

REMARKS OF CONGRESSMAN BOB DOLE  
SENATOR FRANK CARLSON SYMPOSIUM  
ON WORLD POPULATION AND FOOD SUPPLY  
KANSAS STATE UNIVERSITY  
MANHATTAN, KANSAS  
WEDNESDAY, DECEMBER 4, 1968

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- THE ROLE OF GOVERNMENT -

I DEEPLY APPRECIATE THE OPPORTUNITY TO SPEAK AT THIS SYMPOSIUM HONORING MY FRIEND AND MENTOR, SENATOR FRANK CARLSON. IT IS FITTING THAT THESE MEETINGS ADDRESSED BY EXPERTS IN THE FIELD OF WORLD POPULATION AND FOOD SUPPLY SHOULD HONOR A MAN WHO HAS DEVOTED SO MUCH OF HIS LIFE TO THE CAUSE OF IMPROVING CONDITIONS AND WORLD PEACE.

HE HAS DEMONSTRATED HIS DEDICATION AND DEVOTION TO THE PROGRESS AND WELFARE NOT ONLY OF THIS STATE AND NATION, BUT IN DOING SO TO ALL THE WORLD. HIS COMPETENCE IS PROVIDING AND WILL CONTINUE TO PROVIDE LEADERSHIP IN THE CREATION OF AN EFFICIENT AND PRODUCTIVE AGRICULTURE THAT IS BASIC TO THE STRENGTH AND SECURITY OF THIS NATION.

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- SENATOR SCHOEPEL -

WHILE I AM PAYING THIS TRIBUTE TO ONE DISTINGUISHED KANSAS SENATOR, I SHOULD LIKE TO ALSO POINT OUT THAT ANOTHER GREAT KANSAS SENATOR PLAYED A PROMINENT PART IN THE PASSAGE OF P.L. 480. THIS WAS THE LATE AND BELOVED SENATOR ANDREW F. SCHOEPEL, WHO PLAYED SO PROMINENT A ROLE IN THE DEVELOPMENT AND PASSAGE OF WHAT IS NOW KNOWN AS THE FOOD FOR PEACE PROGRAM. PEOPLE OF THE WORLD SHOULD REMEMBER THIS FACT -- HONOR HIM FOR HIS FORESIGHT.

- HOPE - EISENHOWER - NIXON -

THE PASSAGE OF THE AGRICULTURAL TRADE AND DEVELOPMENT ACT OF 1954, WHEN STILL ANOTHER GREAT KANSAN, CLIFFORD HOPE, WAS CHAIRMAN OF THE HOUSE COMMITTEE ON AGRICULTURE, WAS ONE OF THE MILESTONES OF AGRICULTURAL LEGISLATION. IT MOVED FOOD TO THE FOREFRONT OF FOREIGN ECONOMIC ASSISTANCE. I AM MAKING PUBLIC FOR THE FIRST TIME, THE PRIVATE THOUGHTS PRESIDENT EISENHOWER HAD ON THIS SUBJECT -- ONE OF THE GREAT ACCOMPLISHMENTS OF THE EISENHOWER PRESIDENCY. I DOUBT THAT ANYONE HAS SAID THIS ANY MORE ELOQUENTLY OR WITH DEEPER FEELING.

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THIS IS FROM A LETTER HE WROTE IN 1959:

"MY MESSAGE TO CONGRESS ON JANUARY 29, RECOMMENDING SEVERAL MEASURES TO IMPROVE THE EXISTING FARM PROGRAMS, STRESSED THE NEED FOR EFFECTIVE USE OF OUR AGRICULTURAL ABUNDANCE IN MEETING FOOD NEEDS AT HOME AND ABROAD. IN THAT MESSAGE I REPORTED STEPS BEING TAKEN WITH OTHER EXPORTING NATIONS TO EXPLORE ALL PRACTICAL MEANS OF USING FOOD FOR PEACE.

"TODAY OUR SUPPLIES ARE MOVING TO FOREIGN COUNTRIES IN LARGE VOLUME UNDER SPECIAL PROGRAMS, AND OTHER NATIONS WITH AGRICULTURAL SURPLUSES HELP IN SIMILAR WAYS. YET IN SOME PARTS OF THE WORLD MILLIONS OF PEOPLE ARE STILL GOING HUNGRY. THIS CONDITION IS DUE PARTLY TO PROBLEMS THAT CANNOT BE WHOLLY REMEDIED BY LARGER FOOD ABUNDANCE -- OUR OWN AND THAT OF OUR FRIENDS ABROAD -- IS USED AS EFFECTIVELY AS POSSIBLE WHERE IT IS MOST URGENTLY NEEDED.

