



Franco Harris  
President, Super Bakery  
Former Steeler &  
Pro Football Hall of Famer

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Franco Harris is well known for his outstanding career in the National Football League, one so productive that it earned him a 1990 induction into The Pro Football Hall of Fame. He also was inducted into the New Jersey Hall of Fame in 2011. During his years with the Pittsburgh Steelers, Harris set the standard for NFL running backs - big, fast and agile with explosive cutback ability. He established many team and league records, played in nine Pro Bowls, and led the Steelers' charge to four Super Bowl victories. Franco was named MVP of Super Bowl IX. His "Immaculate Reception" in the final seconds of the 1972 AFC playoff game against the Oakland Raiders is considered to be the greatest individual play in NFL history.

After football, Harris applied himself to his college degree in Food Service and Administration. He started out in the early 1980's with a small distribution company called Franco's All Naturèl, focusing on high quality, natural products. This is where and how Harris learned the business, driving thousands of miles, meeting with potential customers, c-store chains and distributors. He warehoused, sold, promoted and sometimes even delivered Franco's FROZEFruit and his other all-natural products. In 1990 Harris established Super Bakery with the goal of making it *The Leader in Bakery Nutrition*. Super Donuts® and Super Buns® are made with no artificial flavors, colors, or preservatives and are fortified with NutriDough®, a special dough of **Minerals, Vitamins and Protein**. Super Donuts® and Super Buns® are sold to school systems across America, providing **MVP Nutrition!**® to millions of students each year. As a result of its success, Super Bakery has made inroads into the Healthcare and Military market segments, and product testing in the retail marketplace. Always striving to be *Your Bakery for Life*, Super Bakery wants to reach people with its Super products from their earliest years to their golden years. Franco is a hands-on President/Owner, who is involved in the day-to-day operations with a special emphasis on sales marketing.

Under Harris' leadership, Super Bakery has sponsored many community events, including the national MS Walk-a-Thon and The Greater Las Vegas After-School All-Stars. The company is also active in various school programs promoting kids' health and nutrition. Franco served as the Chairman of the Governor's Council on Physical Fitness and Sports for eight years under Pennsylvania Governor Robert P. Casey (1987-1995). In addition to his community

involvement, Franco has given talks and been published on the subject of health and transition issues facing retired NFL players. He spends a lot of time reading and researching current food trends and innovations, as well as serving as a member of the Advisory Board of the Penn State Center for Food Innovation. Harris is also on the Board of Directors for the Pittsburgh Promise as Chair. Harris was also honored in 2011 for 20 years of helping promote LIHEAP, a program for energy assistance.

In 2010, Franco became co-founder and majority owner of Eco Product Group LLC. This exciting new venture focuses on the use of Nano-Silver Particles into a wide variety of products to provide antibacterial performance. The feature brand is SILVERSPORT. The tag line is "Keeping Sports Clean". All manufacturing will be made in the USA. Silversport products include the Silver Bamboo Towel which is the Ultimate Workout Towel. The SILVERSPORT TOWEL is odor free, antimicrobial and endorsed by Men's Journal and the Doctor's TV Show.

Throughout his careers, Harris has received numerous honors. Some of those include recognition as a distinguished alumnus of Penn State University, the Whizzer White Humanitarian Award, NFL "Man of the Year", The American Academy of Achievement "Golden Plate Award", and the National Urban League's Whitney M. Young Award. In 1997 he was honored as the National Multiple Sclerosis Volunteer of the Year, and in the spring of 2001, Franco was honored as the Penn State School of Hotel, Restaurant, Recreation Management Alumnus of the Year. In October of 2005, Penn State honored him as an Alumni Fellow, the highest honor conferred by the Penn State Alumni Association. In 2005, Franco was a recipient of the First Annual OT 10 Awards for Community Impact. The awards are presented by *OverTime Magazine* and recognize athletes who contribute unyielding support through community service, charitable donations and entrepreneurial business endeavors.

Born March 7, 1950 at Fort Dix, New Jersey, Franco grew up in Mount Holly, NJ, one of nine children. He was a three-sport star at Rancocas Valley High School, and received a football scholarship to Penn State University, graduating in 1972 with a B.S. in Food Service and Administration.

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