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# HANDBOOK 2023



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# 2023



*Sarah Calcutt, Honorary Chair*



*Looking back 90 years*

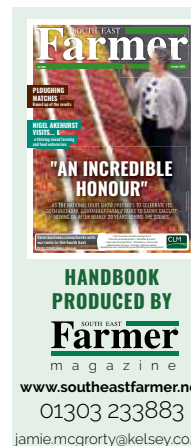


*How giving away is the new way to save in the UK food industry*

Published by the Marden Fruit Show Society CIO. Registered Charity number 1168291. [www.nationalfruitshow.org.uk](http://www.nationalfruitshow.org.uk)

The Marden Fruit Show Society would like to thank the many sponsors and supporters of the National Fruit Show and those who generously contributed articles to the handbook. The views expressed are the authors' own and do not necessarily represent those of the Society.

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# Focusing on the best

How can the food industry stay positive? By seeking and grasping the brilliant opportunities that are still coming its way. That is what the National Fruit Show is all about.

The work of the Marden Fruit Show Society has always been to promote access to knowledge and best practice relating to the growing, storing, packaging and marketing of top and soft fruit. The Society launched the first National Fruit Show exactly 90 years ago, when 35 top fruit growers founded the Society and held their first competitive event just up the road. The first display of fruit was shown to a Selfridges buyer who was brought down from London. Sally Flanagan (see p6) tells us what happens to it nowadays.

The National Fruit Show has over 90 years only had seven Presidents. In my first year as President I have been enormously impressed by the dedication, appetite and determination both of those starting out and those at the top of their careers, by the technical and scientific advances that will help to underpin the future, and by the efforts to educate young people and encourage them into the industry.

The educational role played by the society and the show in sharing knowledge and bridging gaps cannot be underestimated. Nothing can provide hope for the future more than the dedicated teams who are delivering this – making learning fun as well as informative!

This Show also demonstrates how technology is unlocking new options and directions. You will see not only the extraordinary, futuristic work being undertaken by NIAB at its new world class facility in East Malling, but also the work being undertaken by so many stallholders here.

Global warming, as King Charles said in his address to the French Senate just over a month ago, is our "greatest existential challenge". Fruit trees are at risk from climate change and the diseases that thrive in warm weather, but planting trees is also a pathway to less greenhouse gas, less air pollution and more carbon capture.

As an agribusiness writer for many years, I am all too well aware of the economic, policy and social challenges that undermine food chain ambitions. You also know, and can capitalise on, the role that fruit growers can play in mitigation of desecration. Aged trees need to be replaced, in regenerative soil, to allow new varieties to be developed and new routes to market found. Displacing imports and providing fresh fruit to those who need it most, should be a priority. This show can help focus on innovation, on addressing the skills shortages, on profitable production, on feeding the needy and on bridging the gap between today's growers and the generations to come.



Catherine Paice, President of the National Fruit Show

It seems no time since the 2022 event, and the work that has gone into this year's National Fruit Show is largely down to dedicated individuals. It is a reflection of what so much work, by so few, can do for so many, in so short a time. My predecessor, Teresa Wickham, has been a tireless advocate for the industry for many years, and I would personally like to thank her for her guidance and wisdom.

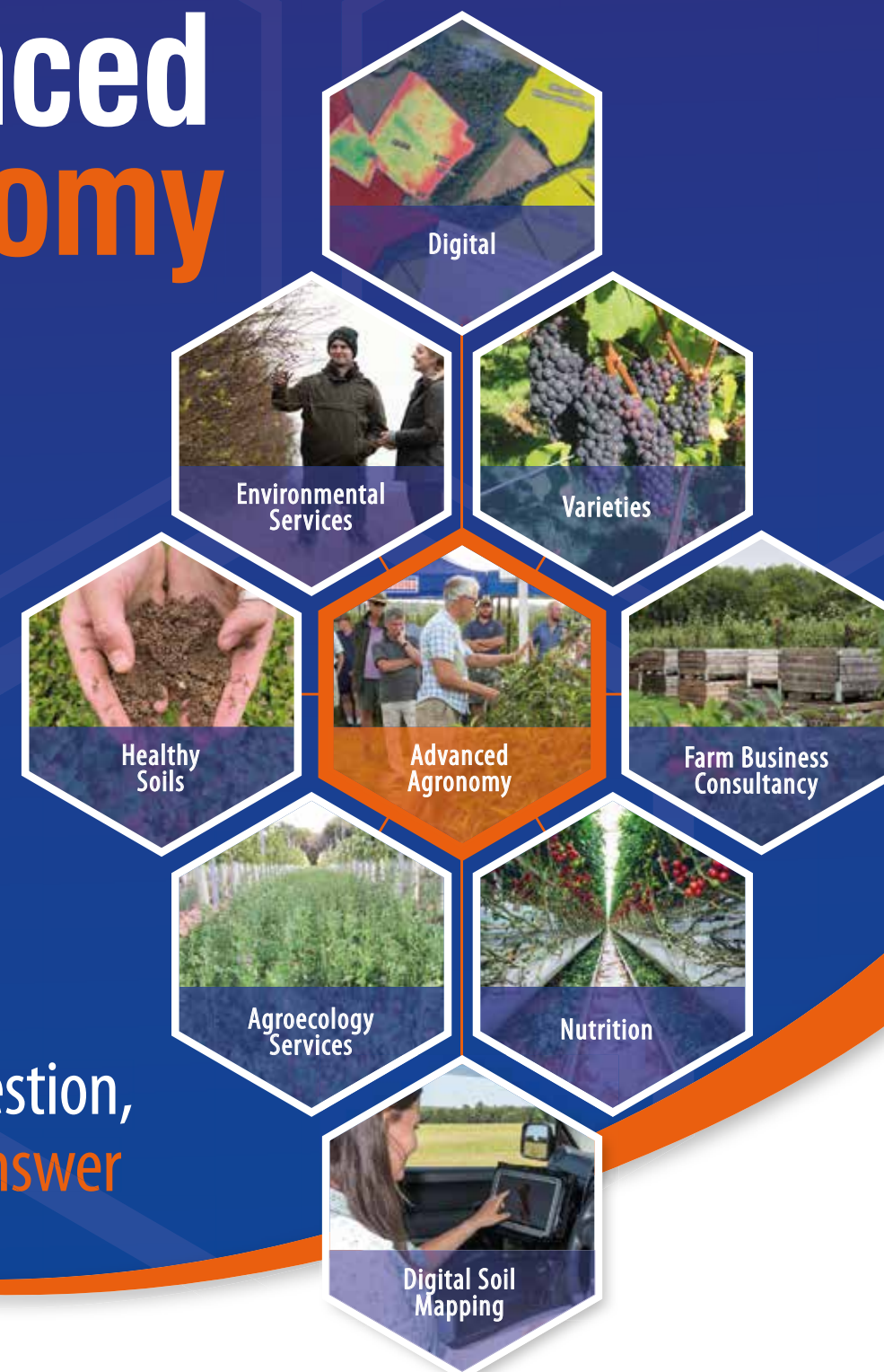
On that note, in a year of ferocious adversity, I'd like to pay tribute to the efforts of the show team and wider volunteers, to everyone who has taken the time and trouble to exhibit and compete, and to our valued key sponsors – BASF Agricultural Solutions, Hutchinsons, N P Seymour and Worldwide Fruit – and all other supporting sponsors.

The show is not only for growers by growers, but a showcase from which to take new ideas, developments, energy, education and, of course, the best fruit to the outside world. I was born and brought up on the Kent/Sussex border, returning here in adult life over two decades ago, and I'm proud to be back in fruit-growing country.

This is a vital, progressive, thoroughly British industry producing some of the best, most delicious, nutritious, accessible and versatile raw produce. It is my privilege to support it.

Enjoy the show. ■

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# Here's to another 90 years!

We have reached a significant landmark and are celebrating The Marden Fruit Show Society's 90th year. Our aim for this show is for it to be informative and inspirational, looking ahead positively for the next 90 years.

It is also my first show at the helm and along with the team we hope you enjoy it and some of the new features and events over the two days.

At the centre of every show is the fantastic display of fruit. We know it isn't always easy for growers to spare the time to select the best, but we are grateful for those growers who do enter, and it provides a showcase for our industry and a talking point for visitors. The best in show will also once again be sent to 10 Downing Street and Buckingham Palace, along with a copy of this handbook.

We have a full house of exhibitors and a packed programme of talks and events, along with our networking and gala dinner, so make the most of the show and the opportunities to meet with growers and the businesses which supply them.

New for this year is a cider bar, from which we will also be judging entries for our cider competition over the two days. Drinks experts Melissa Cole and Nigel Barden will be on hand to taste and score the entries. Come along and enjoy a glass or two (in moderation if you are driving of course).

We are delighted to welcome NFU President Minette Batters to the show who is formally opening it, and she will be giving the key note speech at 11.30am on day one.

As we approach the next general election it is important that our industry and individual growers have a voice and I would encourage you all to come along to hear Minette and to take part in the Q&A session.

We have a strong focus this year on technology, machinery and equipment represented by many of the exhibitors here, which is not only changing the sector but enabling growers to produce food more sustainably and efficiently.

With so much change, we also have a focus on the skills that the top fruit and the wider fresh produce sector needs for the future, and we are delighted to be hosting on day two, Kent's first Teacher Encounter with The Kent and Medway Careers Hub and Careers Education, Information, Advice and Guidance (CEIAG).

Led by Samantha Smith of the National Fruit Show Education Programme, teachers from approximately 70 schools will see what exciting and rewarding careers



Sally Flanagan, Chief Executive

are available and will take that knowledge back into schools to encourage young people with those skills and interests to think about joining us. Look out for them touring the show on day two, this is a unique opportunity to engage directly with teachers who will take that knowledge back with them into their schools, reaching a significantly larger audience of secondary age children than we have targeted before.

Finally, I would like to thank our sponsors, without whom we couldn't put on such a great show. Thank you not only to our main sponsors, N P Seymour Ltd, Worldwide Fruit, Hutchinsons and BASF, but to everyone else who contributes both to the show and to events throughout the year. If you would like to find out how your business can get involved, I would love to speak to you.

It also wouldn't be possible to stage this show without the support of the many volunteers who work tirelessly behind the scenes and whose knowledge and experience is vital to our success.

I look forward to seeing you at the show. ■

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# A lot of people to credit

**This is an emotional page to be writing, for it is my last as Chair of the Marden Fruit Show Society.**

When I was elected 14 years ago, they took a big chance on me, the first chair who wasn't an active farmer and I also was working for one of the headline sponsors. The show was in need of its next stage of evolution, and having visited trade shows on the continent I had big ideas for our wonderful and now 90-year-old society.

I have a lot of people to credit for our journey over the time I've been involved, such dedicated, talented people who had infinite amounts of patience to my bull-headed insistence that things had to change quickly and in a certain way.

Over the years some great initiatives have been developed, tested, and have grown or evolved. From a few of the committee heading into primary schools we now have a nationally recognised educational programme, staffed by the most engaging and enthusiastic team led by Samantha Smith. From the humble beginnings of sharing apples and talking about what else lives in an orchard, we now have land-based STEM ambassadors, delivering a national curriculum linked programme that speaks to all ages, from Early Years Foundation skills through to key stage four and a careers programme that incorporates real life experiences through the use of 3D film technology. Our partnership with LEAF continues to grow, as does our relationship with the careers service, as evidenced by our teachers forum this year.

Just think how much larger we now are, how the mix of trade stands has changed to reflect the needs of the fruit industry. The technology and new products that have been launched at the show are too numerous to name here, but the show is now securely the best event in the fruit growing calendar to network, learn about cutting edge benefits to business and to also engage with policymakers and our senior industry representatives.

We have benefitted from three outstanding President's during my time in the chair, The Rt Hon Michael Jack taught me so much and was a fantastic champion for the show, Teresa Wickham brought her fabulous network and irrepressible energy and made an instant difference, and now Catherine Paice, we are so lucky to have her and her incredible network which will help us represent the industry to a wider audience.

Each year I write about the strength of the committee who make it possible to stage the event, dedicated and unwavering in their support of the show and the industry it serves. We have an outstanding trustee board, bringing sound advice, guidance as well as practical solutions to the development of the society. And of course, the delivery team – what a good day



**Sarah Calcutt,  
Honorary Chair**

it was when Alison Baldwin took on the role of PR and marketing for us, she's got so much to be able to promote due to the hard work of Rachel Heather who is thriving in the role of exhibition manager. Of course, a difficult year health wise for Norma, but her systems have stood us in good stead, the competition the shining jewel at the heart of the show, where it should be, over the years the numbers of entries have grown and shrunk, reflecting the status of the sector, the weather, and the pressures the growers are facing.

It was a good day when Sally Flanagan agreed to become our first CEO; a role that I had strived to create to enable the next evolution of the show, a commercially successful event that was able to generate a surplus to support the delivery of our charitable objectives.

I have loved my 14 years in the chair, an absolute honour in every way, it has been my privilege to lead this organisation and I will treasure every moment. I leave it in safe hands with a good structure and an excellent team, fit for a strong future doing what it has always done best – shouting about the very best of the British fruit industry. ■

# Timetable

## Wednesday 1st November

- 10.00 NFU President Minette Batters officially opens and tours the show.
- 10.00 Nigel Barden and Chris Newenham, The Worshipful Company of Fruiterers.
- 10.10 Cindayniah Godfrey.
- 10.30 Samantha Lynn.
- 11.00 John Gray.
- 11.30 Minette Batters keynote speech, followed by Q & A session.
- 13.00 - 13.30 The Grocery Code Adjudicator, Mark White.
- 2pm - 3pm Rural Policy Group. A panel of experts will debate the Government's most recent announcements on environmental policy and what they mean for fruit businesses. We discuss what the new stance on nutrient neutrality and BNG means for landowners among other business-critical changes to the UK's green strategy.

### Show Dinner

- Venue The Clive Emson Conference Centre, Kent Showground (ticketed)
- 18.30 Drinks Reception
- 19.30 The show dinner
- 00.00 Carriages

President's reception held at 12.30 on 1st November

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Speaker area

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Pre dinner drinks held at 18.30 on 1st November

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Show dinner held at 19.30 on 1st November

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## Thursday 2nd November

- 10.00 - 10.30 Re-generation Earth.
- 10.45 - 11.15 Gullands Solicitors.
- 11.30 - 12.30 Panel discussion with Ali Capper of British Apples & Pears, fruit growers, Gullands Solicitors, Lambert & Foster and guests talking about the future of fruit growing.
- 14.00 Prize giving.

The prize giving ceremony held at 2pm on 2nd November – everyone is welcome to share the success of the outstanding entrants in the fruit and nut competitions.

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# Marden Fruit Show Society Committee

# 2023

**President**

Catherine Paice

**Treasurer**

Chris Morris

**Chief Executive**

Sally Flanagan

**Honorary Chair**

Sarah Calcutt

**Vice Chairman**

Annette Bardsley

**Education**

Mandy Hounsell

Samantha Smith

Irianne Styles

**MFFS Admin**

Rachel Heather

**Competition Manager**

Mary-Anne Langran

**Chairman of the Judges**

Jonathan Blackman

**Senior Steward**

Wendy Johnson

**General Committee**

**Members**

Nigel Bardsley

Colin Bird

Johnathan Blackman

John Breach

Benjamin Brown

Rebecca Cassidy

Suzie Corfield

David Davis

Charlie Dunn

Richard Gaskain

John Guest

Adrian Harris

Suzie Kember

Jamie McGrorty

Tom Ogden

Brendan Rhodes

Claire Seymour

Nick Seymour

Chris Tanton

Andrew Tinsley

Johanna Wood

**Chair of Trustees**

Andrew Tinsley

**Trustees**

Annette Bardsley

Jonathan Blackman

Colin Bird

Kathleen Kelliher

Claire Seymour

Judge's lunch  
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# Apple and Pear Competition Classes

## Championship Prizes and Trophies.

The NFU Prize

The Roderic Sarson Memorial Trophy

The Stokes Bomford Rose Bowl

The Podger Norton Trophy

The Bayer Rose Bowl

The Fruiterers Company Medal

The Fruiterers Company Medal

The Fruiterers Company Medal

The Fyffes Salver

The UKF Fertilisers Cup

The John Henshall Salver

The Winch Memorial Challenge Cup

The John Thwaites Challenge Bowl

The Fiennes Cornwallis Trophy

The Cantagrians Association Cup

The JP Fruit Distributors Cup

The W Bruce Challenge Cup

The Dan Wuille Cup

The David Burd Memorial Trophy

The R Mitchell Challenge Cup

The BIFGA prize

The John Acock Memorial Rosebowl

The Norman Collett Memorial Trophy

Agrovista Regional Champion Cup

Agrovista Regional Champion Cup

The J R Breach Prize

The John Bardsley Tankard

The Four Jays Group Trophy

The A&P Hill (Fruit) Trophy

The Crown Trophy

South East Farmer Trophy

Best all round exhibit in Show

Best all round exhibit of apples

Best exhibit of dessert apples

Best exhibit of culinary apples

Best exhibit of pears

The most meritorious exhibit of dessert apples

The most meritorious exhibit of culinary apples

The most meritorious exhibit of pears

Best exhibit of Bramley

Best exhibit of Cox's Orange Pippin or any Sport

Best exhibit of any dessert apple grown in the UK outside Kent

Exhibitor gaining the highest points total for

Weald of Kent for exhibits in all classes

(restricted to exhibits grown in Kent, south of the M20 motorway)

Exhibitor gaining the highest points total for all exhibits in all classes

(restricted to exhibits grown in Kent, north of the M20 motorway)

Exhibitor gaining the highest total of points in all classes

Best exhibit picked and packed by a former student of

Hadlow College, KFI or KHI

Best exhibit of Cox's Orange Pippin or any Sport in Class 20

(Dessert Apples, Exhibitor under 40)

Best exhibit of dessert apples excluding COP or any Sport in Class 20

(Dessert apples, Exhibitor under 40)

Exhibit of culinary apples showing the best colour and skin for variety

Entrant with most points in Classes 18/19/20/21

Best exhibit of any dessert apple variety introduced to the UK after 2000

Exhibit gaining most points entered by a BIFGA member

Exhibitor with most points in culinary classes

Panel selection

Grower with most points from Eastern Counties

Grower with most points from West Midlands

Best entry of Nuvar™; Cheerfull Gold™ NC1; Stardance™ NC2;

Cabaret™ NC3 or Misty Rose™

Most Meritorious Entry of Cobnuts

Best blended apple juice

Best single variety apple juice

Best blended juice (two or more types of juice)

Best overall trade stand



# Apple and Pear Competition Classes 2023



**Classes 1-21 judged and displayed at the show**

Each entry will consist of three 60cm x 40 cm trays. Fruit to be selected at the stewards' discretion for detailed examination by the judges. First prize winners in Classes 1-21 will receive one National Fruit Show Silver Teaspoon per winning entry.

**Prizes:** **First – £100** **Second – £50** **Third – £25** **Classes 1-16 Open to All Growers**

Class and Perpetual Trophy (held for 1 year)	Prize for Best Exhibit presented by	Prize Money for Class sponsored by
<b>Class 1</b> Bramley 90-100mm diameter The Alfred Shread Challenge Cup	Agrii Ltd The Twyman Prize	Agrii Ltd
<b>Class 2</b> Bramley 80-90mm diameter Squire Salver	The Avalon Fresh Ltd Prize	The Avalon Fresh Ltd
<b>Class 3</b> Any other variety of culinary apples 75-100mm diameter, with 5mm differential Dufaylite Developments Cup	Wealden AM Prize	Wealden AM
<b>Class 4 *</b> Cox's Orange Pippin or any Sport of Cox 70-75mm diameter Systhane Cup	The Landseer Ltd Prize	The Landseer Ltd
<b>Class 5 *</b> Cox's Orange Pippin or any Sport of Cox 65-70mm diameter Vernon Hayes (Seeds) Ltd Challenge Cup	Wealden AM Prize	Wealden AM
<b>Class 6</b> Rubens* 65-70mm or 70-75mm diameter A R Piller Challenge Cup	The Avalon Fresh Ltd Prize	Avalon Fresh Ltd
<b>Class 7</b> Jazz™ 65-70mm or 70-75mm diameter Fuller Water Systems Trophy	Worldwide Fruit Ltd Prize	Worldwide Fruit Ltd
<b>Class 8 * The Roger Worraker Class</b> Gala or any Sport of Gala 65-70mm or 70-75mm diameter Pask Cornish & Smart Cup	NIAB-EMR	NIAB-EMR
<b>Class 9 *</b> Russets: All varieties 65-70mm or 70-75mm diameter Foreman Salver	The Fruit Grower Prize	The Fruit Grower
<b>Class 10 *</b> Cameo 65-70mm or 70-75mm diameter Cornwallis Cup	The Avalon Fresh Ltd Prize	Avalon Fresh Ltd
<b>Class 11 *</b> Braeburn or any Sport of Braeburn 65-70mm or 70-75mm diameter The WASP Bin Trophy	Worldwide Fruit Ltd Prize	Worldwide Fruit Ltd
<b>Class 12A *</b> Any Other Variety of Dessert Apple introduced before 2013 Small fruited varieties 65-70mm or 70-75mm diameter Large fruited varieties 70-75mm or 75-80mm diameter George Harlow Cup	The New Spitalfields Market Prize	New Spitalfields Market

Class and Perpetual Trophy (held for 1 year)	Prize for Best Exhibit presented by	Prize Money for Class sponsored by
<b>Class 12B *</b> New Variety of Dessert introduced after 2013 Small fruited varieties 65-70mm or 70-75mm diameter Large fruited varieties 70-75mm or 75-80mm diameter Invicta Petroleum Shield	Chavereys Chartered Accountants Prize	Chavereys Chartered Accountant
<b>Class 13</b> Comice 70-75mm, 75-80mm or 80-85mm diameter Ernest White Cup	Lambert & Foster Prize	Lambert & Foster
<b>Class 14</b> Conference 60-65mm or 65-70mm diameter AMG Trophy	Wilkins Kennedy – Ashford Branch Prize	Wilkins Kennedy – Ashford Branch
<b>Class 15</b> Concorde Fruit must be 60-65mm, 65-70mm or 70-75mm diameter East Kent Packers Cup	Richard Hochfeld Ltd Prize	Richard Hochfeld Ltd
<b>Class 16</b> Any Other Variety of Pear 60-65mm, 65-70mm, 70-75mm, 75-80mm or 80-85mm diameter Segro Salver	NFU Sittingbourne Prize	

If you have not won a First Prize in the last 5 years why not put an entry into one of these classes? Entrants in Classes 18 and 19 may also enter Classes 1-16 but must not have won a first prize in the relevant show class for the previous five years.

