



THE FRUITERERS' COMPANY NEWSLETTER



Number 101 August 2021

WWW.FRUITERERS.ORG.UK

A New Fruiterers' Orchard in the Land of Sea Monsters and Queen Elizabeth I's Oak



Taran Matharu and the Master plant the inaugural tree

In 1591 a half-moon pond with islands that were home to flaming sea monsters, a fort, music, dancing, the first display of lawn tennis and lavish feasting were part of the spectacular and fantastical landscape. Edward Seymour, Earl of Hertford, created the feature to demonstrate his loyalty to Queen Elizabeth I when she visited his home at Elvetham in Hampshire.

Today, a noble oak tree planted by

Elizabeth to mark her Royal visit stands watch over the colourful flowerbeds, lush woodland and secret hideaways in the gardens that thrive on the memory of Seymour's fantasy.

430 years after the noble's spectacular entertainment at what is now The Elvetham Hotel, a visionary family are rekindling that spirit once more and invited the Worshipful Company of Fruiterers to help them by establishing

DATES FOR YOUR DIARY

The Clerk will keep Liverymen informed of developments.

Date	Event	Venue
Fri 27 Aug	Bath & West Country Festival Livery Lunch (IPM attending)	Shepton Mallet, Somerset
Thu 2 Sep	Golf Day	Kingswood, Surrey
Tue 7 Sep	6 p.m. New/Prospective Members' Evening	Watermens' Hall
Wed 22 Sep	HHA 2019 Garden of the Year Tree Planting/Lunch (Master attending)	Newby Hall, North Yorkshire
Wed 29 Sep	Election of Lord Mayor	Guildhall
Mon 4 Oct	HHA 2020 Garden of the Year Tree Planting/Lunch (IPM attending)	Mapperton, Dorset
Wed 20 – Thu 21 Oct	National Fruit Show	Detling, Kent
Wed 27 Oct	11.30 a.m. Presentation of Fruit to the Lord Mayor Luncheon	Mansion House Bakers' Hall
Thu 4 Nov	Autumn Dinner	Plasterers' Hall
Sat 13 Nov	Lord Mayor's Show (Company not participating)	City
Wed 8 Dec	Common Hall Webinar	Via Zoom
Tue 25 Jan, 2022	St Paul's Day Service Luncheon	St Mary Abchurch Innholders' Hall
TBC	Banquet 2022	TBC



The Orchard Event Invite

Continued from page 1

a partnership that includes planting a historic Fruiterers' Orchard.

The orchard is the brainchild of Raj Matharu, (the hotelier who has brought five star luxury hospitality to the City of London with the Grange Hotels), his sons Jay and Taran, who acquired the hotel and Liveryman Jurga Zilinskiene MBE with her husband David Clarke.

"Henry VIII courted Jane Seymour here". Raj Matharu told Jurga. "Elizabeth I, and some say Shakespeare, also enjoyed the fruits and romance of this home; I want others to savour the joy of this special place for another 500 years" he added.

Learning of this vision, led Jurga and David, who as children enjoyed their families' orchards, to propose a partnership, which will immerse visitors in the living story of fruit. It will also promote the Queen's Green Canopy initiative to plant trees in celebration of our Queen's Platinum Jubilee in 2022.

The proposal was met with great

enthusiasm, not least from Taran Matharu, the best-selling author of the Summoner series of teenage fantasy fiction books, who is unravelling deep, previously unknown stories from The Elvetham's past.

The Court of the Livery gave their backing to the plan which symbolises the green shoots of hope as the world emerges from the horrible darkness inflicted by COVID-19. It also includes a generous donation of £20,000 to the Fruiterers' charities by The Elvetham Hotel.

Jurga and David established an expert team to work with Taran and Mr Nazoomi Azhar, the General Manager at The Elvetham and his team. The Fruiterers experts included Nick Dunn, the Fruiterer commissioned by HRH Prince of Wales to design and plant the heritage apple tree orchard at Highgrove and Liveryman William Parry who produces plum wine, which Raj has taken a special liking to recently.

To provide a historic connection, Mr Dunn and the Fruiterers Honorary

Archivist advised on varieties, including sweet apple trees from India. Mr Dunn's father sold cherry trees to the Maharaja of Patiala for his orchard in India.

The first trees in the Fruiterers' Orchard were planted on 15th April and June 1st 2021. The feature was officially opened with a tree planting shared jointly by our Master Laurence Olins and Taran Matharu. Blessed with glorious sunshine the event commenced with breakfast in flower gardens fronting the fairy-tale castle-like hotel.

Speeches were given by Taran Matharu and Laurence Olins who spoke of the timely and valuable nature of this partnership.

Sitting beside the River Hart which flows through the hotel grounds, the orchard can be enjoyed by visitors and local wildlife. It will be expanded to 50 trees by April 2022. Soft fruit for hedgerows and the kitchen garden and fruit inspired features are envisaged for inclusion in the plans for the grounds, rooms and the proposed spa complex.



A successful, happy planting for both parties



Jurga and David



Our Master with Nazoomi Azhar,
GM Elvetham Hotel

Meet the Clerk

Lt Cdr Melville Petrie MA MBA RN (Rtd)



Mel comes from a wide-ranging career as a prize-winning, interim manager in the business, charity and public sectors, following a first career in the Royal Navy. He brings a wide experience in senior management roles, the majority of which required helping organisations resolve administrative or business issues, whilst planning for a successful future. These included flying to Addis Ababa to seal a US\$8m deal and resolve a major issue

between company chairmen. He hopes that this has prepared him perfectly for the great honour of being Clerk to the Worshipful Company of Fruiterers and to help it navigate its way successfully through the uncertain waters of the New Normal.

As a Supply and Secretariat officer, he became steeped in the skills required for the efficient administration of small and large organisations and developed a keen eye for detail. Delivering a frigate's day-to-day business and audit led to the absolute hub of the Service when he became the Secretary to an Assistant Chief of Naval Staff during the First Gulf War; the late and distinguished Rear Admiral Sam Salt.

Taking these skills into business, he prepared the first step-by-step guide to career development for Swire Beverages' start-up Coca-Cola business and further adapted them for BAe Systems' air

division's major reorganisation, where not only an accurate process was required but a lean system to report to the Board.

After the Indian Ocean Tsunami, the Red Cross was provided with response organisation, emergency coordination and call centres, at no notice at all, thus enabling it to respond quickly, effectively and humanely to those affected. This was recognised by *HR Excellence* magazine's award for 'The Best Use of Resources in an Interim Project'.

He was granted the Freedom City of London on 13th Dec 1988 and the Freedom of the Worshipful Company of Ironmongers on 14th June 1990 (later becoming a Liveryman).

Mel describes himself as an ever-optimistic fisherman, keen walker and well-intentioned chef. He is a published author and enthusiastic father.

Honorary Archivist

Livery Lockdown Quiz

In our last Newsletter, No.100, the Honorary Archivist devised a fun quiz about the Fruiterers. Many of the answers could be found in past Newsletters. Below are the answers. How many did you get right?

