



The Fruiterers' Company NEWSLETTER

Number 49

April 2004



A DAY WITH THE MARES AND STALLIONS

March 4th was the date of an exceptional visit by The Livery to The National Stud at Newmarket. This was a brilliant event at the beginning of our new Master's year and well supported considering the distance and that it was on a working day.

The party met at reception for coffee and then was taken in buses with guides to see the workings of The Stud. It has been on the present site since 1963, with the thoroughbred stud farm of some 500 acres being officially opened by H M The Queen in 1967.

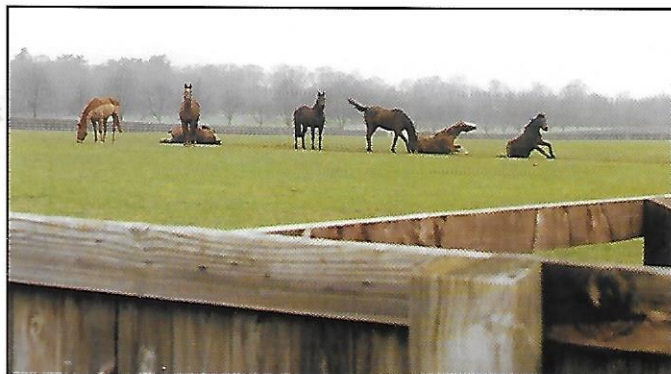
What an absolute delight the tour was. Foals are quite enchanting and there were several on show with their mothers, one being one day old.

The guides, clearly enjoying their work, gave explanations of what was happening in the various units. We visited the Stallions and then the foaling unit.

So many great horses have lived here, perhaps the greatest being Mill Reef, winner of all the classic races. A statue in his memory stands in the grounds.

Leaving the farm, the party of 77 moved into the town, where lunch had been arranged at The Jockey Club, followed by a tour of the rooms.

This was the home of the Club for over 200 years, until it was felt necessary to relocate to London for the business administration. The Club remains open for social and charitable events, which is much preferred to the previous partial use. The rooms are adorned with beautiful paintings and are full of history.



Playtime

Originally a few started to meet in a coffee house in the town (on the present site and refurbished) to place their wagers for the races. Thus the club was started and has moved to the prestigious racing organisation that it now is. A picture of the late Sir Winston Churchill hangs in this room, marking the debt owed by the Nation to his insistence that the major races were continued through the Second World War years to preserve the lineage.

The Master and Heather were supported by the Wardens and their wives and many old friends. It was particularly nice to see Laurence Eldred, Han and Hannelore Hettling and Keith Sims.

It was a most memorable day's visit in warm spring weather and enjoyed by all.



Mare and foal

DATES FOR YOUR DIARY

2004

May 6th	Fruiterers Golf Day	Kingswood GC
May 20th	Audit Court Dinner	Barber-Surgeons Hall
June 3rd	Bath and West Show	Shepton Mallet
June 18th	Visit to "Garden of the Year"	
June 24th	Election of Sheriffs	Guildhall (Noon)
May 20th	Summer Event	Belmont (Kent)



**Sponsored by KG,
the UK's Leading
Soft Fruit Production
& Marketing Group**

THE LEWIS AWARD

The Master, Henry Bryant, presented the Company's coveted, triennial **Lewis Award** for distinguished service in the marketing of fresh fruit to **Liveryman David Read OBE**, at the Fruiterers' Banquet, held at the Mansion House on Monday 16th February.

He said; "It is most fitting, in the year marking the 20th anniversary of the formation of the Banana Promotion Group, that this Award should go to the man who led this Group so effectively since 1984 to such remarkable and single minded success". As a clear result of The BPG's activities, in conjunction with its agency communications and thrust, the Group is now recognised as the leading authority in the fresh produce sector on this fruit. Furthermore, a campaign spanning two decades has captured the public's imagination to such an extent that bananas and energy are inextricably linked. Bananas now occupy top spot as the UK's most popular fruit and they even out-sell all other mainstream commodity products such as milk and bread. This is a truly amazing story of marketing success

The Banana Promotion Group was formed in 1984 when three main UK banana importers, (Geest, Fyffes and JP Fruit Distributors), established it to promote consumption of the fruit in the UK. Since the advent of its activities there has scarcely been any increase in the overall consumption of fresh produce in the country. The exception is that of bananas which has risen by 153%



ADDITIONAL PUBLICITY FOR THE COMPANY

Fruiterers receive information relating to the Company's activities three times a year through the Newsletter. This publication is also circulated to other Liveries and City interests and therefore publicises our events and endeavours over quite a wide spectrum of readership. Interesting and pertinent stories have also been published in the appropriate fruit trade periodicals. Now however, we have been given the opportunity to reach a wider audience. Lockwood Press, who have in their stable of titles *The Fresh Produce Journal*, a weekly,



targeted at the fresh produce industry, have given the Fruiterers a page of copy, once a month, in the publication.

