

**BOB DOLE**  
1ST DISTRICT, KANSAS  
  
243 CANNON HOUSE OFFICE BUILDING  
AREA CODE 202  
225-2715  
  
COMMITTEES:  
AGRICULTURE  
GOVERNMENT OPERATIONS  
  
DISTRICT OFFICE:  
210 FEDERAL BUILDING  
HUTCHINSON, KANSAS 67501

**Congress of the United States**  
**House of Representatives**  
**Washington, D.C. 20515**

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WASHINGTON, D.C.  
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**CONGRESSMAN DOLE RETURNS FROM  
REVIEW OF MARKET PROMOTION ACTIVITIES IN EUROPE**

Congressman Bob Dole and three other members of the House Committee on Government Operations have returned from their European investigation of market promotion activities of the Foreign Agricultural Service.

Dole stated that the Foreign Agricultural Service, of the U. S. Department of Agriculture, is primarily engaged in developing markets abroad for the sale of U. S. agriculture products for dollars. 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 are interested in developing foreign dollar markets for U. S. agriculture commodities. Under these cooperative agreements, the government shares with these trade associations in financing market promotional projects in foreign countries.

Dole and the other committee members interviewed officials of the U. S. Department of Agriculture stationed abroad, and the European representatives of the trade associations in order to determine how efficiently and economically the taxpayers' money was being spent, whether the promotional projects were soundly conceived and administered, and the extent to which the overall program was increasing sales of American agricultural products abroad.

After meeting with Representatives of Great Plains Wheat in Copenhagen, Denmark, Representatives of the Rice Council in Bern, Switzerland, and Representatives of the American Poultry Institute, Feed Grains Council and National Renderers Association in Rome, Italy, as well as U. S. officials and other interested persons responsible for operation of programs, "it is my opinion that, overall, American taxpayers are receiving good value for the money expended", Dole stated:

Commercial dollar exports for the period 1964-1965 amounted to approximately \$4.4 billion. This is an increase of about \$2.3 billion over commercial dollar exports in 1955-56. Dole indicated that increased sales of this magnitude have not only helped the American farmer, but have been a major contributor to strengthening the U. S. balance of payments and to reducing the gold drain.

Dole reviewed the market promotion programs of many of the cooperator associations. In most instances, he found that these associations had developed effective market research, sales promotion, and public relations campaigns to attract customers for American products. Dole examined the operations of the Great Plains Wheat Association, in particular, and concluded that they had shown a good deal of initiative and creativity in selling U. S. wheat abroad for dollars.

Dole indicated there are few instances where improvement may be desirable. These include the failure of some associations to contribute an adequate share of total expenses, the need for the Department of Agriculture to further tighten its administration of the program, and the necessity for a few associations to improve their market promotion programs. Attention will be fully called to these matters, according to Dole, when the Committee issues its official report on the trip.

Dole emphasized that the greatly increased sales of American agricultural products abroad for dollars demonstrated that the taxpayer was receiving a good return on the money spent by the government under this program.