

Sept. 11, 1979

REMARKS OF SENATOR BOB DOLE
INTERNATIONAL FOOD MANUFACTURER'S ASSOCIATION
WASHINGTON, D.C.

I WOULD LIKE TO ANNOUNCE HERE TODAY THAT MY WIFE, AND
MY MOTHER, HAVE NO OBJECTIONS TO MY RUNNING FOR THE
PRESIDENCY OF THE UNITED STATES . . .

BUT SERIOUSLY, I BELIEVE THE REPUBLICAN PARTY MUST FACE
THE INEVITABLE -- AND GEAR UP FOR A 1980 CAMPAIGN
INVOLVING SENATOR EDWARD M. KENNEDY OF MASSACHUSETTS.
EVENTS OF THE PAST FEW DAYS HAVE INDICATED THAT THE
REPUBLICAN PARTY WILL NOT HAVE PRESIDENT CARTER TO
RUN AGAINST IN 1980.

I HAVE LONG ARGUED THAT SENATOR KENNEDY, NOT JIMMY CARTER, WILL BE THE NOMINEE OF THE DEMOCRATIC PARTY IN 1980. AND, AS I SAID IN MY AUGUST NATIONAL PRESS CLUB SPEECH, WE, AS REPUBLICANS, MUST BEGIN TO FOCUS ON A KENNEDY CANDIDACY IF WE ARE TO OVERCOME THE TREMENDOUS PERSONAL POPULARITY COMMANDED BY THE SENIOR SENATOR FROM MASSACHUSETTS.

WE REPUBLICANS MUST NOT BE RIP VAN WINKLES, WAKING UP TO A NEW WORLD IN 1980 -- A WORLD WHERE JIMMY CARTER HAS DISAPPEARED AND TED KENNEDY HAS TAKEN HIS PLACE.

SENATOR KENNEDY CAN BE BEATEN. BUT HE MUST BE BEATEN ON THE ISSUES. HIS POPULARITY IS BASED ON PERSONALITY, NOT IDEOLOGY. WE MUST WORK TO EDUCATE THE AMERICAN PEOPLE ABOUT SENATOR KENNEDY -- WE MUST REVEAL THAT HIS SOLUTIONS TO THE PROBLEMS OF THE 1980'S ARE SIMPLY WORN-OUT PROGRAMS FROM THE 1960'S. THIS NATION, QUITE FRANKLY, CANNOT AFFORD TED KENNEDY AS PRESIDENT. ALL YOU HAVE TO DO IS ADD UP THE TOTAL COST OF THE PROGRAMS HE HAS PROPOSED TO SEE THAT.

I CAN SAY WITH MODESTY, I BELIEVE I WOULD BE AN EXCELLENT OPPONENT SHOULD SENATOR KENNEDY BE NOMINATED.

THERE ARE SHARP DIFFERENCES BETWEEN US. CLEARLY, THE NATION IS NOW LOOKING TO WASHINGTON FOR LEADERSHIP, GIVEN THE CARTER EXPERIENCE, AND I WOULD OFFER A SOLID RECORD OF ACHIEVEMENT AND ACCOMPLISHMENT -- ONE I WOULD BE PROUD TO MATCH AGAINST SENATOR KENNEDY'S.

EXACTLY WHAT IS THE CHOICE THAT WOULD FACE US IN SUCH A CONTEST? AND HOW SHOULD REPUBLICANS RESPOND TO SUCH A CHALLENGE?

MY DIFFERENCES WITH SENATOR KENNEDY ARE NOT PERSONAL; FEW MEN IN AMERICAN PUBLIC LIFE ARE AS ACCOMPLISHED OR AS ARTICULATE AS HE. RATHER, DISAGREEMENTS ARE POLITICAL AND PHILOSOPHICAL IN NATURE. THEY GO TO THE VERY HEART OF THE POLICIES WE FOLLOW IN THE 1980'S AND BEYOND.

HOW FAR THE DEMOCRATIC PARTY HAS COME IN A GENERATION. A QUARTER CENTURY AGO, ADLAI STEVENSON ROUSED MILLIONS WITH HIS INSISTENCE THAT "WE MUST LOOK FORWARD TO GREAT TOMORROWS." TODAY, ORGANIZATION DEMOCRATS ARE PANTING FOR A MAN WHO PROCLAIMS -- WE MUST LIVE OFF GREAT MEMORIES.

