



The Fruiterers' Company NEWSLETTER

Number 44

August 2002



GOLDEN JUBILEE CELEBRATIONS AT CHRIST CHURCH

On June 28th and 29th, The Company celebrated the Queen's Golden Jubilee at Christ Church, Oxford. The Master (G A T Turnbull Esq.) is an alumnus of the college and it was a particular delight to him that he was granted facilities for the Livery with their guests to dine in Hall and to participate in the Cathedral service.

The event formally started at 6p.m. on Friday 28 with choral Evensong where we took pride of place. Our Chaplain was invited to read the first lesson and the quality of the singing by the choir will be remembered by us all for some time to come!

We then moved to the Cathedral garden for a formal tree planting. The Dean had selected a walnut tree and Honorary Assistant, Will Sibley duly arranged it. We then moved to the Master's Garden, on a beautiful evening with magnificent views across the meadows, for drinks before proceeding to the Hall for dinner.

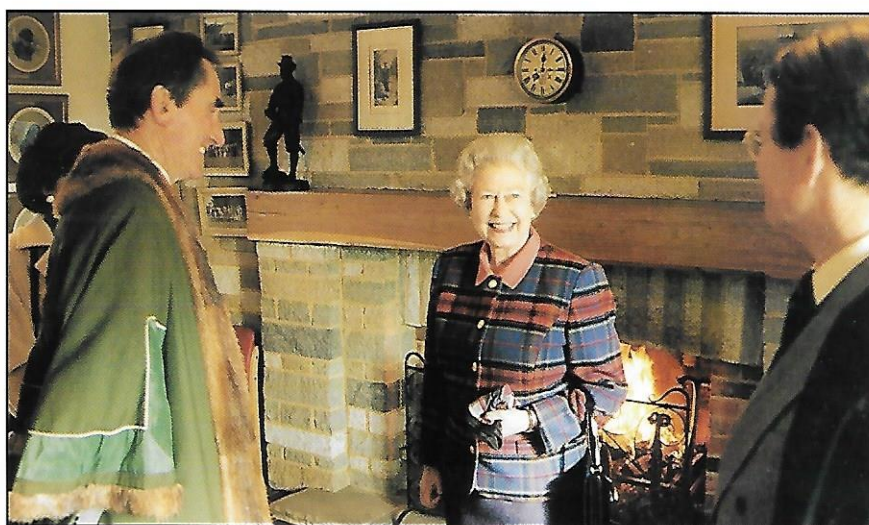
The Renter Warden had kindly arranged some outstanding Kentish Jubilee cherries!

In his speech of welcome, the Master referred to the history of the College, which dates back to its founding by Cardinal Wolsey in the fifteenth century. The portrait of King Henry VIII looks down on the Hall as the great sponsor of the completion of the building, later used by Charles I, who lodged in the Dean's house. At the time of his residence, he was discreetly referred to as 'The Visitor of Christ Church', a title still used by the College in reference to British Monarchs.

Among our guests was Alderman Gavyn Arthur, prospective Lord Mayor of London, also an alumnus of the College, whom we were delighted to welcome and who gave an amusing reply to the toast of the Guests which the Master proposed.

The Hall is quite magnificent and the House of Lords sat there

(Continued on page 2)



Past Master Tony Redsell and the Clerk with Her majesty in 1998.

DATES FOR YOUR DIARY

September

4th

St Mary Abchurch Harvest Festival, 11.30am
Carvery Lunch, Butchers' Hall, 12.30pm
Common Hall, Butchers' Hall, 14.30pm

12th/13th
30th

Isle of Wight visit and Master's Day
Election of The Lord Mayor – Guildhall

October

3rd

Joiny Livery Golf Day – Chartridge Park

9th

Presentation of Fruit – Mansion House, 3.00pm
Presentation of Environmental and Organic
Awards

10th

Somerset Cider Industry visit

November

7th

Master and Wardens Dinner – Haberdashers Hall

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during the English Civil War; many portraits of famous earlier attenders of the college hang on the walls, all illuminated. The Hall was loaned for the recent Harry Potter film, but we did not attempt Quidditch.

Most of the party stayed the night in hotels in the city and on Saturday morning we met at Salters Boatyard to embark on a steamer and return to the city. We made a return visit to the College where we were given a most interesting talk on the history of the buildings and especially the connection with Lewis Carroll, the author of Alice in Wonderland. He had lived at the college for

many years and the stories told to us showed how his characters had been created from events which Carroll had witnessed.

A return to Folly Bridge allowed us to re-embark and then we had a cruise downstream with refreshments served. The weather deteriorated a little but the rain held off.

This was a unique opportunity for the Livery and we are most grateful to the Dean, the Treasurer and all the staff at Christ Church for the warm welcome which we received and the privilege granted to us.

The Clerk is to be congratulated on his logistical skills in getting nearly all of us to the right place at the right time!



Drinks on the lawns

The Dean plants the tree

The Master and Wardens with the Dean, Gavyn Arthur and The Mayor of Chicago

On the river

Before dinner

The Cathedral

Among our guests

Gavyn Arthur

Light music

Inside the Hall

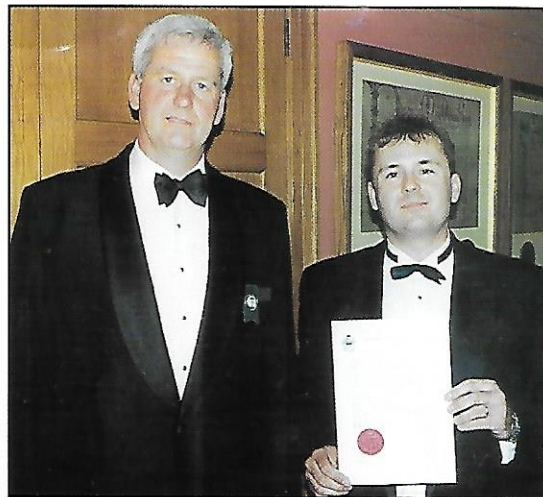
AUDIT COURT DINNER AT BARBER-SURGEONS HALL

We made a happy return to Barber-Surgeons Hall for the Audit Court Dinner on May 16th. This was an evening when we had seven elections to the Freedom of the Company and 10 admissions to the Livery. Details are given on page 7.

Alderman Robert Finch was Guest of Honour and replied to the toast of "The Guests" which the Master proposed. The Prime Warden of The Basketmakers Company, Mr G Alford was also among our guests.

During the evening the Master presented the prize to this year's winner of the Company's Essay Competition, Mr Giles Cannon (see page 7).

At the Court Meeting held earlier Mr Peter McDermott was admitted as an Apprentice. Our photo shows Mr McDermott with his "Master", Honorary Assistant Will Sibley.



A PROUD MOMENT FOR SIR EDWARD

At the Audit Court meeting on May 16 James du Cann was admitted to the Freedom of the Company by Patrimony with his father, Past Master Edward du Cann present.

