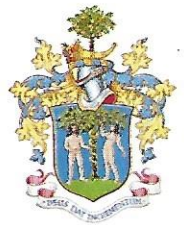




# The Fruiterers' Company NEWSLETTER

Number 26

August 1996



## GUERNSEY GALA, SARK SAFARI

The Master and his wife Elizabeth welcomed a party of 45 Liverymen and their ladies to Guernsey on 11 July at a Reception at St Peter Port, and set into motion an action packed 4 days which proved to be an outstanding success.

The first official function of the group was at Saturday lunchtime, when the Governor of Guernsey, Admiral Sir John Coward and Lady Coward made everyone welcome at their residence with a champagne reception, held appropriately in their beautiful garden. The Master, assisted by the Wardens, then planted a Mulberry tree in a prominent position in the lawned garden in front of the residence. Speeches were made and the Company plaque was presented to mark the occasion. The colourful ceremony, with Master and Wardens wearing gowns, was well covered by the media, with television and local press reporting it widely. The Governor and Lady Coward then kindly hosted all the visiting party to a luncheon to end a memorable occasion.

The rest of the day was spent exploring the beautiful and varied countryside of the island, and in the evening the party split into various groups in search of gastronomic pleasure. Many were the claims and counter claims of having discovered the best restaurant, but these were superfluous, as Guernsey surely has the very best choice of top class restaurants of any destination, with an abundance of fresh local fish and seafood being their star.

Why a Sark safari you may well ask? Well, the Saturday's planned event was to visit this ancient feudal island to plant a tree in the garden of the Seigneur, and to reach this the party had to travel to the ferry terminal by foot or car and embark on a 40 minute ferry journey to reach the island. Then there was the choice of a very steep climb from the landing stage to the island proper, or, for those not so fleet of foot, tractor drawn carriages were luckily made available. The walkers won this race, and found a conveniently placed inn at the tractor terminal. Suitably refreshed we then embarked onto a fleet of six horse drawn carriages for the final few miles to our destination, travelling through rich and attractive pastoral countryside. The Seigneur's house was a haven of tranquillity, and Mr Beaumont and his wife received us in its lovely garden, again with champagne. It was becoming a pleasant habit!

The Master planted a mulberry and presented the plaque, after which we were given a conducted tour of the residence and gardens, during which the Seigneur gave a fascinating recount of the history and constitutional position of Sark. The island holds an unusual position in Her Majesty's possessions, in that it is not part of the United Kingdom or Great Britain, nor is it a sovereign state. Sark has its own insular legislature, judicial system and administration, and its constitution was formed under a Royal Charter of 1565.



Elizabeth gives a helping hand

Suitably informed and refreshed the party then became horse drawn again while the Master and Elizabeth led us to a local hotel for a lobster lunch. Given ample time to catch the return ferry, most folk enjoyed exploring the scenery on foot after lunch, though the more adventurous chose to hire bicycles to reach the more hidden corners. Those who had done so were easy to spot on the next day!

An "end of term" party was held on the Saturday evening attended by the majority at a convivial waterside restaurant in St Peter Port.

The final event of the weekend was a lunchtime reception given by the Bailiff of Guernsey at his residence, which was followed by a luncheon at L'Ancrese Golf Club to celebrate the Master's birthday. All who attended record their thanks to the Master and Elizabeth for everything they did to make the visit so interesting and such fun.



The Governor and Lady Coward with the Master and Wardens



The Seigneur and Mrs Beaumont with our Party on Sark

### Dates for your Diary

1996

September 30	Michaelmas Elections	Guildhall Noon
	Common Hall	Hop Cellars 6p.m.
October 16/17	Marden Fruit Show	Detling
October 31	Presentation of Fruit	Mansion House
November 14	Master and Wardens Dinner	Cutlers Hall

1997

January 25	St Paul's Day Service	St Mary Abchurch
	Court Luncheon	Innholders Hall
February 13	Livery Banquet	Mansion House

*This issue is sponsored by*

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## A SUMMER DAY IN KENT



*The Master makes the formal presentation to John and Faith Guthrie*

For the first time the annual Summer Function for the Livery and their ladies was able to be combined with the Planting of trees to mark the "Garden of the Year" Award jointly sponsored by the Historical Houses Association and Christies. The actual Award had been made on 15 May and The Clerk had represented the Master. We are delighted that we are now able to participate at this event. This year's winner, John and Faith Guthrie, had been delighted at our offer to plant trees and as Hever Castle in Kent is open to visitors, the Master decided that this would be an ideal venue and occasion and it certainly turned out to be. There was considerable response and the weather was magnificent.



