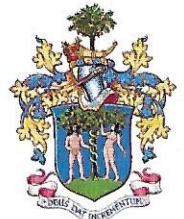




The Fruiterers' Company NEWSLETTER

Number 21

December 1994



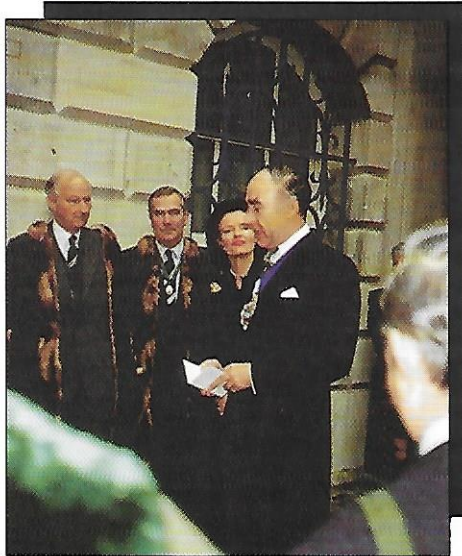
ANNUAL DEBT TO THE LORD MAYOR DULY PAID

The traditional ceremony of the Presentation of Fruit took place on 20 October and an innovation of holding the ceremony outside the Mansion House has been marked as a step forward and a limited success. Building works and a lack of microphones, combined with light rain, dampened the attendance of the public, but these matters will be looked at for next year.

The Lord Mayor (Sir Paul Newall) and the Lady Mayoress were delighted with the event and drank a Loving Cup with the Master. The Fruit Porter (Nobby Price) was in attendance and presented the Fruit to the Master on behalf of the Livery. Some

50 Liverymen contributed and the Fruit donated which proved surplus to the Lord Mayor's personal requirements was sent to Great Ormond Street Hospital.

The Court recorded the Company's thanks to the Livery at their meeting on 10 November.



The Right Honourable Lord Mayor and Lady Mayoress with the Wardens



The Fruit Porter's Display of Fruit for the Lord Mayor.

HAT TRICK FOR BARDSLEY'S AT MARDEN

At the Marden Fruit Society Show at Detling in October, all three of the Company's awards went to J.A. and N.J. Bardsley. John, a Liveryman of the Company, shared these awards of excellence with his son Nigel and his daughter in law Annette. Congratulations to them all!

1994 FRUIT INDUSTRY AWARD

The Master presented this year's award to John Turnbull at the Marden Fruit Show Society Dinner on 26 October.

Mr. Turnbull, a former Ministry of Agriculture National Fruit Specialist, received this much coveted award in recognition of his services to fruit growing.

Many Liverymen were present and were unanimous that this was indeed a worthy winner.

ROYAL HORTICULTURAL SOCIETY'S FRUIT SHOW AWARDS

The leading apple prizewinners this year were C.H. Gardener and J. Trim.

SEASON'S GREETINGS

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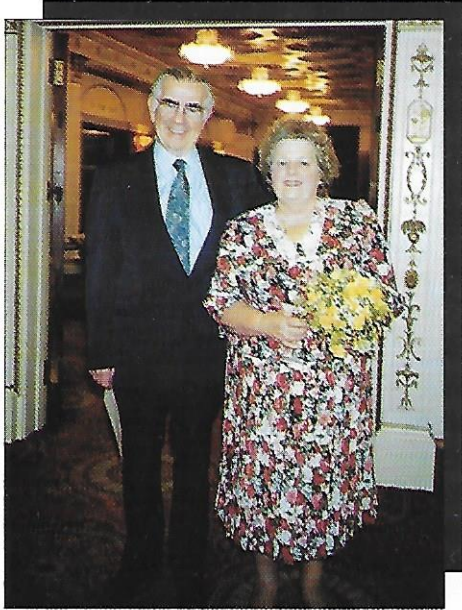


ALWAYS SUPPLYING THE BEST

43 NORTH STREET, CHICHESTER, WEST SUSSEX PO19 1NF

CONGRATULATIONS ...

BERNARD AND ROSIE SULLIVAN



Bernard & Rosie at Plaisterers Hall

Bernard and Rosie celebrated their Golden Wedding on Trafalgar Day, 21 October and held a private dinner at Plaisterers Hall. The Editor was honoured to be invited and it was nice to see Peter and Pauline Halliday (previously an Assistant Clerk and Clerk of the Company) also invited to represent the Fruiterers Company. Bernard referred to the Fruiterers as 'his favourite Livery Company'.

