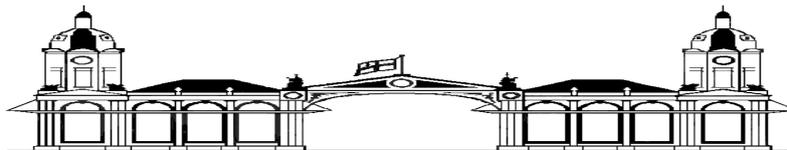


THE SMITHFIELD GAZETTE



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APRIL 2014

“SMITHFIELD IS A KEY PART OF THE CITY”

As the public inquiry into the future of the derelict Smithfield General Market and Annex comes to a close it is important to reflect on what the outcome will mean for planning in the Square Mile and London. The recommendation of the Inspector - and the decision of Eric Pickles, Secretary of State for Communities and Local Government, on whether to accept it - will play a major role in shaping the future of this key London gateway.

Henderson Global Investors' scheme - approved by the City of London Corporation last year - goes to the very heart of national and local planning policies. The government has placed great emphasis on the UK being "open for business" and the localism agenda. It is surprising, therefore, that an application that could create jobs and growth for London has been called in after approval. It is important to note that the buildings in question are not listed, although they do sit within a conservation area. This site is highly accessible by public transport, and has been identified as part of an area of intensification by the mayor of London - particularly given the transformative effect of Crossrail on the Farringdon area.

Henderson's scheme, if permitted, could provide a real economic boost for London by creating a mix of new shops and offices. Importantly, it would also retain and restore the elements most central to the character of the conservation area - saving 75 per cent of the historic buildings at Smithfield Quarter. The plan is backed by the mayor of London, English Heritage, the Commission for Architecture and the Built Environment, and importantly the Smithfield Market Tenants' Association. All agree that it is the only credible, funded and viable plan, as also outlined by a recent Knight Frank report.

The critics have some understandable concerns, but ultimately their plan is not in the best interests of the City or London as a whole. London needs offices, and badly - the vacancy rate is one of the lowest it has ever been. We must build if we are to maintain our position as the world's leading global financial centre, and to enable companies to grow their London bases and create jobs.

Smithfield is a key part of the City and we want to see it prosper for many years to come. I hope that the outcome of this public inquiry will help to make this happen.

Mark Boleat CC

Policy Chairman at the City of London Corporation

ROBIN ANTHONY EVE OBE

Robin Eve, a great friend of Smithfield Market, died on 7th January 2014. He had a distinguished career in the City having qualified as an accountant and chartered secretary. He was elected to the Court of Common Council for the Ward of Cheap in 1980, was Chief Commoner in 2000 and was awarded the OBE for services to the City in 2010.

THE SMITHFIELD GAZETTE

The Smithfield Gazette was first published in 1997 as a monthly newspaper to keep tenants, suppliers, customers and staff informed, especially with regard to the tenants' relationship with the City of London. It is distributed free to all members of the Court of Common Council, the governing body of the City, politicians and other interested parties.

THE SMITHFIELD GAZETTE **COMMENT**

Formed in 1869, The Smithfield Market Tenants' Association exists for the welfare of its members and to protect their commercial interests. A major part of that inevitably involves interaction with the City of London. The Smithfield Gazette provides a mechanism to ensure that the views of SMTA members are heard.

What will Smithfield Market look and feel like a few years from now? What changes can we expect? How many traders will be operating? What effects will Crossrail and development of the General Market have? What will the swing towards internet shopping by householders mean? Will the surge of energy created by the new Farringdon Station and its unique transportation links, which are already transforming the local property market, prove to be good or bad for Smithfield?

SMTA political involvement depends upon solidarity and common purpose; voluntary work by relatively few, however fragile, is for all. Every tenant enjoying the current terms with the City of London must understand they have gained that only because of the SMTA.

