

77 Commercial Road  
Paddock Wood, Kent TN12 6DSTel 01892 832325  
Fax 01892 834700  
[www.lambertandfoster.co.uk](http://www.lambertandfoster.co.uk)

Our Ref:

Your Ref:

**HORSMONDEN CENTENARY 100TH ANNUAL HARD FRUIT SALE****FRIDAY 31<sup>ST</sup> JULY 2009****Auctioneer: John Butler****£2800 per acre for Queen Cox  
£1768 per acre for Bramley  
£2400 per acre for Pears****£2.80 per bushel for Queen Cox  
£2.33 per bushel for Bramley  
£4.00 per bushel for Conference Pears****Sale Averages: Culinary £1076 per acre and £1.76 per bushel  
Dessert £1335 per acre and £2.60 per bushel  
Pears £2400 per acre and £4.00 per bushel**

A good number of vendors and buyers celebrated with the pre-sale bubbly marking this firm's 100<sup>th</sup> Centenary Hard Fruit Sale – believed to be the sole surviving fruit sale worldwide! The investment in bubbles failed to generate feverish bidding from the assembled company of discerning buyers!

The pendulum for the Bramley trade swung viciously reflecting the past season's trading and overhang of 2008 Bramley still in store awaiting a market. Just 7 Bramley orchards changed hands to average a whisker better than the 1999 sale prices enclosed with this report.

On a much brighter note, Mike and Rosie Butcher's well grown Queen Cox orchard at Linton topped the Sale at £2800 per acre and £2.80 per bushel – and took home the 'real' bottle of champagne for top grower, with the other bottle going home to Hoo with the purchaser – Clive Goatham.

Overall good quality dessert apples and pears met a discerning demand – but the Centenary Sale produced no world record prices! Generally full well grown crops of apples and pears failed to effect a total clearance with just 28 lots of 65 catalogued selling under the hammer and during the following week. At the time of writing some 'foot of ladder' deals are being done for unsold Bramley crops destined for Ireland. It is to be hoped that demand for the finest cooking apple will improve as the season progresses and the well grown unsold crops of Bramley meet a fair price and demand.

The enclosed historical statistics show how the prime producer of agricultural crops is battling against ever increasing costs and overheads. High time the top fruit industry took note – look what has happened in the dairying and hop growing sectors!

## TOP ORCHARD AVERAGES

	2009		2008	2007
Top 6 Culinary	£1177 pa	Top 10 Culinary	£1764 pa	£1510 pa
Top 10 Dessert	£1637 pa	Top 10 Dessert	£2280 pa	£2740 pa
Top 6 Pears	£1672 pa	Top 6 Pears	£2380 pa	£1626 pa

## 2009 TOP LOT AVERAGES

	PER ACRE			PER BUSHEL		
	From	To	Average	From	To	Average
TOP 6 CULINARY ORCHARDS	£757	£1768	£1177	£1.42	£2.33	£1.81
TOP 10 DESSERT ORCHARDS	£1142	£2800	£1637	£2.11	£3.70	£2.93
TOP 6 PEAR ORCHARDS	£520	£2400	£1672	£1.10	£4.00	£3.24

## OVERALL 2009 SALE AVERAGES

	PER ACRE			PER BUSHEL		
	From	To	Average	From	To	Average
CULINARY	£466	£1768	£1076	£1.42	£2.33	£1.76
DESSERT	£666	£2800	£1335	£1.84	£3.70	£2.60
PEARS	£520	£2400	£1672	£1.10	£4.00	£3.24
PLUMS (FULL CROPS)			£110			

**NOTE:** All Averages based on Auctioneer's crop estimate.

**A BUSHEL = 40 LB - 56 BUSHEL TO A TON**

It is usual practice to give the 10 year old figures to provide a record of financial progress or otherwise!

**HORSMONDEN 90TH ANNUAL HARD FRUIT SALE  
FRIDAY 30TH JULY 1999**

**£1,500 PER ACRE PAID FOR PEAR CROP  
£5 PER BUSHEL PAID FOR PEAR CROP TWICE  
£1,500 AND £1,600 PER ACRE PAID FOR GALA AND COX  
OVERALL SALE AVERAGE £742 PER ACRE**

What a difference a year makes!

A full attendance at this year's Annual Hard Fruit Sale saw the confidence from buyers fuelling high prices in 1997 and 1998 for Bramleys swept completely away – with minimal sales effected and an overall sale average for Bramley of just £1.36 per bushel – just over 40% of last year's Bramley average.

The demand for quality dessert apples was better with, as anticipated, a strong demand for the numerous crops of quality pears catalogued. Pear crops achieved £1,500 per acre twice, whilst top quality Gala and Cox at Ulcombe and Hawkhurst made £1,500 and £1,600 per acre respectively.

The full crop of Bramley in Ireland, cheap imported dessert apples from the Continent and the Southern Hemisphere and the overhang of unsold 1998 crop Bramleys still in store all tempered buyers confidence and resulted in a sale average for Bramleys of just £75 per ton compared to £180 per ton last year.

Of the 143 lots catalogued, just 58 lots were sold under the hammer and during the following few days – a success rate of 40%.

The Paddock Wood watchdog annual price survey of apple baby food, apple sauce and tinned apple remained almost exactly constant with August 1998 prices – despite the very ready supply of the raw material at knock down prices out of store over the preceding eight months! The prime producer takes the knock yet again – these sale averages for Bramley equal figures last achieved in 1988!

**1999 SALE AVERAGES**

	PER ACRE			PER BUSHEL		
	From	To	Average	From	To	Average
TOP SIX CULINARY ORCHARDS	£600	£1200	£860	£1.21	£1.75	£1.52
TOP TEN DESSERT ORCHARDS	£700	£1611	£1090	£1.42	£3.00	£2.56
TOP SIX PEAR ORCHARDS	£800	£1520	£1115	£2.27	£5.00	£3.53

## OVERALL SALE AVERAGES

	PER ACRE			PER BUSHEL		
	From	To	Average	From	To	Average
CULINARY	£183	£1200	£665	81p	£1.75	£1.36
DESSERT	£163	£1500	£856	£1.42	£3.00	£2.49
PEARS	£183	£1520	£706	£1.62	£5.00	£2.58
COBNUTS			To £420			
PLUMS			£683			
RASPBERRIES			To £384			

## FOR ACADEMIC INTEREST 1989 SALE AVERAGES - 20 YEARS AGO!

	PER ACRE			PER BUSHEL		
	From	To	Average	From	To	Average
CULINARY	£294	£857	£610	62p	£2.76	£1.53
DESSERT	£579	£738	£669	£1.22	£2.76	£1.95
PEARS	£410	£600	£505	£1.46	£2.83	£2.15
COBNUTS	£316	£425	£370			
PLUMS		£967				