



The Fruiterers' Company NEWSLETTER



Number 30

December 1997

FRESH PRODUCE INDUSTRY STRATEGIC MANAGEMENT COURSE ON TARGET FOR FEBRUARY 1998

The first of the various ambitious projects of the Company under the auspices of the Awards Council is moving towards Achievement. Members and readers will be aware of the launch at the Banquet in February 1997 of the Education in partnership scheme.

A great deal of work has been done by the Council. The Management course, which it is hoped will be the first of many, is a joint project with the Fresh Produce Consortium, to whom the Company is greatly indebted. The Establishment of the Environmental Award is well advanced but still lacks co-sponsors.

The Course, under the direction of Professor David Hughes (liveryman) will be a two weeks residential course at Wye College (University of London). The course will be fully accredited by the College and participants will be able to obtain credits towards prestigious postgraduate qualifications should they successfully complete the course.

The Course is targeted at Middle managers who are on track to run their own businesses or become senior executives of companies and future industry leaders from all sectors of the Industry.

The goal is to improve the business skills of those attending and provide a professional development boost for future leaders of the industry.

The capacity is 20 delegates and the cost is £1,600 per delegate.

There is a selection process as it is expected that demand will exceed places available. Applications should be made on the prescribed form, a copy of which can be obtained from The Fresh Produce Consortium, who are handling the selection of candidates and pre-course administration. Limited Scholarships are available from the Company, where individual Liverymen have provided the funding.

The address of FPC is 266-270 Flower Market, New Covent Garden, London SW8 5NB

We wish all concerned every success with the course which we shall report in our next issue.

Fresh Produce Industry
Strategic Management Course

A two week residential advanced course at
Wye College - Kent (University of London)



The Worshipful Company of Fruiterers



THE MASTER GOES BACK TO SCHOOL

The Master led a party of Liveryman to his old School, Whitgift, for a tree-planting on September 13th. The party was welcomed by Mr Mike Gibbons, 2nd Master.

The Master congratulated the School on its achievements and its ability to mould its pupils into well-balanced individuals. The tree Planting was, for him, a special occasion, linking together his period as a member of the School with his year as Master Fruiterer. Three sons of the Master also attended the School, and the Master is currently Chairman of the Old Whitgiftian Association.

In response, Mike Gibbons thanked the Company for the gift of the Mulberry tree and their delight and honour in receiving it.

After an excellent lunch, there was Rugby to watch. The School's first XV convincingly beat St Dunstons.



The Master, Anita, Mr Gibbons and The Clerk at
Whitgift School

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Carlos T Kearns - Director of International Trade and
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John A Hillbery - Director
State of New Jersey European Office
95A Chancery Lane
London WC2A 1DT
Tel No: 0171 404 3703 Fax No: 01282 737 325



Dates for your Diary

1998

- | | |
|--------------|--|
| January 26th | Annual Livery Service -
St Mary Abchurch,
Noon Court Luncheon
- Innholders Hall,
1.15.p.m. |
| February 5th | Livery Banquet -
Plaisterers Hall |
| March 27th | United Guilds Service -
St Paul's Cathedral |
| April 23rd | Visit to Chatham
Dockyard |
| May 7th | Fruiterers Golf Day-
Kingswood Golf Club |

A BUSY AUTUMN DAY FOR THE LIVERY IN LONDON

Thursday 16th October was an overcast day in the City, but that did not deter a party of 49 supporting the Master and Wardens on the occasion of the Annual Presentation of Fruit at The Mansion House.

Another superb display was arranged by the presentation of fruit Sub-Committee under the guidance of Honorary Assistant Ivor Robins.

The Lord Mayor was accompanied by Alderman Michael Oliver and his wife. It is interesting that for this year (1997/98) both Sheriffs are members of the Court of Aldermen.

Accepting the Lord Mayor's invitation to drink a Loving Cup, the party moved to the Salon. The Upper Warden proposed the health of the Master and the Lord Mayor.

The balance of the gifts, the Lord Mayor having reserved such as he required, was later sent to St Botolphs.

The Master later arranged an informal lunch at The Capital Club.

The party then moved to the Inner Temple where a tree-planting in the Gardens was performed by the Master. We were received by the Treasurer, Sir Christopher Staughton, the Reader, Dame Elizabeth Butler-Sloss DBE, and Sir Ian Percival (Master of the gardens.)