- 1** Which Past Master was the first Chartered Accountant to become Lord Mayor of the City of London?
Sir Edward Cecil Moore, Bart. Alderman, FCA, Lord Mayor 1922-1923 (Master 1918)
- 2** Which Liveryman's wife was a direct descendant of Lord Nelson?
"Auriol" the wife of former Clerk and Liveryman Commander Michael Styles (Clerk 1989 – 1996)
- 3** Who was the first female Master of the Worshipful Company of Fruiterers?
Jane Charlotte Anderson (Master 2012)
- 4** Which Liveryman sadly died whilst attending the United Guild's Service at St Paul's Cathedral?
Honorary Assistant, Norman Russell Friday 21st March 1986
- 5** In which year was the Ridley Medal Founded?
1931, by Frank Robert Ridley JP (Master 1920)
- 6** What date and at which Livery Hall was the Ridley Medal first presented / awarded?
Fishmongers' Hall 6th October 1931 Presented by the Lord Mayor Sir William Phené Neal to Edward Augustine Lowe Laxton
- 7** Which famous Antarctic explorer spoke at a Summer Court Dinner prior to his forthcoming Antarctic exploring expedition?
Sir Ernest Shackleton, Summer Court Dinner, Haberdashers' Hall, 5th July 1921
- 8** In which year were the first four Honorary Assistants elected?
1953
- 9** Which member of the Royal Family is currently an Honorary Liveryman of the Fruiterers Company?
HRH The Prince of Wales KG KT GCB (Elected 1989)
- 10** In which year was the Fruiterers' Newsletter first published?
1986
- 11** Which Beadle is reported to have witnessed no less than 57 Presentations of Fruit to the Lord Mayor?
John Galvin Syer
- 12** Which Past Master flew to Scotland and hand delivered a basket containing six varieties of English Plums to Her Majesty the Queen during afternoon tea at Balmoral? (The plums were given a seat of their own with a ticket in the name of Miss Victoria Plum on the British Airways flight from LHR to Aberdeen.)
Sir Rowland Whitehead Bart (Master 1995)
- 13** Following WW1 which Liveryman – Fruiterer – known in the Entertainment World as "Alan Adair" organised and arranged entertainment for many years at Wigmore Hall for injured and disabled Soldiers on Sunday afternoons?
Liveryman, Basil Frederick Leakey
- 14** Which Liveryman – Fruiterer was the first Chairman of a very well-known chain of High Street "Tea Shops" and "Corner Houses"?
Liveryman, Sir Joseph Nathaniel Lyons
- 15** Which Liveryman – Fruiterer founded one of the most significant sporting goods businesses in Britain at one time providing balls for the All-England Lawn Tennis Club's annual Tournament at Wimbledon?
Liveryman, Ralph Slazenger
- 16** What was the name of the Past Master whose "Mr Cuthbert's Column" appeared in 1,680 editions of *The Times* Newspaper on Saturdays?
Sir William Clayton Russon OBE (Master 1957)
- 17** What was the name of the Liveryman who wrote the History of the Worshipful Company of Fruiterers of the City of London published 1812?
Liveryman, Arthur William Gould
- 18** What was the surname of the family (Father, Son and Grandson) who produced three Clerks to the Fruiterers Company between 1861 and 1948?
Eagleton, Octavius, John and Guy
- 19** In which year was the Fruiterers Golf Society formed?
1984, (Founded by Robert Sice Master 1975 and David Hohnen Master 1991)
- 20** Which Past Master was the Public Relations and Publicity Officer for Southern Railways? During his retirement he gave lectures and wrote for publications on railway-related topics.
Cuthbert Grasemann MA (Master 1942)

Liverymens' Stories

In a new series for the Newsletter we will pick up on the stories of individual Liverymen who have interesting aspects to their lives. We start with Jane Stewart who enthusiastically eulogised the Medlar in a recent Zoom meeting. Ed.

Reviving the Medlar, our forgotten fruit

There's a fruit tree that's hardy, provides year-round ornamental interest, will grow singly and produce a crop. It's ignored by squirrels and wasps and is usually disease free. Undemanding of your pruning shears, it will outlive its first cousins, the apple, pear and quince. If these are your requirements then the humble Medlar, *Mespilus germanica*, could be worth a look.

They grow well in the south of the UK, preferring a sunny sheltered spot in pH neutral soil. Hawthorn and quince 'A' rootstock grafted trees start flowering from their fourth birthday. If space is tight, choose quince 'C' rootstock for a pot grown tree. A grower I know and trust, Keepers Nursery in Kent, has a brilliant website and offers a choice of rootstocks. Popular cultivars include Nottingham and Royal.

Pigeons are attracted to the bright young leaves which appear in March. I tie on bird scaring tape in February and leave it there until harvest. Medlars wait until the last of the frosts before their flowers open. This year it was 1st June, just as the honeybees got into their stride after a dismal spring. The five petalled flowers, usually creamy white, provide a perfect landing pad for pollinators. This year a noticeable proportion of medlar flowers across the country had a vibrant pink tinge. It became a hot topic for discussion among medlar fans on Instagram. Is it possible that this change in colouring is a tree's technique to attract pollinators? I'd love to know.

Medlars are ready to pick in October/November. The text books assert that a night frost is required before harvesting.



Iranian Medlar fruitlet



Jane Stewart with some of her medlar products

Last year they were ready to gather in the middle of October, despite night time temperatures averaging 8C. Leaf colour will be changing fast, shifting towards a glorious golden, bronze and red palette. If a good shove to the trunk makes the fruit cascade to the ground the harvest/bletting trays are quickly filled.

They complete their ripening by bletting. This is the process by which colour and a sweetly fragrant texture replaces tannic, astringent hardness. Laid on trays in a cool, well ventilated, rodent proof space they will reach perfect softness in a few days or weeks. They're not an easy fruit to handle in their bletted, edible state, being easily crushed to an unappealing mush. One of the reasons they're rarely found for sale at the greengrocer.

The Iranian Medlar, exclusively cultivated and sold by Keepers Nursery, is my favourite to eat as a table fruit. It's dainty, juicy and its sweetness finishes on a distinct citrus note. To extend their eating, I open freeze them before bagging them up. Defrosted on kitchen towel, they eat as beautifully as if freshly bletted. They are an unusual table fruit

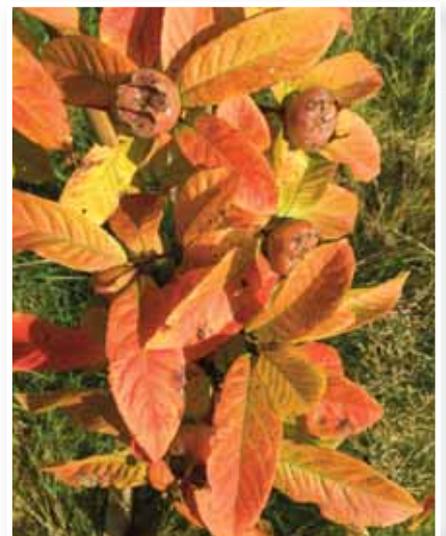
when paired with cheese and a glass of something gorgeous.

George Saintsbury in his 1920 Notes on a Cellar writes: "the one fruit which seems to go best with all wine, hock to sherry, claret to port is the medlar – an admirable and distinguished thing in and by itself and a worthy mate for the best of liquors".

Medlar jelly, fruit cheese and chutney are the 'classic' preserves made with bletted fruit.

I make medlar syrup for our own use, a completely natural alternative to maple or birch syrup. Great in salad dressings, on ice cream, yoghurt, porridge, and for roasting stone fruit.

Grower and medlar enthusiast, Mark Diacono of Otter Farm in Devon has a fabulous recipe for Sticky Medlar Toffee Pudding.



Medlar fruit autumn colour

Please email me:

janesteward@eastgatelarder.co.uk if you would like me to send you any of these recipes.

Liverymen Jane Stewart, Holder of the Plant Heritage National Collection of Medlars, *Mespilus germanica*
Instagram: Eastgate Larder
Copyright © Jane Stewart

View from Overseas



UK & Brexit – 200 days in...