BUT, OF COURSE, I AM NOT HERE TODAY TO DISCUSS DEMOCRATIC POLITICS.

I AM HERE TO DISCUSS TOPICS OF INTEREST TO YOU AND YOUR ORGANIZATION, AND I THINK YOU WILL FIND MY APPROACH TO BE IN CONTRAST WITH SENATOR KENNEDY'S VIEWS ESPECIALLY WITH REGARD TO GOVERNMENT REGULATION.

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BUT FIRST, LET ME BRING YOU UP TO DATE ON SOME INITIATIVES
IN THE NUTRITION FIELD - AN AREA OF VITAL AND GROWING
CONCERN TO MILLIONS OF YOUR CUSTOMERS.

NUTRITION AND PREVENTIVE HEALTH CARE

IN 1900, THE LEADING KILLERS IN AMERICA WERE PNEUMONIA,
INFLUENZA, AND TUBERCULOSIS. SINCE THEN, A MAJOR SHIFT
HAS OCCURRED, AND TODAY'S GREATEST HEALTH BURDENS ARE
IMPOSED BY CHRONIC DISEASES, ACCIDENTS AND VIOLENCE. THE
FACTORS INVOLVED ARE NUMEROUS: ENVIRONMENTAL POLLUTION,
INCREASED STRESS, A DECREASE IN PHYSICAL ACTIVITY, AND
CHRONIC CONSUMPTION OF CIGARETTES, ALCOHOL AND FOODS THAT
ARE POLITELY LABELLED JUNK.

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IT REQUIRES LITTLE IMAGINATION TO PICTURE THE TYPICAL AMERICAN PASTIME; LIFE BEFORE THE TELEVISION SET, INTELLECTUALLY AS WELL AS NUTRITIONALLY UNNOURISHING. T.V. GUIDE IN ONE HAND, POTATO CHIPS, PRETZELS OR PIZZA GRASPED FIRMLY IN THE OTHER. THE BULK OF THE AMERICAN POPULATION MIGHT PERVERT PATRICK HENRY'S FAMOUS CRY FOR FREEDOM TO READ SOMETHING LIKE: "GIVE ME CARBOHYDRATES OR GIVE ME DEATH."

THEY FAIL TO REALIZE THAT SUCH NUTRITIONAL AND EXERCISE HABITS INVITE DEATH AT AN EARLY AGE.

BUT HOW DO WE COMBAT SUCH ATTITUDES CONSISTENT WITH OUR HISTORIC BELIEFS IN INDIVIDUAL FREEDOM? DISEASE PREVENTION INVOLVES ENVIRONMENTAL AND BEHAVIORAL MODIFICATION. IT REQUIRES A DEGREE OF SOPHISTICATION AND PLANNING FOR WHICH THE POLITICAL SYSTEM IS POORLY EQUIPPED. THE POLITICAL FACT IS THAT CONGRESS RARELY INITIATES HEALTH-PROMOTING ACTIONS WHICH MAY APPEAR TO THREATEN INDIVIDUAL FREEDOM OF CHOICE, OR WHICH PROMISE RESULTS ONLY IN THE LONG TERM.

ONE NEED LOOK NO FURTHER THAN OUR EXPERIMENT WITH PROHIBITION TO DRAW LESSONS IN HOW NOT TO MAKE HEALTH-RELATED PUBLIC POLICY. IN A MORE MODERN CONTEXT, TAKE THE CASE OF INDUSTRIAL REGULATIONS FORMULATED BY OSHA. DO THEY ALWAYS CONTRIBUTE TO A HEALTHIER WORK ENVIRONMENT, AND AT WHAT COST TO ECONOMIC GROWTH?

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THE NUTRITION FACTOR

AMIDST ALL THE CONFLICTS, A FEW UNIVERSALLY ACCEPTED TRUISMS STAND OUT. PERHAPS THE MOST OBVIOUS IS ALSO ONE IN WHICH PUBLIC POLICY CAN BE MADE EFFECTIVE QUICKLY AND WITH LEAST RESISTANCE. QUITE SIMPLY, GOOD NUTRITION IS GOOD HEALTH.