Sir Ian was a guest of the Company at a recent Company Banquet.

Alderman Sir Brian Jenkins and his wife Ann were also in the party.

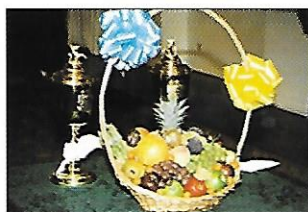
We were entertained to a delicious tea before dispersing. The Master and Wardens, with their ladies, together with The Clerk and his wife, then proceeded, after pausing for breath, to the Mansion House as guests of the Lord Mayor at the City Banquet. Under arrangements made a few years ago, when the traditional lunch to the Court after the presentation of Fruit had to be withdrawn, our principal Officers, with their ladies, receive an invitation each year to the City banquet.



Our presentation display.



Tree planting in the Inner Temple Gardens.



The basket with loving cups.

AMONG OUR TREASURES

This Silver Oval Fluted Art Deco Loving Cup on Onyx Plinth (By Mappin and Webb) was presented to the Company by the Late Ernest Taylor, who was Master in 1952.

His Son Alfred entered the Livery in 1951 and was an early Honorary Assistant. He is now living in England again and we have begun to see him at functions again.



IN PRAISE OF THE APPLE

The apple, rosy red or green,
So rarely praised, has often been
Regarded as a boring fruit;
Unfairly held in low repute.

Which bon viveur, though, could deny
The lusciousness of apple pie,
A Bramley sliced and sweetened - just -
Beneath a crisp and flaky crust?

What finer culinary delight
To sate a healthy appetite
Than crackling-covered pork, of course
With lashings of tart apple sauce!

Or Cox's scrumptious juicy crunch
Teamed up with Cheddar cheese for lunch,
And helped down with a pint or two
Of cider apples' lusty brew.

Oh let us honour and salute
This versatile, but humble fruit;
Give praise where dues are seldom paid,
Bestow our rightful accolade.

By Jane Edmond

THE STATE OF NEW JERSEY

Ten big advantages that we offer you

We welcome your Business

Governor Christine Todd Whitman has made a personal commitment to make New Jersey more Business friendly by:

Reducing corporate and personal income taxes

Continually improving our regulatory climate

Offering direct grants to firms that expand or relocate in the state and create jobs

We offer:

Attractive Tax Advantages

An expansive consumer market

A welcome to your Business

Creative Financial opportunities

Quality of life

A well-trained educated workforce

World Class transportation system

Export/International trade promotion

Enticing Business incentives

Leader in Technology

There is an increased awareness in Europe of the dynamic nature of New Jersey's economy, both in agriculture as well as manufacturing and the service sectors. Inward investors have recognised the strength and diversity of the state. Distribution and financial services companies from the United Kingdom, Ireland, Switzerland, France, Germany and Italy are currently expanding or relocating close to the established markets in and around New Jersey.



EVENSONG AT ST PAUL'S CATHEDRAL PRECEDES COMMON HALL

By invitation of the Dean, who will be coming to preach at our St Paul's Day service on 26th January, and through the good offices of our Chaplain, the Livery were invited to attend Evensong in the cathedral on Michaelmas Day, 29th September 1997.

We were seated in the Choir Stalls, and for many it was an unique experience. The service was most enjoyable. After the service we moved across the quadrangle to the Chapter House, which had been available to us for Fruiterers Common Hall. This was an equal privilege for the Company.

The Master and Wardens were present and the Master took the Chair for a lively debate. The format this year was unstructured, leaving the allotted time for members to raise any matters relating to the Company which was of concern. The number responding to the Precept was disappointing. 33 members were present.

The Court, by a majority vote, believes that an annual Fruiterers Common Hall should be continued for at least a further three years, but efforts need to be made to increase the attendance. Although the Company believes that communication has been improved and additional information given, this meeting remains the one opportunity for Liverymen to "Have their Say" and to raise questions as to Livery matters.

The Master opened the proceedings by endeavouring to define the role of the Company as we move to the Millennium, and gave his personal views as to our purpose and our future strategy. Our current role, he said, is "to promote excellence within the Fruit Industry and to provide financial support and a forum for different groups to meet in fellowship and friendship." This is beyond and in addition to our traditional role as a City Livery Company showing Allegiance to the Lord Mayor and the Corporation.

