



The Fruiterers' Company NEWSLETTER

Number 25

April 1996



A BANQUET FIT FOR A BAILIFF



The Master and The Bailiff

The Annual Livery Banquet on 1st February at Plaisterers Hall had a distinct Guernsey flavour. Magnificent flowers from the island adorned the tables and the principal guests included Sir Graham Dorey, the Bailiff of Guernsey, and P. Marchant, the President of the Institute of banking on the island. The Master, Michael Tanguy, is a Guernseyman and the first islander to be Master Fruiterer.

Despite the absence of the Rt Hon the Lord Mayor and the Sheriffs there was a glittering array of guests. The Rt Hon Lord Justice Staughton, the Masters of the Farmers, Gardeners and Girdlers Companies, P Thoday,

President of the Institute of Horticulture, The Chief Commoner and Carlos Kearns, Director for international trade, State of New Jersey were among those welcomed by the Master and Past Master David Hope-Mason who proposed their health. Two of our "Three Musketeers" were on parade with their distinguished Military guests.

In a stirring speech by the Master (see page three), he urged a programme and focused co-operation in Horticulture and identified the Company as having a role to play.

Elizabeth Tanguy gave a Ladies Dinner Party in the Hall and the Ladies joined the assembled company for the speeches.

Music was provided by the Orchestra of the Honourable Artillery Company and Bernard Sullivan conducted the proceedings in his usual impeccable manner. Truly a night to remember!



Our photo shows The Master and Wardens with our principal guests

DR JIM QUINLAN WINS THE RIDLEY MEDAL FOR 1996

Dr Jim Quinlan received the Company's most prestigious award for services to Fruit Culture at the Annual Banquet on 1 February 1996. The triennial award is most coveted and the Adjudication Committee had a list of nominations, all of which were of the highest standard. Past master Alan Todd, Chairman, recorded their delight at the quality of the nominees. "It was a difficult choice but Jim Quinlan's contribution has been outstanding," he said.

Dr Jim Quinlan came to the East Malling Research Station in 1962 from Bangor University where he completed his PhD working on cereals. Jim made a major research contribution by highlighting the great importance of tree quality, in particular the presence of lateral branches at the time of planting in the orchard. It was his work which led him to the successful development of chemical 'feathering' (branching) agents and later into many other uses of plant growth regulators in the culture of fruit trees. A chemical spray to reduce suckering beneath trees was another of his early successes in this field of work. In 1978 he received the first small quantities of a brand new chemical, paclobutrazol, which was to prove to have remarkable properties as a regulator of tree growth and cropping. It was largely through Jim's trialling that ICI eventually decided to release paclobutrazol for use on U.K. apples and pears. Marketed as Cultar it is now a vital tool in the management of many high density planting systems.

Jim became Head of Pomology Department in 1985 and, following the reorganisation of horticulture research and the establishment of HRI, he later became Head of the Perennial Crops Department.



Our photo shows Jim receiving his award from the Master at Plaisterers Hall.

This issue is sponsored by

Sybase (UK) Ltd, Sybase Court, Crown Lane, Maidenhead, Berks SL6 8QZ

Telephone: 01628 597100

 **SYBASE®**

The Architecture for Change™



Our photo shows Past Master Garth Doubleday, with his son Edmund who has applied for the freedom of The Company.

A WARM WELCOME AT ST MARY ABCHURCH

The Company's Guild Church was filled to capacity on St. Paul's Day to celebrate the Conversion of our Patron Saint and to hear a stirring sermon by the Rt Reverend Michael Nazir-Ali, Bishop of Rochester. It was the first Livery Service to have been held in the Church since the major refurbishment last summer and Liverymen and their families were delighted with the result in this loveliest of Wren churches.

The Bishop especially referred to the sharing of skills with those living in third world countries; What, he asked, could our

Company do to encourage, promote and educate in those countries where our native skills would be most appreciated?