ALL ACROSS AMERICA, CONSUMERS ARE INCREASING THEIR AWARENESS OF AND DEMAND FOR USEFUL INFORMATION ABOUT DIET AND HEALTH. OVER THREE-QUARTERS OF THOSE INTERVIEWED IN ONE RECENT SURVEY INDICATED AN INTEREST IN THE SUBJECT GREATER THAN THAT OF A FEW YEARS AGO.

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THIS AWARENESS EXTENDS TO WASHINGTON ITSELF. THE TAXPAYERS' REVOLT, AS IT IS CALLED, DOESN'T MEAN THE AMERICAN PEOPLE WANT TO TURN A DEAF EAR TO THE UNQUESTIONED NEEDS OF THE POOR OR THE ELDERLY OR THE SCHOOL CHILD. WHAT THE TAXPAYERS CAN AND SHOULD EXPECT FROM GOVERNMENT IS THAT THEIR HARD-EARNED DOLLARS WILL BE SPENT ON PROGRAMS WHICH PROVIDE A REAL SERVICE TO PEOPLE WITH A REAL NEED.

BY THAT STANDARD, I THINK FEDERAL NUTRITION PROGRAMS WOULD RANK HIGH ON ANYONE'S LIST OF PRIORITIES. INDEED, I THINK MORE OF OUR ADMITTEDLY LIMITED FEDERAL TAX DOLLARS SHOULD BE SPENT ON NUTRITION, NUTRITION RESEARCH AND FEEDING PROGRAMS.

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INADEQUATE NUTRITION-CANCER RESEARCH

I AM PARTICULARLY CONCERNED ABOUT THE INADEQUATE SUMS BEING BUDGETED BY THE NATIONAL CANCER INSTITUTE FOR RESEARCH INTO THE RELATIONSHIP BETWEEN NUTRITION AND CANCER.

WE NOW KNOW THAT OVER 80 PERCENT OF ALL CANCERS ARE ENVIRONMENTALLY INDUCED AND THAT ABOUT 50 PERCENT OF CANCER IN AMERICA IS NUTRITION-RELATED. YET THE FEDERAL GOVERNMENT SPENDS A PITTANCE OF ALL RESEARCH FUNDS ON DIET-NUTRITION-RELATED CANCER RESEARCH.

LAST YEAR THE NATIONAL CANCER INSTITUTE SPENT LESS THAN 1 PERCENT OF ITS RESEARCH BUDGET ON SUCH RESEARCH.

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I, FOR ONE, THINK THIS IS UNCONSCIONABLE. WE NEED TO KNOW WHAT KINDS OF DIETS AND WHAT NUTRITIONAL PRACTICES BEST PREVENT THE DEVELOPMENT OF CANCER AND OTHER DISEASES IN LATER LIFE. IF MORE MONEY IS BUDGETED, MORE INFORMATION COULD BE DEVELOPED, AND MORE NUTRITIOUS, HEALTHY MEALS COULD BE SERVED IN OUR NATION'S SCHOOLS, HOMES AND OTHER FEDERALLY-SPONSORED NUTRITION PROGRAMS.

LAST YEAR, AS RANKING REPUBLICAN ON THE NUTRITION SUBCOMMITTEE, I INTRODUCED AN AMENDMENT TO CREATE A LINE ITEM OF \$30 MILLION FOR SUCH RESEARCH WITH THE NCI BUDGET. TO DO ANYTHING LESS, IN LIGHT OF EVIDENCE LINKING MORE THAN HALF THE INCIDENCE OF CANCER TO NUTRITION AND DIET, SEEMED A DERILICTION OF DUTY.

THE SUBCOMMITTEE COMPROMISED, AS SUBCOMMITTEES ARE WONT TO DO. WHILE NOT WRITING MY \$30 MILLION REQUEST INTO THIS YEAR'S BUDGET, IT DID RECOMMEND IN STRONG LANGUAGE THE NEED FOR NCI TO SUBSTANTIALLY BOOST ITS RESEARCH BUDGET. THIS IS A SMALL STEP FORWARD, BUT ONE WHICH MUST BE FOLLOWED UP BY CONTINUED PRESSURE.

