Bluebell Inn. When refreshed, relaxed and in good comradeship, we bid each other farewell and turned south again for homes and City of London.



At Harlow Carr



At Appleby



At Levens Hall

TREE PLANTING AT VILLANDRY AND HATFIELD

'Le Jumelage'

The twinning of two great historic houses, Chateau Villandry on the Loire and Hatfield House in Hertfordshire, was the occasion for the Fruiterers to plant twin mulberries in each of these beautiful gardens. Our first ever foray to continental Europe, we took our gowns and ceremonial spade to France on 13th October and spent four exceedingly pleasant days as guests of M. Robert Carvallo, owner of Chateau Villandry, and his sister-in-law Rose de Beaufort. Our hosts and their friends were outstanding in their kindness and generosity and the party was whisked from chateau to vineyard to house to monastery in the company of charming and elegant people.

The planting took place on a terrace overlooking the famous 'potager' or vegetable garden; a spot with lines of ornamental clipped yew, neat lawns, angular beds of herbs and low box hedges. A perfect setting for the four Muriers, as we learned to call them.

Before planting M. Carvallo entertained the party, which included the Marchioness of Salisbury, owner of Hatfield House, her son Valentine Cecil, a number of 'locals' many of whom owned chateaux in the Loire district, and the press. Entertainment entailed a delicious lunch for fifty followed by speeches and presentations on the terrace outside. We toasted our hosts, the two great houses, the Salisburys and, not least, the Fruiterers company 'root and branch' with cool white Bacchus wine from Denbies Vineyard garnished with the Fruiterers Company label. It was pleasing to see nods of approval from the French.

Fourteen of us attended, the Upper Warden, the Clerk, Past Masters Todd, Sykes, Mack, liverymen Kelsey, Homewood and Boardman and their ladies. The Master is grateful for this support. Liverymen travelling that part of the world should contact M Carvallo and ask to see 'our' trees and one of France's greatest gardens - they will be very well received.

'The Twinning'

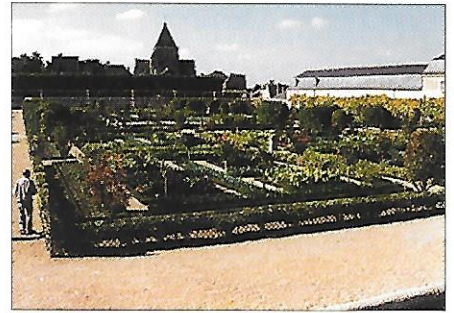
And so to Hatfield House on 4th November. Another brilliant sunny day with four holes and piles of earth neatly placed on the box hedged lawn overlooking the herb garden. Hatfield is very English, Villandry very French, and yet there are similarities. Both have been created and nurtured by inventive and dedicated gardeners - both are the result of intensive study of the past and modern flair for colour and shape. One has to say that our Company is very privileged to be able to put trees in either of these gardens.

Henri Carvallo, son of Robert, came to Hatfield as did Rose de Beaufort. In all we sat down forty to lunch in the great dining room with pictures of kings, queens and princes looking down upon us. Hatfield House in its vastness and grandeur is awe inspiring.

Past Master Todd provided four superb trees, two mulberry and two medlar, and the press including Country Life took pictures of the planting and the plaques.

The twinning, le jumelage, was the first ever between two great houses. Clearly it will lead to more visitors each way. The Historic Houses Association, with whom the Company already has connections, found the idea very interesting. La Demeure Historique, the French equivalent (founded incidentally by M Carvallo's grandfather) are also interested.

This was an outstanding and innovative project. Those who were unable to go to Villandry missed a golden opportunity.



The Garden at Villandry



The Master with Henri Carvallo and Lady Salisbury and Members of the party.



Our hosts



The Vegetable Garden



Another splendid view of the wonderful grounds

THE MARDEN FRUIT SHOW - AND FRUIT CULTURE AWARD

This year's Marden Fruit Show was one of the most successful, with 130 exhibitors, fifteen percent up on last year, a very large and successful trade exhibitors area, and excellent daily attendances. In conjunction with Brogdale Orchards a fruit forum was held on 'new varieties and opportunities for tomorrow's consumers'. This was considered to be a great success and attracted a great deal of interest. All sectors of the industry contributed to the seminar including Liveryman Laurence Olins for the 'marketeers' and many other leading practitioners in the industry.