We are most grateful to the Bishop for coming to preach to us and for sharing his thoughts with us.

The quality of the singing was as high as ever and Britten's Jubilate and Stanford's Magnificat were outstanding. The Master's choice of Hymns and the excellent arrangements by our chaplain made the service a happy and joyful occasion.

The Rev Oswald Clark, Priest in charge gave the Company a warm welcome and we felt very much "at home".

The Master's lunch at Innholders Hall followed the service and we were particularly pleased to see Gunel Hope Mason, Eileen Sheldon and Toni Sice as well as Joanna Wood (English Apples and Pears) and the 1995 winners of the Company's awards at Marden, who received their medals from the Master.

Past master Garth Doubleday, the senior Past Master present, proposed a vote of thanks to the retiring Master and declared that 1995 had been "A vintage Year" in the annals of the Company.

Marden Medal Winners

Congratulations to the 1995 Show winners, who received their awards at the St. Paul's Day Lunch.

Mathew Wilson

Best exhibit of Desert Apples
(Spartan)

John Bardsley

Best exhibit of Culinary Apples
(Bramley)

Pat Thompsett

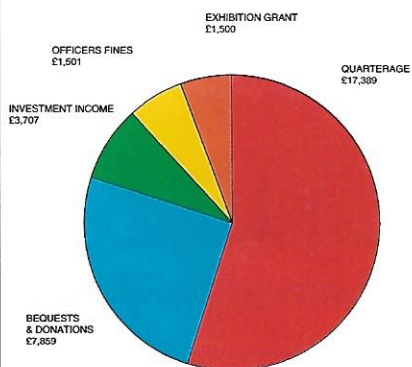
Best exhibit of pears
(Comice)



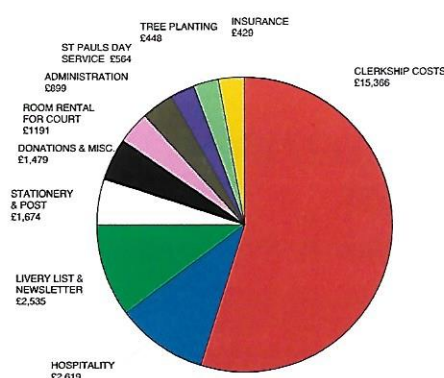
John Bardsley receives his Diploma from the Master

CORPORATE FUND FINANCIAL RESULT 1995/96

INCOME £31,956



EXPENDITURE £27,204



THE LIVERY AND COMMUNICATIONS SUB-COMMITTEE

The Master is advised by a Committee comprising the Wardens, the Immediate Past Master and four elected past Masters. There are three Sub-Committees which advise on specific topics, and the Livery and Communications Sub Committee is one of these committees.

It has responsibility for internal communications with the membership and external communications including publicity - particularly with the Fruit Industry, The City Corporation, City Institutions and "The World at Large". It provides a valuable focal point for the Newsletter and co-ordinates its production.

One of the purposes of the sub-committees is to enable liverymen to "get involved" and to make a contribution to the work of the company.

The Master delegates one member of his Committee to sit on each of the sub-committees; otherwise they comprise members of the livery. David Homewood has just completed a three year term as chairman and has been succeeded by Hugh Kelsey. Other current members include John Dunham (with special responsibility for Tree Plantings), Tony Redsell, Henry Bryant, Ken Lipscombe, Tim Bullivant and Michael Styles.

They took on the detailed planning of the Common Hall held in December 1995 and are currently working on plans to visit elderly Liverymen and those who have "lost touch" with the Company in recent years.

The Committee is innovative and regularly submits proposals to recognise needs and comments from Liverymen.

There is always room for new members and if any Liveryman is interested they should contact Hugh Kelsey or the Clerk's Office.



