



# THE FRUITERERS' COMPANY NEWSLETTER



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## Fruiterers unite to welcome new Master on St Paul's Day

St Paul's Day marks the beginning of the year for every new Master, and on January 25th an excellent turnout of Fruiterers and guests attended the service and lunch that saw Immediate Past Master Laurence Olins officially hand over the reins to Matthew (Matt) Hancock.

The Annual Livery Service, in celebration of The Feast of Conversion of St Paul, was held at the beautiful Church of St Mary Abchurch. After the new Master was installed in front of the Court at Vintners' Hall, he then swore the oath during a service presided over for the first time by the Company's new Honorary Chaplain, The Reverend Canon Thomas Woodhouse.

The traditional ceremony saw the Master sign the Company Register of Masters and the IPM hand over the robe and symbols of office to the successor.

Most of the congregation then made the short walk to Vintners' Hall for the St Paul's Day Luncheon, at which the Master made his first speech in the role.

"This has always been one of my favourite days in the livery calendar," said Matt. "For many generations, St Paul's Day has marked the official departure of the Master of the previous year and the recognition that the new Master is in situ. It is especially significant for incoming Masters who are embarking on this journey understanding the privileges that lie before us."

Matt reiterated his belief that inclusivity and relevance, two of the three central tenets of his term as Master, are vital. The incoming Master pledged to continue work towards ensuring the Company delivers on both fronts.

His third aim is to ensure that being a Fruiterer during the coming year offers the opportunity for some fun. "The young are the future of this company and we'll only be as strong as the offer we can give to them," he added, announcing that £20,000 had already been raised in sponsorships as part of a programme to cap the price of tickets to all events. The Master talked through a packed calendar, which he believes includes something for everyone. As readers will see throughout this newsletter, that calendar features a great mix of physical, cultural and traditional Livery pursuits, all with the objectives of the Company at their heart.

Past Master Tony Redsell said the Company is very fortunate to have had the steady hand of Laurence Olins as Master, to negotiate a difficult period in its history. "Laurence has not only been willing to exert himself on behalf of the Company, but also he is possessed of a lot of energy and patience.

"He was drawing on all his experience of dealing with



Master Matt Hancock, IPM Laurence Olins and Upper Warden Dr Chris Bishop



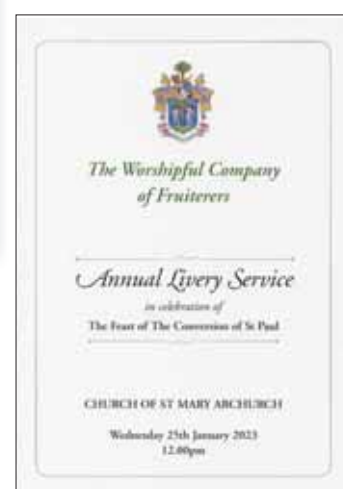
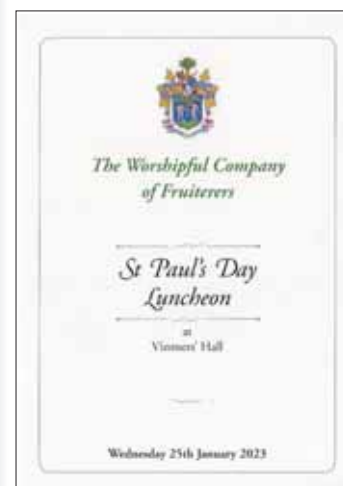
The Master takes the Oath with The Honorary Chaplain and The Beadle



The IPM bestows the Master with his symbols of office



Ready to depart for St Mary Abchurch – Upper Warden Dr Chris Bishop, Past Master David Simmons, The Clerk Sarah Murnane, Master Matt Hancock, Immediate Past Master Laurence Olins, Renter Warden George Smith and The Beadle Ted Prior



awkward people over many years in the fruit industry,” joked PM Redsell.

He congratulated the IPM for his work to appoint new trustees for the Fruiterers’ Foundation and instigating changes that have made its

governance “fit for purpose”. He also applauded the herculean efforts that were made to reinvigorate the Company during and post-pandemic. These included a reunion dinner, the Meet the Master zoom calls, a

restructure of the admin functions of the Company and the appointment of a new Clerk. As further indication of the

## DATES FOR YOUR DIARY

Date	Event	Location	Date	Event	Location
<b>April</b>					
Sat-Sun 22-23	International Marmalade Festival	Dalemain House, Cumbria	Mon 22	Royal Opera House Concert & Lunch	Royal Opera House
<b>May</b>			<b>June</b>		
Tues 2	Legends Lunch with PM Cooper (by the Fundraising Committee)	The Cavalry & Guards Club, 127, Piccadilly	Thurs-Sat 1-3	Royal Bath & West Show	Bath & West Showground
Weds 3	Honorary Assistants Dinner	The RAF Club, 128 Piccadilly	Sat 10	Inter Livery Croquet	Sussex County Croquet Club
Thurs 4	Fruiterers’ Golf Day	Kingswood GC	Thurs-Fri 22-23	Isle of Wight Charity Cycle Ride – 120km	Isle of Wight
Thurs 11	Audit Court Dinner	Vintners’ Hall	Mon 26	Election of Sheriffs	Guildhall
Mon 15	City Food & Drink Lecture	Guildhall	Thurs 29 (TBC)	St Martin-in-the-Fields Concert	St Martin-in-the-Fields
Tues - Sun 16-21	Trip to Spain	Barcelona & Lleida	<b>July</b>		
Thurs 18	Inter Livery Clay Pigeon Shooting	West London Shooting School	Thur 13	Cherry Tour and BBQ	Kent BCG
			Thur 13	Cherry and Soft Fruit Show	
			Fri 14	Summer Court Dinner	Drapers’ Hall





*The Reverend Canon Thomas Woodhouse, The Honorary Chaplain, presides over the Annual Livery Service for the first time*

the time and effort they have selflessly devoted to the Fruiterers' cause.

Laurence thanked a host of people who have supported him on his own journey, including his family. He said he is proud of the restructure that has taken place in the Company during his unprecedented two-year term as Master. "We've had to embrace a lot of changes in a relatively short space of time and they have not always been agreed on by everyone," he said. "But now they are permanent and they are changes for good. I am confident that the Livery is in very good hands and there will be a very good year ahead."

During the lunch, thanks were given to Liverymen Peter Thomas and Richard Harnden and to sponsor BerryGardens for the provision of fruit for the occasion.

achievements of the outgoing Master, PM Redsell also pointed to the welcoming of a significant number of new freemen, from diverse backgrounds, and the recent reminder to Liverymen of the Company's commitment to charitable causes.