<b>Class 18 *</b> Dessert Apples Fruit for this class must be within the size for the variety as listed in classes 4-12 Henshall Rose Bowl	Creaseys Accountants Prize	Creaseys Accountants
<b>Class 19</b> Pears Fruit for this class must be within the size for the variety as listed in classes 13-16 Horticultural Containers Wine Goblets	Richard Hochfeld Ltd Prize	Richard Hochfeld Ltd

## Entrants under the age of 40

Fruit for Class 20 and 21 must be within the size for the variety as listed for Classes 4-12. Entrants do not have to grow the fruit to enter this class. They may seek advice but must pick, select and pack the fruit themselves. The name and date of birth of the individual entrant must be completed on the entry form. Entries will also be included in 1-16 as appropriate.

<b>Class 20 *</b> Dessert Apples - Entrants under age 40. Western International Market Shield for Dessert Apples The Sue Daly Novice Trophy	Haynes Agricultural (Kent) Ltd Prize	Haynes Agricultural (Kent) Ltd														
<b>Class 21</b> Bramley Apples - Entrants under age 40. The Arthur Goatham Memorial Trophy	The A C Goatham & Son Prize	A C Goatham & Son														
<p>An award of £50 to the packer of the overall winning entry in Classes 18/19/20/21 The David Burd Memorial Trophy for the entrant gaining most points in Classes 18/19/20/21</p> <p><b>Agrovista Regional Champion Cup</b> The grower from Eastern Counties and West Midlands with the most points will receive the Agrovista Regional Champion Cup (awarded for one year) plus a cheque for £100</p>																
<p><b>Judge's Score Card: Apple and Pears</b></p> <table border="1"> <tbody> <tr> <td>Freedom from disease and pest</td> <td>20</td> </tr> <tr> <td>Freedom from bruise and other damage</td> <td>20</td> </tr> <tr> <td>Internal condition (including bitter pit etc)</td> <td>15</td> </tr> <tr> <td>Skin quality</td> <td>15</td> </tr> <tr> <td>Uniformity of colour</td> <td>15</td> </tr> <tr> <td>Uniformity of size and evenness of shape</td> <td>15</td> </tr> <tr> <td><b>Total</b></td> <td><b>100</b></td> </tr> </tbody> </table>			Freedom from disease and pest	20	Freedom from bruise and other damage	20	Internal condition (including bitter pit etc)	15	Skin quality	15	Uniformity of colour	15	Uniformity of size and evenness of shape	15	<b>Total</b>	<b>100</b>
Freedom from disease and pest	20															
Freedom from bruise and other damage	20															
Internal condition (including bitter pit etc)	15															
Skin quality	15															
Uniformity of colour	15															
Uniformity of size and evenness of shape	15															
<b>Total</b>	<b>100</b>															



## Classes 22-27 Long Term Farm-Stored Classes

**Prizes:** **First - £100** **Second - £50** **Third - £25**

Landseer Ltd will also award a special prize of £50 to the Store Operator of the first prize winning entry in each of these classes. The Ron Tassell Trophy is awarded for the Store Operator of the Best All-Round Exhibit in the LTFS classes. The competition was judged at The National Fruit Show AGM in April 2023

Class and Perpetual Trophy (held for 1 year)	Prize for Best Exhibit presented by	Prize Money for Class sponsored by
<b>Class 22</b> Gala or any Sport of Gala	Bloomfields Chartered Town Planners	Bloomfields Chartered Town Planners
<b>Class 23</b> Bramley The John Wills Award	Wealden AM Prize	Wealden AM
<b>Class 24</b> Any Variety of Dessert Apple except Cox's Orange Pippin or any Sport of Cox, Gala or Braeburn	Isocell S.p.a	Isocell S.p.a
<b>Class 25</b> Cox's Orange Pippin or any Sport of Cox The Marks & Spencer Trophy	Isocell S.p.a	Isocell S.p.a
<b>Class 26</b> Pears	Wealden AM Prize	Wealden AM
<b>Class 27</b> Braeburn	Isocell S.p.a	Isocell S.p.a

## Long Term Farm-Stored Classes 2022/2023 - RESULTS

Class and Perpetual Trophy (held for 1 year)	First	Second	Third
<b>Class 22</b> Gala The Bloomfield Award	A C Goatham & Son	A Hinge & Son	Simon Bray
<b>Class 23</b> Bramley The John Wills Award	A C Goatham & Son	Simon Bray	F W Mansfield & Son
<b>Class 24</b> Any Other Variety of Dessert Apple	Simon Bray	A Hinge & Son	F W Mansfield & Son
<b>Class 25</b> Cox The Marks & Spencer Trophy	Simon Bray	J L Baxter & Son	A C Goatham & Son
<b>Class 26</b> Pears	J L Baxter & Son	A C Goatham & Son	F W Mansfield & Son
<b>Class 27</b> Braeburn The Lambert & Foster Award	F W Mansfield & Son	Moatlands Farm	A C Goatham & Son
Ron Tassell Trophy for the Store Operator of the Best All Round Exhibit	Jamie Clark	J L Baxter & Son	A C Goatham & Son



## Apple Juice Competition 2023 – RESULTS

The 38th National Fruit Show Apple Juice Competition was held on 15 August 2023 at NIAB EMR.

The prestigious accolade "Best Juice in Show" and The Graham Amos Trophy will be awarded to a single variety juice by Bentley's Castle Fruit Farm.

Class and Perpetual Trophy (held for 1 year)	First	Second	Third
<b>Class 40</b> Blended Apple Juice (two or more named varieties) Sponsor: Vigo Ltd	Bentley's Castle Fruit Farm Russett/Bramley	Yorkshire Wolds Gala/Braeburn/Sunset	Antony Weld Forester Russett/Falstaff/Charles Ross/Worcester Permin
<b>Class 41</b> Single Variety Juice (single named variety) Sponsor: Hill Fresh Fruit Ltd	Bentley's Castle Fruit Farm Cox	Dowdings Kingston Black	=Rocky Lane Orchard Tyderman =Preston's Forstal Marsh Ellisons Orange
<b>Class 42</b> Blended Juices Sponsor: Core Equipment Ltd	Bentley's Castle Fruit Farm Apple/Raspberry	Bentley's Castle Fruit Farm Cox/Beetroot	Yorkshire Wolds Cox/Blackberry

## Cider and Perry Classes 2023

**Prizes:** **£100** for the winner in each class



Sponsored by South East Farmer magazine, the winning cider in each of our four classes will receive £100 and a Trophy (to be held for one year), as well as a prestigious winners' logo to use on their website, label or packaging.

Our three classes are:

Class and Perpetual Trophy (held for 1 year)	Prize for Best Exhibit presented by	Prize Money for Class sponsored by
<b>Class 44</b> Traditional Cider	South East Farmer	South East Farmer
<b>Class 45</b> Pear/Perry	South East Farmer	South East Farmer
<b>Class 46</b> Mixed Blend Apple or pear plus any other ingredient	South East Farmer	South East Farmer
<b>Class 47</b> Sparkling Cider	South East Farmer	South East Farmer



We have an expert panel of judges led by Nigel Barden, renowned food & drink broadcaster and award winning drinks writer Melissa Cole who will taste every entry!

The cider competition takes place on 1-2 November at the National Fruit Show on stand K36 – The Cider Inn





## Soft Fruit Classes 2023

Prizes: **First - £100** **Second - £50** **Third - £25**

Competition packaging  
Sponsored by 

Class and Perpetual Trophy (held for 1 year)	Prize for Best Exhibit presented by	Prize Money for Class sponsored by
<b>Class 31 Strawberries</b> - any one variety	Berry Gardens Ltd T/A Driscoll's	Berry Gardens Ltd T/A Driscoll's
<b>The Joan Butfield Trophy presented by the Nuclear Stock Association for the Best Overall entry of Strawberries</b>		
<b>Class 32 Raspberries</b> - any one variety	F Edmed and Son	F Edmed and Son
<b>CPM Ltd Trophy for the best overall entry of Raspberries</b>		
<b>Class 33 Blackberries</b> - any one variety	East Malling Trust	East Malling Trust
<b>The Bloomfields Cup for best overall entry of Blackberries</b>		

## Cobnut and Walnut Classes 2023

Organised in conjunction with the Kentish Cobnuts Association and The Walnut Club.

Prizes: **First - £100** **Second - £50** **Third - £25**

Competition packaging  
Sponsored by 

Class and Perpetual Trophy (held for 1 year)	Prize for Best Exhibit presented by	Prize Money for Class sponsored by
<b>Class 50 Kentish Cobnuts</b>	F P Matthews	F P Matthews
<b>Class 51 Cobnuts</b> - any other variety	The Rural Planning Practice	The Rural Planning Practice
<b>The John Bardsley Tankard for the Most Meritorious Entry of Cobnuts</b>		
<b>Class 55 Walnuts</b> - Eight nuts in their shells unbleached in each punnet. Open to commercial and amateur growers.	Bennett Opie Ltd	Bennett Opie Ltd

## Tastiest Apple Competition

Sponsored by The Fruit Grower.

Prizes: **Winner - £200** the two runners up will receive prizes of **£50 each**

## Tastiest Pear Competition

Sponsored by NFU Marden.

Prizes: **Winner - £100** the two runners up will receive prizes of **£25 each**

## Competition for the Five Heaviest Apples

Sponsored by NIAB-EMR

Prizes: **First - £75** **Second - £50** **Third - £25** Special prize for the single heaviest apple **£30**

## Competition for the Five Heaviest Pears

Sponsored by NIAB-EMR

Prizes: **First - £75** **Second - £50** **Third - £25** Special prize for the single heaviest pear **£30**



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# Wake-up call to government

By Martin Emmett, chair of the NFU Horticulture & Potatoes Board.

**When the NFU launched its horticulture strategy in the spring this year, we called on government to take action against the top ten policies which were either limiting our potential for growth or, worse still, driving production down. The shortages of tomatoes, cucumbers and peppers in the early part of the year were a wake-up call to government, and retailers for that matter, that the warnings of the industry were not mere scaremongering, but a reflection of the very real challenges growers were facing. Challenges which have seen a number of consecutive years of falling confidence, a drop in investment, and a decline in UK production.**

Martin Emmett



The Government appears to have listened. Just a few weeks after the launch of our strategy it made a number of commitments at the No10 Food Summit to support our sector to not only survive these unprecedented times, but to grow for the long term. When questioned in September by the House of Lords horticulture inquiry on why Defra had chosen not to write its own horticulture strategy, Farming Minister Spencer said that the NFU's strategy had set out the issues on which they were now taking action. It is wholly our intention to hold them to their word.

One of the key commitments from government was to respond to the NFU's call for a supply chain review into horticulture. Following in the footsteps of dairy and pigs, a supply chain review in horticulture, we believe, will uncover some of the biggest challenges facing our members, and the behaviours along the supply chain that are driving profitability out of the sector. As I write, the DEFRA horticulture review is expected to launch in late autumn and is a golden opportunity to secure legislative interventions that have the potential to drive out the worst practices within the supply chain. I would strongly encourage all of you to respond to the review when the time comes.

Another key target before this year is out, is to secure a longer-term extension to the seasonal workers scheme. We cannot be in a position in 2024 where we have no certainty for the season beyond. The top fruit sector, in particular, needs certainty due to the long-term nature of the crops. A rolling scheme for a minimum of five years is required to ensure labour access isn't a limiting factor. Ultimately, the NFU wants to secure a permanent seasonal workers scheme, but with an election not too far away, realistically it will be the next government that we will have to convince of that.

There are so many other issues that need to be addressed, from accessing water and crop protection products, to planning constraints and productivity investment. The NFU horticulture strategy is not merely a glossy document to wave under the noses of politicians and Ministers. It will evolve as these issues evolve and as new ones emerge, and it will set the agenda on which the NFU will continue to fight to deliver confidence and fairness back into the sector. ■

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# Delay to the implementation of Biodiversity Net Gain

**The Government has delayed the implementation of Biodiversity Net Gain, which was due to become a mandatory part of the planning system in England in November.**

Under the changes announced at the end of September, developers in England will now be required to deliver 10% Biodiversity Net Gain (BNG) from January 2024 when building new housing, industrial or commercial developments. For smaller sites, BNG will apply from April 2024 and for Nationally Significant Infrastructure Projects the requirement to deliver 10% BNG remains 2025.

The new measures are being introduced to help halt the decline of species abundance by 2030 and to ensure developers agree to a plan for a site which delivers biodiversity net gain, either on or off the site, set at a minimum gain of 10%.

By the end of November, the Government has now said it will publish all guidance and the regulations relating to BNG which will include:

- The statutory biodiversity metric, critical for calculating the correct biodiversity gain.
- The draft Biodiversity Gain Plan template which will help developers prepare for what they will need to complete during the planning application stages.
- The Habitat Management and Monitoring Plan template which will set out how the improved significant on-site and off-site habitats will be managed for the long term.
- A package of BNG guidance that sets out further advice for landowners, developers and local planning authorities around their role and responsibilities in delivering mandatory BNG.

Under the scheme, different habitats and wildlife affected by development will be given a biodiversity value. Habitats such as hedgerows and hay meadows which support many species will have a higher unit value compared to those habits which are less species rich such as cropland or derelict land.

Landowners will benefit from the scheme as they will have the opportunity to sell both biodiversity units and nutrient credits from the same intervention on their land in the future, such as the creation of a new wetland or woodland.

Environmental Land Management grants may also provide an uplift in value, so a landowner creating a modified grassland for a grant payment could use the baseline from this and improve the habitat condition beyond the requirement to create biodiversity units for sale on the BNG market.

Natural England will be the operator of the mandatory biodiversity gain site register and all the information will be in the public domain, although it won't provide a long-term marketplace for the credits.

The Government published details, earlier this summer, of the indicative statutory biodiversity credit

for developers to buy, starting at £42k per unit and rising to £650k for lakes.

Habitats which have been created after 30 January 2020 are eligible for the registration and sale of units and those created before are not eligible but will need to be re-baselined to allow for sales in the future.

A habitat 'bank' on a land holding can be split depending on the number of credits needed for each development and each will have a separate 30-year agreement with developers.

The current issue for landowners and developers alike is the uncertainty that the government's delay in publishing the regulations and guidance has caused. Once again, we will have to wait and see what is finally announced and both landowners and developers will no doubt watch this space with interest.

***If you would like to talk about any legal issues relating to your land or development, please get in touch with our commercial team today. We will be pleased to assist.***

***Catherine Lloyd, Partner: [c.lloyd@gullands.com](mailto:c.lloyd@gullands.com) or Marianne Webb, Partner: [m.webb@gullands.com](mailto:m.webb@gullands.com) [www.gullands.com](http://www.gullands.com)***





# Conference speakers

Wednesday 1 November

- 10.00** Nigel Barden and Chris Newenham, The Worshipful Company of Fruiterers.
- 10.10** Cindayniah Godfrey.
- 10.30** Samantha Lynn. Identifying novel powdery mildew resistance genes in strawberry
- 11.00** John Gray. Fresh Produce Supply Chain Excellence – Growing our share of the value chain
- 11.30** Minette Batters keynote speech, followed by Q & A session.
- 13.00** Mark White, the Grocery Code adjudicator will update growers on the current issues in the sector and what he is prioritising followed by a Q&A.

**A panel of experts will debate the Government's most recent announcements on environmental policy and what they mean for fruit businesses.**

We discuss what the new stance on nutrient neutrality and BNG means for landowners among other business-critical changes to the UK's green strategy.



**Rural Policy**  
GROUP

1 November 2023 | 2.00pm

## Samantha Lynn

Samantha Lynn has been working at NIAB East Malling for the past five years, firstly working with Cherry Canker bacterial disease before taking on a PhD project in researching Strawberry Powdery Mildew to identify resistance genes for breeding.

Powdery mildew infects a large range of crops including apples, cherries and raspberries. Strawberry powdery mildew is a global problem, infecting the leaves, flowers and fruit. The disease is caused by the biotrophic fungal pathogen *Podosphaera aphanis* which is host specific to strawberry and raspberry. Infection leads

to unmarketable fruit and thus results in high economic losses. Today, powdery mildew has been rated the most important aerial disease by strawberry producers. Control of powdery mildew disease is improved by the application of fungicides; however, the continued application of fungicide has led to the evolution of fungicide resistant strains. The overall objective was to identify resistance genetic markers for future integration in breeding programmes for resistant varieties. This has been achieved through conducting a genome-wide association study (GWAS) with existing and newly generated phenotyping and genotyping data. Additionally, as part of this project, RNA sequencing was performed



Samantha Lynn

on two susceptible varieties to determine differences in tissue specific gene expression during infection of powdery mildew. Results acquired have identified multiple leaf genes that can be combined to provide future resistance to the pathogen causing strawberry powdery mildew.

## John Gray

John grew up on the family farm in Angus. After completing an agricultural degree at Edinburgh University he was part of the management team on a large scale farming enterprise in central Poland. He joined Angus Soft Fruits in 2003 and is now Managing Director. Angus Soft Fruits is a breeder, grower, packer and marketer of soft fruit to retailers in the UK, Europe, the Middle East and Asia.

John leads a 90-person management team located in five countries. John is a Scottish Rural Leader and 2021 Nuffield Scholar. He is a director of DYW (Developing the young workforce) which promotes links between the world of work and young people and Ringlink Scotland, the UK's largest agricultural machinery ring.



John Gray

## Cindayniah Godfrey

I grew up on my parents' ornamentals nursery which gave me an interest in the natural world and led to me to study Biological Sciences at the University of Birmingham, with internships at the Warwick Crop Centre and the Free University of Berlin and a Masters in Integrated Pest Management at Harper Adams University. This PhD studentship, based at NIAB at East Malling, is funded by industry members which has given me an insight into current fruit research and the impacts of my work and others' work on the industry.

### Project summary

Control options for the woolly apple aphid (WAA) have become limited, with resistant rootstocks a key

component. Although thought to be functionally asexual, we have found genetic variation within the UK, suggesting WAA may be sexually reproducing and able to spread virulence traits. There are known instances of WAA feeding on resistant rootstocks and whilst not thought to be widespread currently, sexual reproduction would increase the likelihood that such traits are disseminated.

Main aims:

1. To improve understanding of the lifecycle and biology of the woolly apple aphid;
2. To contribute genetic resources to improve WAA resistant rootstock breeding.

Funded by the CTP-FCR.



Cindayniah Godfrey

## Minette Batters

Minette runs a tenanted family farm in Wiltshire. The mixed farming business includes a 100-cow continental cross suckler herd, as well as sheep and arable. Diversification includes the conversion of a 17th Century tithe barn into a wedding and corporate events venue, and horse liveryes. Minette co-founded the campaigning initiatives 'Ladies in Beef' and the 'Great British Beef Week'.

Campaigning on behalf of NFU members about the importance of British food and farming has been a key driver for Minette throughout her time at the NFU. In 2020 she led one of the most successful petitions ever, bringing together a coalition of chefs, including Jamie Oliver, farmers, environmentalists,

consumer groups and animal welfare experts – resulting in over one million people signing the NFU food standards petition. She has also regularly engaged with different media genres including appearances on Desert Island Discs, Question Time, and Any Questions.

She has been an NFU member from grassroots through to County Chairman; she served as Wiltshire's Council delegate and also as Regional Board Chairman for the South West. Minette has also been a member of NFU Governance Board and served as NFU deputy president for four years from 2014 to 2018, before being elected as president in February 2018. Minette is also an ambassador of Farm Africa and was made a Deputy Lieutenant to Her Majesty Queen Elizabeth in 2021.