The plan is to carry the news in the first edition of each calendar month, reporting on the activities of the previous month. The venture began this year and we have kept to our deadlines. The Managing Director of Lockwood Press, Justin Hope Mason, is the son of Past Master David Hope-Mason and a Liveryman in his own right. The Editor, Tommy Leighton, has attended a number of Fruiterers functions and welcomes our participation and support of the new initiative. Virtually all of the industry has sight of the *Fresh Produce Journal* each week and as a consequence we will be reaching a much wider audience.

A BANQUET TO REMEMBER!

The Fruiterers Company held their Annual Banquet at The Mansion House on February 16th, a glittering evening with nearly 300 people present.

This is the prime Livery event in the calendar, celebrating St Paul's Day and the Right Honourable The Lord Mayor and the Sheriffs are traditionally the principal guests.

Unfortunately The Lord Mayor was unable to be present, due to duty commitments in Egypt, but he sent a Locum Tenens in the form of Alderman Sir David Howard with his wife Val. Sir David is an old friend of the Company and we were delighted to see him and his wife again.

The Ambassador of the Kingdom of Bahrain with his wife, Lord Falconer, the Lord Chancellor with Lady Falconer and Sir Christopher Meyer KGMG with his wife were among the other notable guests.

The Company has a representative of each of the armed forces as Honorary Liverymen. They are affectionately known as "the three musketeers" and all three were on parade this year, each bringing a distinguished service Officer. The Navy was represented by Vice-Admiral P A Dunt, the Army by Lieutenant-General Sir Alistair Irwin KCB CBE

(Adjutant General) and the Royal Air Force by Air Chief Marshal Sir Jock Stirrup KCB AFC ADC RAF (Chief of the Air Staff).

Masters of other Livery Companies are always invited to attend this dinner and this year the Company entertained the Master Farmer, Master Innholder and the Prime Warden of the Basket Makers Company.

Jack Henley (currently Master Carman) was present as a Liveryman of the Fruiterers.

The Master (Henry Bryant) presided and proposed the Civic Toast to which Sir David replied and in his speech made an impassioned plea for the construction of CrossRail to improve the transport infrastructure within the City.

Past Master Laurence Olins JP proposed the toast of The Guests, to which Sir Christopher Meyer, presently Chairman of the Press Complaints Commission and formerly H M Ambassador to Washington replied., recalling with pleasure the Fruiterers visit to his Embassy in 1999.

It was an excellent evening, well planned and executed on time! The food and wines were also most acceptable!



The Ambassador of the Kingdom of Bahrain



Our 'Guest Masters'



Our 'Musketeers' with their guests



The Master

CITY OF LONDON BRIEFINGS

City of London Briefings are particularly aimed at new Freemen and Liverymen, but wives/husbands/ partners are also very welcome, as well as those that have been admitted to a Livery, but for a variety of reasons have not yet attended. The Briefings provide a short introduction to the work of the Corporation, especially the relationship with the livery Companies. There is the opportunity to ask questions of the speakers and the Briefing is followed by a light finger buffet providing the chance to mix with other Freemen and Liverymen. The proceedings conclude at 8 p.m.

The format for the evening will be:

5.00 p.m.	Registration (tea and coffee will be served)
5.30 p.m.	Welcome and introduction
5.40 p.m.	Video presentation
5.55 p.m.	Interval - glass of wine
6.10 p.m.	Second part of video presentation
6.25 p.m.	Question and answer session
7.00 p.m.	Light finger buffet
8.00 p.m.	Departure

Application for places on the Briefing should be made to the:

Public Relations Office,
Corporation of London Livery Courses,
Wax Chandlers Hall, Gresham Street,
London EC2V 7AD.
Tel 0207 606 3591/2
Fax 0207 600 5462
e-mail liverycourses@waxchandlershall.co.uk

or by post to the Course Administrator at the above address. Confirmation, or otherwise, of bookings will be sent out within ten working days and should this not be received please contact the Course Administrator. **All places are allocated on a "First Come, First Served" basis.**

The dates for 2004 are:

Thursday, 13th May 2004.	Innholders' Hall
Tuesday, 15th June 2004.	Old Library, Guildhall
Tuesday, 19th October 2004.	Old Library, Guildhall
Tuesday, 9th November, 2004.	Old Library, Guildhall
Tuesday, 15th February, 2005.	Old Library, Guildhall

You can also receive an application form by contacting Liveryman Dick Brighten on Tel 07802 263 193. We encourage you to attend.