He presented Laurence and his wife Annie with gifts to thank them both for

*IPM Laurence Olins surveys the gifts presented to him by PM Tony Redsell*



## Our aim for carbon neutrality

**A**s a Company closely involved with the natural environment, we all understand the need to make our activities as sustainable as possible.

Unsurprisingly, events such as St Paul's Day, the Annual Banquet and Court Dinners, as well as smaller events both within and beyond the UK create a carbon footprint. In the search for, at worst, carbon neutrality and, at best, carbon net-zero, we will need to

take action to offset our carbon footprint.

Our first step has been to join the Livery Climate Action Group (LCAG) and we are in the process of creating our own Climate Action Plan, so the Clerk is looking for volunteers to join a new Climate Action Group to put all of this together.

In the meantime, to offset the emissions of the 2023 Annual Banquet,

100 trees were planted via tree-nation – thus beginning our own Fruiterers' Forest. These 100 Bruguiera gymnorrhiza are growing in Eden Reforestation Projects, Madagascar.

If you would like to plant your own trees in our forest or be part of our Company Climate Action Group, please contact the Clerk: [clerk@fruiterers.org.uk](mailto:clerk@fruiterers.org.uk) or 07916 707130.



*The Master  
and Mistress  
Fliss greet  
guests*

## Fun flavours Annual Banquet



The Master and his Wardens welcomed guests to the Company's Annual Livery Banquet, at the magnificent Egyptian Hall at the Mansion House on Thursday 23rd February.

Alderman Sir Andrew Parmley, the Lord Mayor Locum Tenens, his wife Lady Wendy Parmley and the Shrieval Party joined the Banquet. Sir Andrew was the 689th Lord Mayor of the City of London, serving from 2016-2017, and fully engaged in a fun evening, delivering a witty speech and encouraging participation around the room in music performed throughout the evening by the London Banqueting Ensemble.

The Company was also joined by the Three Musketeers, representing each of the Armed Forces and accompanied by a senior serving military officer, as well as the Ambassador from Lithuania and Chilean commercial attaché, the Spanish Counsellor for

Economic and Commercial Affairs, the Archdeacon of Canterbury and the Masters of a number of other Livery Companies.

In keeping with the recent change in approach to make Fruiterers' events more inclusive, the dress code was evening dress (white tie) with decorations for Company members, but optional black tie for guests with equivalent formal evening wear for ladies.

Master Matt Hancock welcomed dignitaries and guests and addressed the Hall about the considerable charitable efforts of the Fruiterers, including pan-livery work for City Harvest (see pages 10-11). "The Fruiterers' relationship with the City of London continues to flourish, and I am proud that the Fruiterers are supporting the Lord Mayor's Appeal key theme of A Better City For All," he said. "We should also feel very proud that we are part of the 6th largest Charitable giving organisation in the UK, and celebrate that the City Liveries raised just over £75 million last year. I am pleased to say that, so far this year, we have already raised over £70,000 through the Cherry Book project and our Isle of Wight Cycling event."

At the Banquet, for the first time, guests were able to learn about and make donations to the Fruiterers'

Foundation by scanning a QR code on their menu card, another sign of the rapid technological advancements being made by the Company.

"All in all it feels like we are nicely aligned with the Lord Mayor's strategic aims and even more importantly – delivering on them," said Matt. "We'll continue our annual programme of financial support to each of the Services. Similarly, we'll continue to support the Lord Mayor's military initiatives, including the Big Curry Lunch."

During his speech, the Master extended thanks to Mick Heatherington of Prophet Plc for its generous sponsorship of the Banquet, which helped reduce ticket prices, and Freeman Paul Avery, of Berryworld, for supplying the berries for the Fruiterers' dessert.



*Sir Andrew Parmley MusM, PhD,  
Hon FGS, The Right Worshipful  
The Lord Mayor Locum Tenens*



# Honorary Archivist

FROM THE ARCHIVIST'S RECORDS

## Master 1920

## Frank Robert Ridley

The Master in 1920 was a leading light at Covent Garden Market, who ran Ridley & Houlding Ltd on Russell Street. He was also the man after whom the triennial Ridley Medal Award was named in 1931, having provided the Company with a sum of money to produce the gold medal.

Shortly after Past Master Ridley's death, in *The Times* of 2nd September, 1937, 'A correspondent' wrote:

"Mr Frank R Ridley was one of the leaders in the fruit industry, and during a very busy life had found time to give his best in many fields of public service. He had been closely associated with Covent Garden for more than 40 years, and with great ability and untiring industry had built up a business of first-rate importance and reputation.

He did not confine his gifts only to the furthering of his own enterprise, but threw himself heart and soul into the development of the fruit industry in its widest aspects. His leadership in the various associations connected with the industry and his visits abroad in the interests of Empire fruit production and marketing have done much to stimulate trade relations in this commodity between Mother Country and the Dominions.

His record of public service was rich in its variety of activities, he was a Justice of the Peace for the County of London. One of the most respected and influential members of the Westminster City Council for almost 20 years, he had occupied with distinction the chair of many of its more important committees and had achieved the highest honour in the gift of that body – an invitation to become its

mayor. He had also a close association with the City of London, where he had presided over the City Livery Club, the Worshipful Company of Fruiterers, and the City of London branch of the Royal Society of St George. He also took a very active role in the Council of the London Chamber of Commerce. He had been churchwarden of St Paul's, Covent Garden, and achieved very high distinction in Freemasonry. He was a man of wide reading and possessed an intimate and discriminating knowledge of literature and the arts. Music, poetry, and archaeology were among his fondest private pursuits, and on several occasions the results of his own studies and researches in antiquarian matters were contributed by him in various papers.

He traced a kinship with Bishop Ridley, and that may have been an inducement when he acquired, as a country house, the beautiful Tudor Mansion at Kelvedon with its close association with that prelate. In all his dealings he was a great-hearted man, as generous in his mental outlook as he was in material matters."

The Ridley Medal is awarded for distinguished services to fruit growing. The first recipient was Edward Augustine Lowe Laxton. The Medal was presented to him on Tuesday 6th October, 1931 by the Lord Mayor Sir William Phene Neal at a banquet held at Fishmongers' Hall, following the occasion of Presentation of Fruit to the Lord Mayor.

