



The Fruiterers' Company NEWSLETTER

Number 51

December 2004



HIGH QUALITY OF ENTRIES FOR OUR ENVIRONMENTAL AWARDS

The seventh presentation of the Company's Environmental and Organic Awards took place on October 22nd at The Mansion House in the presence of The Right Honourable The Lord Mayor, Alderman Robert Finch.

The winners were announced by Past Master Tony Redsell, who chairs the committee responsible for the adjudication of the entries. The awards divide into three groups, Research and Development, Production and Environmental Farm Standards.

The most exciting was the winning entry in the Research and Development category, for which a separate technical article appears on page 6 for the benefit of our technical members/readers!

"The number and quality of the entries for our awards have shown outstanding application of research and remarkable inventiveness in their solutions in order to solve complex horticultural problems with an overriding concern for their environmental effect" Tony Redsell tells us.

The Research and Development Award went to East Malling Research where Jerry Cross, David Hall and Paul Innocenzi were able to identify the female apple leaf midge pheromone, which has been very effectively used in baited sticky traps to catch the male leaf midge and prevent, organically, a pest which has been previously impossible to control. The isolation of the group of pheromones should also lead to organic control of other pest species and the East Malling research team have triumphed where previous attempts by three internationally renowned research groups have been unsuccessful.

In this same category the Henry Doubleday Research Association (HDRA) received a highly commended award for their management of weeds in organic production systems.

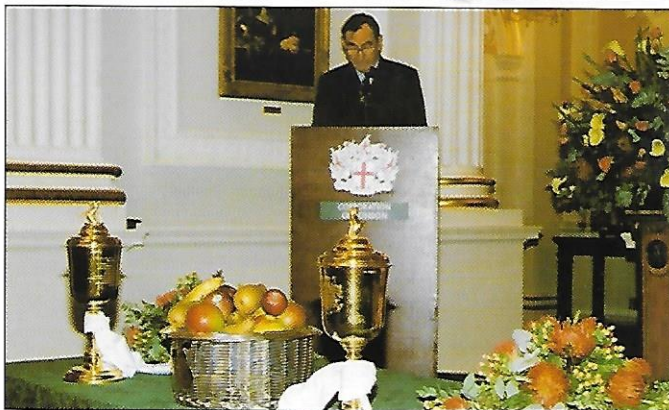
The winner of The Farm Environmental Standards Award was Stewley Orchard in Somerset, owned by Constellation Europe, a major producer of Blackthorne, Addlestons and Old English cider.

In the Production class it was a pleasure to see a previous winner again receiving an award. Vitacress Salads Ltd are Europe's leading grower and packer of organic baby leaf salads, where hundreds of small plants per metre mean that hoeing and traditional weedings are impossible. Their solution is to use a mulch produced to a high microbiological and physical specification by the Hampshire County Council and the Onyx Environmental Group from composted green

household waste. The Company then invented a machine to apply the mulch evenly and accurately over the seed beds with the result that the baby salad leaves are grown organically, weed pressure drops by 98%, the crops' nutrient needs are met and the soil structure has improved.

We are most grateful to The Rt Hon The Lord Mayor for presenting our awards again and to Waitrose Ltd, who were our sponsors. Mr Gordon Fairbrother, Central Buyer, Fruit, at Waitrose Supermarkets was also present for the awards.

Congratulations to all this year's winners.



DATES FOR YOUR DIARY

January 25th	St Paul's Day Service, St Mary Abchurch, Noon Court Lunch, Innholders' Hall City Food Lecture, Guildhall, 6.15pm.
February 3rd	Annual Banquet, Plaisterers' Hall, 6.45pm.
March 16th	Informal Carvery Lunch, Butchers' Hall
March 18th	United Guilds Service, St Paul's Cathedral
April 5th	Visit to Portsmouth and dinner in HMS Victory
April 21st/22nd	Livery Visit to Rungis, Paris
May 19th	Audit Court Dinner, Barbers' Hall
June 30th	Master's Reception, Bonhams London



The Prize Winners 2004



HARVEST FESTIVAL AT OUR GUILD CHURCH



For several years the Company has participated in a Harvest Festival Service at St Mary Abchurch, our Guild Church in Abchurch Lane. This year's service was held on October 13th and was conducted by the new Priest in Charge, The Reverend Philip Warner.

The Master gave the first reading (Genesis 3: 1-7), Past Master Sir Rowland Whitehead Bt, Church-Warden, gave the second (John 15: 1-7)



The Revd Philip Warner took the story of Adam and Eve as the basis of his address, noting, surprisingly for many, that an apple was not mentioned in the Old Testament account. He speculated that perhaps it was a pomegranate or a peach that proved to be symbolic of the first man and woman's downfall.

