



# The Fruiterers' Company NEWSLETTER

Number 39

December 2000



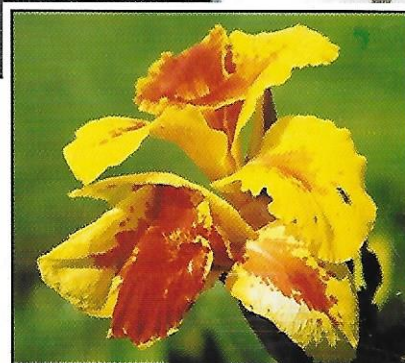
## THE MASTER GETS HIGH ON 'THE EYE'



Around 450 feet high, (135 metres), that's how high the latest structure to dominate the London skyline, elevates its passengers over the Capital's buildings and thoroughfares. Accompanied by fellow Liverymen and their partners, and following an informal Lunch at the Butchers' Hall, The Master escorted a party of 25 up into the ether, within the safe confines of one of the 30 climate controlled glass capsules that are a feature of the world's largest ferris wheel built as a special attraction to mark Millennium year. On boarding and alighting the passengers were hardly aware of the 0.26m/sec motion that rotates the wheel through a circular orbit of 425 meters in just half-an-hour. Views during ascent and descent were spectacular with visibility particularly clear on a bright September 6th afternoon. Members of the Master's party had a 360 degree, panoramic view of London and the surrounding environs, stretching to the horizon that was estimated to be 25 miles distant.

Described as an extraordinary icon for an extraordinary city, the British Airways London Eye is a symbol of regeneration representing the turning of time while celebrating London's past and looking forward to its future. The architects, David Marks and Julia Barfield saw the wheel as a cycle of life, not only creating a new landmark but, above all, giving passengers a unique perspective of London. Taking seven years to complete, the 1,900 tonne steel and glass structure was a truly European project. Only three buildings in London are taller, Canary Wharf, the NatWest Tower and the BT Tower.

Although some found the experience a little disconcerting all agreed that it had provided a unique opportunity to witness London from a perspective never experienced before.



### Dates for your Diary

Thursday 18th City Lecture Guildhall  
January 2001

Thursday 25th January Annual Livery Service  
St Mary Abchurch  
Court Lunch  
Innholders Hall

Thursday 8th February Livery Banquet  
Mansion House

Wednesday 14th March Informal Carvery  
Lunch, Butchers' Hall

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## HRI, EAST MALLING, IS THE OVERALL WINNER

Our last issue gave the results of the Environmental Awards for 2000. The overall winner was not named until the time of the Presentation which took place at The Mansion House on October 19th.

We are very grateful to The Rt Hon The Lord Mayor and The Lady Mayoress for consenting to make the awards and to allow the

presentations at the Mansion House. Past Master Tony Redsell, Chairman, Awards Council, formally announced the winners.

The winning project is the culmination of many years research at East Malling. Dr Mike Solomon's notes, reproduced below, indicate this.

Congratulations to all the winners!



Above: Dr Mike Solomon



Left: Ian Gibson, Dobunni Fruit Farm



Left: Marion Regan (Liveryman), Hugh Lowe Farms Ltd



Below: G's Marketing

### FORECASTING MODELS FOR ORCHARD PESTS AND DISEASES: Putting science into the hands of the crop protection decision makers

Apples and pears are attacked by a range of pests and diseases which are capable of inflicting severe economic loss. In the past, this risk has been countered by the routine use of pesticides. Current best practice, however, aims to exploit natural regulating factors as far as possible, and to apply pesticides only when monitoring indicates that an actual risk exists.

Research over many years in the Department of Entomology and Plant Pathology at Horticulture Research International – East Malling has provided a thorough understanding of the biology and ecology of pest arthropods and of the fungal pathogens causing diseases. This has enabled the development of mathematical models that simulate the development of these organisms. These models are designed to run on a personal computer, using inputs of weather data, ideally from a weather monitoring station in the orchard. The outputs give information on the timing of development of major pests, so that monitoring activity can be timed and interpreted properly, and any insecticide treatment that is needed can be timed optimally. The level of risk from the major diseases is indicated so that fungicide applications can be designed to meet precisely the risk at the time. Thus optimal decisions can be made on the necessity for spray application, and on the choice of material and timing, in a way that is compatible with the biocontrol components of an Integrated Pest Management approach. This leads to better control of pests and diseases, with minimised pesticide inputs, thus benefiting growers, consumers and the environment.

This research was funded from the public purse by the Ministry of Agriculture, Fisheries and Food, and by growers through the Apple and Pear Research Council.

### A SILK STOCKING FOR A MULBERRY

The last tree planting of the Livery's millennium season, occurred at Christ Church, Spitalfields on Thursday 19th October with the Master and Wardens in attendance.

Before the ceremony, the friends of Christ Church arranged an inspection tour this outstanding and architecturally important edifice, to view and learn of the restoration works.

Christ Church was started in 1714, eventually being completed in 1729, at the cost of £40,000. Despite some alterations, it is the best surviving example of a Hawksmoor church. In 1836, there was a fire in the tower and there were also some lighting strikes. During 1866, many changes were made with the galleries, pews and much panelling being removed. 1957 witnessed the closure of the building owing to a severe infestation of death watch beetle in the roof, rendering it unsafe. This was repaired in 1965. The Friends of Christ Church were formed in 1976, and have worked for a full restoration of the building since then. The 225 feet high tower has a peal of 8 bells, which are rung regularly. Music was provided by an organ, built by Richard Bridge and commissioned in 1735. It was believed that Handel may have played the instrument. It was the biggest organ in Georgian England, with over a thousand pipes.

The planting of a White Mulberry, sapling was carried out in the grounds of the Church during which Luke Geoghan, Curate of Christ Church, assisted. With the beefing in of the young tree complete, Will Sibley, well known Livoryman and Nurseryman, produced a silk stocking with which he firmly yet gently bound the young tree to its support post, declaring "from henceforth this should be the custom for the last planting of the season."