PRESSURE ON N.C.I.

OTHER ACTIONS CAN BE TAKEN BY THE NATIONAL CANCER INSTITUTE. VACANCIES ON THE CANCER ADVISORY BOARD AT NCI SHOULD BE FILLED WITH PERSONS HOLDING EDUCATIONAL BACKGROUNDS IN NUTRITION. THE NUTRITION RESEARCH COMMUNITY SHOULD BE MADE AWARE OF AND AWARDED GRANTS WITH AN APPLIED NUTRITION EMPHASIS. AND MATERIAL SHOULD BE DEVELOPED AND DISTRIBUTED TO THE GENERAL PUBLIC WHICH CAN OFFER PEOPLE THE BEST AVAILABLE DATA ON DIET AND NUTRITION AND CANCER PREVENTION, INFORMATION SIMILAR TO THAT WE PROVIDE PEOPLE ONCE THEY GET CANCER.

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FOOD LABELING IN SEARCH OF A BETTER WAY

BUT I DON'T WANT TO LEAVE YOU WITH THE CONVICTION THAT BOB DOLE SUPPORTS ANYTHING AND EVERYTHING WITH NUTRITION ATTACHED TO ITS NAMETAG. THE FACT IS, GOVERNMENT CAN GET TOO INVOLVED, TOO DICTATORIAL, TOO BLIND TO LOCAL AND BUSINESS NEEDS EVEN IN THIS VITAL AREA OF NATIONAL COMMITMENT.

A MONTH AGO, MY COLLEAGUE SEN. McGOVERN INTRODUCED TWO BILLS REGARDING NUTRITION LABELING AND INFORMATION. THE LEGISLATION HAS AS ITS GOAL THE REMOVAL OF RESTRICTIVE REGULATION ON THE FOOD INDUSTRY, AND THE ESTABLISHMENT OF GREATER RAPORT BETWEEN FOOD PRODUCERS AND CONSUMERS. THERE ARE DRAWBACKS HOWEVER: FOR INSTANCE, THE McGOVERN PROPOSAL WOULD REQUIRE A SUBSTANTIAL AMOUNT OF DETAILED INFORMATION THAT MOST CONSUMERS NEITHER REQUIRE NOR UNDERSTAND. EVERY CONDIMENT, EVERY SPICE, WOULD HAVE TO BE SO LABELED. COST ESTIMATES FOR ALL THIS ARE QUESTIONABLE, AND THE WHOLE PROGRAM WOULD FORCE ACTIONS ALREADY FOLLOWED BY MOST FOOD MANUFACTURERS.

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ON THE OTHER HAND, THE BILLS AT LEAST TRY TO DEVELOP SOMETHING BETTER THAN THE CURRENT SYSTEM, WHICH SEEMS TO HAVE UPSET JUST ABOUT EVERYONE. THEY COULD PROMOTE GREATER FLEXIBILITY AND FULLER PARTICIPATION BY THE INDUSTRY IN THE LABELING PROCESS, EVEN WHILE CONCENTRATING REGULATORY ENFORCEMENT IN THE FEDERAL GOVERNMENT - WITH FDA AND USDA.

I HAVE YET TO DECIDE HOW TO VOTE ON THESE BILLS. I WOULD APPRECIATE KNOWING HOW YOU, THE EXPERTS, FEEL. I DO BELIEVE WE HAVE TO DO BETTER THAN WE HAVE BEEN DOING, BETTER TO REGULATE FOOD PRODUCTS THAT TRAVEL ACROSS STATE BOUNDARIES THAN A CRAZY-QUILT PATTERN OF REGULATORY AUTHORITIES PERMITS.

I LOOK FORWARD TO CONTINUING THE CLOSE WORKING RELATIONSHIP YOU AND I HAVE DEVELOPED OVER THE YEARS, I WILL CONTINUE TO PUSH FOR GREATER NUTRITIONAL AWARENESS, WHILE MODERATING ANY EXCESSES AND ELIMINATING ANY MISTAKES OF GOVERNMENT. THE GOALS ARE BY NO MEANS MUTUALLY EXCLUSIVE. THEY ARE INSTEAD COMPLIMENTARY, AND TOGETHER, WE CAN DO IT.

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