



# The Fruiterers' Company NEWSLETTER

Number 38

August 2000



## ENTHUSIASTIC WELCOME FOR OUR COURSE FOR GROWERS

The launch of the Company's fruit growers Business Management Course to be held at Imperial College, Wye, has been enthusiastically welcomed by the Industry. The Awards Council approved the project at their June meeting following an initiative by the Master who had previously run a similar course for his own growers.

The Master will be the guest speaker at the course dinner to be held during the course.

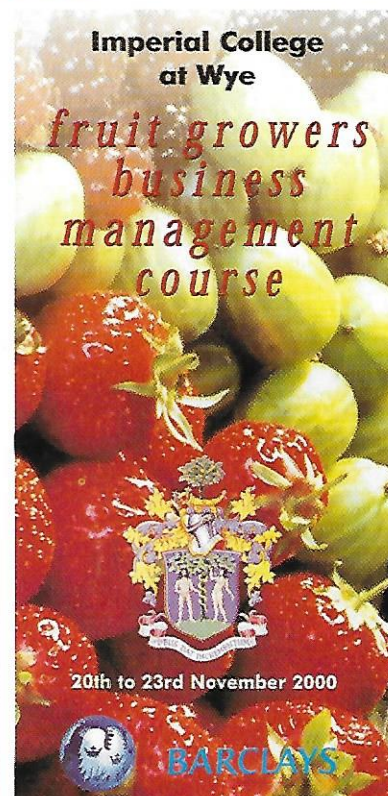
The course is being run in conjunction with Barclays Bank, who will also be providing speakers.

The course will be held from 20th to 23rd November 2000 and is already sold out! It is intended to repeat the course in February next year.

The Company is making a contribution of one half of the cost of each delegate, equal to a contribution of £500.00 per delegate, a total of £7,000.

The course has been designed specifically for grower proprietors, and senior managers in fruit farming enterprises.

Information as to the course can be obtained from CPD, Imperial College at Wye, Wye, Ashford, Kent TN25 5AH (tel 01233 813555 ext 359).



## ENVIRONMENTAL AWARDS

The second Awards programme, sponsored by Marks and Spencer, has attracted a record number of entries. The awards will be made at The Mansion House on October 25th and presented by The Right Honourable Lord Mayor.

The overall winner will be announced at that time but meanwhile we are able to publish the class winners. As will be seen there is also a special commendation in the Crop Protection category.

### Crop Production - Category Winner

Awarded to Hugh Lowe Farms Ltd who farm 950 acres in Kent in a manner which combines commercial farming with a firm policy towards conservation, the environment and integrated crop management.

### Crop Production - Highly Commended

The judges have decided to make a special award (£100) to Dobunni Fruit Farm in Somerset whose entry so impressed them. The farm operates on a smaller scale than Hugh Lowe Farms but for several years now they have adopted a comprehensive range of environmentally friendly procedures. These have led to considerable benefits for the environment which the judges believe should be acknowledged in this way.

### Crop Protection - Category Winner

Awarded to the Entomology and Plant Pathology Department of HRI East Malling for their work on forecasting models for orchard pests and diseases thus putting science into the hands of crop protection decision makers.

### Packaging and Distribution - Category Winner

Awarded to G's Marketing for their total waste management scheme which uses the energy from waste burning to minimise use of fossil fuels and electricity and this in turn drastically reduces the volume of their land-fill material and also incorporates a very efficient waste segregation programme.

## Dates for your Diary

Sept 6th	Carvery Lunch Butchers' Hall 12.30 pm Visit to The London Eye
Sept 29th	Election of the Lord Mayor Guildhall 11.30 am
Oct 13th	Master's Day
Oct 18th	Fruiterers Company Reception National Fruit Show, Detling 7.00 pm
Oct 25th	Presentation of Fruit - Mansion House Presentation of Environmental Awards 11.00 am

**This edition has been sponsored by *Safeway***  
*...best at fresh*



## OUR SPRING VISIT TO BELGIUM

The Company has not lost its appetite for travel and this year's overseas visit was to Antwerp and Hoogstraten.

The weekend's destination was the City of Antwerp where, on the first evening, a dinner was held in the Astra Theatre Hotel in the heart of the old part of the city.

The principal guest was Mr Leo Tindermans, formerly Belgian Prime Minister from 1974 until 1979, later Foreign Secretary (1981-1989) and a former European MP. In an amusing speech Mr Tindermans gave an interesting account of life at the top, including comments on modern European politics!

The following morning started early with the party of 35 reporting for coach embarkation at 8.30 am to visit the strawberry producing area, some twenty miles north of Antwerp, just inside the boundary with Holland. We visited the Research Station for strawberry production and were fascinated to learn of the techniques for disease resistance, crop rotation and yield production evolved in this very modern industry. Before this we had visited the Hoogstraten Auction House and distribution centre. This is a most impressive building which handles tonnes of fresh produce daily for export and home consumption. A Clock Auction by computer raised £800 for the Company's charities with gifts ranging from strawberry plants to a day's racing at Ascot.

After a break for lunch in a nearby restaurant, we embarked on our final formal event of the visit. Our destination was the Beguinage of Hoogstraten: dating back to 1340, a period when there existed mystical movements in opposition to the wrongs in society, and it was against this background that the beguine movement originated. In other countries the movement was banned, but in Flanders the women lived together in walled enclaves. These beguinages, a sort of village in the town, had their own statutes and were run along remarkably democratic lines. Beguines were not nuns, they took no vows of poverty and they could leave the beguinage to marry or remarry. These communities thrived in the 17th Century but then rapidly fell into decline. In 1992, at a time when Hoogstraten beguinage was completely run down, the non-profit organisation, Het Convent, secured the 99-year lease of this precious monument, and restored the 34 buildings and its common parts. Together with twelve other beguinages in Flanders it was added to the UNESCO "World Heritage" list.

In this tranquil setting we joined a large group of local dignitaries for a conducted tour, during which a local senator unveiled a modern statue commemorating the achievement of those who had worked so hard on its restoration. There then followed a well photographed and televised planting of a pear tree by the Master, after which a very pleasant reception was given by the Mayor.

On return to Antwerp the party drifted off to explore the old town — many were seen well into the evening sitting outside in the many pretty squares enjoying the warm sunlight, and perhaps also the refreshing Belgian beers.