EXTRACT FROM THE SECOND **ANNUAL REPORT OF THE** **SMTA OF 1871**

Your committee, in resigning the trust placed in their hands at the last annual meeting, would again remind you that the uniform success which has attended the efforts of your Association has been attributable, primarily to the justice of the cause in which it has been engaged, but secondly, to the confidence placed by the members in their elected representatives and the unanimity with which they have on all occasions supported them. For their successors in office, your committee desire to bespeak the same confidence and support, feeling assured that so long as private feelings and personal interests are subordinated to the general welfare of the trade, your Association will continue efficient and prosperous – powerful to reform abuses in the trade, and to resist all attacks or encroachments upon the rights of its members.

CHURCHILL CORNER

Churchill didn't see Women as inferior but felt they were different beings. He opposed women's suffrage and was almost pushed under a train by a suffragette in 1909. Not until 1918 did women (over 30) get the vote. He worked his women secretaries very hard, sometimes making them stay up all night. "I shall need two women tonight" he would say loudly enough to startle guests not in the know.

IN MY OPINION

The City of London may be the financial centre of the world but to many it is irrelevant, if not downright malevolent. To retain its position as a global entity the Square Mile needs constantly to reinvent and promote itself so that it can continue to attract new generations of talented financial traders and others to take up positions and contribute to its economy. The City's success at doing this is what has made London, and the UK, what they are today.

Great cities are built on historic foundations based on practical reasons for being what and where they are, generally relating to basic human needs. Food and drink are supreme in the order of requirements as well as housing, transportation, policing, education, medical care and such essentials, but underlying all these things is the character and warmth that only comes from being part of a living caring community.

Smithfield Market is at the heart of the City even though it is located on the geographical fringes. From there it collects its merchandise from all over the UK and many other parts of the globe while the vast majority of citizens are safely tucked up in bed. Before those citizens have had breakfast, the vast range of Smithfield's goods, already prepared to order, have been delivered to multiple destinations including the finest hotels and restaurants in London.

It is because the Market is precisely where it is that it has continued to flourish and been able to deliver so efficiently. Should this internationally respected operation ever move from the City, the whole of London would be the poorer for it.

When people query the sense of continuing to run such an operation in the centre of London, they have in mind the relocation of Covent Garden, Billingsgate and Spitalfields Markets. On the surface of it, it may seem attractive to move the meat trading activities to the peripheries of London and reinvent the Victorian Market buildings as yet another trendy shopping mall, full of boutiques and restaurants, particularly with the completion of the adjacent Crossrail station due in 2018.

But that would mean the loss of a 1000 year historical link to livestock and meat trading in the Farringdon area and lead to yet another area of London losing its original character in favour of a sanitised pastiche so common in other areas.

Smithfield Market is an icon of the City of London and an inspirational example of co-operation between traders and the City. Long may this partnership continue.

Gregory Lawrence CC
Chairman, Smithfield Market Tenants' Association

THE FREEDOM OF THE CITY

The Freedom of the City originated in the early thirteenth century. Today the freedom is largely symbolic but in the Middle Ages it was a valuable working document that gave you the right to trade.

It would enable you to carry out your trade or craft as a member of one of the venerable City livery companies. They were a sort of medieval trade union, banded together to regulate prices, quality and standards and to look after their members. The members of the companies received monopolistic trading rights in the richest part of the kingdom. However, there were two catches – one was the fee, which was much higher than the relatively small £25/£30 fee today (which no longer swells the coffers of the Corporation, but goes to the Freeman's School for foundation scholarships). Secondly, the Lord Mayor expected that the guilds would maintain quality and excellence in the goods and services provided. In this way, it would ensure that bakers would not give you stale bread and vintners would not give you sour wine. It was a form of medieval trading standards. This continued for centuries until the Victorians came along. They did not like monopolies, preferring the benefits of free trade. So the requirement that you had to be a member of a livery company to be a Freeman was lifted and in 1835 the freedom was widened to incorporate those living or working in the City.

The Freedom is supposed to give the right to drive sheep over London Bridge. Alas, the City of London Police are not keen on this custom in the twenty-first century. In the Middle Ages, however, it was a valuable economic privilege. It was not so much that you could take sheep over the bridge, but that you did not pay the toll, which would considerably enhance your profit when selling the sheep at Smithfield Market. You could take any livestock over the bridge and not pay the tariff but in the mediaeval period the sheep was queen of the beasts because the wool trade was the bedrock of the English economy. More sheep went over the bridge than all other animals put together. Occasionally today Freeman can take sheep over the bridge but it is usually for charitable purposes. Lord Mayors from time to time arrange sponsored sheep drives for their chosen charity.