He follows in the footsteps of his father and grandfather and we

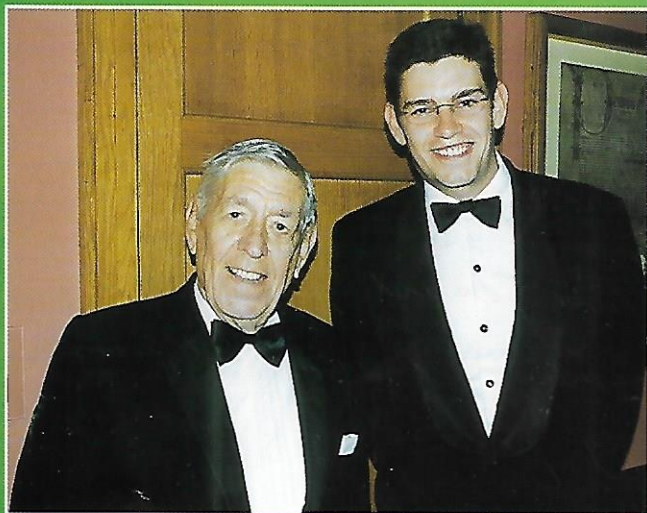
wish him much happiness as a member of the Company.

Patrimony can be claimed as of right if certain pre-conditions exist, and James will now proceed to follow the same route as members admitted by redemption in seeking the Freedom of The City before being invited to attend upon The Court for admission to the Livery.

Charles du Cann was Master in 1946. He was popularly known as "the Duke" and had a distinguished career as a barrister practising mainly at the criminal bar. He was besides three times a candidate for election to Parliament and was Mayor of Surbiton. He joined the Company shortly after leaving the Army at the end of World War I.

His son Richard, Edward's younger brother, who died in 1994 was also a Liveryman. He too had a distinguished career at the bar. He became a QC in 1975, was for three years Chairman of the Criminal Bar Association and in 1981 was Chairman of the bar in England and Wales.

Our Company is a family company in every sense. In addition to the common interests of so many of our members, the family connections among the Livery are strong. When Sir Edward was Master he was the third Master in succession to have succeeded his father in that office.



CONGRATULATIONS TO DOUG HENDERSON

Liveryman Douglas Henderson was awarded the MBE in the Queen's Birthday Honours in June.

Presently Doug is Chief Executive of the Fresh Produce Consortium. In recent years the Consortium has been responsible, with its partners, for endeavouring to improve the diet of the nation by encouraging the government to support measures to stimulate the consumption of fresh fruit and vegetables among schoolchildren.

The formulation of proposals and practical, workable, legal frameworks to deal with the potentially damaging issues such as packaging waste and the banning within the EU of several hundred active pesticide ingredients has led to applause from the membership. The FPC incorporates representatives from every active sector within the fresh produce industry. These divisions are headed by chairmen, who, with their deputies, sit on the Council, the body that legislates and administers on behalf of the membership.

Doug commented, "I am honoured and delighted to receive this award but feel that it is a reflection of group endeavour rather than individual effort".

An award well deserved.



GATHERING AT THE KEMBLE'S HEAD

Mr Kemble, so the plaque says, was a manager of the Royal Opera House, Covent Garden, so how appropriate to have a public house dedicated to his name, just round the corner in Long Acre. Following the successful inaugural launch of an informal get together last year, the members of the Livery Communications and Membership Sub Committee held a second such event during the evening of 16th April. John Shepherd had organised the upstairs bar for the exclusive use of the Fruiterers. The evening passed by in a very pleasant and convivial fashion, with refreshments and very good traditional fare being available.



THE ROYAL BATH AND WEST SHOW

Last year the Show had to be cancelled due to the Foot and Mouth epidemic and this year the Show was very much a recovery exercise. It was decided therefore not to launch the competition established by the Awards Council "Cider – The Supreme Champion".

We have donated a magnificent Silver Cup for award on a "Best in Show" basis.

However, we were able to award a prize for the Apple Juice Competition which was won by Mr Chris Heck.



A number of anonymous donors from among the Livery funded a marquee and the organisers of the Show were extremely grateful. The Clerk has received a letter from Mr Rupert Best saying that they would have had difficulty in achieving what they did achieve this year without the Company's help.

There is to be a visit to Somerset in October on Thursday 10th

October to see the Cider Industry at work and The Master hopes that he will get a good turnout despite that date being one day after the Presentation Of Fruit and of the Environmental and Organic awards in London.



THE SUN SHINES ON OUR FRUITERER GOLFERS

The Annual Meeting of the Company's Golfing Society at Kingswood on Thursday 2nd May was again blessed with sunshine. We were sorry that a clash of dates prevented our Host, Tom Hilliard OBE, from being with us this year for the first time, but The President (the Revd Canon Nigel Abbott), was in great form and oversaw events.

Our numbers were slightly down but we did have a ladies team for the first time.

Ivor Robins won the Barton Cup and David Hope-Mason won the Robert Sice prize.

Other winners included Godfrey Edwards (Runner up, Division A) and The President (Division B).

Of the visitors Tony Thompson won The Presidents Vase, Richard Trinnick was runner up and Peter Locke won the longest drive with a tremendous drive on the extremely long 9th hole.

We were very pleased to see Petronel Turnbull who, with Diana Ashton, manned the Half Way Hut and supported The Master at lunch and for the prizegiving. The Society presented her with a Royal

Collection Golden Jubilee plate.

Ivor Robins again generously arranged a raffle which benefited the Fruit Distribution Programme by £400.

The Joint Livery Day will be at Chartridge Park near Chesham, Bucks, on October 3rd and next year's Golf Day will be on Thursday 1st May 2003 at Kingswood.

Any new members of the Company are eligible to join the Society without fee. Please let the Acting Secretary know if you are interested (01276 470947).



Ivor Robins



Godfrey Edwards



David Hope-Mason



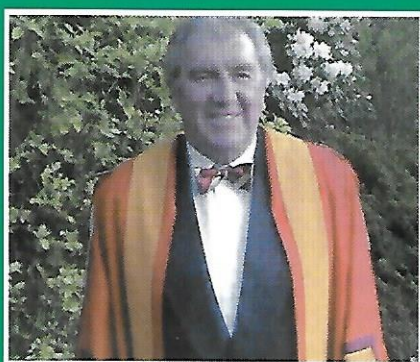
Richard Trinnick



Petronel Turnbull



Tony Thompson



Congratulations to Liveryman Tom Hilliard OBE who is this year's Master of the Guild of the Nineteen Lubricators, a charitable Guild established in 1935.

NEW CHAIRMEN FOR SUB COMMITTEES

Alan French and Robert Green are coming to the end of their terms as Chairmen of The Membership and Communications Sub Committee and the Finance Sub Committee respectively, and we are most grateful to them for their period of service and the work which they have put in on behalf of all members.

They cannot serve more than three years, and the arrangements for appointing their successors have been changed. It continues to be by invitation of the Master but it will now be a three year appointment, partly to achieve continuity. The Master Designate together with the Upper Warden Designate have invited Dick Brighten and Michael Cronk respectively. The Renter Warden Designate will be obligated by their choices.

These Chairmen have to retire from office if they are elected as an Officer of the Company during their three year term.

Membership is to continue by the invitation of the Chairman on an annual basis. There are not many meetings and if any Liveryman wishes to serve he should advise the Chairman of the Committee which interests him and put his name forward for consideration.