Minette Batters







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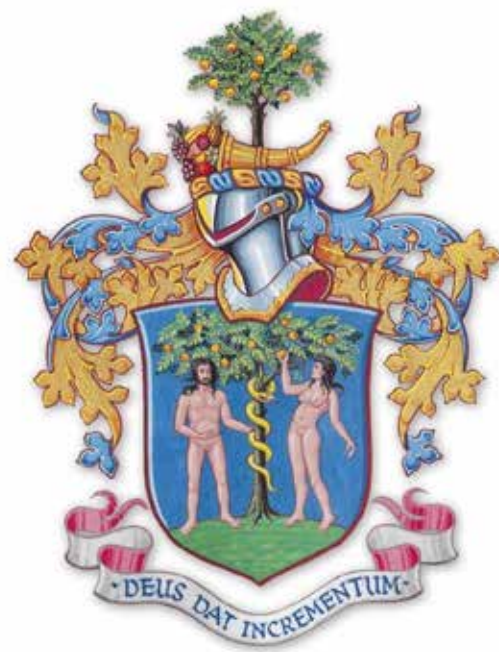
**The Worshipful Company of Fruiterers are delighted to support the Nuffield Farming Scholarships Trust and our leaders of the future.**

In support of excellence throughout the Fruit industry, the Worshipful Company of Fruiterers have a number of generous annual awards available, further details can be found at:

**www.fruiterers.org.uk**

The Fruiterers have existed for over 700 years supporting the fruit, and wider produce, industry of the UK.

In addition to our investment in Nuffield scholars we have a number of awards each year focused on research and education that benefit the sector and in addition we also award prizes for outstanding student endeavour including our prestigious David Hohnen award.



**www.fruiterers.org.uk**

This year we are delighted to be joined by Nigel Barden who will be the host for our talks and celebratory dinner. Nigel is no stranger to the show, as he has also been a judge for our cider competition and he will once again be joining drinks expert Melissa Cole to judge this year's entries.

Nigel Barden is a food and drink broadcaster, who works on the Simon Mayo Drivetime Show on Greatest Hits Radio and previously on Scala Radio. He was also on air with Simon and Chris Evans, on their Sony Gold award winning BBC Radio 2 shows for 12 years and he's worked with Robert Elms on BBC Radio London for 27 years. He specialises in promoting British ingredients and artisan producers, particularly in his role as chairman of judges for The Great Taste Awards, Farm Shop & Deli Awards, World Cheese Awards, British Cookery School Awards, Deliciously Yorkshire, and host of The North West Family Business Awards, National Fish & Chip and Ice Cream Alliance Awards. Nigel hosts the Chef Demo Stages at Tom Kerridge's 'Pub in the Park' festivals throughout England.

His own radio show "Barden's Soundbites" was on Scala Radio and saw Nigel playing music inspired by food & drink. On TV "Nigel Barden's Drivetime Dishes" airs on Amazon Prime and Simply Good Food TV. His first podcast was "A Grand Hotel by Corinthia", a three part series featuring chef Tom Kerridge and the Corinthia Hotel and he's currently championing artisan food and drink producers in his podcast for Britannia Living.

# 60 seconds with Nigel Barden

During lock-down Nigel presented live tastings for the British Cheese Weekender, highlighting the plight of the artisan cheese making community and hosted the Virtual Cheese Awards over the past two years, a six hour live event. He fronts the UCFF (Universal Cookery Food Festival) monthly 'Chefs Banter' and sat on the industry panel debates for Sodexo Foods. Nigel was the voice of the 'Sea For Yourself' radio campaign for Seafish, the public body supporting the seafood industry and was filmed cooking in his own kitchen. He interviewed numerous producers online for the Food & Drink Wales Cluster.

Nigel hosted the cocktail hour, to close eight hours of the National Fruit Show, which was held virtually for the first time in 87 years in 2020 and is an eager judge of the NFS cider and perry categories.

He also regularly hosts online cheese and wine tastings, often linking up with tasters abroad and during lockdown, footage of 'Cooking with the Barden Boys' with Nigel and his three sons was posted on Instagram and twitter @NigelBarden. For the dishes he cooks weekly on Greatest Hits Radio, check out [www.NigelBarden.com](http://www.NigelBarden.com).

He is currently recording a new

football video game, for which he's the commentator.

In a former life Nigel was a director of Yorkshire Fine Wines. He grew up on a farm in Lancashire, studied land agency at the Royal Agricultural College and worked in Yorkshire as a land agent. Nigel's also a BBC rugby commentator and trained as an actor. His wife is from Sicily and they have three boys under 24.



## Bonanza Prize 2023

- A day trip on the Thames for four people departing from Windsor Race Course Marina on a 43ft motor cruiser named Good Idea during the summer of 2024.
- Lunch and refreshments will be provided on board followed by an evening meal in the marina restaurant.
- Horse racing is also an option should dates coincide. The race course is next door to the Marina.





## Thursday 2 November

- 10.00-10.30** **Re-generation Earth.**  
Transitioning business towards re-generative agriculture and horticulture.
- 10.45-11.15** **Andrew Clarke, Associate Solicitor, Gullands Solicitors.**  
Managing Health and Safety in your evolving and growing business and integrating new technology, automation and diversification.



**Andrew Clarke**  
Andrew is an Associate Solicitor Gullands Solicitors. He has advised on health & safety and regulatory crime since 1994 and acts for both claimants and defendants in personal injury and industrial disease claims. Andrew deals with coroner's inquests and other litigation.



**Re-generation Earth are experts in transitioning businesses towards regenerative agriculture and giving the strategic advice, the skills, the tools and the implementation techniques to ensure success. The offset and financial gain for carbon credits and trading is all part of our offering.**

Re-generation Earth act as carbon project developers. We work with land managers to plan carbon and biodiversity net gain projects and assess their current net emissions to determine how to reduce them. Lower emissions is

**Pete Wain**  
Pete is an award-winning GIS specialist experienced in managing successful geospatial projects in agriculture, environment, natural resources, public and commercial sectors.  
As Re-generation Earth's Chief Product Officer he is responsible for understanding our clients' business challenges and then designing solutions to deliver successful outcomes.



**Ian Bailey**  
Ian is an experienced rural and agricultural economist with a broad range and depth of experience across the rural landscape.  
A farmer turned economic consultant helping rural businesses to realise the highest and best use of their asset. Commercially aware, able to challenge current practice and responsive to change. A respected problem solver who is highly motivated to ensure rural businesses remain viable through adaption to ever evolving economic, environmental and social change.



most often better business. Alongside the host, we work to manage the journey towards a regenerative system, that in turn helps them make more money.  
After working towards and gaining project approval through the UK Carbon Code of Conduct, robust, authenticated credits are issued and placed on a blockchain-enabled carbon marketplace. The purpose-built blockchain carbon registry offers a clear information supply chain to consumers and brings surety to the carbon credit market.

## Panel discussion 2 November 2023 | 11.30 - 12.30



Panel discussion with Ali Capper of British Apples & Pears, fruit growers, Gullands Solicitors, Lambert & Foster and guests talking about the future of fruit growing.

### Ali Capper

Ali is executive chair of British Apples & Pears Ltd, a Nuffield Scholar and a non-executive director for NFU Mutual. In partnership at Stocks Farm, Suckley, Worcestershire UK with her husband Richard and his father Mark, the Cappers specialise in growing hops and apples. They farm dessert and cider apples and hops.

Ali's former career was in advertising and marketing. Today, in addition to numerous roles at the farm and the roles above, her work includes membership of the boards of the Oxford Farming Conference, the British Hop Association, the NFU's National Horticulture & Potatoes Board and Wye Hops Ltd.



### Chris Rose, Chief Operating Officer The Asplins Producer Organisation Ltd



### Jon Booth MRICS FAAV

Jon grew up on a small holding in north Kent and after a stint working in the London insurance market he joined Lambert & Foster in 2014, a long established and well-known firm of Land Agents working across Kent and East Sussex.

Now a Director of both Lambert and Foster and Bloomfields, a firm of Chartered Town Planners, Jon

advises clients on a broad range rural professional matters, including Valuation, Estate Management, the Sustainable Farming Incentive and Countryside Stewardship Scheme, Rural Grants and Compulsory Purchase and Compensation.

In 2022 Jon became a co-opted Director of the Kent County Agricultural Society, a registered charity who has been supporting Kent's farming community since 1923.

### Catherine Lloyd

Catherine Lloyd is a Partner at Gullands Solicitors and Under Sherriff of Kent. Catherine works in the Corporate/Commercial department of Gullands and has a wide range of experience of non-contentious commercial property work, acting for local authorities, developers, landowners, corporate landlords and commercial occupiers.

Catherine advises clients on all aspects of multi-million pound freehold acquisitions and disposals, pursuant to both conditional and unconditional contracts, often involving complex overage provisions. She also advises on complex leasehold acquisitions, 1954 Act renewal leases and all aspects of estate management, including Licences to Assign and Underlet, as well as Deeds of Variation and Easements.





# Fresh produce supply excellence

How growers can increase share of the value chain. By John Gray, Managing Director Angus Soft Fruits

**Given the unforeseen impacts of the pandemic and laterally soaring input costs, my Nuffield topic "Fresh produce supply excellence: How we as growers can increase our share of the value chain" is now more relevant than ever.**

The UK berry sector is on the brink of an existential crisis. My research has led me to explore the dynamics of breeding, production, and marketing of berries in different parts of the world. So far, I've visited leading businesses in the US, Canada, New Zealand, Australia, Singapore, the Netherlands, Norway, and of course, the UK.

I was struck by the remarkable diversity of markets around the world. Whilst supermarkets remain the primary route to market, the presentation of produce is generally significantly more engaging than what we see in the UK. Branding is the norm – examples being Zespri Kiwifruit, Ocean Spray Cranberries, Driscolls Berries, and Rock-It Apples. Moreover, fresh fruit commands higher prices in most of these countries, indicating a higher value placed on produce by the final consumer. Pricing strategies are notably more dynamic, changing daily based on availability and demand.

During my journey, I witnessed the potential for significant "breeding gains." For example, in California, I encountered breeders who successfully gene edited out the wasabi-like bitterness from mustard greens, creating nutrient-dense salad greens, a technique now being used on some berries. With its openness to gene editing, the UK is well placed to take the lead within Europe.

The technological landscape, particularly in the Netherlands, emerged as a significant focal point. With 60% of Dutch strawberries grown in glasshouses, the country serves as a beacon for controlled, high-tech agriculture. One observer commented that "the strawberry grower of tomorrow is the tomato grower of today". This is a reference to the large scale,

sophisticated tomato businesses that have led to the Netherlands being a major player in world tomato production despite not having a climate traditionally suited to tomatoes.

Given the changing climate conditions, higher temperatures, and less water, in traditional counter season origins such as Spain and Morocco, there could be an opportunity for UK growers to extend their harvest seasons through similar controlled environments. The rise of AI-powered control and management systems promises even more sophisticated control over production, enabling marginal gains that could redefine our industry standards.

However, amidst the pursuit of higher technology, I couldn't help but reflect on our approach in the UK. Have we, perhaps, overcomplicated our value chain? Unlike many other countries where fruits are packed in the field, cooled, and dispatched directly to supermarket depots, we adhere to higher specifications and levels of complexity that incur additional costs. It's a contemplation worth considering as we navigate the future of our industry.

A recurring theme throughout my travels was the profound impact of investing in people. In New Zealand, the Māori saying, "What is the most important thing in the world? It is the people, it is the people, it is the people," resonated deeply. World-class individuals, when nurtured and empowered, drive businesses forward, fostering innovation and sustainable growth.

As I stand at this juncture of my research, questions still outnumber answers. Yet, amidst the uncertainties, I remain optimistic about the future of our industry. With continued exploration, investment in our people, and a willingness to adapt, I believe we can not only weather the challenges but also emerge stronger and more resilient in the face of adversity.

[www.angussoftfruits.co.uk](http://www.angussoftfruits.co.uk)





# onepay for business

OnePay is delighted to be sponsoring this year's National Fruit Show dinner

**Who are OnePay?** – Established in 2007, OnePay is a fast, supportive, and alternative way to pay workers, especially SWS workers, who sometimes struggle to find a product that will not only accept their wages but has the facility to deposit their HMRC cheques.

**For businesses** – We provide a secure digital engagement platform, allowing multiple application options, quick, easy access to workers' details and a dedicated Client Services Team, ready to assist.

**For account holders** – We offer a multilingual app and online portal, an automated telephone system, as well as a dedicated multilingual Customer Services Team, ready to take their calls.

**New features** - Account holders can now easily transfer money to other UK accounts or send money back home to international accounts via the 'My OnePay' App or OnePay Online Portal.

Since 2019, OnePay has been a proud sponsor of the



National Fruit Show Education Programme. And we are delighted to continue our sponsorship this year as the dinner sponsor.

OnePay has been working with the UK farming industry since 2007, providing fruit sector businesses and their workers with the benefits of a fast and secure way to pay and receive wages. Workers can use their OnePay card wherever Mastercard® is accepted and access their OnePay account 24/7 via the 'My OnePay' App and OnePay Online Portal.

**Looking for an easier way to pay your workers? Come and visit us on Stand S8 to find out more. Contact us directly on 0113 320 1466, email [sales@onepay.co.uk](mailto:sales@onepay.co.uk) or visit [www.onepay.co.uk/forbusiness/contact\\_us](http://www.onepay.co.uk/forbusiness/contact_us)**



## Menu

### STARTER

**Bardogs farm game terrine**

Oak smoked bacon, Damson chutney, Kentish huffkins

or

**English leek and potato soup**

Onion crumb, Westcombe cheddar scone



Drinks reception

Sponsored by



### MAIN

**Slow roast belly of Princes Christian farm pork**

Roasted flower of Kent apple, savoy cabbage, Biddenden matured apple cider

or

**Pithivier of Jerusalem artichoke**

Savoy cabbage, purple sprouting broccoli, cobnut vinaigrette (Vegetarian)

or

**Ballotine of English leek**

Crispy Jerusalem artichokes, pickled cucumber, dill pickle (Vegan)



### DESSERT

**Gribble bridge poached Williams pear**

Spiced gingerbread, Calvados cream



**Kentish cheese board (B)**

Damson chutney, huffkins




We Know the lay of the land



Our local community means the world to us and we're proud to support the National Fruit Show 2023.

**We know your area, because it's our area too.**

**Michael Wooldridge**  
mwooldridge@savills.com  
07979 811 511

**Stuart Nicholls**  
snicholls@savills.com  
07786 944 666





# Looking back 90 years

How the role of the show has changed and developed. By Joanna Wood.

**In 1933 thirty-five top fruit growers decided they wanted to improve the quality and packaging of their crops. They founded the Marden Fruit Show Society and held their first competitive event in October attended by 1,538 visitors at Pattenden Lane, Marden. Apart from the Second World War and a couple of frost years, the Society has organised shows annually ever since. Renamed the National Fruit Show (NFS) in 1999 having re-located to the Detling Showground in 1992, it's the showcase for the UK fruit industry. It frequently attracts visits from the Royal family and senior politicians, most notably in 1953 the Queen Mother who came as part of a tour of the Weald of Kent and her daughter Queen Elizabeth II visited in 1984.**

To capture what the show has achieved and how its role has developed, I asked industry colleagues for their memories and what the show means to them. First visit impressions and most memorable moments at the show elicited some great comments.

Those who remember the Pattenden Lane show agree that the tight space and liberal quantities of alcohol on offer led to a great atmosphere. Apple grower Robert Mitchell and NFS Trustee said: "My first memory of the show is the canvas marquee in Marden village, tightly packed with the most amazing display of fruit that I had ever seen, surrounded by busy trade stands which became very sociable entertainment venues as the day turned into evening. This was clearly an industry proud of its products and capable of having a good time."

John Guest 'The English Apple Man' says: "My first memories are from my early 20's when father took me

to 'the tented village' (1960's) and I became aware of the show fruit display, a demonstration of near perfect apples and pears. My eyes lit up at the glossy new machinery on display, and trying to persuade father to buy!"

Fruit grower Robin Wickham writes that his father Raymond regularly entered in and supported the show from the early fifties. "One of his foremen, Punch Knight was responsible for selecting the entries which took him nearly three weeks. I remember a lot of jollity and drinking went on at Pattenden Lane as there was no drink and drive in those days. The main event was the lunch with a VIP guest usually the Minister. I remember the first time I attended; the speaker had stacks of a well-known loo roll brand piled high to the ceiling behind him. There were no frills in those days".

Veteran NFS competition winner Annette Bardsley's first memory and first impression is 1983, the year the Duke of Gloucester opened the show. "I was stunned, totally amazed at the wonderful display of fruit, the dessert apples packed in single layer wooded trays, lined with white paper, wrapped in cupcake cases. It took hours and a lot of patience just to line the trays. Marks were awarded for presentation and packing as well as fruit quality."

Mandy Hounsell from the NFS Education Team is a newbie to the show with fresh eyes: "My first memory was seeing the amazing display of colour/variety of the apples. The photo of the competition fruit I show on the educational workshops always amazes the children".



1975

First impressions weren't so good for Colin Bird from Agrii. "Being located in the corner of the John Hendry building on a dark, cold day, I wasn't looking forward to the show. But once it started and the fruit industry came through the doors, it erupted into a day of noise, laughter and social interaction".

What's your most memorable moment generated terrific insights into the breadth of the show's reach over the years. For me it was an unusual setting for a media interview promoting our fruit. In my PR role for English Apples and Pears in the 1990's, at one show the idea was to record a BBC radio interview for *Farming Today* in the basket of the tethered Sainsbury's Cox apple-shaped hot air balloon a hundred feet above the Showground. As we reached our final height, I loved the spectacular view but the BBC journalist started shaking with fear, suffering from terrible vertigo, so he begged the balloon pilot to take us back down to earth.

For Robert Mitchell his most memorable moment was not actually at the show itself, but at the Chatsworth House post-show event. "This idea of taking the show fruit to another venue was very new, and the way that so many volunteers willingly gave up their time and travelled to Derbyshire was truly special. The shared sense of purpose and enjoyment at that gathering told me that we had really hit the spot with that event".

John Guest agrees with the value of these after show events. "Outstanding memories of Chatsworth where we enjoyed a tour of the house and dinner on the Saturday evening. Meeting the legendary Duchess of Devonshire and a very knowledgeable public. I also remember well our visit to Borough Market in London for a one-day Saturday event and a two-day extravaganza at RHS Wisley which meant setting up late into the evening before. Hard work but very

satisfying educating eager members of the public about the virtues of British apples and pears. After show events at Lakeside shopping centre and Festival Place Shopping Centre at Basingstoke, brought a different audience, challenging at times but worth it."

Robin and Teresa Wickham fondly remember winning the Bonanza Prize in 1984 which involved a trip to visit French growers in the Loire Valley. Robin takes up the story: "it caused a roar of laughter when the winner and prize was announced as Teresa was part of the Women's Farming Union (WFU) who had campaigned strongly against the French invasion of the UK apple market".

Veteran nurseryman John Breach remembers winning the first ever trade stand competition in 1978 and again the year after, "but we were told we couldn't have it two years running! This year will be our 55th consecutive Show including setting up a "stand" for the virtual show in 2020." John's office still has the receipt for the cost of their first trade stand in 1969 - 23 pounds and two shillings.

Scott Raffle and Hutchinson's agronomists, Rob Saunders and Jonathan Blackman all mention the year it "rained" inside the show. Jonathan remembers: "It was the year that we were in the temporary tented pavilion pending the construction of the new exhibition building. It was a wet show and the strong winds started blowing the water under the edge of the 'tent' and into our stand. We spent time trying to hold back the tide." Rob remembers "Being periodically showered in condensation from the canvas roof flapping in the wind" and Scott says "the posters on our exhibition stand kept peeling off our shell scheme and we got wet. Eventually I stood on the stand chatting to visitors from the safety of my golf umbrella".



The first ever National Fruit Show held at Walton Hall in 1933



Brian Tompsett's long involvement with the National Fruit Show competition began in 1984 with a complaint letter from 'rookie new competitor' Brian to the judges and resulted in him being invited to join the committee. As competitors Brian and Norma have won the Bonanza Prize three times and are proud of all their wins especially the year when they won six first prizes for their fruit.

Another long-term competitor Annette Bardsley admits to a shaky start. "In 1984 I entered as a novice and not realising the delicate nature of a Bramley, they were scratched to pieces. Finally, in 1985 together with my father-in-law John, who'd been winning the top prizes since the 1960's, I cracked it taking all the top trophies with our Bramley. The run only stopped three times in the last 38 years. My most memorable year was realising that I had won best dessert apple, best culinary apple and best pear in the show".

John Guest's most memorable show was only last year when, to his complete surprise, he was presented with the Jon Jones Award for Service to the Fruit Industry by HRH The Countess of Wessex (now Duchess of Edinburgh) at the President's reception. As John says: "a complete surprise and very much appreciated."

Changes to the competition and the show programme in the last thirty years are what keeps the event fresh. NFS Vice-Chairman Annette Bardsley who has been both a competitor and a volunteer for many years lists some of the changes. "With the move to Detling in 1992 the onerous packing of competition fruit was simplified to its present-day form. A very necessary change to keep the number of entries up. Another welcome change, the Show lunch and trophy presentation, which would take up three hours of the opening day was scrapped for a dinner in the evening with the trophies being presented as now but on day one of the show. The presentation was moved to day two to bring more interest to the second day of the show about 10 years ago. Also, competitions for soft fruits and nuts were introduced and more recently apple juice and cider".