A memorable and most enjoyable visit finished on the Sunday when, after a coach tour of the city, the party left for Brussels and the homeward journey by Eurostar.



*Our tree planting party.*



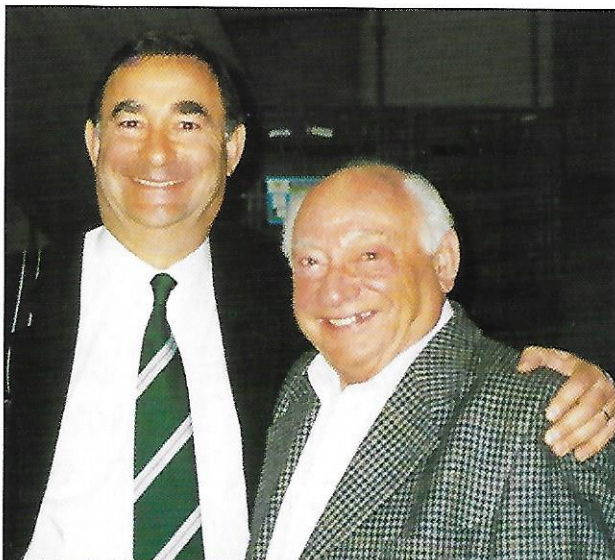
*Getting ready.*



*A musical interlude.*



*The Master with his wife Annie.*

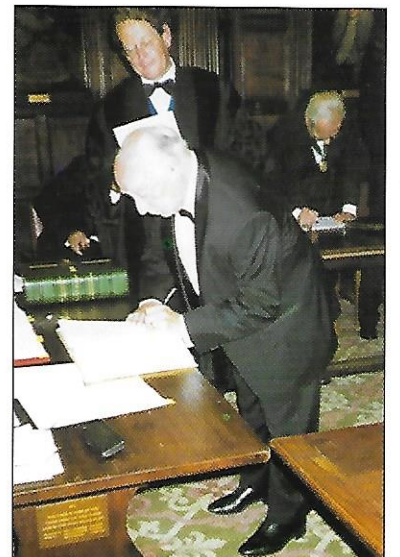


## A UNIQUE EVENT

Special congratulations to the Master and his father, Walter Olins, on his election to the Freedom of the Company. It is thought to be another "first" in that the Master performed the ceremony for the admission of his father. Past Master Donald Mack was his proposer.

*Left: Son and father, photographed during the Livery visit to Antwerp in April.*

*Right: Wally Olins signs the Register of Freemen.*





## A RECORD TURN-OUT FOR MILLENNIUM GOLF



*Tom Hilliard and Charles Allison.*

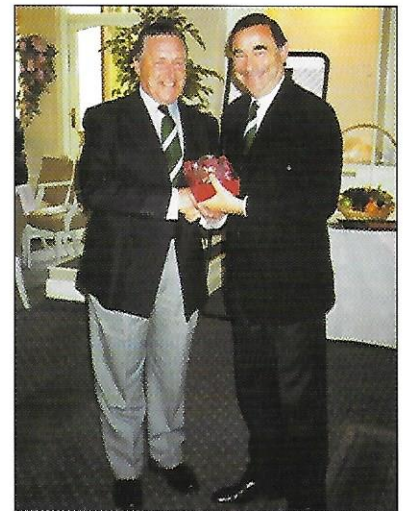
The Annual Meeting of the Company's Golfing Society took place at Kingswood Golf Club on May 4th (by kind invitation of Liveryman Tom Hilliard OBE).

We were pleased to see David Morgan again after an absence of a few years, who went on to win the Barton Cup and the Fruit Bowl with 41 points.

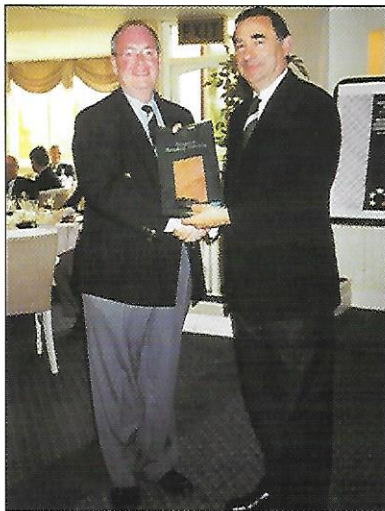
The weather stayed dry, even if not as sunny or warm as previous years, and the President, the Rev Canon Nigel Abbott, presided over a very happy event. We were delighted to welcome the Master, who presented the prizes.

Diana Ashton and John Dunham manned the "Halfway Hut."

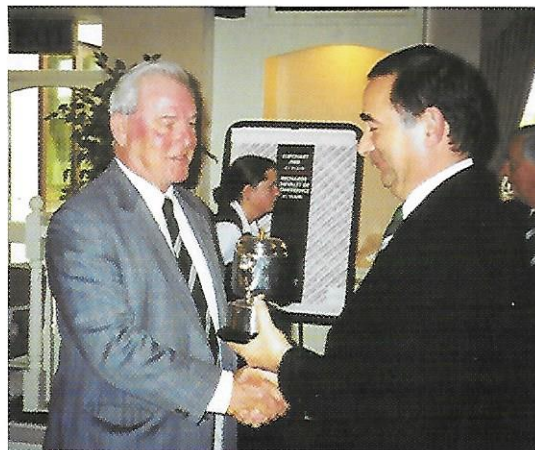
Other prizewinners were Ted Dilley, Ivor Robins, Norman Coppock and Tom Hilliard. Guest winners were Tony Roles, John Hampton, Peter Kincaid, Charles Allison, the Rev Campbell Paget and Jamie Purvis. The basket of fruit was presented to the captain of the club, Gordon Pirie.



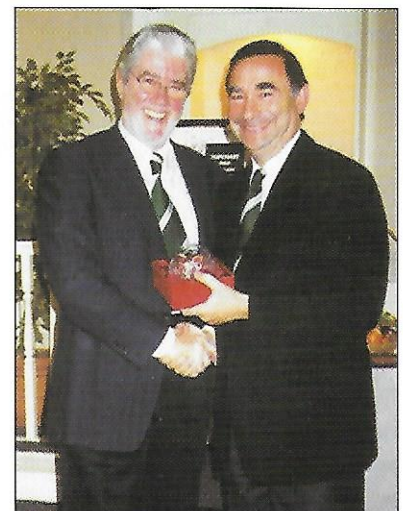
*Ivor Robins.*



*Norman Coppock.*



*David Morgan wins The Barton Cup.*



*Gunter Schweinsberg.*

## JOINT LIVERY GOLF DAY

This event will be at Windlesham Golf Club on October 4th and it appears that seven Companies will be sending teams. The event's format will be different this year as play will start at midday and will be followed by dinner.

