



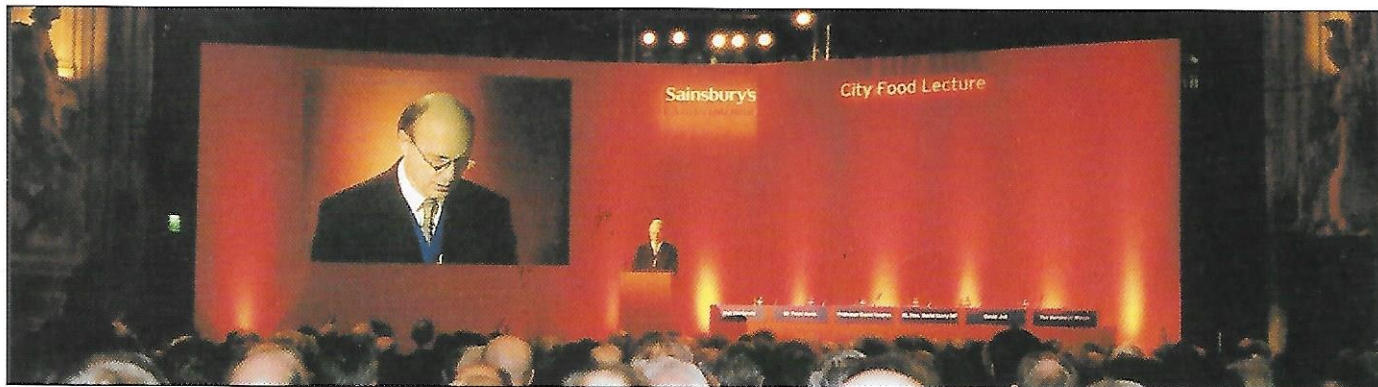
The Fruiterers' Company NEWSLETTER

Number 43

April 2002



"IT'S GOOD FOOD AND NOT FINE WORDS THAT KEEPS ME ALIVE"



With that quote from Moliere's *Femmes Savantes*, Niall FitzGerald, the chairman of Unilever, opened the second City Food Lecture on Tuesday 15th January 2002. He added that for the duration of his speech there would only be words to subsist on and the audience would have to be the judge as to whether they were fine! This year the lecture was held within the historic setting of the Great Hall at Guildhall. This follows the inaugural lecture held last year in the Old Library, which was supported by the Fruiterers, Poulterers, Farmers and Butchers. Three further Livery Companies, the Fishmongers, Bakers and Cooks, joined the founding Companies to ensure an even wider audience and grander setting. Over six hundred Liverymen and their guests listened to a wide-ranging and controversial lecture. Once again J. Sainsburys generously sponsored the event, which has now rapidly become a very important date in the food industry calendar.

The Lord Mayor, Michael Oliver, opened the evening's proceedings, whilst the Master Farmer, HRH The Princess Royal, not only gave an excellent closing address but also asked the first, very awkward, question to the assembled panel of food industry experts! The panel, ably chaired by Professor David Hughes, consisted of Sir Peter Davis, Group Chief Executive of Sainsburys, the Rt Hon David Curry MP, Chairman, Environment Food and Rural Affairs Select Committee, David Joll, Managing Director of Bernard Matthews, and Baroness Wilcox, President of the National Consumer Federation.

Niall FitzGerald, who was recently recognised with an honorary knighthood, rarely gives public speeches to the food industry. It was therefore even more significant that he chose this occasion to deliver



Niall FitzGerald

(Continued on page 2)

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Continued from page 1

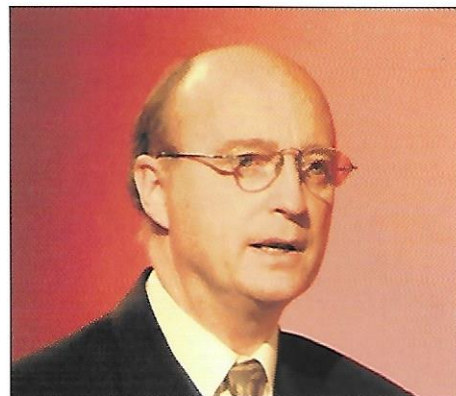
a speech worthy of the event. He challenged Europe to adopt a fresh approach to farming, food safety and product innovation. This was against a background of recent serious food scares and public loss of confidence in the food chain delivering safe products. Fitzgerald said: "We must embrace change not fear it. That will require courage from our politicians and better engagement with consumers."

