



The Fruiterers' Company NEWSLETTER

Number 31

April 1998



CONGRATULATIONS! - MA'AM!

The Livery was able to convey their greetings to Her Majesty The Queen and His Royal Highness The Duke of Edinburgh on the occasion of their Golden Wedding Anniversary in person by the acceptance of our gift of a selection of Fruit trees, which were planted by Her Majesty and The Master at Wood Farm on the Sandringham Estate in Norfolk on February 4th.

In 1972 the then Master, Bobby Manners, presented a basket of fruit at Buckingham Palace. It was therefore particularly pleasing that we were able to give a gift for the Golden Wedding. On this occasion our gifts included a basket on similar lines, beautifully prepared by Liveryman Ivor Robins, who was present in the party to make the presentation.

North Norfolk was clear, bright and what passes for mild there in February, for our visit. Twenty six Liverymen, together with Gill Redsell and the Clerk were in the party. Shortly after noon the Royal party arrived, the first of the two Range Rovers driven by the Duke with The Queen. After the formal introductions, the group made their way to the Garden and The Master and her Majesty jointly planted a Black Mulberry.



The Master plants at Sandringham.

The Livery were temporarily gathered in the farmhouse, where the French Doors produced an obstacle to their joining the party, but after a hefty shove, all was well! The Master expressed our delight and honour at being able to be at Sandringham and

Her Majesty completes the task.



to have their Majesties present. The Queen and the Duke were clearly enjoying it all, and, with the plantings concluded, we returned to the House where, in front of a roaring fire, drinks were served. The Queen mixed happily and everyone had the chance to have some informal words.

This was a superb occasion, enjoyed by all who were able to come. Here's to the Diamond Wedding!

IAN MITCHELL WINS MARKETING AWARD FOR BRAMLEY CAMPAIGN



The Worshipful Company of Fruiterers has awarded Ian Mitchell, Chairman of the Bramley Apple Campaign Group, with the prestigious Lewis Award for services to the marketing of fruit.

Ian Mitchell received his award from the Master of the Fruiterers Company, Tony Redsell at the Annual Livery Banquet held at the Plaisterers Hall, London on Thursday 5 February.

The Lewis Award is held in high esteem within the fruit industry and is only awarded once every three years.

Making the award, the Master, Tony Redsell said: "This award recognises the very considerable success of the Bramley Group in

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Dates for your Diary

1998	
April 23	Livery visit to Chatham Dockyard
May 7	Fruiterers Golfing Society Golf Day Kingswood Golf Club
May 20	Audit Court Dinner - Apothecaries Hall
June 24	Election of Sheffs - Guildhall
July 1*	Tree Planting - Canterbury Cathedral The Master At Home - Nash Court, Faversham

* Please note the change of date

This issue has been kindly sponsored by

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bringing this particular English variety to the forefront of recognition by leading retailers, multiples and the consumer".

"When the Bramley Campaign started, the variety was under threat of delisting by some major multiples. Now, Bramleys are regarded as a "must-stock" item, with events such as the annual Bramley Apple Week, stimulating increased sales of up to 80 per cent in major retailers".

"One of the key objectives of the campaign has been to position Bramley as a premium product, delivering good returns to growers. Analysis of wholesale prices over the past five years, shows that prices have risen by an average of 15 per cent in real terms and

demand for new Bramley trees for planting is outstripping supply, as growers become aware of the real business potential now offered by the variety" said Tony Redsell.

The Bramley Campaign has invested £2.25 million in promotion since 1989 and, because they concentrated on a very strong promotional and public relations campaign through Nexus Public Relations, they achieved an advertising equivalent of around £16 million, promoting Bramleys, since the campaign first started. Bramley Week in the first week of February and Bramley Apple Pie Sunday, on the first Sunday in October have become an integral part of English Top Fruit promotion, year to year.

"The long term aim of the campaign has been to win acceptance with consumers, food

opinion writers and retailers that Bramley is the culinary apple and this has been noticeably achieved through the leadership and farsightedness of Ian Mitchell, the Chairman of the Bramley Group. The English top fruit industry is very proud of him and his achievements" said Tony Redsell.