The medal was awarded intermittently at first, but has been triennial since 1969. The latest recipient was Angus Davison. Due to the Coronavirus Pandemic the Award was presented at a Virtual Online Banquet on Wednesday 17th March, 2021.

Two members of the Ridley family – David and Adrian – remain Fruiterers to this day.



Frank Robert Ridley

Photo credit : The Ridley Family

Company's Representatives on the following :

Ministry of Agriculture and Fisheries

(Horticultural Advisory Committee)

F. R. Ridley, Esq. (Past Master)

John Innes Horticultural Institution

Major T. G. M. Hine, O.B.E. (Past Master).




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Retailing, London, W.C.2

## RIDLEY & HOULDING

LIMITED  
10 RUSSELL STREET  
COVENT GARDEN - LONDON, W.C.2  
ESTABLISHED 1888

**R44**

### Fruit, Flower and Vegetable Salesmen and Importers

Associated and Group Companies:

<p><b>GOODWIN, RIDLEY &amp; HOULDING LTD.</b> Elton House Spitalfields Market, E.1 (Telephone: Holborn 822)</p> <p><b>H. A. PHILLIPS LTD.</b> Brentford Market, Middlesex (Telephone: Chiswick 395)</p> <p><b>C. SNOWDON &amp; CO. LTD.</b> Wholesale Market, Parkway Sheffield (Telephone: Sheffield 488-6)</p> <p><b>LEAMAN &amp; MOSS LTD.</b> Queen Square, Liverpool (Telephone: Liverpool Road 524)</p>	<p><b>H. G. WALKER LTD.</b> Covent Garden London, W.C.2 (Telephone: Two 222 and 804)</p> <p><b>SQUIRE &amp; CO. (Southern) LTD.</b> Market Place, Southampton (Telephone: Southampton 39623)</p> <p><b>ROBERT BOWIE LTD.</b> 25 Greenwich Market, S.E.18 (Telephone: Gns 358)</p> <p><b>ROBERT BOWIE LTD.</b> 1 Rochester Walk Borough Market, E.1 (Telephone: Pra 4728 and 4382)</p>
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**"Organized to Serve"**

H 225



The 1931 Ridley Medal

Ridley & Houlding Ltd continued to expand after PM Frank Ridley's death, as illustrated by this advert in the Handbook of the National Federation of Fruit & Potato Trades, 1967



# Synagogue visit gets full marks

The then Master led a group of 65 liverymen and their guests on a highly successful visit to Bevis Marks Synagogue in the City of London, in December.

This was in fact a return visit, following a similar event when Laurence was Master in 2000. For many of the visitors, however, this was their first experience of being inside a synagogue and learning about the Jewish faith and its many customs and festivals.

Bevis Marks is the oldest synagogue in the United Kingdom in continuous use. It is located off Bevis Marks, Aldgate. The synagogue was built in 1701 and is affiliated to London's historic Spanish and Portuguese Jewish community. A Grade I listed building, it is the only synagogue in Europe which has held regular services continuously for more than 300 years.

The Fruiterers group was given an entertaining and informative talk by the synagogue's Rabbi, Shalom Morris, a 38-year old American who has been at Bevis Marks since 2015, having previously served as Educational Director at Congregation Shearith Israel and as Assistant Rabbi at Lincoln Square



Synagogue, both in New York.

Rabbi Morris's talk reflected on his studies for a Jewish History PhD at King's College London. He is particularly interest-

ed in the religious debates of the Spanish and Portuguese Jewish communities in the nineteenth century and spoke of the history of both the synagogue and the Jewish religion in the City of London. His work and study in

both the Sephardi and Ashkenazi communities informs his inclusive approach to the Jewish world.

A lively Q&A session followed, which had to be cut short after half an hour, so the group could relocate to Fora, a Turkish/Mediterranean restaurant around the corner, to continue the conversation over a 14-dish hot and cold meze with accompanying wine. The meal was a

great end to an enjoyable and highly positive evening.



## New CRM an immediate success

A new Customer Relationship Management (CRM) system has been added to the Fruiterers' website, to streamline the Company's online databases, enhance the user experience and improve accuracy and efficiency in the administrative process.

A how-to guide was sent to all Liverymen earlier this year, to ensure that the transition to the new CRM was smooth and the Clerk and Master have both proclaimed the switch an immediate success.

**The new area can be used by Company members to:**

- Book tickets to events
- Update contact details
- Find out details about committees (and if on a committee to access documents for meetings).
- Access the Members Directory
- Make donations to the Company
- Pay Quarterage
- Access Company Information such as the Code of Conduct

- Buy Fruiterers merchandise (such as ties, cufflinks or scarves) via the online shop

For any Liveryman who has not yet accessed the new area, your login details and password are the same as for the old members area, so there is no new password to remember! However, if you need to reset your password, please just get in touch with the Clerk.





# Shrove Tuesday triumph for Team Fruiterers

*There was plenty of competition for the fancy dress prize*

The ever-popular Inter-Livery Pancake Race organised by the Worshipful Company of Poulterers was back in Guildhall Yard for its 19th year on Shrove Tuesday and more than 40 Livery Companies participated.

Although there is always a great feeling of camaraderie among all participants representing their own Livery Companies, a competitive spirit certainly prevails, with a dress code and set of rules in place to ensure fair play!

Congratulations to our Master Matt Hancock and Mistress Felicity Hancock, together with Liveryman Elliott Porter and Honorary Assistant Stephen Hyam for their outstanding performances this year.

The Master, in the Masters' Race, and Mistress, in the Ladies' Race, both set the pace with excellent times. Elliott ran dressed as a pineapple in the Novelty Race and was judged second best in the extremely well contested Fancy Dress Parade that followed. The fetching fruity outfit had been procured by Team Manager Liveryman Sue Handy and was a worthy runner up. Stephen ran in the Liverymans' Race and also found the time to take the excellent photographs on this page as a record of a Fruiterers' success story.

An important and much appreci-

*Hold on to your chef's hat! The Master sets the pace*



*Mistress Fliss flips her way along the course*

ated contribution to the success and flavour of the event were 270 tasty lemons, very kindly donated by Spitalfields Market Tenants' Association – a gesture for which the Poulterers were extremely grateful.

Prospective participants for future occasions should make their wish known to the Clerk.

*Liveryman Elliott 'Pineapple' Porter was a runner up*



# Master's Reflections

It is incredibly satisfying to get the start of the Fruiterers' year off with a multitude of events and a good head of steam for our fundraising.

