



Little Heroes Foundation's Chris McDermott, Thomas Foods International Fresh Produce CEO Rod Knight, Senator Anne Ruston and Potatoes SA CEO Robbie Davis.



Elders' Graham Page, his wife Nicole, and Elders' Tony Wetherall.

## Association looks to value-add

NEW Potatoes SA independent chairman Andrew MacDonald spoke about the necessary ongoing revision of the association's strategic direction at its annual industry dinner.

Mr MacDonald said this was needed in order to remain relevant and value-add

for the stakeholders and members it represents.

"The management of biosecurity and the commercialisation of product transformed from industry waste and loss are critical objectives moving forward," he said.

The dinner demonstrated

how much potential there was to showcase potatoes' taste and versatility. An apple and mint sorbet, containing more than 60 per cent potato was featured on the menu, from a recipe formulated by TestKitchen and the association utilising out-graded product.



Trimboli Group's Ross Trimboli and Mitolo Group's Frank Mitolo.



Potatoes SA's Andrew MacDonald, SARDI's Steven Lapidge, University of Adelaide's Keryn Lapidge and Norman Waterhouse Lawyers' Johanna Churchill.



EE Muir & Sons' Paul Centofanti and Oro Agri's Josh Gavenlock caught up at the Potatoes SA dinner.