On the Order of service appeared the following:

*Adam lay-boundyng, Bounded in a Bond,
Four thousand winters Though he not to long,
And all was for an apple,
An apple that he took, as clerkes finden,
Written in their book*

The autumn carvery lunch was timed to follow the service, and the Master, Wardens and Liverymen and partners present repaired to Butchers' Hall.

We continue to be grateful and indebted to The Butchers' Company for allowing us to join their livery for these informal lunches which are being continued in 2005.

THE MASTER AND WARDENS IN FINE FETTLE!

The Master and the Wardens gave their traditional dinner to the Court at Innholders' Hall on 11th November. The hall was full to capacity, with Liverymen and guests taking up all the spare places.

Innholders' Hall has undergone further major works to meet legislative requirements and the new cloakrooms and rest rooms are magnificent!

We received a warm welcome from Bob Fox and his staff who provided an excellent meal, ending up with the famed and ever popular "Innholders' Cheese Soufflé". The Master and Wardens had also selected wines par excellence, and a good evening was had by all.

The guests included The Rt Hon Sir Jeremy Hanley KCMG (an old school friend of The Master among his many other claims to fame) who replied to the Toast of The Guests which was proposed by The Master. Sir

Jeremy is currently Senior Warden of the Chartered Accountants' Company. Alderman Nicholas Anstee (recently retired Aldermanic Sheriff) was also present.

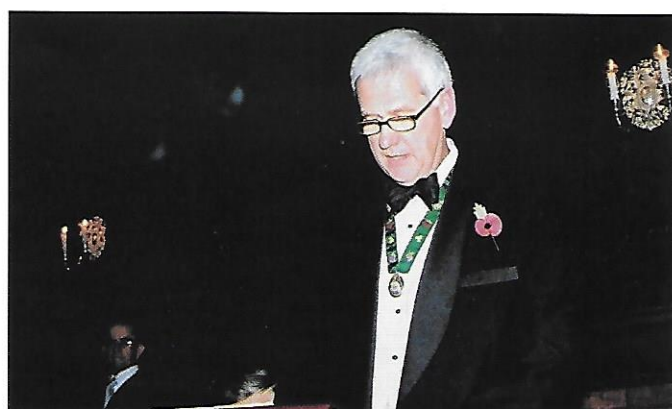
For the first time all guests were treated to port provided from a legacy of the late Past Master Donald Mack.

During the evening the Master presented Ian Johnston with his award won at The Cherry and Soft Fruit Show. Mr Johnston is The Master's farming neighbour.

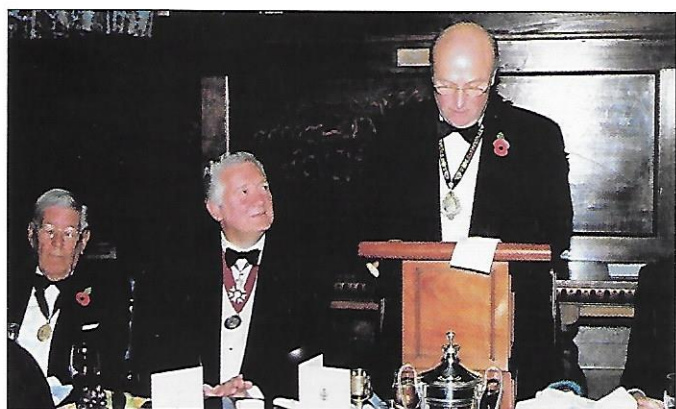
Honorary Assistant Sandys Dawes proposed the health of The Master and Wardens, setting out a summary of the achievements of the year so far, and The Renter Warden (Will Sibley) gave an amusing reply, telling of his adventures at New Spitalfields Market during a recent visit. Beware if you see him aboard a fork lift!



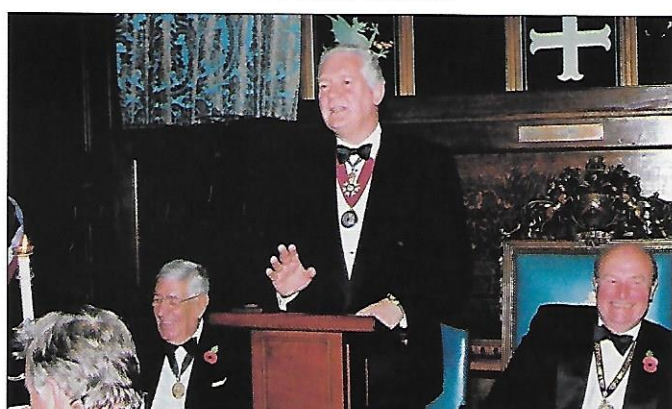
The Master and Wardens



The Renter Warden



The Master



Sir Jeremy



Ian Johnston receives his award

BOB CHARLTON

Those who were at the Master and Wardens Dinner will have heard The Master announce the retirement as Beadle of Bob Charlton. We are delighted to announce that he has been persuaded to remain with us and we look forward to many years of happy association.

