

MEDIA RELEASE

Friday 12 October 2012

First Ever Auction of New Season Baby Potatoes

Spring has sprung and that means that new season baby potatoes from the Adelaide Plains are in the marketplace!

Small, round, perfectly formed, pristine, delicious babies packed full of vitamins A and C, and potassium right to their skins. The best companion for lamb, beef, pork, game, poultry, seafood and of course brilliant in salads!

Robbie Davis, CEO of Potatoes South Australia Incorporated, the peak industry body for the entire value chain, said "South Australia is the nation's largest potato producer with farm gate production worth \$206 million and it is only fitting that we celebrate this arrival with an inaugural auction."

Commencing at 8.00am on **Wednesday 31 October** at the Adelaide Produce Markets, South Australia's marketing and distribution centre for fruit and vegetables, the bidding officially begins at 8.15am.

"It will bring out the best amongst South Australia's philanthropic vegetable merchants, growers and other stakeholders who are keen to secure the best potatoes of the season and make a positive contribution to charity," she said.

Funds raised by Potatoes South Australia will assist the Little Heroes Foundation, a charity dedicated to supporting children living with cancer and serious illness, and their families.

Ms Davis urges all potential bidders to "dig deep" on the day. "Not only is the auction a chance to attain the finest potatoes in the country, but it's also an opportunity to support a worthwhile cause," she added.

Breakfast will be provided-I wonder what's on the menu?

ENDS

Proudly Supporting



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