



Little Heroes Foundation | Supporting Seriously Ill Children



MEDIA RELEASE

Monday 28 October 2019

Industry Generosity again: \$1.15m /tonne paid for New Season Baby Potatoes!

The Annual Potato Industry Dinner at the National Wine Centre of Australia, Adelaide on Friday night was once again an extraordinary event. The industry, corporate partners and supporting stakeholders were united.

Every year, an auction of new season baby potatoes is held during the evening, with all proceeds donated to the Little Heroes Foundation, a charity dedicated to supporting children living with cancer and serious illness, and their families.

Mr Chris McDermott, Little Heroes Foundation Chairman and CEO talked about the challenges many not-for-profits were facing and the importance of the relationship with Potatoes South Australia. He added that the support from Potatoes South Australia over the last 7 years has been loyal and an invaluable part of their fundraising calendar.

This auction, unique in Australia, led by Mr Tom Penna, SA Stud Stock Auctioneer Elders Ltd, a Corporate Partner of the Association, resulted in a final bid of \$11,500 by The Mitolo Group, Thomas Foods International Fresh Produce and Elders Ltd - a wonderful result!

Mr Chris McDermott said, “the continued generosity of the Potato Industry never ceases to amaze me. It was great to see another very generous sum raised for South Australian children and their families experiencing challenging times. Potatoes South Australia CEO Robbie Davis created another outstanding event and LHF is again honoured to be the beneficiary”.

Ms Davis 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”. She also highlighted the significance of collaboration concerning the announcement by Minister for Primary Industries and Regional Development, Tim Whetstone MP, of Potatoes South Australia and the Adelaide Convention Bureau winning the bid to convene the World Potato Congress (WPC) in Adelaide in 2023- a global achievement!

Ms Davis also thanked returning Dinner Sponsor; Westpac Agribusiness and other corporate partners, Elders Ltd, Peats Soils and Garden Supplies, TriCal Australia, Collins Adelaide, Lindsay Australia, Compaq and Prime Super. The wine was generously donated by Hazy Blur Wines and Mitolo Wines.

The Dinner Menu cleverly created by the National Wine Centre’s Chef de Cuisine Steve Clark, featured a Roaming Entrée of canapes (many including specific potato varieties) and a Cheese Station of South Australian produce.

The Auction for the Little Heroes Foundation is held annually in Spring and it is evolving into an increasingly larger event with total funds raised by Potatoes South Australia exceeding \$115,000. The Industry is delighted to be associated with such a worthwhile cause.

All excess potatoes from the event were provided to families cared for by the Foundation.

ENDS

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