*Past Master Harry Lewis with his Son-in-Law Andy*

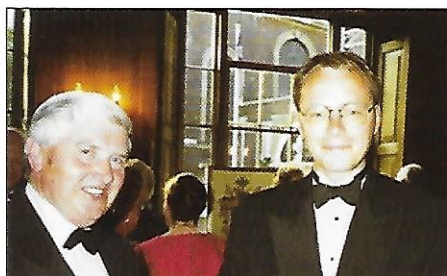
A lunch was held in the hospitality area at which the Owners, together with their Agent and the Head Gardener were among the guests. In the afternoon everyone was able to visit the Castle and enjoy the gardens.

It was a particular pleasure to see Alfred Taylor (Son of the late Past Master Ernest Taylor) and Past Master Harry Lewis with his family on his first Livery function since his illness.

## 21 YEARS ON

On May 12th 1897 Wakeley Brothers (Rainham, Kent) Limited was incorporated. The Company had a broad agricultural base, including Hops and Fruit, an agricultural merchandising business, together with a brickworks and a business building Medway barges, all amounting to some 1000 acres.

I joined the Company in 1961 when the main business was in Hop production, with 125 acres down to Goldings. There was also a large acreage of traditional top fruit varieties of apples, pears, cherries and plums. We also employed some 78 staff, all of whom were waiting for me on my first morning!



*William with his son James on the evening of his election to the Freedom of the Company in July 1996*

With Golding hops being the core of our business we subsequently planted an increased acreage of Challenger and Target for the Alpha market. Unfortunately we contracted verticillium wilt which, together with a dramatic decline in the Alpha market, reduced our area with hops altogether, but with the development with the new dwarf varieties we may well continue in hops. As a matter of interest during my first hop picking we employed some 1500 pickers from the East End of London, now though, with reduced acreage, we employ 36.

In 1974 we moved to increase our fruit acreage, at the same time replacing many old orchards, planting Cox, Idared, Golden Delicious, Conference and Cornice. The apples we planted on MM106 and M9 rootstock, but the 106 orchards on our strong soil proved too vigorous and had to be grubbed. We also grew a large acreage of Blackcurrants for Beechams, but this was brought to an abrupt end by Armalaria root fungus.

After the 1987 Hurricane and the devastation it left behind we had to review our growing future. To this end, and with my son James wishing to join the business, we became members of the Farm Advisory Services Team (FAST) and began an intensive top fruit planting programme. We now grow 96 HA apples, 60 HA pears, 2 HA raspberries, 5 HA cherries and 4 HA of plums. Looking at more intensive soft fruit systems we produced our first crop of tunnelled raspberries which we picked in May of last year.

To go back in time; with our increased fruit area we decided to build more Coldstores and a Packhouse, and we also joined HGF to market the fruit. We used these facilities out of season for storage and packing, which became a great cash earner for our business.

Five years ago, in conjunction with Glass Associates Ltd., we came up with the principle of "ship to shelf" with a view to cutting costs to the Supermarkets. Accordingly, last October we opened the Sheerness Produce Terminal, a joint venture with the Mersey Docks and Harbour Company who own Sheerness Port. This new facility provides us and the customers with state of the art premises for Storage, Grading and Prepacking any product from Bananas to Broccoli, including our own farm produce, all packed to the highest standard and supplied direct to the Supermarkets.

As a grower I feel we have a good future ahead of us.

William Wakeley.

## ENZA New Zealand, the world's largest exporter of apples

ENZA New Zealand is the largest exporter of apples in the world, supplying the highest quality Class I fruit to markets all over the world, and complementing the UK apple season by supplying premium varieties to the market throughout the summer. The company is also now the most competitive apples exporter in the world (World Apple Report), reflecting the great improvements made in our coolchain, in our new product development and in our innovative marketing methods which differentiates ENZA from other companies.

The ENZA brand was introduced as a consumer brand in the UK in 1991 to take the consumer-risk out of purchasing apples. With some of the finest apple varieties in the world (Royal Gala, Braeburn and Pacific Rose™ to name three), consistent quality and a commitment to ensuring that each year more consumers experience "The Sensational Taste!" of ENZA, being one of our partners can bring a new dimension to a fruit business. TV advertising, award-winning radio advertising, mobile merchandising teams, eye-catching point of sale materials, and high-quality consumer magazine campaigns are all put in place to support our partners' sales during the ENZA summertime season.

As for our products, in a research programme which has run continuously for 3 years, consumers have shown that, following in-store sampling, 65% of people who taste an ENZA apple will trade up to our apples, at a higher price than their previous purchase, and will return for repeat purchases. This means that being on the ENZA team is good for any £ per square foot retailing ratio, and raises interest in apples throughout the summer.

