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## The blossom was down, but this year's Fourayes Spring Forum reached new heights!



 Blossom arrived three weeks early this year and, as soon as it arrived, the temperatures dropped. In fact it barely went above 12°C during the daytime hours – making for a long blossom period. In total we've seen blossom, to a greater or lesser degree, for six weeks! It did mean that there was still a little left for this year's Spring Forum though.

The Forum was a packed event that covered everything from how to store fruit in order to get the best results, to managing the way fruit is grown for long term storage and creating great new fruit-based products –

jams, fillings and speciality products such as our Utterly Fruity range.

Highlights of the day were Ian's orchard tour and museum and, of course, the tasting session at the close of the afternoon.

The weather was equally delightful and the team challenge was, once again, a chance to see how technology has dramatically changed the way we view fruit ingredients.

The welcome meal, the evening before the seminar, resulted in some great friendships that made the Forum Day as entertaining as it was informative.

We certainly look forward to a similarly exciting event at Harvest in September (12th-13th) so please reserve your places by calling Elizabeth on +44-0-1622 884230.



## Phil's Report Good News In Store



This year is already proving to be one of the most exciting in the history of Fourayes – and that's quite an achievement considering we were the company that invented the natural dip solution that prevents apples from browning, and have grown to be the

UK's largest grower and processor of English Bramley apples and other fruits!

Weather-wise we had one of the driest winters for over 20 years. The blossom came early and then, across Europe, there was a long stretch of very cold weather during the flowering period; including some frosts. At this stage it's a little too early to predict the potential new crop that will result but you can rest assured we'll certainly be watching things very closely.

31st March saw us take delivery of our new aseptic puree plant. This represents a major investment for the company but we're relentless about delivering the very best fruit products so when we saw what this plant is capable of doing we just had to have it! We're already working on a new range of aseptic purees for use in everything from jams to smoothies. This fantastic range uses the very best of English fruit to create products that are irresistible. At the moment the majority of purees come from countries such as Spain, which has always surprised us given the amazing fruit that we grow here in the UK. We're hoping to help our customers by displacing imports with great products at incredible prices that consumers will love.

We're proud to have won the National Fruit Show Long Term Storage award so many times that the category was eventually dissolved through lack of competition! Very few companies in England (and none in Ireland) have made the significant investment in Low Oxygen and Ultra Low Oxygen Storage that has allowed us to lead the way in making fantastic Bramley apples available all year round. This year we're taking that storage to a new level altogether with the building of our Dynamically Controlled Atmosphere Storage which you can read about later in this edition of Fruit Focus.

The new Dynamically Controlled Atmosphere storage will be completed in time for this year's crop and adds to a suite of storage solutions available to us in order to optimise English Bramley apples throughout the year – from fresh, barn-stored fruit for post-harvest use to DCA stored fruit for use a year later! It's one of the most exciting investments we've made, and if the rest of 2017 is as exceptional as it's been so far we're looking forward to a great, if a little exhausting, year!

Phil. (Managing Director of Fourayes, Chairman of English Apples & Pears, Fruitarian and Mad Scientist).

## Utterly Fruity Has New Appeal

Since its invention, Fourayes Utterly Fruity has become one of our most popular, and fastest-growing, lines. Enabling English Bramley to be used in applications previously deemed impossible has led to the creation by our customers of some truly great, category-changing products. Now Utterly Fruity has a brand new addition to the range: Utterly Fruity Mixed Peel. Using the same proprietary Utterly Fruity process, Utterly Fruity Mixed Peel delivers a fresh, zesty taste that simply isn't delivered by traditional mixed peel products. Not only does it make mincemeat taste fabulous it's a great eating product on its own, so if you'd like to see how you can make the most of this fabulous new product from the Utterly Fruity range please give Carl Vasse a call for samples:



T +44 -0- 1622 884230



## Masterful Masterclasses

We held our very first Apple Masterclass last year and since then we've run several, with even more in the pipeline for this year. Being both a grower and processor places us in a unique position to be able to understand the capabilities of fruit in many different, and often challenging, applications. It was this fruit knowledge that led us to create the Utterly Fruity range – allowing fresh Bramley apple to be used in places where, due to spoilage and moisture migration, it had previously been impossible. Places such as

scones, hot cross buns, bagels and fruit loaves to name a few. If you'd like to book one of our Masterclasses please call Carl Vasse (T: +44 -0- 1622 884230) to discuss the type of fruit Masterclass that would suit you best. We're offering the Masterclasses – and our knowledge as Fruiticians – completely free to those customers who feel they could benefit from increased knowledge of fruit capabilities. And the results, in terms of product improvements and new product development, can be incredible.