ST. VALENTINE'S DAY CELEBRATIONS

New Spitalfields Fruit & Vegetable Market is one of the Corporation of London institutions and has long and historic associations with the City. Apart from trading very successfully at its relatively new site in the London Borough of Waltham Forest, the Tenants Association ensures that its members' requirements are attended to and that includes the



The Master & Heather with other VIPs await entry with John & Marcia Olney

organisation of an annual dinner/dance. This year the event fell on St. Valentine's Day and was held at the London Marriot Hotel. Many of the Market's personnel are members of the Fruiterers, led by Honorary Assistant John Olney, Chairman of the Tenants Association, Chris Hutchinson and Laurence Eldred. Distinguished guests among the 360 diners were The Master and Heather, and another Fruiterer Daniel Caspi, Chairman of the Corporation Markets Committee and his wife Avril. The Mayor of Waltham Forest was also in attendance. Although Spitalfields is now located a few miles from its original site the links with the City and the humour associated with East End life and living are always in evidence.

ST. PATRICK'S DAY AND BEEF

The latest informal, carvery lunch was held at the Butchers' Hall, on St. Patrick's Day, March 17th. Eleven Fruiterers, including a guest, assembled in the splendid and friendly atmosphere of this most hospitable venue. As always the Butchers were most welcoming and attentive and served the usual excellent lunch characterised by some of the best beef in the City. The Master Butcher greeted the Master Fruiterer and exchanged pleasantries in a packed dining room.



The Master Butcher (William Parker Esq) with our Master

MEALS – THEY ARE A-CHANGING!

The theme of this year's City Food lecture, held at Guildhall on 13th January 2004 and sponsored by Sainsburys plc, was "Changing the Menu". This was the fourth of the series of City Food lectures arranged by the Fruiterers Company in cooperation with six other "food related" Livery Companies. The high profile of the speakers has been a feature of all the lectures and we were not disappointed this year with Sir Francis Mackay, Chairman of Compass Group plc.

It would have been unlikely that our speaker would not have relied on the experiences and expansion of his own organisation which is a leader in the foodservice industry, but the scope of his talk showed how eating habits and expectations have changed out of all recognition in the last ten years.

Bland entrees, over-cooked vegetables and surly service have been replaced by an almost limitless choice of delights from all corners of the world. Perhaps it was the growth in the overseas holiday business, especially package holidays, which was a major factor to our exposure to a wider range of cuisines, Sir Francis asked. This, together with the growth of ethnic minority communities who brought their own styles of cooking with them and displayed considerable natural gifts in catering..

When the Little Chef restaurants arrived they set a new standard of cleanliness, standard of service and menu for travellers, where people knew what to be able to expect; a long way from the previous roadside cafes. From this have sprung a number of other brands,

from Pizza Hut to MacDonalds, Harry Ramsdens to Burger King, all expanding the range of foods available. In the UK we needed to catch up and now we have more of such branded food outlets than the

rest of Europe put together.

In turn the supermarkets have developed ready meals, now offering a quality and choice of almost any food one could imagine.

This in turn is affecting the willingness to accept poor quality and badly cooked food in schools and hospitals. Here great strides are being made by caterers to make acceptable dietary food attractive so that children and patients will eat it and benefit from it. We need to encourage the young not to lose the art of cooking and equally we need strict dietary control to ensure good health and control of the threat of obesity. The food providers have a big responsibility to their public.

After the lecture there was a Question and Answer session chaired by Sir Peter Davis, Group Chief Executive, Sainsburys plc. On the panel were Sir Brian Bender KCB, Permanent secretary at the Department for Environment, Food and Rural Affairs; Helen Browning OBE of Eastbrook Farm Organic Meat and Curry Inquiry Commissioner; Sir Gulam Noon MBE Chairman of Noon's and Stuart Mitchell, Managing Director of Sainsburys.

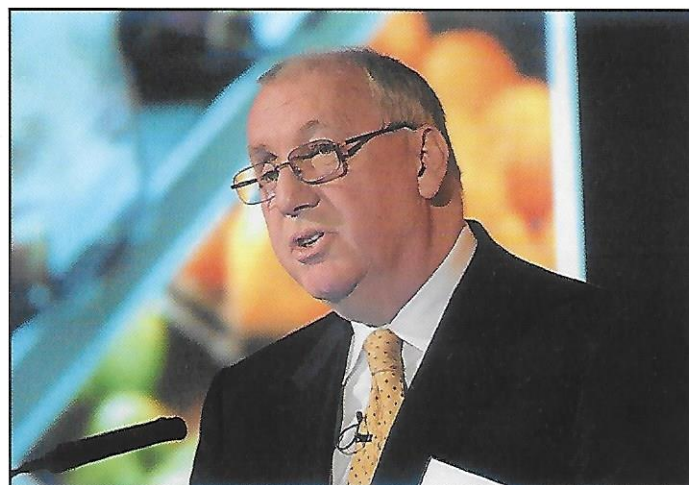
After the lecture, supper was generously provided by the sponsors to the attendees. The Guildhall was full and everyone seemed to believe that the event had been both instructive and informative. We are most grateful to Sir Francis.