Alderman Sir Brian Jenkins proposed the toast to their future health and happiness.



Jim & Ray at their Party

PAST MASTER JIM STEAD

Past Master Jim Stead celebrated his 90th birthday on 28th October, at his home at Goudhurst. He and his wife, Ray, entertained a large number of their friends, and forty of their relations sat down to lunch. The assembled company included their five children, and ten of their grandchildren aged from two to thirty. A splendid basket of fruit from the Fruiterers' Company was a welcome reminder of the many other friends who were thinking of Jim on that momentous day.

Jim shows no sign of flagging, and the following day was out in his large garden, bringing in flowers and vegetables, and planning the next tasks of maintenance. He is, thankfully not seen so often up a forty foot ladder, but his stamina is astonishing. It seems that getting up at four a.m. every day to drive to Covent Garden was no bad thing after all!



Nobby Price and his sponsors at Guildhall

'NOBBY' PRICE

Our Fruit Porter was admitted as a Freeman of the City at a ceremony in September on the proposal of Past Master Ron Starns.

DEREK TULLETT

Derek has been nominated for election on St Paul's Day to serve as Renter Warden for the year 1995. He celebrated his 60th birthday in December.

HONORARY ASSISTANTS 1995/97

The following have been nominated to serve from May 1995 until May 1997 – W.P. Bowman OBE, L.V. Eldred, J.R. Henley, H.E.B. Kelsey.

NEW LIVERYMEN – November 1994

Keith Ernest Sadler, Raymond Oliver Jeffs, George Edward Smith, Richard Delve Brook.

FRUITERERS BEATEN AT ADDINGTON

The team from the Carmen's Company stole a march on our golf team at this year's joint event on 5th October. Some compensation was earned by our team being runners-up. Andrew Poulton, Ivor Robins and David Morgan put up a stirring performance on a most enjoyable day. Wednesday 4th October 1995 has been fixed for next year.

MASTER AND WARDENS DINNER

The Master and Wardens entertained the Court at the traditional November Dinner held on 10th November at Innholders Hall.

As usual, it was 'full house' with a number of Liverymen and their guests taking up all the remaining available places.

The theme of 'The Company and the City' was maintained and among the principal guests were Sir Peter Studd (Honorary Liveryman and Past Lord

Mayor), the recently retired Sheriff Jeremy Gotch and the Master of the Lightmongers Company.

The reply to the Toast of the Guests was given by His Honour Sir Mark Potter KT.

In his reply to the toast of the Master and Wardens, Michael Tanguy urged the new Liverymen to appreciate the value and honour of their membership and to contribute to the Company's well being and it's work.



The Master with the Master Lightmonger, The Hon. Sir Mark Potter and Sir Peter Studd at Innholders Hall.

FRUITERERS AWARD COUNCIL

The Master and other members have felt it important to have wider representation on the Awards Council. They are pleased that the following Fruiterers, Graham Broomhall, Jonathan Choat, Laurence Olins, Tony Redsell and Peter Boardman have agreed to join the Council as well as Dr. Jim Flegg (Fruiterer and Head of Station, Horticulture Research International, East Malling) and Roger Worraker (Honorary Freeman). Past Master Alan Todd was elected Chairman of the Awards Council.

Horticulture Research International, East Malling, known to most by its former name East Malling Research Station, was host to the Awards Council for their June meeting. After business was completed the Council enjoyed visits to the glasshouses, laboratories, and the strawberry breeding plot for talks and discussions with research staff on aspects connected with short term students funded by the Fruiterers.

The Council provided a travel grant to Dr. I. Ponamarenko of the celebrated Vavilov Institute, St Petersburg, to visit Brogdale Horticultural Trust, Oxford University Botany School and Wye College to facilitate discussions on the future of the apple gene banks in the former Soviet Union.

Three Student Awards were recommended in 1994: Amanda Hull, Pershore, Russell Duggan, Writtle and Robert Child, Wye. The Master was invited to the Prize-giving Ceremony at Pershore College in November to present the Fruiterers' Award to Amanda Hull.

TREE PLANTING AT THE GARDEN OF THE YEAR



The Master and His Grace The Duke of Rutland

On a beautiful Summer's Day in August, the Master and a party of Liverymen with their ladies travelled to Haddon Hall, Derbyshire, one of the homes of His Grace the Duke of Rutland.

The garden had won this year's competition which is sponsored jointly by the Historical Houses Association and Christies. It is hoped that the Company will be invited to participate annually on the formal 'Open Day'.