*...best at fresh*

We're passionate about fruit, making it really appealing to our customers, both in quality and in the way we merchandise it to our stores

**Safeway**

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## EXAMINING OUR OWN BALANCE SHEET

The Master presented his alternative "Non Financial" Balance Sheet in an amusing speech at the Audit Court Dinner held at Butchers Hall on May 18th.

Turning first to our Fixed Assets, the Master referred to our history, reputation and tradition which has been created by many generations of Liverymen through their hard work.

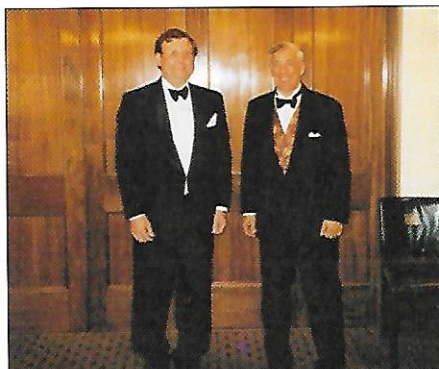
Our Tangible Assets include our marvellous collection of gold and silver valuables. The Master intends that as many pieces as possible will be displayed at the Master and Wardens Dinner for all to see.

Our Current Assets include the current membership whose support and enthusiasm for the Company is evidenced by their participation. He referred particularly to those leading sub-

committees, those serving on committees, the Editor and Chairman of the Golfing Society, the Remembrancer and the Beadle.

He thought our Current Liabilities were few but our responsibilities to ensure the continuing health and membership of the Company were great. Our average age is 63 and we, in common with other liverymen, continue to need to attract new members.

The Company's guests included Alderman Sir Roger Cork (Master of the Worshipful Company of World Traders), H. McCoy (Chairman of the Baltic Exchange) and the Master of the Worshipful Company of Farmers (J. H. Cossins).



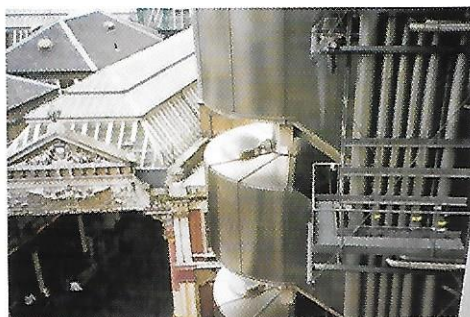
*Our new Freeman*



*Our new Liverymen.*



*Our new Liverymen.*



## FOR WHOM THE BELL DID NOT TOLL

During the afternoon of July 5th following yet another splendid informal lunch, at The Butchers' Hall, a party of Fruiterers under the control of The Master, were conveyed by coach to the east of The City, for a visit to that bastion of the insurance world, Lloyds. The group was provided with an introduction when they learned that the institution was neither an insurance company nor a bank. It has been, and remains, an insurance market - one of the most important in the world with premiums of £15bn annually. The history can be traced back to coffee-houses situated in the City around 1650, when one Edward Lloyd, a proprietor of one particular establishment, started to facilitate the underwriting of risk being carried by ship owners and cargo operators. Essentially this

is the practice of Lloyds today although the insurance market has expanded and developed to cater for every type of risk.

The current Lloyds building which is the eighth to house the market, was designed by the eminent architect, Richard Rogers. It is modern, and when constructed was regarded as extremely futuristic. The brief was that the building should have a single underwriting room to accommodate the activities of 132 brokers who comprise the Members of Lloyds. This has been carefully achieved over several storeys, but in an open format to maintain the atmosphere of a market. The services are situated at the periphery with the lifts being placed on the outside of the main building. Half of the market's activities are in re-insurance and the risk of the insurance is carried by 3,200 individual names with 850 corporate members enjoying limited liability. These are formed into syndicates. In the current year there are 122 syndicates each being run by managing agents.

The brokers assess the clients needs and accept the risk and then present that risk through a document called a "Broker's Slip". The system is attractive because it is quintessentially most simple and transparent. The last set of analysed results show that Lloyds worldwide gross premium was broken down in the following fashion; UK 37%, US 31%, Europe 12% while the rest of the world was 20%. The risks covered include non-marine 56%, marine 17%, motor 17% and aviation 10%. The largest premium insured has been the Hibernian Oil Rig at £3.7bn. Lloyds is very much about policies to suit individual needs. Lloyds covers 1.6% of the world's insurance business but 10% of the reinsurance premiums. Lloyds has the enviable reputation of paying out on every valid claim. The company is a non-profit making organisation and is owned by The Society of Lloyds. There are 1,500 agents throughout the world but corporate capital is taking over the individual members.

After the formative years in the coffee-houses Lloyds' first permanent address was the Royal Exchange in 1771. The current address was occupied in 1986. The features, décor and accoutrements of the Adam Room, which is the venue for all important meetings of the Council of Lloyds, originated from Bowood House, Wiltshire, and have been moved twice. The paintings gracing the walls are the property of the National Maritime Museum.

Apart from the magnificence and impressive stature of the building, the buzz of business being conducted at every level and the assurance gleaned from witnessing such an institution operating successfully, there are many more interesting facets for the visitor to absorb. The exhibits in the museum, many presented to famous mariners for services rendered, and of course *The Lutine Bell*, to name but two. The bell, which is hung above the central podium of the trading floor, was recovered from a wreck. It is rung when a ship insured by members is officially reported as lost. Beneath the bell, available for scrutiny, are the ledgers into which are written, in copperplate handwriting, the names of all vessels reported as being lost. The pages, recording one of the most famous losses, *The Titanic*, are on permanent display. Fortunately the bell did not toll while the Fruiterers were visiting.



