

1984 PA. POTATO QUEEN

# Jana King promotes Pennsylvania Potatoes

**BY LAURA ENGLAND**  
**ATGLEN** — You just bought a 10-pound sack of potatoes and have decided it was time to try some new potato recipes. Now, what is there to try?

If you're looking for ways to prepare potatoes, Jana King is the person to see. Jana, the 1984 Pa. Potato Queen, will not only give you ideas on how to cook potatoes, but she's likely to give you tips on storing them, as well as sharing nutritional information.

A ready smile to greet you, Jana, the daughter of Laurence and Shirley King, R1 Atglen, accepts her promotion responsibilities with eagerness and sincerity. This is easy for her, she explains, as she enjoys being with people.

"I enjoy meeting people," Jana says, "and I knew that I would meet many people as the Potato Queen."

Jana's reign began in January when she received her crown and banner from 1983 Potato Queen Tammy Zimmerman. The contest was held in conjunction with the Pa. Cooperative Potato Growers' Inc. annual meeting during Farm Show Week. After an interview with the judges and a speech presentation on potatoes, Jana was named the new queen.

No stranger to the art of growing potatoes, Jana and her family currently maintain 55 acres of potatoes. About 85 percent of the crop is grown for processing, mainly potato

chips. As Jana explains, potatoes are classified as processing or table varieties.

Varieties grown on the King's 230-acre grain and potato farm include Atlantic and Norchip, a good variety for potato chips. Jana is quick to point out that the Katadin variety is an excellent table potato, and that Pennsylvania potatoes can stack up to those grown in other states.

"The Pennsylvania potato is just as good as the Idaho potato," she says.

To prove this to the consumer, Jana is well-armed with information on potatoes when she participates in statewide promotions. Pamphlets she passes out include information on recipes, nutrition, varieties and the Pennsylvania potato industry.

During her promotions, which to date have included visits to fairs, Keister's Auction Agriculture Day, the Hershey Grocers' Convention and growers banquets and meetings, Jana stresses the nutritional value of potatoes.

"Potatoes supply about one-third Vitamin C," she tells consumers, "and is an excellent source of thiamin and iron."

Along with nutrition, Jana likes to set the record straight on the caloric content of potatoes.

"Most people think that potatoes are fattening," she says, "but a medium-sized potato has only 100 calories."

When not promoting her



Jana King, the 1984 Pa. Potato Queen, is surrounded by a field of blossoming potato plants.

product, Jana is home helping on the farm. A 1984 graduate of Lancaster Mennonite High School, Jana is spending this summer helping with the potato operation before she begins school this fall at Goshen College in Indiana where she will major in nursing.

During her college semesters, Jana says she will receive a hand from her alternate, Pa. Potato Princess Melanie Lyter, the daughter of Mr. and Mrs. Gerald Lyter, Millerstown. Melanie will fill in for some

promotional events while Jana will attend major functions.

Until then, Jana is pitching in on the farm chores. She helps with the potato planting, harvesting and grading. It is a job that the entire family, including sisters Marilyn, 19, and Beverly, 15, is involved. And it is no wonder, too. The potato business has been in the King family for three generations.

Jana credits her family's involvement in the potato industry with her decision to run

for the state title. Credit also goes to E.K. Bare and Sons Inc., Bird-In-Hand, for sponsoring her in the state pageant.

With her family's support, Jana will promote potatoes throughout the coming year. She says her promotional theme, in addition to the "Pennsylvania Agriculture - We're Growing Better," slogan, is "The potato — something good that's good for you."

And that's something Jana believes.

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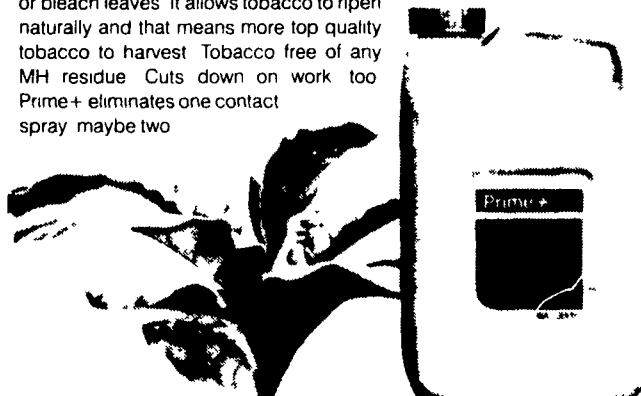
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