



Sydney Markets Independent Retailers & Wholesalers pull together to raise money for Save Our Sons

Wednesday 29th October

The 2014 Sydney Cherry Auction was held at Sydney Markets Flemington today, raising money for Save our Sons and the Sydney Markets Foundation.

The bidding was furious and entertaining with two NRL legends representing competing camps for the first box of Cherries.

Representing Sydney Markets Independent Retailers was the eventual winner, Paul Sironen, who prevailed over another NRL legend, Steve 'Blocker' Roach who was bidding for Sydney Markets Wholesalers.

Sironen's winning bid of \$33,000 was just enough to secure bragging rights for the Independent Retailers over the Wholesalers in 2014.

Newly crowned Cherry King, Paul Sironen, shared these words on behalf of the Independent Retailers;

"We are a group of independent local greengrocers who wanted to raise funds for this worthy cause. We are a critical part of the Central Markets fresh food distribution system bringing healthy, fresh fruit and vegetables from Australian growers to Australian families every day. We provide consumers with quality, service and freedom of choice. Thank you to the wholesalers group who rose to the challenge to raise more funds for this worthy cause. We do this because we care about our customers and we care about those in need. "

Not to be outdone, Roach also took to the stage to announce that the Sydney Markets Wholesalers had generously donated their \$32,000 underbid to the cause, taking the total to \$65,000 for the first box of Cherries.

"Sydney Markets has a proud tradition of supporting charities in need and it is pleasing that both the winning bidder and the under bidder both donated their bids to the cause today. Independent Retailers and Sydney Markets Wholesalers work together to bring fresh fruit and vegetables to Australian families each day so it is pleasing to see them come together again today to support Save Our Sons and the Sydney Markets Foundation" said Brad Latham CEO Sydney Markets

Frank Petulla Chairman of the Cherry Auction Committee said, "The Sydney Markets Cherry Auction heralds the start of the stone fruit season in Australia and is an important community initiative which allows Sydney Markets Wholesalers and Retailers to give back to the community."

The selection of Cherries this year was so good that the winning bidders could choose either a box from Hillston in NSW or one from Victoria. Both winning bidders donated their cherries, one to Westmead Children's Hospital the other to Sydney Children's Hospital Randwick.

Our charities for 2014 are:

Save Our Sons: Save Our Sons is committed to finding a cure for Duchenne Muscular Dystrophy. There are a number of research facilities locally in Australia and overseas currently working on some very exciting clinical trials and potential cures. With the assistance of our supporters, donors and volunteers, the funds raised through events, online donations and sponsorship, we look to make a difference to young boys suffering from DMD and with **your help save their lives**.

Sydney Markets Foundation: Set up in 2010 to ensure the generosity of the Sydney Markets Community reaches directly the people and communities that are in need.

For more information contact:

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About Sydney Markets Limited

Sydney Markets Limited has a history dating back to the landing of the first fleet; the modern markets comprise two locations, Flemington and Haymarket. Each location has Wholesale and Retail facilities. Sydney Markets Flemington houses Sydney's Growers, Produce and Flower markets which provide fresh fruit, vegetables and flowers to independent retailers, supermarkets, florists, providores, exporters, food processors, restaurants and caterers. Friday to Sunday at Flemington the market is transformed to become Paddy's Markets adding fresh seafood, meat, cd's, clothing, jewellery and entertainment for the family to name just a few. Paddy's Haymarket trades from Wednesday to Sunday with similar offerings.

Sydney Markets is the vital link of Australia's horticultural supply chain. Produce is received from approximately 20,000 growers Australia-wide with the wholesale operations supplying fresh fruit and vegetables to over two-thirds of the Australian population.

Sydney Markets Limited Quick Facts

- Sydney Markets Limited operates 2 sites: One at Flemington in Sydney's West and One at Haymarket
- Sydney Markets has its own post code, 2129, at the 43ha Flemington site
- On the weekend, Sydney Markets at Flemington becomes Paddy's Markets
- Approximately 2.5 Million tonnes of fresh fruit and vegetables are sold through Sydney Markets valued over \$3 billion
- Approximately 1,500 traders operate at Paddy's Markets at Flemington and Haymarket
- More than 5,000 people work in businesses at Sydney Markets
- Approximately 120 Wholesalers, 394 Produce Growers, 172 Flower Growers-Sellers and over 160 supporting businesses are located on site at Flemington
- Around 140,000 customers are attracted to Paddy's Markets each week
- Over \$150 million of fresh flowers are sold through Sydney Flower Market annually
- Approximately \$100 million of fresh produce is exported from Sydney Markets annually