## FRUITERERS AT THE SHARP EDGE OF SCIENCE

East Malling is one of six centres of excellence comprising Horticulture Research International (HRI), a British Institution with a distinguished worldwide reputation in the field of horticultural research. Dr Alwyn Thompson, a director of HRI and Site Director at East Malling, is a liveryman and Fruiterer, and graciously agreed to arrange a workshop at East Malling for fellow Fruiterers and partners. The topic under consideration was one that has attracted unprecedented public debate and emotionally motivated, vitriolic attacks from several journalists — the subject of **'Genetically Modified Organisms' (GMOs)**. To the layman, without a fundamental knowledge of sub-cellular microbiology, the idea of transgenic organisms can be startling and perplexing. As Fruiterers, a Livery that has many members working in the field of horticulture, whether it be as primary producers, researchers, marketers, transporters or packers, it was considered useful to 'get up to speed' with the basics. Alwyn Thompson certainly provided the opportunity. He had on hand his top researchers and technicians to explain the rationale and techniques behind the development of GMOs. Following a very pleasant buffet lunch in the East Malling dining room, the thirty-odd Fruiterers were seated in the lecture theatre and were formally welcomed by the Site Director. Dr Rick Walden then provided a fascinating introduction to GMOs by outlining the processes involved, a

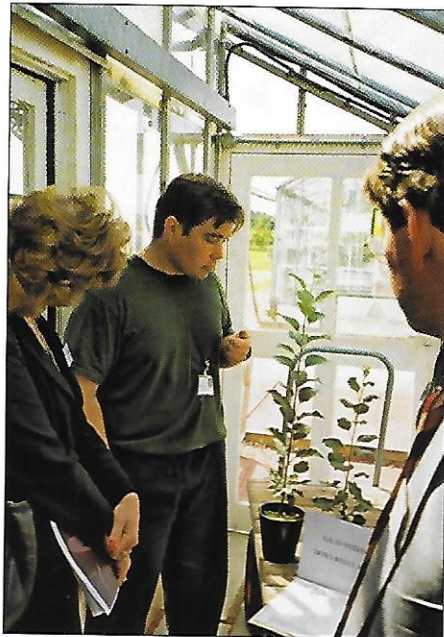
history of the science and the horticultural products on which trials had been conducted. His colleague and fellow researcher Prof David James then provided examples of trials that were being conducted under tightly controlled conditions throughout the world and quantified the many benefits that could accrue to

producers and consumers alike. The unknowns were also raised and dealt with in a rational and completely unbiased manner.

The group was then given the opportunity to tour the glasshouse area and the laboratories, where staff showed the visitors examples of trials which were currently ongoing and gave practical demonstrations of the techniques employed in the process of producing genetically modified plant material.

Back in the lecture theatre there was ample time for a question and answer session where many of the party asked and received responses to some obvious and many less obvious enquiries.

There was general consensus that the visit had been a great success and all felt that a potentially complicated subject had been explained in a fashion that was both comprehensive and sympathetic. Dr Thompson revealed in his summing up that the Fruiterers party in some way had been "guinea pigs" to test reaction to what HRI was doing. He had been encouraged by the enthusiasm and responses and will in future extend invitations to a wider spectrum of audiences.



*A researcher explains the finer points of the trial.*

## A CLOSER LOOK AT HARPER ADAMS

The Master, supported by the Wardens, led a visit by Liverymen and their guests to the Harper Adams University College in Shropshire on 10th May. The College, which is one of the leading agricultural educational establishments in England, is celebrating its 100th anniversary in 2001. To celebrate both this event and the important role that Harper Adams plays in providing graduates to the fruit industry, the Company donated five fruit trees to the College. This specimen orchard is part of a new Millennium leisure area in front of the main administration building.

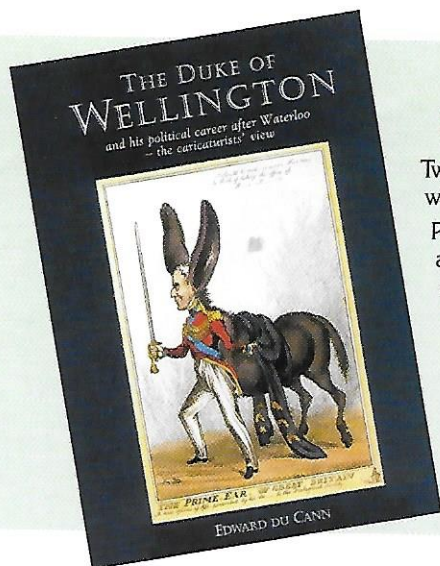
After the formal tree planting ceremony, the Master gave a talk to a very large gathering of students, academic staff and guests entitled "The Challenges facing the Fresh Produce Industry" which resulted in a lively question and answer session. This was followed by an informative tour of the college led by its Principal Professor Wynne Jones which ended with an excellent lunch with staff and students.

The visit continues the current policy of visiting important industry establishments, thereby raising the public profile of the work of the Company.



*Principal Professor Wynne Jones at Harper Adams with members of our party and the staff.*



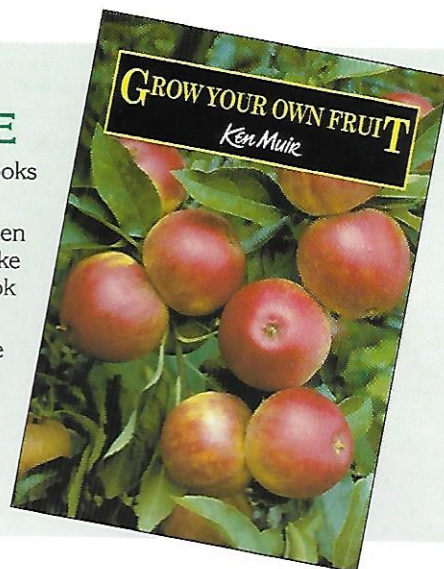


## BOOKS AT BEDTIME

Two Liverymen have recently published books which are commended for reading!

Past Master Sir Edward Du Cann has written a book of caricatures about the First Duke of Wellington. Ken Muir has written a book "Grow Your Own Fruit."

Copies of Sir Edward's book can be obtained from the Antique Collectors Club post and packing free (telephone 01-394-385-501).