The Membership and Communications Committee is responsible for the presentations at Common Hall. This year's Common Hall is earlier than before, and will be on September 4th after a Carvery Lunch at Butchers' Hall.

HONORARY ASSISTANTS ROTATION

Having served their two years Douglas Henderson MBE, Margaret Charrington CBE, Her Honour Judge Shirley Anwyl QC and Robert Green (pictured below) retired from office at the Audit Court meeting on May 16th.



The Court is encouraging increased participation by the serving Honorary Assistants and those now retiring are to be congratulated and thanked for the work they have put in for the benefit of the Company during their two years.

Ian Steers, Stephen Carter, Alwyn Thompson and Glen Tullett (pictured below) were elected for the period 2002 to 2004.



It is clear that the Company is building a fund of promising future candidates for Higher Office to maintain the Company in future years.

CITY OF LONDON BRIEFINGS AUTUMN/WINTER 2002

The Clerk has been notified by The Public Relations Office, Corporation of London Livery Courses that the dates for the next courses are:-

Wednesday 16th October, Tuesday 26th November and Tuesday 25th February 2003. All will be held in the Marketing Suite in Guildhall commencing at 5.30pm. There will be a light finger buffet available at 7.00pm following the course.

These courses are designed for new Freemen and Liverymen and wives/husbands/partners are welcomed to attend.

All our new members are encouraged to go to one of these courses. It is NOT possible to attend unless you have pre-booked. Bookings can be made by fax to their office (020 7600 5462) or by E-Mail to liverycourses@waxchandlerhall.co.uk.

CHINESE CHOW

Enthusiasts for eastern cuisine have been having a field day recently with the Master arranging two functions at Imperial City, a leading City Chinese restaurant.

On 24th April the Honary Assistant and Committee Chairmen (linked to those involved with the forthcoming Lord Mayor's Show float) dined with the Master and Wardens and in May the quarterly Informal Lunch switched venue from the Butchers' Hall.

On May 29th Liveryman Tony Harris announced that it was his birthday and it was "Drinks all round". Many happy returns, Tony!



HOW TO KNOW YOU ARE GETTING OLDER

Everything hurts, and what doesn't, doesn't work. The gleam in your eye is the sun hitting your bifocals. You feel like the night before and you haven't been anywhere! Your little black book contains only names ending in M.D. You get winded playing Chess. Your children begin to look middle aged. You join the health club and don't go. You begin to outlive enthusiasm. You are still chasing men/women but can't remember why. Your mind makes contracts your body can't meet. You know all the answers but nobody asks you the questions. You turn out lights for economic rather than romantic reasons. You sit in a rocking chair and can't make it go. Your knees buckle and your belt won't. You're 17 round the neck 42 round the waist and 96 round the golf course. You stop looking forward to your next birthday. Dialling long distance makes you tired. You remember that yesterday was your wedding anniversary. The best part of the day is over when the alarm goes off. Your midnight is 9pm. Your back goes out more than you do. A fortune teller offers to read your face. Your pacemaker makes the garage door rise when you see a pretty girl/a handsome young man. The little grey haired man/women you helped across the road was your husband/wife. You have too much room in your house and not enough in the medicine chest. You sink your teeth into a steak and they stay there!!

NEW FREEMEN AND LIVERYMEN

FREEMEN

By redemption

On May 16th

Jeremy Francis Arnold
Nigel John Bardsley (Son of John)
The Rt Hon Sir Stephen Brown
Daniel Richard Caspi
His Honour Judge
Michael Rew Coombe
Adam John Paul Wakeley
(Son of William)

On July 17th

Graham Fraser Collier
Rosemary Helen Collier
Nicholas James Marston

By Patrimony

On May 16th

James Edward Charles du Cann
(Son of Sir Edward)

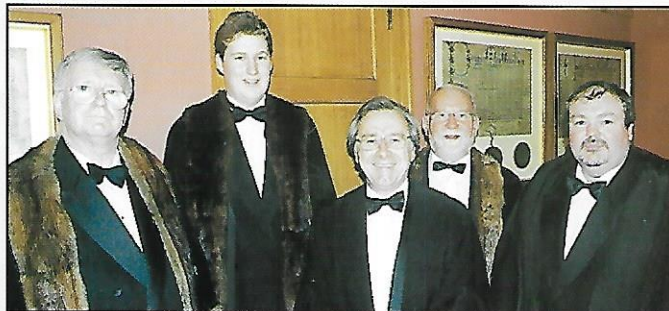
LIVERYMEN

On May 16th

Thomas Oliver Bodger
(Son of Stephen)
Stephen Howard George
Bellamy-James
George Edward Charles Bray
Peter Dennis Cooper
David Roy Cottam
Philippa Catherine Cronk
(Daughter of Julian)
Andrew Stewart Kent
Ian Cameron
Cheryl Deborah Smith
Dennis Michael Surgeon



New Freeman from left to right: Daniel Caspi, Nigel Bardsely, Michael Coombe, Adam Wakeley, Sir Stephen Brown and Jeremy Arnold.



New Liverymen from left to right: Peter Casper, Thomas Bodger, Stephen Bellamy-James, David Cottam and George Bray.



Pictured right – New Liverymen from left to right: Andrew Kent, Ian Mitchell, Philippa Cronk, Cheryl Smith and Denis Surgeon.

STUDENT PRIZE AT READING GOES TO JAMES SCOTT



The Company, through the Awards Council, maintains a programme of awards to students working on fruit-oriented projects at universities, colleges and horticultural gardens.

These awards take the form of a Diploma and a cheque for £100.

Recommendations are received by the technical secretary (Alwyn Thompson) from College Heads and heads of departments. The awards are highly valued and not all establishments feel that they can make a recommendation every year.

James Scott, who was awarded a First Class Honours degree in Horticulture at the University of Reading in June and is now going overseas to gain experience in the fruit sector with a one year contract with a fruit company in New Zealand, received his certificate and cheque from Professor Chris Payne (Head, Department of Horticulture and Landscape) in June. James Carew (the project supervisor) was present at the ceremony.

