



The Fruiterers' Company NEWSLETTER



Number 69

December 2010

GARDEN OF THE YEAR - CHENIES MANOR



Elizabeth MacLeod Matthews welcomes the Fruiterers



Chenies Manor

To English ears, as the Master remarked, Claude seems a strange name for a beautiful woman; but the tree planted at Chenies Manor House, the winner of this year's Historic Houses Association Garden of the Year, was named after Queen Claude. La Reine Claude was the wife of François Ier (1494 – 1547). This green plum was first cultivated in southern France, having found its way from Asia, and was named in honour of la Reine Claude – it was very wise in those days both to refer to your Queen as being beautiful and to name things after her! However, the name of the fruit was changed in England. It was first imported by Sir William Gage in 1724 and the name was lost in transit. It thus became the Gage Plum and later the Greengage. In France, and elsewhere, it is called la Reine Claude, to this day

There is a happy circumstance for us in this story, as it was François Ier who presented Henry VIII with an apricot tree at the Field of the Cloth of Gold. Fruiterers will recall that four years ago Past Master Will Sibley planted at the site in the Tower of London, where Henry VIII planted the very first apricot in the Kingdom.

That may seem enough of a history lesson; but it is difficult to escape a deep sense of historic roots at Chenies Manor. This beautiful medieval house in the village of Chenies, just outside the M25 near Rickmansworth, was at one time owned by Edward I. It passed into the ownership of John Russell, prominent in the Court of Henry VIII. His descendants the Earls, and later the Dukes, of Bedford owned Chenies for four centuries, until it was acquired by Mr and Mrs MacLeod Matthews.

the real glory is the gardens. The history of the gardens seems uncertain; but, when the MacLeod Matthews bought the house in the early 1950s, the gardens had been largely neglected and run down. What we see today is the fruit of the labour of over fifty years of hard work and inspiration by the MacLeod Matthews. Widowed now, Mrs Elizabeth MacLeod Matthews continues to maintain the gardens, to refresh their design and to develop them further.

The gardens are designed as a number of "courts", giving a variety of views from different rooms of the house. The intimacy of this design is enhanced by a mixture of formal plantings in some, and informal in others. The scale is enhanced by the visitor encountering from time to time views over the rolling wooded hills of Buckinghamshire. One of the favourites of the visit was the Physic Garden, a recent creation; planted with herbs and a huge variety of medicinal plants, which

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The Master shows our hostess the Ceremonial Spade



A Planting Plaque is presented

The house is a delight; but

DATES FOR YOUR DIARY

Tue 18 January	City Food Lecture	Guildhall
Tue 25 January	12 p.m. St Paul's Day Service Luncheon	St Mary Abchurch Innholders' Hall
Thu 17 February	Annual Banquet	Mansion House
Wed 23 March	12.30 p.m. Informal Carvery Luncheon	Butchers' Hall
	6.30 p.m. New Liverymen Informal Supper	City Pipe
Fri 1 April	United Guilds Service Informal Luncheon	St. Paul's Cathedral Stationers' Hall
End April	Visit to Royal Archives & St. Georges Chapel	Windsor
Thurs 5 May	Golf Day	Kingswood GC
Thurs 19 May	Audit Court Dinner	Vintners' Hall
Thurs 2 June	Royal Bath & West Show	Shepton Mallet
Thurs 16 June	The Master's Day at Thanet Earth and Mount Ephraim	Kent
Fri 24 June	Election of Sheriffs	Guildhall
Thurs 14 July	Summer Court Dinner	Drapers' Hall



One of the magnificent flower beds

were used in former times to treat the sick. It is named after Thomas Culpepper, one of the courtiers of Henry VIII, who visited Chenies with the King and Katherine Howard. He was having an affair with Katherine at the time – once discovered by the King, this proved to be far from a life enhancing event for either of them!

The Greengage tree was chosen by Elizabeth MacLeod Matthews to mark her winning the Garden of the Year competition, as the fruits remind her of the rare treats that she enjoyed as a child living on a dull rationed wartime diet. It is



Two Past Masters and a Clerk

placed in a sunny corner of the Kitchen Garden and was planted with particular skill. The planting hole had not been dug in advance; but our ever-resourceful Clerk found an old spade and soon had the job done. Cleaning the mud from his mirror-polished shoes took rather longer than did the digging!

We were given a very warm and gracious welcome by Mrs MacLeod Matthews, who led the tour of the gardens and joined us for an excellent lunch. Inspired by the beautiful gardens, most of us probably looked at our own when we arrived home and vowed to do better.

MASTER & WARDENS DINNER HELD ON ARMISTICE DAY

The Worshipful Company of Fruiterers met for the Master & Wardens Dinner on Thursday 11th November, Armistice Day, in the heart of the City at the Barber-Surgeons' Hall - records of The Worshipful Company of Barbers tell us that The Company dates as early as 1308. The wet and windy night outside was soon forgotten as we dined on game terrine, roast rump of lamb and poached pears.

The Master, Mr Steve Bodger, spoke of the Fruiterers' Managers Award which has been given to Mr John Holt-Rix who has a strong fruit pedigree and is a fine representative of the type of candidate that the award should go to. The Master made reference to the Fruit Culture Award which has been given to Tim Biddlecombe Managing Director of FAST and to the glorious displays of fruit at National Fruit Show in Kent. A special acknowledgement was made to all who helped to man The Company stand at the show and to the port that we were to enjoy later in the evening, supplied by the Past Master Donald Mack. The Company paid tribute to Armistice Day and, in doing so, to those who represent our country and give so much.

Guests included Adrian Padfield of East Malling Trust, Simon Bailey - Master of The Worshipful Company of Woolmen, and

Peter Cook, immediate past Sheriff.

The principal speaker for the evening was Brigadier David Shaw, CBE on behalf of ABF, The Soldiers' Charity (www.soldierscharity.org) givers of lifetime support to the men and women who defend us and our country. We remembered the 100 army personnel who have lost their lives this year and the hundreds more who have been injured. The Master mentioned the Lord Mayor's Big Curry lunch at Guildhall, held to raise funds that were donated to the Army Benevolent Fund.

Brigadier Shaw spoke of the traditions of livery and the 'donation' of fruit to The Lord Mayor, which itself is a centuries old tradition. The presentation took place on October 25 and was performed by the Master and our new Fruit Porter Jim Huddard. It included tropical fruit and asparagus supplied by Past Master Ivor Robins.

Brigadier Shaw related stories of the Devon and Dorsets, his regiment, and military history and reminded us all that while we remember those who we have lost we should also remember that our country is still at war today in the Middle East; Armistice Day had never been so poignant. Fundraising for the Armed forces was as challenging as ever because today there are so many demands on the purse. But Brigadier Shaw told of the fun he had shared in his efforts over the years and referred to the 2012 British Paralympics team which a number of servicemen will be part of.

The following speech was by Honorary Assistant, Mrs. Amanda Cottrell who admired the glorious hall in which we were eating and warned us of the intimidating instruments that one had to pass to go to the loo! The toast to the Master and Wardens was responded to by Renter Warden, Mrs Jane Anderson who reminded liverymen and guests of The Company Christmas cards were on sale. The Company toast was, of course, proposed by our Clerk, Lieutenant Colonel Lionel French, before the evening's proceedings came to a close.



