

## MEDIA RELEASE

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### **\$3000 Paid for New Season Baby Potatoes!**

At the inaugural auction of new season baby potatoes this morning, bidding reached an impressive \$3000. Mr Tom Penna of Elders transferred his highly regarded auctioneering skills from the livestock saleyards to the horticultural arena, working the crowd to produce this outstanding result. The successful bidder was Mr Angelo Demasi, CEO of the Adelaide Produce Markets.

Mr Demasi was later crowned 'The 2012 King of Potatoes'.

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. Katie Bridges, CEO of the Foundation said, "the money that you have donated today will touch many families' lives and we are very grateful for your support and this exciting new concept."

Robbie Davis, CEO of Potatoes South Australia Incorporated, the peak industry body for the entire value chain, said "This was the first step in our long-term promotion of the potato as a delicious, healthy and sophisticated food packed full of vitamins A and C, and potassium. South Australia is the nation's largest potato producer with farm gate production worth \$206 million and it is fitting that the industry's success is celebrated."



A fabulous breakfast menu consisting of roasted baby potatoes stuffed with bacon, cheese and chives, prosciutto wrapped baby potatoes with tarragon mustard dressing and baby potatoes encrusted with basil pesto and parmesan was served.

"This breakfast demonstrated just how exciting potatoes can be and how much potential there is to showcase their versatility and their flavour," she added. The potatoes from the Adelaide Plains were kindly donated by Virginia Farm Produce, Virginia.

The auction will be held annually and hopefully will evolve into a much larger event. Potatoes South Australia is delighted to be associated with such a worthwhile cause.

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**For interviews and further information contact:**

Robbie Davis  
0427 084 319  
[robbiedavis@potatoessa.com.au](mailto:robbiedavis@potatoessa.com.au)