JUDGEMENT BY THE PEERS!

Those involved in top fruit production and other areas of horticulture will always diarise the dates of the National Fruit Show. Held at the Kent Showground, every October, the event allows those who are involved in the industry to show their wares, seek advice and inspect new developments.

The Fruiterers' Company has always been actively involved through its membership and commitments to aware excellence in the industry. The two-day event brings growers from all over the country, and judging from the number of cars in the car parks this was one of the best attended for a number of years.

There are many awards and prizes each year at the National Fruit Show and The Fruiterers Company continues to award Silver Medals for three classes of exhibit.

This year's winners were:

The most meritorious collection of pears – J.A. & N.J. Bardsley

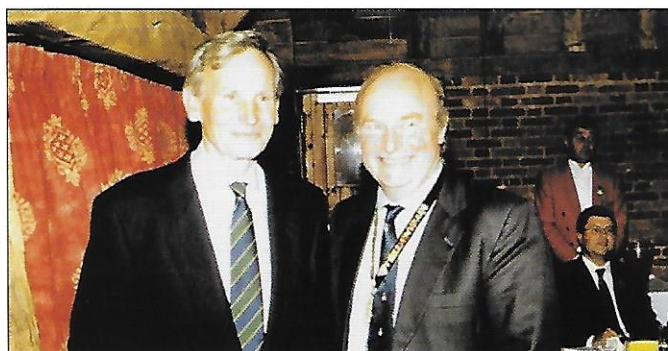
The most meritorious collection of dessert apples – JL Baxter and Sons

The most meritorious collection of culinary apples – J.A. & N.J. Bardsley

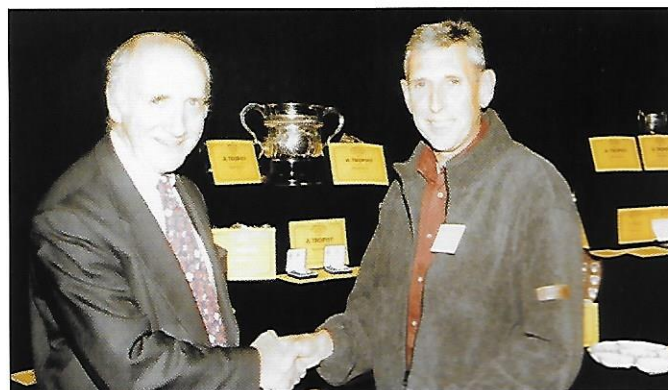
In addition The Company is the Co-Sponsor of The Craftsman Award to recognise particular talent and years of service by an individual working on a fruit farm. This year the winner was George Hooper, Foreman on RMO and RCO Caper Stocks Farm at Sucley, Worcestershire.

In presenting the award on behalf of The Master, Lord Selborne said that "George has shown great ability in all aspects of managing, pruning and shaping Gala, Cox and Bramley orchards to obtain the optimum results year after year. He has also passed on his knowledge carefully and accurately to other members of his team".

The Dinner held on the evening of the first day of the Show has provided an ideal opportunity for The Company to present The Fruit Culture Award and this year The Master (Henry Bryant) was delighted to make a presentation to Mr Graham Waters.



Graham Waters and the Master



Lord Selborne and George Hooper

Graham Waters is a leading agronomist with over 40 years service to the industry. "Graham is regarded as one of the most knowledgeable agronomists in the industry today" said The Master. "He has earned the deep rooted respect of all the fruit growers and colleagues with whom he has worked".

In 1962 Graham Waters joined Corfes and Sons (pharmacists), working with his father from Maidstone and giving local growers agronomic support. After his father's retirement, he joined Twymans for two years before setting up Seagroves in 1974 with three other partners. After Seagroves was taken over by Twymans, Graham joined Eric Gunn (himself a previous winner of the award) at FAST Ltd, subsequently becoming a Director.