Brigadier David Shaw, CBE



The Master with Mr Jim Huddard our new Honorary Fruit Porter

HONORARY ARCHIVIST

As most of you will be aware Liveryman Peter Cooper is our Honorary Archivist. Apart from being a retired fruit wholesaler, and therefore having a fine appreciation of the industry, he is an official City Guide and has taken pictures at many Fruiterers functions. Peter has taken on his new role as Archivist with enthusiasm and determination and the Editor has the good fortune to chat with him regularly. Conducting much of his research in the Guildhall library he has already unearthed many interesting facts relating to the Company's history. This is indeed fortunate because many of the records were lost in fires over the years. Some of the clippings and pictures that have come to light will be posted on his own website which will be linked to the Fruiterers Website www.fruiterers.org.uk via the ARCHIVE page. We also thought that some of the more illuminating pieces deserved a place on a special page in each edition of the Newsletter. Here are some examples. Ed.

THE FRUITERERS' COMPANY.
 ON Monday last (being St. Paul's), the Worshipful Company of Fruiterers held their annual livery dinner at the London Tavern; Josiah Walker, Esq. (the Master), occupied the chair, and was supported by the Upper Warden (Robert White, Esq.), and by the Renter Warden (Mr. Sheriff Nissen), and by other members of the Court and Livery. Among the visitors were—The Right Hon. the Lord Mayor, Mr. Sheriff Cave, the Rev. S. Thornton, Mr. Under Sheriff Nicholson; M. T. Burgoyne, Esq.; W. Brown, Esq.; — Withers, Esq.; — Greenwell, Esq.; and D. Parry, Esq.
 The banquet was served *à la Russe*, and was of the most sumptuous kind, delicacy succeeding delicacy in an almost endless variety. The fruits on the table attracted general admiration, and the wines were of the choicest.
 After the usual loyal toasts, the MASTER gave "The Health of the Right Hon. the Lord Mayor," with three times three; to which his LORDSHIP responded with his accustomed ability. "The Health of the Sheriffs" (who each replied) was followed by the LORD MAYOR proposing "The Health of the Master," which was received with great applause. "The Past Master" (William Brown, Esq.), "The Wardens" (for whom ROBERT WHITE, Esq., responded), and "The Visitors" (for whom Mr. Under Sheriff NICHOLSON and the Rev. S. THORNTON replied, were all duly honoured; and the CLERK (Mr. O. C. T. Eagleton) then gave, "Prosperity to the Worshipful Company of Fruiterers, Root and Branch, and may they flourish for Ever."
 "The Clerk's Health" was then drunk, and Mr. EAGLETON having responded, the company rose to partake of tea and coffee, and shortly afterwards dispersed.

Josiah Walker, Master 1857, 1858 and 1864 (third time)

EXTRACT FROM THE MINUTES OF A COURT HELD ON THE
 28th OCTOBER, 1875.
 Resolved unanimously—
 "That this Court desire to testify to the Right Honorable The Lord Mayor (DAVID HENRY STONE, Esq.), their cordial appreciation of his hospitality and of the distinction with which he and the Lady Mayress honored the Fruiterers' Company on the 26th inst., and the Court wish to express their special gratification at their Ladies being included in the invitations for that occasion."

FESTIVITIES.
THE FRUITERERS' COMPANY.
 THE annual Livery Banquet of this Company, at which the Lord Mayor and Sheriffs are usually entertained, took place on Monday, at the London Tavern, when nearly 150 sat down to dinner, presided over by MARMADUKE LEVITT, Esq., the Master of the Company, supported by the Right Hon. the Lord Mayor, Mr. Ald. and Sheriff Stone, Mr. Sheriff M'Arthur, Mr. Thomas Beard, Upper Warden, Mr. W. G. Soper, Renter Warden, Ald. Sir B. S. Phillips, Mr. Ald. Lusk, M.P., Mr. James Abbiss, J.P., Mr. W. H. Pownall, Chairman of the Middlesex Magistrates, the Mayor of Portsmouth, the Master and First Warden of the Haberdashers' Company, the Master and Renter Warden of the Vintners' Company, Mr. G. P. Ashby, Mr. Ex-Sheriff Nissen, Mr. Deputy Malcolm, Mr. P. Morland, Mr. E. T. Complin, Mr. T. Burgoyne, Mr. J. C. Burgoyne, Mr. G. Farmiloe, Mr. E. G. Banner, Mr. G. W. Petter, Mr. R. Broadwater, Mr. J. Standing, Rev. Mr. Webster, Rev. A. B. Thynne, Mr. O. T. C. Eagleton, Clerk, &c., &c.
 The dinner, which was served *à la Russe*, was of the choicest character, and together with the wines gave general satisfaction.
 The cloth having been withdrawn, the worthy MASTER proposed the usual loyal and patriotic toasts, the Upper Warden, Mr. THOMAS BEARD, replying on behalf of the "Army, Navy, and Volunteers."
 The MASTER, in the most felicitous manner, proposed the health of the Right Hon. the Lord Mayor, of whom he spoke in the highest terms.
 The LORD MAYOR in reply, expressed the great satisfaction which it afforded him to be present upon so interesting an occasion, and to meet so large a number of the Livery of one of the ancient City Guilds.
 The MASTER next proposed "The Health of the Sheriffs," to which Mr. Alderman and Sheriff STONE responded.
 The toast of "The Corporation" followed, and Alderman Sir B. S. PHILLIPS made a most happy response.
 "The House of Commons" was proposed by the MASTER, enthusiastically received by the company, and humorously responded to by Mr. Alderman LUSK.
 The LORD MAYOR gave "The Health of the Master of the Worshipful Company of Fruiterers, Marmaduke Levitt, Esq.," whom he heartily congratulated upon attaining to that position.
 The toast was drunk with all honours, and the MASTER, in reply, thanked the Lord Mayor for the flattering manner in which he had proposed the toast, and all those around the tables for the hearty manner in which they had received the mention of his name.
 "The Health of the Middlesex Magistrates" was drunk, and Mr. W. H. POWNALL responded.
 "The Health of the Past-Master" was given by the MASTER, and acknowledged by Mr. W. S. HINTON.
 Mr. J. C. BURGUYNE proposed "The Wardens," to which Mr. Renter Warden SOPER responded.
 The MASTER then gave "The Visitors," coupled with with the name of the Mayor of Portsmouth, who was much cheered when he rose to reply.
 "The Health of Mr. O. C. T. Eagleton, the Clerk to the Company," was proposed in eulogistic terms by the MASTER, and drank with great enthusiasm.
 The CLERK, in the course of his reply, took occasion to remark upon the very rapid progress which the Fruiterers' Company was making, and the largely increased number of members. Whatever might be said as to the decadence of some City Companies, it might be well affirmed that the Fruiterers' Company was a striking instance to the contrary. In conclusion, he proposed "The Worshipful Company of Fruiterers, root and branch, may it flourish for ever."
 This toast, of course, met with the heartiest response, and the Company separated shortly afterwards.
 The musical arrangements were under the direction of Mr. J. J. Burgess, who was assisted by Miss Janet Hayden, Mr. Lester, and Mr. Cozens.
 Mr. Harker, jun., officiated as toast-master.

The City Press Saturday 1st February 1868

Marmaduke Levitt, Master 1968

The Brooch of the Master's Lady
 In 1968 The Master of the Company for the year (Colonel Garth Leslie Doubleday, T.D.) presented to the Company a gold Brooch bearing the Company's Coat of Arms and the red Shield of the Corporation of London. The Master's Lady wears the brooch at all official functions during the Master's year of office.
 Ladies of Past Masters are authorised by the Court to wear replicas of the Brooch which can be obtained from the Clerk on request.