The Lord Mayor, Sir Peter Davis and Laurence Olins



The Lord Mayor and the Sheriffs



Sir Francis Mackay

VERSAILLES IN E8, WITH A FOX EARTH!

Shacklewell Primary School Hackney, in the East End of London, is surrounded and overshadowed by factories and blocks of flats. But this centre of education has a number of features that make it quite unusual and an oasis in a tough, uncompromising urban environment - a refreshing landmark of hope brought about by the co-operation of staff, parents and pupils.

Sandra McLeod, Humanities Mistress and PR co-ordinator for Shacklewell, assisted by a determined committee have introduced a number of features made possible by winning external financial assistance and sponsorship. There is a very sophisticated recycling plant where the children are taught to convert rubbish into useful biproducts and collect other materials for recycling. In addition, an attractive and realistic Japanese garden has been laid out adjacent to the playground. The Worshipful Company of Fruiterers was approached to assist with another project. At the back of the school buildings lay a grass incline, shaded by hornbeams. Using initiative and through hard work, the slope has been terraced with railway sleepers and turned into a garden where vegetables are grown for the interest, benefit and consumption of teachers and children. The Fruiterers had been invited to donate and plant a series of fruit trees in the form of cordons along the barriers at each end of the plot. So on Saturday 6th March, The Master, Heather, Renter and Liveryman Dick Brighten arrived armed with shovels, forks, and other sundry equipment to ensure that the trees were suitably planted and prepared for the season. Parents, pupils and Fruiterers dug the holes in which the apples and pears were planted.

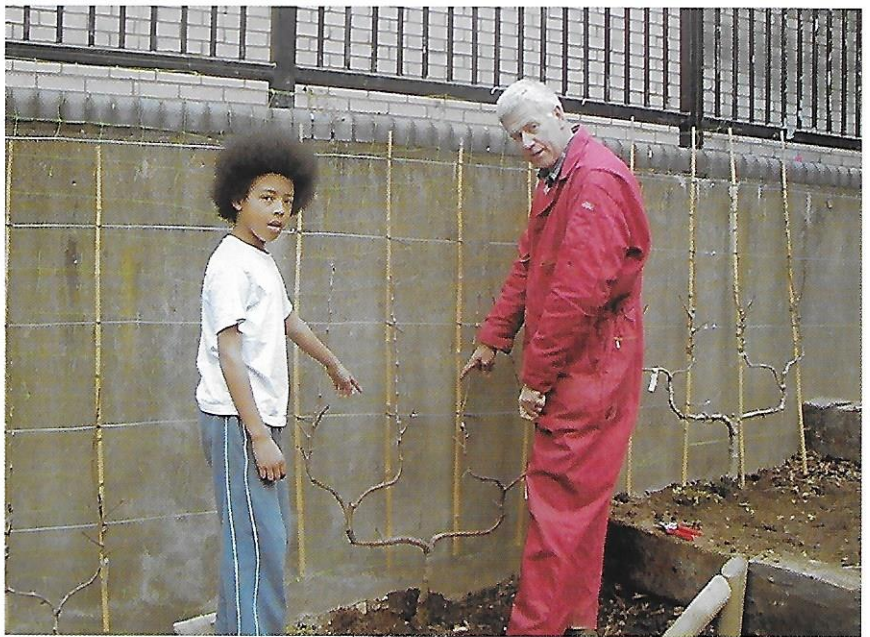
Will Sibley had carefully selected varieties that will grow in the environment and will produce a crop shortly after the completion of the summer holidays, thus enabling the children to enjoy fresh fruit on their return.

So that the trees can be trained along wires and canes, two types of cordons had been chosen, "double-U, (UxU)", and "oblique". The former epitomise the nurseryman's art and were originally developed by André Notre, a head gardener at the Palace of Versailles outside of Paris, to give beauty and interest to the gardens in the winter, when the

trees are leafless. An apple and pear variety were planted as four-year-old UxUs, *Cybelle*, (bred by the Delbar organisation), and *Conference*.



The Master gets some help with "heeling in"



A young André Notre? No Ayl, with his double-U cordons and the Renter

Against the wires, on the other side of the garden, oblique cordons were installed which included the pear, *Concorde*, and the apples *Meridian*, *Red Falstaff*, *Park Farm Pippin* and *Pinova* all known for their scab and mildew resistance. They possess excellent desert qualities and should be enjoyed by all fortunate enough to eat them.

The enthusiasm exhibited by Sandra, George, and the energetic pupils was infectious and the planting became a highly enjoyable and worthwhile

experience. One resident who did not make an appearance during the activity was the fox, which has dug an earth into a terrace below a sleeper, the entrance hole being clearly evident. We were assured by the children that the occupants are often seen strolling in the grounds.