Genetically modified food was top of his agenda. "There have been many understandable questions about the effects of GM crops on the environment and on people's health," he said. "I welcome these because they are the foundation of a good debate." He said he was confident that the deep public suspicion in Europe about GMOs could be overcome — "if we remember the importance of working with consumers and speaking their language." He added that Europe's politicians should do more to raise the debate about GMOs.

With the publication of the Curry report on farming only days after the lecture, Fitzgerald backed a "third way" for farming, namely sustainable agriculture, which he said offered a viable option for those seeking alternatives to intensive production and organic methods of farming. He praised the work of the Food Safety Agency and urged the new European Food Safety Authority to learn from the FSA's sensible approach. He warned that regulators needed to be more open to new ideas, particularly in the area of functional food.

However, the chairman of Unilever saved some of his strongest criticism for Europe's "disastrous" Common Agricultural Policy. He said: "Europe must get to grips with its reform and in the mid-term review of CAP this year answer the question as to whether the present regime is sustainable," adding "if not environmentally friendly, agriculture should not be supported."

The whole evening, which concluded with an excellent supper in the Old Library, was deemed a great success by everyone involved. It has provided an excellent new forum to discuss vital food issues, whilst at the same time putting Livery Companies and the City of London in a very topical and progressive light. Not surprisingly, plans are well advanced for the 2003 lecture, which J Sainsburys have once again agreed to sponsor.



The Lord Mayor



The Masters of the promoting Liveries awaiting The Lord Mayor and The Princess Royal



The Princess Royal

GUARDS AND BLUES ENTERTAIN ROYALLY AT THE TOWER



Tenants of New Spitalfields Market, like their brethren in the other London fresh produce markets of Borough, Covent Garden and Western International, do like to party. As principal guests, The Master and Petronel attended New Spitalfields' annual dinner dance at the Thistle Tower Hotel during the evening of Saturday 9th February. Invitations had been extended by the Entertainments Committee and the function was hosted by John Olney (Chairman of the Tenants and himself a Fruiterer) and his wife Marzia.

Well over three hundred diners were treated to memorable hospitality that included entertainment from a detachment of the Scots Guards and the British Blues Brothers, a look-alike band, whose music, rhythms and melodies, along with accompanying merchandise, made for a spectacular evening.

THE RIDLEY MEDAL AWARD FOR 2002 GOES TO "ONE OF OUR OWN"

At the Annual Banquet held at The Mansion House on 14th February The Company's most prestigious award was presented by the Master in the presence of The Rt Hon The Lord Mayor to Past Master Alan Todd MBE.

This was a very popular choice and well deserved. Alan was supported by his wife Sally and his three daughters to see him get the award which is indeed a silver medal.

It was a moment for reflection for Sally as her late sister, Pamela Savage, also received the award in 1975 for her services to fruit culture as secretary of the Marden and District Fruit Show.

We reproduce below the citation from the Awards Council approved by the Court at their meeting in November:

Alan Todd has given outstanding service to horticulture, in particular to all sectors of the fruit industry.

Alan is a former commercial fruit grower and nurseryman at Jarmons Farm, Collier Street, Marden, Kent, who put into practice some of the research and technology developed at East Malling Research Station. He was a pioneer with the application and development of frost protection schemes on his orchards and communicated his experience to the industry. He applied new propagation techniques and multiplied the first releases of virus free plant material from East Malling and Long Ashton Research stations in 1970. He was one of the initial participants in the Ministry of Agriculture Special Stock Schemes for Tree Fruits.

Alan was a founder member of the Nuclear Stock Association for Tree Fruits and a long-serving member of its Committee.