In addition we remain strongly linked to charitable causes.

The Master sought discussion as to better utilisation of the considerable talents of Liverymen for the benefit of the Industry. There was a general view that progress had been made by the inauguration of new "Fruit related" educational projects. One of our handicaps remains a lack of funds. To this end The Master had put into effect a renewal of the Covenanted Gift programme for our Charities. The initial response had been slow, but some £65,000 had already been committed. The greater the available funds, the larger the programme of training and fruit culture projects which we can originate and support will be.

Details were given of the initial Strategy Management Course.

The meeting then discussed the targets to increase the number of active liverymen and to attract younger members. For younger people there are now severe pressures on available time and finance. There were no longer apprenticeships within the Company which had previously been a route for young people joining. Views were expressed that the traditional aspects of the Company might become a greater attraction in the years ahead. The general view was that that younger members were needed if the concept of providing a "Forum for meeting" was to extend to all age groups, especially in a younger and modern world.

Our work will become more widely known if we increase our involvement in training and encouraging the young, students and middle managers as well as those in the City outside the Industry. There was a view that we should not overlook the one-half of our membership which is not trade-related.

The Company's policy of communication through the newsletter was again stated, and although it is not intended to become any form of technical journal, the opportunity to include articles (as in the Summer issue) on events directly connected with the industry and the educational establishments will be used whenever possible.

The meeting closed at 7.30 and was followed by supper before members returned home.



Common Hall 1997

PAULINE HALLIDAY HAS A BUSY CITY YEAR

Many Liverymen will remember Pauline, whose association with the Company goes back many years, firstly as assistant to the Editor during his period as Clerk, and going on to Assistant Clerk and then Clerk (a city first for a Lady Clerk).

Apart from her duties as a member of the Court of Common Council, she was elected as Chairman of the City of London Branch of the Royal Society of St George for the year 1996/97. She was installed at Sion College, the then home of the City Livery Club.



With the Lord Mayor.

One of the highlights of her year was riding in the carriage procession in the Lord Mayor's Show, accompanied by the Presidents of the Club, the United Wards Club and the Master of the Guild of Freemen.

The two most important social functions of her year were the Society's Banquet at the Mansion House with the Right Honourable the Lord Mayor and the Sheriffs present, and the Society's own Banquet, held on St George's Day (April 23rd) in Guildhall.

She tells us that her husband Peter (a liveryman of the Company and past Assistant Clerk) was a stalwart supporter throughout her year. She was also pleased to see Harry and Helen Arthur and Alan and Iris Pendergast at the Branch's functions during her year in office.

We send Pauline our congratulations on a successful year. We were pleased to see Peter and Pauline at the Summer Court Dinner at Leeds Castle.



Our carriage in the procession.

STUDENT AWARD PRESENTED BY THE COMPANY AT AYR

The Awards Council approves a list of student awards each year. Currently one of these is for an outstanding student at the Scottish Agricultural College, Auchincruive, Ayr.

The Company has developed connections with the College in recent years. There was a tree planting there in 1996, and Professor Dixon has very recently become a Freeman of the Company.

This year's award went to Emma Hickey, who lives near Dingwall in Ross-shire, for her dissertation on overcoming dormancy in blueberries (*Vaccinium corymbosum*). Emma recently graduated BSc (Hons) in Horticulture at the University of Strathclyde.

She received her diploma and cheque from Michael Hitchon, a lecturer in horticulture and a former winner of the prize.



TOP FRUIT INDUSTRY RALLIES AT MARDEN

1997 was not one of the vintage years for fruit growers. The unprecedented frosts in the Spring damaged crops in many areas. Many Liverymen growers have been affected.

Nevertheless a tremendous vote of confidence from growers, trade exhibitors and marketeers was shown at the Marden Fruit Show in October by their strong support at the Show.

John Bardsley tells us that very few people in the industry ever thought that the Marden Show Society would excel itself yet again. Due to a few favoured localities and to orchards with frost protection, fruit of a very high standard was able to be displayed.

His family firm again won the Company's medal for the Best Exhibit of Culinary Apples. The Orchard which produced the winning exhibit was one where frost protection by water sprinkling had been possible. His daughter and her husband will receive the prize at the St Paul's Day Lunch, together with the other two winners.