The Committee at work

A CHANCE TO EXPAND OUR HORIZONS

In his Maiden Speech as Master, Michael Tanguy outlined his aspirations that during his year of office the Company might seize on the 1995 initiatives and stimulate a change of attitude and communication between Government and the Fruit and Horticultural industry and it's direction for the future.

"The Company's visit to America has, I believe, transformed our thinking and, for me, it exposed the radical difference of approach between the way the Americans and ourselves are tackling the future direction of the industry. I have long felt that our vision is too narrow and we must stimulate a change of attitude"

"In America we saw at first hand the tremendous vision that The State of New Jersey has for the future. Industry and research have the aggressive determination to be upfront. There is massive financial investment in research with the support of Government and Commerce with specific targets for the future"

"Thanks to the initiative of Sir Rowland and the professional enthusiasm of Carlos Kearns, Past Master Todd and Liveryman Jim Flegg, the use of the Brogdale collection, coupled with the expertise at East Malling Research station have joined with Rutgers University to provide an extensive exchange of scientific information and the establishment of an exchange of students. This will provide the basis for a very exciting future for the development and possible enhancement of many of the old varieties of top fruits and soft fruits"

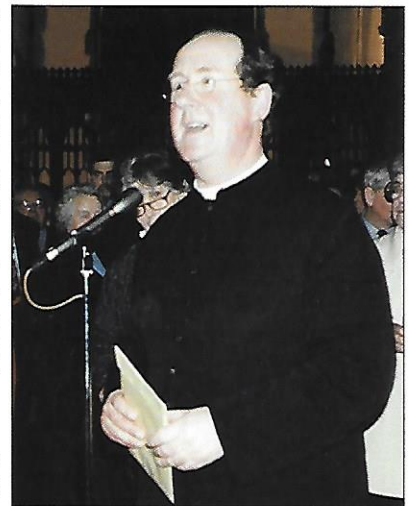
"I can only comment on what I see in the United Kingdom, but I am fairly sure that most northern hemisphere countries will face similar problems. British production is under tremendous pressure from imports. That pressure is aggravated by the principal buyers, the supermarkets, who quite understandably, are buying on price. That pressure will continue until the standard of living of many of these countries exporting to the United Kingdom achieve parity or near parity. It is this point which is so vital for us to take on board; as Fruiterers, importing is a major part of the business; if British growers expand their businesses they will still require skilled marketing. As Fruiterers who are producers the pressure will be constant. This is why I believe we must invest in research if we are to have a strong and successful horticultural and agricultural industry.

"We cannot move successfully into the 21st century without total co-operation of Research, Industry and Government. Failure to go down this path will, I am convinced, relegate the country to third rate status so far as Horticulture and Agriculture is concerned".

On 26 February at the Institute of Directors in London The Hon Gualberto Medina (Trade Commissioner, New Jersey) handed over a 10 page Document of Accord between Rutgers and Horticultural Research International, East Malling. The exchange will allow students, senior staff research and expertise to flow between the two institutes to mutual benefit. "Now our thoughts are turning" says Professor Payne, C E O, "to a mid-atlantic Raspberry - The New World and The Old World creating a World Beater".

NIGEL ABBOTT IS THE NEW RECTOR OF MUCH HADHAM

16 February 1996 will be a day to remember for Nigel and Elizabeth. In the presence of the Lord Bishop of St Albans, The Rt. Reverend Christopher Herbert who conducted the Institution and The Archdeacon of St Albans, the Venerable Philip Davies who conducted the Induction, Nigel became the new Rector of Much Hadham, a large country parish in Hertfordshire.



Several members of the Livery were present in the church, filled to the brim to celebrate the occasion and to wish Nigel well. The Editor, who was accompanied by Mrs Diana Ashton, Hon Freeman, saw Mr and Mrs John Dunham, Sir Rowland and Isa Whitehead, Michael and Mary Sykes and Michael Wallis.

A most happy occasion and a good "start off" for Nigel's ministry in this picturesque village.