Alan Smith and his record breaking apple



Many people consider that the show has become more professional, more business focussed but continues to provide that in-person real time meeting and socializing experience, together with our unique mix of competition fruit and trade stands. As John Breach says: "The main thing that sets the National Fruit Show apart from other shows in Europe is the Fruit Competition Display" but he wonders "how long can we keep this going when exhibitors retire and/or grub up orchards?"

West Midlands based agronomist Jonathan Blackman from Hutchinsons says: "I think the key change over the 25 years I have been coming to the Show is the increasing professionalism of the Show whilst at the same time keeping that sense of the Show being run by growers for growers. The nature of the industry has changed a lot in that time and the Society has relied on a band of stalwart volunteers and that is undoubtedly going to change. I hope that we can keep the same friendly atmosphere whilst at the same time making it a 'go to' event not just for UK growers but also for visitors from overseas who want to engage with our fruit industry."

NIAB's Scott Raffle says: "Although the show still serves the role it has always served - to promote the high quality of our produce to our local markets and customers - I feel that it has evolved to provide a forum for debate and discussion between growers, marketing groups, trade bodies, retailers and consumers. It showcases more than just fruit, providing a platform to show innovative technology and developments to fruit growers, fruit packers and retail customers. The profile of the NFS Education programme has also risen rapidly in recent years, due to the hard work and dedication of Sam Smith and her colleagues and this is having a positive impact on a new generation of fruit consumers".

Past Show President, Teresa Wickham agrees: "I see the show as a tremendous asset to bring all aspects of the industry together to see new varieties and the latest technology. The development of the educational programme for schools is vital to educate our future consumers".



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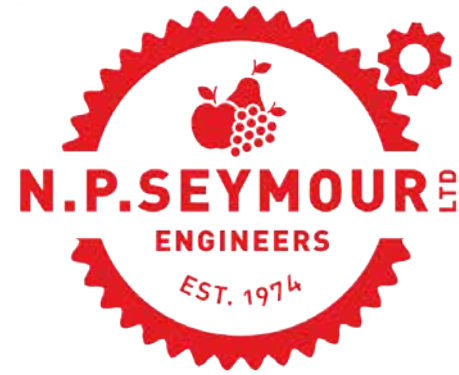


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# Looking to the next 90 years

By Claire Seymour.



**Next year, we will be celebrating our 50th anniversary.**

While we weren't around for the first National Fruit Show, my dad, Nick, has been a long-standing supporter of the event, taking an exhibition stand almost every year since 1978.

I have fond childhood memories of when it was held in a rustic marquee on Pattenden Lane under the Marden Fruit Society and have proudly watched it develop year after year into the expansive national event it is today.

Nostalgia is comforting but not always productive. Instead of looking back and discussing how far the tractors and specialist fruit and vine machinery we supply to growers have come since those days, I decided to look ahead to the future.

So here's a brief round-up of some of the equipment deemed revolutionary now, which is likely to be commonplace by the time we celebrate the 100th National Fruit Show.

This summer, we hosted two machinery demonstration days. As the supermarkets continue to pay more for red, shiny, uniformed apples, it was unsurprising that many growers were keen to see Fruit Tec's pneumatic orchard defoliator, the REDpulse Duo, in action.

Studies have proven defoliation to be exceptionally beneficial in reducing disease pressure and increasing the percentage of Class 1 fruit. While only two of these machines are currently operating in the UK, we suspect more will invest as they see the proven benefits these growers are obtaining.

Not on demonstration but also on display at our summer event, which was held at Amsbury Farm by the kind permission of Clive Baxter, was Munckhof's Pluk-O-Trak picking platform. This machine is designed to help keep

harvest costs down and reduce damage to fruit and is equipped with "M Connect".

The M-Connect harvest registration system automatically records key harvest data allowing growers to track and trace fruit from the tree to the cold store.

Using an RFDI tag or barcode on each bin, the M-Connect collects information on the GPS position of the full bins, the time it took to fill each bin, and when the pickers clocked in and out. When fitted with an optional camera system, it can also record the number of fruits, their size, colouration and quality/class.

Continuing on the subject of harvest, we are seeing increased interest from UK vineyards for mechanical grape harvesters. Ever since Sam Barnes imported his first, Pellenc trailed Grapes'Line 80, more and more vineyards are happily embracing these machines over hand harvesting.

While they won't be for everyone, there is no doubt that mechanical grape harvesters are a more economical option when it comes to bringing in the final crop, costing around £90 per tonne for an average yield of around 10t/ha.

Finally, all this high tec machinery has to be operated by a tractor, and for us, nothing beats a Fendt. The latest Gen3 range has been designed to help operators work for longer with its completely flat floor, and the FendtONE system puts everything at your fingertips and can even be connected to the farm office, saving time on paperwork such as spray records.

As always, we are very much looking forward to the show and would love to see you on our stand to discuss all things fruit and machinery related. ■



NP Seymour throughout the years





Jonathan Blackman

Tools, such as Omnia, and class-leading TerraMap high-definition soil scanning, are increasingly being used within this. The availability of yield mapping data has driven the uptake of Omnia on arable farms, and with new forms of spatial measurement being developed for the fruit sector – such as flower or canopy density measurements – so there will be more scope for growers to accurately map and manage variations in crop performance to maximise output. Having specialist advice to help analyse and interpret such data is key to getting the most from it.

### Supporting a greener future

Specialist environmental support is particularly pertinent given the new opportunities available through the SFI, and perhaps more importantly, the increasing requirements for growers to prove their green credentials to buyers, says Hutchinsons horticultural technical manager, Jonathan Blackman.

“More and more supermarkets require their suppliers to be LEAF marque accredited and the whole fresh produce sector is gradually moving that way. Growers often need some kind of specialist help to gather the information necessary to meet these audit requirements.

“Even if the farm does their own environmental audit, there is also a requirement for independent

*The availability of yield mapping data has driven the uptake of Omnia on arable farms*

verification of any self-assessment every five years.”

The recent example of a small family-owned business in Herefordshire neatly illustrates the joined-up team approach, he says. “The farmer and agronomist worked with Omnia and environmental services specialists to identify and map the farm’s environmental features to meet audit requirements. As a small family-run business, they didn’t really have the time or in-house expertise to do all of this themselves, so we were able to help.”

Carbon auditing is also likely to become a bigger consideration for growers, notes Mr Blackman. An element of carbon auditing is already contained within the latest version of the LEAF marque, and this could be built on further in the future, so tools like Omnia and TerraMap could help meet future requirements.

**Discover how Hutchinsons can help your business by visiting stand K21 at the National Fruit Show. ■**

# Investing in people to meet future demands

**The 90th year of the Fruit Show coincides with the 85th anniversary of Hutchinsons, two big milestones during a period of enormous change for the horticultural sector.**

While celebrating such achievements, we must continue looking to the future, to navigate the challenges and opportunities coming decades present.

Hutchinsons is doing exactly this, by investing in a significant expansion of its horticultural team to meet the growing demands for multi-faceted agronomy services. Eight new members have joined in the past two years alone, with a particular focus on supporting the rapidly growing vineyard sector.

Wine GB figures show the UK vine hectareage has more than quadrupled since 2000, to over 4,000 ha in 2022, with Kent, Sussex, Essex, and Hampshire, leading the way, although grapes are being grown across England and Wales.

With many growers venturing into viticulture for the first time, there is a clear need for specialist support, not just during the crucial site selection and planting phase, but throughout the establishment of mature, productive vineyards.

Our agronomists are central to delivering this, but so too are the specialist environmental, soils, and digital services teams that support them, especially as the demands on producers increase from many angles. Hutchinsons has also expanded these teams, reflecting growers’ needs to better understand soils, maximise production, and meet tighter environmental requirements, or tap into new stewardship schemes, such as the Sustainable Farming Incentive (SFI).

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# Vayo®

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## Vayo: A step forward in scab control

**In the ever-evolving world of fruit production, innovation is the name of the game. To meet the demands of modern growers, BASF has been unwavering in its commitment to supporting the fruit sector. With a focus on delivering high-quality products, BASF has introduced Revysol to the fruit sector with Vayo, a highly effective new protectant fungicide for apples and pears.**

Rob Storer, Business Development Manager at BASF, is excited about the potential that Vayo brings to the market, saying: "Vayo is a dual-purpose product, covering both scab and powdery mildew. And unlike other active ingredients, Revysol has strengths against those strains of scab with resistance to triazoles."

What sets Vayo apart is its performance in high-pressure conditions, broad spectrum disease control and persistence. Its rainfastness ensures that it remains effective even when the weather takes an unpredictable turn. This makes Vayo a reliable and valuable tool in the grower's arsenal.

Rob adds: "Unlike other triazoles, it's not so impacted by cooler temperatures, meaning it is a much more flexible option for growers." Flexibility is key in the world of agriculture, where adapting to changing conditions is essential for success.

Vayo is not just about disease control; it also delivers yield benefits. Its new active ingredient, Revysol, combines the strengths of triazole chemistry with innovative features that eliminate known weaknesses. This results in the broadest spectrum of disease control, regardless of the weather.

"Vayo was launched this spring, and it's been clear this season that it compares favourably to other products in the market," says Rob. "Vayo offers longer lasting protection in comparison with difenoconazole, for example, particularly on fruit scab where Vayo is very robust."

Reports from across Europe echo the success of Vayo, underlining its effectiveness in various growing conditions. Rob highlights the importance of timing and attention to detail in disease management, stating, "While fungicides offer around 95% control, in a market where perfection is vital, that 5% – which comes from optimising applications – is critical."

**BASF**  
We create chemistry

Timing and attention to detail are key, according to Rob. "It's about choosing the right products for the right place in the programme and preventing disease, as well as ensuring sprayers are calibrated and well maintained. Disease is very difficult to get on top of when it has taken a hold.

"Climate change is going to bring more extremes of weather, which means we're likely to face more challenging seasons—whether it's very wet or very dry weather. It's important we farm the season in front of us, not the season we've just had."

BASF's Vayo fungicide, built on the groundbreaking Revysol technology, represents a significant leap forward in disease control for apple and pear growers. With its broad spectrum of disease control, resistance to adverse weather conditions, and flexibility in application, Vayo is well positioned to become an important tool for fruit growers worldwide. As Rob Storer puts it, "In the world of fruit cultivation, success hinges on innovation and adaptability. Vayo fungicide is our latest testament to BASF's dedication to supporting growers and helping them produce top-quality fruits." ■







An International Fruit Marketing & Distribution Company focused on being Customer's First Choice



# Core, niche, and elite premium varieties

Worldwide Fruit Ltd is an international marketing and distribution company specialising in apples, pears, avocado, stone fruit, and fruit baskets.



The part ownership of Worldwide Fruit Ltd (WFL) consists of the Fruition PO, which has a 50% stake of the business and consists of 32 British growers. The group collectively grow c30% of UK Top Fruit including core, niche, and elite premium varieties such as Jazz™, Kissabel®, Pink Lady™ and Rockit™ which provide a point of difference for our customers and growers.

WFL is also part owned by T&G Global which also has a 50% stake of the business and is one of the most recognised fruit brands in the world. They have invested in select breeding programmes across the world providing WFL access to new and exciting varieties along with providing exclusive rights to some well recognised pipfruit varieties including Jazz™ and Envy™. Jazz™ is currently the fifth largest variety in the UK and was the winner of the 2021 and 2022 National Fruit Show's UK's Tastiest Apple competition.

Our business sources products from 42 different countries and supplies 85 different delivery locations each day. Our Spalding facility has one of the largest and most sophisticated ripening systems in the UK. 100% of our avocado is ripening using the Softripe Technology system. Softripe is a state-of-the-art controlled atmosphere ripening technology and improves product quality and reduces product waste. Our Spalding facility is a zero to landfill site and employs approximately 450 people.

The business is very focused on achieving "Zero Waste". We have been working with SA partners since 2011, to develop our understanding of Lean practices and processes and how we can continually improve our process and performance. We now have 34 Lean qualified staff working at WFL and the culture

of "Lean" is fully embedded into the DNA of the business.

Our approach to learning has been to 'grow our own'. We have invested in training and development, using the SA partner belt system which is affiliated to Cardiff University. This ensures we are all aligned and delivering the same objectives. Every day, someone, somewhere in our business is delivering an improvement.

People are at the centre of everything we do, and we are driven by being the "employer of choice" and a supplier who helps shape the quality of life in a positive way throughout our supply chains.

Worldwide Fruit's "We Care Worldwide" is our commitment to ensure we take a responsible approach to people, climate and the products that we sell.

Our sustainability strategy will focus on the issues that matter the most not just now but also in the future to ensure our impact on the environment is minimal and we enrich the communities where we operate.

Our ambition is to have a positive impact towards protecting the natural resources that are critical in the production of the food that we sell. We will help our growers farm in harmony

with nature and by doing so, help preserve the natural landscape for the future generations.

Worldwide Fruit is delighted to be a sponsor of the National Fruit Show. We fully support all the amazing work being undertaken by Sally and her team in promoting and developing the UK apple and pear industry through the National Fruit Show. ■

*Access to new and exciting varieties along with providing exclusive rights to some well recognised pipfruit varieties*



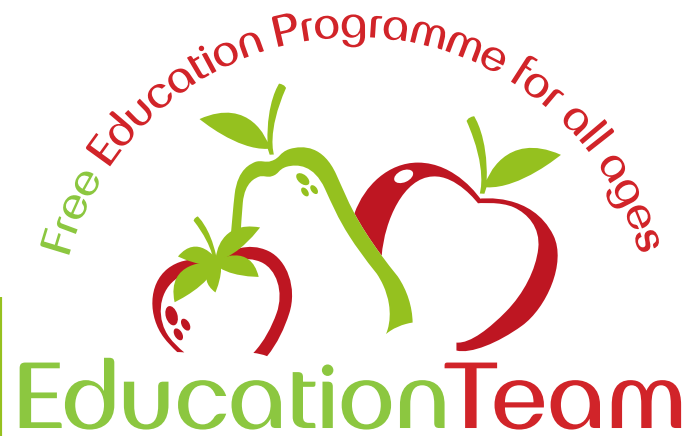
# We hear you!

An ambitious five-year plan from The National Fruit Show Education team.

Five years ago, the Education team set out to radically increase its programme. From the number of people, we were seeing, to the geographical reach and the workshops we delivered, we aimed to increase the reach of everything. Set against the fundamental values of the Marden Fruit Show Society, these ambitious plans were felt necessary to ensure we played our part in the industry's future ability to feed a nation, who also appreciated them.

When planning, we try and predict the social economic and political landscape, which may alter or complement our programme. But just like every grower we endorse, we cannot be the architect of Mother Nature, the weather and especially not the consequences of a health epidemic. And yet despite some fairly hefty challenges, as we close these five years and look at the next, we can see we have achieved all and much more than we set out to.

The 2022/23 academic year was another vintage year for us as an education programme, and we have delivered to well over another 10,000 young people and their families across formal and informal education and community events. Currently we are already

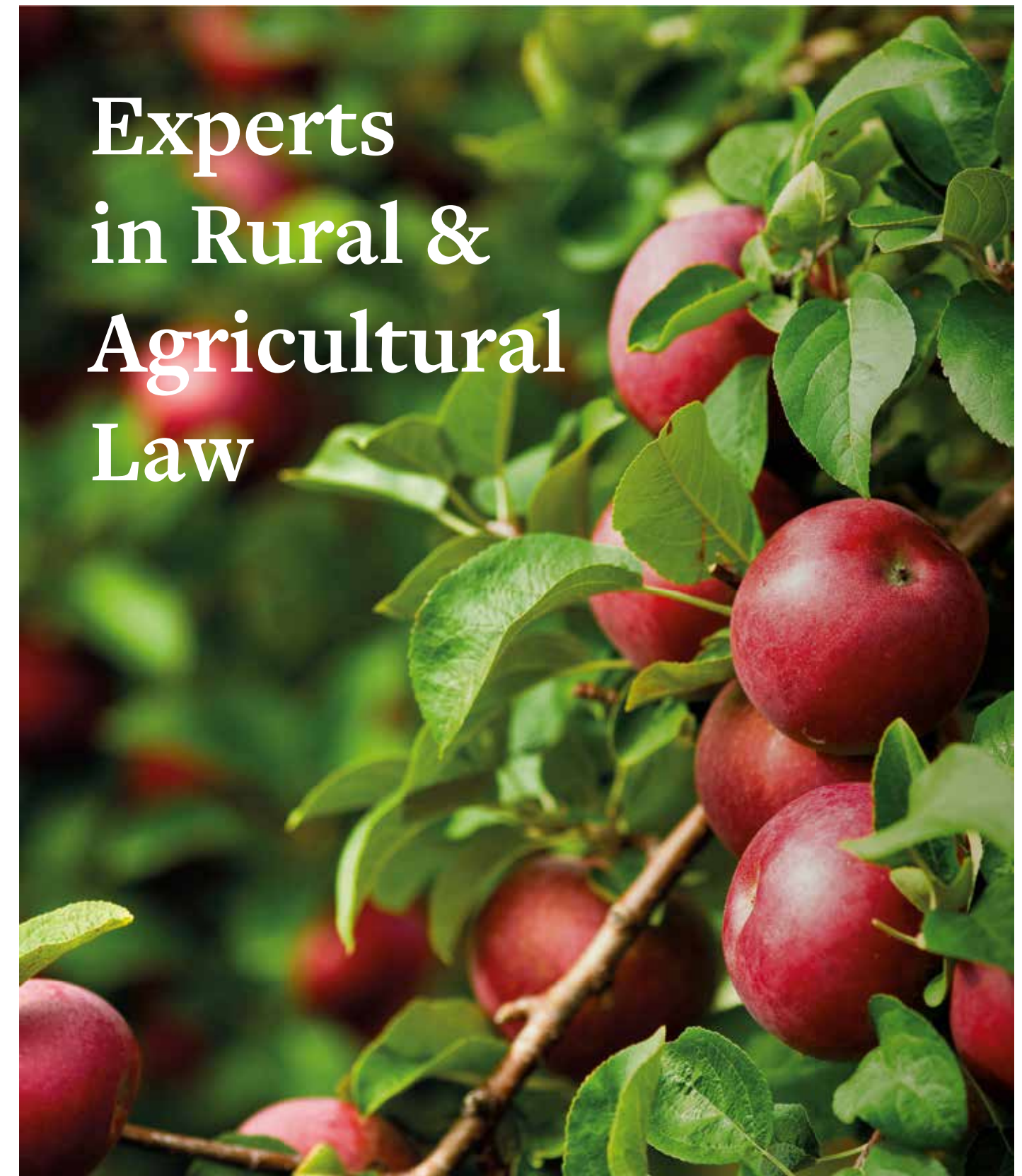


fully booked until January 2024 and we have plenty of bookings for the rest of the new year. Demand continues to rise due to delivery from a talented and knowledgeable team, and a diverse offering.

This academic year we have continued to deliver in schools, to badged groups, young farmer groups etc and at community events. We have taken the programme across the country, widening our geographical reach. We have also supported other industry groups such as Growing Kent and Medway, to local farm open days, helping with their outreach projects and public engagement work.

So, while we continue to deliver our programme with consistency and high standards of quality, there have also been some significant changes, namely with our programme for secondary schools and further education.

Education team at the Kent Show 2023



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Anyone who has met our passionate and enthusiastic team will know that we love to talk! But our biggest skill is that we listen. This is how we have developed much of our education programme by paying attention to what people want and what they need.

Over the years and with increasing urgency and exhaustion:

- We have heard our industry talk about a lack of 'homegrown labour'.
- We hear you when you tell us about a significant skills gap, which threatens growth and development within our industry.
- We have listened to concerns about a lack of authentic and comprehensive representation of our industry within national and local career services and the education departments of schools.

Our education service does not exist exclusively for the consumer, but importantly for our industry as well. We hear you and we are taking action!

Last year, and with huge success, we offered young people from secondary schools a chance to visit the show. Students had a unique opportunity to see our whole sector themselves, engaging with exhibitors, directed, and supported by our team. They also had mini workshops based around the STEAM subjects (Science,

Technology, Engineering, Arts and Maths) in our dedicated education area, showing them how subjects they learn in school apply to the real world of work; we wanted them to see how transferable or specific skills can be.

The aim of these two days was to significantly open their eyes to a rich diversity and opportunities in industry they may have never considered, and to know enough to ask us questions or follow up on any interest they might have.

*Last year, and with huge success, we offered young people from secondary schools a chance to visit the show*

In the following months, we have continued to investigate to see how we can help solve industry problems regarding careers and the pipeline of young people wanting to come into the sector, by working with and listening

to employers, career services, teachers, pupils and parents. And it will come as no surprise, that they also have problems of their own. Examples include a lack of confidence to integrate what they learn in classroom into the real world of work, lack of time to read external resources and being unaware of where to quickly find relevant and current information about jobs across our industry, (if they even know these jobs exist at all), to name a few.

The key here then is to listen to each other, to put brilliant minds together and draw on one another's knowledge and skills. So, at this year's show, we have an exciting opportunity which does exactly that!



Her Royal Highness The Countess of Wessex talking to students at last year's show



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On the second day of the show, our education team will be hosting an event which is the first of its kind in Kent with the Kent & Medway Careers Hub; a 'Teacher Encounter' free for teachers to attend.