In early March the garden, like all gardens, looked a little bare and forlorn but with the new trees and the planned cultivation the area should look like a picture by summer. It is planned to organise an excursion for the school to Farming World and the orchards of Kent, to give these intrepid and budding horticulturalists a different perspective.



Job done, the group relax for a team shot. (Spot the fox earth?)

SPONSORS' RESPONSIBILITIES

Sponsors who have successfully seen their candidates elected to the Freedom & Livery still have several responsibilities. Scrutiny of the back cover of the Calendar & List issued by the Clerk will reveal several events listed in bold type. Fruiterers during their interview for admission, and in their preparation, are reminded that there are certain of these that they are expected to attend. The two that are significant are Election of the Sheriffs and Election of the Lord

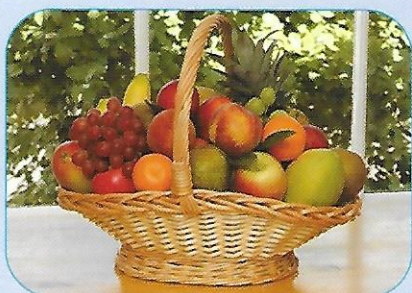
Mayor, both held at the Guildhall. Sponsors and those that second are expected to encourage their new entrants to attend both, at least once, in the first two years after entry. During 2004 the two pertinent dates are Thursday 24th June, (Election of Sheriffs), and Monday 29th September, (Election of Lord Mayor). Notices are issued by the Clerk indicating where members can collect their admission tickets.

STOMPING AT THE SAVOY

The UK's fresh produce trade association, The Fresh Produce Consortium, has for fifty-eight years held its annual dinner dance on the third Saturday in February, and usually at The Savoy Hotel, London. This year was no exception. Nearly 300 sat down on the evening of the 21st and dined on cuisine that had been sponsored by this year's host nation, France. Among the VIPs were the Master and Heather.



Left to right. Liveryman Dick Brighten, President of The Fresh Produce Consortium, his wife Denise, the Master and Heather.



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ST PAUL'S DAY SERVICE & LUNCH

*If Saint Paul's Day be fair and clear,
It doth betide a happy year;
But if it chance to snow or rain,
Then will be dear all kinds of grain;
If clouds or mists do dark the sky,
Great store of birds and beasts will die,
And if the winds do fly aloft,
Then war shall vex the kingdom oft.*

The Company celebrated the Feast of the Conversion of St Paul, our Patron Saint, on 23rd January with the traditional Church service at St Mary Abchurch. The Very Reverend Victor Stock, presently Dean of Guildford Cathedral and formerly Vicar of Bow Church in the City, gave the sermon.

The singing was at the high standard which has become a traditional part of the occasion under the direction of David Bell. The choir sang the Gloria from the Coronation Mass by Mozart.

During the service the new Master was installed.

The retiring Master gave a lunch to the Court at The Innholders Hall after the service at which he proposed the health of Bobby and Doris Manners on their Golden Wedding



The retiring Master also presented a fruit basket to his wife

Past Master David Hohnen proposed the health of the retiring Master and presented a series of cards, "Congratulations", "Thank You" and "Best Wishes on your retirement", each referring to aspects of the year.

At the conclusion of lunch the Badge of Office was transferred to the New Master, who then formally took Office.



BEST PRACTICE



Violetta Vitanova, a research student from the City University, was sponsored by the Worshipful Company of Fruiterers, through the auspices of the Awards Council, to investigate certain aspects of the UK fruit production Industry. The title of the paper, (which was given its official launch at a Press Conference held at the Ashford International Hotel, Kent, on the 25th November, 2003), is ***"Best Practices in the UK Top Fruit Industry — An Action Plan for Improving Growers' Profitability"***.

The report will be of use to all types of fruit growers

helping them to identify areas for potential improvement, although it will need regular updates to take account of the evolving market situation and the requirements of customers.

Face-to-face interviews were conducted with 26 growers with the aim of understanding the reasons behind the differences in husbandry and commercial performance among producers. From the investigations three different types of growers emerged with each type exhibiting similar characteristics. Through critical self-assessment each individual themselves will be able to place themselves in one of the three categories, and then by comparing their own operations with best practices will be able to focus on key areas to improve their viability and commercial future. The final chapter of the report an action plan is provided to address the most common weaknesses for each of the three groups.

Ms Vitanova's presentation was recommended by Past Master Laurence Olins, Chairman of the Awards Council, as a "practical and easily understood working document for UK growers". It was appropriate that the Fruiterers Company should be pursuing and supporting such invaluable research in the constant drive to assist the industry which it is committed to enable more effectively.

JUDGE NOT LEST YOU BE JUDGED!



