

## MEDIA RELEASE

Monday 17 October 2016

### **\$1.1m/tonne paid for New Season Baby Potatoes!**



L-R: The Hon Michael Atkinson MP, Mr Marco Mitolo, The Mitolo Group (2016 'King of Potatoes'),  
Mr Chris McDermott, Chairman Little Heroes Foundation

Attendance at the Annual Potato Industry Dinner at the National Wine Centre of Australia, Adelaide on Friday night exceeded all expectations!

Opened by Senator the Hon Anne Ruston, Assistant Minister of Agriculture and Water Resources, the auction of new season baby potatoes, the only one of its kind in Australia, resulted in a final bid of a very impressive \$11,000 by The Mitolo Group. This was for 10 kgs so that means these very special potatoes actually sold for \$1.1million per tonne!

This surpassed last year's final bid of \$9,400 by Zerella Fresh. Mr Andrew Edwards, Real Estate Manager SA/NT Elders Ltd, a Corporate Partner of the Association, worked a room of 150 key industry stakeholders to produce this outstanding result with Jamie Roberts GM Thomas Foods International, pushing the price higher and higher.

Mr Marco Mitolo, representing The Mitolo Group, was later crowned 'The 2016 King of Potatoes' by the Hon Michael Atkinson MP on behalf of the Premier of South Australia, Mr Jay Weatherill MP.

All proceeds from the Auction will be donated to the Little Heroes Foundation, a charity dedicated to supporting children living with cancer and serious illness, and their families.

Little Heroes Foundation Chairman Mr Chris McDermott, said "Potatoes South Australia have been a great supporter of the foundation for the last five years. This event is getting bigger and bigger and the foundation is grateful for the support of a great South Australian industry."

Ms Robbie Davis, CEO of Potatoes South Australia Incorporated, the peak industry body, said "It was wonderful to see such united, collaborative support for the most significant sector of horticulture at both a state and national level, and for our Charity, the Little Heroes Foundation. It is clear that our representation covers the value chain with such wide state and national stakeholder attendance including primary producers, seed technology experts and certification authorities, researchers, government representatives at State and Federal levels, service providers, wholesalers, retailers and of course consumers."

Ms Davis also announced a new Corporate Partner and Dinner Sponsor; Westpac Agribusiness.

Special guest speaker was Ms Immaculate Zinde, Manager Product Promotion, Potatoes South Africa, who gave a passionate presentation about the global significance of potatoes; the third most significant crop globally.

The Dinner, coordinated by the National Wine Centre's Executive Chef, Tze Khaw, demonstrated just how sophisticated potatoes can be and how much potential there is to showcase their versatility, health benefits and cultural adaptability; a South African-inspired salad was on the menu.

The Auction for the Little Heroes Foundation is held annually in Spring and it is evolving into an increasingly larger event. Potatoes South Australia is delighted to be associated with such a worthwhile cause.

ENDS



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