There were other privileges too. Freeman could be hanged with a silk rope if they committed murder; you could wander around the City with your sword drawn to defend yourself from robbers; you were exempt from the press gang; you could be drunk and disorderly and granted safe passage home from the Watch. Sadly none of these privileges are available today. The main remaining privileges are of a charitable and educational nature.

Freedom can be obtained in a number of ways mainly by redemption, which is to say payment. One has to apply for the Freedom either through a livery company or by nomination. It is a gratifying thought that the Chamberlain's Court is as busy today as it was in the eighteenth century. Recent recipients of the Freedom include Placido Domingo and Archbishop Desmond Tutu.

Murray Craig, Clerk of the Chamberlain's Court

THE FIRST LADY IN THE WORLD

Thus said Harry S Truman, US President, in his tribute to the achievements of one of the most outstanding women of modern times. Eleanor Roosevelt was born in New York in 1884 and became "First Lady" in 1933 when her husband Franklin D Roosevelt was elected president of the USA.

Eleanor, fearless, woman of vision, fought for what she believed in. She was one of the greatest social workers of her time. Her accomplishments are inspirational: she worked with the Red Cross in WWI, was an active suffragette, worked for the advancement of African Americans, was assistant director of the Office of Civilian Defence in WWII, a United Nations delegate, Chairman of the UN Human Rights Commission, a key figure in the creation Israel, to name a few.

Eleanor Roosevelt Quotes

"As for accomplishments, I did what I had to as things came along."

"No one can make you feel inferior without your consent."

"Do what you feel in your heart to be right- for you'll be criticized anyway. You'll be damned if you do and damned if you don't"

THE MOTHER OF THE HOUSE

One lady who supports Smithfield is particularly worthy of attention - "The Mother of the House". The title belongs to Ann Pembroke, the longest serving lady of the Court of Common Council, which is responsible for the Market. Ann Pembroke has an unrivalled record of service to the City of London and has never wavered in her commitment to the traders of Smithfield.

Ann began her career in the Foreign Office, followed by spells at Downing Street and NATO in Paris. She set up an international financial recruitment consultancy in Cheapside in the late 1960s and was elected to the Common Council in 1978 in the Ward of Cheap. As a former Chairman of Libraries, Guildhall Art Gallery and Archives and the City of London Archaeological Trust, she has a particular interest in raising funds to restore ancient buildings such as the Amphitheatre under Guildhall and the Roman Bath House at Billingsgate.

Quote of the Month

"Wise men talk because they have something to say; fools talk because they have to say something."

Plato

THE LOCAL GOVERNMENT ASSOCIATION

The Local Government Association (LGA) works with councils in England and Wales to support, promote and improve local government. As a politically-led, cross-party organisation it is able to influence critical financial and policy decisions; press for greater powers to be devolved from Whitehall to local government; pick up emerging Government thinking; ensure local council views are represented and raise issues on their behalf with Ministers and officials; shape and develop the policies that the sector needs; work with public; private, community and voluntary organisations to secure their support for local priorities; speak with one voice to the public through the local, regional and national media, helping to promote the things that councils are doing well and defending local government's reputation; support councils to drive innovation and improvement; and share best practice to help them be more efficient and effective; delivering millions of pounds of savings and improving services for residents. We also support local government on pay and workforce issues.

The LGA is a membership organisation with 421 authorities as members for 2013/14. These include English Councils, the 22 Welsh councils via the Welsh LGA, fire authorities, passenger transport authorities, national parks via corporate membership through the English National Park Authorities Association (ENPAA) and one town council.

The LGA's priorities for 2013/2014 are a reform of the public sector finance system so councils raise more funds locally, have confidence their financing is sustainable and fair, and greater ability to coordinate local public services. We also want councils recognised as central to economic growth and that councils are at the centre of, and seen to be at the centre of, public service reform and delivering more effective services for local growth. Local Councils are the most efficient part of the public sector in managing their resources, yet as a sector it has undergone massive cuts in central funding.