Source: The Livery List 1970



Colonel Garth Leslie Doubleday, TD, JP, DL, MA

What should we expect in 2011? Well, first, let's remind ourselves of the highlights of the last twelve months. It may be hard to believe, but 2010 was a year of strong global growth. The recovery proved stronger than expected a year ago, as policy measures adopted during the crisis had a positive impact around the world. Trouble is, not everyone shared in this recovery.

It proved to be a tale of two worlds. Emerging economies, which account for a third of the world economy by size, drove two-thirds of its growth. China led the way.

Meanwhile, in the West recovery was patchy, and the price to be paid for this was: exceptionally low interest rates, hitting savers; surging budget deficits, threatening government spending cuts and tax increases; and a debt crisis that undermined the euro zone. Worries about debt and jobs seem set to persist.

It is easy to see why there is so much uncertainty about the year ahead. Even the economies that are growing strongly, such as Australia, Brazil and India, amongst many others, face worries about inflation, as commodity and food prices soar. One lesson those economies need to learn from the West is to avoid the lethal combination of cheap money, leverage and one way expectations about property and asset prices.

Despite those challenges, there is a shift in the balance of economic power away from the West and this has not gone unnoticed by investors. More money has flowed east. But in the US and UK, the tendency among many people is to invest in the firms based here that do business across the globe. As a result, money flowed into the shares of blue-chip, international firms listed in London and on Wall Street.

The downside is such investment misses out on potential currency gains as, normally, the stronger an economy is, the better its currency. That should mean at some stage, possibly in 2011, currencies in the East strengthen. The surprise on the currency front, though, is the dollar. There are always predictions of doom around the corner for the dollar. Like a stopped clock, they will be proved right, eventually. Due to the depth and liquidity of US financial markets, and the knowledge that one can always sell assets when one wants to, investors give the dollar a vote of trust that belies its economy's performance.

The US economy, after all, looks fragile. While big corporate America is recovering, the number of people close to the poverty line rises. A staggering 42 million Americans are on food stamps, because of low incomes. A few years ago, US consumer spending drove the world economy. No longer. Sluggish wages, rising unemployment, sharp falls in house prices and, despite the stock market, worries about pensions, have resulted in a far more troubling time for American spending. In turn this has created an uncertain US political climate.

The climate in Europe is no less uncertain, with the euro set to see continued troubles in 2011. 'Two down, two to go' is how the markets see it. Ireland and Greece had to seek help and now face recession. Portugal and Spain are next in the

View from the City



firing line. In contrast, the core of the euro zone, led by Germany and France, is in good shape. A collapse of the euro is possible; more likely all the stops will be pulled out to keep it going in 2011.

With such a mixed economic environment, financial sector challenges will persist.

Perhaps the greatest challenge is that \$4 trillion of bank debt needs to be rolled over across the western world in the next two years. This is a huge amount. Also bear in mind that many governments have high borrowings. Thus the Bank of England, like the European Central Bank and US

Federal Reserve will have to keep policy rates low and continue providing ample liquidity.

Little wonder it is a case of for good news look east! In 2011 China will unveil its twelfth five year plan, which will be positive for growth. And we should expect more of the same, across the emerging world. The countries that do well in this ever-changing global climate will be those with the cash, the commodities or the creativity.

What does all this mean for the UK? The economy is recovering but faces a tough 2011 as spending cuts hit and as rises in food prices, petrol and taxes eat into disposable income. It will be a year of modest growth. Thus we need to think beyond this.

The first message is that nothing can be taken for granted. And there is a need to be aware of both the near-term challenges affecting economies in the West and the longer-term opportunities across the emerging world. The clearest manifestation of this is the need to think global. When the crisis in Ireland broke it was remarkable how much concern it caused in the UK. Amazingly, the UK exports more to Ireland, a country of under five million people, than it does to the three billion people in Brazil, Russia, South Africa, China and India combined. At least it shows the upside potential if we start exporting to these new growth markets.

A second, and ongoing need for the UK, is to invest more in its infrastructure. We can't compete with other countries solely on cost. We need to compete on quality. So this highlights the need to invest more in our hard infrastructure - such as road, air and rail - and in our soft infrastructure - particularly education and skills.

Third, and finally for the UK, expect to hear much in 2011 about the need for a more balanced economy. Trouble is much of this debate has been a political barrage against the City. One of the big worries in the Square Mile is that 2011 will see excess regulation. The UK should not go it alone, and impose extra burdens on the City. If it does the recovery could suffer. There is no doubt about the need for effective regulation and supervision. Far better a global approach.

The outlook depends on the interaction between the economic fundamentals, confidence and policy. Let's hope policy will be as positive for growth in 2011 as it was over the last twelve months.

Dr Gerard Lyons is a Liveryman and Chief Economist at Standard Chartered Bank

VIEW FROM THE HIGH STREET

Historically, the period between the end of September and the middle of December has been quiet for the fruit industry despite it being the outset of the English top fruit season. The Germans and other Europeans attribute this to back garden production of seasonal fruits; berries, apples & pears, plums which are distributed and circulated amongst the neighbours and relatives. This in some small way alleviates the necessity to shop for those products during this period. Such an effect has not been substantiated in this country by any tangible research, but there is certainly a pause in the need for apples, particularly in more rural areas. In the high street our correspondent has found the last three months a little demanding. Supplies have not been problematical although the wholesale markets have become a little more difficult to trade in. The belief is that this has been caused by a reduction in traditional companies that has resulted in less competition for the retailer to capitalise on. British farmers and growers have been doing a sterling job, ensuring supplies of brassicas and root vegetables even during the very frosty period that prevailed during late November and December.

The English apple and pear season has got off to a "brilliant" start and our retailer was very complimentary about the availability and quality of English Cox, Russets, Gala, Conference, Concorde and Comice, even though the latter are a little on the large size. Gala have been exceptional, so much so that he has stopped stocking supplies of the variety from the European continent. In that period of switch over from northern to southern hemisphere grapes the market went tight, as it always does. Supplies were available from the US and Europe but these have given way to shipments from Brazil, Peru and South Africa. Quality has been good as one would expect from very high value fruit that has been shipped or flown considerable distances. Over the past few years there has been a distinct shift in consumer demand from white seedless to black seedless grapes. It is difficult to be precise about the ratio but on tonnages sold it will be roughly 3:1. For those consumers requiring a little bit of summer remembrance in their fruit bowls there is always the first peaches, apricots, nectarines and plums from South Africa and Chile towards the Yuletide period. Sharon and Kaki fruits from Mediterranean sources have also proved popular at a price that attracts interest. Banana prices have increased at retail level as the major multiples come off promotion. The fruit poses problems for all traders when the temperatures sink to freezing and below. Greying and browning are always a threat if the retailers are not ever vigilant. Interestingly Dates have proved a good seller in our correspondent's shop. He strikes a balance between fresh and dried with some being stuffed.

November has traditionally been the start date of the Spanish citrus season. Late October and early November still witnesses a build up from the Mediterranean area but seasonality has become a thing of the past with most products being available to the consumer throughout the year. Satsumas, clementines and Navels are always on sale in a variety of sizes and packs. As often happens Lemons became very short in the switch over period between southern and northern hemisphere and prices rocketed. Values eased back during November as supplies picked up.