At the start of the year the UK finally reached an agreement on the terms of how it would finally leave the EU. This was a protracted process which took almost 4 years to reach.

Since then, UK imports and exports of EU fresh produce have confronted a number of problems. These can be best summed up as the impact of various forms of trade friction. They have lain largely in the areas of non tariff barriers, as opposed to actual tariffs and/or quotas. After 40 years of perfect market access both ways, there was bound to be some difficulties, as a result.

Not least was the agreement on how the UK would leave which was only made with a week or so to go before the January 1st deadline. This left little time to get fully prepared for what would come next. The UK has never been a major supplier of fresh produce to the rest of the EU, but trade in dairy, meat and seafood products appear to have been probably more adversely affected.

This is what the UK voted for though: to be free of the rules and regulations of the EU and be able to negotiate our own national trade agreements with other countries around the world. A number of these were settled before the decision to finally leave the EU. Peru, Chile, Turkey and South Africa have been able to carry on trading with the UK much as before.

As a result of Brexit, you might be forgiven for thinking we have had enough of trade talks to last a lifetime – but it seems, not a bit of it. There are a whole range of other negotiations going on that will impact on the UK fresh produce sector. Outside the EU there are other countries we have already reached agreements with, where much bigger questions remain to be answered, when

it comes to some of the real power houses of world agriculture and food. This category includes of course the US, as well as others, such as India, New Zealand, Australia and maybe the biggest of all – China.

Discussions are ongoing with all of them – but we seem to be closest to developing initial agreements with Australia and India. Countries such as Peru, Chile, Turkey and South Africa would all like to achieve better access to the UK market for top and stone fruit, nuts, wine, citrus, grapes and berries. These are probably the same sort of products that the likes of the US, Australia and NZ have in mind too. India is probably more interested in rice and tropical fruit. China would want access for a range of fresh and processed products.

In our experience, having better formal market access is one thing, but it also needs produce companies in India, the US, Australia and NZ to understand more about the structure and trends/opportunities in the UK while building a genuine market understanding.

One note of caution though. The discussions between the UK and Australia have suggested, from a UK point of view, that the reduction in import tariffs might be spread out over 15 years. Is this just free trade offered with one hand and ongoing protection of the market dealt with the other? It will be interesting to see how the hard nosed trade negotiators in Australia respond to this.

Everything, though, is up for discussion at this stage. Produce exporters need to keep a close eye on what is happening in other parts of the world and not miss out on these opportunities as they come along. 15 years, as in the case with Australia, does seem a long time to wait,

but the UK is now committed to going down this route, post Brexit, for new international trade deals.

In the UK, we have always been a net fresh produce importer and in the fruit sector we are only around 20% self-sufficient while with vegetables around 60%. Leading UK producers might look to increase production over time, but there are issues around the availability of land and labour, and of course, it also needs significant investment. And to build a new orchard and get this producing to a commercial level might take between 3-5 years – so this is not going to happen overnight.

Maybe the best opportunity to develop exports from the UK might be to have a strategy based around “follow the customer” and not the country. In this respect, the decision of M&S to open up on line selling operations in some 45 countries around the world might offer a good opportunity for UK producers and exporters.

For others, a renewed focus on the UK market will be the answer. We have 67 million relatively wealthy consumers to serve, per capita consumption of fresh produce is still below where it should be – and the routes to market are still changing, which presents new opportunities for the UK produce sector.

What is clear though is that the UK produce sector hasn't seen the end of change – indeed post Brexit, post COVID – we are probably likely to see a new wave of market and consumer trends grip the industry.

*Piece provided by Liveryman
John Giles a Divisional Director
of Promar International*

UK trade in goods with the EU

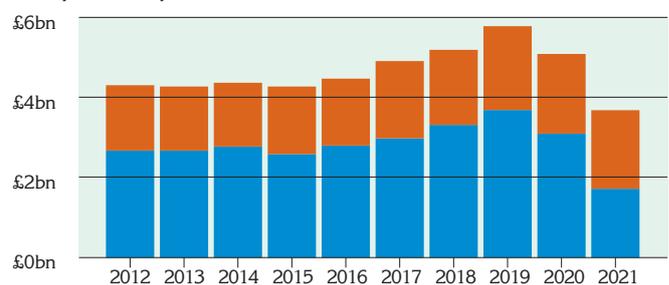
Seasonally adjusted



Source: Office for National Statistics

UK food and drink exports fall to a 10-year low

First quarter comparison ■ EU 27 ■ Non EU



Source: Food and Drink Federation

FROM ORCHARD TO MARKET

TOP FRUIT NEWS



Later than usual but harvest is always an exciting time

Monday 4th October will be the official start of the British apple and pear season for 2021. It marks the moment when supermarkets nationwide will be fully stocked with the widest range of apple varieties.

British apples and pears have grown in popularity over the last year, their great shelf-life and health benefits chiming with shoppers. This group moved to less frequent supermarket trips during the various lockdowns. Sell through rates of varieties have been strong, with stocks moving at peak condition, resulting in good consumer confidence at a crucial time.

However, it's the environmental credentials of British top fruit that growers are

highlighting most in 2021. A new report, from the Royal Agricultural University, has revealed, for the first time, just how 'green' homegrown apples are. Key findings of the survey of top fruit growers include:

- 83% of British apple and pear growers work with local beekeepers, with 70% producing honey from their orchards
- 93% of growers use biodiversity measures, such as varied grass and wild-flower strips to encourage insects, leaving windfall fruit for wildlife to eat, and creating beetle banks and bee hotels
- Growers plan to plant 3.8 million new trees over the next five years

Consumer insight research clearly indicates that shoppers have become more environmentally conscious over the past year. The BAPL campaign will reinforce the message that buying a British apple is a small and easy step people can take to help protect the environment.

As many will know, the top fruit crop will be ready later than average this year. At the time of writing, second estimates are being gathered and all marketing desks have an ongoing dialogue with their retail partners and growers to ensure the best outcome on specifications and pricing.

This autumn will also see the launch

of a new children's book called 'Pip and The Apples', aimed at Key Stage two (7-11 year olds). British Apple and Pears have been working with children's author Laura Baker to tell the story of Pip and his visits to an orchard after school. The book promises to be a great resource for primary teachers as it supports lessons about food, nature and science, and includes National Curriculum KS2 content on sustainability, life cycles, photosynthesis, and the requirements of plants for life and growth.

A recent study of 1,000 children aged between 6 and 11, found many youngsters have little idea about the origins of fruit and veg. One in 10 (11%) think fruit and vegetables are made in a factory and a quarter have never eaten an apple. One in 10 also believe that we don't grow any fruit or vegetables in the UK.¹

Working under the guidance of a STEM ambassador, to ensure that the book covers a wide range of curriculum requirements, 'Pip and the Apples' meets current KS2 objectives across Science, English, Technology and Maths.

Piece provided by Liveryman Sarah Calcutt, Operations Director BAPL

1. www.beko.co.uk/quarter-of-children-have-never-eaten-an-apple

Fellowship Lunches

While maintaining contact during restrictions, through the auspices of various Zoom meetings, there was deemed a demand to have a degree of actual contact as regulations eased. The formula was simple, a maximum of six people at a suitable lunch venue strictly observing the government protocols and generally arranged by a Past Master. Two were organised earlier in the year and proved very successful. Past Master Steve Bodger was the instigator of a lunch at The Ivy, Tunbridge Wells while past Master Alan French made arrangements for a meal at Phyllis Court, Henley on Thames.