ESSAY COMPETITION WINNER IS GILES CANNON

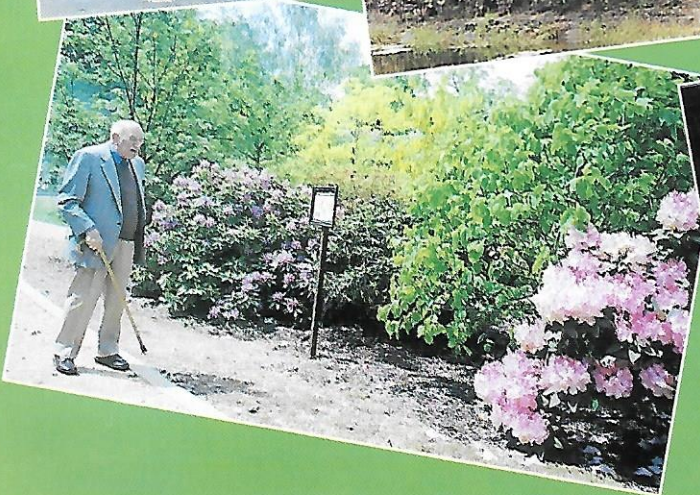
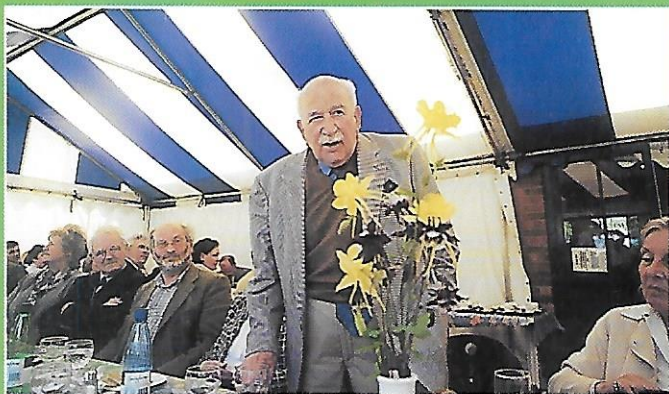
At the Dinner on 16 May, the Master presented a cheque for £500 and a Company certificate to the winner of the 2002 Essay Competition, Mr Giles Cannon (a fruit grower, with his father, at Roughway Farm near Tonbridge).

The Competition (for essays of up to 3000 words) was launched to encourage ideas on the future direction of the fruit industry in the UK. The response to the call for entries was good and the judges were delighted that so many were received from growers. The winner, Giles Cannon, is a 37-year old graduate of Wye College who lives with his wife and children (a 2-year old and a 5-year old) on the farm; his wife is a freelance photographer. Giles is involved in the growing and marketing of apples, plums

and cherries and was able, in his essay, to take a very 'hands-on' view of the growing of tree fruit in the UK. His winning essay was published in the Grower and Fruit Grower magazines; any reader wishing to have a copy should contact the Technical Secretary of the Awards Council.



EXHILARATING EXBURY



EXHILARATING EXBURY

In a week, when most gardeners turn their attention to south west London and the RHS Chelsea Flower Show, the Worshipful Company of Fruiterers were graciously and enthusiastically received at Exbury Gardens, (winner of the Garden of the Year Award – 2001), a delightful 250 acre site in the New Forest, close to the River Beaulieu and the Solent, and appropriately in view of the Isle of Wight, home of the Master.

Our party made up of Fruiterers, partners and guests, were provided with a guided tour of the magnificent gardens accompanied by Edmund & Anne de Rothschild, Nicholas de Rothschild and the head gardener, Rachel Martin. They regaled the company with details of Exbury, its history, contents and subjects and provided anecdotes on various items and events that have punctuated the 800-year history from its destruction by retreating Francophiles in 1217, to the present day. The view was, that if it had not been for the razing of the town in the thirteenth century, Exbury would now be an important city, considering its strategic position and pedigree, mentioned in the Domesday Book. Exbury Gardens was started on a series of fields owned by the Mitfords. The preliminary developments occurred in the early 1700s when trees and shrubs were laid down in fashionable straight lines with due formality. William Mitford, the grandson of the founder, cut down many of the subjects, to conform with that which was then considered to be the mode of garden layout. It is thought, that Pembury, the estate mentioned in *Pride & Prejudice*, was based on Exbury, following a visit by Jane Austen. The modern gardens are the result of three generations of the de Rothschild family's attention, starting with Lionel, who described himself as a gardener by profession and as a

hobby, a banker. It was he who laid out the 250 acres in its woodland format using species that were being brought back to England by the great twentieth century, exploring botanists. At one stage the Exbury employed over 100 gardeners but the number is now below ten. Many of the Azaleas and Rhododendrons were in bloom and several of the imported botanical specimens flourish better in their current circumstances than in their native land, for example, the Canary Island Oaks. The Rock Garden at Exbury, spreading majestically over two acres is the largest in Europe.

In August 2001, a narrow gauge steam railway was opened to the public after ten years pursuit of planning permission. The mile-and-a-quarter circuit, with a 12 $\frac{1}{4}$ inch gauge track, runs to a precise timetable, and the visiting Fruiterers had the pleasure of being conveyed to the American Garden where the Master Mr Edmund and Mr Nicholas de Rothschild planted a Charles Ross apple tree. This was one of three trees donated by the Fruiterers to Exbury, the others being a Jargenelle Pear and "Iford" flowering cherry, which are currently growing pots. At the planting, the Master spoke of his personal satisfaction regarding the opportunity to plant a tree during his year of office, at Exbury, which was in his home county and close to the Isle of Wight. he thanked the de Rothschild family for their welcome and hospitality and paid tribute to the magnificence of the Gardens.

The party adjourned to a marquee, erected in the main reception area, where a welcoming glass of bubbly, was followed by a most enjoyable luncheon.

AWARDS COUNCIL PRESENTATION TO CHRIS KEMBER AT HADLOW



steady and focussed young man with a strong interest in fruit, and particularly soft fruit, as a career. He is completing his HND (Commercial) Fruit Option and will pass with merit grades. He will, I am sure, be an asset to the profession and seems altogether a candidate worthy of this year's Fruiterers' Award at Hadlow.

Chris is single and his interests include football, fishing, cricket and cars. A certificate and cheque were handed to him with the congratulations and best wishes of the Master and the Awards Council.

The Principal outlined a year of fine achievements for the College culminating in the award of a gold medal at this year's Chelsea Horticultural show – their third gold in the last four years – for the students display on foods that are particularly healthy.

The sun shone and the marquee was full of rightfully proud parents and students at Hadlow College on Friday June 21st. A fine speech on the importance of the food industry and the role of the Corporation of London's markets Committee was given by their guest of honour Mr Daniel Caspi CC - who has recently been invited to be a Liveryman of the Worshipful Company of Fruiterers.

The Awards Council Award was presented to Mr Chris Kember. Chris is 20 years old and lives at Lower Ladysden Farm, Winchett Hill, Goudhurst - A Black Current farm. His brother is a grower of strawberries and raspberries and, when he has completed his HND 2002, Chris plans to work in post-harvest fruit distribution/marketing/retailing.

He was nominated for this award by the College's Principal and Chief Executive, Ms. Carole Woodhatch, who said Christopher is a

ORGANIC AWARDS 2002

As already announced Waitrose Limited are sponsoring the first of what is hoped will be a series of awards and the names of this year's winners will be announced at The Mansion House on October 9th when The Rt Hon The Lord Mayor will present the Awards. The panel of judges are shortly to meet and we will carry full details in our next issue.

PLENTY OF REWARDS AT THE SUMMER COURT DINNER



The Master and Wardens with Sir George Bull

and Fishmongers. In addition we entertained Mr P J Cook, a Past Master of The Plaisterers Company.

Our principal guest was Sir George Bull, Chairman of J Sainsbury plc, the sponsors of the Lecture who replied to the toast of The Guests proposed by The Master (G A T Turnbull Esq).



Our new Freeman

involved in the creation and now the operation of The Farmers' Fund, where now seven of the nation's supermarket retailers have joined us and donated funds to help farmers rebuild businesses in a sustainable fashion post Foot and Mouth".

