



The Fruiterers' Company NEWSLETTER

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An Evening full of Eastern Promise

On 27 January, 1994, by kind permission of the Plaisterers Company, The Plaisterers' Hall was again the setting for a most successful Livery Banquet. The Master, Michael Wallis, presided over an evening that had a definite Eastern influence. Ambassadors and High Commissioners of ASEAN nations were among the guests, who also included His Eminence the Cardinal Archbishop of Westminster, Cardinal Basil Hume.

During the evening, the Matthew Mack award was presented to Mrs Linda Allen, the Managing

Director of Howard Long International Ltd. Details are given on page 2.

In his toast to the Lord Mayor and the Corporation of London, the Master suggested that as fruit trees were present in the Garden of Eden, there was little doubt that the Fruiterers were the original Livery Company. However, owing to the problems that the apple caused, we were relegated to 45th position and made homeless.

Alderman Sir David Rowe-Ham, replying, thanked the Master and remarked that the Fruiterers are a

working Company. In a review of the City, he commented on the proposed closure of Barts Hospital, saying there would be no accident and emergency service in the Square Mile. He also mentioned the "ring of steel". Although this has caused some inconvenience, recorded crime is down by 17%.

The very Reverend Lawrence Jackson, in a humorous and witty toast to the guests, said that we all need standards, and Livery Companies provide Honesty, Thoughtfulness and Reliability, which equals Integrity. They are a bastion of stability in a world where there is a sea-change taking place.

In his reply, Cardinal Hume, commenting upon this, said that values that really matter will be in families and in schools. Help is needed for the family and support for education. He was sure that the Company would play its part.

An excellent programme of music by the Royal Artillery Orchestra complemented the evening.



Our photograph shows The Master and Wardens together with the Clerk and the principal guests at Plaisterers Hall with two of our honorary liverymen representing Her Majesty's armed services.

This issue of the newsletter is sponsored by

NEW COVENT GARDEN MARKET

Part of London's past and London's future



The Company's Matthew Mack Award goes to Linda Allen

At Plaisterers Hall on 27 January, The Master made the triennial presentation of the award to Linda Allen.

Linda Allen, born in Norfolk, comes from a farming background. She was educated in Ontario, Canada before settling in Cambridgeshire in the 1960's.

Linda's career in the fresh produce industry began in the 1970's with Greens of Soham, later known as Hassy Ltd, where she held management positions in procurement and sales of salads and vegetables.

In 1983 a move to join the Shropshire family in the G's Group included account responsibility for Marks & Spencer as well as Procurement and Marketing Manager for G's Grower Ltd. — a producer co-operative.



The Master Congratulating Linda Allen

In 1985 Linda was promoted to a Director of G's Marketing and with Shropshire's acquisition of J H Waterfall & Sons (Farmers) Ltd. in 1987. Linda was given added responsibility as Commercial Manager.

Linda's first husband tragically died in 1988 leaving her with a 14 year old daughter. At this time the Waterfall processing business was struggling financially and Linda was presented with the challenge to turn the situation around. Her new position of Managing Director of £3.5m turnover Company, the responsibility for 187 employees and a brief to build a strong management team was to be her challenge into the 1990's.

Changing the culture of a family farming business to a professionally operated processor of ready-to-eat salads and vegetables to supermarkets, catering and fast food chains has been achieved through recruitment of dedicated professionals, the input of management controls, product development, major investment in buildings and equipment and extensive training at all levels. A General Management course at Sundridge Park Management Centre in December 1989 set the scene for Linda's own personal



Linda Allen

development.

In December 1990, Waterfall's major shareholding was acquired by an American, Mr Howard Long, who has invested some £5.6m in the business during the past 3 years.

Committed to training both in-house at HLI and for the produce industry Linda, as Director of Training and Information Services for the Fresh Produce Consortium (UK), has initiated many courses over the past 2 years. Linda remarried a Management Consultant in 1991 and now lives in Cambridge City.