There was an excellent Fruit Juice Competition with entries for the first time from Holland and from Austria. Suffice it to say that the winner was English. The Marden Fruit Show provides a valuable, and neutral, platform for all sectors of the industry to meet and discuss all facets of the market and its future. The quality of the fruit display was outstanding and, at the end of the show, all of it was taken and displayed to the public in Sainsbury's Savacentre in Europe's biggest mall in Sheffield.

The Fruit Culture Award is given by the Fruiterer's Award s Council for outstanding services to the industry. This year's award was presented by the Master, to Maurice Banwell at the show's first night dinner on 25th October. Maurice was trained in Jersey, at Reaseheath Agricultural College and at the Royal Horticultural Gardens at Wisley, where he obtained a diploma in Horticulture. He has been an advisor and consultant to the industry for many years including being the Farm Manager at Brogdale, A.D.A.S. advisor in Norfolk, and ultimately South-East Regional Fruit Advisor for the Ministry of Food. since then he has been a highly successful independent fruit consultant whose advice is much sought and highly valued. 'He was given this prestigious Award' said the Master, 'for his long and loyal service to the fruit trade and for his great skills in passing on information and expertise to the industry.'

Medals were also awarded by the Worshipful Company of Fruiterers to E.H.Wilson and sons, for the best exhibited 'desert', to J.A. and N.A. Bardsley for the best exhibited 'culinary', and to P. Tompsett for the best exhibited 'pears'. For the first time this year all the winners have been invited to attend the Company's St. Paul's Day lunch to receive their diplomas and medals.

Acknowledgements:

the Editor would especially like to thank the Master for his contributions to this issue and to our team of contributors and photographers. Best wishes for a speedy recovery to Florian Brown, Leslie Davis and Matthew Mack.

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A Letter to the Editor

MISTRESS FOR A YEAR



Isa and Rowland

When the Master lays down his cap, gown and spade on 25th January 1996 I shall have been privileged, as is Rowland, to a remarkable year in our lives. What a busy time we have had and how kind and generous the Livery has been! And what a huge number of liverymen and their wives I have met - all new and wonderful friends and such fun.

Rowland's motto seems to be 'Have Spade - Will travel' - so we have dashed about quite a lot; the Wardens, myself and the rest of you, trying to keep up with tree plantings here, there and everywhere. It all left us a little breathless at times, but the fun we had, the friendships we made and those interesting and splendid occasions! The simple dignity of our tree planting at Appleby Grammar School where Rowland's grandfather learned the three R's before setting out into the world. The lovely gardens of Levens Hall, the splendid occasion at Hatfield House. Can one ever forget the fur-trimmed apple-green gowns, the black velvet caps and the glinting spade and the blazing hot sun on the lawns of New Jersey's Governor's Mansion. Yes, the gowns travelled for the first time overseas, closely guarded indeed! And spade was cleverly negotiated past the Customs (who were very amused indeed). So to the wonderful gardens at Villandry where the English Mulberries were planted in 'pride of place' in those famous gardens - all followed by most marvellous 'Entente Cordiale' speeches and wonderful celebrations. The banquet at the Mansion House last January in its refurbished grandeur and glitter.

These and a hundred memories crowd the mind; innumerable meals in out-of-the-way restaurants and cafes, functions in the City and elsewhere, longish car journeys with the inevitable 'but you are reading the map, dear' riposte at cross-roads - and ever lurking beneath this was the unpredictable humour of our Clerk which kept us laughing and giggling through times of absurdity and sometimes downright panic!

This has been a lovely year for me and I am glad of this opportunity to thank the Livery and their wives heartily for making it so. Now, a pair of scissors and a pot of paste will be constant companions in the new year as we assemble and record the invitations, the menus and the wonderful letters of our year in office, and of course those hundreds of snaps - it is going to take a little while, I think.

'Mistress for a Year' has been fun!

Yours sincerely,

ISA WHITEHEAD

(Editor's note: I asked Isa if she would like to give a woman's view of her "year". I enjoyed reading it.)