## VIEWS FROM THE PAST

In a new series, and in an attempt to build a photographic record of events, we are reproducing photographs from earlier years personalities and events. Before the advent of colour the photographs are necessarily black and white. If any Liveryman wishes to send a contribution to this series it will be most welcome!



Claire Poupart has provided picture of her late husband's year as Master (1955)



Above: Mary Sykes has loaned us the colour photograph of her late Father, James Webster, (Centre) with Richard Gothard and The Rt Hon Sir Selwyn Lloyd (Hon Liveryman and a past Speaker of the House of Commons)



Above: Mary Sykes also provided this picture of Past Master James Webster (when renter warden) greeting Sir Peter Studd (Hon Liveryman) when he was Lord Mayor. James Stead (Master) and Bobby Manners (Upper Warden) also feature.



One of the photos shows Basil Unite OBE and Sir Clayton Russon (his Wardens)

## FRUITERERS' PROMISSORY AUCTION RAISES £1,200

Congratulations to Justin Farrington-Smith and all members of the Fundraising Sub Committee for initiating our first Promissory Auction which took place in September and raised £1,200 for the Company's charities. Members of the Company donated Lots and members bid for them.

The lots were many and varied and ranged from a case of champagne to a day's hire of the historic committee room at the Inner Temple. It is intended to repeat the auction next year, so everyone should start thinking of lots to donate!

The surplus augments the monies already raised at the auction in Belgium in April and are a valuable contribution to the company's work.

## TIME TO RENEW YOUR CHARITABLE PLEDGE

The Trustees of the Fruit Culture Trust and The Charitable Trust have reviewed the pledges made four years ago under Deeds of Covenant or by Gift Aid as many commitments have expired or will shortly do so. The Master is writing to all Liverymen urging a renewal of financial commitment to our funds. These contributions have enabled an expansion of our work both in fruit culture and general charitable giving and the trustees are hoping for an even better response than that given four years ago. Full details of the methods of giving (and the taxation advantages!) are available from the Clerk's office.



## THE MASTER'S CHRISTMAS MESSAGE



I would like to take this opportunity to extend my best wishes for Christmas 2000 to all liverymen of The Worshipful Company of Fruiterers. The year has been a busy and productive one for the Company, and this could not have been achieved without the generous support that I have received from all the membership and Officers. I would like to thank everyone for their help in making 2000 memorable for my family and myself. I in turn would like to wish you all a very healthy and fruitful New Year.

## STUDENT PRIZE AWARDED



Christine Govan Scottish Agricultural College, Auchincruive, was awarded a Worshipful Company of Fruiterers Student Prize following her achievement in the Higher National Certificate in Horticulture in which she gained a Distinction. Photo shows Christine with Horticultural Lecturer Michael Hitchon.

## DANNY GROVER'S INDENTURE SEALED AT NOVEMBER COURT

On November 9th Mr Danny Grover was formally confirmed as the first Apprentice under the scheme announced a year ago. We send him our congratulations and also to those who assisted him with his application. His Master is to be Douglas Henderson.

He will serve for four years and then present himself for election to the Freedom of the Company by redemption.

There are two further applicants under review and all Liverymen should remember that this scheme is not restricted to the Fruit trade. The candidate's Master must however be working in the same trade or profession as his/her apprentice.

Danny is 32 years of age, married and lives in Hayes with his wife and two children.

This is a trade related apprenticeship as Danny works for the retailer Waitrose Ltd as a buyer of Top Fruit, Stone Fruit and exotic Fruit.

He has been with the Company for 16 years and met a number of Liverymen during the Company's visit to Bracknell earlier in the year.

## CITY OF LONDON BRIEFINGS 2001

As Freemen and Liverymen will remember it is the hope of The Master and Wardens that all new member of the Company attend the City Briefings once.

In 2001 Past Master Judge Donald Cryan is acting as "organiser" of attendees for the next sessions.

He is doing this primarily because he has assumed responsibility for overseeing our apprentices. It is part of the obligations undertaken by apprentices that they attend these briefings once, and Donald Cryan has suggested that others may be more inclined to attend if they feel that there will be other new Fruiterers there! The dates are February 15th and March 29th 2001.

If you are interested please contact him: his telephone number is in the Livery List and his Email address is dcryan@lix.compulink.co.uk.



# SHALOM!



*The Succoth*

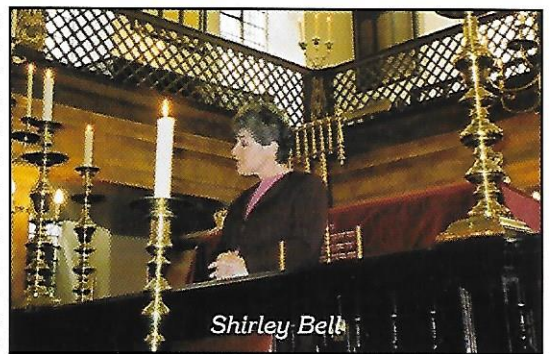
Despite being Friday 13th, The Master's Day was judged a great success by nearly 100 Liverymen and ladies who joined him and Annie for a visit to Bevis Marks Synagogue within the City of London. Many present willingly confessed to never previously having visited a Synagogue, and it was a visit of special significance. Our Master believes that he is the first Jewish Master of the Company and this opportunity to entertain the Livery and share his faith gave him particular pleasure, especially the large number that were present.

This building has considerable historical significance, having been opened in 1701 to serve the Spanish and Portuguese Jewish communities. It is

introductory coffee. We then proceeded to the main building for a talk given by Shirley Bell the tourist guide. She explained the principal areas and in particular The Ark on which are written in shortened hebrew the Ten Commandments. Beneath them is in a closed compartment are the Scrolls, which are taken out

for readings during services. These were displayed for us to see.