This ground-breaking event will bring together Career Educators, Senior Leaders, and Curriculum Teachers from mainstream secondary schools, colleges, SEND and alternative provisions along with businesses from the horticulture and wider fresh produce sectors exhibiting at The National Fruit Show. This is an exciting opportunity to understand, develop and ignite connections between the world of education and the world of work.

The Teacher Encounter will enable around 100 Educators (representing tens of thousands of young people) to hear guest speakers, network with fresh produce industry leaders and to meet exhibitors demonstrating the dynamic and varied career paths available. Directly linking careers within horticulture and fresh produce to Science, Technology, Engineering, Art and Mathematics, the educators can take real-life examples back to the classroom to enrich their teaching and conversations about careers in the sector.

Educators and businesses will have the opportunity to discuss the challenges in growing careers aspirations and access to the industry through networking and to create new working relationships to support the local

economic need of Kent and Medway and to inspire well skilled, career ready young people to work in the sector.

Teacher encounters with employers, enable educators to fully understand current industry practice and share up to date knowledge and skills with their students.

They help educators maintain a breadth of knowledge and an understanding of the latest technical and professional developments relevant to the subjects they teach, including present and future career opportunities and pathways, and the knowledge, skills and behaviours required for different roles. Significantly for our industry this is a real chance to

- Increase awareness and visibility of the sector within the wider community
- Get better prepared young people/applicants
- Develop future pipeline and future skills needs information
- Increase interest/applications to employers (specifically areas with skills gaps)
- Increase diversity in the workplace
- Improve recruitment practices to attract young people.



## Precision crop nutrition

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This is an opportunity to show educational influencers that this is a dynamic, progressive industry with opportunities and growth. It is our chance to break misconceptions, bias, and prejudice and to readdress a depressing lack of awareness.

Matt Peake, Operational Hub Lead at the Kent & Medway Careers Hub comments: "An important part in making careers education inspirational, relevant and sustainable is endowing teachers with the knowledge of what is happening in the industries and businesses that directly relate to the curriculum they are teaching."

"Teacher encounters, combined with experiences of the workplace for students, can bring to life job roles and career pathways for learners and enable them to see school or college as an integral part of their journey into the world of work."

Significantly this event address some of the issues reported by the Independent Labour Review, due to be reviewed this autumn and has been well supported by the wider Fresh Produce Industry for its insightful and critical attempts to improve a difficult situation.

After this event we will gather and disseminate learnt lessons to the industry and make sure that these valuable connections and pathways remain



educational, supportive, helpful, and successful in bridging a long overdue skills and labour gap.

If you would like to add your voice to this event or are exhibiting at the show and would like to meet with the attendees of this event, please contact Sam Smith [samantha@nationalfruitshow.org.uk](mailto:samantha@nationalfruitshow.org.uk)

Finally, we would like to once again thank our education programme sponsors – AC Goatham & Son, Avalon Growers Producer Organisation and OnePay, without whom we could not continue this important work. ■



# 90 YEARS FRESH



Red Pears



Green Apples



Pink Apples



Green Pears



Red Apples

AVALON FRESH™

PART OF AM FRESH™ GROUP



# The future for British top fruit

By Ross Goatham.

**As we head towards another General Election cycle, every business sector in the UK will be calling on the government for more support, but it is critical that whoever governs this country next prioritises food security.**

A sustainable supply of British apples and pears has been a priority of our business for a number of years, and we have now planted close to three million new fruit trees and over 150 miles of native hedging across our orchards in Kent and Medway. The planting programme continues this year with a licensed variety new to the business – Jazz apples, along with higher coloured Royal Gala clones.

There is still a considerable opportunity for growth of the top fruit sector in this country and for some exciting careers within it, as jobs become more skilled and technology advances throughout our business. The industry currently grows and supplies around 40% of the apples eaten in the UK and the industry has an opportunity to increase this to 60%. We are working collaboratively with our supermarket customers to make this happen.

We currently work on a 20-year planning cycle for apple orchards (40 years for pears) and 75% of our orchards are less than 10 years old.

By investing in modern planting, we are growing significantly more fruit per hectare than 10 years ago, optimising returns back into the business

for investment. Profits are invested back into the business year after year in alignment with our long-term strategy to increase British production and food security. In the last 10 years we have increased production almost five-fold (from 7,000 tonnes in 2012 to 34,000 tonnes in 2022), and forward crop predictions show this to increase to 55,000 tonnes by 2032 (a further 60% increase on today's volume).

This is one of the most competitive markets to supply into globally, but we pride ourselves on our customer relationships by building trust through transparency and delivering on our objectives, whilst aligning with customers' strategies to support them in achieving theirs. Responsibly and sustainably delivering on commitments, quality, and price year on year. This culminated in us being awarded Supermarket Fruit & Veg Supplier of the Year on 29 September at The Fresh Produce Awards 2023. I see this as a huge accolade for all the team here at AC Goatham & Son and furthermore tremendous recognition of the British top fruit industry and the important role it plays in food security.

It's not the first time that the British top fruit sector has faced significant challenges and I'm sure it won't be the last, but while British shoppers still put a bag of British apples or pears in their weekly shop, we will be here growing them. ■

[www.acgoatham.com](http://www.acgoatham.com)

Mechanised harvesting at AC Goatham & Son



Helping to educate the next generation.

AC Goatham & Son is proud to support the **National Fruit Show Education Programme** for schools.

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OUR FUTURE IS GROWING



# Preparing young people for their next step

The Kent & Medway Careers Hub brings together schools, colleges, employers, and training providers across the county. We are one of 40 Careers Hub across England that collectively support the Careers & Enterprise Company's goal to make it easier for schools and colleges to improve how they prepare young people for their next steps towards employment.

Across Kent & Medway we support 160 Mainstream Secondary schools, SEND & Alternative Provision schools and Further Education Colleges to drive progress against the Gatsby Benchmarks by enabling Careers Leaders and teaching staff to access training, support, resources and digital tools, and to promote best practice and local labour market insight.

The Careers Hub facilitates partnerships between schools and key local and national employers, training organisations and service providers committed to improving careers readiness and careers opportunities for students. The Hub also manages a network of business volunteers, known as Enterprise Advisers, who use their experience and expertise to support Careers Leaders.

The Kent & Medway Careers Hub offers schools and colleges dedicated support from the local hub team of three Hub Leads and nine Enterprise Coordinators and is organised as a partnership between The Careers & Enterprise Company and The Education People (on behalf of Kent County Council) and Medway Council and works collaboratively with local stakeholders involved in driving the county's economic growth such as industry bodies, the Kent Invicta Chamber of Commerce and local Economic Development teams.

For further information on how you or your organisation can get involved with the activities of the Kent & Medway Careers Hub or to find out more about how The Education People can support apprenticeships, young people at risk of becoming

NEET (Not in Employment, Education or Training), or specialist employment opportunities for young adults with disabilities or disadvantages go to our website at [www.kentprospectus.co.uk](http://www.kentprospectus.co.uk) or come and see us on stand T8 in the John Hendry building.

## Teacher Encounters – bringing curriculum and careers closer

Teacher encounters are opportunities for businesses to interact with School Leaders and Subject Teachers in a range of workplaces, and to engage with them about current industry practice and how it relates to the curriculum, the trends and challenges facing organisations and the working environment.

These encounters help educators maintain a breadth of knowledge and an understanding of the latest technical and professional developments relevant to the subjects they teach, including present and future career opportunities and pathways, as well as the knowledge, skills and behaviours required for different roles.

Educators can use these insights to inspire their students and keep their teaching and curriculum up to date. Employers have the opportunity to support educators to shape the curriculum and provide relevance to the world of work to ensure young people are more prepared and 'career-ready' as they choose their next steps towards becoming part of the workforce of tomorrow. It is hoped that these encounters may also lead to longer term relationships between schools and organisations and encourage more effective integration between curriculum and careers.

If you want to find out more about how your organisation could provide teachers with this kind of opportunity, get in touch with the Kent & Medway Careers Hub at [matthew.peake@theeducationpeople.org](mailto:matthew.peake@theeducationpeople.org)

## #RewritetheStory

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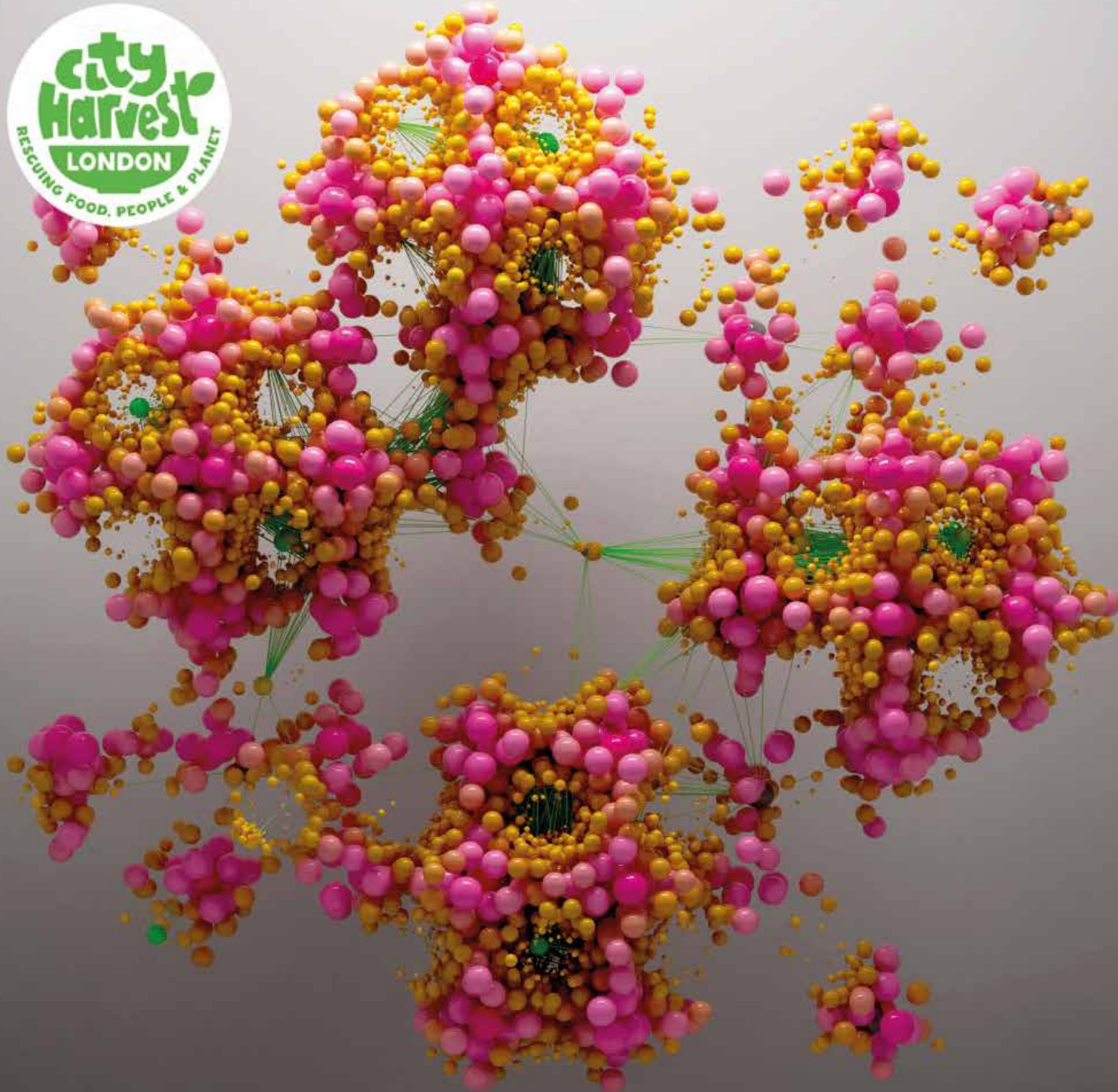
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Register your interest: [enterpriseadviser.careersandenterprise.co.uk](http://enterpriseadviser.careersandenterprise.co.uk)

82% of Enterprise Advisers would recommend the role to others.







# Sustainable solution to rising prices and decreasing profits



How giving away is the new way to save in the UK food industry.

“One of our donors calls the bins of non-retail grade apples he donates to us as his ‘steps to heaven’. We save him the cost of Anaerobic Digestion disposal of edible, but unsaleable fruit and he feels a little better about not being able to sell them,” said Sarah Calcutt, City Harvest, CEO.

City Harvest takes all good food. The standard specification we share with farm donors is, if you'd eat it, we'll take it. Fresh produce is an essential part of a good diet, we're on a mission to ensure that all of the organisations we work with are able to share a healthy, balanced diet, rich in produce recovered from waste streams therefore reducing on-farm costs.

Ambient food is the hardest to source, then protein such as meat and dairy, but we take everything. Our goal is to provide free nutritious food that helps children and families thrive, not just survive.

Data is king to City Harvest, we produce impact reports to let companies know exactly how much their donations equate to in kilograms rescued, meals delivered and Green House Gases prevented. We also

report on the social impact it has with community case studies on where the food goes, these metrics aid Cat 3 and net zero declarations and we also work with a large number of B-Corp enterprises.

City Harvest launched its Food Report at Harvest Festival at St Paul's Cathedral on 1 October. It's an investigation of the behaviour and attitudes of food companies. Some of the key players in the food industry, farmers, manufacturers and retailers have faced huge increases in the cost of production while suffering a decrease in profits. Farmers have suffered from the increase in the prices of fertiliser, energy and operational costs, manufacturers have suffered from lower output due to labour shortages, and retailers have suffered from managing price variations of produce for their consumers amidst the cost-of-living crisis. As the food industry has sought to reduce costs, there is one place that many in the industry have missed – food redistribution. To understand more about the attitudes and perspectives of food redistribution, City Harvest surveyed its food donors to provide insight into the industry's perspective on this topic.

## Food for Thought: Unlocking the Economic and Social Benefits of Food Redistribution

City Harvest:  
Value of Food Redistribution Report  
Oct 2023

Scan the QR code to read the report



Cover art by renowned 3D animation and AI artist, Yanis Georges, breathing life into City Harvest data. Watch and listen online as the City Harvest green thread connects food deliveries (in yellow) to people (in pink) in a living, breathing AI data representation artwork. See more at [www.cityharvest.org.uk/art](http://www.cityharvest.org.uk/art)





Some key findings include:

1. 88% of donors find redistribution to be effortless;
2. 80% of donors believe City Harvest adds value to food redistribution through its collection times within 24 hours, free transportation; and labour to sort surplus;
3. Waste disposal was the number one cost-saving benefit for redistribution amongst donors; yet
4. Only 37% of food donors recognised the financial value of redistribution's benefit of ESG/ CSR reporting and fostering consumer trust;
5. Only 11% of donors are motivated to redistribute for financial benefits.

As key players in the food industry, farmers, manufacturers and retailers can eliminate costs associated with storage, transportation and the disposal of food surplus by the simple act of redistributing it to those in need. In fact, food donors receive a social return on investment when they donate food to City Harvest: for every one tonne of surplus food that is redistributed, City Harvest delivers an estimated £3,550 of positive impact for food recipients and food donors, translating to 2,300 meals to those in need. We don't charge for food, this frees up



*Please contact our food team if you think we can lower your costs and collect edible product: [food@cityharvest.org.uk](mailto:food@cityharvest.org.uk)*

critical budget that can be spent on helping people improve their situation, provide childcare and education, operate soup kitchens and welfare facilities for the homeless. Food opens the door to life changing support and we are committed to ensuring that we will deliver a great diet of food that had been heading into waste streams.

Redistribution services generate financial benefits and positive social impact, which businesses can engage in when they partner with redistribution organisations, like City Harvest. To promote redistribution

amongst businesses, some of City Harvest's recommendations to the government and food industry are the following:

1. Facilitate a non-exclusive regulatory environment conducive to food redistribution;
2. Utilise food redistribution partners as sustainable solutions;
3. Celebrate the transparency of food waste reporting;
4. Set ESG targets to enhance their society impact. ■



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# Challenges affecting suppliers



Groceries Code Adjudicator

By Mark White.

**In September, hundreds of suppliers attended the Groceries Code Adjudicator's (GCA's) annual conference; the first with in-person attendees since the pandemic and coinciding with our tenth birthday.**

The GCA is the UK regulator which ensures that the largest grocery retailers treat their direct suppliers lawfully and fairly and comply with the Groceries Supply Code of Practice (the Code). Since its creation, the GCA has gone from regulating 10 to 14 retailers, and at my conference I was pleased to hear again about the real difference it has made for suppliers over the last decade.

The GCA's annual surveys show this difference clearly. In 2014, 79% of suppliers reported having at least one Code related issue. This had drastically reduced to 36% in 2023. At the same time, the grocery retailers' average scores for Code compliance rose from 73% in 2014 to 92% in 2023.

I was keen, as always, to reassure suppliers that the GCA is not resting on its laurels and continues to push the retailers to improve their treatment of all suppliers. I want suppliers to contact me if you are facing a Code issue. I treat all contacts from suppliers with utmost confidentiality.

Conference attendees discussed challenges affecting suppliers of all types and sizes, including how grocery retailers are handling both requests for cost price increases and cost price decreases, the impact of inexperienced buyers on suppliers and an increase in range reviews and de-lists.

I was very pleased to welcome many fruit growers in person and online, and was delighted to welcome Ali Capper, Executive Chairman, British Apples & Pears to take part in a panel session on how grocery suppliers and retailers can build enduring relationships despite the difficult trading conditions.

I have heard clearly what Ali and other fruit growers said about how they have been impacted by volatility and their need, in response, for the retailers to plan for the next 10 years, not the next 1 to 3. Ali also highlighted the frustration caused by buyer turnover. I am absolutely determined to keep engaging all the retailers on this issue with a focus on getting them to retain their buyers in post for longer.

I also spoke at my conference about changes to some supply chain structures, especially in the fresh produce sector. I have noted some retailers either introducing or removing consolidators or buying desks which can either afford, or remove, the explicit protections of the Code to growers and producers.

I want to hear from suppliers affected by such changes, confidentially of course, about how they have been impacted. I want to properly understand how the retailers are explaining such a change and in giving plenty of notice before making any change.

I was grateful to all those who attended my conference either in person or online and for the opportunity to reiterate that I and the Code Compliance Officers (CCOs) at each of the retailers want to hear from suppliers about the issues they are facing. Where a supplier does speak to either the GCA or a CCO, their confidentiality is assured. Suppliers are also protected by the retailers' commitment that there will be no negative consequences for raising an issue. Please do get in touch. ■

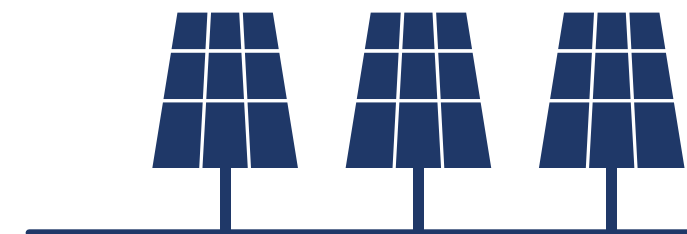


Mark White

[www.gov.uk/GCA](http://www.gov.uk/GCA)

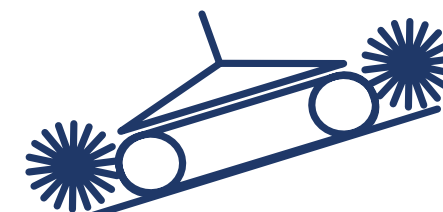
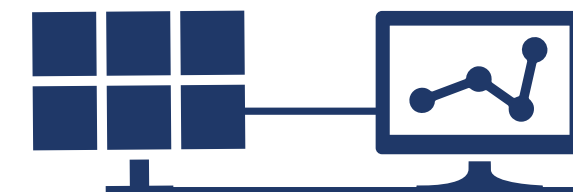
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# Progress towards forest bug control

NIAB's Francis Wamonje and Scott Raffle outline how a research project is developing new knowledge to improve its management in orchards.

Since the withdrawal of the broad-spectrum insecticide chlorpyrifos in 2016, growers and agronomists have been finding increasing numbers of new insect pests in apple and pear that had previously been controlled. In some cases, insects that had not been considered as pests for a generation or more of fruit growers, have gradually been reappearing. The forest bug (*Pentatoma rufipes*) is one such pest.

Like many other shield bug species, such as brown marmorated stink bug, forest bugs produce a sticky defensive secretion with a strong smell which can contaminate fruits such as raspberry and cherry, but the bug is considered to be harmless outside of harvest time. It may even provide benefits to growers through feeding on other pests, such as caterpillars and aphids. However, in apple and pear, the pest can be rather more damaging.

Overwintering forest bug nymphs (2nd instar) feed early in the season on developing buds, flowers, and fruits (shortly after flowering). The nymphs are particularly difficult to detect as their bodies appear similar to the tree bark and are well camouflaged. They can also squeeze their 3mm, small, flattened bodies into the cracks and crevices of tree bark to find some shelter from the cold. Their feeding only becomes apparent long afterwards when developing apples and pears become distorted and pitted, and the flesh becomes discoloured. Brown lesions develop in the fruit flesh at the site of the forest bug stylet insertion, and the lesions harden, giving the fruit a 'stony' texture at harvest.

