



Media Release: Thursday 18 September 2003

FRED'S FRUIT MARKET PAYS \$37,000 FOR A TRAY OF MANGOES!

A record \$37,000 was paid this morning for the season's first tray of mangoes at the 13th annual Mango Auction held at Sydney Markets, Flemington.

A huge crowd of fruit and vegetable traders, media and intrigued onlookers joined Dawn Fraser and other special guests to see a total of \$48,000 raised for The Children's Hospital at Westmead.

The successful bidder was greengrocer **Fred Pisciueneri**, owner of '**Fred's Fruit Market**' in Edensor Park and 'Hills Fruitworld' in Seven Hills.

Fred was thrilled to have beaten off all challengers including Joe Logozzo from President Avenue Fruit World in Kogarah who has been the winning bidder for the past two years.

"I only decided yesterday that I would bid and I ended up paying \$37,000 for the tray of 12 mangoes."

"I've got four boys, three of them work with me in the shop, they're all healthy, and I'm really pleased to be able to help less fortunate kids at The Children's Hospital in Westmead."

"Some of the mangoes will be delivered to the children at The Children's Hospital at Westmead and the others will be taken to my store, Fred's Fruit Market in Edensor Park, to be cut up and given to our customers.

This is not the first time that Fred has dug deep for Charity at one of the Auctions. In 1992, Fred paid \$7,000 for a box of Cherries at one of the first-ever Charity Auctions run by the people at Sydney Markets.

Sydney Markets has long been a supporter of children's charities and activities, with the annual Mango Auction run by Joe Fuda at Advance Produce one of the highlights, the famous Cherry Auction to be held on Wednesday 15 October, and the ever-popular Fresh for Kids™ Program.

Funds raised through the 2003 auction will assist the Children's Hospital Institute of Sports Medicine to continue to provide sports medicine and sport and exercise science to sick, disabled and able-bodied children.

The mango season usually runs from late September through to March, and they are grown in the hot and humid conditions of northern Australia. The "*Kensington Pride*" mangoes auctioned today came all the way from Pine Creek in the Northern Territory.

FOR MORE INFORMATION OR A PHOTO CONTACT:

Kate Evans, Communications Manager
Sydney Markets Limited

Ph: (02) 9325 6295 or 0418 223 579 or kate.evans@sydneymarkets.com.au

FRED'S FRUIT MARKET

Fred Pisciueneri, 707 Smithfield Road, Edensor Park, telephone: 9610 9833

Who was involved in the Mango Auction?

Sydney Markets

Sydney Markets is the largest fresh fruit and vegetable wholesale market in Australia and one of the largest in the world. These markets play a significant role in the horticultural industry and the economy of New South Wales. This market primarily caters to professional buyers from supermarkets, restaurants, greengrocers, exporters and food processors.

Wholesaler Joe Fuda of Advance Produce Pty Ltd in the Sydney Markets has been organising the Mango Auction for the past 13 years.

The Children's Hospital at Westmead

The Children's Hospital at Westmead is one of the world's newest centers for paediatric care and also one of the oldest children's hospitals in NSW – established in 1880. The money raised at the Mango Auction. Will go to the Children's Hospital Institute of Sports Medicine (CHISM), which commenced in 1996, provides comprehensive, specialised services in children's sports medicine and sport and exercise science for sick and disabled children as well as those who are able-bodied.

CHISM is a world "first". No other Children's Hospital focuses on diagnosis, treatment and prevention services for sick and disabled children in sports medicine and sport and exercise science, within the one Institute.

CHISM is funded solely through public donations, special fund raising functions and some fee-for-service programs.

Where the mangoes came from

Tom and Regina Harbrow of Pine Creek, NT, are the suppliers of the mangoes at this year's auction. One of the most popular types of mango, the Kensington Pride, will be transported down to Sydney to be auctioned off as the season's first. Kensington Pride mangoes are extremely popular both in Australia and overseas. As well as supplying their mangoes to the people of NSW, Advance Produce Pty Ltd at Sydney Markets, Flemington, exports the Harbrow's mangoes as far away as Paris, Milan, Frankfurt and Vienna.