*Gordon Marsh.*

## SADLY THE END OF AN ERA

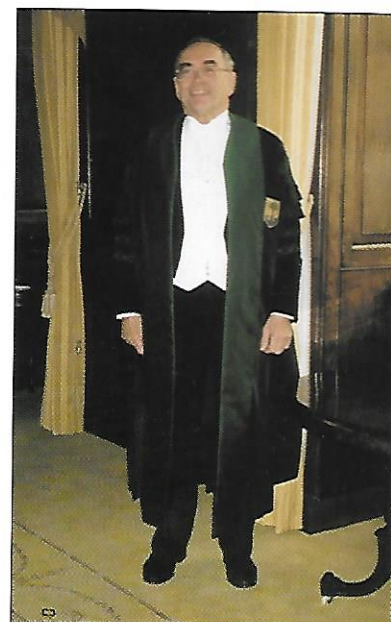
Paul Marsh, now 71 years of age, has decided that the time has regrettably come for him to reduce his duties as Beadle and he will retire at the November Court after 28 years service.

Our connection with the Marsh family goes back to 1950 when his late father, Gordon, was appointed Beadle.

Many of us remember him and his wife with much affection. What characters they were!

We must not forget June Marsh, who has been a devoted friend to the Company since her marriage to Paul, and is always there to support Paul and to help at major functions. We shall miss them both and thank them for their loyal service to us. The Court gave a reception and lunch in their honour at Cliveden in 1991.

Paul has written the following testamentary to his late father which makes fascinating reading.



*Paul Marsh (displaying his new Gown in Millennium Year).*

### GORDON RODWELL MARSH 1899-1972

Born Wrestlers' Court, Bishopsgate, London, December 4th 1899.

Father A. V. Marsh, Beadle to the Ward of Bishopsgate in the City of London. Also sold and tuned pianos for Messrs Monington & Weston.

Young Gordon was educated at the Bishopsgate Ward School for Boys. Entered the Merchant Marine in 1913 as boy apprentice to the shipping line Furness Withy. Subsequently sailed round the globe. Was torpedoed by U Boats three times during the war and spent several days in a life boat in the North Atlantic in January 1916. Became second mate.

Left the Merchant Marine after the war and joined the ferry service Harwich to the Hook of Holland as second mate, later first mate. Met Hilda Durrant in Harwich and married in 1926.

Left the ferry service and joined the family business as a piano-tuner and also became Beadle of the Worshipful Company of Blacksmiths, and an agent for the Pearl Assurance Co in 1926. In 1924 was already Beadle to the Ward of Farringdon in the City of London, a post he held for nearly 50 years, this included duties as Coroner's officer and mortuary assistant.

Became the Beadle to the Worshipful Company of Innholders in 1934, and with wife Hilda and son Paul moved into the Innholders' Hall, in the City of London. Was Hall-Keeper and

Caterer at the Hall until he semi-retired and left the catering to son Paul in the 'fifties'.

Began to act as toastmaster at City functions in the mid-thirties, starting at the Innholders' Hall, and gradually to other City Halls, and the Mansion House and the Guildhall, and eventually the West End.

On the outbreak of the second world war Gordon was Air-Raid Warden in charge of Command Post No. 2 at the Dyers' Hall, and during the blitz of 1941 helped to save several city halls from incendiary bombs. Most notably the Innholders' Hall, by persuading the members of the Enfield Fire Brigade to put out a series of fires in the Hall instead of a nearby warehouse. They were suitably entertained afterwards in the Company's wine cellar. The Hall was saved but the wine in the cellar was "damaged".

After the war took up toastmastering again with great success. Was a founder member of the Society of London Toastmasters, and became President in 1957. Also helped to found Toastmasters Limited, an agency to supply Toastmasters for City and West End functions.

Became a Freemason and Worshipful Master of the Facta Non Verba Lodge in London.

Died in May 1972, aged 73. He never retired, and was working as a Toastmaster until almost the end.



## A SUMMER VISIT TO PASHLEY MANOR

The Company was again invited to present and plant trees at the Garden of the Year. This year's winner was Pashley Manor, situated in the Sussex countryside between Flimwell and Ticehurst.

It has a serene pastoral quality. Sheep and young lambs were scattered in its surrounding fields offsetting its house and gardens which were quite resplendent with rhododendrons reflecting in the abundance of water features and sculptures with which the garden was festooned gave a Romanesque touch.

The planting of the medlar trees — our gift to Mr and Mrs James

Sellick, the owners, were planted by the Master and Mr Sellick — are the nucleus of a new orchard to be followed later in the season by two quince and a plum.

Liveryman William Sibley, who selected the trees, amused us all by advising that the sheeps' surplus wool should be mulched at the base of the trees which was done — and looked like a snowfall in June!

We were entertained in the house to an extremely fine lunch.

This annual event remains extremely popular. Our party this year numbered nearly 40.



## A SUCCESSFUL CHERRY AND SOFT FRUIT SHOW

Chairman William Wakeley and his committee were very pleased with this year's show held at Detling on 13th/14th July.

A larger marquee housed not only the usual exhibits of magnificent fruit, but had the added interest of some interesting displays. Liveryman Ken Muir had provided a superb display of strawberries in towers, Marks & Spencer showed a range of their added value fruit products, HRI East Malling showed a number of recently named cherry varieties, and some numbered ones yet to be released, and the NFU display team provided a most attractive and interesting collection of summer fruits.

In the competition the honours went to the sons of the late Liveryman Jim Worley. Doug Worley won a number of trophies, the outstanding ones being the Championship Bowl and the St Michael Cup. Brother John was the strawberry champion and won five other cups.

Once again Liveryman Henry Bryant gained the Company Silver Medal for the cherry classes for an excellent collection of 12 varieties. The judges broke with tradition and awarded the Soft Fruit Medal to the NFU for their display.

All concerned were most impressed with the quality of the cherry entries, particularly in such a poor summer. The strawberry crop was between seasons and the entries were down. The quality of these, however, was first class.

Liverymen of the Company featured among the prizewinners at what was an excellent show. In fact, one person close to the Chairman said that he was wagging his tail!



*William Wakeley, Chairman of the Show*



*One of the winning entries*

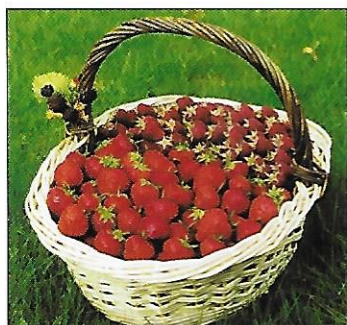


## HAPPY BIRTHDAY MA'AM

The Company was among many who made gifts to HM The Queen Mother on the occasion of her 100th birthday. The Master and his wife were invited to Clarence House on Tuesday 1st August where the gift was received by Nicholas Assington, the treasurer to Her Majesty.