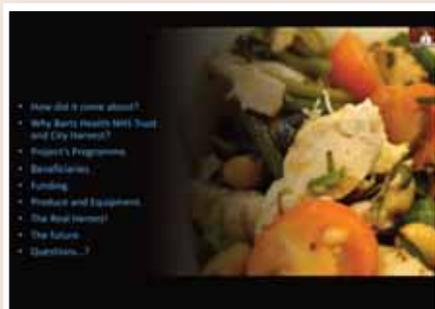
Alan French Fellowship Lunch at Phyllis Court



Steve Bodger Fellowship Lunch at The Ivy, Tunbridge Wells

Livery Kitchen Initiative & City Harvest

At 18.00hrs on Wednesday 9th June the Worshipful Company of Drapers presented a webinar explaining the background to and results of the Livery Kitchen Initiative, LKI <https://vimeo.com/561783587>. After a welcome and introductions from the Master, Tim Orchard, the Clerk, Col Richard Winstanley, led the presentation that also included Mr Reg Bhumbra (Trauma and Orthopaedic Surgeon Barts Health NHS Trust) and Mrs Laura Winningham OBE (Founder & Head of Strategic Relationships at City Harvest UK).



The Livery Kitchen Initiative

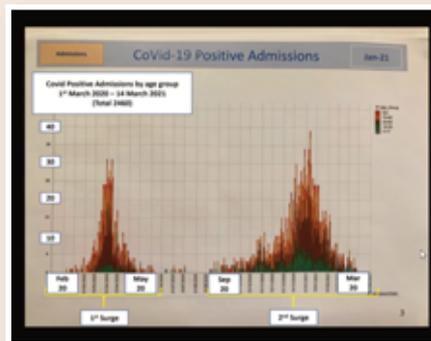
The presentation was accompanied by a number of screenshots which illustrated and gave visual meaning to the webinar. When all three presenters had delivered their addresses a question and answer session followed.

Richard set the scene. The general view was that the pandemic would be over by Easter 2020. At the Drapers a contrary view existed and having seen a picture of a NHS staff nurse coming off a 48 hour shift in tears, they were moved to develop a project to help those on the front-line. The duration of the endeavour lasted from April 2020 until July 2021. At the peak the Company was providing 5,300 meals a week

to those who were deeply involved or affected. There were three lockdowns and two peaks of infection. There have been three phases of activity with other livery companies providing assistance and resources. The focus was on the City and East London, initially starting at Barts and then extending out to the Royal London, Newham and Whipps Cross NHS Trusts. In July 2020 after discussions with City Harvest (CH), it became obvious that there were many who visited CH centres who were also affected and needed help. Meals were provided to several of these centres.

Reg Bhumbra gave a concise and precise appraisal of what it was like on the NHS frontline during the crisis for staff and patients. The magnitude should never be underestimated in respect of the physical, clinical and psychological aspects. Many of the staff were exhausted and mentally drained particularly as many of their colleagues fell sick. The repetitive doffing and donning of PPE and the turning of critically ill patients proved exhausting. The delivery of meals which the medical staff could eat sometime during their 12 hour shifts was invaluable during the crisis.

Laura Winningham described the history of City Harvest and how the efforts

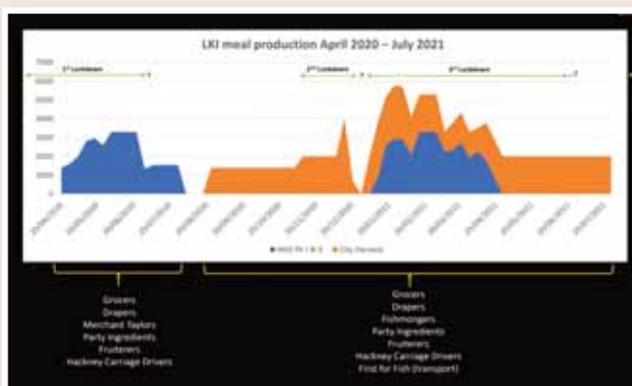


Covid Admissions Whipps Cross University Hospital

for the duration of the project. We supplied a piece of fruit for every meal delivered which has been quite an achievement and aided the Drapers in their magnificent endeavour.

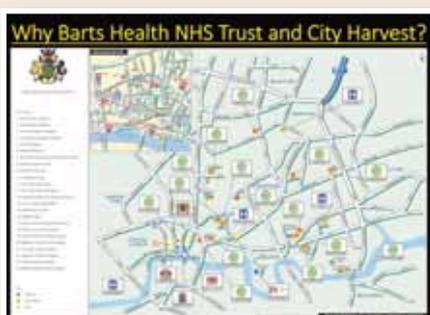


The Real Heroes



Project's Programme

The Editor thanks the Worshipful Company of Drapers for their support in supplying information and a copy of the webinar. He is aware that this brief synopsis does not do justice to the magnificent effort of the Drapers and their affiliate assistants. He recommends watching the 53 minute video to obtain a full perspective.



Area covered by project showing hospitals and City Harvest centres

were focussed on what the FT described as the 'Covid Triangle', individuals at most risk of infection and from the poorer segments of society.

Testimonials were supplied and the future of the project outlined. It was commented that Worshipful Company collaboration really worked and those involved were named. The Fruiterers and Hackney Carriage Drivers got special mention having been involved



The Beneficiaries NHS

Master's Reflections

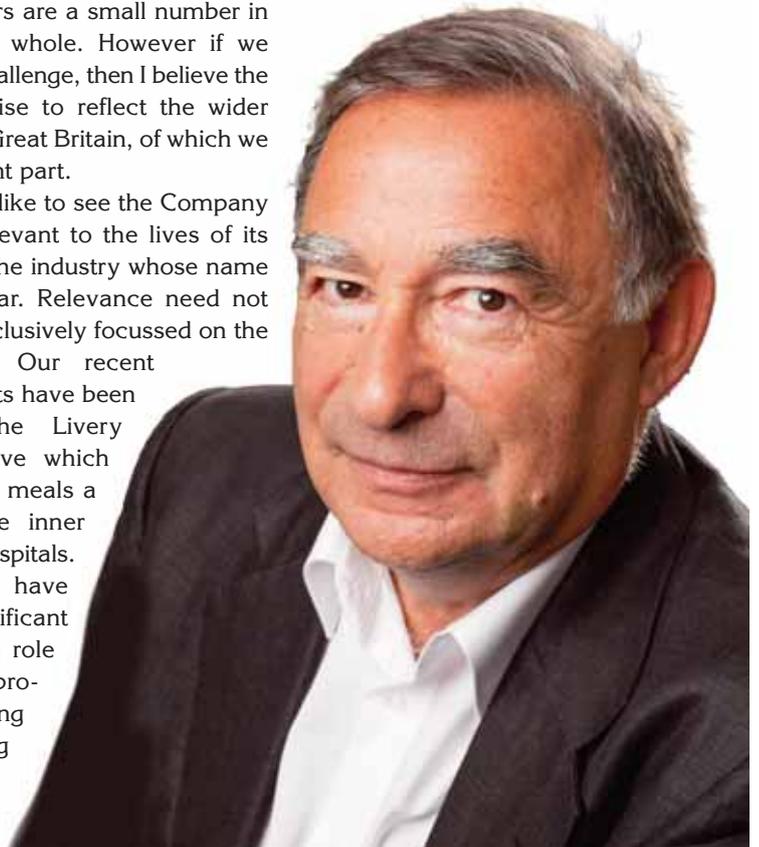
I am very happy to report that I am now able to focus on positive plans and events for the future, having for the last four months been distracted by unhappy historic events centred mainly on the Court and the Fruiterers Foundation. These issues, in the main, have been resolved satisfactorily though I am saddened by the resignations from their offices of both my predecessor and his Wardens, the Clerk John Grant and also some liverymen and Past Masters, who have left the Company. I cannot wish away the past, but I am determined that we learn from events and ensure that there is no repeat of this unhappiness. We are, and will remain, a welcome destination for liverymen, their guests and new members. To that end I would like during the next year to focus on three themes.

