



Articles

*Fourayes,  
Bramley's  
Best!*

*European red  
fruit crop:  
end of season  
report*

*Getting  
things into  
focus, free*

*The  
apprentice,  
you're hired*

*News  
flash*

*Ian's  
orchard  
report*

T + 44 (0) 1622 884 230  
F + 44 (0) 1622 884 659  
E [fruit@fourayes.com](mailto:fruit@fourayes.com)  
[www.fourayes.com](http://www.fourayes.com)

## Bramley Apple Harvest 2016



One of the orchards that surround our processing facilities at Fourayes Farm. See Phil's Report and Ian's Orchard Report for more information on this year's crop...







## Phil's Report

### Fourayes, Bramley's Best!

With Harvest now completed it hasn't been a bad year at all for us here at Fourayes.

The crop has picked down slightly light, and the high risk this year of scald means we've had to invest in Smartfreshing more widely, but we're confident that there will be fantastic, high quality Bramley apples available throughout next year.

In fact, quality is something that's been on my mind a lot recently.

We are fortunate to be growing and processing one of the world's truly great cookery brands – the Bramley apple; a brand that can trace the history of every Bramley apple you'll see today back to the original tree that still exists in Southall, Nottinghamshire. In the world of fruit I'm pretty sure that makes the Bramley apple unique.

The Bramley apple brand has a set of values and a history that makes it a priceless part of our heritage, here in Britain, that it's worth going to great lengths to protect.

For example, we're members of the Red Tractor Farm Assured scheme. It's like BRC but for farms. What it means is that our farm, and the Bramley apple growers we deal with, must conform to a stringent set of directives relating to how the apples are grown and cared for. That includes strict control of spraying and attention to environmental concerns. We have to supply a wide range of farm records and are subject to audit. It's great for us to know that we're doing everything we can to grow fantastic

Bramley apples; but it's also good for the reputation of Bramley apples as a whole.

In fact, the Red Tractor Assurance scheme is so thorough that most major retailers will insist their fresh fruit complies with the scheme or something very similar.

Of course, we are not suppliers of Bramley apples for retail sale. All of our Bramley apples go into our factory to be made into the cuts, fillings and other products that you'll find in the country's best pies, pastries and other delicious foods. But that's not the point – by being Red Tractor Farm Assured we know that the best quality Bramley apples can be found throughout the food chain.

In our book, no effort is too great in order to ensure the Bramley apple brand is presented to consumers at its very best.

We believe we have a responsibility today, and for future generations, to protect the enviable brand image and reputation that Bramley apples have. After all, there aren't too many things in life that have not needed to be 'improved' for more than 200 years!

Phil



## European Red Fruit: End of Season Report



With the first frosts likely to happen in Poland within the next few weeks the red fruit crops come to an end.

The season starts back in January with Moroccan Strawberries followed by Spain and Turkey. The UK



crop starts in June as does Poland This year Poland had a poor crop and hence IQF Strawberries are SHORT.

Rhubarb was another difficult crop which took place at the end of May. Poland is the biggest supplier with

'Raspberry Red' (Malinova) being the preferred variety. This item will be SHORT until June 2017.

Redcurrants and Blackcurrants are harvested more or less at the same time (July) and whilst Polish Blackcurrants are plentiful Redcurrants came up SHORT.



The Morello/Sour Cherry crop was normal and supplies should just be sufficient for the year

Raspberries were difficult in 2015 but this year things are much better. Serbia had a normal crop and Poland has had a good crop. UK raspberry is increasing in volume but still insignificant. Prices have eased on this fruit.

Finally Blueberry continues to grow in popularity. Availability is OK but the fruit is grown 95% for the fresh market.

**Conclusion: A year of ups and downs - fruit sourcing does not get any easier!**



## Getting things into Focus, Free

This year we've been pioneering a great new offering from Fourayes – Fourayes Foresight Events. These events combine the elements of a Fruit Masterclass with training and practical insights. The events are highly concentrated, with content that's of real value to businesses using all forms of processed fruit. The core of

the event is general but there is also scope to include an element specific to each customer. The events take place at customers' own premises, suit audiences of circa 10 – 30 people and normally include lunch or an evening meal. This year we've run a two-event test with spectacular success so we're now opening the opportunity to anyone



who'd like to offer their staff one of these informative, interactive and enjoyable 2 hour events.

**For more information please call Matt Young on +44 (0) 1622 884230 or email M.Young@Fourayes.com**



## The Apprentice – You're Hired!

Ellie Tandy joined Fourayes as an apprentice in 2015. Her love of cookery and science got Ellie off to a flying start and, since joining Fourayes, Ellie has become an invaluable member of the Fourayes New Product Development Team.

Ellie loves to bake and often brings cakes and desserts using Fourayes jams, curds and fillings into the company for everyone to try. We've been so impressed by Ellie we couldn't say anything else but 'Ellie - You're Hired!'

## News Flash!

# LUX 2016

## Food & Drink Awards

As we were about to go to press with this edition of Fourayes Fruit Focus we learned that Fourayes had won the Lux award for 'Best Family Owned Fruit Processing Company 2016 – UK'.

Lux is an international publication with a focus on those who 'appreciate the finer things in life'.

As Lux states: 'the Food & Drink Awards 2016 is designed to acknowledge outstanding performance within the food and drink industry. Every day, food and drink companies across the world provide their customers and consumers with excellent service, and it is our aim to recognise these companies and reward them for their services'.





# Orchard report

Winter 2016 from Ian



## Hello and Welcome

At the time of writing we are about a third of the way through our second pick of the Bramley. For the most part it has been a dry summer with almost no rain at all in August.

The Bramley size has been down so we have been picking below estimate. The orchard we are going to plant this winter has been grubbed, ploughed, marked out and staked. Our trees should arrive in December, ready for planting. We have just taken delivery of a new John Deere tractor to replace a tractor that we bought back in 2005, which has not lasted as well as we thought it would.

Peter, our farm worker, is taking great pleasure operating the new tractor.

This year's harvest has been dry and some days were very hot. The

hottest day fell in September with temperatures hitting 33 degrees. Our pickers found this impossible to cope with and had to retire early more than once.

The loss of an important chemical that we have known as Dursban or Chlorpyrifos has allowed things like Woolly Aphid to creep back into our orchards. For the coming season, next year, this is going to be a big problem. We will have to use more expensive products to combat this. On a lighter note, back in July, I was measuring apples when a buzzard almost knocked my hat off. It was being chased by 7 angry crows - they were that close.

Badgers and foxes are still increasing. The rabbits remain stable. Hares pop into view sometimes. Just a couple of days ago a stoat popped out of the hedge after a rabbit.

All the Best,  
From Ian Witherden  
and all at Fourayes Farm



## The Rainfall at Fourayes

