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Fourayes Mincemeat Fillings – the new all (year) rounder



Mincemeat matters

It seems that customers have decided they can't get enough of our mincemeat fillings this year with a record response to our recent e-shot. In addition to the more traditional Fourayes products that everyone knows and loves we've developed some certain-to-be future favourites including 'Brandy & Port', 'Calvados with Apple', 'Cherry with Cherry Brandy' and 'Mulled Wine'.

The range includes products with, and without, alcohol which means that, in addition to Christmas, there are options for ice-cream, tarts, pastries and breakfast croissants for all year round. That's good news for fans of this traditionally seasonal favourite.

If you'd like to try any of our mincemeat fillings please call for your free 1kilo sample. It could be the best decision you've made!



Phil's report

This has been one of the worst years on the farm that I can remember. Except for one thing. I know that Fourayes is better placed than any other fruit grower and processor to cope with the problems of a short crop and move forwards to a better year ahead.

Our close planting experiment has worked and we have doubled our yield in those orchards. Our investment in Mole Drainage means our land is in as good condition as possible despite the rain. Fourayes Food Development is continuing to come up



with new recipes and our aseptic plant is enabling us to work in partnership with more food manufacturers to increase the range of new products on the market. This year has been a sharp lesson in maximizing the value we get out of our fruit. We are investing in new apple processing equipment this year which will increase both yield and

throughput and is scheduled for installation this summer. Nothing is ever wasted at Fourayes. We are always making new products and finding new markets. This year is our 60th anniversary. I know the Queen celebrated her 60th in the rain last year but I am looking forward to having some sunshine for the celebrations!

Ian goes back to School

Fourayes Farm Manager, Ian Witherden, was invited to Highsted Grammar School for Girls after year 9 teacher, Emma Bushell, saw him on Meridian Tonight talking about bees. The report showed that wet weather had prevented the bees from pollinating in 2012, which is part of the reason for this year's short crop.



The design project involved the girls designing nesting/resting boxes for the bees to encourage them to stick around in the Sittingbourne area. Ian was happy to provide any information he could to help in the project.

Ian is always looking for new ideas to maximize the Bramley crop including making bees feel more at home on the farm.

Kent schools are invited to enter the Fourayes Bramley Apple Week cooking competition

Fourayes is running its annual competition for Kent schools to find the best new Bramley Apple dessert recipe from a young chef. Phil Acock, Managing Director of Fourayes said *“We are always looking for new Bramley Apple recipes and if last year’s winners were anything to go by I’m sure the schools will come up with some more amazing ideas.”* Dulwich College Prep School won the competition in 2012 and the prize money helped support their cookery club activities and events. www.fourayes.com/news-media



2012 winner the 'Bramley Apple Dream'

New at Fourayes

Nicki Gladwin Sales Development Team Manager



Nicki Gladwin has returned to Fourayes after a 5 year absence to provide high-level customer sales support and to work with the development team to create some great products for Fourayes customers. Nicki's last job was with market-leading Swan Mill Paper Company, manufacturer of disposable tableware and napkins for companies such as Costa,

KFC and Nandos. Because she has already worked with Fourayes previously, Nicki knows how the company is run but she says the big difference is the sheer range of products that Fourayes now offers. 'It's also very exciting to be working in new markets such as Dairy and Biscuits with products such as purees and jams. Fourayes is continuously innovating so every week there is something new. The team here is very committed but it is still the friendly place I remember and Phil is a great inspiration'. When she is not working with the Team to develop something exciting for customers Nicki enjoys a very different kind of challenge: competing with her horse at regional events.

Welcome back to Fourayes, Nicki.

Fourayes Food Development

The Fourayes Commercial Jam range has been going from strength to strength and will be appearing in many new products coming to supermarket shelves in the next few weeks. But that's not enough for the FFD team, who are currently working on an exciting, and very different, new range of specialist commercial jams; but more of that later! A great-tasting Fourayes Commercial Jam from the existing range is 'Spiced Plum' but the range also includes the more familiar Strawberry, Raspberry, Blackberry, Plum, Blackcurrant, Apple, Blueberry, Cherry, Apricot as well as Orange. Then there is the Fourayes Cranberry and Orange Marmalade, but that's another (great) story!





Orchard report

Spring 2013 from Ian



Hello and Welcome,
 At the time of writing it should be Spring, but Winter still has a firm grip! It has been a very long winter although we didn't have a lot of snow, our snow plough was in use for a day and a half in January. This was to keep the farm access going and our villagers mobile. One of the biggest problems has been the excessive rainfall which has carried over into 2013.

We still have some very soggy orchards making lime and fertilizer operations very difficult at this time. During March last year the temperature was 20 degrees, today it is just 1 degree with an arctic chill factor but we are running on time with our pruning.

The highlight of the winter was an invitation for Phil and I to visit a nursery in Belgium to look for and choose Bramley trees for our new orchard planned for the 2014/15 planting season. Our oldest orchard, which was planted in 1984 is due for grubbing and replacement. We were given a tour of the nursery and after lunch we toured the various orchards and were able to select their very best Bramley tree stock for our new orchard. So a very big thank you to Koen and Achiel for their kind hospitality, and a very informative day.

Let's hope that this year, Fourayes 60th Year, can be better than the horrible year we had in 2012.

Our wildlife on the farm seems to be holding on with the weather conditions. Field Fares were up in numbers, rabbit numbers were down a bit. Buzzards and Sparrow Hawks have had a good year as well as fox and badgers with their numbers up on previous years.

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

