

1984 Candy Queen

# Nancy Hartz promotes sweet, delicious candy

BY SUZANNE KEENE

LITITZ — People are often surprised but pleased to find 1984 Pennsylvania Candy Queen Nancy Hartz participating in product promotions along with the other commodity queens who represent a variety of agricultural products ranging from milk to mushrooms.

This is only the second year that the candy industry has had a representative among the commodity queens, and people are not as familiar with her as they are with the dairy princesses. However, the general public has been quite receptive and pleasant, Nancy says.

During a number of promotions, Nancy said, people have commented: "Oh, this is nice. This (candy) tops off all the other things we've eaten."

Nancy says she was a little surprised at receiving such a positive reception from the public. At first she expected to hear from at least a few irate mothers complaining about candy's empty calories.

While she hasn't met with any disagreeable folks since she was crowned at a Pennsylvania Manufacturing Confectioner's Association meeting in June, Nancy still sees her job as pointing out that candy can be a nutritional food.

Her goal, she said, "is to bring a better understanding of what candy is and is not."

She hopes to convey the message that candy is not a junk food and contains lots of milk, nuts and dried fruits that provide vitamins and calcium.

"Candy is more nutritional than people think," she stresses. "There is no such thing as an empty calorie. All calories have a purpose."

In addition to its nutritional benefits, candy offers a psychological boost, Nancy continued. "Candy is a pick-me-up," she explained.

While she does not deny that candy does have its share of calories, Nancy says it doesn't have as many as people think.

As secretary to the vice president of the controller at Wilbur Chocolate Factory Co., Nancy sees and smells plenty of chocolate every day. She also likes to sample the commodity, noting that at a recent candy show in Philadelphia, she stuffed herself so full of candy, that she had to take some home to sample later.

Her petite figure is convincing evidence that eating candy doesn't make you fat, but she does point out that an excess of candy, just like an excess of anything, is not good for you.

Nancy said she was a little surprised when she was named candy queen, since at 38 she is older than many of the other commodity queens. But when she was assured that she would not have to appear in a bathing suit at any of the promotional functions, she enthusiastically agreed to bear the crown and banner.

"It is really neat to promote the industry you work for," Nancy says.

Nancy's sons - Brian, 11, and Wade, 9 - are excited about having a queen for a mother. They especially enjoyed devouring the big bag of candy Nancy received when she was crowned, and they don't seem to mind cooking when mom is out promoting candy.

Most of the knowledge Nancy has about the candy industry she has learned during her two

and a half years at Wilbur Chocolate, where she has worked in sales and accounting and as a secretary.

In these capacities she has had to learn what's in each of the 50 kinds of chocolate Wilbur produces and how each one is made - knowledge that is helpful to her in answering the public's questions about the candy industry.

Nancy said she is frequently asked if the candy she distributes during her promotions is produced in Pennsylvania. She tells them that the candy is made in Pennsylvania, and that Pennsylvania has the second largest confectionery business in the United States.

People are also interested in dietetic candy, and ask why she isn't handing it out at her promotions. Dietetic candy is for a very limited market, Nancy explained, and while it has less sugar than regular candy, it often contains more calories.

Nancy said she has already been able to participate in more promotions than the previous candy queen and hopes to see the future queens become increasingly active. She and representatives from the candy industry have been busily preparing for Farm Show promotion, where Nancy might be making candy instead of just giving it away.

"If you're actually doing something, people are that much more interested," Nancy said.

When she isn't working at Wilbur Chocolate or promoting candy, Nancy enjoys horseback riding, canoeing, and sewing.



1984 Candy Queen Nancy Hartz, a secretary at Wilbur Chocolate Company in Lititz, enjoys sharing her knowledge of the candy industry with the general public.

She also enjoys making her own candy, but says that right now, she is too busy being candy

queen to make much. For her favorite fudge recipe turn to page B6.



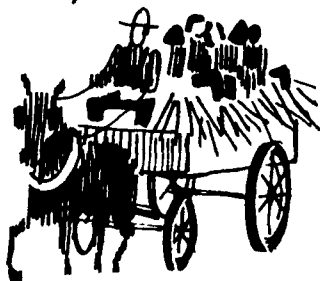
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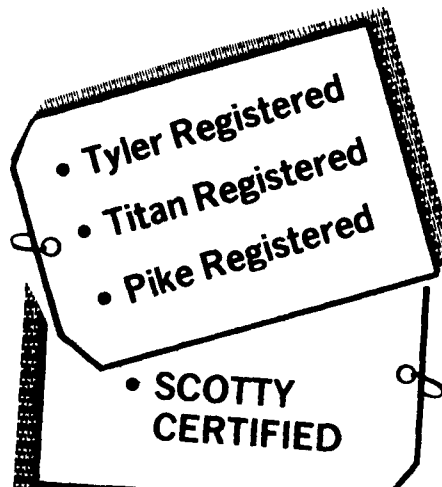
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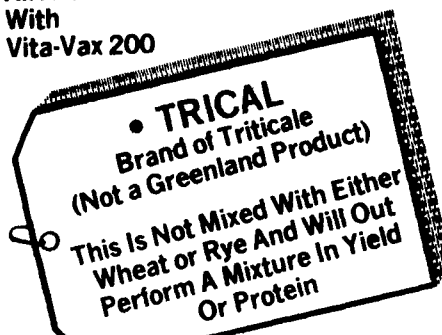
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