"MY EARNEST HOPE IS THAT OUR PEOPLE WILL PUT THEIR HEARTS AS WELL AS THEIR MINDS INTO THIS EFFORT. IT IS MORE THAN SURPLUS DISPOSAL, MORE THAN AN ATTEMPT TO FOSTER TIES AND SYMPATHIES FOR AMERICA. IT IS AN EFFORT THAT I CONSIDER IN FULL KEEPING WITH THE AMERICAN TRADITION -- THAT OF HELPING PEOPLE IN DIRE NEED WHO WITH US ARE DEVOTED TO UPHOLDING AND ADVANCING THE CAUSE OF FREEDOM.

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IT IS AN UNDERTAKING THAT WILL POWERFULLY STRENGTHEN OUR PERSISTENT AND PATIENT EFFORTS TO BUILD AN ENDURING, JUST PEACE."

- AGRICULTURAL CAPABILITIES -

I KNOW THAT PRESIDENT-ELECT RICHARD NIXON FEELS JUST AS STRONGLY ON THIS SUBJECT. HE IS A BUILDER AND WILL MOVE FORWARD IN THE WORK TO ERADICATE HUNGER FROM THIS GLOBE.

I WOULD ALSO LIKE TO THANK THE MANY OF YOU WHO TOOK THE TIME TO COME TO THIS GREAT WORLD FOOD CENTER AND TO MAKE THIS PROGRAM POSSIBLE. YOU HAVE GIVEN OF YOURSELVES FREELY AND UNSELFISHLY, BECAUSE OF YOUR BELIEFS AND DEDICATION TO THE IDEAL OF SERVICE TO YOUR FELLOW MAN.

HERE, THERE HAS BEEN DEVELOPED THE MOST EFFICIENT AGRICULTURAL PRODUCTION PLANT IN ALL HISTORY. OUR GREAT AGRICULTURAL CAPABILITIES HAVE ABOLISHED FOR US THE TWIN FEARS OF HUNGER AND FAMINE. OUR AGRICULTURE, MOREOVER, HAS ENABLED US TO HELP TO MEET NOT ONLY THE NORMAL COMMERCIAL BUT ALSO THE MOST URGENT FOOD NEEDS IN SOME PARTS OF THE WORLD.

THE AMERICAN CONSUMER IS THE DIRECT BENEFICIARY, AND IS NOW ENJOYING FOOD AT THE LOWEST COST OF ANY PEOPLE IN THE WORLD IN TERMS OF HUMAN EFFORT EXPENDED. THE AMERICAN CONSUMER NOT ONLY HAS THE WORLD'S RICHEST DIET, BUT ALSO HAS THE WORLD'S MOST NUTRITIOUS AND VARIED DIET.

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AND THE AMERICAN CONSUMER OF FOOD BUYS THE FAMILY FOOD BASKET AT A SMALLER PERCENTAGE OF EARNED INCOME THAN ANY OTHER CONSUMER IN THE WORLD. THE BEST BARGAIN IN THE WORLD TODAY IS THE FOOD BASKET FOR THE AMERICAN FAMILY, AND THE AMERICAN FARMER HAS MADE THAT POSSIBLE. I FEEL THAT IT IS THE ROLE OF GOVERNMENT TO PROVIDE AN ECONOMIC ENVIRONMENT TO SEE THAT THE FARMER IS EQUITABLY REWARDED.

I WISH TO PAY MY RESPECTS, ALSO TO OUR GREAT SYSTEM OF PROCESSING AND DISTRIBUTION. THE QUALITY OF OUR FOOD AND FEED, AND THE MANNER IN WHICH IT IS PROCESSED, DISTRIBUTED AND MARKETED, IS A TRIBUTE TO THIS ENTIRE AREA OF OUR ECONOMY. NO FINER PRODUCTS, NONE MORE WHOLESOME AND NONE MORE WELL GUARDED IN TERMS OF PUBLIC HEALTH, ARE TO BE FOUND ANYWHERE.

- AGRICULTURAL EXPORTS -

WHILE THE QUANTITY AND QUALITY OF U.S. FOOD CONSUMPTION HAVE BEEN UPGRADED, WE HAVE ALSO SEEN A SHARP INCREASE IN THE EXPORTS OF FOOD AND FIBER. IN 1967, WE EXPORTED ABOUT \$6.4 BILLION WORTH OF FOOD AND FIBER. OVER \$4.8 BILLION OF THIS WAS FOR DOLLARS -- HARD CURRENCY.