Fruit losses of 10% at harvest are common but occasionally, much higher levels of 40%-50% damage have been reported, so management and control measures are becoming increasingly necessary.



Forest bug damage to Gala apples



2nd instar nymphs are camouflaged on tree bark  
©Jonathan Michaelson

There is only one generation of forest bug per year and only spring control measures are generally used before or after flowering, to target the overwintering nymphs before they start to feed. With fewer effective control products available than ever before, a novel management strategy needs to be found.

NIAB scientists secured a DEFRA Farming Innovation Programme grant in 2022 to begin a two-year project to study the biology and control of forest bug. Collaborating with the University of Greenwich and industry partners Agrovista, Avalon Fresh and Russell IPM, orchards have been sampled for the pest and methods to rear it in the laboratory have been developed, whilst entrainment methods have been used to collect components of its sex pheromone.

Scientists at the University of Greenwich are analysing their composition with the intention of synthesising them for use as a chemical lure in monitoring traps. Once synthesised, prototype dispensers for these lures will be manufactured and developed within a monitoring trap. Additional work is in progress to develop the optimum design of trap which could be deployed once the lure is fully developed. The use of chemical repellents in the field is also being investigated. If successful, this might lead to the testing of a 'push-pull' approach to control which NIAB has previously achieved with capsid pests in strawberry.



Methods to rear forest bug in the laboratory have been developed



# Identifying strawberries and raspberries with resistance to SWD

NIAB's Michelle Fountain, Adam Whitehouse and Feli Fernandez outline some promising results emerging from a Growing Kent & Medway funded research project.

Since the arrival of spotted wing drosophila (SWD) in the UK in 2012, NIAB's entomologists at East Malling have led a host of industry research projects to learn more about its biology and behaviour in UK conditions and how best to manage and control it. Most recently exciting progress has been made through the use of precision monitoring in the winter months, use of bait sprays, and the development of Sterile Insect Technique (SIT) in collaboration with commercial company BigSis.

However, one approach to control that hasn't been fully explored is variety resistance to the pest. Ripening soft and stone fruits are highly attractive to adult SWD, with the female making an incision in the skin of the fruit and laying eggs under the surface. The resulting larvae feed on the flesh of the fruit, leading to fruit collapse and an unmarketable product. If any accessions (varieties, selections, or species) of soft fruits are found to have berries that

are less attractive to SWD or that inhibit egg laying or larval emergence, we could then investigate the fruit traits that are associated with this and utilise such traits in the NIAB breeding programmes.

In this Growing Kent & Medway funded project, NIAB scientists are collaborating with Asplins PO and WB Chambers to screen many accessions (varieties, selections, or species) of strawberry and raspberry, initially to identify if any show resistance to SWD and then find out what such resistance might be caused by.

In 2022, the focus was on strawberry and a wide range of strawberry genotypes were chosen based on their origin and pedigree. The material tested was diverse, ranging from old English bred June-bearer variety 'Cambridge Favourite', to the large, firm Californian variety day-neutral type 'Diamante'. The range included differing traits like skin colour, skin firmness, flesh firmness, size, and sugar levels (Brix).



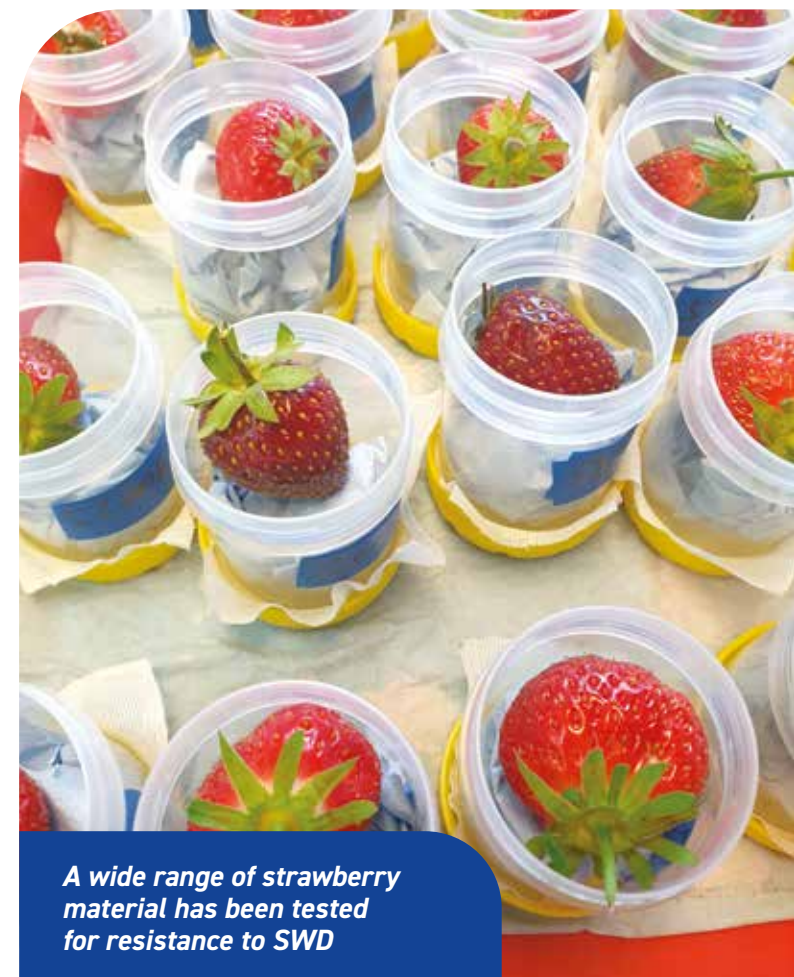
SWD Adult on raspberry  
©Washington State University

The aim was to identify any correlations between fruit traits and emergence of adult SWD from the fruit.

A total of 76 accessions were planted in replicated plots hosted by WB Chambers. Fruit was picked throughout the season, brought back to NIAB laboratories where fruit traits were assessed, and the fruit exposed in containers to adult female SWD. The number of eggs laid in each variety was recorded and the adult females then removed. Following 14 days, the number of emerging adults was counted from each of the original berries.

The results so far on strawberry have been very promising, as there was found to be statistically significant variation in the numbers of adults emerging from berries between the 76 accessions included. The genotypes used were grouped together based on the level of emergence. For those genotypes where a lack of emergence was found, several fruit quality traits were found to be correlated. In particular, the levels of Brix and the skin colour appeared to influence the level of emergence.

In 2023, the results from 2022 are being validated by re-screening those genotypes which showed either high levels of emergence or low levels of emergence. A similar exercise will also be undertaken for raspberries, looking at a wide range of accessions, including red, purple, and black coloured raspberry. ■



A wide range of strawberry material has been tested for resistance to SWD

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# UK technology first

The use of new technology in 300 hectares of orchards devoted to top fruit has enabled one Kent based grower, Adrian Scripps Ltd, to move to an individual tree care approach this season.

Replacing a more traditional 'blanket orchard approach' and new to the UK, the technology developed by Aurea Imaging, a crop intelligence company is being used for the first time by Scripps. It helps the business with plant protection, nutrition, blossom thinning and individual tree root pruning by gathering information by drone and a tractor mounted system, which then allows for individual interventions to be made on each tree throughout the growing season.

James Simpson comments: "The Aurea Imaging is both drone and tractor based. On the tractor, the Tractor Mounted System drives through the orchard scanning both sides of the tree row and it looks at things like tree vigour and blossom density. Currently in development is the ability to count apples and size the fruit. With the information recorded we can for

*The Aurea Imaging is both drone and tractor based*

example apply blossom thinning products or even root prune individual trees when we go back through the orchards. It is all GPS linked and is accurate to within a few centimetres."

"Once picked our fruit is taken to the farm and each bin is scanned, using technology from a company called Hectre, before it goes into cold storage. This live data on the size and colour of the crop can be seen by the senior team on a phone app and

we can decide if the fruit is being picked to the right criteria."

"This insight into the size and profile of the crop allows us to market the fruit more effectively as we know what we have in each store and bin."

"For our business, using this technology is about maximising orchard outputs so that we achieve a more even crop across the whole orchard and with the data provided it makes it simpler and easier to manage."

Adrian Scripps Ltd is a family-owned business established in 1960 by Adrian Scripps with five farms in Kent. It has a centralised storage and packing facility at Moat Farm near Tonbridge and works with a number of growers to provide a varied portfolio of fruit to UK retailers.

It has the exclusive UK licence for Kanzi® and Red Prince® and a joint exclusive licence for the UK's first Pink Lady® orchards, which will be extended to 50ha by 2025.

The business has 25 clones in trials focussed on delivering superior characteristics and has the first UK trials of Zingy®, Fengapi®, Sunspark®, Dazzle®, Snapdragon® and Rubyfrost®. It also grows Wildfire® Gala which is the earliest clone on the UK market and available in August.

The business produces 14m kgs of its own top fruit annually and it packs and markets an additional 6m kgs for other growers.

It was the initiator of the six pack Trayless Flow-wrap concept and Natural Branding®, an alternative to PLU stickers. Adrian Scripps is also the UK's largest top fruit exporter of around 2m kgs per annum. ■

For more information about the business visit [www.adrianscripps.co.uk](http://www.adrianscripps.co.uk)



[www.landseerltd.co.uk](http://www.landseerltd.co.uk)

## PRE AND POST HARVEST SOLUTIONS

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# British apples and pears in the spotlight

Despite the challenges of cost inflation, low supermarket returns and the British weather, UK apple and pear growers are showing their resilience and fighting for their future.

As a strong voice, British Apples & Pears Limited continues to push our growers' case to both retailers and the government, while also exciting consumers to buy British apples and pears.

## British apples – the hidden superfood

New research and endorsements in the last year mean we now believe apples are a superfood. This will form a key part of our start of season consumer messaging.

Our in-store and media start of season promotional activity starts on 2 October. Look out for supermarket promotions, grower features, health facts and lots of social media activity throughout autumn.

## Speaking up for our industry

This year more than ever, we've been speaking up for our growers with government and retailers.



We've achieved more than 75 pieces of media coverage to date, including interviews on BBC Radio 4 and 5 Live as well as Sky News and the BBC One Show.

Our messaging has been strong and consistent. We need government support and fair returns from supermarkets.

Supermarket returns have remained static, while grower costs have increased 23%. In addition to ONS, NFU and our own grower survey data, we commissioned Andersons Midlands to calculate the cost of production of Gala apples, which was found to be £1.26 (median cost) per kilo.

Our new monthly British apple sales data has also caught the attention of the supermarkets – [www.britishapplesandpears.co.uk/supermarket-sales-data](http://www.britishapplesandpears.co.uk/supermarket-sales-data). Now, everyone can see which supermarkets are supporting British.



[www.britishapplesandpears.co.uk](http://www.britishapplesandpears.co.uk)

We've also met with all the major retailers at least twice in the last year – often with British Growers Association and British Berry Growers to reinforce our message.

## Research and development

We now have a full research and development programme for top fruit. Following the demise of AHDB, BAPL joined other grower associations to form Horticulture Crop Protection (HCP) Limited.

While HCP handles EAMUs and EAs, BAPL's own

technical committee commissions vital top fruit research. Current projects concern canker, woolly apple aphids, codling moth, woodlice and lifecycle carbon analysis. The results will be shared with our growers.

## Set for the future

All our work supports our ambition to achieve 60% market share for British apples by 2030. Despite the challenges in the short-term, it's an ambition we remain determined to meet. ■



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# Novel approaches to controlling apple canker

NIAB's Matevz Papp-Rupar and Scott Raffle describe the latest research on apple canker, which is hoped to reduce the severe impact of the disease.

**Apple canker caused by the pathogen *Neonectria ditissima*, continues to give rise to 10%-20% tree losses per year in young orchards, in the early years after establishment, and it is still considered one of the highest priorities for research by UK apple growers.**

Previous NIAB research funded by AHDB (Project TF 223) used the biocontrol product Triatum G (*Trichoderma harzianum*) in newly planted orchards and stoolbeds. The product showed some promise in reducing the incidence of canker development, but it is currently only authorised for use on protected crops. This project also demonstrated that secateurs incorporating a chemical dispenser to treat pruning wounds, achieved significant reductions in canker number. Applying Folicur (tebuconazole) either alone or in combination with BlocCade (a physical acting barrier to spore germination) gave best results.

A more recent AHDB project led by NIAB at East Malling demonstrated that a *Trichoderma* based biocontrol product and a conazole based fungicide offered some decrease in canker incidence on infected trees, but only at lower inoculum levels of naturally infected wounds. As the biocontrol product is only authorised for use on grapevines and the conazole fungicide is not currently authorised on any crops in the UK, further research is urgently required.

Working with Agrovista and Avalon Fresh, NIAB is currently benefiting from a Growing Kent & Medway funded research project to explore novel approaches such as biocontrol, alternative spray programmes, and soil amendments for improved tree health and resilience, with the hope of improving canker management practices.

The first objective is assessing the use of commercial mycorrhiza and *Trichoderma* based products applied to newly planted Gala orchards in both drought and waterlogged prone soils to improve tree establishment. Canker incidence, tree mortality and tree growth will be recorded every six months to compare treatments.

The second objective is seeking to find ways of increasing natural populations of mycorrhizal fungi, which are believed to improve soil drainage, soil health and nutrient uptake, to enhance tree health, tree growth and the ability to withstand pathogen infection. Some wildflower species which are known to support the growth of naturally occurring and introduced mycorrhiza are also being established to measure their impact, whilst a modified root pruner supplied by Agrovista which dispenses mycorrhizal inoculum directly to tree roots during root pruning, is being investigated.

Finally, a range of novel substances are being assessed in a newly planted orchard which has been artificially infected with apple canker (*Neonectria ditissima*) at a high inoculum level. Products authorised for use in the UK but not currently on apple are included, along with biocontrol products with antimicrobial properties, which are being applied both with and without biostimulants



Wild flower strip in orchard

and defence elicitors. The results from the Year 1 trial indicated that hydrated lime (e.g. building grade Hydrated Lime Blue Circle) applied three times (20%, 50% and 80% leaf fall) at the rate of 50kg per hectare in 300 litres of water, significantly reduced canker incidence. The results are in line with the research findings from The Netherlands where this approach is used in overhead irrigation. In Year 2 the dose and timing of hydrated lime application will be optimised and tested in combination with other products. ■



Branch dieback caused by *Neonectria ditissima*



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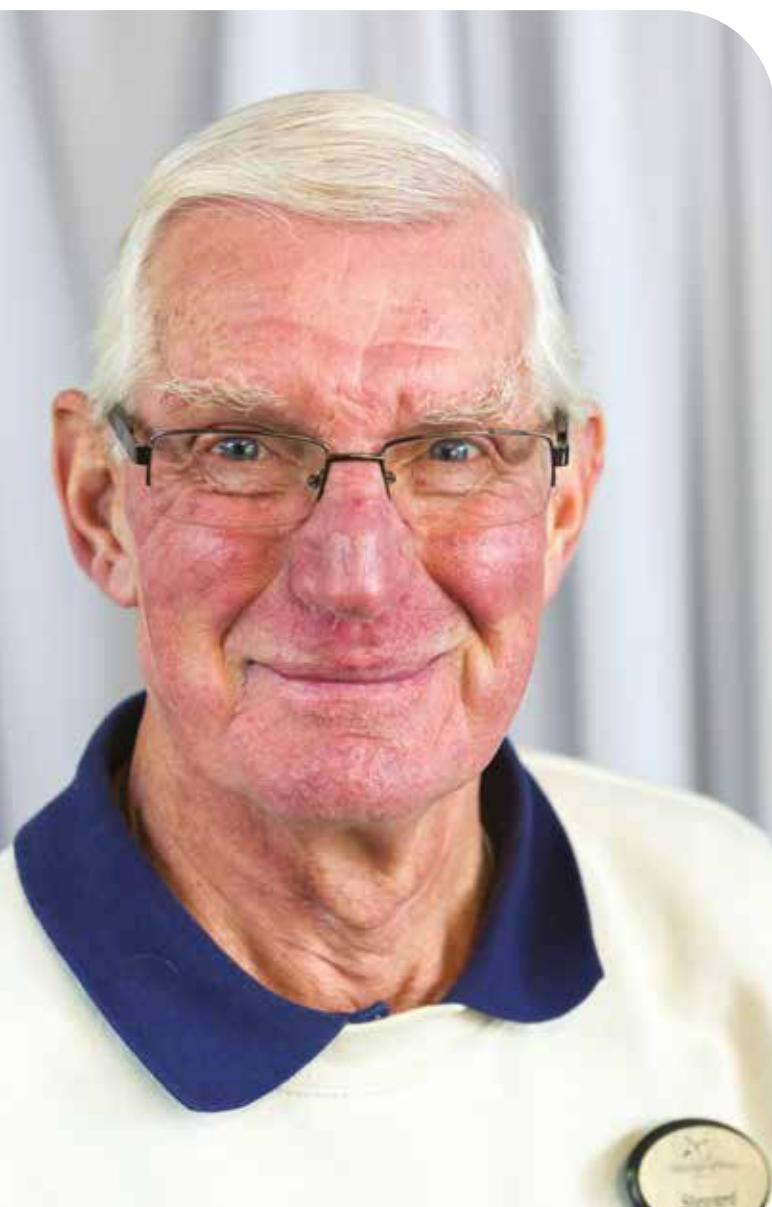
# Remembering John Elphick

We were sad to learn of the death of John Elphick earlier this year. John was a great friend to The National Fruit Show and generously gave his time each year.

John always wanted to be a farmer and at the age of five started spending time on the local farm under the watch eye of two land army girls. Don't you just love 1940's health and safety!

He spent hours on a Fordson tractor with one of the farmers Fred Arnold who taught him how to drive and with Tom Bassett who cultivated with horses. During harvest he use to help stack the sheaves of corn for which he was paid three old pence per hour as pocket money. He spent many summers helping on the farm, something he enjoyed very much.

In 1956 he left school and started to work for Cyril Philips at Lower Tilton Farm Firle where he gained



experience in looking after cattle and helping with the harvest. It was hard work back then the majority of the jobs were still carried out by hand – with none of the luxury of modern machinery.

In 1957/58 he attended Plumpton Agricultural College. After leaving college he continued to gain experience working at Pickers Hill farm Saltden near Brighton and Cowlese farm in Barcombe.

In 1960, he secured the position of assistant manager at a 2,500 acres farm, Pyecombe with three dairy herds and 1,500 acres of arable.

He loved working and spending time on the south downs. He would always tell tales from the winter of 1963, when it snowed so much that the farm was cut off for a week and he had to spend days looking for the 1,000 sheep buried in the drifts. It wasn't all work as they used to tow each other on sledges behind the Land Rover.

In 1965 he changed farms and became the manager of Court lodge farm Wartling, a 650 acre farm with 150 dairy herd with cereal and potatoes. He would take his turn milking, getting up at silly o'clock.

This would be John's last job as a farmer due to damaging his back. After spending many months in traction John took the difficult decision to leave practical farming.

In September 1968, he joined the NFU and took the position of assistant NFU secretary in Devises Wiltshire.

In June 1973, he moved again and took the position of senior group secretary of Maidstone and Staplehurst branch.

He purchased a family house in Grace Avenue, Maidstone from his predecessor which came with the front two rooms of the house converted into offices. This is where the business was based until the family moved to Marden High Street in the early eighties.

In those days you had to go and talk to people face to face. This is the part of the job John loved he would come back telling tales of characters he met from the farming community. Many of his clients became lifelong friends, testament to his ability to connect with people.

Before he retired in 1996, John was given a great honour and made president of National association of group secretaries, which gave him the opportunity to travel the country meeting and making friends with yet more people. ■



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# Agrii records strong interest in viticulture services

The projected expansion in Britain's vine area is driving interest in the site selection and assessment expertise at Agrii, the leading viticulture advice, technology and supply business. In the five years to 2022, the area under vines across Britain increased by 74% to 3,928 ha. A further 400 ha are estimated to have been planted in 2023. Projections produced by Wine GB, the industry body, estimate the area will maintain its growth of recent years to reach 7,600 ha or more by 2032 – an increase of 95% on 2022.

Spurred on by the growing international recognition for Britain's wines, especially its sparkling wines many of which have trumped the best that other countries have to offer, Chardonnay, Pinot Noir and Pinot Meunier account for about 70% of the area.



Ben Brown

"Across the south and south-east, vines for sparkling wine tend to dominate, but there is growing interest in those varieties suited to still wine here and further afield," says Ben Brown, Agrii viticulture specialist.

Soil analysis and site assessment is often the first step towards establishing a vineyard. This typically involves combining physical inspections with actual and historical weather data to provide an informed opinion.

"If you want a vineyard to last 20 years, you need to know your soil and its characteristics. This analysis determines the rootstock to be used and influences the variety of grape. Making good on bad decisions later is highly costly, so time and effort invested at the early stages is often worthwhile," he says.

"Traditionally, sparkling wines have thrived on the chalk soils of the Champagne region where the soils support a balanced aromatic profile enjoyed by consumers. Conversely, water-limited soils tend to produce grapes with more desirable phenolic characteristics and higher quality tannins, which is why red wines do better on soils where moisture can be in deficit," he adds.

There are more considerations, such as what to plant between the rows that doesn't harbour pests or disease or negatively affect soil pH. The most suitable options are often soil-type specific, so sound experience is essential to making the best decision.