It started with the St Paul's Day installation and lunch, which reverted back to its old format of being the celebration of the incoming Master rather than the outgoing Master. Our church service was superb, presided over by our Chaplain who set a perfect tone to the proceedings and supplied an incredible choir. Fliss and I thoroughly enjoyed our day and we had just under 100 people for lunch at Vintners' Hall, with a great atmosphere.

The attention of both myself and the Clerk quickly re-focussed on our first Mansion House banquet since 2019. Invitations to our company guests, plus organisation of caterers, musicians, wine suppliers, printers, fruit, flowers and table plans names but a few of the things that go on behind the scenes to create these very special occasions. Sarah, our Clerk, chomps through work at a pace and gets things done. She is fantastic! Her husband Jon and daughter Alice also came to London to help on the day. Thank you all!

On the night we were 187 with 25 company guests and again, a fantastic atmosphere. Sir Andrew Parmley, our Lord Mayor Locum Tenens, and his wife Wendy were the perfect company for Fliss and I. His blend of informal northern wit and experience of Mansion House meant we could enjoy our evening without worrying about saying the wrong thing or the speeches! In the end he set an informal tone by leading the clapping to various musical pieces along with a great speech with a joke for us all to remember. Our Chaplain came bounding out of the Egyptian Hall as we left and said: "Master you can't be unhappy with that, what a fantastic evening". He was absolutely right, we had all had a fantastic evening and my thanks go to everyone who attended for making it such a special occasion to share.

I have been incredibly lucky to have been preceded by IPM Laurence Olins, whose tireless work during his 22 months has meant that the administration and governance of the company is in very good order. This means that



*Matt Hancock*

during my year I don't have a long challenging list of things to change or implement on this front and can focus on events and fundraising. Thank you, Laurence.

We have launched the new CRM system on the website, which has been a resounding success. IT launches are always tense moments for any organisation, however large or small. There is always something that doesn't quite go as expected because you don't know what you don't know! However, congratulations to Sarah and the team at Naked Creativity for a very smooth launch of a system that is immediately making a big difference to our administration and our users. The feedback has been very positive and I know Sarah and I find it incredibly useful. For anyone who hasn't logged in yet, please can you do so because it is the primary communication and

transaction tool going forward.

I am very pleased to say that, together with the fundraising sub-committee, I am writing a second edition of the Cherry Book my father wrote in 2006. However, this time we are getting chapters sponsored for the Foundation. So far we have raised more than £60,000 and I hope to get north of £80,000 with a fair wind behind us. We are busy designing the layout and writing and I must thank Freeman John Valentine for offering his project management services *pro bono* for this project.

So, as I reflect on two months since I became Master, things are moving at a fast pace with a high level of attendance to our full calendar of events and a good level of engagement across the company. As the IPM remarked at the Master and Wardens dinner, there is a very positive atmosphere about the Fruiterers and I hope to build on that.



# Meet Nuffield Scholar Hannah Fraser

Hannah Fraser (née Flower) is the Company's Nuffield Scholar for 2023. She received her certificate from the Duke of Gloucester and Past Master Laurence Olins at the Nuffield Farming Conference, held at Cardiff City Hall in November 2022. To follow is some background on this year's Scholar and Hannah's thoughts on and ambitions for her studies.

I am thrilled to have been awarded a 2023 UK Nuffield Farming Scholarship, giving me the opportunity to travel and investigate a topic that is important to me and to UK agriculture.

I am 26 years old. I graduated from Edinburgh Medical school in 2020 and have since been working as a junior doctor. Over the last eight years of medical training and hospital work, I have become increasingly interested in how our lifestyle, particularly our diet, impacts our risk and burden of disease.

I am also an organic arable farmer. Four years ago, my husband's family farm became vacant, and after some deliberation as to who should be the next tenant, we decided to take on the challenge. Both being first-generation farmers, it has been quite the roller-coaster journey, with many lessons learnt along the way. We farm 450 acres and have completed conversion of 260 acres of the land to organic certification, this year harvesting our first milling grade organic wheat. As our confidence grows, we are experi-



*Hannah receives her certificate in Cardiff*

menting with inter-cropping, multi-species cover crops, living mulch, minimum tillage, seed cleaning and a home flour mill. We have just planted 3,500 trees to create an agroforestry system.

I believe I have a great opportunity witnessing healthcare and food production simultaneously and that it is our food, and fundamentally our food producers, that could offer a solution to the rapidly rising levels of chronic disease and health inequality. As 20th century British botanist and pathologist Sir Albert Howard simply put it: "The health of soil, plant, animal and man is one and indivisible."

For my Nuffield Scholarship Study, I plan to investigate the link between our farming methods and the nutrient density of our food. I hope to answer the following questions:

**1 Why we should we care about the nutrient density of our food.** How does food, particularly the vitamins minerals and phytochemicals, impact our health? I aim to define nutrient-density and summarise why the nutrient-density of our food is relevant and important for human health. This will include literature-based research and discussion with nutritionists and academics during my travels.

**2 How do farming methods impact nutrient density and how can we measure it?** I want to identify exactly how different farming techniques impact the nutritional-density of food, which includes understanding how best to measure nutrient-density. I intend to meet researchers, including the Bio-nutrient Institute, academics, and



*2023 Scholars Group*

farmers who are currently testing the nutrition of their produce.

**3 How can this information impact our supply chains; will retailers and consumers value more nutrient-dense foods? How does the supply-chain currently value nutrient-density? And what is the potential value?** I intend to meet suppliers and retailers in the UK to assess the current value, then plan to meet retailers around the globe to understand how this value differs, and what can be achieved to better value nutrient-density. I will also consider what factors can influence the value of food by speaking to consumers, chefs, policy makers, and health organisations.

I am passionate about this topic. I hope that over the next two years, through meeting people, seeing their work and hearing their ideas, I can generate some interesting answers and share this with the agriculture and health sector.

I am looking forward to the international gathering of 2023 Nuffield Scholars in Vancouver this March. I am attending the Contemporary Scholars Conference, a meeting of all the 2023 Nuffield Scholars from around the world, totalling around 80 delegates. We have a week-long schedule of talks and visits, giving us a broad overview of global agricultural issues. It is in effect a training week, which begins our Nuffield Scholarship journey.

From there I will start my independent travel, meeting people across Canada and the USA.

I look forward to updating you with my findings.



*Hannah Fraser*

# Fruit giving to focus solely on City Harvest

The Fruiterers' Foundation trustees decided earlier this year to support the wider efforts of other Livery Companies and align the Fruiterers' fruit giving programme to City Harvest.