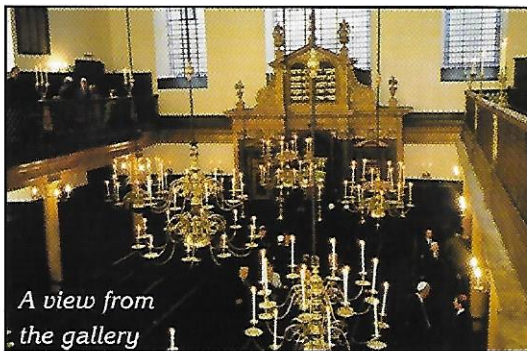
Shirley's talk was most interesting and we



*Shirley Bell*

page 2). This was the church of the old Spitalfields Market. Our planting here was of significance to the Master, who started his working life "across the road" some 31 years ago.

We were particularly pleased to see Garth and Alison Doubleday, Bobby and Doris Manners, Sir Lewis and Lady Hodges, David Formosa and Michael Alley among our party. The whole event was the gift of The Master to the Livery and much appreciated by all who were able to be present.



*A view from the gallery*

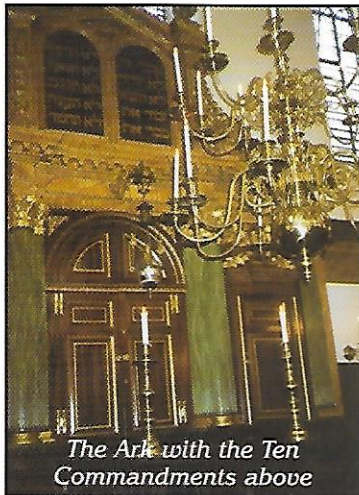
are most grateful to her. After a tour of the Gallery and the building we retired downstairs for lunch.

Food taken has one of two alternative bases, Meat based or Dairy based. The Master had selected dairy based. The Master gave the Blessing over Wine and Bread in Hebrew. The English translations are "Blessed are you, Lord our God, King of the Universe, who creates the fruit of the vine" and "Blessed are you, Lord our God, King of the Universe, who brings forth food out of the earth." The lunch was traditional Jewish dishes, most tasty and well washed down with wine!

Rabbi Lionel Blue gave a short and stimulating talk on what Synagogues are (a meeting room with a bookcase is a literal translation) and told some of his amusing stories.

The party then moved by coaches to Christ Church, Spitalfields, where the Master planted a commemorative White Mulberry. The Honorary Chaplain gave a Blessing.

Christ Church is undergoing a major refurbishment. A substantial Heritage Fund Grant has assisted, but there is much to be done to the interior. This will be a major task, taking a further two years when funds are in place. It is a magnificent building and those involved are working extremely hard towards full restoration. The Master has included the project in the list of Charitable Donations which he is making this Christmas on behalf of all Liverymen (see



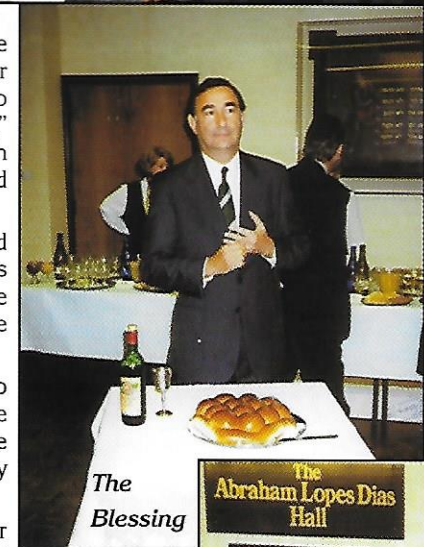
*The Ark with the Ten Commandments above*

regarded as being the most distinguished British Synagogue. It has been recently restored but the interior has barely changed since it was built. The interior was completely lit by candles, the light falling from a series of magnificent chandeliers.

After approaching through The Succoth, a traditional harvest festival tabernacle, decorated with fruit, there was



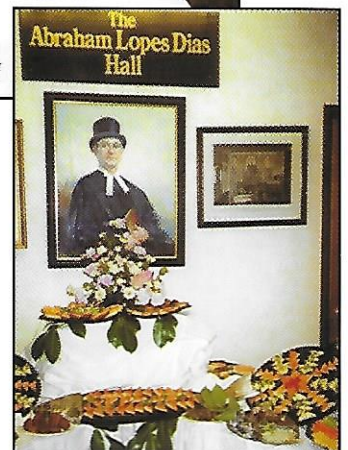
*A family group*



*The Blessing*



*The Scrolls*



*The Abraham Lopes Dias Hall*



# SUCCESS FOR FIRST IMPERIAL COLLEGE COURSE

In our last issue we gave details of the first of the sponsored residential courses for Growers which have been arranged in collaboration with Wye and partly sponsored by Barclays Bank plc.

The course was fully subscribed and was held in November.

Thirteen fruit grower proprietors and managers, drawn from all parts of the country, took part and included producers of both Soft fruit and Top fruit. The course was spread over three days and included business strategy, personal development, leadership skills and marketing topics.

Much of the content was participatory, but growers also benefited enormously from the facility of being able to discuss and share their own business issues with fellow delegates, often reaching mutual solutions. The delegates were clearly delighted with the benefits which they were able to obtain from the course. Jon Holt-Rix of Kelsey Farms stated "The course is a must for anyone wishing to

understand their business", whilst Robert Mitchell added, "I have learned a lot and will enjoy applying it".

In addition to the formal training sessions there were separate evening talks on business issues; Adrian Scripps (Liveryman) and Laurence Olins (Master) were among the speakers and Barclays gave an informative insight into the relationship between banker and grower.

The Company subsidised each delegate to the sum of £500 from the Fruit Culture Trust.

The Company is delighted to be able to announce two further similar courses which are to be held in February and November 2001 and are

grateful to Barclays Bank for their support and help with this valuable project.

Anyone who is interested in obtaining a place on these future courses should contact Mary Arnold on 020 7594 2759.



*The Master (centre front row) with Hugh Kelsey, Upper Warden, (far left front row) and the course participants*

## EXCITING FINISH AT THE JOINT LIVERY GOLF DAY

We were blessed with some lovely weather for this year's competition, held at Windlesham Golf Club on October 4th.

Six Companies participated, The Fanmakers, Carmen, Woolmen, Actuaries, Environmental Cleaners and ourselves.