He served as a Governor of the Kent Incorporated Society for Promoting Experiments in Horticulture (East Malling Research Station) from 1966 as an elected representative of the National Farmers' Union. From 1979 until 1987 he was Chairman of the Governing Body and, partly in that capacity, represented the views of the fruit and nursery sectors of the horticultural industry to Ministers, official bodies and Members of Parliament. Subsequently, he became Governor of the British Society for Horticultural Research, the governing body of the Institute of Horticultural Research until 1990.



Alan was appointed a Trustee of the Development and Endowment Fund for East Malling in 1989 and later succeeded Sir James Mount as Chairman of the East Malling Trust for Horticultural Research (the present landowner of Horticulture Research International, East Malling). He, more than anybody, ensured that basic and applied research continued at the East Malling site. In the 1990s his Trust created and transferred considerable private funds to support research projects and staff — a scheme that continues today.

He was a member of East Malling Research Association Committee for many years, and has done much to promote close links between research and the fruit industry. He showed much interest in the careers and welfare of research staff.

Alan has undertaken considerable work to encourage the showing and exhibition of commercial fruit through his membership of Marden Fruit Show Society; he has served on its Committee for many years and has just retired as its Chairman. He was responsible for the establishment of the present National Fruit Show at Detling, Kent.

Alan is a Past Master of the Fruiterers' Company, 1992, and a former Chairman of its Awards Council and, in this capacity, did much to further research and education in the fruit industry.

He received the Norah Strucken Award for Achievement in Horticulture in 1987. He is a founder member and Fellow of the Institute of Horticulture. He was appointed MBE, for services to horticulture, in 1989.



Alan Todd MBE receives his award from The Master

ARTHUR HUTCHINSON MBE

A service of thanksgiving was held at St Lawrence Jewry, next-Guildhall, for Liveryman Arthur Hutchinson MBE, who passed away on 6th December 2001.

Arthur was a man with many varied interests but had devoted his working life to wholesaling activities in Spitalfields Fruit and Vegetable Market. As Chairman of the Tenants' Association up until his retirement, Arthur spearheaded and drove the initiative, in conjunction with the Corporation of London, to relocate the market to its new premises over ten years ago.

The valedictory address was read to a substantial congregation of family, friends, colleagues and Liverymen by Honorary Assistant Doug Henderson, who encapsulated the character and warm personality of Arthur in a sincere and wonderful portrayal of this humorous, friendly and very likeable Liveryman.

A full copy of the address can be found on the Fresh Produce Consortium website www.freshproduce.org.uk

ALL THE NICE GIRLS LOVE A SAILOR!

An old saying and one that may well be true, but who is this???



(Solution on page 8)

A HAPPY VALENTINE'S EVENING

The Company's major social function of the year, the Annual Banquet, was held this year on Valentine's Day. Many Liverymen brought their partners who were very welcome.

The principal guests were the Rt Hon The Lord Mayor, Alderman Michael Oliver, and the Lady Mayoress, together with the Sheriffs and their ladies. The Egyptian Hall was bedecked with cherry red heart-shaped balloons, some of which were later released by The Clerk and which rose quickly to the magnificent ceiling where they remained!

The number present (305) was a record for our



The Master and Wardens with their ladies

Mansion House attendances which included 89 ladies.

Our "Three Musketeers" were all present and brought military guests of the highest order, Vice-Admiral Sir Jeremy Blackham. KCB (Deputy Chief of the Defence Staff), Air Chief Marshal Sir Peter Squire GCB DFC AK ADC (Chief of the Air Staff) and General Sir Michael Walker GCB GCB CBE AD (Chief of the General Staff). In his speech welcoming the guests and proposing their health, Past Master Sir Edward Du Cann made special reference to the devotion to duty of our armed forces and the tremendous debt that we all owe to them in what have become uncertain times.

