

Pennsylvania Nut Growers Elect First Woman President

LINDA WILLIAMS
Bedford Co. Correspondent
ALUM BANK (Bedford Co.)
— Joan Albright has been named the first woman president of the Pennsylvania Nut Growers Association.

Strongly supported in her endeavor by her husband Howard, the Albrights own a 250-acre farm in Waynesboro where they are developing their own nut orchard.

"It's a family tradition," Joan explains. "Howard's granddad developed the Cortland apple, and we want to see what we can develop with nuts."

Joan's primary objective is to advocate the health benefits of nuts. "Nuts are loaded with omega acid," she said. "They are good estrogen replacements and excellent for the heart. Hazelnuts and filberts are also good memory enhancers and some nuts can be used for pain management."

In order to help people get control of their health, Joan said that a Nutgrowers Cookbook will soon be on the market.

Joan's research into the nut industry began when Howard got sick and she began doing re-

search. They credit homeopathic medicine for Howard's recovery and nuts in the diet played a big role.

"We have asked the Lord to help us in our endeavors to help others," Joan says.

The Albrights have 7,500 northern English walnut seeds planted on their Waynesboro property as well as 15,000 hazelnut trees and 1,000 black walnut trees.

"With grafting, one can grow almost any kind of nut tree in Pennsylvania," Joan says. "Macadamia would, of course, be impossible. However, we do plan to try India and Brazil nuts."

Her plans for promoting nuts include working with the federal government to move nuts worldwide. At the elementary level, she plans to work with the schools and 4-H clubs to introduce young people to the importance of growing nuts.

She is also looking for sponsorships to get ideas out to larger companies.

Until now, the state nutgrowers met twice a year. Joan plans to divide the state into regions and hold regional meetings. With the help of Jill Bailey of Bedford,

she has developed a nutgrowers website, PNGA.net.

Joan will also be publishing a nutgrower's newsletter.

As for their own nut orchard, Joan, who holds a doctorate in English, says it is important to look at something beautiful every day. The Albrights consider their orchard to be one of the most beautiful sites they can behold.

During the winter months, they reside on the Pleasantville Mountain, and despite this winter's ice and snow, find it has its own form of beauty.

Joan credits Bedford County residents Gere and Kathryn Groft, George Dikum, and Art Pepe with the development of nut growers locally.

The Pennsylvania Nut Growers Association is a nonprofit organization, which welcomes new members.

For more information, Dr. Albright can be contacted at P.O. Box 102, Alum Bank, Pa. 15521; at (814) 839-2767 or at albright@bedford.net.



Joan and Howard Albright advocate the health benefits of nuts. A nutgrowers cookbook, which will soon be marketed by the state organization, is planned to help people gain better control over their health. On the Albrights' 250-acre farm, the Albrights raise the following nut tree varieties, 7,500 northern English walnuts, 15,000 hazelnut, and 1,000 black walnut.

Popular Beef Ad Campaign To Be Featured Again

DENVER, Colo. — Beef print and television advertising will be showcased again in March on major networks and in leading consumer magazines.

The checkoff-funded advertising campaign focuses on the enjoyment consumers find in beef.

The \$13.4 million campaign aims its messages to consumers aged 25-54. On television and radio, the ads capitalize on the well-recognized voice of Sam Elliott and the "Rodeo" music by Aaron Copland. All ads feature the "Beef. It's What's For Dinner" theme.

The goal of the campaign is to fuel consumer passion for beef and encourage consumption of more beef meals. It is coordinated for the Cattlemen's Beef Board and state beef councils by the National Cattlemen's Beef Association (NCBA).

In January, the television ads were rated number four nationally on the AdCritic.com Web site. The television spots feature beef both in home and restaurant settings.

The next three-week television flight begins the week of March 10 and runs through the week of March 24. Prime-time network television will carry the ads. Cable stations also will feature the advertising, as will syndicated programs.

While television advertising creates anticipation for enjoying beef, print ads motivate consumers to eat beef more often, concentrating on the visual appeal of beef with mouth-watering beef photography. Consumers seeing any of the ads are referred to a new Web site, www.benefitswhatsfordinner.com, for beef recipes and information.


Consumers have especially embraced the new humorous magazine ads. "I found myself laughing out loud at your Space Aliens ad in this week's Sports Illustrated," wrote one. "I went to your website and quickly found a recipe for Asian Beef Salad that looks wonderful I plan to try it this weekend."

The ad features luscious-looking beef t-bone steaks, with the caption "Why Space Aliens Steal our Cows."

Magazine ads are appearing in publications such as Sports Illustrated, Better Homes and Gardens, Family Circle, People, TV Guide, Bon Appetit, Parenting and others.

Some state beef councils are utilizing the "Space Alien" material for billboard advertising. In addition, many state councils are placing nationally-produced radio spots on stations in their areas.

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