The Fanmakers have given the event a magnificent Silver Cup for annual competition and we are all very grateful to them. The winners this year were the Carmen with 113 points. The Environmental Cleaners also generously provided prizes and The Carmen made a special award (The Brian Banks Award) which went to David Morgan (Fruiterer) in memory of the late Brian Banks, Past Secretary of the Carmen's Golfing Society and a co-founder of the event. The winners were as:

Overall Winner: Carmen  
Runners up: Environmental Cleaners  
Third (Joint): Fanmakers  
Fruiterers

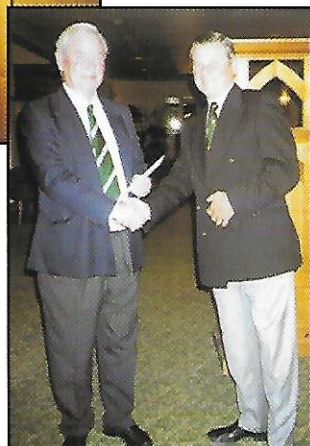
Nearest The Pin: Nick Meyer (Carmen)  
Longest Drive: Graham Clay (Actuaries)

Our President (The Rev Canon Nigel Abbott) presided at dinner and presented the prizes.

The late start and evening meal format proved popular and may be repeated at Tyrells Wood on October 3rd next year. Meanwhile we look forward to our Golf Day at Kingswood on May 3rd 2001.



*The Carmen overall winners*



*David Morgan with the Captain of The Carmen*



*Environmental Cleaners*



*Graham Clay*



# SANDWICH STUDENTS AT HRI EAST MALLING 2000

The two projects which The Awards Council is supporting at East Malling this year are "*Understanding pest and disease problems in organic fruit*" (Mr Gael Perlet) and "*Aspects of Cobnut productions*" (Miss Ruth Wilson)

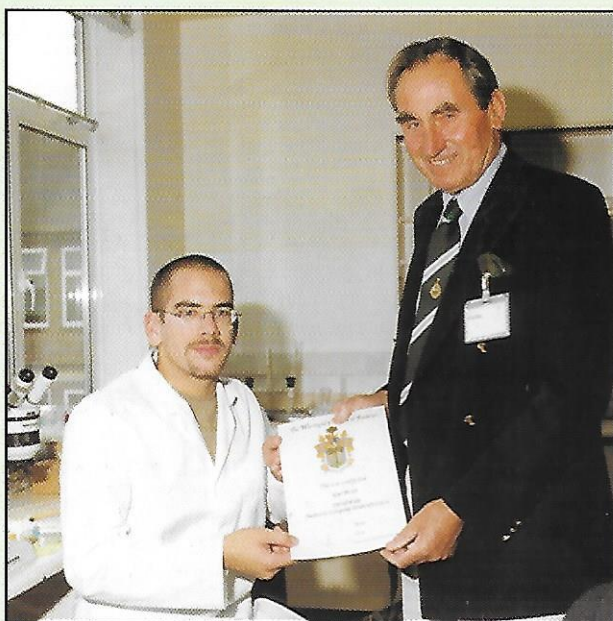
Both of the students received Diplomas from the Company as well as their projects being funded by the Fruit Culture Trust. Past Master Tony Redsell, chairman of the Awards Council, recently visited HRI and presented the diplomas.

Ruth is an undergraduate student at Manchester Metropolitan University studying for a BSc degree in Biological Sciences. She would very much like to pursue a career in plant biology after graduation. Her placement at East Malling is carried out in association with the Kentish Cobnut Association.

For part of the placement Ruth looked at the effects of two growth regulators on hazlenut shoot growth. In two experiments the first used potted trees of three varieties – Kentcob, Butler and Cosford. The trees were sprayed with the growth regulators paclobutrazol ("cultural") and prohexadione calcium. Both of these chemicals counteract the synthesis of a growth regulator, whose role is to induce shoot growth. In her second experiment she endeavoured to use the same experiment but using trees in a commercial nut orchard (termed a "plat"). John and Giles Cannon, members of the Kent Cobnut Association (KCA) directly supported this part of the work. It is hoped that the trees, vegetative growth will be slowed and that the valuable photoassimilates will be re-directed from their use in shoot growth into nut production. There is also the suggestion that branches of a certain length produce the optimum number of nuts. The theory is to increase the yield of the trees.

Ruth also investigated the influence of climate on yield. It has been suggested that adverse climatic conditions at certain times of the year may result in poor cropping. By looking at various aspects of climate and yield data it is hoped to establish possible causative links.

This placement has enabled HRI-East Malling to undertake potentially new and exciting research, as well as facilitating more formal collaborative links with KCA.



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In addition to worldwide logistics, services also include domestic distribution, breakdown and build-up of loads, chilled and temperature controlled storage and re-packing.



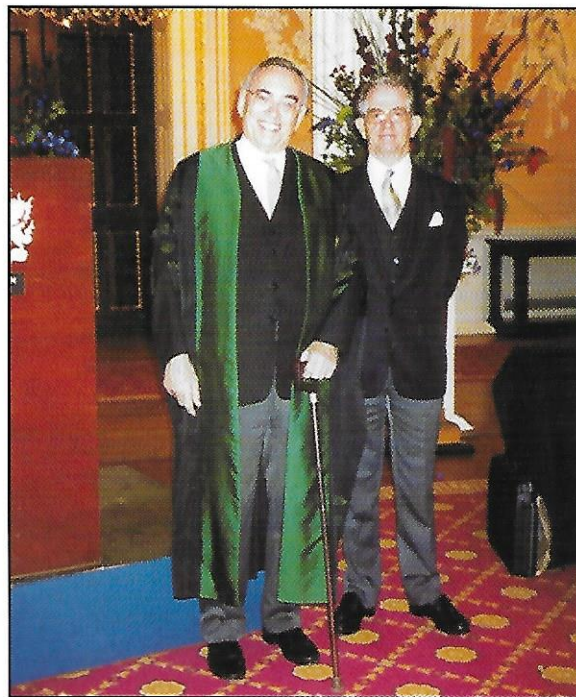
## WELCOME TO BOB CHARLTON AS OUR NEW BEADLE

At the November Court Meeting on November 9th Robert John Charlton was elected as Beadle of the Company for the ensuing year in succession to Paul Marsh who has retired after 28 years loyal service. Paul received warm applause on his final appearance before the Court. He and his wife June are to be among the Company's guests at the St Paul's Day Court Lunch. A full article about Paul appeared in our last issue.