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FOOD IS AN INTEGRAL PART OF OUR GOVERNMENT ROLE IN FOREIGN ECONOMIC ASSISTANCE. DURING THE 14 FISCAL YEARS 1955-68, ABOUT \$18 BILLION OF U.S. FARM PRODUCTS WERE EXPORTED UNDER P.L. 480. THESE EXPORTS HAVE ASSISTED IN THE REDUCTION OF GOVERNMENT-OWNED STOCKS. MOREOVER, THE INCENTIVE PROVIDED BY THE FOOD RESULTED IN THE TRANSITION OF RECIPIENTS OF COMMODITIES TO DOLLAR CUSTOMERS AND THE USE OF FOREIGN CURRENCIES FOR MARKET DEVELOPMENT PROGRAM HAVE CONTRIBUTED TO THE GROWTH IN U.S. COMMERCIAL SALES.

FOOD HAS BEEN FURNISHED TO HUNDREDS OF MILLIONS OF PEOPLE TO MEET EMERGENCY SITUATIONS AND TO SUPPLY NUTRITIONAL NEEDS AS A CONTRIBUTION TO THE ECONOMIC DEVELOPMENT OF RECIPIENT COUNTRIES. LOANS TO RECIPIENT COUNTRIES FOR ECONOMIC DEVELOPMENT ARE THE LARGEST SINGLE USE OF FOREIGN CURRENCIES UNDER THE PROGRAM. COMMODITIES SOLD UNDER LONG-TERM DOLLAR CREDITS GENERATE LOCAL CURRENCIES WHICH RECIPIENT GOVERNMENTS APPLY TO ECONOMIC DEVELOPMENT. THE USE OF LOCAL CURRENCIES TO PAY U.S. EXPENSES ABROAD, DOLLAR PAYMENTS OF PRINCIPAL AND INTEREST ON LONG-TERM CREDITS, AND BARTER PROCUREMENT ABROAD FOR U.S. AGENCIES HAVE A FAVORABLE EFFECT ON THE U.S. BALANCE-OF-PAYMENT POSITION.

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- WHEAT -

WHEAT HAS PLAYED THE LARGEST COMMODITY ROLE IN THIS FOOD FOR PEACE PROGRAM. SINCE JULY of 1954 WE HAVE EXPORTED UNDER PUBLIC LAW 480 ABOUT 10 BILLION DOLLARS WORTH OF WHEAT AND FLOUR. THIS REPRESENTS ABOUT 60 PERCENT OF TOTAL WHEAT EXPORTS DURING THIS PERIOD. IT WOULD BE WELL TO CONSIDER FOR A MOMENT THE ECONOMIC IMPLICATIONS ON U.S. AGRICULTURE WHICH WOULD HAVE OCCURRED IN THE ABSENCE OF THESE ADDITIONAL OUTLETS.

HOWEVER, IT MUST BE NOTED THAT MORE THAN 70 PERCENT OF THE U.S. AGRICULTURAL EXPORTS ARE NORMAL COMMERCIAL EXPORTS, AND WE HAVE BUILT MANY NEW MARKETS BY THE USE OF FOOD FOR PEACE. IN A SENSE, THESE COMMERCIAL EXPORTS CONSTITUTE FOOD FOR PEACE AT ITS BEST -- MUTUALLY BENEFICIAL, MULTILATERAL TRADE USING THE EFFICIENCY OF COMMERCIAL TRADE CHANNELS. THE SOUNDEST WAY TO MAINTAIN OUR BALANCE OF PAYMENTS WOULD BE TO UTILIZE TO THE MAXIMUM THE PRODUCTIVE EFFICIENCY OF OUR FARMERS BY FINDING WAYS TO INCREASE OUR AGRICULTURAL EXPORTS EVEN MORE.

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- INTERNATIONAL GRAINS ARRANGEMENT -

EXPORT MARKETS ARE VITAL TO THE AMERICAN FARMER. HERE WE MUST FIND ADDITIONAL FUTURE MARKETS FOR AMERICAN AGRICULTURE. IF WE ARE GOING TO MAXIMIZE OUR EXPORTS, WE MUST OFFER THE BEST QUALITY AT COMPETITIVE PRICES. THERE IS NO SUBSTITUTE FOR PRICE AND QUALITY WHEN IT COMES TO COMPETING FOR COMMERCIAL MARKETS ABROAD. THEREFORE, EVERY POLICY THAT WE PURSUE MUST BE TO TRY TO STRENGTHEN THE OPERATION OF THE MARKET -- INCLUDING THE MARKET PRICE.