And with the largest new varietal growing programme anywhere in the world (from 50,000 new varieties currently on development, some 400 are nearing potential commercial status) ENZA is ensuring that interest will continue to be generated in the category. We look forward to you being part of our success.

**ENZA New Zealand (U.K.) Limited, Moor House, 119 London Wall, London, United Kingdom EC2Y 5BT**  
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## FRUITERERS GOLF DAY

The 1996 meeting of the Fruiterers Golfing Society was held at Kingswood (By kind invitation of Liveryman Tom Hilliard O.B.E.) on 2 May 1996.

The rain held off and there was a record attendance and some good scoring. The President (The Rev Nigel Abbott) took the chair for lunch and, in the absence of the Master, presented the prizes. The Barton Cup (which can only be won by Liverymen) was won by Past Master Michael Wallis and he won the Robert Sice Prize. The President's Vase (for visitors) was won by Colin Archer.

Other prize winners were Andrew Potter and Michael Cronk (both Liverymen) as winner and runner-up in Division B, Andrew Poulton and Tom Hilliard were also winners from amongst the livery and Stuart Jaggard (guest) won both the runner-up for the visitors as well as "nearest the pin".

Our enormous thanks once again go to Pat Lyons for all her hard work and smooth organisation.

The Joint Livery Day with the Carmen and Fanmakers will be at The Addington on October 2nd and the 1997 Golf Day will be at Kingswood on May 1st.

New members of the Company are asked to advise the Clerk if they would like to join the Society.



Above shows Michael Wallis being awarded the Barton Cup



The President and Andrew Potter. (Winner: Division B)

## AUDIT COURT DINNER

Having dispensed with the approval of the Annual Accounts, the Court held the Audit Court Dinner at Barber-Surgeons Hall on May 23rd. The principal Guest was Professor Geoffrey R Dixon, Head of Horticulture at the University of Strathclyde who replied to the toasts of "The Guests", which the Master proposed.



Three of the new Honorary Assistants

The Masters of the Plaisterers and Poulterers Companies were also guests, together with Mr Carlos Kearns who had been elected earlier as a Freeman (Foreign National). He is the first American citizen to have been granted the Freedom of the Company and readers will already have read of his work and enthusiasm for joint research with the State of New Jersey.

At the Court Meeting Michael Styles retired as Clerk and was elected to the Freedom of the Company. He has been succeeded by Lt Col (retired) Lionel French who took the Oath of Office.

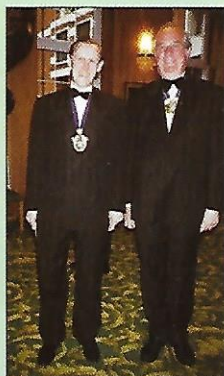


Michael Styles receives his Freedom Certificate from the Master

Jonathan Choat, Peter Gilding and Iain Rainford took the Oath as

Honorary Assistants and, in addition, Ivor Robins was elected and will take the Oath at the Summer Court.

Ted Dillely made a most amusing reply to the Toast of "The Livery".



The Master Poulter (Left) and the Master Plaisterer

## SUMMER COURT DINNER

The Theme "The Company and Fruit Culture" was maintained at the Summer Court Dinner which was held at the Innholders Hall on July 25th. Among the guests were Sir Peter Hunt (Chairman, Covent Garden Market Authority), Chris Walker and Roger Worraker (both Honorary Freeman) Simon Brice (Winner of one of the Company's awards at the Cherry and Soft Fruit Show jointly with his brother), William Pierce (New Liveryman) and Mrs Diana Ashton (Honorary Freeman).

The Master presented Mr Brice and Henry Bryant (Liveryman) with their diplomas as winners at the Soft Fruit Show.

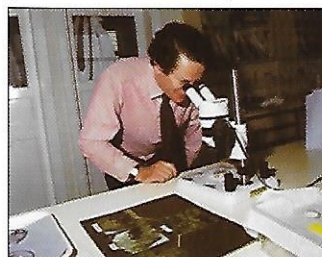
Mr S Carroll (Master Gunmaker) replied to the Toast of "The Guests", which the Master proposed and Honorary Assistant Ian Rainford replied to the Toast of "The Livery", making a strong plea for further research Funding and comparing levy policies in the UK with those in certain American States.

One of our Liverymen is to be the next Master Gunmaker (see Page 4) and we were delighted to see Mr Carroll, who also stepped in at the last moment to speak after The Rev Nigel Abbott was taken ill.