When Linda is not concentrating on produce, she likes to go to the theatre, try her hand at golf, enjoys cooking, entertaining family and friends as well as reading, walking and gardening.

ST PAUL'S DAY ELECTIONS

At the Court Meeting on 25 January 1994, Michael Charles Wallis was elected as Master for the year 1994 with Sir Rowland Whitehead as Upper Warden and Michael John Tanguy as Renter Warden.

Our photograph shows the Master with the Poupart Fruit Stand and the traditional Pineapple.



OUR NEW FREEMEN

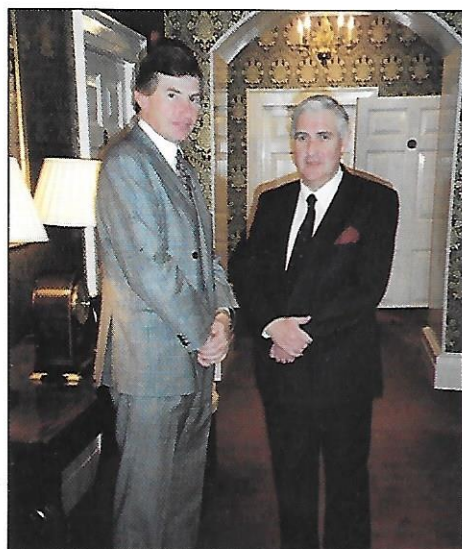
At a Court Meeting on St Paul's Day, Richard Delve Brook and John Alan French were elected as Freeman.

Dick Brook is Managing Director of East Kent Packers, the fruit co-operative based in Faversham, Kent. He is Chairman of English Apples and Pears Ltd, the organization set up by UK growers

to promote English fruit. A keen golfer in his spare time, he will no doubt be an asset to the Fruiterers' Golfing Society.

J Alan French is General Manager – Customer Relations, GKN Chep Ltd. He was responsible for the pallet hire distribution service for the UK fresh produce industry, and developed the system into Europe. He has an Open University degree in Art and Sociology. His interests include travel, rowing and hill walking.

◀ Our Photograph shows the Two New Freeman.



"The Garden" – known the world over!

Red buses, black cabs, the changing of the Guard, the Tower, – and Covent Garden are institutions that spring to mind when London is envisaged. And whilst the place that was home to Eliza Doolittle is no longer our home, Covent Garden Market remains as "the place" for fruit, vegetables, flowers and plants, at Nine Elms.

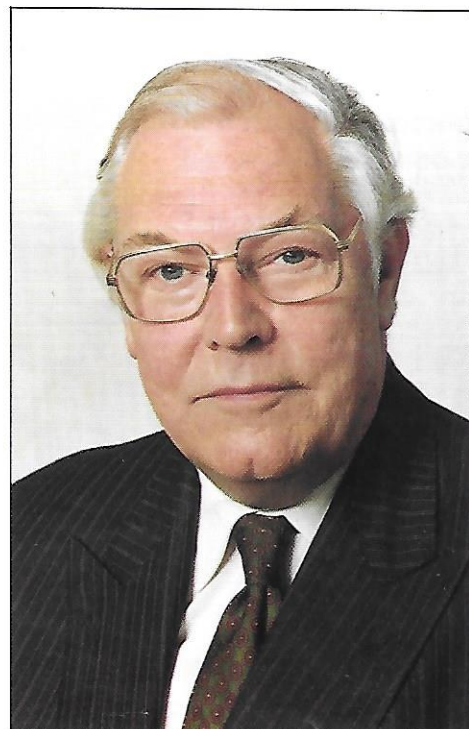
Market traders are the epitome of free enterprise capitalists, so it might seem a contradiction that Covent Garden market is owned by the State, under the control of the Ministry of Agriculture. There was however good reason for our being "nationalised" by Act of Parliament back in 1961. The logistical and operational pressures were such that if the market were to survive and that part of London not come to a grinding halt, a new market and would have to be built elsewhere.