THIS IS WHY I AM GREATLY CONCERNED BY THE FACT THAT CERTAIN TYPES OF U.S. WHEAT, SUCH AS HARD WINTER, AS WELL AS SOFT WINTER WHEAT ARE CURRENTLY BEING OFFERED INTO EUROPE AT PRICES WELL ABOVE LEVELS SUPPLIED BY OTHER COUNTRIES, BOTH MEMBERS AND NON-MEMBERS OF THE INTERNATIONAL GRAINS ARRANGEMENT. WE ARE TOLD BY COMPETENT OBSERVERS, AND THE EXPORT STATISTICS BEAR THEM OUT, THAT WE ARE NOT PRICING OUR WHEAT COMPETITIVELY. WE ARE TOLD THAT VARIOUS DEVICES ARE BEING USED WHICH MAKE IT IMPOSSIBLE FOR U.S. EXPORTERS TO CONSUMMATE SALES. WE ARE TOLD THAT WE NEED MORE PRICING FLEXIBILITY.



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AFTER JANUARY 20, 1969, IT IS MY INTENTION TO REQUEST A COMPLETE REVIEW OF OUR RELATIVE POSITION UNDER THE IGA. WE HAVE BEEN TOLD THAT:

"WE BELIEVE THAT UNDER THIS NEW ARRANGEMENT THAT WE MAINTAIN EVERY RIGHT TO PRICE OUR WHEATS COMPETITIVELY, HOPEFULLY AT LEVELS WITHIN THE RANGE, THAT IS ABOVE THE MINIMUM, BUT IF NECESSARY BECAUSE OF PRICE CUTTING AROUND THE WORLD, WE ARE DETERMINED, AND WE ARE ALLOWED UNDER THE ARRANGEMENT TO PRICE OUR WHEATS COMPETITIVELY EVEN AT PRICES UNDER THE PROPOSED MINIMUMS."

IF THIS IS SO, THEN IT SHOULD BE THE ROLE OF OUR GOVERNMENT TO SWIFTLY REDRESS THE COMPETITIVE BALANCE.

CONTINUED EXPANSION OF THESE EXPORT MARKETS -- CONTINUED INCREASES IN NEW CONSUMPTION BY THE GROWING POPULATION OF THE WORLD -- OFFER THE BRIGHTEST HOPE FOR GROWING AMERICAN AGRICULTURAL PRODUCTION, AND, PERHAPS MORE IMPORTANT, FOR HIGHER FARM INCOME.

BUT IT ISN'T ONLY FARMERS WHO HAVE A STAKE IN EXPANDING OVERSEAS MARKETS. IT IS THE ENTIRE NATION.

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- NATION HAS STAKE -

AGRICULTURE IS OUR GREATEST DOLLAR EARNER IN FOREIGN TRADE TODAY. AGRICULTURAL COMMERCIAL EXPORTS ARE HELPING TO PROTECT THE INTEGRITY OF THE DOLLAR. THE AMERICAN FARMER, AS ONE PART OF A HIGHLY INTER-RELATED MARKETING SYSTEM IS MAKING THAT POSSIBLE. IT MUST BE THE ROLE OF GOVERNMENT TO EXPAND OUR EXPORT POTENTIAL.

HUNDREDS OF MILLIONS OF PEOPLE HAVE BEEN DIRECT BENEFICIARIES OF AMERICAN FOOD FOR PEACE PROGRAM. IN THE ABSENCE OF THIS EXPRESSION OF AMERICA'S COMPASSION, THERE IS NO QUESTION IN MY MIND THAT THE CASUALTIES WOULD HAVE BEEN COUNTED IN THE MILLIONS. HOWEVER, <sup>THE</sup> FOOD FOR PEACE PROGRAM IS DIRECTED NOT ONLY TOWARD INDIVIDUAL SURVIVAL, BUT ALSO TOWARD NATIONAL GROWTH. P.L. 480 HAS PROVED TO BE AN IMPORTANT INSTRUMENT IN THE GROWTH PROCESS.

THERE IS NO QUESTION THAT MANY OF THE COUNTRIES AIDED BY THIS PROGRAM HAVE COME FAR IN THEIR OWN DEVELOPMENT EFFORTS. A GOOD YARDSTICK IN THE MEASURE OF SUCH ACHIEVEMENT IS THE FACT THAT A COUNTRY'S DEVELOPMENT IS DIRECTLY REFLECTED IN ITS GRADUATION FROM BEING A RECIPIENT OF FOOD AID TO THAT OF BEING A DOLLAR IMPORTER IN A VIABLE ECONOMY.