The gift was a basket of English fresh soft fruit. The basket was specially commissioned and made for us by Yeoman Basketmaker Sandra Barker of the Worshipful Company of Basketmakers and was an exact replica of a Victorian raspberry gathering basket.

The fruit was grown and selected by Liveryman Simon Brice of Mockbeggar Farm, Kent.



The raspberry gathering basket.



The Master at Clarence House.



The letter from Her Majesty.

## AN INVITATION TO HIGHGROVE



The Master, accompanied by the Wardens and the Clerk, and a small party of Liverymen were among those invited by HRH The Prince of Wales (Honorary Liveryman) to his home on 5th June.

It was an opportunity for the Prince to meet members of the ten livery companies of which he is a member.

The visit was arranged to allow the Prince to recognise his difficulty in not being able to support all the companies to the extent that he would wish.

In total 140 people attended and were treated to a tour of the exceptional gardens before joining the Prince at a reception in the Orchard Room in a very happy and relaxed atmosphere.

In 1983 the Company gifted a variety of fruit trees to the garden which have developed well. In the early 90's we paid a "maintenance visit."

An offer for Will Sibley, our Master Tree Grafter, to assist in the labelling and possibly grafting varieties more suitable to organic growing was accepted with alacrity!

## AWARDS COUNCIL PRIZES

The Company is progressing the awards of prizes and diplomas in accordance with their programme (our last issue, page 5).

The Master, Laurence Olins, presented the Company's prize and diploma to student Steven Hanna at Hadlow College, Kent, at their Awards Ceremony held on 5th July.

Steven Hanna has been studying for Higher National Diploma in Horticulture, specialising on fruit in his final year. He is employed by Macleod McCombe (Produce Ltd), Sittingbourne, in their quality control team and the firm sponsored him for his Hadlow course.

He has been the top student in the fruit option. His tutor writes: "He has produced some outstanding project and assignment work as part of the course. His practical work is also of a high standard. ..."

The Company's prize at the University of Reading has been awarded to Elizabeth Bowen, a final year Horticulture BSc student at the University.

She selected a four-year option in order to provide herself with the opportunity of spending a year working in the fruit industry. Part of the "year out" was spent with Darby Brothers (Farms) Ltd, where she ran a strawberry variety trial in conjunction with Meiosis Ltd. Elizabeth Bowen also spent six months in the sales office of AFI Ltd to gain experience of fruit marketing. Professor Chris Payne, Reading's Head of Horticulture, comments: "I am sure she will be a great asset to the industry."



The Master, accompanied by the Clerk, (pictured left) were guests of Lord Cairns, President of the Royal Bath & West Show. This was as a result of the Company sponsoring the prizes for the Apple Juice competition in the newly enlarged fruit and cider section of the show. The initiative this year will be extended in 2001 to recognise cider apple growing excellence in the West Country, thereby raising the Company's profile in that part of England, and at the same time supporting a previously ignored section of top-fruit growers.

This year's Diplomas at HRI East Malling have not yet been presented. Details will be given in our next issue.



## A MUSICAL SUMMER COURT DINNER

On 12th July the Company held the traditional Summer Court Dinner in the magnificent surroundings of Middle Temple Hall. Following the Court Meeting the Master and Wardens held a reception on the lawns on what was a chilly evening.

161 people attended and among the Company guests were Alderman David Howard and his wife Val, Rabbi Lionel Blue and Mrs Joanne Denny, Chief Executive of the Institute of Grocery Distribution. Sir Michael Burton was also present.



*Above: The Hall, dressed with strawberry flowers.  
Right: Lionel Blue.*

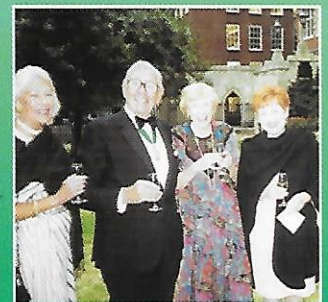
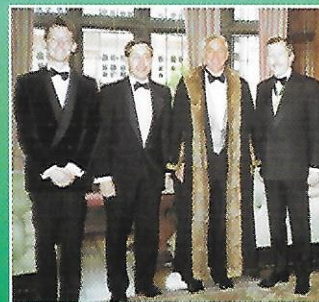
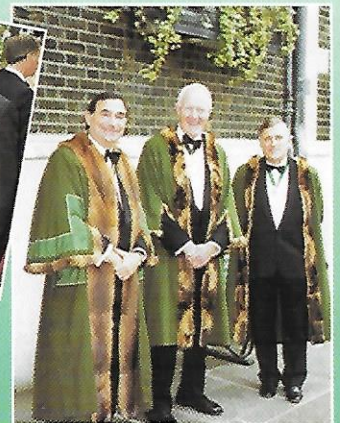
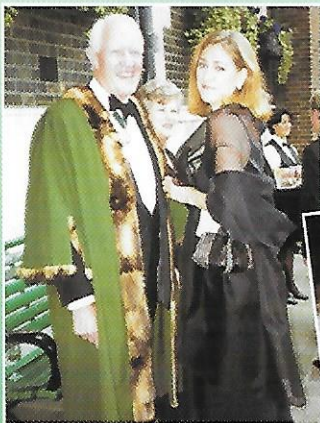


It is now some years since music became a feature of this event. In the Mastership of Harry Arthur there was dancing and, of course, last year there was the Summer Ball. This year the Master arranged for a performance by the Diva Opera, which was of a high standard and well received. They performed in two segments and gave a varied programme.

Joanne Denny undertook the difficult task of adding a little seriousness into the occasion in her reply to the toast of "The Guests" which the Master proposed.

It was nice to see the ladies magnificently attired, not only our own Liverymen but the guests of others. Bernard Sullivan MBE, our favourite toastmaster, kept the evening running smoothly.