From March 2023, monies previously spent on other fruit giving exercises have been diverted wholly to City Harvest, a very professional food redistribution charity which enjoys pan-Livery support. Further funds will also be raised on behalf of City Harvest, as the Company focuses on one outlet to maximise the effectiveness of its members' efforts.

Master Matt Hancock says: "This year, our centuries old fruit giving programme will be the biggest in recent history through our partnership with City Harvest. In February alone, they produced 260,000 meals for the needy in London. Even better is that this is now a pan-Livery initiative, meaning that City Harvest can fulfil the ever-increasing demand during these tough economic times."

The Livery Charity Chairs Group (LCCG) recognised that London is facing a humanitarian crisis with food poverty increasing in the capital. It decided that it could have more impact through collaboration and launched the Livery Food Initiative (LFI) to tackle the challenge.

The LFI has since published the following explanation as to why it is supporting City Harvest so wholeheartedly: "We are all very aware of the contrast between the wealth within the City and Livery Companies, and food poverty in nearby areas. Foodbanks and other charities are facing a decrease in donations at a time when the need is increasing exponentially. This is far worse than anything experienced during the Covid 19 lockdowns. 800,000 children are living in poverty in London, nearly 40% of all children in the capital."

City Harvest is seeking more funding to increase the volume of surplus food it can redistribute in London. Funding will go towards the operating costs of keeping food rescue vans running. "Given the deepening crisis, we plan to provide sustainable funding for City Harvest," pledge LFI. "We are asking for significant contributions. Every £190,000 we raise will enable us to keep one of the City



*The Renter Warden and the Upper Warden were at Mansion House recently for the handover of a new City Harvest van paid for by donations from many Livery Companies*

Harvest vans rolling for 3 years, delivering 2.4 million meals over that time. We want this Livery-wide initiative to keep as many vans running as possible."

The LCCG had experience of working with City Harvest through its Livery Kitchen Initiative (LKI), which already rescued and delivered free nutritious food for over 1.1 million meals each month. The charity needs more resources to meet the escalating demand.

The LFI added: "We are not only in a cost of living crisis but also in a climate change crisis. We will be supporting a sustainable solution, helping both people and planet. City Harvest takes high quality food which is about to go to waste from farms, manu-

facturers and retailers and redistributes it to over 350 charities throughout London, serving men, women and children in dire need."

## City Harvest:

- *Rescues Food* – food sourced from businesses that have surplus or wish to donate;
- *Rescues People* – nutritious meals improve the health and well-being of those in need;

- *Rescues the Planet* – landfill-bound food rescued, preventing release of methane – a gas 20 times more environmentally toxic than CO<sub>2</sub>.

City Harvest is a high impact charity, achieving a Social Return on Investment of £12.70 for every £1 donated.

LKI worked with City Harvest during the pandemic, at times providing 2,000 meals a week to be redistributed. They provided funding to enable City Harvest to appoint a Head of Community Impact, Marco Torquati who provided a strategic approach so that City Harvest could select charities with the greatest level of need. Marco sent a message to the Livery Food Initiative: "Since I joined City Harvest in February 2022, there has been at least a 50% rise in demand for our supplies. Most of our current 350 charities would take more food if we were







*The happy City Harvest team with donated produce*

able to deliver it to them, especially nutritious staples. They are reporting weekly rises in the number of people turning up for food, including many people who have not previously used foodbanks. In fact, the sort of people who not long ago used to donate to their local foodbank.”

Lord Mayor Alderman Nicholas Lyons is a strong supporter of the initiative. “I am delighted to support the Livery Charity Chairs Group’s ‘Relieving Food Poverty’ initiative. During a period of intense difficulty for so many amid the cost-of-living crisis, this work will provide crucial support to those most in need,” he says.

“LCCG partnering with City Harvest is a brilliant idea that will help tackle food poverty in the capital in a meaningful way. The work of City Harvest unquestionably needs more resources to meet the growing demand. And this initiative will serve to put more food on the table for those who need it most.”

LFI is also supported by Aldermanic Sheriffs Alastair King and Andrew Marsden, Alderman Michael

Mainelli, the chair of the Pan Livery Steering Committee and Deputy Philip Woodhouse, the Chair of the Livery Committee.

The LFI has asked all Livery Charities to give what they can over the next three years and the Fruiterers will be doing just that. It is absolutely understood that every charity is constrained by the confines of their objects. Initially we will be contributing through single or multiple donations from our charitable funds over the three-year period, and through Fruiterers making individual donations to be passed on to City Harvest.

The LFI will be sending out regular updates on the impact your donations have. If you feel you might be able to help this extremely worthwhile cause in any other way, for example by volunteering, please get in touch with them. If you have any queries or would like any more information about any aspect of LFI, please contact Hilary Lindsay at [liveryfoodinitiative@gmail.com](mailto:liveryfoodinitiative@gmail.com)

***Fruiterer Sarah Calcutt**  
is CEO of City Harvest*



## The Fruiterers Wine Club

**F**reeman John Valentine has generously offered all Fruiterers a 10% discount on all orders through his [WineTrust.co.uk](http://WineTrust.co.uk) wine club, via a special promotion code.

The idea for the business came originally in 2012 after John completed his level 2 and level 3 WSET professional wine qualifications. “Frankly, I was frustrated with drinking bad wine and the ‘hit and miss’ nature of buying wine,” he explains. “I wanted to take the risk out of the purchase and source exceptional wines that offered great value for the level of quality. I worked with three Masters of Wine to find the very best of each type. The business was launched in 2013 and we now list some 200+ wines, each exceptional examples of their type.

“Our wines can be ranked by price, most popular etc... and filtered by type, style or country. WineTrust has access to most of the best wines available in the UK, so if there were any members of The Company who have special favourites, we could probably source these and add them to the website.”

To take advantage of this offer, scan the QR code below or go to [WineTrust.co.uk](http://WineTrust.co.uk) and enter the code **FRUITERERS10** in the promotion code area at the check out. Most of the wines can be bought in any quantity and in mixed cases, although some are available in full cases of 6 or 12 only. WineTrust delivers free anywhere in the UK for orders over £200, but £9.95 otherwise. As standard a 5% discount is given when wines are ordered in multiples of 12 bottles, of the same wine, and that additional discount would also apply to Fruiterers, who would therefore receive a 15% discount.

Georgia Marshall runs the operations of WineTrust for John and she can be contacted on 01480 409330 for any help that Fruiterers might need.