Vegetables of all kinds and from all sources have been in adequate supply. Our correspondent has noticed an improvement in the demand for stick brussel sprouts. Whether they are perceived as fresher, have a better flavour or longer shelf life is difficult to establish. Certainly however they are easier to supply as far as the grower is concerned. Greens and florets in general have been in plentiful supply with a brief shortage occurring as English broccoli gave over to Spanish. Romanesque cauliflowers have created increasing interest amongst those consumers who like the vegetable but want a variation on the theme.



All English apples including Russets selling well



A time for veg



The flower business is doing well



Exuberant Traffic Wardens are an irritation

On October the 25th, the Master followed in the footsteps of over 430 of his predecessors and made the annual Presentation of Fruit to the Lord Mayor, Alderman Nick Anstee. The presentation is, nowadays, of only a symbolic amount and the historic quantity of 12 bushels is replaced by our Fruit Gifting programme. Every year without fail, Liverymen show their generosity in responding well to the request for donations to this programme to provide fruit for the hostels for the homeless of the City and its surrounds.

The presentation was well received by the Lord Mayor and the Lady Mayoress was delighted with a gift of a basket of tropical fruit – with added asparagus. She was even more pleased when Past Master Ivor Robins informed her that he had selected the fruit himself and had already spoken to the Mansion House Chef to make sure that it would be incorporated

The Master addresses The Lord Mayor



PRESENTATION OF FRUIT TO THE LORD MAYOR

into that evening's menu! The thirty or so Fruiterers present joined the Lord Mayor and his party for refreshments and then departed for a splendid lunch at the City of London Club. Rare indeed are the occasions when Fruiterers assemble that do not involve good food and wine!

Our Fruit Porter for many years, Nobby Price has retired from this office. He has given such good service to the company and he epitomised both the spirit of this tradition and its deep roots in our ancient trade. Liverymen will remember that it was Nobby who conducted the ceremonial unveiling of the Fruiterers' bronze plaque in Covent Garden four years ago. Jim Huddard has stepped up to the mark in his appointment as the new Fruit Porter. Like Nobby, he is a well known member of the fruit trade. He conducted his part of

the ceremony with great aplomb and style.

The Presentation of Fruit is an ancient tradition, which we jealously guard. There are few Livery Companies that have such a tradition. The City of London Directory shows only four such annual presentations with ceremony:

The Butchers present the Lord Mayor with a Boar's head each December,

The Feltmakers present the Lord Mayor with his tricorn hat the day after his first official engagement, his Mansion House Banquet,

The Watermen and Lightermen present the Knollys Rose, the quit-rent paid since 1381 for a bridge built across Seething Lane without the Lord Mayor's consent and we, of course, make our Presentation of Fruit in the harvest season every October.



The Lord Mayor, Nick Anstee, admires the presentation

Joint Livery Golf

On October 5 the Addington Golf Club was witness to the latest episode of a long established competition between Livery companies that was started in 1991 by Robert Sice (Fruiterer), Brian Banks (Carman) and Frank Stansil (Fan Maker).

The golf match is popular event and was played with enthusiasm and a strong competitive spirit as each team endeavoured to secure victory and carry the glory for their respective Company.

The Fan Makers were the winners this year with best of three scores total 98pts, Fruiterers second on 94pts followed by The Carmen and The Fletchers .

Angela Mortimer of The Fletchers presented the Trophy to the winning team made up of Frank Stansil, (highest score of the day with 36pts), Ken Burrage, Don Lunn and supported by Doug Clasby .

The next event of The Fruiterers Golfing Society will be the Golf Day at Kingswood, Surrey. Thanks were extended to David Hohnen for his sterling efforts as Acting Secretary. We are fortunate to have found a very competent successor to David with Liveryman Andrew Poulton taking over the role of Secretary. He will writing to all Fruiterers in January to gather support for the Day.

The victorious Fan Makers receive their rewards from Angela Mortimer



Len Norman, Angela Mortimer and Andrew Poulton



The New Lord Mayor

Alderman Michael Bear was installed as Lord Mayor, in succession to Alderman Nick Anstee, on Friday 12th November 2010 at the Silent Ceremony held in the Guildhall.

Our new Lord Mayor has an interesting, indirect connection with the fruit markets; but his career has been within the worlds of construction and property. He is a Civil Engineer by profession and, appropriately, his mother company is the Worshipful Company of Paviers.

In his acceptance speech, after the election at Common Hall in September, he promised an “ursine” year and got off to an immediate start by announcing that his Appeal is to be called “The Bear Necessities” and will support Coram, the charity which works to re-engage the disaffected young in education and RedR which provides training to make disaster relief effective.

With the strong possibility that Alderman Fiona Woolf, currently serving as Sheriff, will become Lord Mayor in a few years’ time, one wonders what a menagerie is being created! Will she have a lupine year? For how long will we have to “bear” with these analogies to animals?

The Lord Mayor’s connection with fruit is through Spitalfields market where he was a key figure in the redevelopment of the (old) Spitalfields Market, as Chief Executive of the Spitalfields Development Group. He remains involved in the Spitalfields Market Community Trust.

We look forward to supporting the Lord Mayor throughout his year in office.



Alderman Michael Bear, Lord Mayor of The City of London

The Fruit Culture Award



Our Fruit Culture Award is given to recognise someone who has made a substantial contribution to the transfer of technology in the fruit industry through communication.

There can be no better example than this year’s winner of the award; Tim Biddlecombe.

Tim graduated from Wye College some 35 years ago (as an aside, what a shame it is that Wye College is no more - it was a powerhouse of education in agriculture and horticulture). He started working on Pear and Raspberry Trials at Brogdale and rose through his career to become Managing Director of FAST. His broad range of practical expertise is unusual in this modern world of increased specialisation. His great gift is to be able to understand both the world of the esoteric scientific research and the practical husbandry and cultivation skills of the fruit grower.

Fruit growing to maximise quality and yield is a highly technical business. Tim’s life’s work has been in bringing both scientist and grower across that bridge between research and farming. He is, indeed a very worthy winner of a very important Award.

Tim Biddlecombe receives the Fruit Culture Award from our Master

MASTER'S R



St Paul's Cathedral was host to many memorable events

The autumn is always a very busy time in the year of the Master. Life slows down in August, as the formal City life goes into a summer hibernation and then it accelerates rapidly in September. Yet, strangely my year seems almost over, as I write this on a snow bound day in early December. In January, there is the City Food Lecture to look forward to and in the following week, St Paul's Day, on which I shall pass the baton to the Master-Elect.

I have had a splendid year. It is a great privilege to be chosen by the Company as Master and, I have to say that I have taken full advantage of the opportunity! The greatest joys are that one does so many things that would never otherwise be possible and meets so many people that one would otherwise never meet. During the year Bea and I have been guests at: the Banquet given by the Lord Mayor for the Livery Companies' Masters and the Gardeners' and the Farriers' Banquets; I have dined with: the Honourable Artillery Company, the Markets Committee of the City of London Corporation, the Basketmakers, the Woolmen, the Fresh Produce Consortium and the Spitalfields Market Tenants: I have lunched with the Sheriffs and Judges at the Old Bailey, the Poulterers and the Butchers; I have taken tea with the Information Technologists and with the Lady Mayoress; I have attended St Paul's Cathedral with: the Corporation of the Sons of the Clergy, the Lord Mayor's Charity, the Dean and Chapter of St Paul's, the



Our Master sat in as an observer at the Old Bailey

Musicians and the Royal British Legion; I was present at a service held in St Bartholomew the Great followed by a reception at St Bart's Hospital; I have sat in the dock at the Old Bailey for the Sheriffs' and Recorder's Fund and been present at the Sheriffs' charity evening for the Lord Mayor's Charity; and more and yet more and still more. All this is in addition to our own calendar and..... I am still the same weight as I was at the start of the year! I have been met everywhere with the warm friendliness that is the hallmark of all Livery Companies and the City. In short, I have had a ball!

