

THE PACKER

NEWS

South Florida diabetes benefit sees record support

By [Doug Ohlemeier](#) May 15, 2015 | 9:13 am EDT

Former Miami Dolphins quarterback Dan Marino (left) with Bruce Fishbein, a partner with the Miami-based The Produce Connection Inc., at this year's Don Strock Diabetes Classic in Miami. The May 14 event generated record funding for diabetes research.

Photo by Diabetes Research Institute

Quality First Produce Inc., Homestead, Fla.; Robinson Fresh, Eden Prairie, Minn.; Sierra Produce, Tustin, Calif.; Sotolongo Farms, Pompano Beach, Fla.; and Southern Corporate Packers Inc., Immokalee, Fla.

"When it comes to raising funds for a cure for diabetes, there is no competition among those in the industry, only unity," Fishbein said in the release.

This year's Don Strock Diabetes Classic attracted the highest number of participants and generated the most money for diabetes research.

The May 14 event at the Miccosukee Golf & Country Club generated more than \$135,000 for the Diabetes Research Institute, according to a news release.

In its 32nd year, the charitable event was started by Bruce Fishbein, a partner with Miami produce wholesaler The Produce Connection Inc., and former Miami Dolphins quarterback Don Strock to help Oscar Sotolongo Jr., the then-16-year-old son of Fishbein's friend and produce colleague, Oscar Sotolongo Sr.

"This team (Diabetes Research Institute Foundation, Strock and Fishbein) over the course of 32 years has come up with almost \$3 million," the younger Sotolongo said at the event. "How'd they do it? They put in 100% effort and they arrived at a goal. Today, we have a heck of a team out here and our goal is to cure diabetes. Let's step up and let's do it."

Fishbein thanked produce industry supporters which include the Nickey Gregory Co. LLC, Atlanta; M & R Produce Distributors Inc., Blackwood, N.J.; Mr. Greens Produce, Miami; Next-Port Inc., Miami;

About the Author:



Doug Ohlemeier

Doug Ohlemeier, who has written for The Packer since 2001, serves as eastern editor, a position he has held since August 2006. He started at The Packer as a staff writer after working for nearly a decade in commodity promotion at the Kansas Wheat Commission, where he was a marketing specialist. Doug worked in radio and television news writing, producing and reporting for seven years in Texas, Missouri and Nebraska. He graduated from Oklahoma State University, Stillwater, in 1984, with a bachelor of science degree in broadcast journalism and a minor in history. He earned a master's in corporate communications from the University of Kansas, Lawrence, in 1991. In college, he served as a news editor of the daily O'Collegian newspaper and interned in radio and television news departments.