Jenny Bartlett was delighted to have been approached to join a panel of judges charged with the task of judging Apple Juice at last year's National Fruit Show.

This was the 17th year of the competition and there were some 60 varieties to taste. It is a relief that this juice is non-alcoholic!

There were two categories, a blended juice from two or more named varieties and a Single Variety juice. "Dr David Pannell was to chair the judging panel and I was hoping for some advice and guidance, as I was a complete novice" Jenny tells us.

Marking was carried out using a points system, scores being awarded for taste, aroma and colour, also for either homogeneity or clarity.

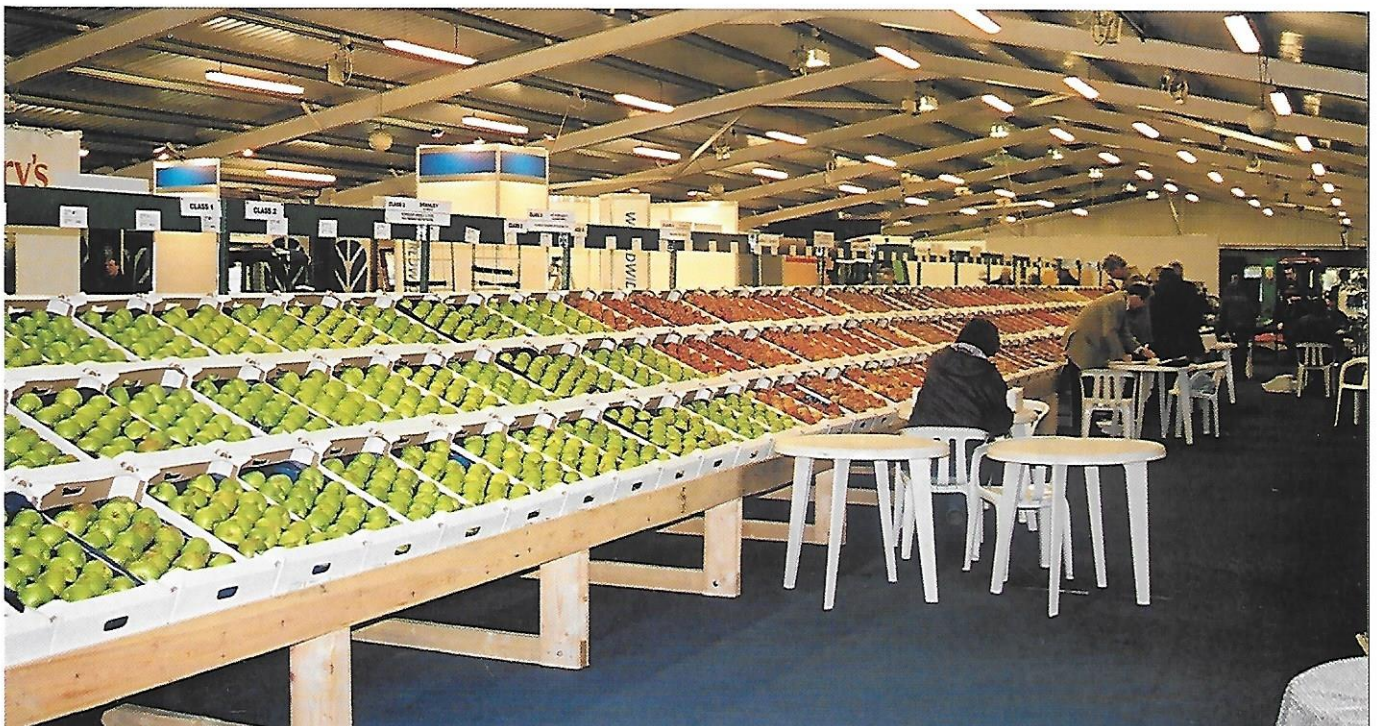
The tasting was "blind"; small numbered beakers were placed before the judges in batches to

facilitate tasting and marking in an orderly fashion. Plenty of dry biscuits and bottles of water were available to cleanse the palate.

In the tasting of 60 varieties some were clearly better than others, but some were "too close to call". The totalling of the points lead to a final round of tastings. "This then was followed by a second round before, finally, we were able to declare the winners" Jenny says.

"I finished the day full of admiration for those who devote time as judges. It is certainly hard work and requires dedication. The whole day was a terrific experience and I felt very proud of the wonderful fruit on display and the number of different juices provided were a credit to the growers"

The Winner in the Blended Juice section was Owlet Apple Juice and in the Single Variety section the winner was Robert Riley.



OUR NEW RENTER WARDEN STANDS TALL IN THE LIVERY

William (Will) Sibley has been elected by the Court to the Office of Renter Warden for the year 2004.

Will is well-known to many liverymen through his active participation in our technical and tree planting programmes, and can be recognised easily by his height! (See our picture on Page 6).