The Editor has asked me which have been the highlights of the year. To choose the very best from the excellent is not a question that is easily answered. When pushed, and yes the Editor can be demanding, I should have to choose two or three events outside our own Company and one of our own.

The Banquet given by the Lord Mayor for the Masters of Livery Companies on the evening before the United Guilds Service is magnificent. With the pageantry and tradition, the Egyptian Hall of the Mansion House packed with the Lord Mayor, the Sheriffs, the Civic Team and all 108 Masters and their partners, it even, just, outclasses our own Banquets. It was an added pleasure that our Clerk and Ann French were also guests, as he is the President of the Fellowship of Clerks this year.

My visit to the Old Bailey to lunch with Sheriff Peter Cook and the Old Bailey Judges was fascinating. I had expected a rather formal lunch with traditional "school" food. However, it was rather more like a friendly lunch in a club. Sharply on time, the judges arrived for an aperitif and we sat down to an excellent beef curry. I was pleased to see that all the judges took a glass or two of wine – none of this "just water, I am working" nonsense that is such a morose feature of modern life. The conversation was lively and, by one of those rare chances in life, I found myself sitting next to an old fellow undergraduate, whom I had not seen since we both graduated in 1971. He is now a High Court Judge and was sitting at the Old Bailey that week as a visiting judge. I realised, fortunately, that I am not yet at the age when High Court Judges appear young – he looked rather aged; but perhaps I seemed the same to him!

I was invited to attend an "interesting" case after lunch. Of course, any member of the public can do this; but the case that I sat in on had been recommended by one of the judges. It was a murder trial. It is a chilling thought that all the courts were dealing with murders that day, as they do almost everyday. I thought that I would stay for a short while; but sat entranced for the whole afternoon. The witness for the defence, being cross examined with deadly courtesy and surgical effectiveness, was as shifty as hell. The two defendants had eight Court Officers sitting in the box with them to keep them subdued – the day before they had become extremely violent and it took twelve officers to take them down to the cells. They and the witness had that hard, piggy-eyed look that makes sensible people cross the street to avoid them. Guilty? I don't know what the verdict was; but I'd have locked the defendants and the witness up!

The Royal British Legion have the Garden of Remembrance at St Paul's Cathedral opened each year by the Lord Mayor. The Sheriffs and the Masters of all the Livery Companies attend and each plants a poppy cross in the garden. It is a very moving ceremony. The Dean of St Paul's conducts a short service and he and the Lord Mayor's party are escorted by a troop of elderly, long-retired, servicemen. It rained heavily for the whole morning; but standing there soaked and cold and planting my cross in the soggy muddy grass, I felt that the weather was totally appropriate to the occasion.

As part of my effort this year to support the Armed Services and to remember what they have done and are still doing for us all, we

REFLECTIONS

had a visit to the Somme and Arras battlefields. This has been reported in an earlier edition of the Newsletter. The whole trip was fascinating and moving. It was especially so at the graves and memorials of the fallen Fruiterers. I shall long remember Past Master Don Cryan and his brother Tom speaking of the life of their great uncle at Le Touret memorial, Liveryman Peter Boardman quietly laying poppy crosses for his fallen relatives at the Arras Memorial, Liveryman Ian Eiloart speaking so movingly of his two uncles, as he laid a wreath at Beaumetz Cross Roads Cemetery, and the simple quiet readings and prayers led by the Honorary Chaplain at each site.

Having forced me to mention some highlights, the Editor then insisted that I mention the low points too. How little he knows! There were none. Well, I suppose there was actually one. Each December the Master entertains his Master's Committee, the Chairmen of the Sub-Committees and the Clerk to lunch to thank them for their help. I had arranged a spiffing lunch and made some effort to choose some interesting wines and then was unable to be there myself! The snow had caused the roads in my part of Kent to become blocked and all, yes all, the trains to London were cancelled. Some two thirds of the guests were able to make it and have told me that the lunch was good! Well, I was at home lunching on a bowl of soup. My guilt about being an absent host was assuaged a little when I recalled what I learnt during the Papal Visit this autumn; by long tradition and protocol the Pope never attends his own State Banquet. Well if that is good enough for him, it must certainly be good enough for me!

One Master's tenure is but a blip in the Company's history; but I feel that the Company has maintained this year the progress set in train by my predecessors and is in good heart. We are a fortunate Company in that there are so many in the livery who work hard to further our objectives.

The Awards Council, chaired by Past Master Will Sibley, continues its good work in searching for and sifting applications for funds from the Fruit Culture Trust. Excellent progress has been made with the Food Dudes project. Our early stage funding has got the project sufficiently far advanced to make it attractive to commercial sponsors, so its future looks assured. Great thanks are due to all who have been involved in this, especially Past Master Will Sibley and Liveryman John Price.

The Finance Sub-Committee, chaired by Honorary Assistant Richard Francis, has worked well on our finances. Our investments have had a better time this year; the performance has been good in still turbulent markets – long may that last!

The Membership and Communications Committee, chaired by Honorary Assistant Dennis Surgeon, has led some good innovations. The supper for new Liverymen held in March was a great success and, thanks to some hard work by the committee members we shall all be exchanging Fruiterers' Company Christmas cards this year.

The Advisory Panel, chaired by Past Master Anthony Turnbull, has done good work and led the new lunch for former Honorary Assistants. It was very good and useful to have the opportunity to exchange views with this group, all of whom have great experience of the Company.

Liveryman Peter Cooper was appointed as Honorary Archivist only a year ago. He has been energetically busy ever since researching the history of the Company. The fascinating results of this year's work will become available to everybody in the coming months, through the website. There is so much to research that Peter has a job for life here!

I shall finish on another highlight of my year. I have enjoyed



The Hon Chaplain and Ian Eiloart at Captain Frank Eiloart's Memorial



HRH The Duchess of Wessex presents awards at The Royal Bath & West

greatly the opportunity to learn more about the heart of our Company in the Fruit Industry. My visits to the Bath and West Show and to the National Fruit Show demonstrated to me that fruit growing - and cider making – are in good health and I have begun to learn about some of the challenges and pressures that face growers. My visit to New Spitalfields Market was a revelation and to see the high quality of the produce and the level of activity shows how important the City markets are. All aspects of the fruit world are important to us; but I feel that it is those who work in the markets who are the spiritual heirs of those first Fruiterers who formed the Mystery that became the Company so many centuries ago.

I have great confidence in the future of the Company. In the coming year it will be well led by the Master-Elect and his Wardens. I shall enjoy supporting them. I shall also enjoy the opportunity to chat more to all my many friends in the Company at our Dinners. As a Warden and then Master, one is in the welcoming line for three years and has too little an opportunity to circulate and talk before dinner. I look forward to being with you all in future and, well maybe, having that extra glass of champagne before dinner, as I shall have no speech to make!