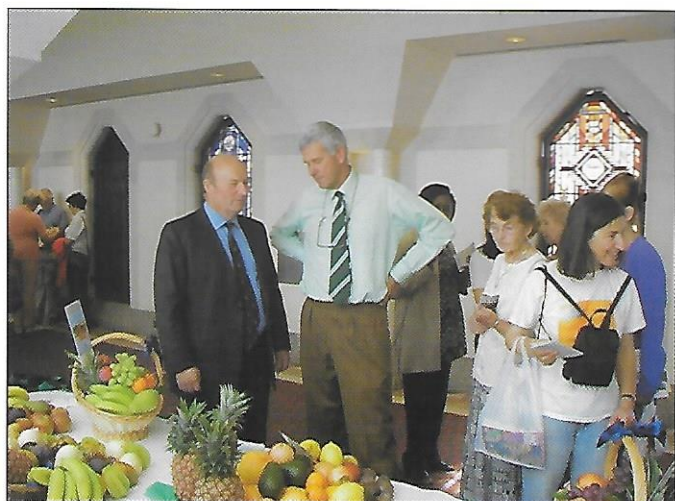
In the nineties he joined Hutchinsons and Sons (Wisbech) as their South Eastern Fruit Agronomist, a position he still occupies today.



FRUITERERS GO FLORAL!

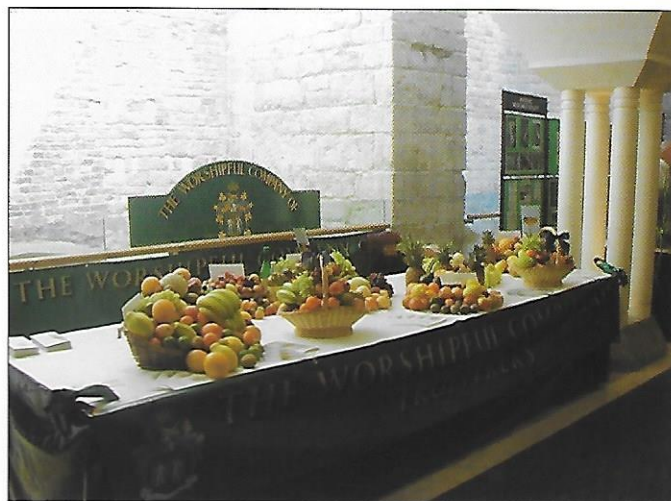
The organisers of the annual 'City of London Flower Show', celebrated their 25th anniversary of the event at the City's Guildhall on the 6th/7th September.

Attracting a wide range of exhibits and exhibitors, one of London's most historic buildings is transformed by a spectrum of colour and an infusion of scents. This year, there were 158 entry classes and since its inception there have been over 22,000 exhibits. Interestingly enough, and unusually, admission is free

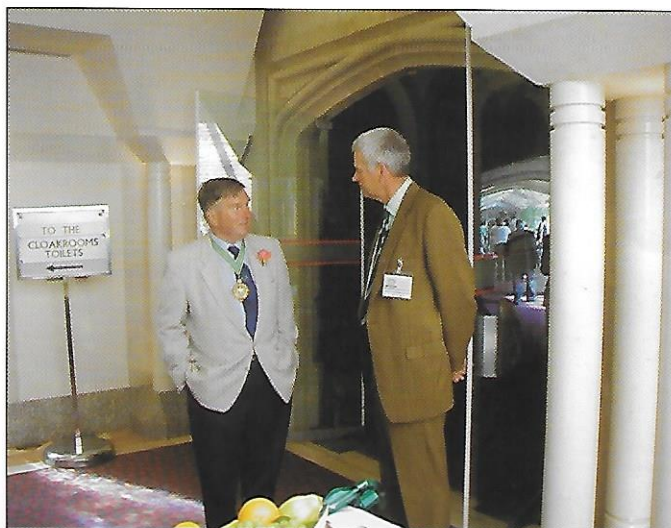


and over the two days several thousand visitors flock to view the displays.

This was the third year that the Worshipful Company of Fruiterers have participated and their exhibit for 2004 was certainly more ambitious than the previous two. Fruit collected from generous donors in New Spitalfields and Western International markets during the early hours, was displayed by continents as a map of the world. The theme was 'Fruits of the World' and examples were set out by global regions and



attracted considerable attention and questions from interested visitors. Needless to say, some of the friendly visitors from overseas highlighted omissions which were swiftly rectified. Display signs, originally created for the Company's entry in the Lord Mayor's Show were used to embellish the stand and two of the Company's fruit baskets were the focus of many enquiries.



The Renter Warden, Will Sibley, was in charge of the entry and artistic interpretation and was assisted by Liveryman Dick Brighten. The aromas of ethylene and esters from the ripening fruit enhanced by the brilliant colours of the different fruits received considerable acclaim and stimulated the senses.

Sampling was a popular feature of the second afternoon and at the conclusion the displays were donated to the staff of the Guildhall and the Red Cross.

ATTRACTING THE MIDGES

The apple leaf midge is a damaging pest in the UK as well as many other apple-growing regions of the world. The larvae of the midge attack young leaves, mainly at the growing points, causing the leaf edges to roll and form characteristic galls. This damage is most serious in nursery stock and newly-planted trees, but can also reduce yield in established trees.

