

CONGRESSMAN BOB DOLE TO VISIT SIX COUNTRIES
TO REVIEW MARKET PROMOTION ACTIVITIES

Congressman Bob Dole and four other members of the House Committee on Government Operations will visit Denmark, Switzerland, Israel, Italy, Germany and Spain from November 18 through December 7 to review market promotion activities of the Foreign Agricultural Service. Dole stated the primary function of the Foreign Agricultural Service (FAS), of the United States Department of Agriculture, is to help American agriculture maintain and expand foreign markets for its products. The F.A.S. helps to develop foreign markets in a number of ways: by maintaining a worldwide agriculture intelligence and reporting service, by administering special export programs, and by working to secure international trade conditions favorable toward U. S. agricultural products.

Under the authority of Public Law 480 (Food for Peace Program), the Foreign Agricultural Service has entered into cooperative agreements with U. S. trade associations which have an interest in developing foreign markets for American agriculture commodities. Under these cooperative agreements, the government finances projects actively carried out around the world by these associations. These projects are built around market research, sales promotion, public relations, exchange of visitors and related activities to a considerable extent. The spectacular growth of foreign markets for U. S. agricultural products can be directly related to the achievements of the F.A.S. working with cooperative organizations. As an example, exports for the period 1964-65 were approximately \$4.4 billion, or an increase of about \$2.3 billion over commercial dollar exports in 1955-56.

"I am particularly interested in visiting with officials of Great Plains Wheat, and a meeting with them will be held in Copenhagen, Denmark, on November 18. Former Congressman Clifford Hope was instrumental in organizing Great Plains Wheat and was, for a number of years, its president. Over the years, many new dollar markets have been developed through efforts of Great Plains Wheat officials", Dole said. In addition, Dole stated he was interested in promoting markets for other commodities and therefore will visit with the

Agriculture Attaches and visit with officials of the Rice Council in Bern, Switzerland on November 21; officials of the U. S. Feed Grains Council and National Renderers Association in Rome, November 28, 29 and 30; officials of the Soybeans Council on December 3 in Madrid, Spain; and officials of the Poultry Institute in Frankfort, Germany on Wednesday, December 7.