The Church and the Law were also well represented; we ourselves have the Recorder of London among our Honorary Liverymen and we were delighted to welcome The Rt Hon Mrs Justice Hogg DBE and the Rt Rev Dr Kenneth Stevenson, the Bishop of



Our "Three Musketeers" with their guests



Our guests from other Liveries

Portsmouth. The Bishop has accepted our invitation to return on St Paul's Day next year and preach the sermon.

Liveryman Cheryl Smith, who is a chocolatier, generously gifted heart-shaped boxes of chocolates carrying the Company's Coat of Arms for the ladies.

The Master proposed the Civic Toast to which The Lord Mayor replied. In an amusing speech Sir Edward Du Cann proposed the health of "The Guests", to which Sir John Maddox replied.



The Loving Cup

Other Liveries were well represented with the Masters of the Farriers, Paviers Gardeners and Innholders present, together with the Prime Warden of the Shipwrights.

Bernard Sullivan conducted the proceedings with his usual style; the Master was delighted with the attendance but the numbers did have an effect on the timetable which overran.



Our principal guests with The Master and Wardens

HARRY LEWIS – A TRUE AND DEVOTED LIVERYMAN

In our last issue we reported the death in early December of Henry Ross Lewis, affectionately known to us as Harry. Harry suffered a stroke several years ago and had a difficult last few years.

At his funeral which was attended by many Past Masters and Liverymen and The Clerk, David Hope-Mason was among those asked to speak and paid tribute to the many years of hard work for and devotion to the Company which he loved.



Harry was born in 1925 and attended Cheltenham College and King's College Wimbledon. He retained a strong link with KCS Wimbledon. He was a Governor for many years and an active and successful fund raiser.

He was a keen gardener and also took a great interest in the college grounds.

He attended Glasgow University and then saw service in The Royal Naval Voluntary Reserve from 1943 to 1946.

Harry's grandfather was a Liveryman and Master of the Company in 1935. It could be said that Harry was born "a fruiterer"! After his discharge from the Navy he joined the family firm, E H Lewis and Son, in James Street, Covent Garden, where he remained for many years.

After the firm was sold in 1970 he joined Mid Kent Growers and Spymark as Chief Executive. He had many outside interests, including serving as a Tax Commissioner, a member of the Surrey County Rugby disciplinary committee, captain of the KCS Old Boys Rugby team and a judge at the leading Kent fruit shows.

His great love was the Company; he became an expert on protocol and procedures, serving on The Fruit Culture Council for many years and became chairman of the sub committee advising the Court on appointments of Honorary Liverymen to represent the armed forces ("The Three Musketeers"). He served as Master in 1967, becoming the youngest Liverymen ever to attain this high office.

He founded the Lewis Award for Marketing which is one of our triennial awards and held in high regard within the industry.

He was granted the OBE and presented with an illuminated address in 1999 to acknowledge his services to the Company.

We send again our sympathies to Pat and his three children, Suki, Martin and Melanie.

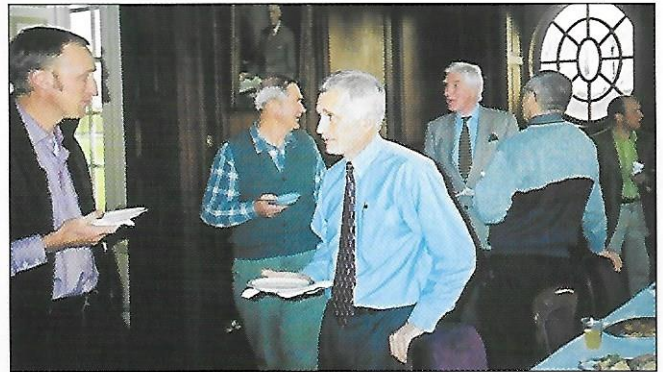
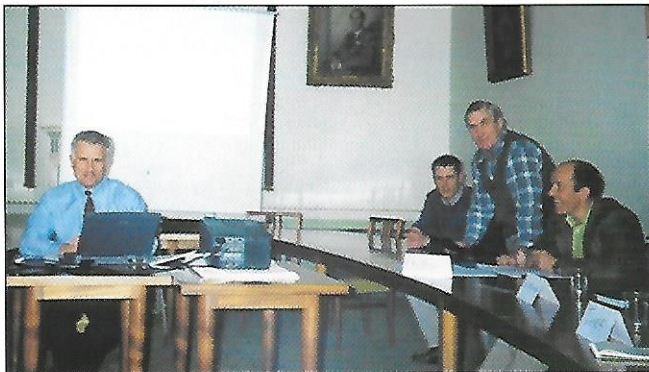
SECOND FRUITERERS FINANCE COURSE