FROM ORCHARD TO MARKET

TOP FRUIT NEWS

Despite the fact that the English top fruit season started seven to ten days later than 2009, those in the know view events so far with cautious optimism. The cumulative volume sold over a shorter period is up on twelve-months-ago with the financial returns to the growers showing an improvement which, if continued, will facilitate re-investment.

During the summer months there was a lift in wholesale prices as southern hemisphere and late European suppliers moved consignments away from the UK to more financially favourable markets. In addition, many overseas marketing authorities and bodies are becoming a little weary of the demands being laid down by the UK multiples for which only modest returns accrue to the grower. As a consequence a much better balance between demand and supply existed in the market place. The prospects for the English growers have been good from the off with the total European production being forecast as down 15% on apples and 17% on pears. There is an increasing supply of different varieties of home grown apple to satisfy consumer aspirations and palates. The demand for English fruit is very buoyant, but a stagnating investment programme has been witnessed over the last three years, due to the poor returns that the growers have experienced.

Weather conditions in the west Midlands and south east were different in the early weeks of this growing season but the dry conditions experienced in the Kent/Sussex area were negated by the heavy precipitation in August. This beneficial rainfall has resulted in crops that will be larger than forecast with a grade out that is much better than anticipated. So, all in all, smiles on some faces!

The statistics suggest that the crop of Cox Class I will be very similar to last year at 28,000 tonnes. Gala however, shows a massive 20% increase to a record 26,600 tonnes, far more than anticipated but certainly not an embarrassment! Statistics relating to Braeburn tonnages are still a touch sketchy as we go to press, but

the betting is on about 13,000 tonnes of Class I fruit. The niche variety of Egremont Russet is down 28% at 3,000 tonnes but this is not considered as a major tragedy by the industry.

The new variety volumes of Kanzi, Cameo, Rubens, Jazz *et al* continue to increase and this year will rise to a new record of 7,000 tonnes. Other new appearances are being made by Zari and Jumani with many others being trialled. All of the new aspirant cultivars have, according to the experts, a good appearance, fine dessert qualities, excellent shelf lives, noteworthy orchard performances and high resistance to the problems that may afflict apples.

There is good news to report for English Conference pear producers. The crop is up by 20% on 2009 at 21,000 tonnes Class I which is in sharp contrast to the mainland European production which has shown a decline in volumes. Such has been the demand that the stocks have been sold far more quickly than in previous years. Regrettably, the harvested quantities of English Comice and Concorde remain at a modest 2,000 tonnes.

Bramley production has risen on last year and is believed to be up by 12% on Class I fruit. On top of this quantity there will be fruit that is destined for the processing and juice markets. Globally, the juice price has risen and this will be good news for the variety. The situation with the Bramley in Northern Ireland is not as buoyant as in England. Overall the sales of fresh Bramley so far this season remain more or less the same as last year.

The UK multiple retailers continue to increase their sales of English top fruit. Rationale remains the same as last reported. Support for local farmers, less carbon footprint and more customer satisfaction. In order to maintain the increase in production to satisfy this latent demand will require investment in orchards, retention facilities, pack houses and marketing expertise. Industry players are shrinking but the stakes are higher and there is all to play for. We wish all that are striving to bring the industry up to speed to meet the challenges good fortune and a fair wind.



A promising crop of English apples



Kanzi, one of the new home bred rising stars!



Jazz, developed by the New Zealanders and now grown in England

Soft and Stone Fruit

BERRIES and CURRANTS



A mixed season for Raspberry growers and Marketers



A bountiful supply of Blueberries from South America



Victoria is still England's main plum variety

At the end of the English **Strawberry** season there was some disappointment for certain growers when the everbearer yields did not live up to expectation. Some new varieties such as 'Sweetie' did not really perform in the way that had been anticipated. This could have resulted from a very cold Spring or pest activity that affected the plants' bearing. As a consequence volumes were down but prices were higher. This concluded a season for English Growers which has been described as 'average' but not a disaster. Yields of strawberries grown under glass in Holland were as expected but when marketed achieved higher values than last year. Supplies from the Middle East commenced in late November with berries arriving from Morocco and Egypt. A lot of pressure has been brought to bear on importers to make higher prices after the poor returns that were posted last season. Under newly introduced marketing regulations 1 in 10 consignments of Egyptian strawberries will be subject to on arrival inspection this season, a worry for shippers and importers alike. Moroccan supplies arrive in the UK by truck after first having been shipped to Spain. Distributors expect a peak in demand during Christmas week but were surprised that this spike occurred in the post Christmas period last year.

Raspberries were regular in supply through the months of October and November from domestic production and dovetailed nicely with Spanish shipments. Prices remained realistic with no shortages recorded and a smooth transition into the Moroccan season that started in early November was recorded. Traders are forecasting a better result for the remainder of the season. The canes are in the ground and the fruit will flow.

Over the past four months there have been mixed fortunes for handlers of **Blackberries**. The demand for English fruit was not good in August and as a result prices slipped in September. Fortunately a recovery was recorded in October. Mexican supplies will be down on last year owing to volumes being consigned to the US market where a strong demand exists.

English **Blueberries** did not come up to expectations in volume terms but there was some compensation for growers in that prices were up on 2009. The season lasted from July to September. The South American season started well with Argentinian fruit coming through in

adequate quantities despite some fairly severe frosts having been experienced. Growers and exporters are endeavouring to make up for the disappointing results of last year. They have dispatched a significant volume of fruit and expect the highest prices. Chile has also shipped more fruit than in the previous season. The market going into Christmas was very similar to 12 months prior but with pack weights remaining at 200gm there was 8% more to sell.

Cranberries fall into that category of red fruits that always seem to do well at Christmas. Sales remained satisfactory but the quality was not as good as 2009 but with multiples prepared to commit to volume over the festive period, life becomes easier for the importer. Most of the cranberries sold in the UK emanate from the North American continent.

APPLE, LEMON AND SULTANA PUDDING

Serves 4 generously

1 kg Bramley apples, peeled and sliced
150g sultanas
Zest of a lemon
100g light brown soft sugar
2 tbsp perry or apple juice

For the topping
100g fresh coarse white breadcrumbs
50g porridge oats
75g butter, melted
1 tsp ground cinnamon
50g light brown soft sugar

Toss together the apples, sultanas, lemon zest and the 100g of sugar. Tip into an ovenproof dish and stir in the perry or juice.

Mix the topping ingredients together and scatter over the fruit. Bake for 1 hour at 180C.

Serve with whipped cream



OUR MASTER ELECT

Sandys Dawes was born and raised in Kent where his family farmed Mount Ephraim an estate near Faversham. Coming from a family of ship owners it is of little surprise that our future Master developed a wanderlust and passion for travelling. Educated at Stowe School he then journeyed to Australia where on his Mother's suggestion entered Melbourne University. On completion of his academic training he taught English and history for six years before embarking on a career in agriculture on the Kent estate. Sandys has participated in most aspects of farming but speaks fondly of the fruit growing side.

He met his future wife Leslie in Australia and they married in 1970. They have one son and four daughters.

Now semi-retired Sandys has a little more time to indulge in his interests which include travel (Afghanistan, Iran,

Asia and the antipodes), reading (particularly travel authors), tennis and skiing. He gets a particular thrill out of organising events at Mount Ephraim which he regards as one of his most satisfying pursuits. "To watch thousands of people getting enjoyment from a concert or other event which you have had a hand in staging is particularly gratifying" he says, "especially when the rewards of one's labours go towards ensuring the continuation of the family home".