Will is a fruit tree nurseryman and grafter, with a nursery in Canterbury.

He lives in Leigh-on-Sea with his wife Elizabeth (a former district nurse) and their son Andrew.

He continues to serve on the Awards Council, established "The Craftsman Award", serves on

adjudication panels and actively participates in conferences and seminars.

Will has for some years provided the Company with a magnificent maintenance service for the gifts of trees which we planted in a variety of venues. We are most grateful to him for the ongoing work which he carries out for us. He makes regular visits to Highgrove and the Gardens of the Year and has returned to Washington USA.

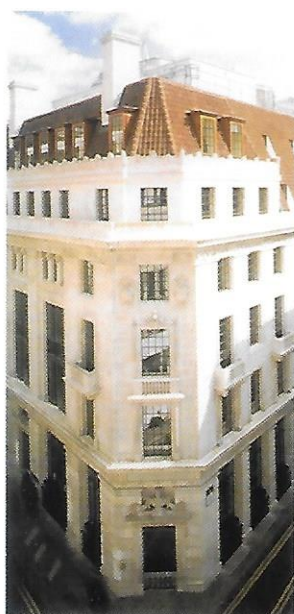
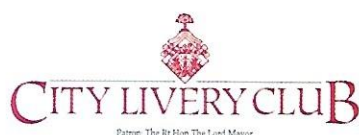
"My girls are giving a grafting demonstration at the forthcoming Bath and West Show", he tells us. If you go to the show, don't miss it!

FRUITERERS GOLFERS GETTING READY

After the wet winter and the recent gales, spring is round the corner and arrangements are well advanced for the Annual Meeting of the Golfing Society at Kingswood GC on May 6th.

The Master is coming to present the prizes and we now have two lady members!

Any Liveryman who would like to join the Society should telephone the Acting secretary on 01276 470947 (or fax).



Founded in 1914

"Let the Livery Flourish"

Membership Details

Full Membership of the Club is open to Liverymen and Freemen of City Livery Companies, members of the Guild of Freemen and Ward Clubs. Freemen of the City of London and City Branch members of the IOD are welcome as Associate Members.

For enquiries about membership please contact the Club at the address below.

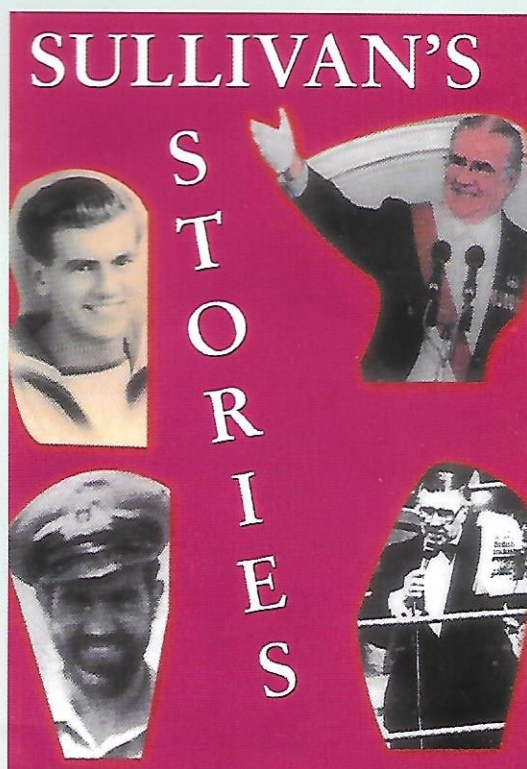


Membership Advantages

- A well appointed venue for Members to meet, dine and exchange views.
- An extensive social programme including Section activities for most interests.
- Convenient location (approx 5 mins from Liverpool St. Station)
- A convivial City Club with a Members Room, Brasserie, Bar and Lounge with coffee & tea facilities.
- Facilities open to Members and their guests Mondays to Fridays (7am - 7pm).
- Reciprocal arrangements with other Clubs.

The City Livery Club
38 St Mary Axe, London EC3A 8EX
Phone: 020 7369 1672 Fax: 020 7369 1673
email: postbox@cityliveryclub.com
www.cityliveryclub.com

BERNARD'S STORIES



Bernard Sullivan, our esteemed toastmaster, has published a book recounting some of his experiences since he took up his profession after the end of the War.

Copies can be obtained direct from him by writing to "Gavellers Rest", 77, Kingsway, Petts Wood, Kent.

BRITISH SOFT FRUIT GROWERS — THRIVING DESPITE THE CHALLENGES!

“Thrive”. v. grow well, prosper

There is no doubt in my mind that a degree of optimism is required if you decide to make your living as a soft fruit grower.

We do battle, as many others have to, with rising labour costs and burgeoning red tape.

There are impending issues to resolve concerning water use, pesticides and increasing costs of production.