Bob Charlton was born at Hampton Court on 18th October 1944 and spent the last twenty five years of his working life in the police force. He joined the Metropolitan Police in 1965 as a constable where he served at various stations in the London area. During his career he had a number of interesting appointments. In 1969 he went to Anquilla during the mini rebellion. Whilst with the CID he served on the anti-terrorist branch during the height of the Irish terrorist campaign which included the bombings at Hyde Park, Regents Park and Harrods.

In the later years he worked with the Company Fraud Department dealing with serious fraud, currency fraud and mortgage fraud. He retired in 1995 after exactly 30 years service and then used his skills and talents within the private sector. He lives in Caterham with his wife. He and his wife have between them five grown up children and six grandchildren, either born or soon expected".

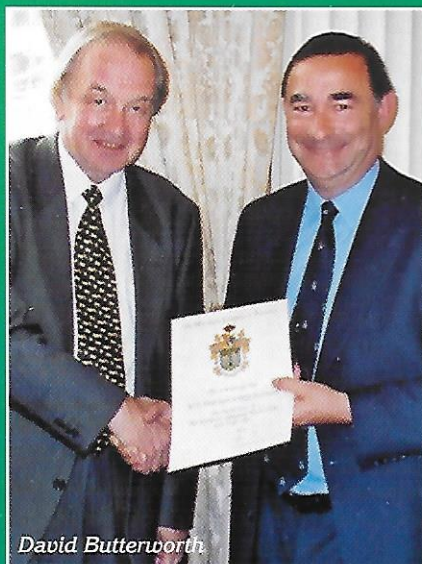
Bob is already the Beadle to The Worshipful Company of Tylers and Bricklayers. It will be a hard act to follow both Gordon and Paul Marsh but Bob has started well and will have our maximum support. We wish him a happy time with us.



### AWARDS TO SOFT FRUIT SHOW WINNERS

The Master presented the certificates of merit to the winners of the Company's two awards at this year's Kent Cherry and Soft Fruit Show on two separate occasions.

At The Butchers' Hall on 13th September he presented the award for the Soft Fruit class to David Butterworth and at The Master and Wardens Dinner he presented the award for the Cherry class to Henry Bryant (Liveryman)



David Butterworth

### NATIONAL FRUIT SHOW WINNERS

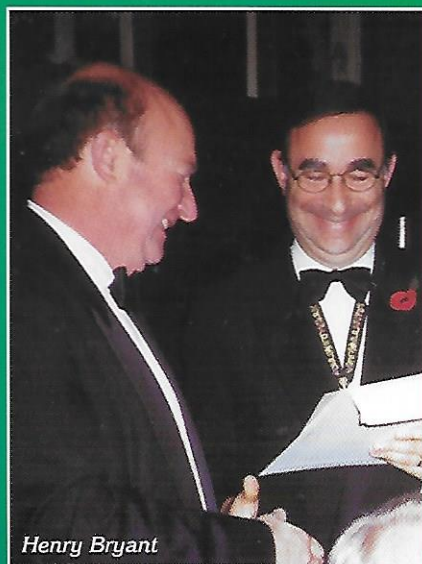
The winners of the Company's medals at The National Fruit Show at Detling in October were:

J A & N Bardsley  
Best exhibit of Culinary Apples

J L Baxter and Son Ltd  
Best exhibit of Dessert Pears

Pyramid Orchard  
Best exhibit of Dessert Apples (Mrs D Banfield)

The awards will be made at the Informal carvery Lunch on December 6th before Common Hall.



Henry Bryant

### HARPER ADAMS PRIZE FOR LOUISE HARPER

The prize for Best BSc Marketing Honours Dissertation in the subject of Marketing of Horticultural Produce for the year 2000 has been awarded to Louise Harper. Her work investigated consumers' perceptions of British produce, specifically of apples.

The work involved an extensive review of consumer perception and behaviour models, as well as a collation of earlier empirical work, relating to behaviour and country of origin. Her fieldwork involved consumer interviews and tests involving consumers making a choice between apples.

In summary, whilst a significant group of consumers claim to be loyal to British produce, these positive attitudes do not, in the main, follow through into their purchasing behaviour! Louise's interest in fresh produce stems from partly having spent her year's placement working with Redbridge Produce Ltd in Evesham. She has recently accepted a position with Tesco working with fresh produce as part of their quality team.

Louise will graduate with a First Class Honours Bachelor of Science Degree in Agri-food Marketing and Business Studies in September.

Sir Peter Gadsden (Honorary Liveryman) represented the Master at the prizegiving and made the award on 22 September. (See also page 12)





## FRUIT CULTURE AWARD

The Company has presented the Fruit Culture Award for 2000 to Tom Browne, who retires as General Manager of Norfolk Fruit Growers early next year.

The Award is made in recognition of his considerable service to the fruit growing industry, in particular his management skills, the introduction of new techniques and his success at communicating information to growers.

The Fruiterers Company acknowledge the way Tom Browne has worked, his enthusiasm and the helpful guidance he has given to his good friend in the fruit industry.

After National Service, Tom undertook a commercial fruit growing course for two years at Kent Farm Institute. He worked on farms in Kent and Somerset to gain further experience before spending seven years in British Columbia managing a 70 acre orchard. He was impressed by their



Photo: Ray Vale

strict and successful co-operative approach in marketing.

Between 1968 and 1991 he worked for Waveney Apple Growers where he developed storage techniques and trading activities, initially as Packhouse Manager and then as Services Director.

Since 1991 Tom has been General

Manager and Director of Norfolk Fruit Growers. With a small and loyal staff, and without the injection of much capital for the development of storage and grading, he successfully built up the business from overdraft to profit.