The Authority was therefore charged with identifying a suitable site, building the market, repaying the original investment and running it profitably. We have succeeded in all these things!

However the pattern of food distribution is ever changing. The growth of supermarket chains has led to the decline of the independent retailer, with the result that Covent Garden is increasingly dependent on the catering industry for its business in fruits and vegetables. The flower industry however continues to grow and some 20% of all cut flowers and pot plants bought in the UK pass through our hands.

Having fulfilled our purpose, the Authority will in due course be "de-nationalised". The future could be exciting!

The Chairman, W.P. Bowman OBE – Liveryman. ▶



In Memoriam

We are sad to have to record the deaths of Bernard "Bunny" Hammond and Barrie Collingridge OBE and we send our thoughts and sympathies to their families. Both were outstanding Liverymen who gave continuing support to the company and its objectives.

DATES FOR YOUR DIARY

May 26 – Audit Court Dinner Tallow Chandlers Hall

June 16 12.30-1pm – Summer Event. Camden Lock

21 July – Summer Court Dinner

12-14 July – Livery Exhibition

Tree Planting at Speaker's Green House of Commons

On Tuesday the 8th March our Master (seen here with Miss Betty Boothroyd, M.P. Madam Speaker of the Commons), planted a Mulberry tree in memory of a member of the Livery – the late The Rt Hon. John Selwyn Lloyd, CH, CBE, TD, DL, QC., who was also a previous Speaker. The tree is appositely placed beneath the Speaker's window so that its growth can be observed. Miss Boothroyd invited the Master and the Court back to her Rooms for Coffee, when she proceeded to give an informal talk on the splendour of her Chambers; it was truly a memorable occasion.



Paul Marsh leaves Innholders

Paul and June Marsh have retired from full time activities at Innholders Hall, but we are delighted that Paul will continue as Beadle to the Innholders as well as the Cooks and Fruiterers Companies.

NEW HONORARY ASSISTANTS

On 26 May, the Court will elect Christopher Mack (son of Donald), Laurence Olins, Hugh Darby MBE and Edward Dilley to serve for two years.

Introducing Laurence Olins, JP, B.COM.

Laurence is now 47 and married 22 years to Annie with a son and daughter. Educated at Christ's College, Finchley and Leeds University, where he gained a Commerce degree in 1968. He has been involved in the fresh produce business 25 years and is now in senior management. He is currently Chief Executive of Hillsdown Produce, holding directorships in Poupart Ltd (Managing) Orchard World, MBM Produce, Wesspak Ltd, Berryworld – all fresh produce companies. He has been a Justice of the Peace since 1982 and sits at Haringay, N. London. Interests are varied: Cricket (MCC Member), Tennis, Winter and Water Skiing, likes gardening, good food, Cinema, Theatre and TV.



Introducing Christopher Peter Mack, B.Sc.

Christopher was born in London in 1955 is married to Elizabeth and they live in Chichester W.Sussex with their 4 children. His leisure interests are his family and sailing. He was educated at Cranleigh School, Surrey and Wye College (University of London) where he gained his B.Sc. In 1976 he entered the Worshipful Company of Fruiterers by Patrimony, and is the son of Past Master Donald Mack. In 1984 he became a Director of M & W Mack Ltd., and in 1989 its Executive Chairman. The Trade activities to which he gives much of his time include: Vice President of the Fresh Produce Consortium; Member of the editorial advisory board of "The Grower" magazine; Member of The Minister of State's Horticultural Marketing initiative. In his past activities he has been a member of the Executive Committee of the Centre for European Agricultural Studies, and Vice President of the National Federation of Fruit and Potato Trades.

We wish them enjoyment in their years of office as an Honorary Assistant. Details of Hugh Darby and Ted Dilley will appear in our next issue.