Local councils are the most efficient part of the public sector in managing their resources, yet as a sector it has undergone massive cuts in central funding. The financial shortfall facing local government is widening by £2.1 billion a year and will reach £14.4 billion by 2020. This indicates that the current funding system is broken and that a radical overhaul of the way services are provided and paid for is required across the entire public sector. The services provided by local councils are the lynch pin of community sustainability. No other public sector body provides as many services and has such an in depth knowledge of localities. Visit www.local.gov.uk to find out just how much local councils do for communities and about the work of the LGA.

Councillor Marianne Overton MBE
Leader of the LGA Independent Group

THE DAY BILLY CAME TO TOWN

1980 was a year to remember for the stalwarts of Smithfield Market, a year that began with a freezing cold spell and a day when almost every worker laid down his tools to gather under the clock to greet one of the most exhilarating entertainers of his day: the simply wonderful Billy Daniels, who left his warm bed at the Hilton Hotel to meet, charm and sing to the men and women of Smithfield Market.

Billy Daniels was appearing at the Talk of the Town in the West End and had kindly agreed to visit Smithfield Market at the request of the Chairman to support the Butchers' Charitable Institution - the BCI. At that time the drovers' charity was still a separate entity. To ensure a warm welcome for the guest, the BCI organised a mini platform with microphones and audio equipment to allow Billy to perform his world famous act to entertain Smithfield Market workers. Musical backup was far from his normal Hollywood comfort; it consisted of a banjo, accordion and a Pearly King just humming. To ensure the success of this unique gig the BCI Chairman organised a barbeque of sausages and such, together with giveaway LP records of Billy Daniels' hits which he signed for everyone. When he sang "That Old Black Magic" the Market silenced and at the end of the music the applause was loud enough to stir those buried in St Bartholomew's the Great.

Le Parisien stunned French citizens in 1986 when it reported that an agreement had been signed to dismantle the Eiffel Tower. The international symbol of French culture would be reconstructed in the new Euro Disney theme park going up in the east of Paris. In the space where the tower used to stand a 35,000 seat stadium would be used during the 1992 Olympics. It was an April Fool.

MUNITIONETTES AND CANARIES

The Great War did not end war, but perhaps started the battle to enable women to compete with men on an equal footing. As men volunteered for the front, the need to replace them in the jobs left behind made the employment of women essential. Many women felt the war was a genuinely liberating experience, giving them freedom and wages that only men had previously enjoyed.

The women in the munitions factories became known as the munionettes, risking their lives working with poisonous substances without adequate safety protection and were then nicknamed the "canaries" because of the yellow tinge of skin exposed to sulphur. Women were paid more than they would have earned in service and by 1918 some 1,000,000 women were members of trades unions, but by 1931 a working woman's weekly wage had returned to being half of men's rates exactly as it was at the outbreak of war.

THE SMITHFIELD GAZETTE

wishes readers a

Happy Easter

Smithfield Meat Market

open to the trade and the public all year round
for top quality meat at unbelievable prices

poultry – game – pork – lamb – beef – offal
sausages – bacon – other provisions – halal

open 2am to 8am Monday to Friday

free car parking for market customers from

9pm on Sunday 13th April until midday on Thursday 17th April

(the Market is closed from 8am on 17th April, reopening at 2am on 22nd April)