He is a Director of Fruition Association of Producer Organisations and a Member of the British Parliamentary Fruit Group. He has made time each year to take part in the important activities of the Quality Fruit Group (a joint industry/ ADAS/ HRI East Malling endeavour to obtain accurate information on picking dates and fruit maturity).

Tom has had the satisfaction to initiate and see through many cooperative projects on both fruit and vegetables. Although a non scientist, he has (in his own words) "had the thrill of turning science into practice."

## HUGH KELSEY NOMINATED FOR 2001

Hugh Kelsey, your Master Elect for 2001, was born in Wickhambreaux, Kent and educated at Oundle School, after which he spent a year in B.C. Canada, working on fruit farms. On returning home he joined the family fruit farming business, combining this with service in the Kent Yeomanry. He was also on the Board of East Kent Packers and Kentish Garden for a number of years.

Hugh married Caroline in 1960; their interests include rugby, skiing, country sports and the arts and now gardening. They have two sons and four grandchildren. Their younger son Paul, also a Liveryman, is running the farm making him the fourth generation of Kelseys at Quaives.

"It is an honour to have been nominated as Master and it is a great challenge to maintain the high standards set by my predecessors, particularly with all the current changes in the fruit industry.

I look forward to the support of the Livery during a varied and interesting programme, which will include entertaining members at our home in July following a Tree Planting at Dover Castle."



## ST PAUL'S DAY 2001

The Company's annual Livery Service will be held on St Paul's Day, 25th January 2001, at Noon. The Preacher will be Rabbi Lionel Blue.

The ceremony of election of The Master will be at the Court meeting to be held immediately before and the formal transfer of the Badge of office will be before the congregation at St Mary Abchurch.

Although the new Master will preside at the Court Lunch which will follow, it will be the outgoing Master who will entertain the Court.

The Rev Canon Nigel Abbott (Honorary Chaplain) is to be elected to the Freedom of the Company at the Court Meeting to be held before the service. There will be no afternoon Court Meeting.

## CHARITABLE TRUST DONATIONS - 2000

The Master has authorised the following grants from the Company's Charitable Trust for the year on behalf of all Liverymen.

Dr Barnados (The Lord Mayor's charity)  
Christ Church, Spitalfields  
Guildhall Library  
Royal British Legion Poppy Appeal  
British Red Cross  
St Ethelburga's  
Norwood Ravenswood Centre  
The Durban Childrens' Trust  
Penniwells Riding for the Disabled



## A DAMP START TO THE NATIONAL FRUIT SHOW

After the dreadful rains of early October, and with many parts of Kent under water and ravaged by floods, the turnout at Detling on October 18th and 19th was encouraging.

It was certainly a year when the blessings of the new show site came into their own, dry and warm. The Editor was again able to attend and meet many Liverymen during the visit.

The Marden Fruit Society Millennium Dinner was held on the site and chaired by the President, The Lord Mayhew of Twysden.

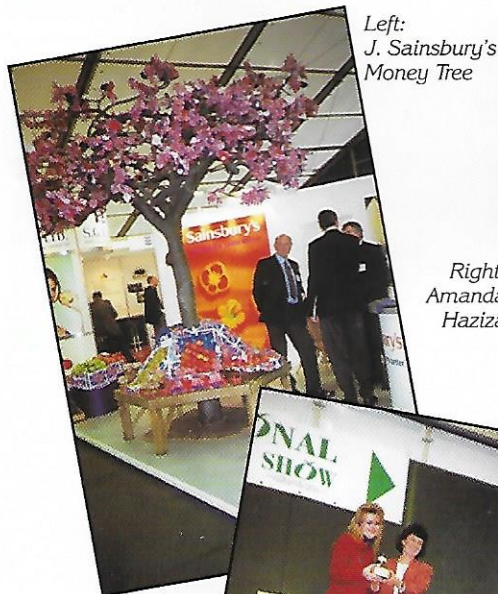
Among the most outstanding stands, and where the hospitality was warm, were those of J Sainsbury and The Spitalfields Market Association and of course that of the Master's Company and Marks and Spencer which featured the Environmental Awards. The quality of the winning displays was as impressive as ever and the winners this year of the Company's awards were all previous winners (see page ??)

The Craftsmans Award, given jointly by the Company and William Sibley, was won by Chris Godden (Brogdale Orchards).

Among the other exhibitors was Amanda Haziza, daughter of Past Master David Hope Mason, who was exhibiting the tools which are manufactured and supplied by the company which she and her husband run in France. A new apple, of French origin, was also on display and caught the editor's eye.

It was nice to see many familiar faces and a good display of the Company's Country tie, Particularly the editor met Jack Henley, Laurence Eldred and his wife (making a good recovery from her illness) Roy Hook, Peter Hill, William Wakeley, Ken Muir, Brian Self, David Shapley and Justin Hope-Mason.

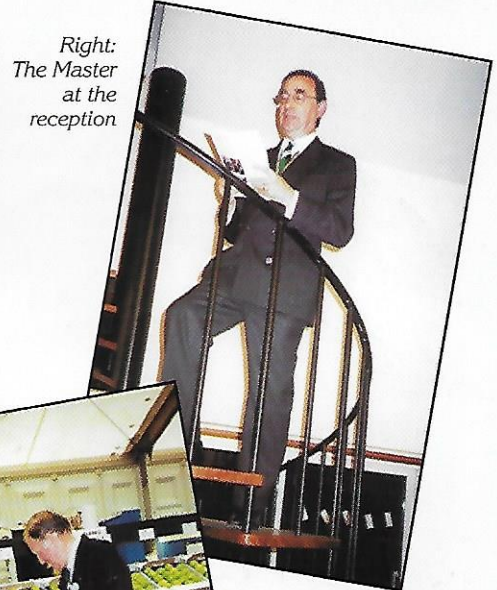
Barclays Bank plc generously sponsored a reception for the Company before dinner. The Master presented the Fruit Culture Award during the proceedings which everyone seemed to enjoy.