In closing Sir George quoted a famous Scottish doctor who declared whiskey, salads, fruit and sex as the secrets of long life. This was duly reported in the Scottish Daily Record with a headline "If rabbits drank - they would live forever!"

At the Court meeting the signing of their indentures by James and Jonothan Anwyl was a great delight to the Court as they are brothers and the sons of Shirley Anwyl QC. Liveryman. It is the second "set of brothers" to have entered together. There was also what is believed to be a "first" in that Dr Rosemary and Dr Graham Collier both were elected to the Freedom by Redemption at the same time.

The Summer Court meeting was held at The Innholders Hall on Wednesday 17th July and was followed by the traditional Summer Court Dinner.

The event was unusual in that only Court Members qualified to attend with their guests. There were three new Freemen dining, following their admission earlier in the evening, together with two newly installed apprentices.

The event provided an opportunity for us to entertain most of the Masters of the other Livery Companies with whom we are associated in The City Food Lecture project. Their Clerks were also in attendance where possible and the Companies involved were The Farmers, Cooks, Bakers, Butchers, Poulterers



Shirley Anwyl with her sons.

Recording that some 11 million people choose to shop at their stores every week, Sir George referred to the tendency of politicians, the media, The Prime Minister, even Royalty, to lose no opportunity to sling blame and threaten the supermarket; "Are we all bad"? he asked and commented that we certainly are not all the same!

"We try to source as much product as we can from the UK; for example, of foodstuffs that can be grown in this country we source over 90% from Britain.

We have continued to develop "Sainsbury's assisting village enterprise" (SAVE) to help village shops to stock Sainsbury's products to enable rural residents to access the supermarket's packaged products. We have also been very



The Doctors Collier

MEET BOB AND JULIE FOX AT THE INNOLDERS HALL



Bob Fox became Beadle of the Innholders Company in succession to Paul Marsh in 1992 and is becoming a good friend to us.

Together with his wife Julie they spent much of their early married life in a military environment. Bob was a Warrant Officer (2) with the second battalion The Royal Green Jackets and completed 25 years service.

Bob and Julie married in 1972 and have a son Michael and a daughter Vanessa who will celebrate her 21st birthday on 12th October 2002.

Both come from mining backgrounds; Bob's father was a miner.

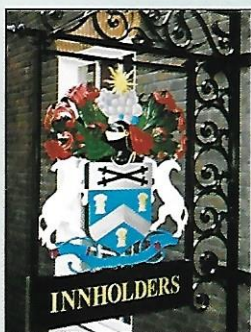
Bob saw service in Borneo, Germany and Northern Ireland. In the early eighties he was serving in Canada and took up an opportunity to run an Officers' mess. In this way he acquired his detailed knowledge of catering and obtained his qualifications at the Army School of Catering.

By a further chance he was invited to

the Grocers Hall where he first became aware of City Companies; later, he spotted an advertisement for the vacancy at Innholders in a services resettlement bulletin and applied for the position. The rest is history.

At present the catering at Innholders has been taken back "in house" giving Bob and Julie a chance to see what they can do!

Many of our members have noticed the delightful new sign which hangs outside (pictured below left).



A GRACE TO GUARD US AGAINST PRIDE

The Honorary Chaplain came up trumps again at The Summer Court Dinner with another of his original grace's

"Lord help us to see that swallowing our pride is non-fattening; that sweet words are easier to digest than thoughtless ones, and that forbidden fruit makes bad jam.

Bless, O Lord, this food to our use and ourselves to your service, through Jesus Christ Our Lord, Amen"

Nigel has his final service at Much Hadham on Michaelmas Day, September 29th 2002 before he and Elizabeth leave the rectory and retire to Ely. The Master is hoping to be at the service as will be at least one of the editors of this Newsletter. If any other Liverymen want to come they will be most welcome. The time is 6.30pm.

"PHYTING FIT" FRUITERERS' STUDENT HELPS GOLD MEDAL WINNERS AT THE CHELSEA FLOWER SHOW

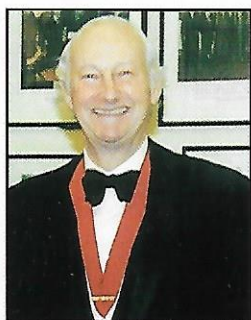
With his supervisors Drs Yannick Ford and Susan Vickery at Horticulture Research International – East Malling, Mr Jan Le Miere, a six-month sandwich course student sponsored by the Awards Council as part of its valuable contributions in support of education and research, helped Hadlow College on their way to gold medal success with their "Phyting Fit" stand to explain to visitors to the Show how chemicals found naturally in plants can be of benefit to human health.



the presence of health-promoting phytochemicals including ellagic acid (a potential anti-cancer agent) in strawberries and raspberries. Jan gave a very interesting account of his work to the Awards Council at Bradbourne House prior to the Council's meeting in June and, at the suggestion of the Master, he will be giving a further update to the Livery at Common Hall on 4 September.

Jan, who is from Jersey and is currently reading for a Master of Biochemistry degree at the University of Bath where he is in his second year, is working on a project at East Malling researching

Photo: "Drs Yannick Ford and Susan Vickery using their scientific expertise at the Chelsea Show".



A NEW COMPANY

We send our best wishes for a happy and successful year in office to Sir Rowland Whitehead Bt who is to become Master of The Guild of Public Relations Practitioners on 10th September. Sir Rowland has sent us the following story of the Company's "start-up".

The City of London Guild of Public Relations Practitioners – not another City company, haven't we enough of them?! Well you may ask, for indeed we already have company 103, the Worshipful Company of Firefighters, and four companies in waiting for full livery status, the Hackney Carriage Drivers, the Management Consultants, the Tax Advisors and the International Bankers. Add to that the recent guilds of Educators, Security Professionals and the Public Relations Practitioners and you may get the feeling that the City is bursting at the seams.

However when one thinks of the origins of the livery companies one can see the logic of these latest additions. These are activities taking place in a modern world and particularly in a city that leads the world's services industry. It is estimated that a fifth of our GDP comes from this one 'Square Mile', an astonishing record. Therefore it is not strange that the newer companies should be serviced orientated.

I am honoured to be elected the Master of the Guild of Public Relations Practitioners and will take my place as the third master of the Guild on 10th September this year.

All City companies have to come from somewhere, usually somebody with drive and an idea. Such was Ric Gainsborough Foot, Past Master of the Information Technologists which at 100 in the list was the 'new kid on the block' a few years ago. Several of us were fired by his infectious enthusiasm and we appealed to the Lord Mayor and Aldermen with a 60 page document setting out our proposals. There already exists a Marketers Company but, we argued, 'that is one thing we are another'. It took about 18 months before we were awarded guild status by a unanimous aldermanic vote. We were on our way

Imagine setting up the Fruiterers' Company today. Very few of our members have any City experience, most of them do not work in the City, the culture, manners and customs of our institutions are alien to them, the Loving Cup ceremony goes rather wonky sometimes, sung grace is not the full throated affair we are used to, these and a lot of things have to be straightened out. But we are getting there. To get to 'Company', status we need probably a couple of hundred members and a 'charitable fund' of about £150,000. It will take a year or two to achieve this. Thereafter we will aspire to be a full 'Worshipful Company' and this may be several years. By then our charitable funds should have to be as much as £300,000. These are stringent city rules but it is felt, quite rightly, that the new companies should be worth their salt. Doubtless the International Bankers will find this fairly easy - we will have to work a bit harder I suspect.