Ian Mitchell graduated from Wye College with a degree in Agriculture and after working in Chile he returned to join his Father and Uncle in their already established fruit business in Kent and their marketing business in Covent Garden. Later he developed a specialisation in Bramley Apples and their all year round storage. The Fruiterers Company Lewis Award recognises his achievement in creating the right environment for profitable Bramley production.

A GLITTERING EVENING AT PLAISTERERS HALL

The Company held our Annual Livery banquet at Plaisterers Hall on February 5th.

The newly-installed Master, Tony Redsell, welcomed Lord Kingsdown K G P C, Lord Lieutenant of Kent and a former Governor of The Bank of England as our principal Guest. His Lordship gave a warm and amusing reply to the Toast of The Guests which the Master proposed.

In the absence of The Right Honourable the Lord Mayor and the Sheriffs, Alderman Sir Brian Jenkins, an old friend of the Company, represented the Corporation. The Recorder, His Honour Judge Lawrence Verney was also present, a particularly happy occasion for us as we welcomed him on his appointment and the time for his retirement is now fast approaching.

Livery Companies are always a part of the evening; Our traditional links with The Gardeners and The Farmers Companies were maintained

and the Masters of The Company of Chartered Accountants and The Innholders were also among the guests.

Representatives from the embassies of Spain and the United States of America were joined by The High Commissioner of New Zealand.

One of our Musketeers (General Sir Robert Pascoe) was on parade, and he brought as his guest General Sir Robert Wheeler (Chief of the General Staff) whom we were delighted to include on our Top Table. A strong military presence!

During the evening the Master made the triennial presentation of the Company's Lewis Award to Ian Mitchell (See story on page one)

Gill Redsell gave a dinner party for her family and some friends in the Hall, and the Ladies joined the Livery for the speeches and award presentation. It clearly was an evening enjoyed by all as the programme substantially over ran!



Our principal guests.



The Musicians, The Militaire Orchestra, who played for us before and during dinner.

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THE FIRST OF OUR STRATEGIC MANAGEMENT COURSES SUCCESSFULLY COMPLETED AT WYE

The first six day residential course sponsored jointly by the Company and the Fresh Produce Consortium was held at Wye College in March. It was led by Professor David Hughes, Sainsbury Professor of Agribusiness and Food Marketing at the College which is part of the University of London. David Hughes is a liveryman of the Company.

This course, which is intended to be repeated, is the first of a number of initiatives launched last year by the Awards Council and was able to be funded from contributions made by Liverymen following the appeal for renewal or commencement of a programme of covenanted support.

The new course offered a concentrated week of business management training and development.

The broad mix of business interests of those participating, from growers to wholesalers, importers to marketing cooperatives, proved highly beneficial, as did the insight into modern management techniques, trends in the industry, and how to gain competitive advantage. More specifically the course examined such developments as EU enlargement, food safety and efficient consumer response.

"Excellent - well worth the time" and "I am now able to look at my business more strategically" were just two of the comments received



Our photo shows the course attendees with David Hughes.

from the enthusiastic group of eleven 'students' having just completed the Course.

The next course is already being planned and is expected to be oversubscribed. The Company is able to provide a limited number of assisted places; those interested should contact the Clerk.

THE DEAN OF ST PAUL'S PREACHES AT ST MARY ABCHURCH

Our celebrations for the anniversary of the Conversion of St Paul, the Patron Saint of the Company, were held on 26th January this year, the 25th falling on a Sunday.

We were delighted to welcome The Very Reverend Dr John Moses as our guest preacher. The Priest in charge, The Reverend Oswald Clarke welcomed the Livery to our adopted church to a full congregation. Our Singers, led by Peter Barley and featuring Sarah Vivien were in fine voice with their rendering of *Jubilate Deo* (Benjamin Britten) and the Anthem (*O for the wings of a dove* - Mendelssohn)

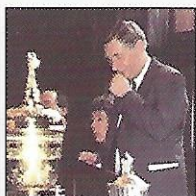
The Hymns were well known and favourites of the outgoing Master, including *Jerusalem* and *Mine Eyes have seen the glory of the coming of the Lord*.