Left:  
J. Sainsbury's  
Money Tree



Right:  
Amanda  
Haziza



Right:  
The Master  
at the  
reception

Right:  
Annie Bardsley wins  
one of many awards



Below: Best  
Dessert Apples

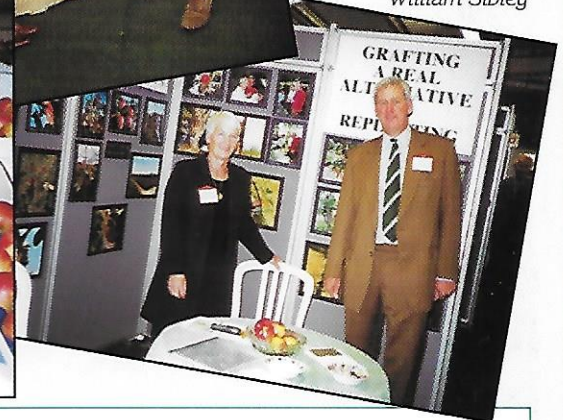


Left: John and Annie  
Bardsley with their  
winning entry for  
Culinary Apples

Below: New  
Spitalfields' Market



Below:  
William Sibley



## THE CITY LECTURE — JANUARY 18TH 2001

Arrangements are proceeding for the second of the Company's City lectures.

The subject is to be "The UK Food Chain – making life better" and the lecture will be given by Peter Blackburn, Chairman and Chief Executive, Nestle UK.

This is a joint project with the Butchers, Farmers and Poulterers Companies under the sponsorship of J Sainsbury plc. We are extremely indebted to the sponsor for their support, and the lecture is being regarded as high profile by the Corporation of London. They have given permission for the Guildhall to be used and there will be a reception afterwards in the Crypt. With the participation of four Companies and outside interest, there is likely to be some restriction on allocation of seats between the participants. Full details are being issued by the Clerk's Office.



## THE LORD MAYOR GETS TO GRIPS WITH A COX

Fruiterers gathered at The Mansion House on the morning of October 19th to discharge their obligations by presenting fruit to the Rt Hon The Lord Mayor.

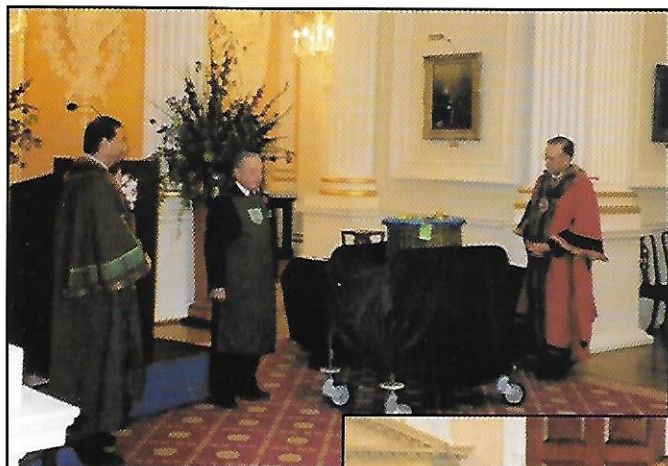
This ceremony recognises the settlement of a dispute in 1748 when the previous meterage payments were superceded and the obligation remains at twelve bushels.

Alderman Clive Martin delighted the audience by participating fully, down to sampling one of the English Cox apples. Our Fruit porter, Nobby Price, wheeled in a specially commissioned woven bushel basket, filled with apples and pears "the best that could be found".

The fruit presentation has taken varying forms over the years in terms of display and has returned very much to the original format.

The Lord Mayor drank a Loving Cup with the Master and entertained those present. Earlier, the traditional hospitality had been provided by the Lord Mayor who invited the Master, Wardens and Clerk, with their ladies, to breakfast.

The Lord Mayor donated the remaining fruit contributed by Liverymen to the Company's programme of fruit distribution to the needy within the City.



*The Presentation*



*The Master*



*The Lord Mayor drinks a Loving Cup*

## FRUITERERS AT FARMERS AND FLETCHERS' HALL

On Thursday 19th October, following the annual presentation of fruit to the Lord Mayor, the Livery shared an excellent lunch at the Farmers and Fletchers' Hall, an event subscribed to capacity.





# MANY FRIENDSHIPS RENEWED AT INNOLDERS' HALL

The Master and Wardens Dinner, one of the most popular events in the Company's calendar, was held on November 9th at Innholders Hall. There was standing room only and some liverymen had to be refused. This is always regrettable but unavoidable when demand exceeds the capacity of the hall.

To assist with the availability of seats, almost all Court Members came without personal guests. The theme of "The Company and the City" was maintained with the Company entertaining the recently retired Sheriffs, Alderman Robert Finch and Mrs Pauline Halliday to acknowledge their contributions to the City during their extremely busy year. The

Company also entertained Alderman Sir Alexander Graham, a Past Lord Mayor (1990/91).

The principal guest of honour was The Rt. Hon. Joyce Quin M.P., Minister of State (Commons) Ministry of Agriculture, who replied to the toast of "The Guests" which the Master proposed.

We were also pleased to welcome the Masters of the Woolmen's and Poulterers' Companies. We have active associations with these companies, The Woolmen participate in the Joint Livery Golf Day and the Poulterers are to be one of the co-hosts at the forthcoming City Lecture on January 18th 2001. Conrad

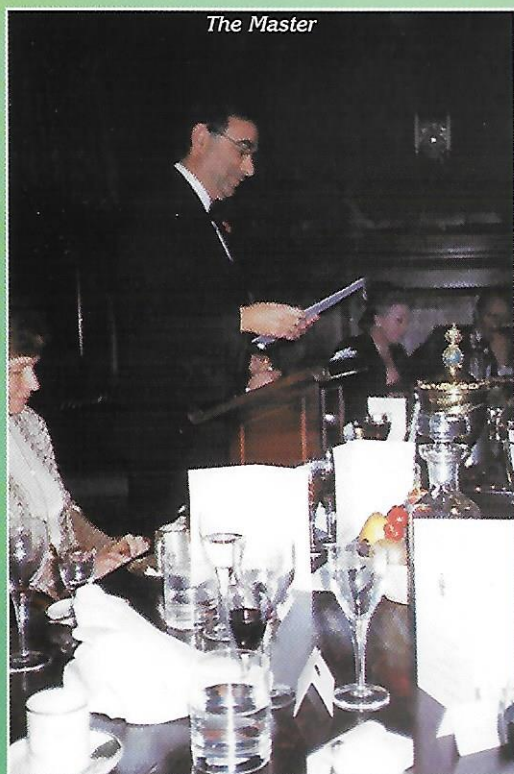
Leonard, our favourite pianist and now 102 years of age, provided the music.