The demand for places for the first course held last autumn was such that the course was repeated in February at Bradbourne House, East Malling.

Once again there was enthusiastic approval for the course, which had been improved following the first one. The participants unanimously agreed that the subjects met the ever-demanding needs of growers to be more commercial in their enterprises.

Roger Dobson of Hill Farm told us: "This was a most useful course and a day well spent! The attendees found John Pelham, of Anderson Farm Business Consultants, an excellent lecturer, knowledgeable, enthusiastic and well versed in the industry"

The Awards Council is aware that courses such as these are welcomed by the industry and are considering others.



ILLUMINATED ADDRESS FOR PAST MASTER GARTH



In our last issue we told of the Court's Resolution of thanks and good wishes to Past Master Garth Doubleday TD DL on the completion of fifty years service as a Liveryman.

The new Master, Anthony Turnbull, made a formal presentation of an illuminated address to Garth at the conclusion of the St Paul's Day lunch.

The address was painted by Eric Griffiths and was of great delight to the recipient!



COMMON HALL

Fruiterers' Common Hall, the 7th in recent years, was held at the Butchers' Hall on Wednesday 5th December presided over by the Master. The attendance, 39, represented around 15% of those on the current Livery list. Attendance numbers have varied between 24 and 44 (Jan. 1999) since Common Hall was re-instigated in 1996.

The Master reported on the year's activities and emphasised the objectives of the Company. The achievements of the Fruiterers during 2001 were highlighted as were those of the Awards Council and the various sub committees. Full reports were provided by each committee chairman, along with a description of programmes for impending activities and events.

A questions and answers session then ensued where members of the Court responded to enquiries from the attendant liverymen.

The meeting then received a comprehensive appraisal on the 2002 calendar of events from the Upper Warden, who laid out his plans for the forthcoming twelve months. It was generally acknowledged to be a most interesting programme and would follow a year that had been full of variety, enjoyment and fun, for which Hugh Kelsey was thanked unanimously. A general discussion on various topics occurred before the meeting was officially closed.



The Master



Alan French



"Paying attention" with only water on the table!

DETLING MEDAL WINNERS AT BUTCHERS' HALL

During the informal lunch in December prior to Common Hall, the Master presented diplomas to the National Fruit Show winners of the Company's medals. The actual medals are presented separately.

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Best Exhibit of Culinary Apples
Best Exhibit of Pears

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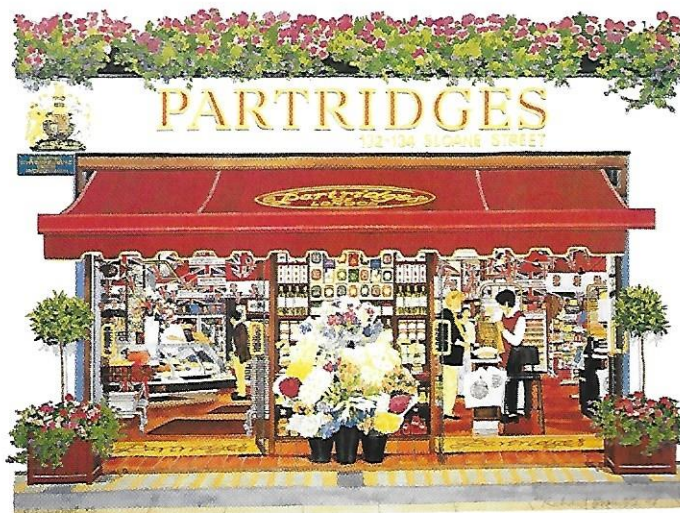


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PAST MASTER LUIS E FULFORD

Luis Ethelbert Fulford died on 29th December 2001. He was born two days before the Christmas of 1912 in St Helier on the Island of Jersey. Luis's Cuban mother and English father, who was a railway construction engineer, were returning to England from South America when the ship called into the Channel Islands.