Diversity Relevance Belonging.

I believe we should all strive to make our Company a more diverse community. This is not going to happen overnight, given only 5% of our membership

is from minority communities, and female members are a small number in relation to the whole. However if we focus on this challenge, then I believe the numbers will rise to reflect the wider community of Great Britain, of which we are an important part.

I would also like to see the Company being more relevant to the lives of its members and the industry whose name we proudly bear. Relevance need not mean being exclusively focussed on the fruit industry. Our recent charitable efforts have been aligned to the Livery Kitchen initiative which provided 2,100 meals a week for three inner London NHS hospitals. The Fruiterers have played a significant and continuing role in this superb project. I am working on our next big charitable initiative to hopefully



Our Master Laurence Olins



Master & Wardens at Summer Court

be launched this Autumn, which will be aligned to the Queen's Diamond Jubilee Green Canopy project. But more on that nearer the time!

Finally I would like to engender a real sense of belonging to our Company. We are merely the custodians of the present day company, having inherited it from the past efforts and hard work of those who have gone before us. It is now our responsibility to carry on their excellent work and hand over our Company in good heart and spirit to the next generation of liverymen.

This is a heavy burden that we all must share, but a very worthwhile one all the same. So my plea to all members is get involved in the activities and events of the Company, create a sense of belonging and you will both enjoy yourselves and be strengthening our Company for future generations.

Lord Mayor's Visit to New Spitalfields Market

On Wednesday 7th July 2021 the Rt. Hon. the Lord Mayor, Alderman William Russell, accompanied by the Lady Mayoress and the Sheriffs of the City of London, visited New Spitalfields Market.

The Lord Mayor was welcomed by Fruiterers' Liveryman Paul Walker, Chairman of the Tenants Association, and Mrs Jan Hutchinson, CEO of the Tenants Association. Also present on this special occasion was the Mayor of Waltham Forest together with members of the Corporation of the City of London's Markets' Committee. The Master of the Cooks' Company, Mr David Smith, and the Immediate Past Master of the Fruiterers' Company, Mr David Simmons, were also present together with a number of Liverymen and Market tenants.

The visit, conducted under strict Covid 19 guidelines, proved to be a huge success and provided an opportunity for the Lord Mayor to meet some of the



The Visiting Party in the Flower Market



Our Immediate Past Master at breakfast

tenants and members of the wholesale market community. The visitors were noticeably impressed by the quality and the range of produce being offered for sale.

Following the tour of the trading halls a fine breakfast was served where both Mr Paul Walker and the Lord Mayor spoke about the current trading conditions and the proposed move to a new site.

The Lord Mayor thanked the tenants of New Spitalfields Market for their generous contribution to the Lord Mayor's Appeal together

with their generosity in donating large amounts of produce to charitable causes, such as City Harvest, during the current pandemic.

The Lord Mayor also spoke of the highly successful Livery Kitchens Initiative and that Spitalfields Wholesaler, Liveryman Mr Peter Thomas, had received from the Master Fruiterer the Master's Medal in recognition of his participation in this important work.

It was also noted that 2021 is the thirtieth anniversary of New Spitalfields Market and a slice of Birthday Cake rounded off a wonderful breakfast and a very successful visit.



RH The Lord Mayor receives a cheque for his charities

New Freemen and Journeyman admitted at Summer Court, 23rd July, 2021

Freemen by Redemption

- Mr Andrew Davis
- Mr Peter Durber
- Mr Martin Eldred
- Mr Clive Emson MBE
- Mr Robert England
- Mrs Victoria Grainge
- Mr Geoffrey Griggs
- Mr Graham Isaac
- Dr Charles Lambert
- Mr Daniel Masters
- Mr Matthew Phillips
- Mr Ben Place

Freeman by Servitude

- Also, Mr Michael Goode became a Freeman by Servitude

Journeyman

- Ms Sarah Durber

Ms Sarah Durber Journeyman and Mr Peter Durber Freeman, father and daughter on same day – a first for the Fruiterers



New Freemen of the Company

Disrupting pest mating and new understanding of pollination

The Company's Awards Council has a long and very effective track record for financially supporting for fruit related research and development particularly at East Malling Research. This frequently delivers "pump-priming" support allowing researchers opportunities for developing proofs of concept providing vital initial data subsequently used in bids for larger longer-term grants. Preliminary studies of emerging pest and pathogen threats and their control benefit significantly from this form of support.

A zoom webinar provided by Dr. Michelle Fountain, chaired by Professor Eve Mittleton-Kelly on 7th April 2021 eloquently explained two facets of current entomological studies. Dr Fountain's talk firstly, discussed a form of biological control in which the mating strategies of insects are subverted and disrupt their life cycles; secondly, she described newly recognised aspects of pollination.

Sex pheromones are organic chemical scents emitted by insects, and other animals, which generally attract the opposite sex in their mating cycles although other pheromones can play other roles. Natural and synthesised pheromones are most commonly used for monitoring insect pests in commercial crops. However, there are fewer examples (e.g. codling moth *Cydia pomonella*) of their use for disrupting mating preventing the invasion of fruit and other horticultural crops. NIAB EMR (formerly East Malling Research) has a world-leading reputation in this environmentally sustainable type of crop protection. At intervals the Company has funded aspects of their work.

Research currently focuses on disrupting the mating cycles of capsid bugs particularly the European tarnished plant bug (*Lygus rugulipennis*) which damages strawberry, raspberry and cucumber crops and the common green capsid (*Lygocoris pabulinus*) a pest of cane fruit, cherry, apple and blackcurrant. Dr Fountain explained the biology and chemistry of pheromone production and its characterisation resulting in the breakthrough in commercial development of pheromone traps.



Dr Michelle Fountain

The female insects emit attractants early in the morning. Collecting female capsids and encouraging pheromone production resulted in the determination of the ratio of three compounds including hexyl butyrate. As a result, traps containing synthetic pheromones can be deployed around strawberry crops attract male capsids fruitlessly seeking females. In combination with high doses of hexyl butyrate in the centre of the crop as a repellent this reduces pest populations and increases yields of undamaged fruit by at least 50 percent in organic crops where no current chemistry is available and will be useful in IPM crops where key effective pesticides have been withdrawn.

Similar techniques will control codling moth (*Cydonia pomonella*) of apples. In early summer the male moths fly up into trees searching for mates, pheromone traps disrupt this process. Dr Fountain finally drew attention to the prospects of vibrations (biotremology) in crop protection by non-chemical means. Potentially, passing vibrations through could disrupt mating and reproductive success of a wide range of insects.

Studies of fruit tree pollination formed the second part of Dr Fountain's talk. The carriage of pollen between fruit tree flowers is a vital and fragile biological process on which all crop yields depend. Pollination is one of evolution's most spectacular triumphs. It requires the timely biological convergence of tree and insect growth stages. This results in the transfer of

mature pollen from male to female fruit organs by insects seeking rewards in the form of sugary high energy nectar.

Far too little is understood about this fragile relationship at a time when pollinator populations are themselves declining. Pollinator services are worth circa £90 million for the UK economy.