After the service, The Master gave a lunch to the Court, at which liverymen were also present. During the lunch, Past Master Bobby Manners proposed the health of the retiring Master in fine style, recording a hectic and most fulfilling year which will be long remembered.

Derek Tullett CBE, in reply, recorded his appreciation at having been elected to serve as Master which he had done with privilege and honour, thanking his wife Anita and his secretary, Pat Sachs, for their constant support and help.

This event is always a happy one, not least for the opportunity to welcome widows of Past Masters. This year those attending were Gunel Hope-Mason, Helen Eilloart, Eileen Sheldon and Toni Sice.

During the lunch the Master presented the Company's medals and diplomas to the winners at the 1997 Marden Fruit Show.



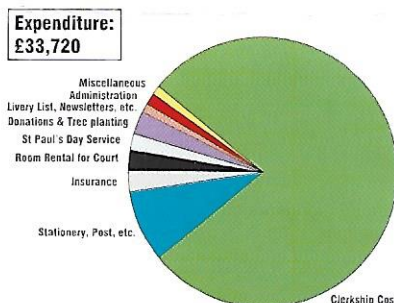
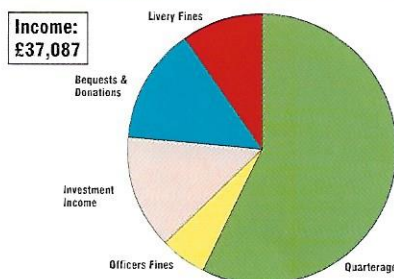
The Master in contemplative mood.



Our singers.



The Marden Fruiterers' Company medal winners receive their awards from the Master.



THE BEADLE'S MACE AND STAFF

In 1981 our Company was presented with this Mace and Staff, our benefactor was the late Mrs Richard Gothard the wife of Past Master "Dickie" Gothard who was for many years Archivist to our Livery Company.

The Beadle's Mace and Staff is a most beautiful and functional object, a jewellers work of art, the head is represented in the form of a burnished Gilt apple (engraved with the Company Coat of Arms) which is encompassed with a forest of apple branches. Regrettably the previous Mace and Staff dating back to (1748) was stolen in 1980 and this gift replaced it.



OUR PLACE IN THE PAST RECORDER

According to the history of the Company written by Arthur Gould in 1912 the last Hall occupied as their own by the Fruiterers Company was in Worcester House. It was on the Thames, to the west of what is now Southwark Bridge. The Company occupied it between about 1587 and 1623, when they began to use the Parish Clerks' Hall. After they left the Fruiterers continued to maintain very strong links with that area of the north foreshore of the river. They had a warehouse there and the lane running down to it was known as "Fruiterers' Alley" in the mid 18th Century.

In about 1980 the Company sought to commemorate its association with site where Worcester House once stood. A plaque was placed on the wall of a building in Worcester Place. Unfortunately the plaque occupied the site for only half the length of time the Fruiterers had occupied Worcester House. In 1996 the building it was on was demolished, to be replaced by an imaginative, boldly modern office building, designed by Kohn Pendersen Fox Associates, to be known as Thames Court.

The developers, Markborough Properties Limited, are keenly aware of the significance of their site to the City's heritage and when contacted by the Company were enthusiastic about replacing the old plaque with a new one in bronze. It will be formally unveiled by the Master on the 16th April, 375 years after the Company gave up its lease on Worcester House.

The plaque will be located at the corner of Thames Court nearest Southwark Bridge, on the new north bank walkway being created by the City Corporation. From there, there is a splendid view of the newly constructed Globe Theatre, the original of which would have been thriving at exactly the time our ancestor Fruiterers would have been in occupation of Worcester House.

The walkway is planned to run from the Tower to Westminster. It is not yet complete. Close by Thames Court will be a passage under Southwark Bridge. The City Engineer's Office have provisionally agreed that it will be named to mark the Fruiterers Company's connection with the area, perhaps Fruiterers' Passage or Fruiterers' Alley.