## IN THE GARDEN AT MIDDLE TEMPLE



## FRUITERERS' LADIES VISIT TO KENSINGTON PALACE

A new initiative by Annie Olins, the Master's wife, resulted in a large party of ladies connected to the Livery visiting Kensington Palace. The trip was a private tour led by Mark Allington, an expert on the monarchy, who amused and informed the party with numerous anecdotes and gossip about the Royal Family. The visit took in the State apartments and a unique display of dresses and apparel worn by generations of the Royals. Lunch in the Orangery concluded a very successful trip, with a further one planned by Annie to Lambeth Palace in the Autumn.





## A MAGICAL YEAR

Mrs Sheriff Pauline Halliday (Liveryman) leaves office on Michaelmas Day. "It has been a magical year for Peter and myself," she tells us. "I am most grateful for the opportunity given me to serve the office of Sheriff and I am glad to be able to say a big 'Thank You' to all those who supported me in my endeavour to be elected."

In recent weeks, prior to an official visit to the Republic of South Africa with The Right Honourable The Lord Mayor, Pauline has featured in two particular 'photo opportunities' which we are pleased to be able to reproduce.

The event of driving sheep over London Bridge provided an opportunity for over 400 Freemen of the City to exercise their valued rights. There was much laughter and much "baa-ing"! The event raised further monies for Barnardo's, The Lord Mayor's chosen charity. His appeal since taking office has already raised over £1 million.

The sheep, owned and trained by David and Jenny Tate, were on their best behaviour.

On the same day The Corporation of London hosted a lunch in honour of Her Majesty Queen Elizabeth The Queen Mother to celebrate her centenary. A sparkling occasion, ending with everyone singing "If you were the only girl in the world."

Well done, Pauline! You have been a wonderful ambassador for us all.



*Over London Bridge.*



*At Guildhall with HM The Queen Mother.*



*HM The Queen Mother with the Lord Mayor and the Lady Mayoress and Sheriffs at Guildhall.*

### YOUR CHANCE TO JOIN IN A PROMISSORY AUCTION

The Charity and Fund Raising Committee has arranged to hold an auction to raise further funds for the Company's charities. Justin Farrington-Smith has taken on the role of organiser and many thanks to him.

All Liverymen will receive formal notification of "The Lots" on offer with suggested values. Bids can be made at any time up to the closing date and successful bidders will be notified by post on 22nd September.

It is still not too late to offer items for auction. Contact Justin on 01296 730275.

### E-MAIL

The Clerk's office can now be contacted by E-Mail, but the Clerk asks that this method is not used to respond to him in connection with applications for functions which he issues. Letters and fax transmissions should continue, please.

The address is "clerk@fruiterers.org.uk"

It is intended to build a register of E-Mail addresses and to publish them in the livery list. If any Liveryman wants his address published, he should contact the Clerk's office.

### ANNUAL ACCOUNTS

Any Liveryman who wishes to have a copy of the Company's accounts for the Corporate Fund and/or the Company's Charitable Funds should apply to the Clerk's office. These are, of course, confidential documents.



## A NINTH GOLD MEDAL FOR KEN MUIR

Congratulations to Liveryman Ken Muir whose exhibit of strawberries at Chelsea Flower Show this year won him his 9th Gold Medal. To commemorate the Millennium, it was the largest exhibit of strawberries ever staged for Chelsea since the show was founded. A total of 4,500 plants in fifteen varieties of western European origin were specially grown for the show, including two new cultivars from HRI East Malling, named Alice and Rosie. Rosie is an early June bearing variety whilst Alice commences to crop two or three weeks later. Both are said to produce fruit of outstanding quality,



acceptable to the supermarkets; only time will tell whether this is the case.

Her Majesty the Queen attended the show and visited Ken's display of strawberries. Having sampled one of the fruits of Alice, she commented favourably on its juiciness and sweet flavour.

The show was open to the public for four days (May 23/26 inclusive) and attracted 185,000 visitors.

## BEN TOMPSETT

It is sad to record the death of Liveryman Ben Tompsett in June, aged 84. Older members will remember the Summer Function held at his home with the wonderful lunch in his barn. He was a colourful character, an accomplished grower and one of the leaders of our industry.

Ben left school at 14 to help his family run a fruit and mixed farm at a time of economic depression. He soon took over from his father and, despite a heavy mortgage, low prices and a devastating frost in one year, he gradually built up the enterprise to success and profit. He demonstrated a great capacity for hard work and expected those that worked for him, on the farm or on committees, to have the same approach; although he appreciated them, he drove them hard. He could be demanding!

Ben had a good brain — a wonderful enquiring mind; he had an extraordinary quest for knowledge and truth. He was always pursuing ideas, information and policies — searching the globe for plants and trees — looking at architecture and art. Curiosity was, maybe, his driving force.

Ben had a taste for adventure and risk. He was an enthusiast in all he did.

He served on many committees. He was a member of Kent and East Sussex NFU Fruit Committee for 30 years and its Chairman for part of that time. He served on the NFU headquarters Fruit Committee, subsequently the Apple and Pear Committee, and was its Chairman for three years. He was also a member of the NFU Central Committee.

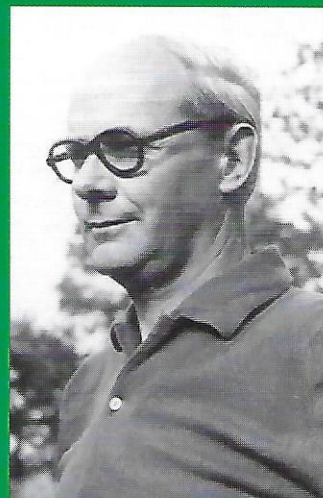
He undertook some important work on behalf of growers in negotiating improved terms for EEC entry. Later, when Spain and Portugal were joining, he used his influence to persuade Brussels to impose negative monetary compensation amounts during the transition period.

He organised many overseas fruit tours for the NFU. Ben produced many reports based on his visits and some key papers on EEC fruit economics.

Ben represented Kent NFU on the Governing Body of East Malling Research Station for 24 years. He was a Life Governor of the Kent County Agricultural Society.

He served on the RHS Fruit and Vegetable and Fruit Group Committees, was a Vice-President of the Kent Federation of Horticultural Societies and served on the Council of CPRE.

Ben had a passion for trees. He founded the Kent Branch of the Men of Trees. He was active with the International Dendrology Society and organised, and led, 22 overseas tours. He was an inveterate traveller.