New studies are seeking an understanding of the significance of pollination for fruit setting and the recognition of the insect species involved. Bumble bees, honey bees, hover flies and solitary bees are key vectors in pollination. Apple cv Gala for example, is very attractive for solitary bees compared with honey bees which in turn are numerous visitors to pear flowers. Pear pollination is especially important for avoiding misshapen fruit. Knowledge of bee biology and their interactions with fruit crops is particularly lacking, but it is known, for example, that at least 15 different bee species will visit apple flowers. Pollinator types and numbers are enhanced when flowering herb margins are established in and around orchards. Current monocropping using single fruit cultivars is counter-productive for encouraging cross pollination.

Quantifying these effects and their benefits requires long-term research because the insect breeding cycles are extended and influenced by seasonal variations in weather patterns. Research is further complicated by the need for using correct mixtures of flowering herbs avoiding those which encourage pest insects. Short-term project grants are not suitable for these types of ecological studies and the longer term, 4 year studies, recently granted and offered by the Agricultural and Horticultural Development Board (AHDB) were a better fit. Dr Fountain referred in particular to the importance of solitary ground nesting bees. Studies by her PhD student, Mr Konstantinos Tsiolis have produced substantial new information relating to these species, this work is being rewarded by an Awards Council Prize.

Piece written by Liveryman
Professor Geoff Dixon

BRITISH CHERRY UPDATE

2021 has seen a topsy turvy world in the widest sense and the British Cherry industry has been no exception! Having experienced good winter chill throughout lockdown we turned the corner into early spring and things started to get difficult. Spring 2021 was one of the longest flowering periods in recent history, which cherries generally don't like. Varieties don't pollinate correctly; some don't pollinate at all as the blossom timings are all mixed up. However, despite this complication by early May we could see lots of 'green peas' on our trees and it appeared the industry had got away with it and a decent crop of cherries had set. We were concerned whether fruit would run, but in the end, this has not been a significant factor

Our next challenge was the weather in late May and June. The eastern side of the country experienced very poor light levels and cool temperatures, while the western side had more normal climatic conditions. This has led to a 20-day delay in the Kent crop and a regular, timed Hereford crop, meaning they are now overlapping! This is not ideal as we have a heavy concentration crop of Cherries that will peak over the last week in July and the first week of August.

Finally, the stormy weather experienced during the middle of July affected growers quite badly. There have been quite high incidences of rots appearing in orchards as well as many days



Split cherries as a result of stormy weather

picking being lost to rain and storms. For the remaining outdoor growers this has led to significant crop losses due to split fruit. The lost days picking has put on added pressure to growers who are facing labour issues who needed to maximise their picking windows to get all their crop off the trees.

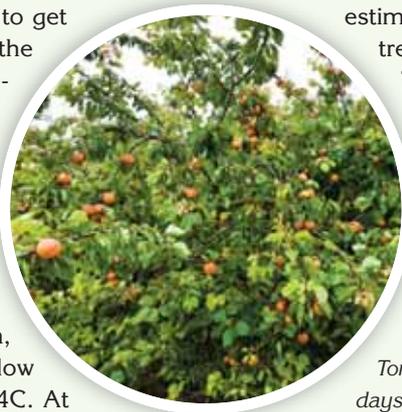
The long and short of it is that the industry is far behind last year's tonnage season to date. We will catch up some of this volume in early August but

suffice to say that 2021 will not be a record crop and will go down in history as one of the most complicated cherry harvests in recent years. On the positive side demand for British Cherries remains very strong and consumers have responded well to the good quality fruit that has been available on the shelves and around the markets.

*Piece provided by Liveryman
Matt Hancock, Upper Warden*

ENGLISH STONE FRUITS

The Newsletter contacted Tom Hulme in mid-July, to get an assessment of the English stone fruit situation in his region of Kent. This Sandwich based grower reported that there had been sixteen nights of sub-zero temperatures in April with the Tuesday after Easter, 6th/7th, recording ten hours below freezing and a low of -4C. At



this temperature it is usually estimated that 90% of open tree fruit flower dies.

This, along with the cold North winds during the same month, has left Kent with a very poor plum crop. He considered the fact that the Cherry crop,

which flowers later than plums, had not been decimated in quite the same fashion, as "somewhat of a miracle"! Apricots, which flower even earlier than plums, somehow came through and (Tomcot) harvesting commenced on the 16th, twelve days later than usual, with good size and quality despite the difficult spring. With temperatures elevating, all of the stone fruit should benefit with a rise in sugar content. Evidently, scarcity of labour still remains a problem particularly the paucity of seasonal, migrant hands.

Tomcot July 2021 four days before picking

Women in the City and Livery Movement

Erica Stary

In the last edition of the Newsletter (P 30) we provided a resume of a paper entitled 'Women in the Livery and High Civic Office in the City'.

Reference points such as names and dates were not included mainly due to available space. The editor thought that it would be appropriate to furnish readers with a little more information in chronological sequence demonst-

rating that the female of the species has only taken her rightful place in the City and Livery movement over the past sixty years. The process is continuing to accelerate as Ms Stary eloquently demonstrates in her paper.

Year	Occurrence	Name(s)
1215	King John allows City to elect its own Lord Mayor	
1699	Spectacle Makers appoint first female Freeman	
1872	First Honorary Freedom of the City to an unmarried woman	Angela Burdett-Coutts
1918	Extension of voting rights	Suitably qualified women
1919	Sex Disqualification (Removal) Act	
1923	First two married women to be made Freemen	Edie Ann Knight, Harriet Ann Sladen
1966	First Female Councilman	Mary Donaldson
1973	First woman to be elected to Aldermanic Court. Subsequently became first female Chief Commoner	Edwina Coven
1975	First female to hold Aldermanic Office	Mary Donaldson
1981	First female Sheriff	Mary Donaldson
1983	First female Lord Mayor	Mary Donaldson
1983	First female Master	Sylvia Tutt; Chartered Secretaries and Administrators
1984	Second female Master and first Royal	HRH The Princess Royal; The Farriers
1985	First Female Clerk of any Livery Company	Pauline Halliday, The Fruiterers
1999	First female non-Aldermanic Sheriff elected	Pauline Halliday, The Farriers
2013	Second female Lord Mayor	Fiona Woolf
2015	Lady Masters Association becomes a formal group	
2018	City Consorts holds its first AGM	
2019	150th female Master appointed	Fiona Morrison; Master Actuary
2020	Up to this year five other female Sheriffs have been elected	Fiona Woolf, Wendy Mead, Fiona Adler, Christine Rigden and Liz Green

Antiques Road Trip visits Dalemain



Jane talks Marmalade with Roo



Roo samples the Roo-barb Marmalade

Jane Hasell-McCosh was delighted to welcome Roo Irvine to Dalemain as part of an episode of BBC's Antiques Road Trip, where they talked all things marmalade.

As well as talking Roo through the history of the preserve, from Roman times to the present day, Jane also showed her visitor how to make her very own marmalade. Jane's Orange, Lemon and Grapefruit marmalade is made unique through the addition of rhubarb from the kitchen gardens,

which proved a favourite with Roo, leading her to re-name it 'Roo-barb marmalade'.

Jane Hasell-McCosh says; 'It was such a joy to welcome the team to Dalemain, and to talk about the history of marmalade, which is such a key part of life here at Dalemain, where we run the World's Original Marmalade Awards. I hope that everyone who watches the episode will be inspired to have a go at making their own!'