The Upper Warden was interviewed by phone as he was journeying to Heathrow from Kent on a very snowy day in early December. He was bound for Australia for Christmas and was not at all perturbed that he was being asked questions at what must have been a fairly anxious moment.

Our Master Elect is certainly a very approachable man with a good sense of humour and is looking forward to his



Sandys Dawes, our Master Elect

year in office with a slight degree of trepidation for some of the duties he will have to perform. With his easy going manner and knowledge of the industry the Fruiterers are fortunate to have yet another competent, intelligent and respected individual to take on the responsibility as their leader.

THE SUPREME COURT

In early October we had, thanks to the help of Past Master Don Cryan, the privilege of a visit to the Supreme Court.

The Supreme Court replaced the House of Lords as the highest court in our country in October 2009, so it is still in its early days. We were given a tour of the building and then sat in on a hearing. At the end of our visit, Baroness Hale, one of the twelve Supreme Court Justices, spent time with us, explained the work of the Court and led an interesting questions and answers session. Liverymen will remember Lady Hale as the Principal Speaker at our Banquet held at Guildhall in February 2008 – just at the time of the transition from the House of Lords to the Supreme Court.

Hearing cases on points of law of general public importance, it concentrates on those which are of the greatest constitutional importance. A number of Justices hear each case together; this can vary for three to nine. The one that we sat in on was on a



The Supreme Court

point of Company Law – not, you might think the most exciting subject. What was impressive, however, was the careful dissection by the Barristers of the precedents on which the case would turn, the rapt attention with which the Justices listened and the occasional polite, interrogative question interjected by this august body. They were led on this occasion by the President of the Supreme Court, Lord Phillips who was one of our distinguished guests at our banquet in February of this

year. Sitting at the same level as the barristers and those attending the Court, they wear ordinary suits. Unlike any other Court, where they sit on high and are dressed in gowns and wigs. This emphasises the impression that all involved, the Justices and the Barristers, are seeking to establish the right outcome to the case and do so in a way that more resembles an academic discussion, than a confrontational legal argument.

The Court's home is the old Middlesex Guildhall, opposite the Houses of Parliament on Parliament Square. It has been well converted for the purposes of the Supreme Court with a mixture of old and modern courtrooms. The interior decoration of the older parts of the building retains the style and decoration of an earlier refurbishment in 1913, described by Nicholas Pevsner as art nouveau gothic. Perhaps they are best described as "impressive", if not to the taste of all! One of the advantages of moving from the House of Lords is that members of the public are now free to go attend the hearings - indeed, this is very much welcomed.

We completed the afternoon by being led by Liveryman Peter Cooper to an excellent pub round the corner from the Court. One could see that visiting the Court had been thirsty work indeed!

Our grateful thanks go to Lady Hale and the Court staff, who made us so welcome and to Past Master Don Cryan for making the visit so interesting.



Fruiterers waiting to enter the Supreme Court

NEW COUNTRY TIE

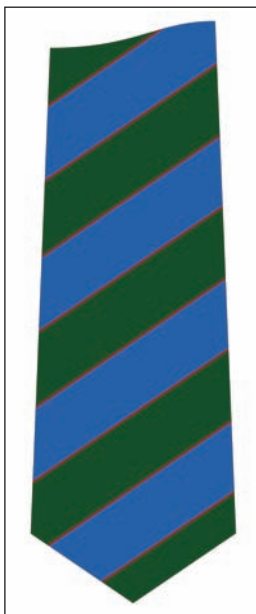
There has been a growing groundswell of opinion in the Company that the green, blue and red livery "country tie" should be redesigned. Many dislike the odd (1970's, or is it 1920's) irregular stripes and the quaint 100% polyester fabric. Perhaps it is unique - can one buy anything else that is 100% polyester nowadays?

Never one to shrink from a challenge, the Master undertook to replace the tie with a better design. Although well known for his sense of fashion, he made the inspired decision to ask the Renter Warden to lead the task, which she has done with enthusiasm, style and verve. The Renter researched the reasons for the colours. The green is clearly the livery's colour and, historically, so is azure. Although the pale blue of the present tie hardly qualifies as azure. The red represents fruit.

She has come up with a splendid design of classic, even stripes in green and azure with a fine pencil-thin red line between the green and blue. This is illustrated here, although the printing cannot do the colours full justice.

The new tie will be available in a couple of month's time. It will be presented to new Liverymen when they are clothed with the Livery and all Liverymen can buy the ties from the Clerk. Those who prefer not to change from the old tie may continue to wear that for as long as they wish. The more formal navy blue tie badged with the Adam and Eve motif from our coat of arms will continue, of course and is the preferred tie for the more formal City events.

Oh, and the new tie is 100% silk!



*New Country Tie designed
by the Renter Warden*

FRUIT BASKETS



A WELCOME GIFT
ALL THE YEAR ROUND

fruit-baskets.co.uk

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We include details of accommodation offered by the Vintners' Company
for those who wish to stay in the City overnight after a function

Overnight Accommodation at Vintners' Hall

If you are attending an event in London consider staying in our new bedroom facilities at Vintners' Hall.

Having enjoyed your evening, you can relax and savour the pleasure, safe in the knowledge that you are just a few steps away from a comfortable night's sleep. Our newly refurbished bedrooms are now available and overnight accommodation starts from just £60 + VAT

For more information please
contact the General Manager
0207 651 0748



www.thegeneralmanager@vintnershall.co.uk

www.vintnershall.co.uk



THE NATIONAL FRUIT SHOW

This year's National Fruit Show was bathed in sunny and unseasonably warm autumn weather. So good was the weather that some growers had gone AWOL and had stayed on their farms finishing the picking of the later varieties. None the less, the Show was a great success. There was a constant to-ing and fro-ing as Growers chatted with each other and with Nurserymen and equipment suppliers. The displays of fruit, shiny apples, ripe pears, Kentish cobnuts and yet more, were works of art and all looked so delicious.

It was good to see a fellow Liveryman, Nigel Bardsley, scoop the pool by winning more awards for his fruit than the other entrants put together! Indeed he won two of the three Fruiterers' Company medals, which were presented by the Master. It was very pleasing, too, to see that our Company Stand was manned throughout the Show. Thanks go to Liveryman Dennis Surgeon, the Membership and Communications Committee and to the many Fruiterers who 'stepped up to the plate' when called on to make the necessary arrangements and who gave their time. The Stand attracted a good deal of interest and helped demonstrate the part that we play in our industry.

At the Dinner following the first day of the Show the Master presented the fruit Culture Award to Tim Biddlecombe – see separate article (page 7). Asked for his views on the Show, the Master replied 'that it portrayed the excellence of English Fruit Growing and the constant effort that is made to perfect growing techniques'. Oh, and the dinner was a great joy, too!



