

# 'Farmer/actor' boosts soil conservation

HANOVER — In a perfect example of art imitating life, actor Eddie Albert may have created his most memorable role as land-loving farmer Oliver Wendell Douglas on the TV comedy series 'Green Acres.'

Because of his real-life concern with agriculture and its future in America, he was probably more temperamentally suited for that role than any other contemporary actor. Now, he has taken on a long-term role that is also tailor-made for his talents.

It is as spokesman for Hanover Brands, Inc., Hanover, the largest independent food processor east of the Mississippi. In this capacity, Albert will be appearing before various national groups throughout the next year to air his well-founded views on the subjects of nutrition and soil conservation.

### Conservationist

While he has studied these areas for 50 years, he has also had the opportunity to learn about related problems firsthand. During travels in China and Malaysia, he was able to study soil loss—and has unfortunately concluded that America is losing its topsoil even faster than the Middle East.

The problem, he said, is that America is not replacing the topsoil that's being washed away. The soil has built a great people, and when it goes, we're in a lot of trouble," he concluded.

Albert takes this view because

he recognizes the vast contribution agriculture has made to the American way of life. What people don't realize is that the dollars from agriculture are the dollars this country runs on," he said.

Agriculture is the real source of our economic health," he continued. It has built America—our agricultural output makes industry's output look small.

### Local visitor

With his familiarity with the subject, Albert is well aware of Lancaster County's reputation as a farming heartland. Several times a visitor to the area, he has come away noticeably impressed.

"This is one of the most lush and beautiful areas in the whole world," he has said. It has the wonderful influence of the Amish with their respect of the soil and man. Those of you who live here can't appreciate how glorious it is.

The Snively family appreciated the area's possibilities, and founded a company that in the 1920's became a seasonal vegetable business. Today, it is part of Consumers Facking Company, a Hanover Brands subsidiary. Here are processed green beans, spinach, mushrooms—and squash.

### Squash capitol

Much of the latter crop is grown right in Lancaster County by contract growers. According to

Bill Rankin, Division Manager for Fri-Co Foods, Hanover Brands subsidiary for raw product procurement, Lancaster County produces approximately 1,345 tons of butternut and Hubbard squash on about 90 acres.

This crop is suitable for the area's small Amish farms because it lends itself to hand work, he said. Although the contract written with any farmer is based on individual circumstances, Hanover generally supplies the seed to assure that it's the specific variety we want," he added.

Eastern Freeze Dry Corp. is Hanover Brands' other subsidiary processing plant located in the Lancaster area. It is one of only five companies in the nation to use the accelerated freeze dry method.

### Noted speaker

As Hanover Brands and Eddie Albert have discovered, Lancaster County represents much that is good about the production of food today.

Those close to agriculture should also hold Albert in high regard. He has spoken nationally and internationally to such groups as the World Federation of Future Farmers in Berlin, Germany, and has served appointments including that of Consultant to the Secretary General of the United States Conference on the Environment.

With his knowledge of the

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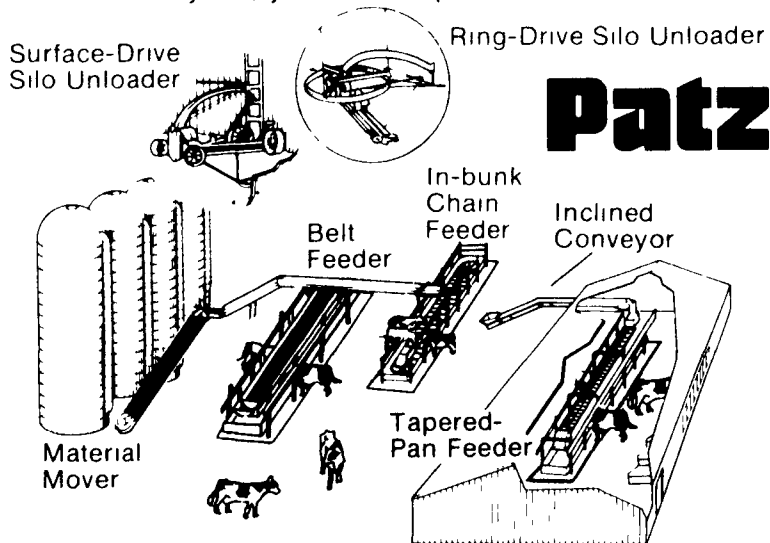
Actor Eddie Albert, noted conservationist, talks with Alan R. Warehime, president of Hanover Brands.

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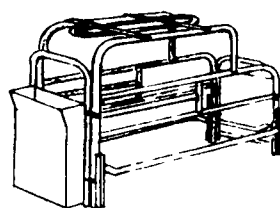
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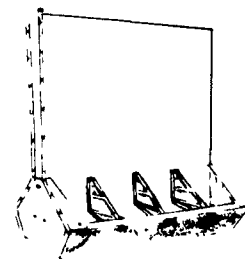


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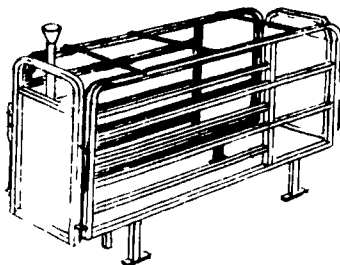
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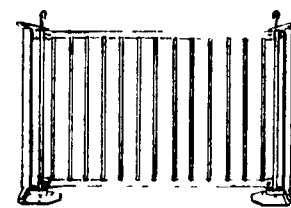
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