Jane Hasell-McCosh is a liveryman of the Worshipful Company of Fruiterers and is passionate about fruit, preserving and marmalade. The episode of Antiques Roadtrip can be viewed on iPlayer at: <https://www.bbc.co.uk/iplayer/episode/m000w19h/antiques-road-trip-series-22-episode-5>



Four Honorary Assistants; Stephen Hyam, Ian Stephenson, Nigel Bardsley and David Bartlett

Awards Council

Awards Season

In the 'outside world' we have the Oscars, Golden Globes and Brits etc. but in the fruit world we have a range of fruit orientated annual, triennial and occasional awards presented by the Livery. Earlier this summer the Awards Council, ably assisted by Liveryman Dr Graham Collier, agreed on those in the industry deserving of recognition by the Fruiterers in 2021.

Chris Moore has worked for Boxford Farms since 1979 and as Orchard Manager is responsible for staff as well as orchards. He is regarded as a passionate and dedicated true craftsman who excels in practical fruit growing skills that have impressed everyone in the Industry who have met him. He has consistently given his all to the productivity and performance of the Boxford orchards and demonstrated tremendous loyalty to the business. His dedication has earned him the **Craftsman's Award**, which will be presented to Chris at the National Fruit Show this October.

In contrast, Jack Roberts has only been in the industry for a few years, working for Avalon Produce Ltd. since 2016. But his ability and potential have shone and he is already well respected by growers and colleagues alike. Jack has a particular aptitude for new technology, just what the industry needs from now on. Jack will be presented with the **Under 30 Award** at the Autumn Dinner later this year.

There are a lot of very capable managers in the fruit industry and the **Management Award** is always hotly contested. As soon as he was nominated there was no doubt that this year the award should go to Nigel Stewart. Nigel has been involved in fruit growing all his life. He worked his way up the management ladder on various fruit farms in West Kent and his talent was recognised by Norman Collett, who recruited him for the management team. Being a pleasant, conscientious and hard-working manager with drive, enthusiasm and determination to succeed, he was very well regarded both in the company and the wider industry. Nigel was subse-

quently headhunted by A C Gotham, the UK's largest tree fruit growing business, for the position of overall production manager, a job with enormous responsibility and expectations. A measure of the success of the management team led by Nigel is their consistent winning of the annual East Kent Fruit Society orchard competition. Nigel will be presented with his prestigious award at the Autumn Dinner.

There was also strong competition for the 2021 **Student Prizes**, so much so that the Awards Council agreed to award three this year; to Magdalena Cobo Medina, Keiri Swann and to Konstantinos Tsiolis. Magdalena joined NIAB EMR as a visiting student in 2014 and embarked on a PhD in 2017 focusing on the genetic control of dwarfing in apple rootstocks, one of the hardest areas of horticultural research and one which for many years has been near-impossible to gain further insights into. Her work has been instrumental in improving understanding of the molecular mechanisms controlling dwarfing, which will lead to science-based innovations that result in better rootstocks, with improved resilience for future orchard systems.

Keiri Swann is working on her PhD at Reading University exploring the intrinsic relationship between plant growth and light. There is a high demand for strawberries in the winter months, here in the UK, Most are mainly imported from warmer countries. LED lighting systems have the potential to provide a much more efficient alternative for UK grown winter strawberries. As they produce much less radiant heat they can be placed closer to plants, allowing for vertical farming, inter-lighting and increased light intensities. Furthermore, LED lights have tunable spectra, where the exact quality of light can be selected, allowing for increased radiation use efficiency and morphological control. Keiri's research aims to establish the most effective light spectrum for efficient strawberry production with regard to yield, plant morphology, photosynthetic rate and fruit quality. She wants to determine



Magdalena Cobo Medina

how higher intensities and multitier systems could be used to maximise production and quality and produce a suitable production blueprint.

Konstantinos Tsiolis is working on a PhD at Reading University and NIAB EMR studying ground nesting or solitary bees. Bees are the dominant pollinators in most ecosystems and there are over 20,000 known bee species which differ significantly in their ecology, habits and size. Although 70% of bees are ground nesting species, and not many studies have focused on the agricultural benefits of solitary bees, it has been estimated their value for UK apple pollination exceeds £51 million p.a. Konstantinos aims to create a better understanding of the preferred nesting soil factors of ground-nesting bee species.

All three of these students will present their work and findings as part of the collaboration between the Fruiterers and the National Fruit Show in the conference session at the show on 20 October 2021. The conference will also include presentations from Fruiterers supported Nuffield Scholars Neil MacDonald and Dr Nicola Harrison and a keynote address by Prof Tim Lang. Well worth attending.

And finally, in keeping with the suspense of awards ceremonies the winners of 2021 **Fruit Culture Award** and the 2022 **Lewis Award** will be kept secret until nearer the time. Watch this space!

*Piece provided by
Andrew Tinsley, Technical
Secretary to the Awards Council*



Keiri Swann

SOFT FRUIT NEWS - BERRIES

During a recent interview with Paul Avery, (UK Sales Director, Berry World), he provided the Newsletter with an update on the fortunes of UK berry producers over the past four months. Coming with a view that most people across the fresh produce industry have experienced a challenging time for a variety of reasons. Demand for berry fruit has certainly been affected by the weather which was instrumental in providing a late start with volumes being down year-on-year, up until recently, when production of strawberries has certainly peaked. It is very challenging for growers under these circumstances. In addition, as government restrictions for Covid were relaxed there was a desire by consumers to get out and eat out. Previously, when confined domestically, retail sales had performed well as shoppers filled their trolleys with consumables. The enthusiasm at retail level



Weather conditions have affected raspberries adversely

has waned somewhat despite the multiples working very hard to mitigate the decline in interest. Obviously, as customer preferences change shelf space is allocated appropriately, with real potential in premium offerings backed by the more advanced genetics on the market. With the warm to roasting temperatures in July and the desire to escape outdoors increasing, BBQs and *al fresco* eating became very popular.

We should not be surprised but unusual weather patterns are becoming part of the norm under which we will have to learn to live. This will impact more-and-more on production which can further influence availability and price.

Fortunately there has been no shortage of water in the UK which is another vital ingredient for successful berry production. The labour situation has however given cause for concern. Because of the late start, pickers were somewhat under employed but as production peaked all corners of the country found themselves under pressure and in certain instances this can work through to quality seen on shelf. Itinerant, migrant seasonal and agency labour has changed to a degree in recent years, both in countries of origin, attitudes and length of stay. But despite all the difficulties it is felt that the industry is well managed with most of the obstacles having been overcome albeit with attached costs.

The total production of strawberries remains flat, when at the end of July statistics indicate that production in the UK has reached the 55 – 60% mark. Strawberries, and in fact most berry products like an abundance of light, warm temperatures with dry conditions. Wet weather and heat waves are difficult to deal with. Raspberries year-on-year are down by 30% in volume principally due to the late start and loss in yield, partly due to weather driven quality issues. Too wet and then hot has been the problem. British blueberry production is expanding but again, because of the late start volume was down by 35% at the end of July. It is estimated that between 25 – 33% of the crop had then been harvested. Domestic supply is being bolstered by blueberries from Poland and the southern hemisphere. Those from South Africa and those specially selected in the UK are regarded as premium fruit.

In general cane fruits have suffered this season because of humidity. An additional cause for concern has been the reduction in applications to suppress pests. Leaving the EU



Strawberries grow well in warm, dry, light conditions

and sorting out what can and cannot be used is taking time and has left the grower exposed. It is felt that all breeding programmes with raspberries have suffered additional pressure.

But with the correct growing conditions Paul felt that the conclusion of the UK season would be reached without too many additional problems for most berries. And we begin the next chapter in the year-round global supply.