Apple leaf midge has 3-4 generations per year in the UK. An ongoing project funded by Defra, the East Malling Trust and the HDC has identified and synthesised the pheromone and is exploring the use of traps baited with the synthetic pheromone for monitoring the pest. The project brings together the experience in applied entomology of Jerry Cross's group at East Malling Research (EMR) and the expertise in pheromone identification and application of David Hall's group at the Natural Resources Institute (NRI) of the University of Greenwich.

Pheromone was collected from over 2,000 of the tiny female midges at EMR and the collections were analysed at NRI by gas chromatography linked to electroantennographic recording from the pheromone receptors that are located on a male midge antenna. A single/ biologically-active compound was detected in extremely small amounts, one female midge being estimated to produce only about 1 picogram per hour.

The chemical structure of this compound was worked out and the compound was synthesised and shown to be highly attractive to male apple midges. Sticky traps baited with less than 100 micrograms of the synthetic pheromone have caught over 1,500 in one day.

A good correlation has already been demonstrated this season between catches of male midges in the pheromone traps and the laying of eggs on apple shoots by the females. The traps thus promise to provide highly sensitive and accurate tools for monitoring the midge and are easy to use as they catch only apple leaf midge and no other insect species.

Work is in progress to develop the traps as monitoring tools and make them available to growers. However, the synthetic pheromone has proved to be so powerful that it may be possible to use it for actually controlling the midge. This might be by mass-trapping using larger numbers of high capacity traps; by lure-and-kill in which the midges are attracted to small panels impregnated with a rapid-acting insecticide; or by mating disruption in which the atmosphere in an orchard is permeated with synthetic pheromone so the male midges cannot locate and mate with the females.

Mike Solomon

Science Director, East Malling Research

RHS WINNERS AT AUTUMN FRUIT SHOWS

We congratulate the winners of awards at the October and November RHS Shows.

October

Most meritorious collection of apples

M Tivey

Most meritorious collection of pears

D E Palmer

November

Most meritorious collection of apples

D E Palmer

ST PAUL'S DAY SERVICE 2005

Our annual Livery service will be held on 25th January 2005 at St Mary Abchurch at Noon, when the preacher will be The Archdeacon of London.

THE MASTER DRINKS A LOVING CUP WITH THE LORD MAYOR



On 22nd October The Fruit Porter (Nobby Price) presented The Master with the traditional and contractual bushels of apples on behalf of the Livery for presentation to The Right Honourable The Lord Mayor.

This year the fruit was placed in our Silver Sieve Basket, on display for many for the first time.

Many liverymen donate to this Presentation in the form of money which substantially augments the Fruit Distribution Programme, still very much "Up and running" under the staunch leadership of Ivor Robins.

The Upper Warden (Peter Bartlett) proposed the health of The Lord Mayor and The Master drank a traditional Loving Cup at the conclusion of the presentation.

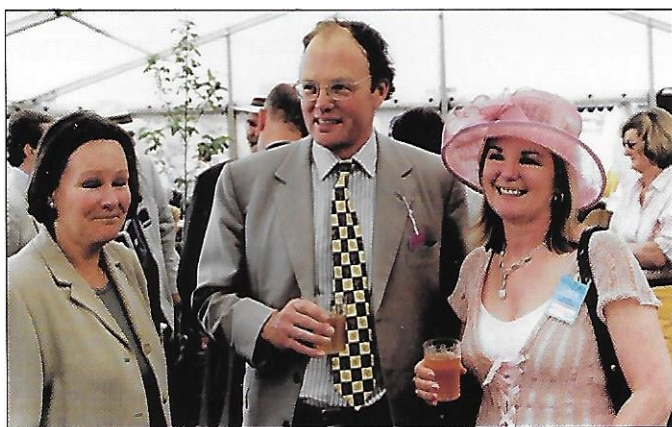


The Lord Mayor expressed delight at the continuation of this traditional presentation.

Afterwards the Livery adjourned to Leathersellers' Hall (a hall which we have not visited for many years) for luncheon at which the Award winners from the Environmental Awards presentation (see front page) were entertained.

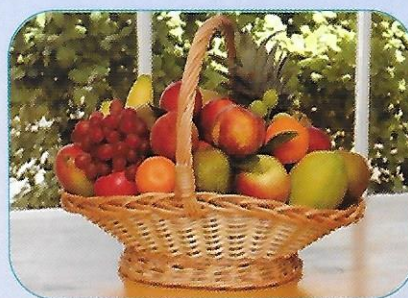


HATS OFF TO HEATHER !



It has been a feature of our events this year to see Heather Gare in a display of gorgeous hats! Being The Master's lady is quite a challenge as many who came before will agree.