# Liverymen with interesting lives

## Justin's varied and valuable endeavours



*Justin and his inspirational wife Sue*

After establishing himself in the retail industry, with first Co-op and then as Head of Fruit at Safeway, Justin Farrington-Smith's career achievements span a variety of different wholesale and retail sectors. An agent of change, he has turned around the performance of Cargostore, the QD Stores Group and Halls Garden Products and been instrumental in the integration of major business mergers: Presto and Safeway, Iceland and Booker, and Focus with Great Mills and Smith Do It All. While with Imajin, he re-structured a multi-million pound loss to profit. He has also mentored many manufacturing businesses, adding real value throughout.

Justin has not worked in the produce industry since leaving Safeway in the mid-90s and here he tells us about his rich and varied experiences since.

"When I left Safeway, I carried on in retail, in general management and worked my way up to when I got to running my own show. I would say though that being in charge of fruit for Safeway from 1989 to 1996 – where supported by 13 staff, I had responsibility for generating £250m sales and £60m gross profit – was one of my favourite jobs. It was a great role for a single chap; doing a long haul every three weeks and a short haul every fortnight, but

clearly you can only do that for so long!

"I had always wanted some connection with the land and a year after marrying Sue in 1996 we bought a smallholding in Tring, Hertfordshire. When I moved to become a director at Booker Cash & Carry, we got the opportunity to relocate and decided to go commercial. We moved to Padbury Hill Farm, near Bucking-

ham, in 1998. It had been tenanted for 500 years and we bought it from All Souls College, Oxford. It's said that at one stage you could walk on land owned by All Souls College all the way from Oxford to London.

"The farm was pretty run-down. It used to be a dairy farm, but we have diversified significantly. Over the last 20 years we converted the barns into stables and ancillary accommodation, creating a large DIY livery operation, with 28 stables and indoor and outdoor arenas. We also have an arable operation which will this year be beans and wheat and the pasture which is not being used by the horses is used for grazing by a few hundred sheep in arrangement with a local shepherd.

"In 1999 we planted a small orchard of traditional apple and pear varieties, trees from Paul Dunsby in Worcestershire. We donate whatever fruit we can't eat to a charity cider making operation in Winslow, a little village nearby, which

has won a gold medal at the Bath show. Recently we built a lake, which we fill with trout.

"I'm a passionate advocate of the environment – I'm not a talk about it and don't do it guy. Sue and I have planted about eight acres of woodland on the property, we have wild bird cover strips, we have beetle banks, we've built lots of ponds and small lakes and introduced plenty of other things that put a lot back into the environment. I have been a regional committee member of the Game & Wildlife Conservation Trust for many years and I'm actively interested in countryside management and improving wildlife. I'm a very keen shot and shot for the Fruiterers last summer. I must have done reasonably well, because they want me back again this May!

"I'm semi-retired, but I do some Non-Executive Director work for businesses where I can add real value, mainly selling companies (as I have a history of maximising enterprise value) myself or as an advisor to a large M&A group called STS Capital. I'm also a director of our local Internal Drainage Board (IDB). The Thames or the Ouse, for instance, are main 'motorways' and they are looked after by the Environment Agency. The water that flows into them is mainly looked after by a local IDB and mine looks after about 450 kilometres of waterways that flow into the main arteries.

"Last but not least, I'm chairman of my local tennis club and still like playing as often as I can."

### Brain Tumour Research

"In June 2001, we lost our beloved niece, Alison Phelan, to a brain tumour, three weeks before her eighth birthday. Brain tumours kill more children and adults under the age of 40 than any other cancer. Research is enormously under-funded and it is a horrendous disease for which there is no cure. In 2000, following a successful corporate career, Sue developed a marketing business based here at the farm. In 2008 we decided to wind this down so that she could focus on starting a charity to raise funds for research.

Brain Tumour Research is now the



*Justin, centre, with his shooting pals*



only national charity in the UK focused on finding a cure for all types of brain tumours through campaigning to increase the national investment in brain tumour research, while fundraising to create a network of research centres across the UK. It funds four dedicated centres around the country, employing more than 50 people. That was a big shift of things in our life, particularly of course for Sue, who took a step back and decided that there were other things in life that meant something to her where she could make a real difference.

“Another big change in our life was when 15 years ago, we adopted our two daughters, Julie and Emily, when they were nearly nine and five. Brain Tumour Research has been a really big part of all of our lives and I am very proud of what Sue has done. She has been awarded an MBE for her efforts and also provides the secretariat for the All-Party Parliamentary Group on Brain Tumours, which she established in 2005 with John Bercow, our local MP at the time. She has done a great job of raising awareness and is extremely well thought of in that world.”

#### Being a Fruiterer

“I became a Fruiterer in 1996, when I was at Safeway. I had been to a few Fruiterers’ events, invited by the late Andy Poulton. I enjoyed it and when I left Safeway and moved out of the fruit business, I remained committed to the cause.

“When I joined Focus DIY, based in Crewe and then the QD group based in Norwich, for purely geographical reasons, I attended very few Fruiterers events. I supported as best I could, but when I began working in London again, I asked Andy Poulton to hold my hand a bit and



*Justin, left, at a recent event with Sheriff and Alderman Alastair King, centre, and Andrew Lambert on the right*

re-introduce me. Unfortunately he passed away, but he was the catalyst for enabling me to get more involved again. I like the fellowship that the Fruiterers brings and the informed debate we are able to have.

“I lived away from home Monday to Friday for 20 years and then Covid came along and my wife and the girls realised that I’m not so bad during the week after all! So, I decided to semi-retire.

“During Lockdown, when it was crucial in so many of our lives to have someone else to talk to, the zoom meetings, the virtual banquet and other meetings were really important and helped get me and others back into the Fruiterers. After that experience, I realised it was something that I’d been missing and I was never going to not carry on with that dialogue and the people who I’d met, both in those meetings and pre-Covid. I feel deeply privileged to have been asked to be an Honorary Assistant.”



*Way back when – Justin, second left, and Andrew Poulton, centre, at a Company function in the 1990s*

## Jonathan Choat makes generous donation

The Company recently received a generous donation from the estate of Jonathan Choat. The donated money goes to the Fruiterers’ Foundation.

A key tenet of our Livery Company is charitable giving. Thanks to generous bequests of earlier Liverymen, the Fruiterers’ Company is able to support a wide variety of worthy causes, not just within the fruit industry but also more generally across the wider field of philanthropy.

Due to the size of our endowment, the present financial climate makes it increasingly challenging for us to pursue many of our current activities, or to do justice to future generations of young people in the fruit industry.