Recipe Blackberry Fizz



The hedgerows are bursting with blackberry flowers this year, toast the arrival of the fruit with this quick-to-make drink.

Squeeze 3 juicy limes, mix with 3 tbsp caster sugar and divide between 6 glasses. Add a generous dash of crème de mure to each glass. Top up with chilled champagne or prosecco and add 3 or 4 blackberries to each glass.

*Recipe supplied by
Liveryman Sarah Randall*



Livery Membership and Communications

Becoming Chairman of the Members and Communications Committee is an exciting challenge. We have witnessed our livery like many others, adjusting to new ways of communication and in some ways modernisation. Modernisation is not for everyone and adopting the use of more modern technology is stretching for some of us too. We have though seen many advantages due to changes that were really imposed on us due to Covid 19. Examples such as formal and informal meetings with high levels of attendance, people joining who may not have done so in the past due to restrictions or complications with travel arrangements and timings.

It is of course about creating the right balance between our heritage and traditions while making our company modern, diverse and engaging with its members, the wider community and indeed more appealing to new members. Working very closely with the Master and his strategic objectives, we as a committee look forward to help shape and play our role in delivering these developments.



Rupert Hargreaves with son Fred and their certificates after a drive

I am also conscious that as liverymen we are all Freemen of The City of London and there are many events and opportunities that are available to each of us as a result of having that privileged position. The one that everyone talks about is walking sheep over London Bridge. This event is available to all Freemen of the Worshipful Company of Woolmen and the other City Liveries. In addition, to this there is the ceremony

of the keys at the Tower of London and so the list goes on. One of my objects will be to make our livery more aware of these events taking place in the City encouraging liverymen to organise themselves and take part, sharing the spirit of fellowship with other liverymen on the way.

I am passionate about the subject of diversity and making sure as a committee we play a leading role in encouraging new members from a broad background. This is also a key objective of our current Lord Mayor and I believe the Fruiterers can become a leading inspiration on this subject.

I continually remind myself that while there is of course a serious side to our Livery Company we are also here for fun. It's the fun part of life that has been so overlooked in recent times and once again we look forward to our committee playing its role in bringing this element back into our lives after such a long 18 months.

*Piece prepared by Liveryman
Rupert Hargreaves,
Chairman LM&CSc*

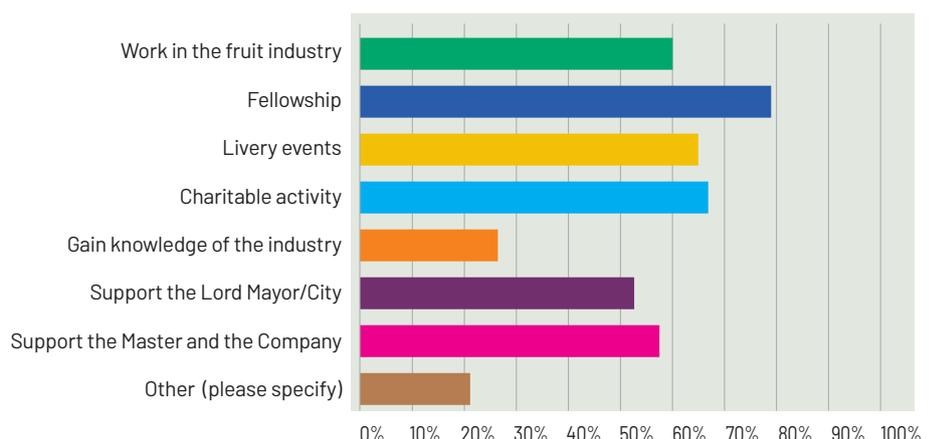
Fruiterers Membership Survey Initial Results

Many thanks to all who completed the Fruiterers' online survey shared in June. With over a 40% response rate we have gained some great insights into our membership and ideas as to the type of events that would further build fellowship.

Whilst we continue to analyse the results, below are some initial insights:

- The number one reason respondents became a member of the Worshipful Company of Fruiterers is for Fellowship
- 48% of members have been part of the Livery Company for over 10 years
- Events which are of most interest to members are Livery dinners, banquets, informal lunches and informal dinners
- Greatest interests and hobbies of members include: gardening, golf, food, travel and history
- 55% of members have a LinkedIn account, whilst 49% have a Facebook account
- Email and the Newsletter are the

Why did you become a member of the Worshipful Company of Fruiterers?



preferred way for ongoing communication

- 65% of respondents are able and willing to offer services of some kind to the Worshipful Company of Fruiterers

Over the next month both the Master and the Membership & Communication

committee will use the results to seek ways to attract new members and further engage current Liverymen.

*Survey devised, circulated and results compiled by Liveryman Stuart Ross
a member of the LM&CSc*

Au revoir John

A good Clerk makes the engine of a livery company run smoothly and sweetly and the services provided are greatly appreciated by the Master, Wardens, Court and membership. A strong diplomatic and political approach binds liverymen and cements relationships with other companies and the City institutions. In John Grant we have, all too briefly, enjoyed the services and fellowship of an exemplary purveyor of the craft and skills. Reg-

rettably we will have lost his services by the time the Newsletter goes to press but in typically unselfish fashion he will remain as an advisor to assist Melville Petrie bed into the role. John has been with us since 2019 and has contributed enormously during some turbulent times. We wish him well in his new pursuits and hope that he remains in contact with the Fruiterers for who he has delivered much. Thank you, best wishes and good luck from us all.



John Grant



Obituary John David Reeken

As we go to press we have learned of the passing of liveryman John David Reeken

who has been a Liveryman of the Company since 1960, a remarkable span of membership. He served as an Honorary Assistant from 1971–

1973 was a company director and lived in north London. Our condolences are extended to his family and friends.

The City Food Lecture 17th February, 2022

The annual City Food Lecture will be held in February and all being well we will be back at the traditional venue of the Guildhall. The CFL is a unique occasion and organised jointly by 7 of the City based companies involved in the agricultural and food sector – namely the Bakers, Butchers, Cooks, Farmers, Fishmongers, Poulterers, and, of course, the Fruiterers. The Fruiterers, not least, has a strong association with



the event – it was the brain-child of Laurence Olins and has always been strongly supported by the Fruiterers in terms of attendance, sponsorship and overall participation. 2022 will be the 21st year the CFL has been held – quite an achievement!

Our Keynote Speaker for 2022 will be Liam Condon (pictured), a Member of the Board of Management of Bayer AG and President of the Crop Science Division. We are still in discussion with Liam as to the exact

content of his lecture, but it is likely he will talk to the CFL about the future of UK and international agriculture and food post Brexit, post COVID, the role of sustainability in the supply chain, the importance of food security and the need for safe and nutritious food. This should be a fascinating evening and please hold the date and await further details of this stand-out event in the agriculture and food calendar.

*Prepared by Chair of the CFL
Organising Committee,
Liveryman John Giles*

ACKNOWLEDGEMENTS

The Editor wishes to thank the following for their valuable contributions to this Newsletter; Paul Avery (Berry World), Steve Bodger (Past Master), Sarah Calcutt, Peter Cooper (Past Master & Honorary Archivist), Prof Geoff Dixon, The Worshipful Company of Drapers, Dr Michelle Fountain, Alan French (Past Master), John Giles, Peter Halliday (Past Master), Matt Hancock (Upper Warden), Rupert Hargreaves, Jane Hasell-McCosh, Tom Hulme, Chris Newenham, Laurence Olins (Master), Melville Petrie (Clerk), Stuart Ross, Jane Steward, Andrew Tinsley, Sarah Whitworth and Jurga Zilinskiene