



Media Release: Thursday 23 September 2004

\$20,000 PAID AT MANGO AUCTION

FRED DIGS DEEP AGAIN!

A whopping \$20,000 was paid this morning for some of the season's first mangoes at the 14th annual Mango Auction held at Sydney Markets, Flemington.

A huge crowd of fruit and vegetable traders, media and intrigued onlookers joined cricket legend Mark Taylor and other special guests to see a total of \$26,500 raised for The Children's Hospital at Westmead.

The successful bidder was greengrocer **Fred Pisciueneri** owner of **Fred's Fruit Market** in **Edensor Park**.

Fred was thrilled to have bought the mangoes for the second consecutive year, last year he paid \$37,000 to secure the winning bid.

"Last year when I took the mangoes to the Children's Hospital at Westmead, the children were so excited to have a taste of the expensive mangoes. It was the looks on the kids' faces that made me bid again this year. It feels good to be able to help."

"I'm going to be a grandfather soon" Fred revealed with a big grin "So there's another reason why I bid on the mangoes."

"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," he said.

The people of Sydney Markets have been supporters of children's charities and activities for a long time, with the annual Mango Auction run by Joe Fuda at Advance Produce, the famous Cherry Auction to be held on Wednesday 27 October, and the ever-popular Fresh for Kids™ Program.

Funds raised through the 2004 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, Ph: (02) 9610 9833

Who was involved in the Mango Auction?

Advance Produce, based at Sydney Markets, Flemington

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 14 years.

Advance Produce, 02 9746 0462

The Children's Hospital at Westmead

The Children's Hospital at Westmead is one of the world's newest centres 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). CHISM commenced in 1996, and 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

Michelle Hill of Pine Creek, NT, was the supplier of the mangoes at this year's auction. The mangoes were the popular Kensington Pride variety. As well as supplying mangoes to the people of NSW through Advance Produce Pty Ltd at Sydney Markets, Flemington, she also exports them as far away as Paris, Milan, Frankfurt and Vienna.