To successfully build on the great tradition of benefaction that goes back to the earliest days of our Company’s history requires the support and willingness to help of everyone in the Company.

If you are considering leaving a bequest to the Fruiterers in your will and would like to talk to either the Master or the Clerk about it, both would be delighted if you would contact them for further information.

Once a bequest has been received, the donor’s name will be engraved on the Jim Stead Bequest Cup, named after a Past Master (1971) and director of TJ Poupart. “Pour Encourager Les Autres” is the motto on the magnificent silver cup purchased by the Company, using the bequest from PM Stead.



*The Jim Stead Cup*

Every gift, large or small, has made a difference and any future donations will be used to support the Company’s core objectives.

# A new tradition is born

It was on his first visit in late 2021 to the beautiful King's Chapel of the Savoy, when meeting our candidate Chaplain The Reverend Canon Thomas Woodhouse, that the then Master Laurence Olins conceived of the idea of holding a Company service of Lessons and Carols for Christmas 2022.

He realised that the setting provided by the 16th century chapel was outstanding and would provide a unique location. On researching the archives it became clear that no such Christmas carol service had been held by the Company in living memory. The Court immediately gave its backing and so it came to pass that on Tuesday 13th December, the inaugural Fruiterers' Carol Service was held.

Despite a rail strike, icy weather conditions and a renewed outbreak of Covid and flu, over 70 guests enjoyed the warm welcome of the Master, Wardens, the now Chaplain and a very well heated chapel!

The service was led by our Chaplain. The choir and the young choristers, from St. Olave's school in Orpington, were directed by Philip Berg MVO, Master of the Music at the King's Chapel of The Savoy. They sang five carols beautifully and the entire congregation sang a further five favourite carols, including *O Little Town of Bethlehem*, *Hark! the Herald Angels Sing*, and *Once in Royal David's City*.

Apart from himself, the Master invited four liverymen who had made a major contribution to his final year of office to deliver a reading. They were Susan Handy, Past Masters Donald Cryan and John Warner and Chris Newenham.

After the service the entire congregation retired to the Lancaster Room to enjoy an abundance of festive canapes, mince pies and a constant flow of warm mulled wine. It was unanimously agreed that the event was an outstanding success and it will be repeated



*The Honorary Chaplain  
and IPM Laurence Olins*

on Tuesday 13th December this year.

Clearly, yet another Fruiterers' tradition has been created and will surely become a permanent feature of the Fruiterers' year.

# Fruiterer's farm wins top award

Windmill Hill Fruits, run by Fruiterer Anthony Snell and wife Christine, was named Fruit Grower of the Year at the National Arable and Grassland Awards 2023.

The farm in South Herefordshire grows more than 2,100 tonnes of strawberries, blackcurrants and blackberries in rich soils, focusing on the best-flavoured varieties for premium lines. A large proportion of the blackcurrants are grown for Lucozade Ribena Suntory and quick frozen fruit is inspected, packed, heat-sealed, sleeved, boxed and labelled at the farm's packhouse before sale to supermarket and online customers.

Windmill Hill has been at the forefront of many research initiatives and trials, including the introduction of beneficial predatory species into crops while carefully managing the climate to create the optimum environment for controlling pests, a polytunnel rain-water collection and recycling system, technology to allow for careful moisture



*Anthony Snell collecting National Fruit Grower of the Year award February 2023*

monitoring and continual hedgerow planting to increase biodiversity.

The farm was also chosen as Fruit Grower of the Year due to its significant efforts to contribute to its local community, which include an annual

open day, hosting of schools and agricultural societies and its status as a LEAF demonstration farm since 2018.

Congratulations to Anthony and Christine.





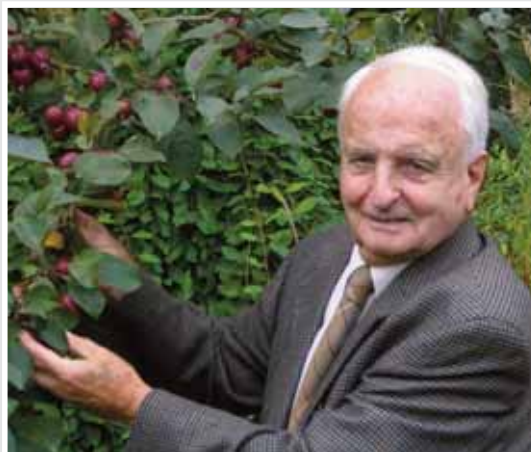
## Obituaries

### Henry 'Harry' Baker 1926-2022

Harry Baker moved to Rhodesia (now Zimbabwe) having served with the Royal Engineers during World War II. Having gained experience in a variety of roles, he worked for a 3,000 acre agriculture business, which inspired him to both open his own market gardening operation and develop a love of temperate fruit production.

He married his wife Joan in Bulawayo and they had two sons, Nigel and Kevin, before returning to the UK in 1964. To gain qualifications, Harry studied at Efford Experimental Horticulture Station in Hampshire, then became both colonial 'retread' and

mature student at Writtle College, specialising in fruit and gaining a National Diploma of Horticulture.



In 1969, Harry joined the RHS as Fruit Officer in charge of 6.5 acres at Wisley. As well as presiding over the production of top quality crops at Wisley, over the next two decades, he became a prolific author of well-respected books on fruit growing. He also joined the Show Schedule and Fruit Trials sub committees and was an honorary member of the RHS Fruit Group.

Ten years after his retirement, in 2001, Read's Nursery in Suffolk introduced a new crab apple, *Malus* 'Harry Baker' AGM, in his honour.

## Paul Jeremy Joseph Burton

22nd February 1945 - 26th December 2022

Obituary kindly provided by Paul's close friend, Richard Cutler

A celebration of the life of Paul Burton was held on Friday 27th January 2023 at Waveney Memorial Park, near Beccles in Suffolk.

The hearse was led by a piper in full highland dress. Many family members were present including Paul's ex-wife Helen, his four daughters and grandchildren. The assembled company of friends included those who were past employees of Paul's, a thespian colleague from the Wessex Actors Company and Freemasons – one of whom was wearing the Duquesne kilt and highland attire as a mark of respect. The wake was held at the

nearby Waveney House Hotel and continued into the early hours.

Paul first made a career for himself in the Greater Manchester Police Force, where he rose to the rank of Inspector. He then moved on to form his own detective agency, which became very successful. He subsequently moved on to other pursuits including acting, for which he had a natural talent. His productions included many Shakespearean plays, both at Stratford-on-Avon and outdoors on Brownsea Island in Poole Harbour.