We were particularly pleased to see David Berridge, Kenneth Almey, Douglas Kemp, Stephen Bodger and Nemo Ermini, but this is not a complete list! Ronnie Eccles, past clerk, was also present.

Michael Taylor proposed the toast of "The Master and Wardens", congratulating them on an outstanding year, a full

and varied programme, below ground (Bank of England), at ground level and in the air (visit to the Eye), and one that had featured several instructive and technical visits related to our industry.

The Renter Warden, Anthony Turnbull, replied using both his short and his long speeches which he had prepared.



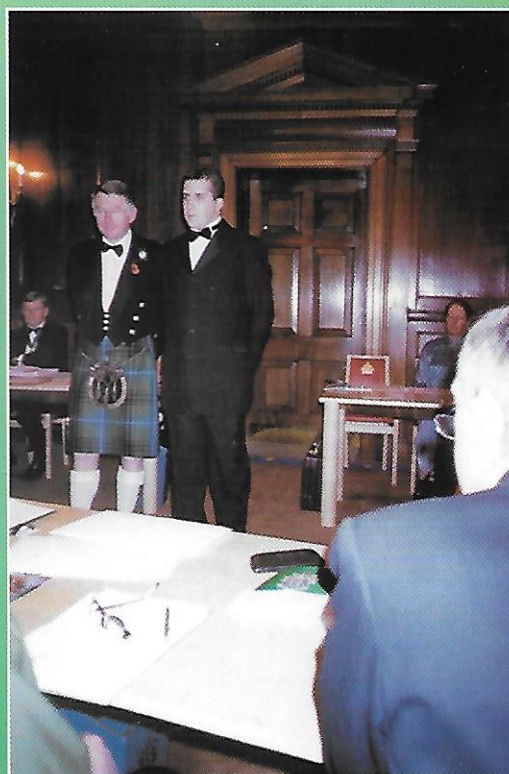
*The Master*



*The Master and Wardens with the Rt. Hon. Joyce Quin, MP*

*Right: Danny Glover with Douglas Henderson at the Court Meeting*

*Below: The Master Woolmen*





## LOUISE HARPER'S CONCLUSIONS

The UK food industry is facing mounting pressure as levels of imports rise. Imports of apples reached £299 million in real terms in 1998, although they are indigenous. Factors driving imports are the strong pound and retailers' demand for year round supply, consistent quality and low prices. A major influence on import levels is the consumer's decision, whether to buy British or not.

An investigation was undertaken to identify factors that influence consumer attitudes to British produce. Research was carried out in the form of street interviews, using apples as an attitude object. A supplementary study was carried out to assess the availability and price of British apples in retail outlets during the English apple season.

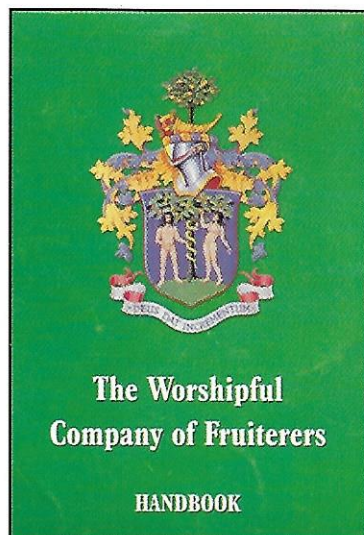
The survey revealed that British apples do compete well on price with imports, with home-produced apples on average lower in price than imported ones at the beginning and middle of the season, rising towards the end of the season. The availability of British apples was greatest at the beginning of the season, up to 40% decreasing to 25% towards the end of the season; at the height of the season this means that 66% of shelf space is imported.

Disappointingly the efforts of the English Apples & Pears Ltd promotional campaigns were only recognised by 4% of respondents.

Country of origin is not the most important attribute of apples, being preceded by appearance, freshness, taste, variety and price. Interestingly, the age of the consumer affects the attributes which they seek; country of origin, taste and variety were more important to older people, price and appearance to the younger generation. Generally, however, consumers expect a wide choice of food to be available and make purchases on attributes other than country of origin. Reassuringly, consumers claim they want to buy British!

Educating customers, particularly the young, about the characteristics of home produced food could lead to attitude changes. Ensuring British food is available in all retail outlets, at the right price and quality, is essential to encourage its purchase.

## WELCOME TO THE NEW GREEN BOOK



The "Green Book" is the handbook of the Company and is issued to all applicants for the freedom and to all members.

It is regularly revised and a new version is being issued in December 2000.

The book no longer contains the addresses and names of Liverymen which are published each year in The Livery List.

The book contains lists of former Masters, Clerks and prize winners as well as historical information.

The book became known as "The Green Book" when the previous issues printed on white paper assumed

the Company's colour in the early seventies.

The Company is indebted to Past Master David Hope-Mason and Justin Hope-Mason for the production and design of the new version.

## OBITUARY

We are sad to report the death of Harry Wald, BA who joined the Livery in 1945.

## GET WELL SOON

Best wishes to Diana Barton who is recovering from a major operation and doing well.

## NEW FREEMEN

On 9th November Martin Andrew Beckenham

## NEW LIVERYMEN

On 9th November Walter Olins

Robert Ian Balicki

Alexander Hunt

If was a "first" for a Master in Officer to clothe his own father! Congratulations!



Above: Our new Freemen and Liverymen



Left: The Clothing Ceremony

## ACKNOWLEDGMENTS

The Editor would like to thank all those who have contributed to this issue and particularly the Master, the Clerk, Brian Self, Dick Brighten, Ray Vale, Claire Poupart, Mary Sykes and Jenny Bartlett.