The Fruiterers' Stand at Detling



Shiny apples and excellent pears



Awards at Detling for all classes of fruit production

FRUITERERS HAVE NEW HONORARY FRUIT PORTER

It is with much regret, that after many years of loyal and distinguished service, we have to say au revoir to our Honorary Fruit Porter, 'Nobby' Price. Originally a protégé of Past Masters Ron Starns and Norman Sheldon, Nobby has served the Company with diligence and fortitude since he took up the role. He appeared at most of the Mansion House presentations of Fruit to the Lord Mayor and was pivotal in the unveiling of the bronze in the Old Covent Garden Market in 2006. A retailer whose shops were to be found in West London, Nobby was and remains a well known face in the London Wholesale Markets, but particularly Brentford and Western International. He was also a strong supporter of the Retail Fruit Trade Federation before that organisation was merged with the National Federation of Fruit and Potato Merchants into the Fresh Produce Consortium in the late nineties. Regrettably, over the past three years Nobby has found it increasingly difficult to appear at Fruiterers events owing to other




Nobby presents the Lord Mayor with an English apple




Nobby (far right) on duty at the Mansion House

responsibilities within the family business and health issues. We wish him well and extend a sincere thank you for all of the hours that he has committed to the duties. A hard act to follow, well yes, but we are fortunate that a man with much experience in the wholesale trade has emerged as a competent successor. James ("Jim") Huddard has spent the last thirty years of his life working in the environs of Spitalfields and New Spitalfields Markets. Originally a porter he now acts in the capacity of a logistics advisor to the Market, a function that will become even more crucial as we approach 2012. Jim has much experience with ritual & formality and has a refined instinct for the correct and precise decorum to be adopted. He performed his first duty at the Presentation of Fruit to the Lord Mayor in October and attended the Master and Wardens Dinner in November (see picture p. 2). We welcome Jim as we sadly say farewell to Nobby.


Coming up... WHAT TO SAVOUR!

 The **Guildhall** on the evening of **Tuesday 18 January** will be the venue for the 2011 **City Food Lecture**. Mr Paul Polman CEO of Unilever Global will be the speaker. This event is now an established feature of both the City of London calendar and the food industry. Promoted by the seven food related Livery Companies doors open at 17.30 with the lecture commencing an hour later. A question and answers session follows the presentation with a distinguished panel being chaired by Sir Stuart Hampson providing input. The evening will conclude at 22.00 after a buffet supper in the Guildhall Library. 75 seats only are allocated to the Fruiterers. Applications by 17th December.




 **Tuesday 25th January** is the date for the **St. Paul's Day Service** at **St. Mary Abchurch**, Abchurch Lane. We are honoured to have the Most Reverend Vincent Nichols, The Archbishop of Westminster, preaching. The service, during which we will enjoy traditional choral support and witness the new Master taking the Oath, will begin at noon precisely. Following the church service, a Court Luncheon will commence at the Innholders' Hall at 13.10hrs. The details have been circulated and the list will close on Friday 11 January.




 We are again honoured and privileged to be returning to the **Mansion House** for the Fruiterers' **Banquet** on **Thursday 17 February**. This is a rare opportunity to view the interior magnificence of the Lord Mayor's official residence in the City of London. Watch your post for notification and remember the dress code is white tie.



 The first **Informal Carvery Luncheon** of the New Year will take place at the **Butchers' Hall** on **Wednesday 23rd March** and commence at 12.30hrs. Those members of the Finance and the Membership & Communications Sub-committees who will be meeting at Reeves & Co later in the afternoon may find this an ideal occasion to get formalities off on the right note. Watch for notification as numbers are usually restricted.




 At the **end of April**, date still to be advised, there will be a visit to the **Royal Archives** and **St. Georges Chapel**, Winsor, Berkshire. The Castle is the oldest occupied Royal Residence in the realm and sits on a commanding hill with views across the Thames and Windsor Great Park.




 For those in the Fruiterers who golf please be advised that **Thursday 5 May** is the date for the **Company's Golf Day** at the delightful **Kingswood Golf Club**. The newly


elected Secretary Andrew Poulton will be writing in January to those who are interested. If you would like to participate please contact him, details are in the Livery List.

 **Thursday 19th May** is the date for the **Audit Court Dinner** to be held at the **Vintners' Hall**. This occasion has a more business like theme and Liverymen are encouraged to bring guests from their commercial circles rather than partners. A splendid venue for a very pleasant evening. Watch for details.



 **Shepton Mallet**, is the location as always, for the **Royal Bath & West Show**. As a Company we have become more involved since our earliest engagements with the event in 2001. The Fruiterers are actively involved in the sponsorship of the Cider Pavilion and the Master will present The Fruiterers Cup to the Supreme Champion Cider Brewer. This is a most enjoyable day out in the country and the Company's Stand will be on display in the Pavilion. Undoubtedly, Dennis Surgeon will be seeking volunteers to man the Stand over the three days that the event is in progress. **Thursday 2nd June** is the date for the official visit.



 Master's Day in 2011 will be held on **Thursday 16th June** at two separate locations. The new, dramatic horticultural complex known as **Thanet Earth** and the Master's Family Home at **Mount Ephraim**. Both are situated in Kent and are relatively close to each other.

NEW FREEMEN AND NEW LIVERYMEN

NEW FREEMEN

20TH MAY

Max Bryant (After completion of apprenticeship)

11TH NOVEMBER

Caroline Coleman (By Patrimony),
Andrew Russel, Oliver Tant

NEW LIVERYMEN

11TH NOVEMBER

Neil Pedley, Dean Tunbridge, Jurga
Zilinskiene



New Liverymen at the Master & Wardens' Court

CONGRATULATIONS

It's always good to close the last page of a Newsletter on a positive note. And the fact is that next year, 2011, Wilkin & Sons will have held a Royal Warrant for 100 years! Wonderful news for the Company, its staff, the preserve industry that relies on fruit and for Liveryman Peter Wilkin, Chairman of this highly successful, Essex based business. Tiptree has become somewhat of a household name built on a reputation of quality and consistency. To put the icing, as well as the jam on the cake, they were paid a Royal visit on October 28th by HM The Queen, who from the pictures enjoyed her tour of the facilities. Congratulations to Peter and all at Tiptree.

HM The Queen arrives at Wilkin & Sons



CITY OF LONDON BRIEFINGS



*Innholders' Hall venue for
City Briefings 2010*

For any Liveryman who has not attended a City of London Briefing and is in two minds whether to apply ask a fellow Fruiterer who has attended. You will always receive a very positive response because the evening provides an interesting and valuable insight into the workings of the City. They are aimed particularly at new Freemen and Liverymen, but wives, husbands and partners are also welcome. Liverymen and Freemen of longer standing who have not previously been to a Briefing are also encouraged to attend. The dates of the 2011 briefings are given here. They will be held at the Innholders' Hall. They are:- **Wed 16th February and Thur 12th May**

Application for places on the Briefing should be made on a form that is obtainable from the **Public Relations Office, City of London Livery Courses, Wax Chandlers' Hall, 6 Gresham Street, London EC2V 7AD. Tel: 020 7606 3591/2, Fax: 020 7600 5462 or e-mail, liverycourses@chandlers.ndonet.com**



ACKNOWLEDGEMENTS

The Editor wishes to thank the following for their valuable contributions to this Newsletter. Adrian Barlow, Jenny Bartlett, Berry World Ltd., (Dave Ashton & Emma Parsons), Steve Bodger (The Master), David Bryant, Angela Chapple, Chenies Manor, Peter Cooper, Sandys Dawes (The Upper Warden), Lionel French (The Clerk), David Hohnen, Gerard Lyons, The National Fruit Show, Andrew Poulton, Sarah Randell, Mike Solomon, The Vintners and Peter Wilkin.

Published by The Worshipful Company of Fruiterers': Clerk Lt Col (Retired) L. G. French,
Chapelstones, 84 High Street, Codford St Mary, Warminster, Wilts BA12 0ND
Editor: Richard Brighten

Printed by DC Graphics, Drury Lane, St Leonards-on-Sea, East Sussex TN38 9BJ. Tel: 01424 720072. Fax: 01424 434086