www.smithfieldmarket.com

Members of the Smithfield Market Tenants' Association

Abbijoe Ltd

47 West Market Building
Phone: 020 7329 2400
Fax: 020 7329 2401
E: abbijoe@ntlworld.com

Absalom & Tribe Ltd

21 East Market Building
Phone: 020 7236 0101
Fax: 020 7236 9026
www.absalomandtribe.co.uk
E: sales@absalomandtribe.co.uk

David Andrade & Sons Ltd

26 West Market Building
Phone: 020 7236 1173
Fax: 020 7248 3313

B J Meats Ltd

45 West Market Building
Phone: 020 7489 0133
Fax: 020 7236 7824

James Burden Ltd

18 East Market Building
Phone: 020 7236 0333
Fax: 020 7489 8403

24 West Market Building
Phone: 020 7248 4266
Fax: 020 7248 7113

29 West Market Building
Phone: 020 7248 2388
Fax: 020 7236 2411

40 West Market Building
Phone: 020 7248 0121
Fax: 020 7329 0584

219 Central Market
Phone: 020 7236 4886
Fax: 020 7236 2699

www.jamesburden.co.uk
E: info@jamesburden.co.uk

Central Meat (Smithfield) Ltd

37/39 West Market Building
Phone: 020 7236 0906
Fax: 020 7329 3993
E: paul.stratis@googlemail.com

Channel Meats Ltd

31/33 West Market Building
Phone: 020 7236 0082
Fax: 020 7329 0337
E: channelmeats@aol.com

D.P. Meats(Alford & Ford Ltd)

16 East Market Building
Phone: 020 7248 0285
Fax: 020 7236 4173
www.dpmeats.co.uk
E: d.pmeats@btconnect.com

Darmenn & Curl Ltd

8/10 East Market Building
Phone: 020 7248 9083
Fax: 020 7329 3315
E: darmenn.curl@btconnect.com

Denton Brothers (Smithfield)

220 Central Markets
Phone: 020 7248 0281
Fax: 020 7248 0281

J. F. Edwards (Smithfield) Ltd

42 West Market Building
Phone: 020 7236 9721
Fax: 020 7248 4359
www.jfedwards.uk.com
E: info@jfedwards.uk.com
and Shops 28, 34, 38, 207 & 208

Finclass Ltd

35 West Market Building
Phone: 020 7329 4779
Fax: 020 7329 0271
E:sales@finclass.co.uk

G & E (Meats) Ltd

36 West Market Building
Phone: 020 7236 6678
Fax: 020 7329 3993
E: paul.stratis@googlemail.com

H & C Meats (Smithfield) Ltd

17 East Market Building
Phone: 020 7236 0155/3913
Fax: 020 7489 8380
E: gerryodea@handcmeats.co.uk

Icefront Ltd t/a Gordon Meats

222/223 Central Market
Phone: 020 7236 6286
Fax: 020 7489 9382
E: gordon@icefront.co.uk

Kentas of London Ltd

41 West Market Building
Phone: 020 7236 8830
Fax: 020 7329 4764
www.kentas.co.uk
E: info@kentas.co.uk

PW & JK Killby Ltd

32 West Market Building
Phone: 020 7236 1347
Fax: 020 7329 0729
E: killby@hotmail.co.uk

G. Lawrence Wholesale Meat Co. Ltd

23 East Market Building
Phone: 020 7248 4488
Fax: 020 7248 4466

Longcroft & Old Ltd

30 West Market Building
Phone: 020 7236 8631
Fax: 020 7236 6310
E:julie@longcroftandold.com

P. J. Martinelli Ltd

25 West Market Building
Phone: 020 7489 8820
Fax: 020 7489 9387
www.pjmartinelli.co.uk
E: enquiries@pjmartinelli.ltd.uk
and Shop 2/4

Edward Price & Partners Ltd

27 West Market Building
Phone: 020 7236 8824
Fax: 020 7236 8395

Reeve & Co. Ltd

9/11 East Market Building
Phone: 020 7236 4030
Fax: 020 7236 4032
E:reeveandco@btconnect.com

Rhonda Meats Ltd

13/15 East Market Building
Phone: 020 7236 0870
Fax: 020 7248 2300
E:elaine.saunders@rhondameats.co.uk

H. Smith (Smithfield) Ltd

205 Central Markets
Phone: 020 7236 9062
Fax: 020 7489 0941
E: paul@hsmithsmithfield.co.uk

Peter Thompson Group Ltd

1 & 3/7 East Market Building
Phone: 020 7246 0000
Fax: 020 7236 3414
www.ptgplc.com
E: sales@ptgplc.com