Geof Earp with the Master

The Master visited the Show and was among the guests at Dinner. He presented the Company's Fruit Culture Award to Geof Earp, who is a fruit consultant. The award was made to recognise Geof's considerable service to the fruit growing industry as an adviser and consultant, in particular for his skills at introducing and monitoring new techniques.

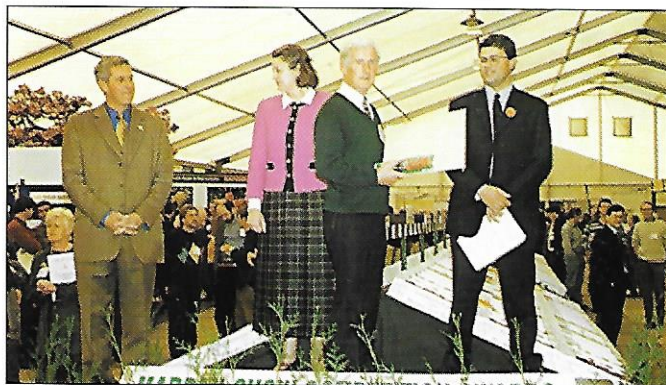
Geof gained a National Diploma in Horticulture and was a

member of the Ministry's National Agricultural Advisory Service (NAAS) at Stockbridge House experimental station. He subsequently moved to Suffolk, where he became County Horticultural Adviser.

In the 1970's he resigned and became consultant to a group of local fruit growers and took an active role in developing new ideas and systems in fruit production. He maintains a close and friendly link with East Malling research station.

At the Show the Craftsman Award, given in conjunction with Messrs Burton McCall, Mr Will Sibley and the Company was presented to Mr Stan Hadlow of Canterbury.

The Craftsman Award to Stan Hadlow



MARDEN SHOW FRUITERERS COMPANY MEDALS

The winners of our medals at the 1997 show were as follows:

BEST EXHIBIT OF DESSERT APPLES

E H Wilson and Sons

BEST EXHIBIT OF CULINARY APPLES

J A and N J Bardsley

BEST EXHIBIT OF PEARS

P Tompsett

OBITUARIES

Ian White

Our last issue recorded the sad death of Ian White. His illness was prolonged and most tragic. He bore the pain of many operations with much fortitude and will be much missed by his family and many friends. This was testified by more than 700 mourners at his funeral held at Leeds Parish Church on Wednesday 30th July. Past Master Ron Starns represented the Company, of which he was a proud and active member.

Ian's family business was established in 1898, and came under his control in 1967 on the death of his father, when he was only 20 years old. Ian was a man of the highest integrity and during his working life he acquired numerous firms of family businesses around him in Leeds Market. He was always available for help and advice and served on many committees connected with the Fruit Industry.

He was a lover of nature, keeping South African Barn Owls and other birds of prey. A keen follower of cricket, often to be found at Headingly, and a keen fisherman.

A family man, he leaves his wife Valerie (who gave 5 years devoted attention during his illness), daughter Joanna and two sons, Andrew and Oliver.

John Morrish

We are sad to record the death of John, brother of Peter. John joined the Livery in later life but was a staunch supporter until his illness. We send our sympathies to his wife Georgina and other members of his family.

Charles Barton

It is particularly sad to have the news of the loss of Charles on 2 December at such a young age after a short illness.

To his father Michael (Past Master), mother, wife and family and his sisters we extend our condolences.

"therefore never send to know for whom the bell tolls; it tolls for thee - for any man's death diminishes me."

A MESSAGE FROM OUR NEW MASTER

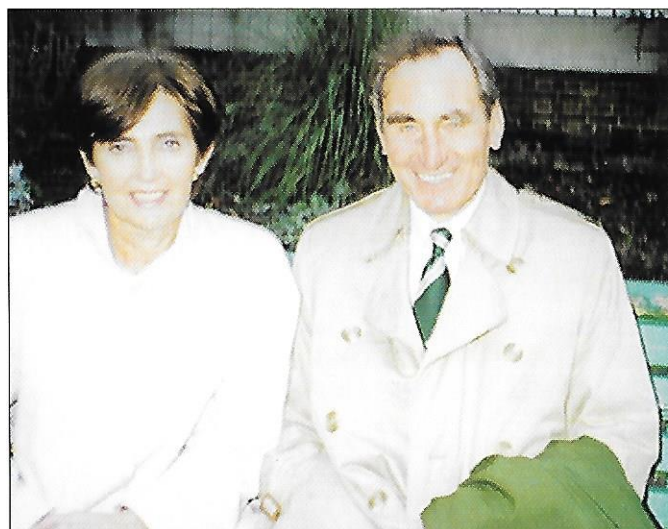
Your Master-Elect views the approach of St Paul's Day with mixed feelings! I hope that the Calender of Events which is now in place will meet with the approval and support of the Livery. There is admittedly a bias towards Kent!

