

SA auction collects \$3000 for Little Heroes Foundation

AT the inaugural auction of new-season baby potatoes held recently, bidding reached an impressive \$3000.

Elders auctioneer Tom Penna transferred his well-regarded skills from the livestock saleyards to the horticultural arena, working the crowd to produce the outstanding result.

The successful bidder was Mr Angelo Demasi, chief executive officer 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.

The Foundation's CEO Katie Bridges was delighted with the result.

"The money that you have donated today will touch many families' lives and we are very grateful for your support for this exciting new concept," she said.

Potatoes South Australia CEO Robbie Davis 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 superb 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.

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

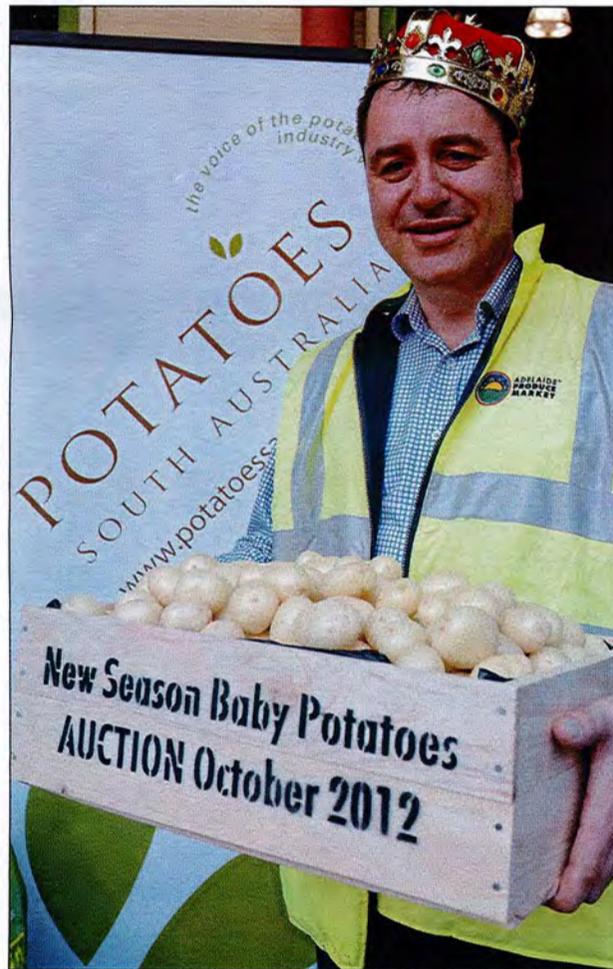
The auction will be held annually and it is hoped will evolve into a much larger event. Potatoes South Australia is delighted to be associated with such a worthwhile cause.



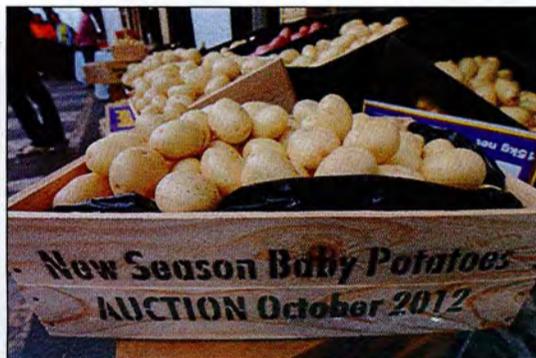
▲ Adelaide Produce Markets CEO, Angelo Demasi with Robbie Davis, CEO Potatoes SA and Nick Pseudos, chairman Potatoes SA.



▲ Julian Carbone, Marketing Business Development Manager, and Lucia La Bella, Elders



▲ Angelo Demasi was the winning bidder, paying \$3000.



▲ Tim Ginever, sales and marketing, Little Heroes Foundation, with Robbie Davis.



▲ Anthony Chiero, SA Potato Co, Darren Mitolo, Mitolo Group, and Richard Haynes, Elders.



▲ Katie Bridges, Little Heroes Foundation with winning bidder Angelo Demasi, CEO Adelaide Produce Markets.