Village Pork (Smithfield) Ltd

43 West Market Building
Phone: 020 7236 6229/3969
Fax: 020 7248 5915
E: villagepork@btconnect.com

Vixelli

14 East Market Building
Phone: 020 7248 7086
Fax: 020 7248 5873
E: robin@vixelli.co.uk

William Warman & Guttridge Ltd

12 East Market Building
Phone: 020 7236 7395
Fax: 020 7248 0441
E: sales@warmans.uk.com
and Shop 6

DIARY OF THE GREAT WAR 1914-1918 – PART 2

August 1915

- 5th Germans occupy Warsaw
17th The Great Retreat begins

September 1915

- 8th Nicholas II removes Grand Duke Nicholas Nikolayevich as CIC of the Russian Army and takes over

October 1915

- 14th Bulgaria declares war on Serbia
15th United Kingdom declares war on Bulgaria
19th Italy and Russia declare war on Bulgaria

November 1915

- 27th Serbian army collapses, retreats to Adriatic Sea, evacuated by Italian and French navies

December 1915

- 19th Douglas Haig replaces John French as commander of British Expeditionary Force

January 1916

- 9th Gallipoli Campaign ends in an Allied defeat
27th Conscriptio introduced in the UK

February 1916

- 21st Battle of Verdun begins

March 1916

- 9th Germany declares war on Portugal

April 1916

- 23rd Easter rising by Irish rebels against the UK
29th British forces at Kut surrender to the Ottomans

May 1916

- 31st Jutland – only really large naval battle of the war

July 1916

- 1st Battle of the Somme begins

August 1916

- 27th Romania enters war on the entente's side – her army is defeated in a few weeks

November 1916

- 18th Battle of the Somme ends with enormous casualties
28th First German aeroplane raid on London

December 1916

- 5th Prime Minister Asquith resigns – succeeded by David Lloyd George

January 1917

- 9th British drive Ottomans out of Sinai

February 1917

- 23rd Second battle of Kut, British recapture city

March 1917

- 8th British capture Baghdad
15th Tsar Nicholas II abdicates

April 1917

- 6th USA declares war on Germany
9th Canadian victory at battle of Vimy Ridge

June 1917

- 12th Greece declares war on the central powers
13th First successful heavy bomber raid on London
25th First American troops land in France

RFC – RAF – RAFA

Formed in 1912 the RFC (Royal Flying Corps) became the RAF on 1st April 1918 and during WWI it became a vital part of the war effort. In April 1918 the Red Baron, Manfred Von Richthofen, German's ace fighter pilot was killed protecting his young cousin Wolfram, a novice flyer. Wolfram became notorious in April 1937 when he commanded the "practice" Luftwaffe air-raid that destroyed the small Spanish town of Guernica. Pablo Picasso was appointed in April 1937 by the Spanish Republic to paint his mural "Guernica" still displayed in the National Museum Madrid.

The RAFA is a registered charity. It ensures that the sacrifice made by RFC and RAF personnel in serving their country does not result in suffering, poverty or loneliness. It distributes more than £1.2m in welfare grants. The City & Central London Branch provides an opportunity for those who live or work in Central London to belong and support its aims. RAFA is for everyone. For a child missing their parent on overseas operations; for a WWII veteran needing a shoulder to lean on or for injured RAF personnel fighting to get back on their feet.

Contact Mike Saunders rafa.city.central@gmail.com
Or on mobile 07968 019888 or tel 020 7232 2594

On 1st April 1915 the Geneva Tribune stated that a French aviator flying over a German camp dropped what appeared to be an immense bomb. The soldiers scattered. There was no explosion. After a considerable time, the soldiers approached the bomb, it was found to be a large football with a tag that read - "April Fool!"

DERATIONING DAY SMITHFIELD MARKET 4TH JULY 1954

Almost 60 years ago, 14 years after food rationing began, Smithfield Market re-opened at midnight on 4th July 1954 and post-war trading began. The London Housewives Association celebrated in Trafalgar Square, ration books became souvenirs, the Minister of Food burned a large replica, unshackled butchers flocked to the Market, tenants enjoyed a roaring trade and the SMTA resumed its role of negotiating with the Trade Union, which called a strike within a few days.

Invisible Army

"We are almost like an invisible army. There are women out there who are doing just as much as many of the men who are getting knighthoods, yet go unrecognised."