Agrii has operated a specialist viticulture team for more than 30 years giving it unrivalled experience and expertise in the sector.

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"Topography, altitude, aspect and wind exposure are important, especially to planting direction and row spacing. Free-draining sites should be preferred as poorly draining sites increase the risk that roots will sit in water-logged soils which will cause them to die," Ben says.

Much of the growth in area of recent years has come from new growers producing grapes on contract. In addition to promoting greater supply, the rise of contract-growers means new entrants can scale up without needing to invest in a winery. By expanding the crop area to new terroirs, the wines will take on new flavour profiles which will extend their appeal to new markets.

"Interest in British wines is growing strongly with 7% of production now exported. The area may be dominated by grapes grown for sparkling wines, but Bacchus and others are grown from the south to north of England, proving that there are varieties for all regions.

"The range of varieties suited to the British climate demonstrates not just the suitability of this country for vines, but also the diversity of wines that can be produced. It's a case of matching the variety to the terroir of your land and Agrii has specialised in this service for more than 30 years," he says.

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# Moments of epiphany

**At this year's AGM, Emily Norton, (then the Head of Research at Savills) gave the 2023 James Nichols Lecture and she spoke about her background in farming, law and how she became involved in studying global agricultural policy design to help consider what might be best for the UK in the future. We've summarised the key points Emily raised.**

Emily looked at a variety of countries – Australia, New Zealand, the US all of which are very different to the UK, which she described as unique and a “small, crowded island with complicated food security relationships with our nearest neighbours.”

Emily explained she visited countries with similar challenges to the UK - Taiwan, Hong Kong, Cuba, and the Middle East to understand what it means to have a trading relationship with your nearest neighbours that influences how you think about your identity as a country.

Her moments of epiphany during this tour came in Hong Kong, a country which in the 1980's had a huge liberalisation of import rules which saw almost all food imported from China and very little domestic food production. Academics realised (during the transition from British to Chinese rule) that without domestic food production, there was no sense of national identity, “There is nothing that says this is what we stand for, and this is what we can defend”. Hong Kong also had fairly weak environmental protection and every piece of farmland which previously had been productive had been destroyed or turned into storage for shipping containers. These attitudes to trade and environmental protection had to be changed, so a target was set for producing 10% of all the food consumed in the territory.

So, the first epiphany was that if you don't set a target for domestic production and you are encouraging free trade and have low environmental protections you can see what could very quickly happen to food production in the UK.

Another epiphany was in Oman during a visit to see horticultural businesses mostly exporting peppers to Japan, working through a cooperative packhouse, but every farmer Emily met was happy, which is very unusual.

The system worked, everyone got good prices and shared equipment. The realisation became clear that the Islamic organisation of trade is different. Here in the UK (and the system Emily grew up with on a dairy farm) is that you have an exclusive relationship with a producer at the farm gate, which is your everything, your contract means you are stuck, and you can't just go and change it. This type of capitalist system is how the market says it should work, there are economies of scale, but there is every likelihood the purchaser exploits the relationship power to gain competitive advantage.

In other countries and cultures, it is organised differently. You have to have market actors to make it fair. Both sides have asymmetry in the contract, so they know what profit the other side is making, and this has to happen for it to be fair and enforceable in law. Whilst we think we might have the best systems in place, having ones where one party has to be exploited for the commercial advantage of another isn't fair. So, when we say farming isn't fair, we are fighting against these cultural settings which impacts on how farm businesses work.



Emily Norton



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The conclusion to be drawn from Emily's travels is that you need to set your trade policy first and decide the trading relationships you want to have with the rest of the world and then you need to set your environmental standards, what expectations you have on environmental protections, then set a target for food, how much we (as a nation) want to be producing to have a national identity, that we are looking after our own. With these things together, you can set a budget to ensure food producers can continue to operate and to work.

The Swiss are a good example, with high trade tariffs and standards of environmental protection, which means their farmers are really well protected but receive by comparison very little fiscal financial support. Australia is very similar, it is all about export and very difficult to import food to, so farmers exist in a relatively subsidy free environment, but they have very little competition as producers.

The UK hasn't really thought about these sorts of issues yet and we can see the legacy of where some of these problems are going.

Common Agricultural Policy was all about food production and ensuring food gets to consumers for fair prices, and that farmers were paid fairly, so they carry on producing.

On the issue of soil there was nothing about soil health written into the CAP as it was considered a national issue, soil doesn't travel across borders.

Emily described how filling in her Basic Agricultural Payment form as the most profitable 45 minutes of her year and called it 'weak on tax payer accountability'. People say it is not fair for large land owners to have had more money just for having lots of land.

The danger now is that looking into all of the issues about the transition post leaving the EU, and all of the focus on the Environmental Land Management Scheme is completely missing the point. The Government has spent a huge amount of time designing an overly complicated agri/environmental scheme and hasn't really got back to thinking about the why – the difficult stuff, how are we piecing it together and what do we really need.

We have made the same mistake that the EU makes and have simply taken the same amount of money and repurposed it through a different measure. At the moment we are fighting for £2.4bn without really having an understanding of what that money is for and how it should be spent. Just distributing the same amount of money through a different mechanism is likely to fail as it isn't attractive enough or relevant

enough or looking after the parts of the industry which really need protecting. Highlighting the investment which is needed by the horticulture sector is different to that needed by other sectors of farming.

Emily concluded by saying: "Public money for public goods is a good thing – being accountable to local people and how tax payer money is spent is critical. We need to be communicating to treasury officials what value we are delivering as a sector and what we need to continue investing. We know the rest of the economy doesn't exist unless we produce breakfast, lunch, or dinner – we understand that argument and that empty shelves cause riots in the streets. But the treasury doesn't think like that, it puts agriculture against a number of different sectors and says how much money is being spent on that and is it justifiable. They will look at for example, how much it costs to society – the theoretical cost of £190 for every 1kg of nitrogen lost into nature."

"Public goods for public money says you can get money to do various things, but you have got to stop this other stuff – you can't keep causing these problems. The last 40 years of farming industry has yet to take responsibility for the impact on nature. There is a much greater alignment now between the areas of farming that are advocating taking responsibility and

To listen again to Emily's full talk, go to [www.nationalfruitshow.org.uk/agm-agenda/](http://www.nationalfruitshow.org.uk/agm-agenda/)



Teresa Wickham, Emily Norton, Catherine Paice and Sarah Calcutt

all of the environmental NGOs saying that the money being given to agriculture isn't creating the right kinds of outcomes. Alignment of environmental outcomes and food production is a good thing. We should all come together with a better and more cohesive vision for how we are using the land."

"Public money for public goods also means private money for private goods and food being a private good means we still have the issue of food markets being badly regulated. It is inevitable in the future we will have a more regulated market so that consumers don't get ill from the food they are feeding themselves." ■

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# Do you know the carbon value of your orchards?

The second part of the James Nichols Lecture given by Emily Norton, (former head of research at Savills) at this year's AGM, posed a very interesting question for growers on the carbon value of the trees they grow.

"When you plant an orchard do you register the carbon in the trees? It should be the ultimate co-benefit for what you are doing. Globally, permaculture and what you guys are doing is of real interest to investors because of the carbon you can store in trees as well as the co-benefit of the healthy apples or whatever fruit you are producing.

We haven't really woken up to this yet, that there is a massive opportunity to have that co-benefit to the long legacy of tenanted land, as you can only profit from these markets for eco services if you have long term control and tenure of these particular issues. Which is why this idea of environmental governance and natural capital, (who owns it and who needs to look after it for long term benefit, who needs to be incentivised either with carrot or stick to make sure we are improving all of these indicators for well-being which the government is now selling for land, all of those long term targets and there are so many of them, so what are we doing and the piece around how tenants are being incentivised around eco service markets) is really important as government wants this to happen.

Government wants private markets propping up a vital, diversified income stream for farms. If you haven't got control of those eco system services because of the structure of your business, we are going to get some interesting ripples in the system.

I listened to a talk about land values going up, rents going up and tenants being excluded from these markets, and you can't have all three of those things. If land values, go up and tenants are excluded from the markets then rents need to come down.

Alternatively, if you want tenants to be delivering the eco systems services then the rents might go up. There is a false market expectation at the moment, and everyone is running towards this opportunity for carbon and eco systems services for water mitigation for whatever it might be and pricing it into the system and there is a huge amount of investor interest in our sector at the moment.

So, if your heart is not in this sector and I hear about grubbing up and it's a tragedy, but there are people out there who will be willing to buy your farm and will probably plant trees on it. Maybe we need to have more of a managed exit for those people whose hearts aren't in it.

Net zero and the regenerative transition, this is the thing I think will be most disruptive. I sat through two events in London (April) both really looking at banks who are financing what is perceived to be a regenerative transition for agriculture. The thing about regenerative farming (and I hope you are all familiar with this term, this buzzword and how trendy it is at the moment) is that I hear you say you are grubbing up orchards, but an awful lot of arable farmers are putting trees in and fruit trees as well and they need your skills and expertise to work out what on earth they need to do with these things.

It is definitely the trendy thing to do, trendy also because let's pick any supermarket say Tesco who are saying we want all of our produce to come from regenerative farms well what's a regenerative farm, its one that's storing more carbon, creating more bio diversity and creating more social wealth, more social capital, training, employment etc than it is consuming.

I was really tough on those guys at the talks; banks being told give better finance deals if you want more of this stuff done. If you can prove you are doing it, you should be getting cheaper money.

Regenerative agriculture is not going to fix degenerative supply chains. Pick any supermarket again say Tesco, if they are not producing more economic and social capital in their business model then they can't just take it from farms and think that that offset we have given to them has fixed their problems.

Agriculture really needs to stand up for this and I'd be interested to hear whether in any of your sales contracts you are being asked to do environmental auditing and being asked to give your carbon balance, that is to say how much carbon you might be sequestering, when you sell your apples or your pears or whatever it is to a supermarket. It is happening in the diary sector, it is beginning to happen in the more direct commodity sector.

McCains have said that they want more regenerative potatoes. But what they are basically saying is if they are going to take your crop, they want your environmental value too. And I think that is incredibly dangerous. Because not only do we suffer from supply chains not paying us fairly for what it is we produce, they now want to be able take that value of carbon you retain in your business, that they want to be able to use formally in their accounting processes and say "that's our carbon".

It's not their carbon. It's your carbon. You need to own it and develop a strategy for an environmental value at farm level and say you are only going to give that to your supply chain if they pay you for it. Alternatively, they have to go off into the carbon marketplace and buy it off-set from somewhere else, to off-set their activities.

My fear is that agriculture effectively gives this to them due to the structure of supply chains at the moment. That is my big warning. Implicit bundling, so you bundle carbon within the produce sold, the carbon offset (the carbon stored in each of your trees) – do not give it to your supply chain, make them pay for it."

To listen again to Emily's full talk, go to [www.nationalfruitshow.org.uk/agm-agenda/](http://www.nationalfruitshow.org.uk/agm-agenda/)



British Royal Gala apples being harvested at AC Goatham & Son in Kent

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In the Cherry and Plum market, varieties to bring forward and extend the season include early Nimba® and late variety Kir Rosso® (two weeks later than Sweetheart®).

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recommended option and crucially M116 which is now favoured for certain situations.

We are extremely keen to support Agroforestry schemes and farm diversification here in the UK and supplying Cider trees, pollinators, windbreak and hedging trees specifically for this market. We have a particular interest in fruiting Walnut and Cobnut trees.

Teaching children about where their food comes from and allowing them to get closer to nature through planting trees is so important to us. We provide tree sponsorship and fundraising to support the well-deserving charity Apple World, the National Fruit Show's Education Programme.

Co-operation, sharing knowledge and skills, as well as constantly evolving and improving, is vital for the future of the British fruit growing industry and its sustainability.

# Healthy productive soils

By Mike Stoker.

**As the harvest of 2023 is now well and truly underway across the UK – the management of soils to determine how the crop feeds and 'on what' is quite possibly not a high priority during this time of year! However, for healthy productive soils that can deliver nutrient dense crops, the option to discuss, could be the regenerative best practice approach, this can offer greater environmental resilience for the future, by adopting principals that encourage healthier more productive carbon rich soils, building strong biodiversity in the rhizosphere, or root zone where complex interactions are constantly occurring between plant roots and soil microbes, forming organic compounds which interact with nutrients and their availability.**

Therefore, maintaining healthy organic matter and carbon is a strategy to consider. Soils that are high in soil organic carbon (1.5% to 2.0% carbon or 2.5% to 3.5% organic matter) produce higher yields and are far more resistant to abiotic and biotic stress. Carbon is now growing in importance in UK farming, with the UK government's 'Carbon Credits' scheme as a part of its climate change commitment to reduce gashouse emissions to net zero by 2050 – yet ironically it has always been an essential part of a healthy soil!

Traditional soil analysis is an interpretation of analytical values considered in isolation and does not allow an understanding of actual soil fertility. As a starting point we need to ensure that the soil is sufficient in Nutrients, Organic matter, Biology, and Carbon and understand the soil texture matrix (clay, silt, sand) as this also determines retention and release of nutrients. With this knowledge and understanding the interaction between nutrients, pH, organic matter, and soil texture, will enable us to achieve the optimum performance from our soil.

Soil organic matter is an essential constituent for the fertility of the soil as it is the "flywheel" that transfers nutrient elements from the soil to root - playing a crucial role in supporting the bacterial flora which mineralise soil nitrogen and in addition, stimulates active nutrient exchange to maintain availability, while increasing the availability of trace elements owing to the acid functions of the many humic compounds being created.

Woody perennials are powerful 'sequesters' of carbon too, a process which involves the removal of excess carbon dioxide from the atmosphere and storing it in the soil organic matter and above ground in a plant's biomass by the action of photosynthesis – documented evidence indicates that phytoliths (silica

structures formed in roots, stem and leaves) are associated with the molecules that contain carbon, such as cellulose and proteins, these degrade slowly – they therefore constitute an important silica-carbon sink. Silicon will boost the strength of cells and once a plant absorbs silicon, it is permanently deposited into cell walls within a matter of hours. The deposits form a strong silica-cellulose framework that is created quickly so the plant develops faster and can grow quicker while positively affecting the uptake and absorption of macro and micronutrients, such as Nitrogen, Phosphorous and Zinc. Any plant deficiency presented is a signal given to us by the plant to give us the opportunity to 'bring it back' to its normal photosynthetic equilibrium from its state of obvious distress – we should never underestimate a deficiency, as the plants resistance to disease and longevity will be compromised.

**If I can be of any further assistance, please do not hesitate to contact me on 07444 837470 or email Mike.stoker99@gmail.com**



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# The 2022 growing season and fruit maturities

By Caroline Ashdown, AGPO and Joe Harvey, Worldwide Fruit Ltd.

## Weather during the 2022 growing season

No two seasons are the same, but the difference seems to get more noticeable each year. The weather was kind during blossom resulting in a bumper set and the mood was optimistic. There was sufficient rainfall in May and early June, and then it stopped, with Cambridge weather station recording 1mm in July. This combined with exceptionally hot day time temperatures in late July and early August resulted in a small size profile for the fruit. There were approximately 400 hours more sunshine hours compared to 2021, and the last time there was over 2,000 sunshine hours in Kent was in 2003.

## Rainfall

The start of 2022 was dry across all regions, but then the amount

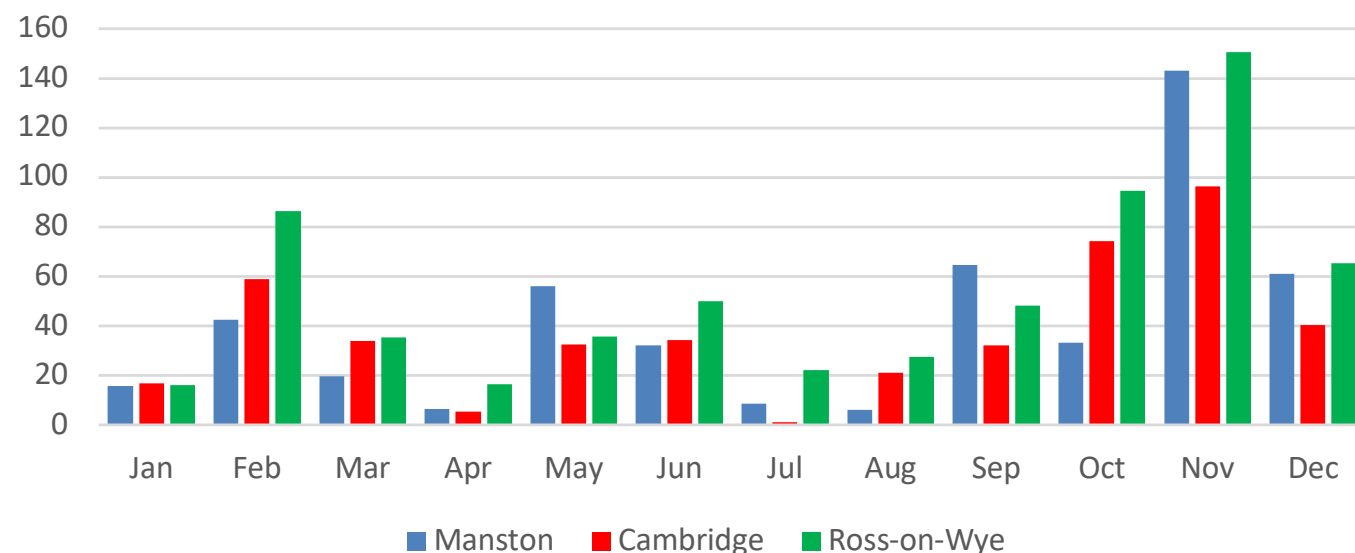
Year	Mean temp °c	Rainfall mm	Sunshine hours
2017	14.2	352.7	1,979
2018	14.2	471.2	1,681
2019*	-	577.4	1,814
2020*	-	604.2	1,955
2021	-	612.3	1,636
2021*	-	488.8	1,636
2022*	-	488.8	2,043.7

Table 1 - Comparison of the last 6 growing seasons - 2017/18 data supplied by FAST LLP at Brogdale, 2019 data onwards taken from Manston station recordings on Met Office website

of rainfall between regions varied considerably for the rest of the season. In November Kent received over a quarter of the total annual rainfall causing issues

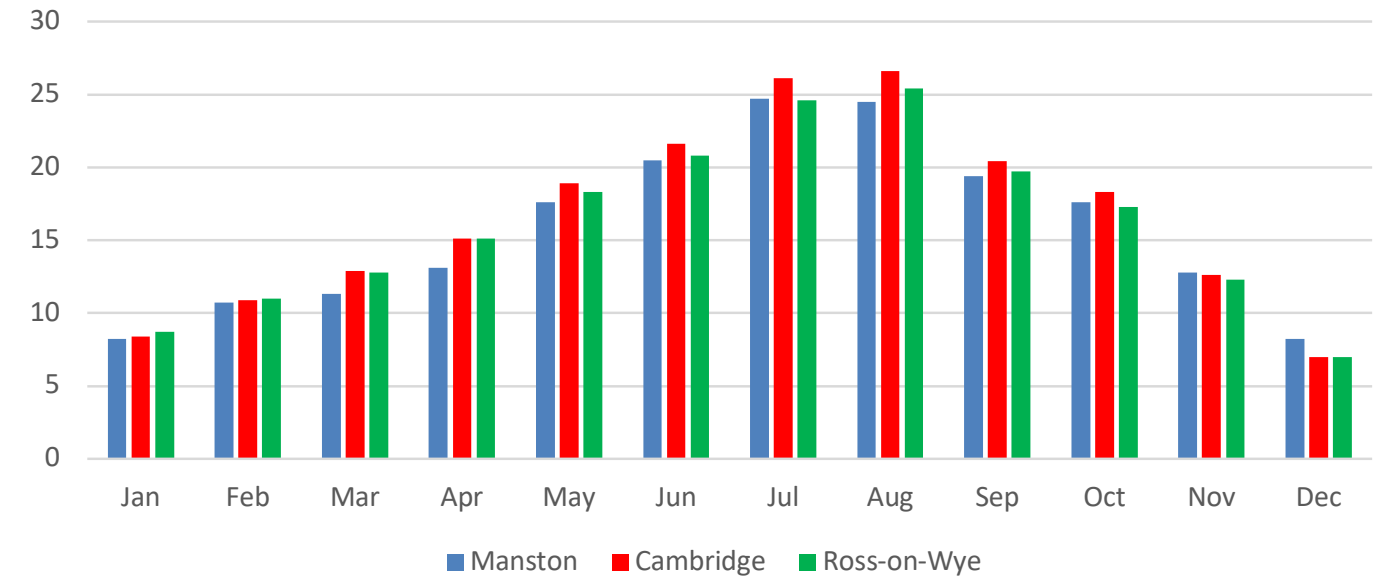
with post-harvest husbandry in the orchards. East Anglia had an incredibly dry season, with a total rainfall of 446mm, compared to Ross-on-Wye with 648mm.

## Monthly rainfall in mm



Graph 1 - Total rainfall for each month by growing region. All data obtained via Met Office website

## Average monthly Max temperature



Graph 2 - Average Max temperature oc for each month by growing region. All data obtained via Met Office website

## Temperature

2022 started and finished cold for Cambridge and Ross-on-Wye but was mild for Kent. East Anglia had the incredibly hot weather in late July and early August reaching above 40oc for the 1st time in the UK. The average August temperature for Manston was the coolest out of the 3 growing regions, with Ross-on-Wye hitting 25.4oc compared to Manston at 24.5oc. Manston weather station is

close to the East Kent coast, which would explain why the average was lower than inland sites.