## We're Talking Food Metres not Food Miles!

We were only talking the other day about how incredible it is to operate a factory that sits at the very heart of its raw material supplies. The Fourayes factory is surrounded by 100 acres of our own orchards where English Bramley apples are grown especially for long-term storage – to ensure that great, fresh-tasting Bramley apple is available for processing all year round. And being in the heart of Kent – the Garden of England – means we're uniquely blessed with one of the most abundant ingredient supply chains on the planet! We're certain that's the reason our unique

Kentish Strawberry jam is in such high demand (although the delicious fruity taste probably has something to do with that too!). Did you know that, unlike most fruit processors, Fourayes inspects every delivery of English Bramley apples before they even leave the farms? And as all of the farms that supply English Bramley apples to us are Red Tractor Farm Assured that means you can be assured of great quality, safely-produced food, knowing that the environment is being properly taken care of as well.



## 'The Eagle Has Landed'



These famous words from Neil Armstrong – heralding Man's first landing on the Moon's surface way back in 1969 – sprang readily to mind as we unloaded our new aseptic puree plant on 31st March this year. This 5,800 Kg machine beats the Eagle spacecraft on weight and, not surprisingly on

computing power too. The technology that controls our new plant records every dimension of aseptic puree production to ensure great-tasting aseptic puree every single time. And with twin filling heads we're confident of getting amazing purees to our customers even faster!

## The Future's Here & it Tastes Great!



April has been a busy month here at Fourayes with installation and commissioning of our new state-of-the-art aseptic puree plant. Everyone said that our old plant created exceptional purees but the new plant elevates that to a whole new level. We've been putting beautiful Kentish strawberries

through the plant to test its capabilities and the results are, quite simply, delicious. We're looking forward to inviting everyone to sample products using our new aseptic purees – from jams to smoothies, the best has just got even better!



## Mariusz – Many Happy Returns

Originally from Szczecinek in northern Poland, Mariusz first joined Fourayes back in 2006. During the next 8 years Mariusz worked on the Apple Line, as a QC, in Pie-Filling (Hot Mix and Cold Mix) and as the Puree Line Supervisor. He quickly gained a reputation as being one of the most enthusiastic and dedicated people in the business and having a true passion for quality.

In 2014 Mariusz left Fourayes to join Naked Foods as a Production Supervisor but in 2016 Mariusz was back with us again - initially as Fourayes Production Supervisor.

Following some great work in that role, Mariusz was recently promoted to Production Manager and is already doing a fantastic job - making his mark on Fourayes production and spreading his enthusiasm throughout the factory.



# Orchard Report

Spring 2017 from Ian



## Hello & Welcome

At the time of writing we are emerging from an early spring which has been colder than normal. The bees have struggled to find small windows of warm weather to pollinate the bramley. The outlook is a lighter crop. The winter was a very dry, one of our driest ever. We finished our pruning quicker than normal. Our new bramley orchard was planted in February with trees at 11 foot by 3 foot intervals and all on stakes.

The spring was colder and also very dry. Our new orchard was about to suffer the effects of drought but then our compost mulch arrived. We had 3 episodes of heavy rain, the last of which was 25mm in one go. This was enough to remove our new orchard from the danger list. The woolley APHID I spoke of before is beginning to come back again, as we thought it would. The chemical Dursban or Chlorpyrifos, which we lost last year, always managed to keep it at bay.

I have been watching with interest an experiment run by BASF the Agrico chemical group. It has been running for about 3 years, using a small plastic clip dispenser attached to the top 1/3rd of the tree. They are called pheromone spoilers and will last all though the season. They are placed on every 2nd bramley tree. We are experimenting with our South Green orchard which is ideally isolated from the rest of the farm. We have 1000 of these plastic clips which will give off an artificially engineered pherome for each type of moth to confuse the male Codling and Summer Fruit Tortrix moths so that each cannot find a female to mate with. The females remain infertile so in this orchard we may not have to spray for these 2 moths for the entire season. Watch this space.

Looking around the farm the young bolter rabbits are out in force and up on last year. I watched 3 small fox cubs play, fighting close to their Earth. The buzzards were circling overhead and while power-harrowing our new orchard I watched a cock pheasant with a very crumpled tail defending his two hen birds against a young rival for an hour. It looked very exhausting.

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

The Rainfall at Fourayes