Haddon Hall is a spectacular house in a wonderful setting and well worth a visit. The orchard is certainly in need of restoration and the Duchess was anxious for help and advice. The Company will donate a dozen trees initially.

The Court is anxious that those Liverymen who would like to attend a tree planting in 1995 are listed so that as many as possible can be invited and a form is being issued by the Clerk.



Group in the Garden of Haddon Hall

Mack, supplying the best...

Whilst it's gratifying to have 120 years of history behind us, our concern is with the future.

We achieved our current leadership through investment and innovation.

Mack is committed to developing the fresh produce industry in the UK and Europe.

Each customer has a different set of needs but each, whatever their size, receives the highest level of individual service.

We have invested over £10 million at Paddock Wood, Kent creating one of Europe's most modern and efficient fresh produce handling facilities.

We have done this because freshness is of paramount importance to today's consumer. By

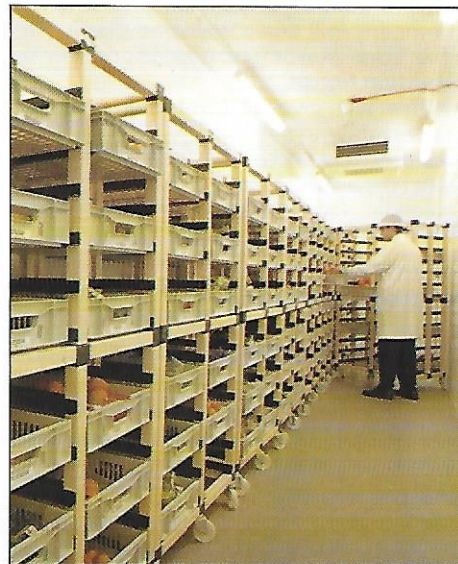
increasing our capacity and our efficiency we can supply produce quicker and in better condition.

And to match this, the quality of personal commitment of each and every member of our team has never been greater.

We need sophisticated techniques and advanced facilities to keep our products at peak quality.

We need good delivery systems. And we need our customers to believe that we can always be relied on to 'supply the best' in terms of produce, service, advice and profitability.

It's all part of our determination to remain the number 1 supplier in the UK, supplying the best Fruit, Vegetables and Flowers, in the best condition, all year round.



TEMPERATURE CONTROLLED STORAGE AT PADDOCK WOOD

CHRISTMAS MESSAGE FROM THE MASTER

Firstly let me say what a privilege it has been to serve as Master during the past year. I have thoroughly enjoyed all the many functions I have attended, some 40 in all, but inevitably there is always the special one that stands out from the rest.

As the late David Niven said in one of his books – when you sit down to dinner with Chairman Mao you don't talk about the Butler. Unquestionably the highlight of the year was when, back in May, I was invited to dine and speak with the Air pilots and Navigators Company. The only other speaker was H.R.H. Prince Philip. I was asked to reply on behalf of the guests, and was seated to the left of the 'Grand Master'. It was indeed a memorable evening and looking at the table plan, if there had been an aerial attack on London that night, we would have been in good hands!

Space does not permit mention of all the other luncheons, dinners and receptions that I have attended over the year but without exception they have all been happy occasions even though I fear I now bear some resemblance to a certain famous opera singer!

I would like to thank my Wardens for their loyal support and in particular the Upper Warden for the sterling work he has done concerning the Brogdale appeal. Also my thanks to you, the members of the Livery for your support at our various functions which I hope you have enjoyed as much as I have.

May I finish by wishing you all a very happy Christmas and a prosperous New Year.

RESERVE YOUR BANQUET SEAT!

The Master-Elect, Sir Rowland Whitehead Bt, urges all Liverymen to support him and the Wardens on 31 January 1995 when the Company will again welcome the Rt. Hon. The Lord Mayor and the Sheriffs in the Mansion House.

This will give all Liverymen a special opportunity to see the Egyptian Hall in its restored splendour. This is the most important occasion in the Company's social calendar. Please come and bring a guest with you.

NEW FAX FOR THE CLERK

The Clerk now has a separate fax line which is 01420 543624. His improved ansaphone automatically records the date and time of each inward call.

SIR ROWLAND WHITEHEAD 'LOOKING FORWARD' TO A GREAT YEAR

Born in Nairobi Kenya Colony, Rowland Whitehead was nurtured on mangoes and paw-paws rather than the standard Cox and Conference that fledgling Fruiterers are weaned upon. This changed for the better on his return to England to a garden with Victorian style orchard and huge variety of apples and pears. Indeed his appreciation of the wonderful range and taste of the English apple started early.