Needless to say I am looking forward to 10th September and I hope that from time to time we can have Fruiterers as guests at our functions. I am leaning heavily on our Clerk for hints on protocol so that my fellow Fruiterer liverymen may feel at home when they come.

ANOTHER REWARD ON OFFER!!

The editors, ever having an eye for pretty girls, captured (on film) these two ladies with their escorts on the lawns at Oxford, but who are they?

Please advise the editors (01276 470947) if you recognise them and their escorts! A reward awaits.



THE CHERRY AND SOFT FRUIT SHOW 2002

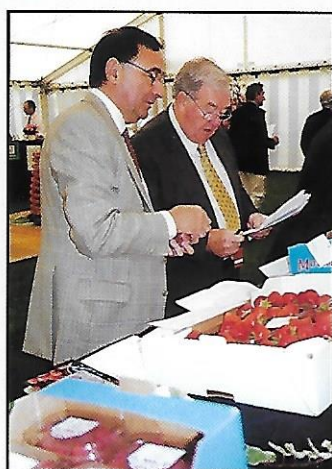
Despite the appalling weather, which had destroyed much of the cherry crop, there were some excellent entries in most classes at this year's show; certainly the general public were able to see a fine sample of what can be produced in the Garden of England.

The Champion Basket of Cherries was won by Doug Worley, and the Champion Basket of Strawberries was won by Peter Brice (Freeman), who also won the Company's Medal for soft fruit. Our Medal for the most meritorious entry of cherries was won by leading fruitgrower Paul Mansfield.

Special thanks must go to Marks & Spencer who once again sponsored the show and very generously provided the air-conditioning which enabled the fruit to remain in prime condition after the three day event.



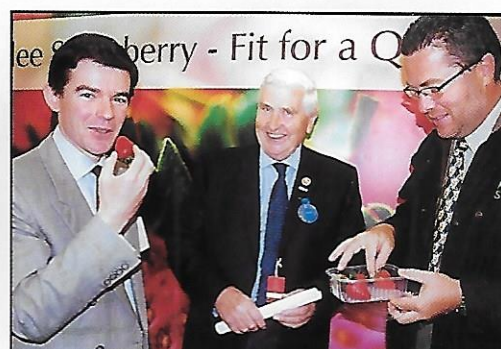
Right: Former Master Tony Redsell puts the final polish to the trophies.



Past Master Laurence Olins (left) and Douglas Kemp from AFI deep in deliberation in judging this year's Cherry & Soft Fruit Show at the Kent County Show.



Past Master Hugh Kelsey (right) joins Mike Taylor to judge the cherry classes at the County Showground at Detling, Kent for this year's Cherry & Soft Fruit Show.



Mid-Kent MP Hugh Robertson (left), Secretary to the Parliamentary Fruit Group, William Wakeley, Chairman of the Cherry & Soft Fruit Show, and Marks & Spencer's Andrew Sharp sample 'Jubilee' a new strawberry introduced for the Jubilee Year.

NEW CONFERENCE CENTRE AT HRI, EAST MALLING

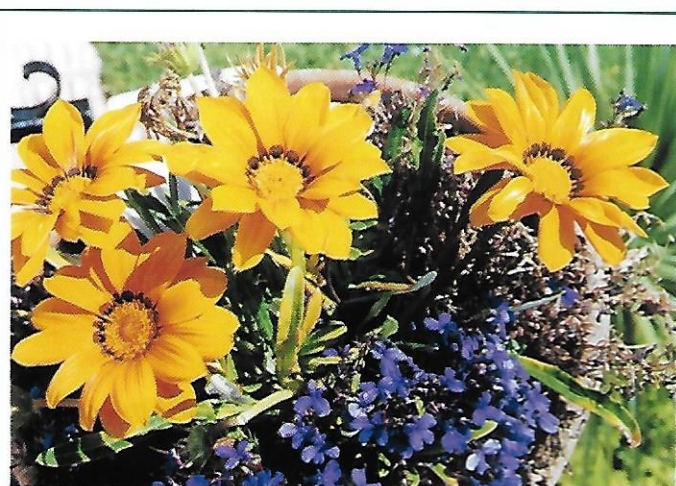
Horticultural Research International have become the proud owners of a magnificent new purpose-built Conference Centre which also hosts the European Organic Fruit Research Centre Initiative.

During his speech to mark the recent handover from the builders (Ballast Construction) the Conference Centre Manager, Dr David Parry, expressed thanks to the funders of this project, HM Treasury (administered through DEFRA) and the East Malling Trust for Horticultural Research who have made the building possible, and to the contractors present who had made his vision a reality.

The building contains a 200 seat auditorium (which can be subdivided into two rooms for smaller events), state-of-the-art audio visual and video conferencing facilities, two meeting rooms, an exhibition area, organic garden, and one of the largest horticultural libraries in the country.

The Conference Centre will be officially opened by Elliot Morley MP, Parliamentary Under-Secretary to DEFRA, on 20th

September 2002 and The Master has been invited to be among the guests.



A BUSY SIX MONTHS FOR THE MASTER

Over recent years the participation by Masters of Livery Companies in City occasions has increased substantially. Arrangements and invitations change from year to year and one awaits the incoming post with some trepidation!

This year has been no exception. The Dinner given to The Masters and Prime Wardens by The Right Honourable The Lord Mayor is always an outstanding occasion. The Master has also supported The Lord Mayor on his visits to Barts for their View Day and Treloars College

It has become traditional that the Master Fruiterer is "on parade" for the Lord Mayor's visit to Spitalfields Market and this took place in July.

Generosity from other liverys continues; This year The Master has visited The Bakers, The Environmental Cleaners (who participate in our Joint Livery Golf Day in the autumn), The Gardeners, The Spectacle Makers The Wax Changers and perhaps most memorably this year The Farmers where he was privileged to be seated next to their Master, The Princess Royal.

The Master has attended three City Churches and has visited St Paul's four times, once to The Dean's Cocktail Party, which had to be evacuated due to a fire scare!

We reported on his visit to the Spitalfields Dinner Dance in our last issue; since then he has been to dinner with the Fruit Importers at The Savoy Hotel and also to the Bath and West Show (see page 4).

On 5th July The Master and Petronel attended a parade at Buckingham Palace for the presentation of a new mace by Her Majesty the Queen to the Royal Hospital, Chelsea The Company, through individual subscribers from the Livery, made a financial contribution to the mace on the suggestion of Sir Robert Pascoe (Honorary Liveryman).

After the quiet month of August the Company's calendar looks busy and The Master can be assured that there will be lots more to look forward to in the autumn.

The Master and Petronel look forward to welcoming all the Livery to their home on September 12th.