Thank you Heather for your hard work and devotion to duty and for your contribution to the Company's well-being!



A WELCOME GIFT
ALL THE YEAR ROUND

fruit-baskets.co.uk

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DID WE REALLY SEE THE MASTER IN THE DOCK AT THE OLD BAILEY?!

Yes – those who attended the meeting of Apprentices on 13th October were witness to an appearance by The Master in those formidable surroundings.

Past Master Judge Cryan had arranged this year's meeting in conjunction with the late Judge Michael Hyam, and we were delighted to see Michael's widow, Diana, among the guests.



PM Donald Cryan addresses the attendees at the Old Bailey



The Cronk sisters, Nicola & Philippa, share a joke with Stephen Bodger at the Old Bailey

The visit started with a visit to one of the Courts and a most interesting talk by The Common Serjeant, His Honour Judge Peter Beaumont QC.

The Old Bailey is steeped in history and a tour of the courts and the concourse concluded with a reception to which all current Apprentices and their Apprentice Masters were invited, together with new Freemen of the last two years and Court members.

The new scheme, introduced in 2000, is progressing well, although one Apprentice has now resigned due to business commitments. There is still an opportunity to put forward further candidates and all Liverymen are urged to consider whether they would like to put forward a recommendation to keep up the impetus and hopefully continue to expand interest in the Company from young people.

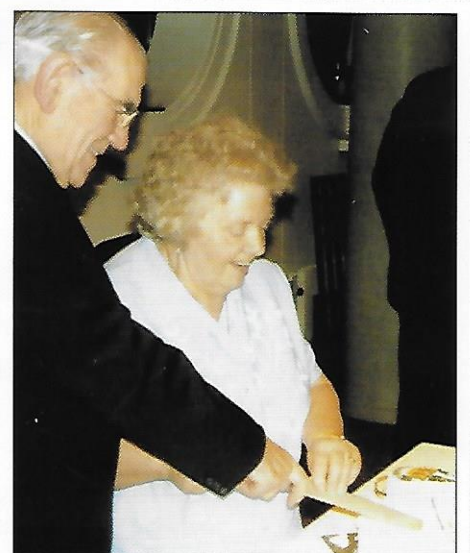


110 CANDLES

It would seem appropriate to be a Tallow Chandler at present as we have two further wedding anniversaries to celebrate!

Alan and Sally Todd celebrated their Golden Wedding with a family lunch at Larksfield, Kent and Bernard and Rosie Sullivan celebrated their Diamond wedding with a service of blessing and supper at Founders' Hall.

Congratulations to them all and best wishes for the future.



THE CARMEN ARE CONQUERORS AT THE ADDINGTON!!

In a close fought contest, on the most magnificent warm autumn day, The Carmen's Company golf team won the cup and first prize at the Joint Livery Golf Day, which was again held at The Addington.

Their score of 92 points beat the Fletcher's Company (89) and the Fruiterers (88)

Six Companies participated this year and 31 players turned out, perhaps a little disappointing. Many golfing societies seem to have early

October events or their liveries are busy with overseas visits.

The current Master of the Fletcher's Company, Frederick Neal CMG, was in their team and kindly presented the prizes.

The format of starting later relieved the difficulties of the morning traffic and this will be repeated next year when again we shall return to this magnificent but challenging course on October 6th.



The Carmen



The Carmen

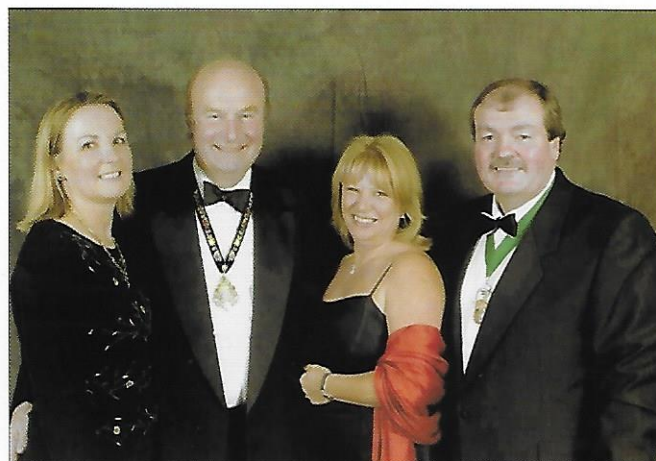


Runners up

STRICTLY COME DANCING !

One of the requirements of taking office as Master now seems to be an ability (undefined!!) to take to the dance floor. More so due to the generosity of the Western International Tenants Association who again invited The Master and Heather to be among their guests at their annual dinner dance held this year at The Royal Gardens Hotel Kensington on October 30th.