## SEVENTEEN FRUITERERS JUST & TRUE

Sheriff Pauline Halliday played host to a group of seventeen Fruiterers who visited the Old Bailey during the evening of June 12th. Receiving her fellow Liverymen in the dining room she introduced Col George Cauchi, The Secondary of London, whose responsibilities include the management and administration of The Central Criminal Court at The Old Bailey. The building, which is well known to all, is topped by a statue of Justice holding The Scales of Justice in one hand and The Sword of Retribution in the other. Costing approximately £6m per annum to run, each courtroom minute costs between £100-£140. There are 18 courtrooms with thirteen resident judges, the most senior being The Recorder of London. In precedence, however, the Lord Mayor has priority and has the right to sit and try cases. However, he rarely exercises this prerogative. The Old Bailey has witnessed some of the most celebrated criminal trials in British judicial history. The venue is employed to try those accused of the most heinous crimes of murder, rape, terrorism, treason and crimes at sea.



*Informal carvery lunch at Butchers Hall on 5th July.*

successively narrower up to the last cell where the condemned criminals were retained. This arrangement was designed to prevent any attempt at escape.

Eighteen thousand summonses are sent out to citizens of London each year to attend as jurors. This process is conducted by a computer programme in a totally random fashion. The older part of the building was completed in 1907 while the more modern section was officially opened by Lord Hailsham in 1972. During excavations, parts of the original Roman wall were discovered, topped by stonework and masonry from subsequent eras. These artefacts have been sensitively displayed in the lower floors of the edifice. There are purportedly two ghosts haunting the building, a black dog and The Grey Lady.

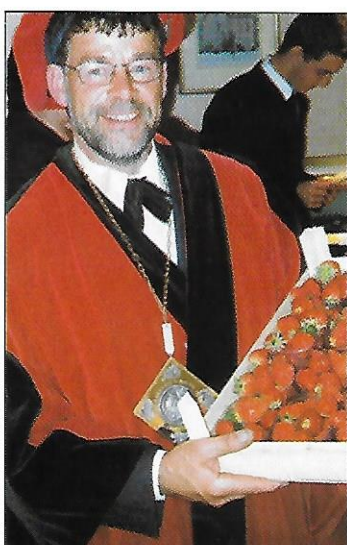
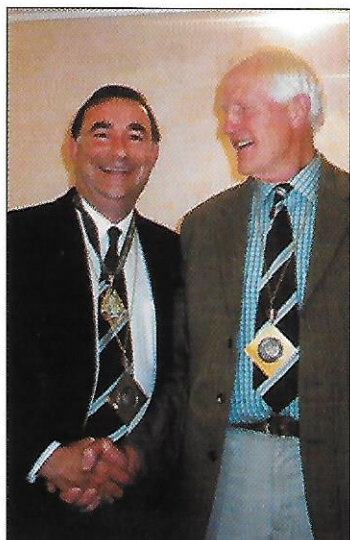
George Cauchi recounted many entertaining tales and experiences to the party. The Old Bailey is a Grade 1 listed building and provided a fascinating venue for the Fruiterers who had the good fortune to visit.



## THE DUCAL SOCIETY OF STRAWBERRY GROWERS

At the lunch at Hoogstraten during the Company's Spring visit to the Low Countries, we were surprised and delighted to meet the members of this society. They appeared gowned in scarlet and black robes with matching headgear crowned with feathers and bedecked with livery type neckpieces, carrying mace and swords. Belgium was the European centre of the Guilds which featured so largely in their history, but unfortunately, unlike their counterparts in the City of London, fell into disuse.

This Ducal Society is an attempt to reintroduce these ancient guilds and to reproduce the customs and traditions of the past. Speeches were made by their Master explaining the aims of the society (the preservation of all aspects of strawberry growing and export), when suddenly the Upper Warden, Hugh Kelsey, was summoned to the forefront, made to swear an oath, dubbed with a sword and proclaimed to be a Knight of the Society. He was awarded a handsome scroll and donned with the badge of Knight. After swearing his oath of allegiance the Upper Warden returned blushing to his seat, and Caroline had to endure the many references to "her Ladyship." Then Laurence Olins revealed a Ducal Badge of his own from beneath his Master's gown and drank the health of the new Knight — the Master had been made a knight on a previous visit to Hoogstraten, a very well kept secret!



## IN MEMORIAM FLORIAN BRANN

The Company has lost a Liveryman of stature and great charm with the death of Florian. Born in Bavaria on 22nd October 1915, he grew up in Bavaria and came to the United Kingdom in 1937. He served in the British Army during the war and later met and married Rosemary. They had five children.

He then worked in the canning industry, which gave him the opportunity to meet growers from, among others, Spain, South Africa and Australia.

After leaving Peabody's in 1962, he was appointed Chief Marketing Executive (later Overseas Executive) for the South African Citrus Exchange (SACCE), owners of the brand Outspan.

He changed the organisation dramatically with good effect. He had tremendous marketing and PR skills.

He served the Outspan organisation for 16 years until he retired in 1978. He returned to Bavaria and wintered in South Africa as his health deteriorated. He came to London for Company functions every year and, on behalf of Outspan, was awarded the Lewis Award for Marketing in 1977.

## NEW FREEMEN

- On 18th May Alexander William James Hunt  
Eric Potts Fraunfelder (USA)
- On 12th July Jane Charlotte Lockwood  
Walter Olins  
Robert Ian Balicki

## NEW LIVERYMEN

- On 18th May Ian Duncan Macintyre  
David George Matthews  
Adam Lewis Olins  
John Edward Anthony Olney  
Stuart Robert Stubbins  
Edward Sandy Dawes  
Steven John Loveman  
John Alexander Wallace Shepherd
- On 12th July Eric Potts Fraunfelder

## COMMON HALL

As Liverymen have been advised by the Master there will be no evening Common Hall this year. It is intended to extend the December Carvery Lunch for the purposes of providing a forum for Liverymen to raise matters relating to the Company.

## CONGRATULATIONS!

Paul Burton has gained a MSc in IT, Criminology and Security Management after a 12-month concentrated course at the Scarman Centre, Leicester.

## ACKNOWLEDGMENTS

The Editor would like to thank all those who have contributed to this issue and particularly the Master, the Clerk, Hans Hettling, Dick Brighten, Brian Self, Tony Redsell, John Dunham, Ken Muir and Michael Styles.