CANARY WHARF ABSEIL

On St. Valentine's Day this year at the Fruiterers Banquet I sat next to a Sheriff of the City of London who mentioned that the Lady Mayoress, Sally Oliver, was planning a fund raising event for the Lord Mayor's appeal. Nothing special about that except that the fund raisers would be going to the top of the 800 foot Canary Wharf Tower and lowering themselves on a rope to the ground

Our Fruiterers' Company has always supported the Lord Mayor's appeals and so decided to 'give it a go'. How lucky and privileged I was. I decided that I would not make an appeal to all the Livery but limit myself to the Court, Past Masters and some others that I knew would be sympathetic to the charities concerned. These were Mental Health organisations and Barts Hospital. The response was immediate and overwhelming with almost everybody contributing; many very handsomely indeed.

May I say, here, how grateful I am to those who sponsored me. **Thank you.** There will be people, in the future, whom you will never know and who will never know you, but who will be grateful to you. Mental illness, cancer and other ailments will benefit from your generosity.

Inevitably you will ask "Hey! Rowland - what was it like?"

It was an amazing experience. The highest office building in Europe and here I am skidding past windows, fifty one floors of

them, with startled people looking out, waving, grinning or with hand to mouth in horror. You see life.

Canary Wharf, at a distance or from the air, is a great grey brute. Close up it has beauty. Almost entirely clad in stainless steel and glass it glittered in the Monday morning sun. Twenty eight of us, including the Lady Mayoress who went first, felt the kind of friendly affection for the tower that mountaineers must feel. From the top the view was superb.

Less superb was the Dome, almost immediately below, a white ball of wool with the knitting needles still stuck in, looking forlorn and abandoned. Barts Hospital and Mental Health would be transformed with a particle of the £850m misspent on the folly...

The abseil was terrific (in the modern and the old sense) and we all enjoyed it. The Royal Marine Commandos took care of our safety and there were no snags. Thinking of our Chaplain, I tried to sing something decent but only managed "Lo! He comes with clouds descending" as far as the first verse... sorry Nigel.

It was a privilege to take part in this Lord Mayor's Appeal and thus my renewed thanks to my fellow Fruiterers for their support.

Rowland Whitehead

LIONEL'S FOLLY

The above picture was taken during our "Garden of the Year" visit to Exbury. It shows The Clerk on a bridge within the gardens which was built by the late Lionel de Rothschild and is affectionately known as "Lionel's Folly".



PARADE AT BUCKINGHAM PALACE FOR THE GOLDEN JUBILEE



At the suggestion of Honorary Liveryman, General Sir Robert Pascoe, the Fruiterers' Company, in common with eleven other Livery Companies, made a contribution to the cost of a new mace to be presented to the Royal Hospital at Chelsea.

The Master and Petronel were privileged to be asked to the parade at which Her Majesty the Queen presented the mace to the Governor of the Royal Hospital.

The parade took place at Buckingham Palace on the morning of Friday 5th July. The weather was more like that expected in November and it rained heavily early in the day, stopping only half an hour before the parade was due to begin. The Chaplain gave thanks for the lack of rain during his prayers and this was greatly appreciated by all those who had attended.

Music was provided by the Band of The Irish Guards and by The Pipes and Drums of Highland Regiments. Also on

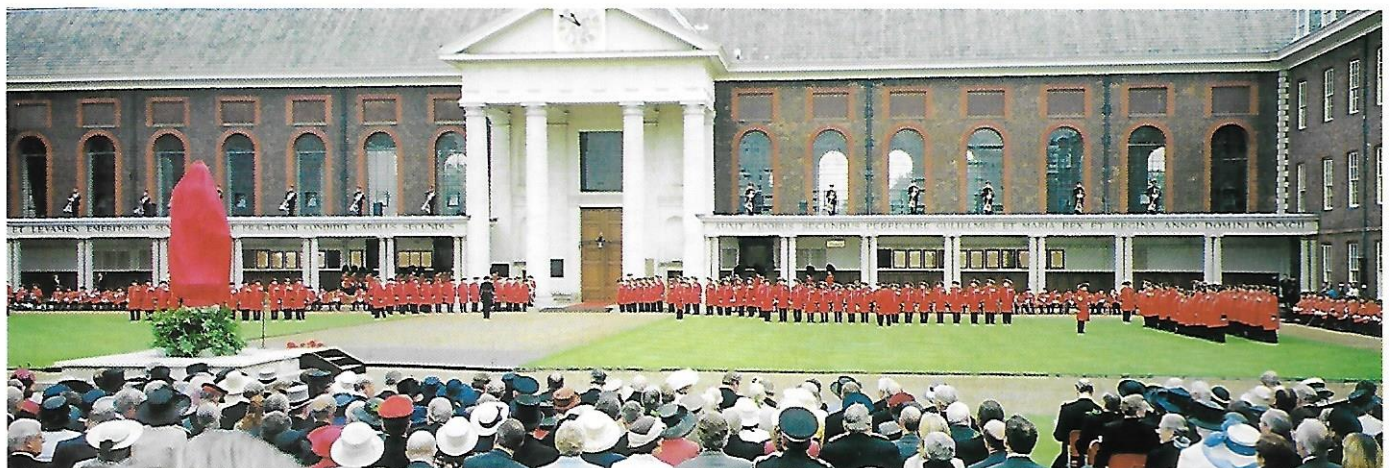


parade were The Military Knights of Windsor, The Queen's Bodyguard for Scotland and The Queen's Bodyguard of the Yeoman of the Guard. The Royal Hospital was represented by a splendid detachment of Chelsea Pensioners, comprising 120 red-coated veterans with an average age of 84!

Livermen were reminded that the Company will be planting a fruit tree at the Royal Hospital, Chelsea, on Thursday 14th November. We are planning to have lunch at the Hospital on that day and the whole event should be extremely memorable. Please make a note in your diaries!

FOUNDERS DAY 2002 - ROYAL HOSPITAL CHELSEA

The Company did not participate in this event but we will be making a visit on November 14th. These spectacular photographs were taken by Richard Brighten.



OUR ENVIRONMENTAL AWARDS 2002

This is the third successive year that the Fruiterers' Company has enjoyed the generous sponsorship of Marks & Spencer plc. I have commented before on the high quality of the entries. This year is no exception to this but the judges were very impressed by the great detail contained within the current entries.

The judges were Liveryman Stuart Stubbins, Andrew Sharp and Mike Barry from M&S, and Past Master Redsell, Past Master Todd, and Liveryman Dr Graham Bryce CBE.

Crop Production

Winner: Phillip Davies and Son, Claston, Hereford

This entry demonstrated to the judges just where UK agriculture has to be in the twenty-first century.

A clear commitment to preserving and enhancing wildlife habitats and a biomass project that will provide opportunity to obtain new information on effects on wildlife.

A long-term conservation scheme with FWAG, the Farming and Wildlife Advisory Group, was started in 1990 and a further 45 acres of riverside meadows are being developed as a wetland area with public access to picnic areas, walks and hides.

The farm has innovative crops with attention given to energy savings and a sustainable future programme of cropping showing great regard for the countryside and all of its inhabitants.

A future development of redundant dwellings is being planned to provide a Hereford Food and Drink centre. The judges considered this entry to be quite outstanding.