THE UK FOOD STANDARDS AGENCY

The UK Food Standards Agency came closer to becoming a reality when Agriculture Minister Jeff Rooker and Health Department Minister Tessa Jowell addressed a meeting of food industry representatives in London early in November. Establishment of the Agency fulfills Government manifesto promises, and underlines the current administration's view that protection of public health and nutritional quality of food are of paramount importance in agriculture.

A Government White Paper outlining the establishment of the Agency is expected in December, with legislation late in 1998, but Ministers were able to provide several clear pointers to its probable organisation and operation. Key is the marked shift in emphasis and support towards consumers and away from producers. According to Jeff Rooker, the Agency will mark a "radical change in the machinery of government" in its comprehensive powers, its involvement "at every level, plough-to-plate", and in the transparency of its decision-making processes. Heavy reliance will be placed on independent specialist advisory committees, representative but avoiding food industry biases and "not a conduit for lobbies of any sort".

Much of the manpower and funding for the new Agency, together with enhanced levels of inspection and enforcement, will be derived from MAFF resources and within current budget constraints, with obvious impact on other areas of MAFF involvement. Though responsibility is still under debate, Tessa Jowell seemed in no doubt that the Agency would report to Health Ministers.

DINNER WITH THE MASTER

The Master and Wardens have started to hold a series of informal dinners, each with about nine or ten members of the Livery. It is planned to hold about one a month in an appropriate venue such as the Inner Temple or the Farmers Club. The Master hopes that the dinners will have a number of benefits, apart from just being another opportunity to pass time in good company.

He hopes that it will give the Livery generally a chance to get to know the Master and Wardens and to learn what the Company's plans are for the future. He would also very much like it to be a two way process in which the Livery can express its views as to where the Livery is going and what it might be doing in the years to come.

The first two dinners have already happened and another is planned for early May, but dining as regularly as they can it will take the Master and Wardens a time to get round the entire Livery, at which point it will have to be decided if the dinners are to become a regular feature of Company life. The dinners so far have been very successful and the Master and Wardens are committed to holding them for the foreseeable future.

ATHELHAMPTON HOUSE GARDENS WIN THE 1998 PRIZE

The Garden of the year award, sponsored jointly by The Historical Houses Association and Christies, has been won by Athelhampton House in Dorset.

The house is the home of Patrick Cooke, son of the late Jenny du Cann and was visited by the Company in 1997 where a tree planting took place in her memory.

The Master and the Clerk have been invited to the prizegiving on April 30th, and the Company is delighted with the ongoing connection with this prestigious award.

A conundrum as to planting a tree or trees at a venue which the Company has already visited has been overcome by the decision to plant a single tree this time. This will be done on April 30th and there will not be a second livery visit on this occasion.

Patrick and his sister Louise will be invited to our Summer Court Dinner in July.

ALVERSTOKE FLORAL DECORATION SOCIETY

The above society is entering the N A F A S competition at the Chelsea Flower Show in May. The subject title which has been set as their task is "Worshipful Companies" and after research they have selected The Fruiterers Company as the guild which they wish to interpret. They intend to adopt our colours (Green and White) and prepare their design in appropriate plant material.

They have many ideas, one being to include the basket of fruit which we present to The Lord Mayor in the design.

The Master will be visiting the Show and will be making a special visit to this Society. We hope they are successful, and that we can include a photograph of the exhibit in our next issue.

CRISIS AT CHRISTMAS

In December The Master (then Upper Warden) and Past Master Donald Mack O B E delivered boxes of oranges to the Charity Headquarters in Bermondsey Street.

The gifts were warmly received and it did not take long for them to be distributed to many in need.

NEW FREEMAN

On 26th January

Simon Carter

NEW LIVERYMEN

On 26 January

Alan McCutcheon
Craig Williamson

Acknowledgments

The Editor would like to thank all those who have contributed to this issue, especially the Upper Warden, John Dunham, Dr Jim Flegg, David Hope-Mason, Tim Bullivant, Jonathan Choat and The Clerk.