Luis, one of nine children, was educated at Chatham House School, Ramsgate. He was a contemporary of a certain Edward Heath who later went on to other things.

Always a keen sportsman, he sailed, fenced and was a competitive archer. He was also an accomplished guitarist.

At the outbreak of the Second World War he enlisted in the London Scottish but his fluency in Spanish caused the authorities to transfer him to the Intelligence Corps and he was posted to Gibraltar. From here he travelled, from time to time, into neutral Spain.

After Gibraltar he served in the Far East in Field Security. Before the war's end he had risen to the rank of Captain.

After the hostilities ceased he left the Army and returned to his job with a company who ran a large chain of greengrocer's shops, becoming a director.

It was through his connection with the markets and the greengrocer's trade that he became a Liveryman of the Fruiterers' Company in 1971. He served as Master in 1983 and he took an active role in the Company until failing health prevented him attending as often as he would have wished.

He had married Mary in 1940. A marriage that spanned some sixty-one years. They did not have any children.

On his retirement some eighteen years ago Luis and Mary moved to Thaxted in Essex. Here they both joined in the life of the town and Luis was associated with many local activities but in particular he will be remembered for his membership of the British Legion.

My own memories of Luis will be of old world charm, never failing kindness and consideration. In short, he was a gentleman.

We all send our sympathy to Mary.



Luis (left) with 'Dickie' Gothard (Master) and Harry Arthur

(A tribute by Past Master Michael Sykes)

ESSAY COMPETITION

As announced in our last issue the Awards Council has launched an annual Essay Competition where there has been an encouraging response.

The essays are required not to be of more than 3000 words and the purpose is to encourage innovative thought.

Judging is now in progress and the name of the winner, who will receive an award of £500, will be announced at The Audit Court Dinner.

EXBURY GARDENS ARE THE GARDEN OF THE YEAR

On 18th February the HHA and Christies announced that the 2002 winner of their joint award for the Garden of the Year is the lovely garden at Exbury, near Beaulieu, in Hampshire. The Company has again offered a tree planting which has been welcomed by Mr Edmund de Rothschild, the owner.

A Livery visit is planned and, at the time of going to press, the provisional date is 23rd May. More details from the Clerk's office shortly!

THE MASTER AND WARDENS ATTEND THANKSGIVING SERVICE

The Master and Wardens, accompanied by The Clerk and their ladies, attended a service of thanksgiving for fifty years service by Her Majesty The Queen on the anniversary of her accession to the throne on February 6th 2002.

Although Her Majesty was not present, it was a major City event with the attendance of The Rt Hon The Lord Mayor and the Lady Mayoress, The Sheriffs and other principal Officers of the City.

The Company will be celebrating the Golden Jubilee at Oxford on June 27th and 28th and is hoping to send a gift of fruit to Her Majesty in June.

CITY BRIEFINGS

These courses for new Freemen and Liverymen are being continued by the Corporation of London during 2002. The next briefing is taking a changed format in that it will be held twice on the same day, June 20th. The first will be in the Crypts at Guildhall at 4.00pm for 4.30pm and the second, in the same venue, will be at 6.00pm for 6.30pm. The latter is designed for those who find the traditional 5.00pm for 5.30pm too early.

Those new (and perhaps not so new!) members who have not attended one of these courses are urged to do so. Details can be obtained from the Clerk's office.

DATES FOR YOUR DIARY

2nd May	Fruiterers' Golf Day	Kingswood Golf Club, Surrey
16th May	Audit Court Dinner	Barber Surgeons' Hall
29th May	Informal Lunch	Pacific Oriental Restaurant
24th June	Election of Sheriffs	Guildhall
11th October	Environmental Awards and Presentation of Fruit (Change of date)	Mansion House

The Golden Jubilee Dinner will be held in Christ Church Hall, Oxford, on Friday 28th June. Initial numbers are disappointing and everyone is encouraged to come with their families to this unique event in a wonderful setting.