Crop Protection

Winner: Flamingo Holdings, London SW1

A very difficult class to Judge. Entries from five very different countries. After much discussion the prize goes to Flamingo, a company based in Kenya. They have introduced a fully committed approach to reducing pesticide usage by exploiting natural enemies carried out with real conviction and investment. Whether this environmentally-sensitive initiative could be exported to countries with a less favourable climate

is questionable, but there is no doubting the enthusiasm and energy devoted to the production of predators in their own laboratories and their large scale deployment. The reduction of chemical usage over the past three years has been quite dramatic.

Highly Commended: Kettle Produce, Cupar, Fife

Nearer to home, the judges wished to award a highly commended to Kettle Produce for their crop cover and nutrition system for swede turnips. This may be an uninteresting crop but the reduction in the need for anticholinesterase chemistry is an eventual target for all brassica growers.

Packaging

Winner: Green Mater Ltd, Ilmington, Warwickshire

Green Mater Ltd, in partnership with Novamont, an Italian company, have manufactured a product called Mater B1. This is made entirely from cornstarch. It is thermoformed into sheets which can then be used to produce various packaging options for both the food industry and unrelated products.

Being made with cornstarch, it is a renewable resource, unlike petrochemical plastics. It is biodegradable, the length of time to degrade will be weather-sensitive from 6-12 weeks.

Mater B1 is not affected by water and therefore does not require a water-resistant coating.

Its production is energy-efficient compared to petrochemical production and reconstitution of paper products.

The overall winner's name will be announced at the awards ceremony.

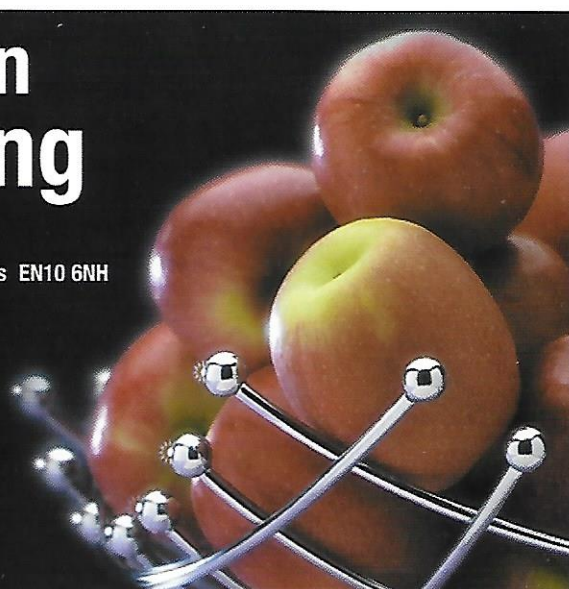
The Awards will be presented by The Rt Hon The Lord Mayor at the Mansion House on Wednesday 9th October (a revised date) at 3.00pm. Please note the time carefully as the presentations will not be in the morning as has become normal.

We are grateful to The Rt Hon The Lord Mayor for re-arranging his busy diary to enable him to be present in person.



Experts in Fruit Marketing

Contact: Laurence Olins
Poupart Limited, Turnford Place,
Great Cambridge Road, Broxbourne, Herts EN10 6NH
Telephone: 01992 473040
Facsimile: 01992 450915
www.poupart.co.uk
www.berryworld.co.uk
www.orchardworld.co.uk



GETTING READY FOR THE LORD MAYOR'S SHOW!

The Master has asked the Upper Warden to oversee a committee charged with the task of arranging for the Company to participate again in the Lord Mayor's Show which will take place on Saturday 9th November 2002.

Honorary Assistant Richard Brighten has been appointed Chairman of the Project Group which is hard at work with the plans.



It is interesting that the last two occasions on which the Company participated were both when a "Hope-Mason" was Master. In 1983 Gordon (pictured below) looked pretty delighted with the well-stocked float and in 1989 the float was

also set on a lorry (kindly provided by Liveryman Jack Henley) with the theme of Oranges and Lemons. Earlier, in 1971, The then Master and Clerk rode in an open carriage along the route (pictured above). Past Master Hohnen (the then Clerk) remembers with some trepidation that it is (to date) the only occasion when he has appeared before The Lord Chief Justice.

When the procession reaches the Law Courts The Lord Mayor, accompanied by his entourage (which in that year included Past Master Walter Brice and the Clerk) leave their carriages and present their credentials to the judiciary.

The Company has been again fortunate to find a sponsor for a major part of the costs. The entry will evidence further the Company's support for the City and maintain our profile within the City. It will take the form of a modest but exciting horse-drawn feature which will, with the proposed accompaniments, make a bold, fun filled yet tasteful statement for the Company.

Liverymen are urged to support the Master and Wardens by their presence or their participation. Walking the route of 1.75 miles from London Wall to Temple Place will be rewarded by a packed lunch and of course the cheers of the crowd.



There are hoped to be some reserved seats along the route as there were in 1989. Details can be obtained from Alwyn Thompson who holds the grand title of Manager of Logistics! (0208 460 6171).

We are all most grateful for initiatives and industry of those assisting in this project, and you can be sure that we shall have the full story in our next issue.

IN MEMORIAM

We are sorry to record the deaths of the following Liverymen since our last issue.

Bob Grimshaw, Derek Fillmer, Jack Baylis and Ken Lipscombe.

We send our sympathies to their families.

THE MASTER CELEBRATES HIS RUBY WEDDING

The Master and Petronel were joined by members of his family and close friends for a celebratory dinner in Haslemere on June 14th on their anniversary.

GOLDEN WEDDING CELEBRATIONS

We send our congratulations and best wishes to Derek and Jean Randell who celebrated their Golden Wedding Anniversary on 30th June.

LADIES DAY AT ASCOT

Petronel Turnbull entertained the wives of the Master's Committee members at a Red Cross Fund raising event held at Ascot racecourse on July 13th. The Master and the committee members themselves were also present but the record of their successes with the bookmakers has not been relayed to the editors!

CONRAD LEONARD STILL PLAYING AROUND

Our old friend Conrad Leonard, now aged 103 has established a new first by releasing a CD of some of his piano performances.

A NEW SUPPLY OF COMPANY UMBRELLAS

We hope that the dismal weather has not been brought on by a further purchase of the Company's umbrellas by the Clerk!. All members have been informed that they are available and have been given opportunities to collect them. They cost £21.

THE MATTHEW MACK AWARD 2003

The next presentation of this triennial award will be at the Annual Banquet in February 2003. The Clerk will shortly be inviting nominations from Liverymen as well as seeking those from appropriate trade organisations.

ACKNOWLEDGMENTS

The editors would like to thank the Master, the Clerk, Laurence Olins, Tony Redsell, The Renter Warden, Will Sibley, Jenny Bartlett, Alwyn Thompson, Rowland Whitehead, David Homewood, David Hope-Mason, Michael Cronk and the Clerk of the Innholders Company for their contributions to this issue.

SPONSORSHIP

We have hopes that a tentative offer by a Liveryman to provide sponsorship for the next issue will be confirmed. The need to obtain sponsors for 2003 remain vital. All Liverymen are asked to consider if they can help.