We positively dance through a maze of audits which seem as prolific as some of my strawberry plants, and when we finally heave a sigh of relief because the planting is finished, the flowers are out or the crop looks fantastic there is a final uncontrollable challenge — The Great British Weather. Never mind that it is too hot, too cold, too wet, too dry, we now have the wind trying to flatten our tunnels.

However, before you rush forward with your handkerchieves and spare change there are some important facts to consider.

In the last ten years British soft fruit growers have pushed their industry forward like no other and these changes are accelerating as we strive to meet the

various challenges.

There are strong marketing initiatives borne out of a good understanding of what our customers require. This relationship is also driving major changes in the varieties of fruit available now and in the future. Breeding programmes are now more important than ever before. The industry has replaced imports with homegrown produce (apologies to some of you!) and we continue to try and extend our market share across the board.

New technologies and growing practices are improving growers productivity, and finally there has been massive capital investment on farms from tunnels to packhouses.

If the industry continues to address the challenges in the same forthright and positive manner and does not destroy its market place through complacency or mis management, we all have a secure future. After all it is the challenges that make us react and seek change.

“Opportunity”. n. Lucky chance, favourable occasion or time.

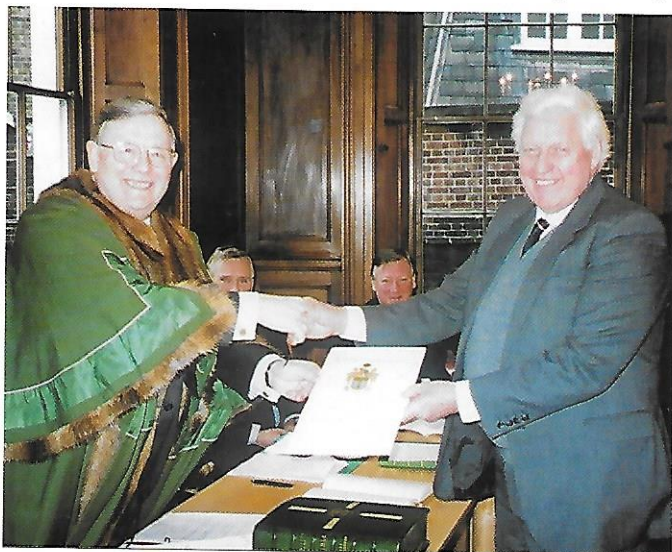


**Sponsored by KG,
the UK's Leading
Soft Fruit Production & Marketing Group**

NEW FREEMAN

On January 23rd 2004

Jonathan George Oatley



No new Liverymen were elected at this meeting of the Court

STATUS CHANGE AT EAST MALLING RESEARCH

17th March was a landmark day for the Research Station at East Malling in Kent, when the Chairman of the East Malling Trust for Horticultural Research, Liveryman Ian Graham-Bryce, signed the business transfer agreement with Lord Whitty, on behalf of the Government, enabling it to become independent from HRI.

East Malling's history goes back to 1919 and in 1923 a group of fruit growers, with a small grant from Government, established the Station.

East Malling Research, as it will be known, will start trading on 1st April 2004, and yet another chapter will begin in the life of what is arguably the most famous fruit research establishment in the world.

The Company has long established links with East Malling, having and continuing to sponsor students and fund projects.

Both The East Malling Trust and the new EMR are well represented by members of the Livery. Both the present Chairman and Vice Chairman are members of the Company and Past Master Redsell is serving as both a trustee and on the board of directors of EMR. Past Master Alan Todd was the Chairman of the Trust for many years and laid much of the foundation to enable the new EMR to become reality.

We wish the new enterprise good luck and success.

OBITUARY

Geoffrey Plimsoll Shaw Brewer

We are sad to report the death, at the age of 82, of Geoffrey Brewer who joined the Livery in 1970. We send our sympathies to Shirley and members of his family.

Geoffrey had been an active supporter of The Company for many years and an active, and successful, founder member of our Golfing Society.

The Remembrancer represented The Master at his funeral.

GARDEN OF THE YEAR

The 2004 winner of this competition, sponsored jointly by Christies and The Historical Houses Association, is Kiftsgate Court, Chipping Camden, Glos.

In sending our congratulations to the owners, they have been pleased to accept our offer to visit the garden and plant fruit trees.

Our visit has been arranged for June 18th and The Clerk will be issuing notices

MINI SPONSORS FOR OUR FIFTIETH ISSUE

Many Liverymen would like to sponsor the newsletter but cannot manage the full cost (£1,000 plus VAT).

Our Summer issue this year will be our fiftieth, and a chance for ten liverymen to be mini-sponsors.

We shall have a full page, containing ten "boxes"

If you would like to participate, we need to know by 31st May.

Please telephone the editors, or E-Mail, if you wish to be included.

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