My year will have an exciting start with the visit to the Sandringham Estate and our Banquet the next day.

Our expanded educational programme should start to produce results as the year progresses.

Jill and I look forward to welcoming the Livery to our home in July, and we hope to meet as many Liverymen as possible during my year. I hope that we shall make a good start on february 5th, and that all Liverymen, especially our newer ones, will make every effort to support me by their attendance.

TONY REDSELL



Tony and Jill Redsell

NEW FREEMEN



On November 13th

Geoffrey Richard Dixon

Hugh Michael Grant McAlister

Alan McCutcheon

Edwyn Sandys Dawes

NEW LIVERYMEN



On November 13th

J A Giles, R H Gilmore, D R Hughes and W A Sibley

FRUITERERS GOLFERS WIN AT ADDINGTON

On 30th September the Fruiterers Golfing Society met for their informal autumn meeting at The Addington in a competition with the Fan Makers Company Golfers.

It was disappointing that the third invitees (replacing the Carmen this year) failed to put up a team. This did not deflect from a total achievement of 96 points from our best three (Paul Starns, Andrew Potter and David Hope-Mason) against the best three of our opponents of 89.

The course is notoriously difficult if you stray from the Straight and narrow!

Last January I took a deep breath and my year as Mistress of the Company began. I am not sure that I have had time to take another since!

It has been a very enjoyable year and I have been particularly pleased to be able to meet so many of the Livery and their partners. Many new friendships have been forged.

We have been so well supported. Attendance records have been broken. The Banquet at the Mansion House in the magnificent surroundings of The Egyptian Hall set us on the road. I was delighted to entertain a few lady friends, including Derek's mother. We moved on through a series of tree plantings, dinners and receptions, prize givings and graduation ceremonies, visiting many places to which previously I had never been.

I received a warm welcome at the Golfing Society's annual meeting at Kingswood, did not disgrace myself and even won a prize.

As the editor has asked me to single out the really memorable days, a task most difficult, I must select the Company's visit to Chateau Mouton and the visit of the Lord Mayor and The Sheriffs to our Court Dinner at Leeds Castle.

I have worn the Brooch with pride and much pleasure. Thank you all for the many kindnesses which you have shown us. We wish all Liverymen and their families a very happy Christmas and all good wishes for the New year. I send special good wishes to Jill Redsell. I hope she enjoys her year as much as I have mine.

ANITA TULLETT



Our winning team received their prizes from Alan Fabes

The Principal Event for 1998 will again be at Kingswood on May 7th. The autumn meeting is planned to be a four way Livery contest and this will be held at Windlesham Golf Club, Surrey on October 13th 1998.

New members are always welcome. Please write to the Clerk, who will notify the temporary Secretary of the Society.

A WARM WELCOME TO MICHAEL CASSIDY AT THE MASTER AND WARDENS DINNER

The Master (Derek Tullett CBE) and the Upper Warden welcomed Mr Deputy Michael Cassidy as their principal guest at the Master and Wardens Dinner held at the Innholders Hall on November 13th. The Renter Warden was prevented from attending due to business commitments abroad.

At this dinner each year, the principal officers of the Company entertain the Court, and they provided a delicious Fayre and good speeches in familiar and happy surroundings.

Also present, among others, were Mr G Medina, Carlos Kearns, Sir Robert Wade, Gerry KCMG, KCVO, Dr M R Gibbons and P McCaffrey.

This year we did not invite the immediately retired Sheriffs, as is our custom, because they had dined with us at Leeds Castle in July.

