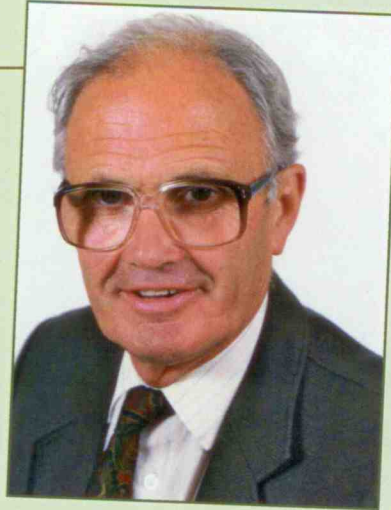


We at Fourayes would like to dedicate this edition of the Fruit Focus to the memory of John Reginald Acock

19th October 1929 – 10th December 2008

As many of you reading will know, John Acock was the founder of Fourayes Farm. As Chairman of Fourayes, John pioneered and revolutionised the processing of Bramley apples for the bakery trade, laying down the strong foundations on which the company has continued to build. Fourayes is now the largest apple processor in the UK.



Thanks to John, Fourayes was the first company in the UK to install the semi-automatic system of peeling along with the first installation of the Atlas Pacific fully automatic system in the UK. These methods are still used throughout the industry today.

John was respected by growers, customers and the wider apple growing community for his expertise, generous character and enthusiasm for life.

John began his career in the growing and processing industry after finishing his National service. He started working on a fruit farm in Brenchley, Kent with a view to learn everything about the trade. In that same year he became a student at Kent College, studying a one year course in growing of hops, fruit and bee keeping.

John's passion was the orchards that surrounded his living and working environment from 1953 until his retirement to Honiton in Devon in 1994 and his return to the heart of Kent in 2006.

John also worked tirelessly in the local area both before and after his retirement, which included working for Devon Air Ambulance and being the Chairman of the Combe Raleigh Parish Mtg for 9 years.

John will be remembered for his tireless energy, outgoing personality and his good works.

John was a beloved husband, father and grandfather. John leaves behind his wife Doreen, son, two daughters, three granddaughters and three grandsons. He was a keen worker in Sittingbourne and South Green Methodist Church for many years.

200th YEAR UPDATE FROM FOURAYES

2009 is an extremely exciting year for Fourayes and the food industry in the UK as it is the 200th anniversary of the planting of the very first Bramley tree.

To celebrate the anniversary, we have a number of promotional activities scheduled throughout the year which will culminate in a special appearance for Fourayes in the Lord Mayor's Show in November.

We kick started the celebrations at the end of last year with a number of activities, including internal competitions and several informative pieces distributed to the press. We have also created a special logo for the anniversary that many of you will have noticed appearing on all our emails and letters.

This year we have already designed a set of postcards with long-forgotten traditional Bramley recipes on them which have been sent out to our customers and media contacts. In March we put together a technical information sheet for London's top restaurants which was hand delivered with a basket of Bramleys to remind the chefs just how fantastic the Bramley apple is.

Throughout the rest of the year we will be holding a number of events to support local charities and will end our celebrations at the Lord Mayor's Show in November.

We are keen to involve our customers and the local community in all our celebrations, so keep an eye out for more updates in the next newsletter.

Fourayes goes the extra mile for it's customers...

At the end of last year we were faced with a very particular challenge that allowed us to illustrate that we literally do go the extra mile for all our customers.



One winter evening, a haystack some fifty yards from our front gate, was set on fire and caused chaos in the area. Haystack fires cannot easily be put out and the fire service had to close the road for two days. This road is the only route to Fourayes Farm suitable for the large lorries that deliver our products to customers.

In order to be able to honour our scheduled deliveries to our customers we had to think of a way round the still burning haystack.

The first part of the solution was offered by our friends at a neighbouring farm who allowed the large delivery trucks to park in their yard, some 500 yards the other side of the haystack. However in order to move our product from our loading bays at the farm to where the large lorries were now waiting we had to hire a much smaller lorry that could negotiate the very narrow lanes that now provided the only access to the main A249. Each small lorry load now had to travel on a ten mile detour to get to the big trucks, unload and return. To fully load one of the big trucks meant three round trips for the smaller vehicle.

The map below shows the detour we had to take including the long trip up and down the A249 dual carriageway to reach the next junction and the first opportunity to turn round and return to the farm.

Phil Acock, who could see the burning haystack from his office window, comments: "It was two extremely difficult days, but we were determined to not let this stop us and to ensure that we fulfilled our obligations to our customers."