The Summer Court Dinner coming so soon afterwards will be restricted to the Court.

OUR STRATEGY COULD BE AN EXAMPLE FOR ALL

In his address to the Livery at St Mary Abchurch on St Paul's Day the Bishop in Canterbury, the Rt Rev Stephen Venner, compared the Company's Strategy and aims as having much in common with a desirable conduct of an individual's life.



Clearly they are not identical but they set out

several similar standards.

We were delighted to welcome the Bishop and also the Reverend Clive Slaughter (formerly Rector of Thorley) who deputised for our Chaplain who was away on a special holiday. We were sorry that the Rev Oswald Clarke (Priest in Charge) was indisposed.

The singers were under the direction of John McGreal and sang the anthem "Holy, holy, holy" by Tchaikovsky.



"A pre-prandial"

The retiring Master read the first lesson and the Master-Elect read the second. During the service the new Master was invested with his Badge of Office.



Alfred Taylor and his wife

Among those present we were delighted to see Alfred Taylor and his wife and to see Past Master Donald Mack and his wife June, both looking well recovered from their recent health difficulties.

The fruit for the altar was arranged and provided by Ivor and Sue Robins and looked lovely.



Our new Renter Warden Henry Bryant

BEST WISHES TO BOBBY AND DORIS

We were sorry to hear that Past Master Bobby Manners and his wife were involved in a motor accident in Wales after Christmas, which has laid them low and prevented their attendance on St Paul's Day.

They are making slow recoveries after a very nasty experience. Our love and best wishes go to them both.

OBITUARIES

This has been a sad period for reporting deaths of Liverymen. We send our sincere sympathies to their families.

Past Master Luis Fulford.

The Reverend Jack Vyse (formerly vicar at St Mary Abchurch).

John Bayliss

Arthur Hutcheson OBE.

Robert Grimshaw.

Kenneth Lipscombe.

Tributes to Luis Fulford and Arthur Hutcheson appear elsewhere in this issue.

EDITORSHIP

Following his appointment as Chairman of The Awards Council, with Alwyn Thompson as the new Technical Secretary, Past Master Laurence Olins has retired as joint editor and we are indebted to him for his work for the newsletter since he joined "the team". He will remain as a contributor.

Dick Brighten has become joint editor and we look forward to his further help.

ACKNOWLEDGEMENTS

The Editors would like to thank all those who have contributed to this issue, including The Clerk, Dick Brighten, Sally Todd, Mary Fulford, Pat Lewis and Michael Sykes.

ELECTRONIC REMEMBRANCER!

Ian Rainford, who has been reappointed by the Court as Remembrancer, is happy to receive information by email and has set up a list of those who are sent messages and news direct from him.

If you wish your name to be added, please advise him. His address is ian@ianrainford.co.uk

OLD EUROPEAN COINS YIELD OVER £600

The Charitable Trust will have benefited by over £600 from the efforts of Liverymen in bringing old coins and notes to various functions in the late autumn last year. The organisers are still left with some very old notes which cannot be taken except by a bank of the country concerned and even some of these may be time expired!

It was a great boost to the Fruit Distribution programme and we are grateful to Travellex who operated a scheme for charities to make conversion possible and certainly easy. They counted all the coins!

SPONSORS FOR THE NEWSLETTER

For some years now the colour version of this publication has been possible by the support of sponsors. Several Liverymen have been among the list of sponsors and we remain grateful to them. However, with the passing of time, it is becoming more difficult to find sponsors, especially those whom we have not asked before!

New Liverymen can help and should contact the Chairman of the Communications Sub Committee if they are able to help. This edition is in fact being sponsored by a new Liveryman.

Solution to photo identification (see page 3)

This is Bernard and Rosie Sullivan, two old friends of the Company!