Dame Judith Mayhew, Chairman Policy & Resources, 1996-2003

NEWS IN BRIEF

From the Ward of Deacondoor comes news of an in/out member of the Court with revolutionary views on the way forward to increase the problems of Happytrack by moving St Paul's Cathedral down to Ludgate Circus, thus leaving the view of the City unobscured by the hitherto highly regarded edifice designed by Sir Christopher Robin. Should the Court find this an attractive proposal, Lord Mayors in future may be better placed to be blessed on a more level surface.

APPLE CHUTNEY

For spiced pork- roast chicken or grilled salmon.

3 tart cooking apples, cored and diced (no need to peel)

½ cup chopped white onion

1 tablespoon minced ginger root

½ cup orange juice

⅓ cup cider vinegar

½ cup brown sugar

1 teaspoon grainy mustard

¼ teaspoon hot pepper flakes

½ teaspoon salt

½ cup raisins or currants

Combine all ingredients except the raisins in a heavy saucepan. Bring to the boil, stirring constantly, then reduce to simmer and stir occasionally until most of the liquid has evaporated; about 45 minutes. Remove from heat and add the raisins. Store in the refrigerator. (Adapted from Washington State Apple Commission recipe)

DIARY

02 Apr SMTA AGM

15 Apr SMTA Council Meeting

14 May Markets Committee visit to Smithfield

14 May Markets Committee

15 May SMTA Council Meeting

18 Jun SMTA Council Meeting

16 Jul SMTA Council Meeting

16 Jul Markets Committee

17 Jul Lord Mayor's visit to Smithfield

GAZETTE BY EMAIL

If you would prefer to receive the Gazette by email, please email us to request this at

smta.smithfield@btconnect.com

TAIL PIECE

April Fools' Day began when universe owner G.O.D. (Greatest of Directors) sent two astronauts to Earth, a remote uninhabited heavenly stage, for his first Lonely Planet Show - "April Fools' Day". The title proved fitting - Adam and Eve fluffed their lines. Offered a meal on arrival, asked to avoid the apple, which stimulates in a way meat has yet to match and with no celestial butcher on site, the travellers observed the forbidden fruit with its original stain. A crafty and cunning serpent celebrity chef recommended apple. The hungry Adam and Eve succumbed and immediately set about energetically creating their own audience. Asked about apple, an exhausted and drowsy Adam mumbled "exsexchapno!", giving birth to the word sex.

The story of their tasting session proved to be extremely successful. The director has kept his audience in thrills for an all-time record number of performances of his still running worldwide show. Watch out for his next show "Your Time is Up"; you may be asked to perform. The critics of the day wrote a review to encourage a wider audience, produced in two sections old and new. This review remains a world best seller and finds its way to most of the seductive enticing hotel bedrooms where apples are still enthusiastically consumed.

The follow-up show "Away in a Manger" starring J.C., his only son, involved a disappearance and magical reappearance scene and had ushers forbidden to eat the apple; though it does appear a number have done so, not without reprimand from his man in Rome. If you ever get a feeling of despondency when all seems boring and pointless why not consume an apple? It may be a good idea to encourage another person of your choice to join in the feast. If it's good enough for our parents it should provide a boost to one and all!

To celebrate the continued success of the show, Smithfield, custodian of meat, the true elixir of life, hopes to involve the forbidden fruit, asking their sister Market at New Spitalfields to provide juicy crisp apples to stage the first ever Apple and Meat day. Smithfield clients will receive an apple with every purchase. Traders plan to engage with local hotels, supply them with apples, involve them to help financially, ensure bedrooms provide an apple with the Bible and to support the Market by buying meat, which, with an apple, may prove to be the finest aphrodisiac known to man and his mate.

Smithfield calls upon apple, the laptop and iPad/iPod producers, the City of London, apple producers, the fruit and vegetable trade, developers, Crossrail, hotels, pubs, bars and restaurants to support the project and for Smithfield tenants to embrace a unique opportunity to promote happiness, good-health, apples, meat and Smithfield Market. An Apple and Meat day keeps the doctor away.

I would be pleased if you could remember that.

*Yours as ever,
Fred*