George Bray, Liveryman, is currently Chairman of the Association and he and his wife Sue were the hosts for a fun packed evening attended by nearly 300 guests.



THE MASTER AND HEATHER WISH YOU JOYEUX NOEL !

It is hard to believe that we are only a few weeks away from Christmas and even harder that I am in the last quarter of my Mastership!

It has been a real privilege to serve as Master and I hope that I have been able to repay some of the experiences and friendships that I have enjoyed over my 28 years as a Liveryman. Thanks must go to all those Liverymen who have supported the events during the year.

The visit to Newmarket in the spring was especially memorable for me as it brought some of the old stallions out of retirement. Our visit to Kiftsgate gave us a chance to see a really wonderful garden in an area of outstanding beauty.

Heather and I were particularly happy to entertain the Livery at our home in Kent and to show some of you round our orchards.

One of the highlights for me have been the visits to two of the leading markets at Spitalfields and Western International and to see the sheer volume of choice that is now available to consumers of this country. This goes back to our very roots as a guild when fruit was first traded in the City of London. I can recommend to anyone to get up early and have a look around these markets; the confidence and vibrancy is almost infectious.

My thanks go to The Wardens, The Clerk, Committee members and The Court for giving me so much

advice and support.

May you all enjoy a Happy Christmas and a prosperous and fruitful New Year

From Heather:

What an eventful year this has proved to be for Henry and myself. Coming from a country with no ancient traditions, I feel I have been privileged to support The Master Fruiterer.

One major event during the year was the 350th Festival of the Sons of the Clergy, held at St Paul's Cathedral in May. The clergy have provided leadership and served their parishes, making significant contributions to cultural, educational, spiritual and artistic life. In appreciation, the Corporation of the Sons of the Clergy provide a role in grant-making to aid these clergy; therefore the festival is a thanksgiving to the Corporation. The highlight of this festival was the festival Choir accompanied by The City of London Sinfonia. The choir was represented by 300 voices from 41 cathedrals. The singing of the anthems was truly magical and very moving.

Over a year filled with many different occasions, Henry and I have appreciated the support help and friendship we have received and I join with him in best Christmas and New Year wishes.

HELEN RINTOUL WINS FRUITERERS' PRIZE AT SAC-AUCHINCRAIVE

Helen Rintoul, a final year undergraduate, received her Fruiterers Prize at SAC's Presentation Day in the Bute Hall of the University of Glasgow in July.

Helen was nominated for the Prize on the strength of her excellent applied horticulture project ('An investigation into developing a Flowering Index for "Arnica chamissonis" and the best possible use of this Index to assess the levels of carotenoids within a plant at a given growth stage'), being the best 4th year student on the BSc Applied Science course (for which she was awarded an SAC Prize) and being the most outstanding student graduating from any degree course at SAC's Ayr Campus (for which she was awarded the Watson Peat Trophy).

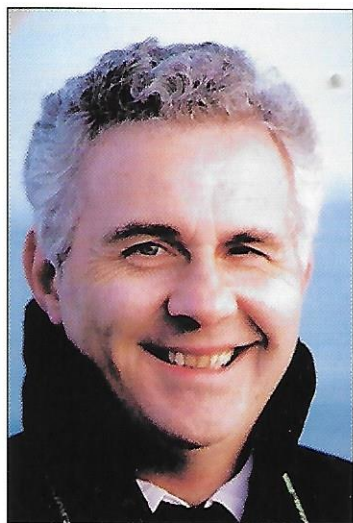


*Helen is shown with the
Watson Peat Trophy*

Arnica is of special interest to growers at this time, when they are looking to diversify their cropping. Traditionally, *Arnica* has been used externally for the treatment of a range of ailments including chronic rheumatism, bruises, joint pains, insect bites, inflammation, fever and internal pains. It is also used in cosmetic preparations. The current European demand for *Arnica* is 20-30 tonnes of dried flowers per year. Sesquiterpenes and carotenoids are major constituents of *Arnica* and it is important to produce and harvest plant material

with high levels of these metabolites. Helen's project made a useful contribution to our understanding of the development of *Arnica* and thus of its commercial potential.

OUR NEW MASTER READY TO TAKE THE HELM



Peter Bartlett, our Master-Elect due to be elected on St Paul's day, is a keen sailor and is including in his programme a return visit after some 30 years to HMS Victory at Portsmouth and Dinner on board in the year when the 200th anniversary of the Battle of Trafalgar will be celebrated.

"I am really looking forward to this visit and I hope it will appeal to the Livery" he tells us. "I am a great admirer of Lord Nelson".