Equally early came knowledge of the Fruiterers Company with his father returning from dinners with a 'souvenir' silver spoon or ashtray engraved with the Fruiterers crest. Were these trophies given out to the guests? He still has six spoons and an ashtray and would like to know how such expensive items came about. Fruiterer father, uncle, grandfather, great-uncle and, not least, greatgrandfather have stamped the Whitehead name for a hundred years or more and Rowland is very proud of this.

He attended Radley College and, after a spell in the Royal Artillery driving tracked vehicles at speed down Welsh country lanes, he went to Trinity Hall Cambridge to read Zoology, Botany and Geology. The important event of his stay at Cambridge was his meeting with his future wife, Isa, and his decision to complete his degree studies at the end of two years and concentrate his final year into learning her language, Norwegian, to the extent that all love-letters were read out to the family over the breakfast table and corrected for grammar, syntax and spelling....

Leaving University he joined Gillette Industries and spent the early days selling razor blades to canny Glaswegians before graduating to promotion and advertising. A spell in an advertising agency taught him the rudiments of this mysterious business though he admits that a taste and knowledge of fine claret seemed to go with it.

A change of direction took him to N M Rothschild and Sons where he enjoyed the merger and acquisition trail for some years mixing with some of the sharpest brains in the City. Banking occupied his working life and he later moved to Brown Shipley and finally to the Dutch bank ABN-AMRO.

He is Chairman of the Rowland Hill Fund – a Post Office charity set up by his greatgrandfather – and looks after the needs of the 200,000 'Posties' and 170,000 retired Post Office workers. 1995 is the 200th anniversary of the birth of Rowland Hill of Penny Postage fame and Rowland has successfully lobbied the Royal Mail into producing a special stamp to mark the occasion.

Another charity, the Baronets Trust, was founded by Rowland to encourage fellow baronets to give money to their own special charity for sick children. Many hospitals have received help, particularly with the building of rooms for parents of sick children to stay in at the hospital.

He is a Governor of Applby Grammar School where there is a 'Whitehead science Prize' originating from his greatgrandfather, a former pupil, who thought that there was 'not enough science' being taught 100 years ago. Sometimes Rowland wonders if there isn't too much today though he has played his part in giving a 'Whitehead Computing Prize' and seen the school win numerous awards for computer skills.

Today much of his time is taken up with work in Romania where the training of embryo entrepreneurs is badly needed to put the country on its feet.

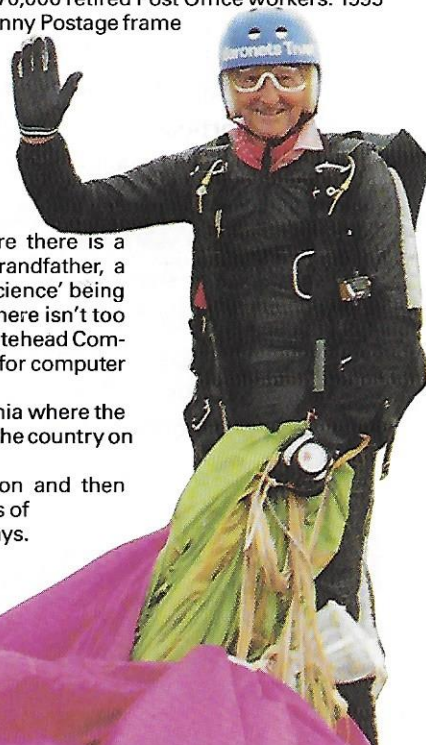
Rowland and Isa spend the working week in London and then flee down the M40 to Gloucestershire for quiet weekends of 'Poetry and Rural Indolence' as his Who's Who entry says. In fact nothing of the sort with a son and daughter and four grandchildren to say nothing of dogs and chickens.

During his year he will be looking intently at the three aspects of fruit which interest him – growing; marketing and research; at how the Company can help and promote these in association

with the established agencies. Not least how the Fruiterers Company can make itself widely known and therefore as useful as possible to the fruit industry and the public.

Brogdale will loom large during 1995 with the Appeal being launched in the early part of the year. Rowland is a Trustee of the Brogdale Horticultural Trust and the Vice Chairman of the Appeal Committee. There is a heavy load of work.

The picture? Aerial views of apple trees seem to intrigue the Master Elect and skydiving and scuba diving are listed among his 'hobbies'. A parachute jump sponsored by the Livery to promote Brogdale might even be on the cards....



The Master Elect Ready for 'Take Off'