As well as being a Fruiterer, Paul was a keen Freemason, and was a well-respected member of the French Freemasonry fraternity. He achieved high rank and breathed life into the

Duquesne Lodge at Dieppe in Northern France. As the ceremonies performed there were of Scottish origin, he commissioned and registered a new Duquesne tartan, to be worn by lodge members who did not have their own clan tartan.

Paul was also a member of several orders of chivalry, notably The Order of St. Lazarus and The Order of St. Stanislas.

In his later years, Paul expressed his spiritual calling by becoming an ordained priest of the Liberal Catholic Church, following an eventful training at St. Gaul's Retreat in the mountains of Switzerland.

Dear Paul – rest in peace. You lived respected and died regretted.

## Audit Court Dinner – book now

The Audit Court Dinner will take place at Vintners' Hall on Thursday 11th May. It is a privilege to be dining in one of the Great XII Livery Company Halls; the original hall was built in 1446 and rebuilt in 1671 after the Great Fire.

The focus of this dinner is a financial one, and the guest speaker will be Allan

Wilkinson, Head of Agrifoods at HSBC.

Due to generous sponsorship of the event by JM Finn Investment, the ticket price has been kept down at £99, however, should you wish to bring as a guest a potential new Company member who is under the age of 35, you can purchase their ticket at half-price, just £49.50! (Please select

'Young Guest Ticket' when making your booking.) Guests are very welcome at this dinner, but this is not an event for partners.

As usual, the dress for this event will be black tie with badges, or ladies equivalent.

Bookings should be made via the new Members' website please:

<https://members.fruiterers.org.uk/>



# Obituary

## Peter Charles Hill 1930-2023

The fruit industry recently lost one of its great characters when Peter Hill passed away peacefully at Rivermere Care Home Sevenoaks on 1st February.

Peter was a huge influence in the top-fruit industry and particularly the Bramley apple and processing sector.

Born in October 1930, Peter grew up on Spye Park Estate in Wiltshire as a keen cyclist and active member of The Chippenham Wheelers club, competing in many time trials and long distance races.

After leaving school his first job was as an apprentice in a local green-grocers. His real breakthrough came with a job at Tunnel Refineries, a glucose refinery next to the Thames in Greenwich, which he secured in 1958. He worked through the ranks to become commercial director and in 1970 the family moved to Marden, where Peter's sons Graham and Andrew developed an interest in horse riding. Peter organised three annual horse shows for charities and also became Chairman of the Malling Horse Show.

The door opened to Peter's future and second career in 1979 when Newtime Foods in Hastings, desperate for apples to make mincemeat, asked him if he could source 10 tonnes of apples in July. Son Graham was at the time working for the Tipples family in Marden and 10t of Grenadier were

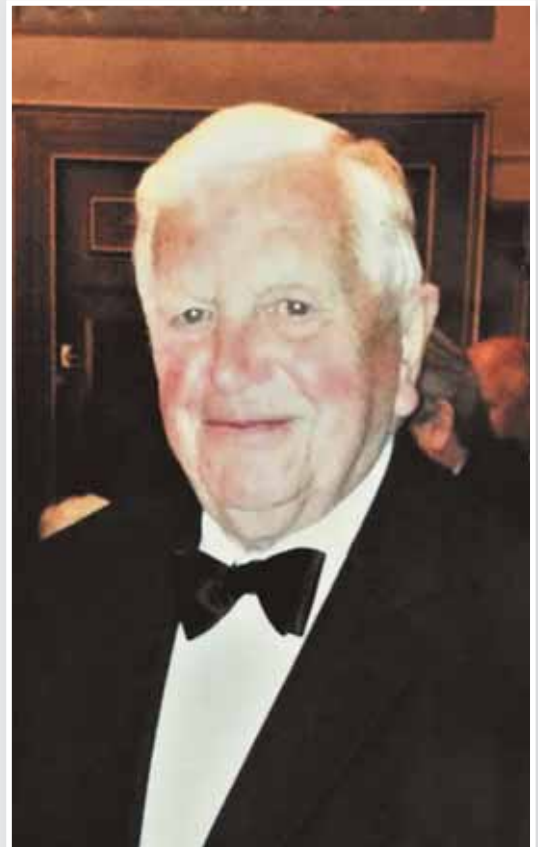
picked into bushel boxes and became the first load for A & P Hill Fruit.

Peter made contact with everyone he knew who used apples. He soon became known to local farmers as 'the after tea man' as this was the only time he could communicate with the busy growers.

In 1988, Peter retired from Tunnel and at the age of 58 threw himself into the fruit industry. The company grew, particularly through the sale of Bramley to the processing industry both in England and Northern Ireland.

The sale of Class I apples was now on the agenda and to help growers move from selling to the wholesale markets into the supermarkets, Peter was involved in the formation of Marden Growers Association with 27 founder members, mainly from the Weald. A decade on, Peter's long friendship with James Nicholls at Checkers Growers Ltd resulted in Chequers/MGA being formed in 1998 to supply their fruit to HGF.

Peter continued to work into his late 80s and led a very full, productive and fast paced life with wife Aileen (who he married in 1958) as his support. He was a member of many institutions



*Peter Hill at a Fruiterers' event*

involving farming, equestrianism, football and cricket and of course, a Fruiterer. The couple had two sons, Graham, who with Steven Packer now manages Hill Fresh Fruit Ltd and Apple Logistics Ltd, and Andrew, who served the Met police for 30 years.

Peter was a generous, hardworking, enthusiastic and knowledgeable man and will be missed by many. A Memorial Service will be held at Marden Church on 21st April at 2pm, followed by a reception at Marden Cricket Club.

## NEWSFLASH

Following the recent death of its last pensioner, the balance of £134,000 in the Fruiterers' Foundation Benevolent Fund has been transferred, by the trustees, to the Education and Research Fund.

## ACKNOWLEDGEMENTS

The Editor wishes to thank the following people for their valuable contributions to this Newsletter: Past Master Peter Cooper, Stephen Hyam and Andy Sillett for their excellent photography, Immediate Past Master Laurence Olins, Master Matt Hancock, Sarah Murnane (Clerk), Dick Brighten, John Valentine, Richard Cutler, Nigel Baker, John Guest (The English Apple Man), Fiona Hollis, Sarah Calcutt, Graham Hill, Chris Tanton, Justin Farrington-Smith, Hannah Fraser

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