



Worshipful Company of Fruiterers present prestigious awards at National Fruit Show 22nd Oct

The Worshipful Company of Fruiterers (WCF) was delighted to have the occasion of the National Fruit Show; renowned annual gathering for the industry, for Master Fruiterer, David Simmons to present a range of prestigious Awards granted by the Fruiterers Awards Council. The Awards, detailed below, included a Special Merit Award, granted earlier in the year, for which this was the first opportunity to present.

WCF Under 30 Award 2020

Awarded to individuals who have made a mark in horticultural studies, made a career in the fruit industry and have reached management level, all before reaching the age of 30.

Awarded to Dan Masters – Norton Folgate Marketing Ltd

David Simmons said: *“Over the last 5 years Dan has become one of the top stone fruit specialists in the country and according to his bosses, now dominates the subject with a confidence that belies his youth”*

WCF Management Award 2020

Awarded to individuals who demonstrate progressive and innovative management skills working within the UK fruit industry.

Awarded to: Tom Pearson, Hugh Lowe Farms, Kent

David Simmons said: *“Tom is very highly regarded in the industry, with progressive and innovative management skills including adopting novel techniques for soft fruit production.”*

WCF Fruit Culture Award 2020

Award to those who have made outstanding contributions through communication & technology transfer

Awarded to: John Atwood

David Simmons said: *“John has made a huge contribution to securing off-label approvals of crop protection products, undertaking a vast number of herbicide trials, benefitting the industry enormously. His achievements have been hugely influential on the success of our industry”*

WCF Special Merit Award 2020: Climate Change

The Award supports horticultural scientific research and industrial development. The 2020 award is to help address the mitigation of climate change, the major challenge facing human survival on our planet.

Awarded to Fresca & Thompson’s Innovation Centre

Jointly awarded in March 2020 with the Journal of Horticultural Science and Biotechnology (JHSB)

David Simmons said: *“We are delighted to have such a deserving winner. The Fresca & Thompson’s Innovation Centre was created to identify and commercialise potential new UK crops as a climate change adaptation and mitigation project - and has shown originality and vision.”*

Chris Newenham Chair, WCF Awards Council said:

“The Livery was delighted to finally have an opportunity to present a number of its 2020 awards. We are exceptionally grateful to Sarah Calcutt and her team at the National Fruit Show Live for providing the platform from which to do this. Following four formidable speakers who shone a light on the varied work supported by the livery, it was a wonderful opportunity to recognise not only outstanding up and coming talent in our industry but also those who have given a life-times worth of support enhancing its prospects.”

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Fact Sheet

About the Worshipful Company of Fruiterers (WCF)

The Worshipful Company of Fruiterers is a progressive City of London Livery Company with a 700-year history of supporting the fruit industry. WCF has been in existence since before 1300 AD and stands 45th in order of precedence of the Livery companies.

We are a charitable organisation and our key objectives include supporting education and research and promoting excellence across all areas of the fruit sector.

Today over half our membership is actively engaged in the fruit industry, while the other half is drawn from a wide range of professions and occupations within the City and wider community.

Our aim is to continue to be an influential fellowship, promoting the interests of the fruit industry, The Lord Mayor and the City of London Corporation; building upon our ancient heritage and traditions for today's world.

Master 2020/21 and 2021/22: David Simmons





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National Fruit Show

Quote from Sarah Calcutt Nsch: Fruiterer and Chair National Fruit Show

"The National Fruit show has delivered a showcase for excellence in the British top fruit industry for 87 years, rising to the challenge of 2020 took us online and whilst that had its issues it also showed us that the industry is vibrant, forward facing and well represented. We were delighted to be able to have the opportunity to host an outstanding event for the Livery, further showcasing the excellence of our industry and demonstrating the valuable investment in research and development made by the awards council. It was particularly good to be able to assist in celebrating the success of awards recipients."

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