THE FELLOWSHIP OF CLERKS

The picture shows our Clerk, Michael Styles, greeting the Clerk of the Worshipful Company of Gunmakers, Michael Ritchie upon the latter's arrival in Sri Lanka in February. They met up by prior arrangement at Kandalama in the middle of the Cultural Triangle in central Sri Lanka, after Michael S had entertained Michael R as his guest at the Annual Banquet and persuaded him that there were more bombs in London than in Columbo, and that the island of Serendipity was a very exhilarating holiday destination.

SYBASE - Delivering the Architecture for Business Success

Since its founding in 1984, Sybase has led the relational database market in defining the software architecture necessary to take full advantage of network computing.

The fundamental difference between Sybase relational database products and other systems is the Sybase Client/Server Architecture. This advanced architecture gives business a framework for achieving the benefits of client/server computing, whether they want a system that spans the workgroup, department or entire enterprise. The Sybase architecture is flexible and can meet information systems needs across industries and businesses of all sizes. It provides the essential elements for a client/server information system: powerful distributed database servers, interoperability products, systems management tools and from the Powersoft division, application development tools.

Building on current IT investments

As more organisations evaluate returns on IT investments, they consider whether they are making full use of the systems they already have. Many of these systems are isolated and unconnected. The Sybase architecture enhances the value of these systems. Sybase interoperability products

improve the return on a business's IT investment by making these systems a valuable, effective part of the company's client/server system.

A Single Architecture for Diverse Applications

Today's successful businesses rely on database applications to meet several key objectives: run their businesses more effectively, analyse market conditions, predict the outcome of possible moves and extend the reach of information systems to new users at new locations. These objectives translate into three specialised types of applications: on-line transaction processing, data warehousing and decision support system.

Sybase is the market leader for client/server systems in the financial services marketplace, with 80% of the relational database business and 65% of the overall financial services client/server market. Many of the top names in the retail sector have turned to Sybase to control their systems and manage the whole supply chain. Companies such as Argos, Marks and Spencer, Tesco Stores, Thomas Cook and many more.

Headquartered in Emeryville, CA, Sybase is the sixth largest independent software company in the world.

Sybase (UK) Ltd, Sybase Court, Crown Lane, Maidenhead, Berks SL6 8QZ
Telephone: 01628 597100 Fax: 01628 597000

The company's Internet addresses are www.sybase.com and www.powersoft.com.

OBITUARIES

Past Master Hugh Brackett and Past Master Mathew Mack both died in January. We extend our condolences to their families.

Hugh Brackett served the Office of Master in 1969 and again in 1980. He was a chartered surveyor, practicing in the City and had many City connections including holding the office as surveyor to the Salters Company. He retired to Guernsey.

Mathew Mack, brother of Donald and father of Bruce, was a director of the Family Fruit Distribution Organisation, a winner of the Lewis Award and founder of his Charitable Trust for training within the Fruit Industry.

THE CLERKSHIP



Our photo shows Michael and Lionel at Innholders Hall.

At the Audit Court Meeting to be held at The Barber-Surgeons Hall on 23 May, Michael Styles is to retire as Clerk of the Company and it is expected that the Court will elect Lieutenant Colonel Lionel French, presently the Assistant Clerk, to be the Clerk for the ensuing year. Michael has given loyal service to the Company despite personal sadness and difficulties and his sense of fun and esprit de coeur will be missed. He has brought his wonderful sense of humour to many "special" occasions over the past year. The master records the contribution that he made to the overseas visits in 1995.

Lionel has already set about the completion of the database and the introduction of the Direct Debit system and we all wish him well and assure him of maximum assistance during the next few months.

There is a proposal to the Court that Michael be granted the Freedom and Livery of the Company in recognition of his services. We shall therefore continue to see him from time to time.