Tony Redsell (Renter Warden) supplied delicious cherries which were the "talk of Dowgate" and we were delighted to see our Ladies.

## RESEARCH UNDER THREAT - AGAIN!

Horticulture Research International, parent body for the Fruit Research Station at East Malling, is one of several government-funded research institutes threatened with early transfer to the private sector. The government initiative, spearheaded by Deputy Prime Minister Michael



Our picture shows Learned Clerk, Lionel French, increasing the breadth of his experience of biological warfare (in microscopic form) during a presentation on the latest developments in agrochemical-free pest control strategies at East Malling

Heseltine, is labelled the Prior Options Review and seeks to find any reasons why the research organisation should remain publicly funded.

HRI's Chief Executive, Professor Chris Payne, believes that the time is not ripe for privatisation. He argues that HRI is the product of recent rationalisation, in which government and industry were the prime movers. The UK fruit industry contributes significantly through our Fruit Culture Trust and the Apple and Pear Research Council to support applied R & D, but strong government is justified not least because the industry is composed mainly of small and medium sized businesses, individually unable to support a research programme. In addition, innovation in fruit growing, as in most cases of horticulture, can essentially be identified as for the public good, to the benefit of the consumer and the environment (minimising pesticide and fertiliser use, for example, and recognised by one of the Queen's Awards for Environment Achievement, received by HRI in 1993). This is far distant from the commercial gain expected by the shareholders of a private sector company.

HRI's mission demands a breadth of research skills and commodity interests that a single private sector buyer is most unlikely to be able to sustain. Private sector ownership would seem inevitably to lead a fragmentation — picking the plums — to mission changes, and to substantial reductions in overall effectiveness. Additionally, HRI is seen as a source of impartial knowledge and advice to all comers — in private hands it would lose its credibility. Any change that distanced the industry would be greatly prejudicial to the future success and competitiveness of UK fruit growing.



In the absence of the Master, Past Masters Donald Mack and Harry Lewis undertook the tree planting ceremony during the Fruit Culture Council visit to East Malling Research Station. The tree — appropriately a pear — is one of a group of replacements in the demonstration Hutton Garden, close by Bradbourne House, base for the East Malling Trust chaired by Past Master Alan Todd



## OBITUARIES

We are sorry to record the death in May of our oldest Liveryman, Percy Bradley, who died at the age of 107 and of Past Master Jim Stead who died on August 7 at the age of 92.

We also record the deaths of two Liverymen, both of whom had retired to live overseas. Past Master John Squires and Peter John Cannon.

## THE WORSHIPFUL COMPANY OF GUNMAKERS

Gunmaking was already a well established trade in the City of London in 1637 when the Company was granted its Charter. Up till that time gunmaking work was carried out by either Armourers or by Blacksmiths but the trade was falling into some disrepute and it is recorded in the preamble to the Charter "...and now divers Blacksmiths and others inexpert in the Art had taken it upon themselves to make, try and prove guns after their unskilful way, damnifying the Gunmakers in their particular trade and causing much harm and danger through much unskilfulness to the king's loyal subjects."

Hostility from rival Companies delayed the enrolment of the Gunmakers by the then Lord Mayor and Aldermen until 1656, and the Company set up its first Proof House "next the Bulwarke under the City Wall" in 1657. The Company is unique in always having had its premises outside the City wall as apparently the Aldermen considered a proof house both a nuisance and a danger in a crowded town. The Aldermen's concerns were justified when the original Proof House was blown up in 1663 by "an accident in charging some guns for prooffe" and the Company then built a new Proof House on land known as "the Physic Garden in or near the back lane in the Parish of St. Mary Whitechapel", the site that it occupies to this day.

The present building dates from 1757, and there were further rebuildings in 1826 and in 1952, when war damage was repaired and a Court Room was incorporated so that now the Master, Wardens and Assistants can hold their court in their own building. More recently, in 1994, there was extensive modernisation of the Proof House including the establishment of a laboratory with facilities for the measurement of barrel pressures and projectile velocities.

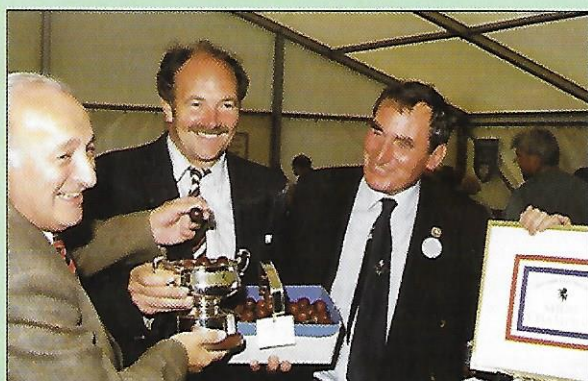
In addition to its traditional task of the proof of guns, the Company has in recent years accepted a Home Office brief to certify the de-activation of automatic weapons and magazine restriction of pump-action shot guns.