Michael Cassidy made reference to the growth and modernisation of the City since the Big Bang (de-regulation of the Stock Exchange) in 1986. He was chairman of the Policy Committee of the Corporation of London between 1991 and the end of 1996. He embarked on a campaign of public relations, networking and genuine good works. His main aim was the greater involvement of the City in areas of London beyond its boundaries. After initial apprehension, the leaders of these local authorities have welcomed the chance to work in partnership with significant financial rewards. This in turn has resulted in the possible threat to the Mayoralty disappearing. It is however necessary for the Corporation to reform its voting systems and play a big part in promoting inward investment to London.

I welcome the concept of an elected Mayor for London, he stated. There are plenty of tasks for him/her beyond the City Boundaries.

Michael gave some outstanding statistics; there are now 567 foreign banks operating in the City. It is the financial capital of the World; everyone needs to be here, and wants to be.

We were delighted to have him with us, and Paul Burton (Honorary Assistant) made an amusing and unscripted proposal of the Health of The Master and Wardens.



CHARITABLE DONATIONS 1997

The Master has authorised payments from the Charitable Trust for 1997 to the following Charities on behalf of all Liverymen.

David Shepherd Conservation Foundation, Polka theatre for Children, Delmelza House Children's Hospice, Royal British Legion Poppy Appeal, City of London Freemen's School, Sports Foundation for Disabled Athletes, Talking Newspapers for the Blind, St Michael's Hospice.

PREPARING FOR THE ST PAUL'S DAY SERVICE

For many years the highlight of our annual Livery Service has been the magnificence of the singing. During the years in which the late Donald Ridley was responsible, the singers came from St Margarets, Westminster. In later years, our lead singer, Sarah Vivien, has come to our rescue. In conjunction with the Chaplain, she arranges the singers, the music and the organist.

The Editor went to tea with Sarah to hear how she goes about it. Sarah is a freelance professional singer. She books different singers for this event each year, but hopes to get one particular colleague, Paula Bott, whenever she can. It is very rare to have the same group from year to year.

The initial meeting between the Master and the Chaplain fixes the outline, the lessons, Hymns and other particular choices of the Master. They often rely on Sarah to select the Introit, The Anthem and the sung Blessing. Her favourites include "Laudate Dominum" (Mozart), "I waited for the Lord" (Mendelssohn), which she has sung as a duet with Paula, and "Oh for the wings of a dove", also by Mendelssohn, which she will be singing in 1998.

The Gaelic Blessing by John Rutter, (known in singing circles as The Garlic Dressing) is also a favourite and was featured quite recently.

Sarah's professional life is extremely varied, ranging from The Messiah, through most operas, solo performances for Radio 3 and choral singing for film soundtracks, just as a few examples. *The Hunchback of Notre Dame* and *The Madness of King George* are two films on which she has worked recently.

We are most grateful to Sarah for all that she does for us.

Congratulations

We offer our congratulations to Her Majesty the Queen and the Duke of Edinburgh on the occasion of their Golden Wedding on November 20th.

Her Majesty has been graciously pleased to accept the gift of a selection of Fruit Trees, which are to be planted on the Sandringham Estate on 4th February 1998. It is hoped that Her Majesty will be present at the formal planting. Details of the size of the party are not yet known. Members will be advised by the Clerk when known.

Doris Manners had a second exhibition of her paintings at the Mall Gallery in October, and the Master and his wife were among those invited to a private view. Doris' work is quite delightful; many will remember her drawing of the interior of St Mary Abchurch, which was later reproduced in postcard form and is available for sale at the Church.

Officers 1998

The Nominations for High Office for 1998 are as follows:

MASTER. Anthony Redsell, UPPER WARDEN Judge Donald Cryan and RENTER WARDEN. Laurence Olins.

Quarterage

The rate of annual quarterage payable by members is to be increased for 1998 to reflect increases in the RPI since the last review.

The due date for payment is being amended to 1st February.

Full details will be issued by the Clerk. All those who have paid in January by Standing Order need to cancel their existing order and complete a new one. Direct Debit facilities are available and are encouraged. For all new member this method of payment is compulsory.

Acknowledgments

The Editor would like to thank The Master, Anita Tullett, John Bardsley, Brian Self, Jim Flegg, Pauline Halliday, John Dunham, Bernard Marshall, Alan Todd, Caroline Kelsey, George Smith and the Clerk for their assistance in providing copy and photographs for this issue.

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Editor: David Hohnen

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