GARDEN OF THE YEAR

Many Liverymen will now know that the Company is associated with this annual award jointly sponsored by Christies and the Historical Houses Association. The presentation ceremony is a small private occasion but the Company is now privileged that the Master and the Clerk are to be included in the guest list.

In recent years the winner has accepted an offer from the Company to make a donation of fruit trees and to carry out a formal planting. We hope that this year's winners, John and Faith Guthrie, owners of Hever Castle, will welcome us.

The Summer event is to be held at Hever on Friday 14 June, and, if the invitation is accepted, it will provide an opportunity for the Livery to be present at the ceremony, which will be an "add on" to the day's other arrangements which the Clerks are making.

If the planting cannot be done on that day, the Summer event will still go ahead with the planting to be done later.

NEW HONORARY ASSISTANTS

The Court has nominated Peter Gilding, Ivor Robins, Jonathan Choat and Ian Rainford for election as Honorary Assistants for the two years from May 1996 to May 1998. Their elections will take place at the Audit Court Meeting.

Peter owns a Company which he started in 1986 in chilled storage operating from Knowsley, Merseyside.

Ivor, immediately recognisable by his button hole which he has worn every day since May 1955, now operates a catering supplies company from New Spitalfields market and is a member of the Fruiterers Golfing Society.

Ian started work in the retail fashion business but in 1965 he changed direction and entered the fruit import business, ultimately forming his own business.

Jonathan is a PR Consultant and MD of a leading firm of consultants specialising in the Food and Drink Industries. His company runs the Fresh Fruit and Vegetable Information Bureau, the Industry's principal press office.

A POEM FOR ST. PAUL'S DAY

Another year has passed away
And once again we kneel and pray
Upon this most auspicious day,
The Conversion of St. Paul.

Once again the vivid scene
Of Altar dark and black Rood Screen,
The white robed choir, the fur trimmed green
Clothed Master and the Wardens.

High in the window pane so clear
The Fruiterers Coat of Arms appear
The brilliant colours shining there
Light up St. Mary Abchurch.

Twenty years have come and gone
The pendulum moves forever on,
Yet time stands still on this day upon
The Fruiterers and their Ladies.

The day moves on as glass in hand
Around this ancient Hall we stand,
Last year, this year, next year planned
The same, with a new Master.

The tables are dressed with treasures rare,
We raise our glasses in the air -
The Loyal Toast - The Learned Clerk is there
To give "The Fruiterers Company".

As if enchanted by a spell
We are the same, our spirits dwell
Within we only see the shell
As we all go on together.

This splendid day is over, and our refrain
Thro' war and peace, sunshine and rain,
While centuries pass may hope remain
It will be the same forever.

Helen Arthur 27 January 1992.

ACKNOWLEDGEMENTS

The Editor would like to thank the many contributors to this issue, including Sir Rowland Whitehead, Michael Styles, Ian Rainford and the Master.

BEST WISHES

The Livery sends very best wishes to Past Master Harry Lewis, who suffered a minor stroke before Christmas. Harry is making a slow recovery and wishes us to convey his thanks to the many friends who have telephoned or written to him.

CONGRATULATIONS

The Company sends congratulations to Liveryman His Honour Judge Cryan on his appointment as a circuit judge, assigned by the Lord Chancellor to the South Eastern Circuit.

DATES FOR YOUR DIARY

May 2 - Fruiterers' Golfing Society Annual Meeting at Kingswood

May 23 - Audit Court Dinner

June 14 - Summer Event

June 24 - Midsummer Elections at Guildhall

July 12-14 - Visit to the Channel Islands

December 5 - Common Hall

Published by The Worshipful Company of Fruiterers, Clerk Commander Michael Styles R.N. Denmead Cottage, Chawton, Alton, Hampshire GU34 1SB.

Editor: David Hohnen

Printed by T.T. Litho Printers, Corporation Street, Rochester, Kent ME1 1NN. Tel (01634) 845397 / 842492 Fax (01634) 846807