Peter is a stockbroker and has spent his working life in the City of London. He has served on the finance sub-committee for some years. He joined the Livery in 1991. Peter has been married to Jenny for 31 years and they live in Sevenoaks. His daughter, Celia, was a member of the team responsible for the two floats which we have

entered in the Lord Mayor's Show and has been helping in the arrangements for a Livery visit to Bonhams Auction Rooms in June. His son, David, works with a City bank.

Jenny continues to be a major contributor of photographs for our newsletters.

"I am also excited over the arrangements now completed for a Livery visit on April 21st/22nd to Rungis composite fruit and food market in Paris. I have received huge help over this project from trade and market members and The Fresh Produce Journal" he says. Peter hopes that this will be popular with trade related and grower members of the Livery, and also from those who cannot resist "April in Paris"!

In a full and imaginative programme for all tastes, Peter will start at "the deep end" on the day of his election with The City Food lecture at Guildhall, and will preside at the Annual Livery Banquet to be held on February 3rd in the magnificently refurbished Plaisterers' Hall where we will be making a happy return after an absence of some years.

ADRIAN LATHAM WINS OUR PRIZE AT HARPER ADAMS

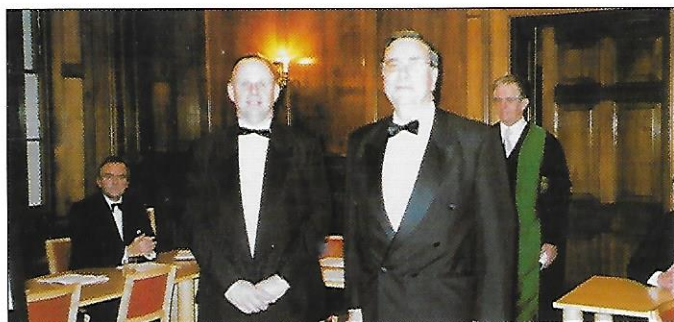
On 17 September, the Company's 2004 Prize at Harper Adams (Shropshire) was awarded to Adrian Latham for his final year project entitled 'Are supermarkets in the interest of UK fresh fruit consumers?' The Prize was presented to Adrian by Professor Brain Revell, Dean of External Liaison at the College.



Professor Revell presents the Fruiterers' award to Adrian Latham

WALTER (Wally) OLINS

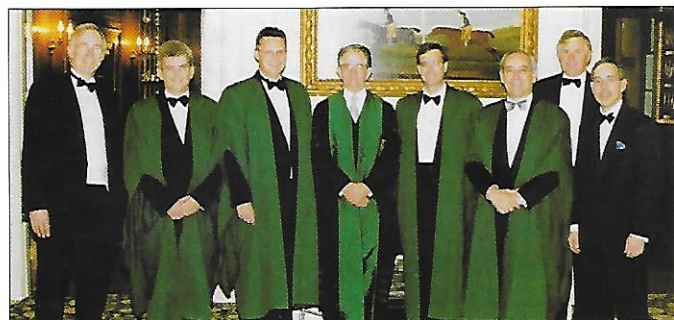
Liveryman Wally Olins died on 16th August aged 85 after a short illness. He had been a member since the year 2000 and though joining the Fruiterers late in life was a keen supporter during his time with the company. During this period he re-connected with old colleagues from the fruit industry and made many new friends winning them over with his easy manner, ready smile and twinkling eyes. Wally was involved in the fruit industry for 52 years during which time he became one of the most respected individuals of his generation. He was Chairman of his family business Louis Reece Ltd from 1961 - 1985.



Gerald Edwards (left) Derek Harnwell (right)

NEW FREEMEN

On November 11th Gerald Michael Edwards
Derek Harnwell



From left to right, R D Francis, P N West, The Beadle, J Klinck and M Velasco with their sponsors

NEW LIVERYMEN

On November 11th R D Francis
J Klinck
P N West
M Velasco

CHARITABLE TRUST DONATIONS 2004

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

British Olympics Appeal

Royal British Legion Poppy Appeal

Mansion House Scholarship Scheme

Lord Mayor's Appeal

Save The Children Fund

St Bartholomew's Hospital

Reed's School Foundation

St Mary Abchurch

British Red Cross

Army Benevolent Fund

The Robert Orme Fund

OBITUARIES

We record with regret the deaths of Wally Olins, Gordon Pattie and Hugh Jonathan Mitchell Darby MBE, and send to their families our sympathies at this time.

A separate tribute to his late father by Past Master Laurence Olins appears elsewhere in this issue.

BEST WISHES

Liveryman Robert Green has been seriously ill in hospital but is now at home and making a recovery. We send him and his family our sincere good wishes.

ACKNOWLEDGEMENTS

The editors would like to thank The Master, Heather Gare, Mike Solomon, Alwyn Thompson and Jenny Bartlett for their contributions to this issue and to their Anonymous Sponsor.