Only a few Livery Companies still carry on the work for which they were founded, and the Gunmakers although not one of the oldest companies was founded some forty years before the Bank of England and may perhaps be seen as one of the earliest successful examples of privatisation of Government responsibilities to the general public. Not that relations with Government have always been entirely happy. In 1710, it is recorded, there was owing from the Office of Ordnance £30,000, a very large sum in those days. No further credit was given and an attempt was made to get the debt settled by entering into a (obviously advantageous) deal for the supply 30,000 arms every six months. This offer was turned down by the government, and the debt remains unpaid.

*Ray Whittaker (Liveryman) is to be the next Master Gunmaker and contributed this short history. We send him our warmest wishes for a happy and successful year.*

## THE NFU CHERRY AND SOFT FRUIT SHOW 1996

The cold late spring delayed the crop with the result that although strawberries and raspberries in particular were well-represented by excellent samples of fruit, the entries of cherries could not match the high standard of the 1995 Show.



*Our photograph shows Mike Taylor (Liveryman) presenting the St Michael Cup to Brian Piper, with the Renter Warden.*

Nevertheless, there were some outstanding samples of cherries on show: in particular, an entry of Sunburst from Brian Piper which was the Champion basket. This fruit had been grown in a tunnel.

Another entry from Sunburst from the same grower was adjudged by Liveryman Mike Taylor to be the

winner of the new St Michael Cup, presented by Marks & Spencer. This trophy is for the entry combining the most outstanding flavour and appearance.

The Company medal for cherries was won by Liveryman Henry Bryant for the third year running, this time with two excellent 12lb trays.

The medal for soft fruit went to W Brice & Son Ltd with a basket of redcurrants. The Brices also won the Mack jug for the best exhibit of strawberries, and eight other trophies.

The show continues to grow in popularity and interest under its energetic Chairman, Liveryman William Wakeley.

### NEW FREEMEN

On May 23rd

Edmund Doubleday (Son of Garth)  
Michael Tom Harold Styles  
Carlos Kearns (Foreign National)

On July 25th

Her Honour Shirley Anwyl QC  
Graham Campbell (Son of Malcolm)  
Margaret Charrington  
Derek Filmer  
Roy Hook  
Simon Lane  
Gerry McDevitt  
James Wakeley (Son of William)

### NEW HONORARY FREEMAN

On July 25th

Dr Joan Morgan

### NEW LIVERYMEN

On May 23rd

R J Farrington Smith

On July 25th

W B Pierce

## HONORARY FREEDOM GRANTED TO DR JOAN MORGAN

At the Summer Court Meeting the Company elected Dr Joan Morgan as an Honorary Freeman. This is a rare honour granted to record exceptional services to the Company or the Industry.



*The Master congratulates Dr Joan Morgan on her election*

Joan Morgan is a writer, lecturer and broadcaster. She originally trained as a bio-chemist and is now a horticultural historian. She is best known for her knowledge of

identification of apple varieties. With her co-author Alison Richards she wrote "A Paradise out of a Common Field" and her celebrated book "The Book of Apples".

She is a trustee at Brogdale and a member of the RHS Fruit and Vegetable Committee.

### Sub Committees

#### Livery and Communications

Hugh Kelsey has accepted the Master's Invitation to chair this committee for this year in succession to David Homewood. Michael Styles has become Hon Secretary and Past Master David Hope-Mason is this year's Master's Committee representative.

John Dunham, Tim Bullivant, Dick Brook and Ian Rainford are other current members.

The Master and the Committee wish to record their thanks and those of the Company to David Homewood for his work and leadership during his period as Chairman.

#### Finance Sub Committee

The Master has invited Tim Bullivant FCA to chair this committee this year, and the Renter Warden is the Master's Committee representative. Peter Bartlett, Robert Green and Philip Evans are currently members.

Membership from the Livery gives individuals a chance to make a contribution to the work of the Company and to gain knowledge. Vacancies occur regularly as the Company does not wish to exclude those who would like the opportunity of a period of service. Individual Liverymen should therefore contact the Chairmen if they wish their names to be offered.

### Acknowledgments

The Editor would like to thank all those who have contributed to this issue, and in particular The Master, Michael Styles, Tony Redsell, Alan Todd, Jenny Bartlett and Jim Flegg in addition to the named contributors.

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