## Sunshine hours

2022 hit above 2,000 sunshine hours in Kent for the 1st time since 2003. Across the year Ross-on-Wye had an accumulative total of 1,714 hours compared to 1,332 in 2021. There are no sunshine hours available for Cambridge weather station.

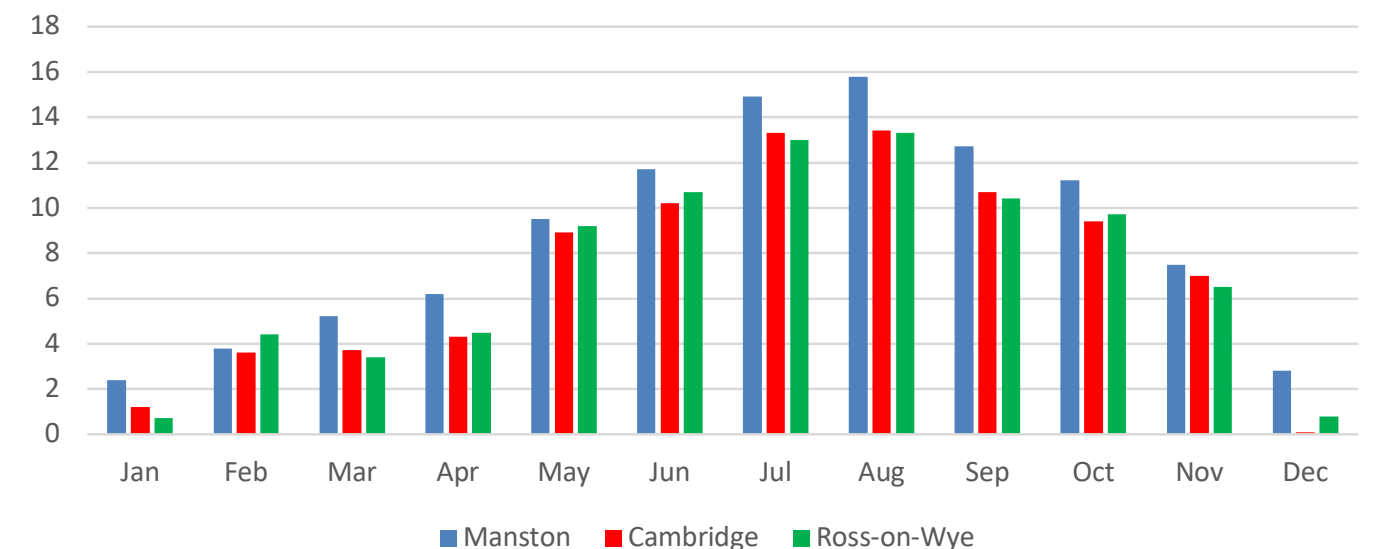
## Harvest 2022

The following maturity data has been supplied by Worldwide Fruit Ltd, taken from Fruition PO assessments across various sites in Kent, throughout the 2022 season.

Coming from a later year in 2021, the 2022 season went the other way with much earlier pick dates as well as exceptionally high brix levels and crop loads across many sites and varieties.

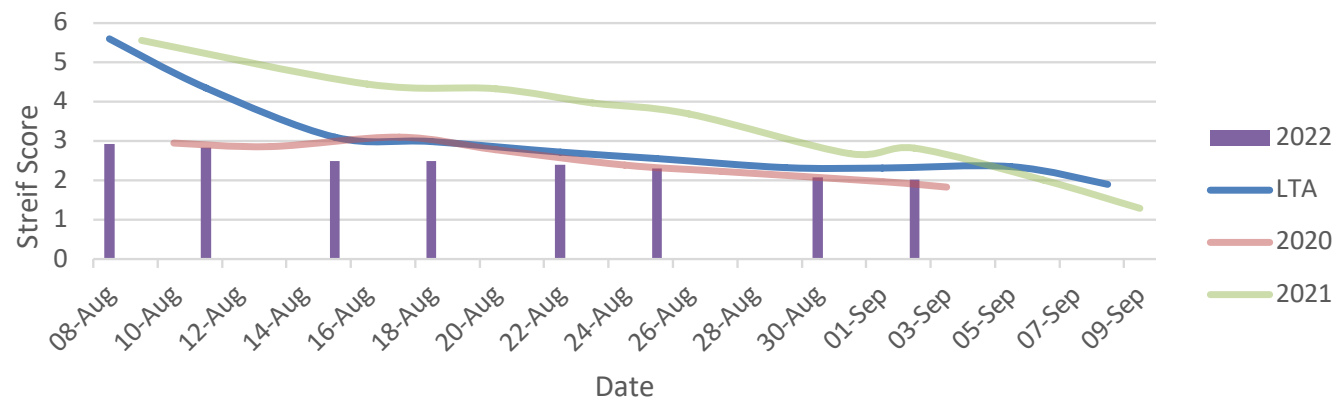
Graph 3 - Average monthly minimum temperature oc for all growing regions. All data obtained via Met Office website

## Average monthly Min temperature





### Conference Average Streif Index



### Conference

Graph 4 shows the average Streif Index score started off relatively low and very steadily fell right up to harvest. This is in part due to the exceptionally high brix we saw across all varieties throughout the season.

During initial testing in early August, the average brix was just over 14%, which is higher than the harvested brix the previous seasons. Brix then steadily increased right up to harvest averaging >15% across sites in Kent.

Starches were around or above 95% during the first rounds of testing and held up until the end of August/start of September, when they started to decline.

During the season there were slightly lower pressures and by the start of September it was averaging around 6.4kg, 0.9kg lower than the long-term average. This is partly due to the particularly hot summer which encouraged fruit maturity on the tree.

### Cox

Starches started to fall early, averaging just over 80% at the end of August and continued declining to less than 75% by 8 September, when most orchards were ready to be picked for Medium/Long term CA storage.

Brix levels were not a problem, averaging 12.7% on 8 September. This was over 1.2% higher than what is typically seen at that time and combined with the starch

**Graph 4 - Conference Streif index seasonal comparisons**

decline by this point resulted in earlier than average pick dates.

As with other varieties, pressures were slightly lower at harvest compared to previous seasons, with an average of 8.8kg on 8 September.

### Gala

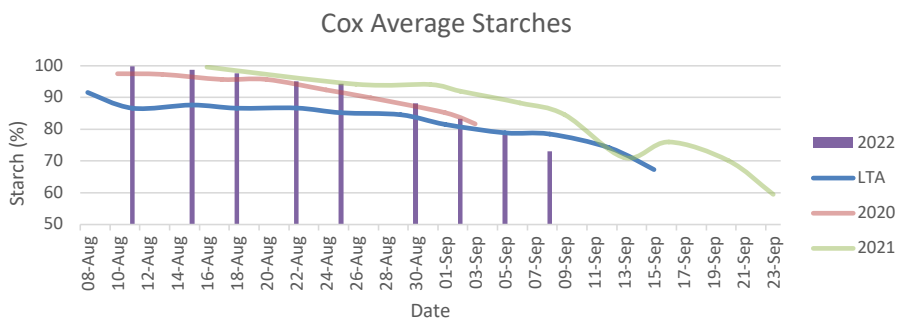
Pressure declined during the maturity testing schedule, followed the long-term average partly until halfway through week 36 where they then had a continuous decline in the lead up to harvest to average 8.70kg by the beginning of week 38. This was

15% below the long-term average for this time.

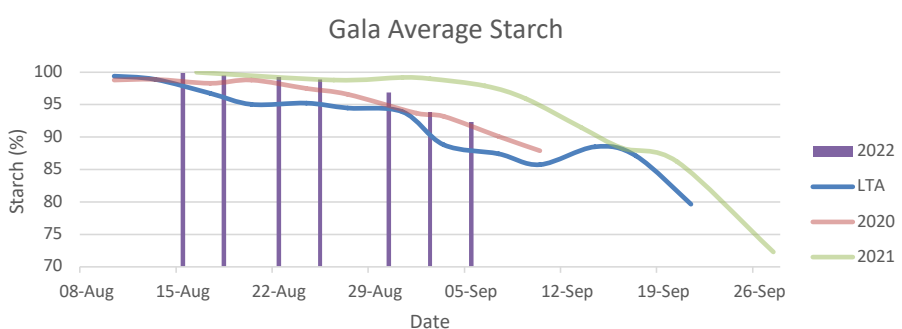
Sugar levels again were lower than the previous year by 7%, making the start of harvest difficult with the overall average of all gala blocks tested at the beginning of week 38 only being 11%.

Starches started higher than the previous year showing the extent of the late season witnessed, especially in relation to the long-term average. However, from our rounds of testing starch patterns appeared to catch up with 2020 halfway through week 37.

**Cox starch decline seasonal comparisons**



**Gala starch decline seasonal comparison**



Conference starch



Cox starch



Braeburn starch



Gala starch

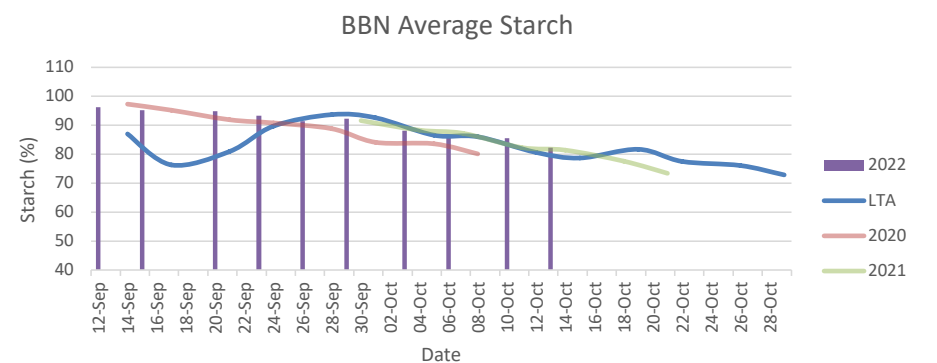
### Braeburn

As seen in the graphs above, starches for Braeburn developed at a similar rate to the long-term average and by 13 October they averaged just over 80%.

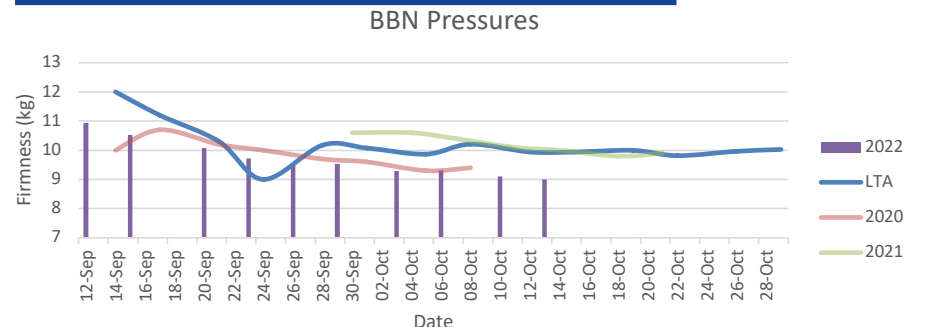
Brix was higher than the long-term average, following the trend seen in other varieties. Throughout maturity testing brix were consistently 1% higher than previous seasons.

Pressures were consistently lower than what would usually be seen, and by harvest averages looked to be around 1kg lower than the long-term average. This resulted in Braeburn being at lower risk of developing internal browning during storage but did mean having to keep a close eye on pressures during storage which is usually uncommon for Braeburn!

**Braeburn starch decline seasonal comparison**



**Braeburn pressure seasonal comparison**





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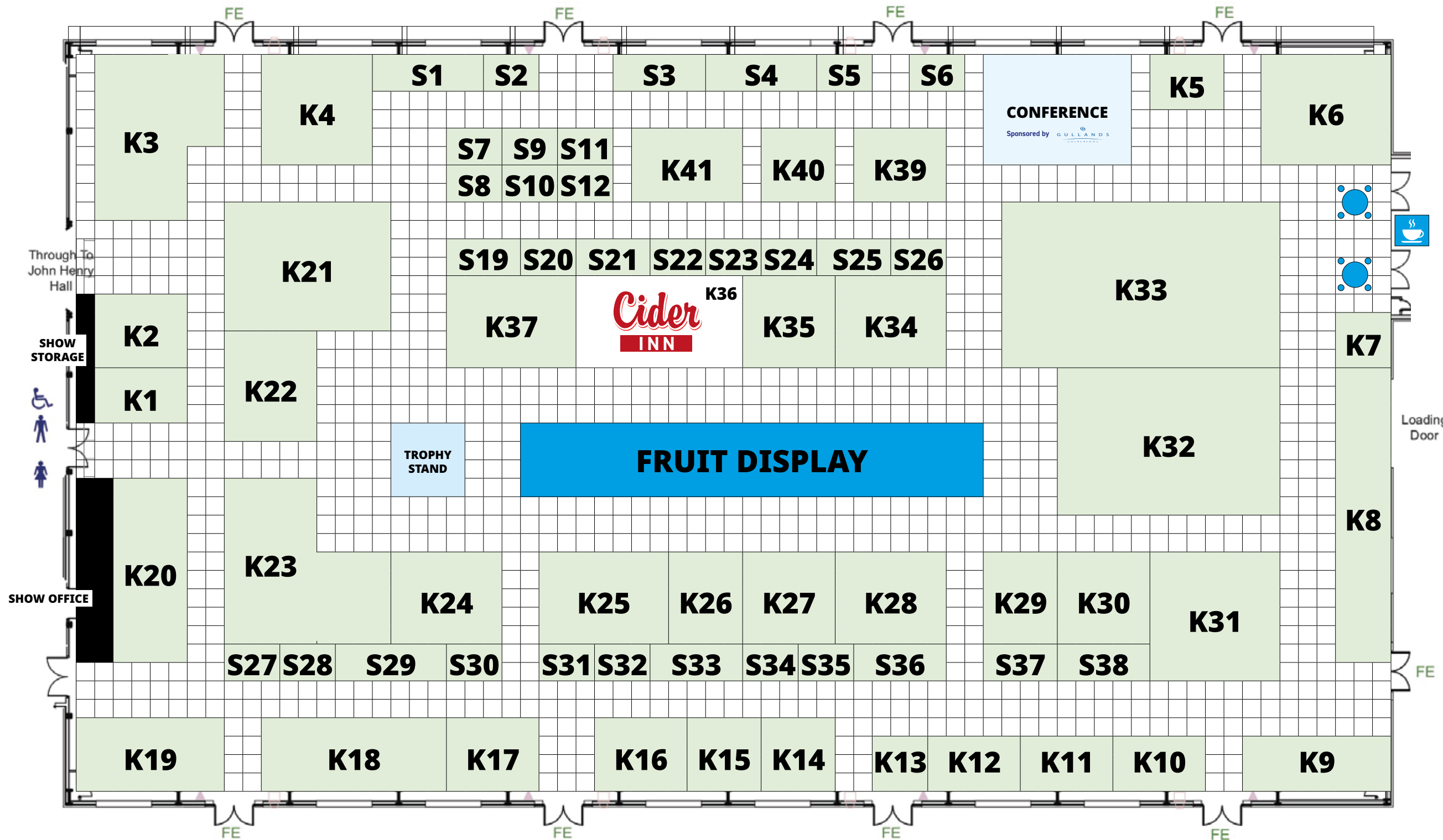
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Floorplan is correct at the time of printing but is subject to change

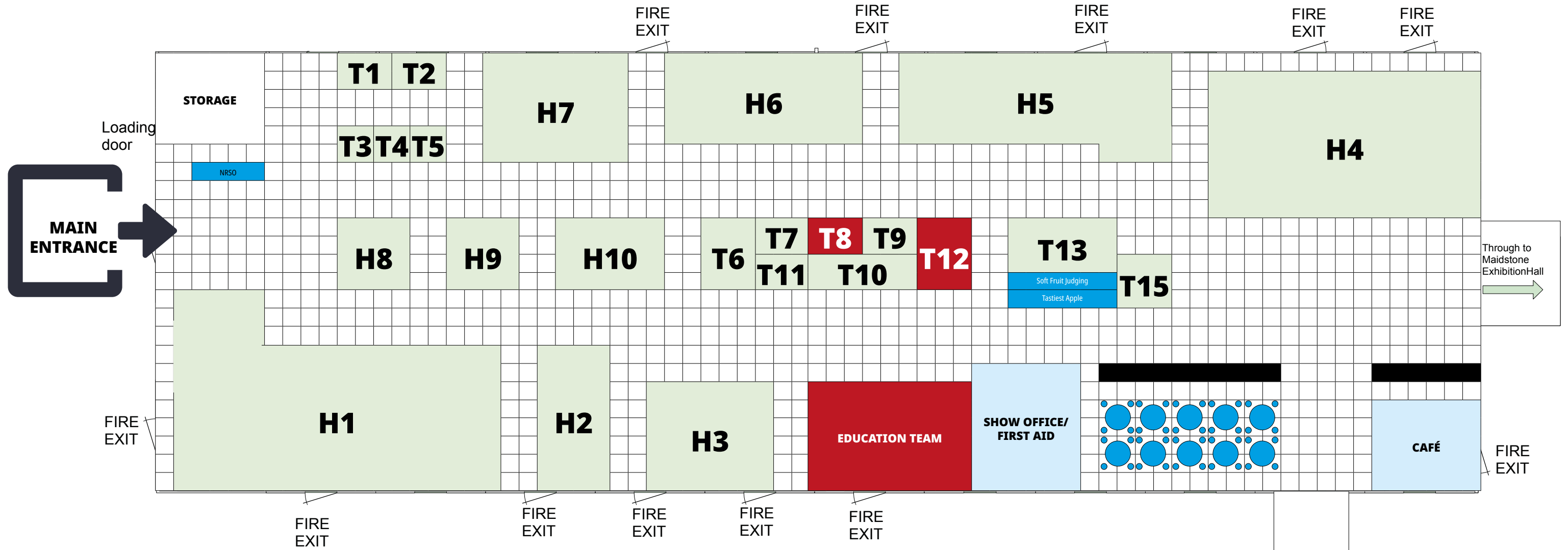
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H5	Ernest Doe
T9	Eurofins

H2	G J Elgar Construction
T5	Geoquip Water Solutions
T10	Growing Kent & Medway
T11	Hadlow College
T15	Heron Electric
H6	Humphries & Parks
T8	Kent and Medway Careers Hub

H1	Kirkland
T6	MDS
T13	Munckhof Fruit Tech Innovators
H4	Prins
H8	RABI
H7	Rootwave
T7	Suits Me

- T1-T5 THE HIVE**
- T6-T11 CAREER'S HUB**
- H8-H11 INNOVATION HUB**
- T12 CHAT HUB**

Floorplan is correct at the time of printing but is subject to change



# National Fruit Show 2022

Haynes Agricultural featured the New Holland T4 120.F tractor that enjoyed its UK debut



Kirkland UK featured the AgBot driverless sprayer attracting considerable attention on its first appearance in the UK



Teresa Wickham and Rachel Heather



The Countess of Wessex opened the show



Derrick May (Farms) Ltd won Five Heaviest Apples at 5,211gms and Single Heaviest Apple 1,124gms



Best Machinery Stand Farmer

NP Seymour won Best Machinery Stand



Best Shell Scheme

Select Technology won Best Shell Scheme



Best Overall Stand Farmer

AgriCare won Best Overall Stand



John Guest received the Jon Jones Award for a Notable Contribution to the UK Fruit Industry



Broadcaster and writer Tom Heap added some celebrity sparkle. Tom was invited to chair a debate on Farming for the Environment



### NEW CEO APPOINTED FOR THE NATIONAL FRUIT SHOW

Back in January, The Marden Fruit Show Society (MFSS) appointed Sally Flanagan, a long-standing committee member and former Executive Director of The East Malling Trust as its new Chief Executive Officer. Sally took over the reins from Sarah Calcutt, who stepped down as the Executive Chair.

Sally has been involved as a committee member for a number of years and has taken over all day-to-day responsibilities of running the MFSS, which includes the annual National Fruit Show, education programme for the industry and schools and competitions for growers and producers throughout the year.

Sally Flanagan comments: "It's an absolute honour to be appointed CEO. The work of the MFSS is essential in promoting access to knowledge and best practice relating to agriculture and horticulture here in the UK as well as information and best practice for the storage, packaging and marketing of fruit. We also have a team who provide a successful and growing outreach programme of science, nutrition and careers education to schools and with additional sponsorship funding, we can expand this across the UK. This year is also the 90th year of The National Fruit Show and following the success of the 2022 show, opened by HRH The Countess of Wessex, we are looking to build on that success with an exciting event to showcase the talents of British Fruit growers, the best of British fruit and the wider industry, along with access to the latest technology that innovates and supports it."

### BRAMLEYS JUDGED OVERALL WINNER

David Banfield knew the apples he selected and displayed for Richard Edmed were winners – and he was proved right when the judges selected 'his' Bramleys as the overall winner at last year's National Fruit Show.



Brian Tompsett in his last year as Chairman of the Judges

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