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THERE ARE MANY COUNTRIES TODAY WHICH HAVE REACHED A POINT OF ECONOMIC DEVELOPMENT WHERE THEY NO LONGER REQUIRE FOOD AID. THESE COUNTRIES ARE NOW BILLION DOLLAR PURCHASERS OF AGRICULTURAL COMMODITIES THROUGH COMMERCIAL CHANNELS. DOLLAR SALES OF U.S. FARM PRODUCTS TO SO-CALLED TITLE I GRADUATES ARE SEVERAL TIMES THE AMOUNT AT THE TIME OF THE BEGINNING OF THE FOOD FOR PEACE PROGRAM.

OUR AID OBJECTIVE IN EVERY CASE SHOULD BE A WELL PLANNED AND WELL ENUNCIATED STRATEGY OF DEVELOPMENT. THIS STRATEGY SHOULD BE BASED ON THE PRINCIPLE THAT NATIONS MUST DEVELOP REALISTIC POLICIES TO ENABLE THEM TO PASS THROUGH THE STAGES LEADING TO SELF-SUSTAINING ECONOMIC GROWTH.

- SELF-SUFFICIENT?? -

HOWEVER, WE SHOULD NOT EXPECT ALL THE LESS DEVELOPED COUNTRIES TO BECOME FULLY SELF-SUFFICIENT IN FOOD AND FIBER PRODUCTION. A MAJOR PART OF THE BEST ADAPTED AGRICULTURAL LAND LIES WITHIN THE NORTHERN HEMISPHERE'S TEMPERATE ZONES. WE SHOULD RECOGNIZE AS A BASIC PRINCIPLE THAT EXPORTS FROM DEVELOPED COUNTRIES, AND FROM THE UNITED STATES IN PARTICULAR, WILL BE ESSENTIAL TO MEET THE CONSUMPTION NEEDS WITHIN THE LESS DEVELOPED COUNTRIES AND EVEN MANY OF THE DEVELOPED NATIONS.

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IN THE LONGER RUN, THIS MEANS THAT THE PROBLEM OF MEETING FOOD AND FIBER REQUIREMENTS SHOULD BE CONSIDERED IN TERMS OF INTERNATIONAL TRADE. WE SHOULD BE ACTIVE PROPONENTS OF THE CONCEPT THAT FOOD SELF-SUFFICIENCY IS NOT EXPECTED NOR DESIRED IN EVERY CASE. MOREOVER, THE PROBLEM OF MEETING THE WORLD FOOD NEEDS IS SO SERIOUS THAT WE CANNOT AFFORD WASTE. WE CANNOT JUSTIFY IN THE LONGER RUN SPENDING OUR EFFORTS AND APPLYING EXCELLENT TECHNICAL KNOW HOW TO THE PRODUCTION OF THOSE COMMODITIES, WHICH ARE BEING GROWN IN THE WRONG COUNTRIES.

THEREFORE, OUR BASIC OBJECTIVE IS NOT TO HELP THE DEVELOPING COUNTRIES ACHIEVE SELF-SUFFICIENCY IN FOOD PRODUCTION. RATHER, IT IS TO HELP THE RECIPIENT COUNTRIES DEVELOP THEIR ECONOMIES TO THE POINT THAT AT SOME FUTURE DATE THEY CAN IMPORT ON COMMERCIAL TERMS WHAT THEY CANNOT PRODUCE ECONOMICALLY THEMSELVES.

LET ME BE VERY CLEAR ON THIS POINT -- WE SHOULD NOT REPEAT THE ECONOMIC MISTAKES OF AGRICULTURAL PROTECTIONISM IN EARLIER CENTURIES. WE ARE NOT ADVOCATING AGRICULTURAL SELF-SUFFICIENCY FOR ITS OWN SAKE. THERE ARE MANY COUNTRIES WHERE IT MAKES SENSE TO PRODUCE MACHINERY OR OIL, AND IMPORT FOOD. BUT THERE ARE MANY FOOD IMPORTING COUNTRIES WHERE IT WOULD MAKE ECONOMIC SENSE TO GROW MORE AND BETTER FOOD.

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- DEVELOPMENT AND DEVELOPING NATIONS -

THE CHIEF RESPONSIBILITY FOR DEVELOPMENT RESTS ON THE DEVELOPING NATIONS THEMSELVES. UNLESS THEY ADOPT REALISTIC POLICIES AND PROGRAMS, CAPABLE OF ENCOURAGING GROWTH, NO AMOUNT OF OUTSIDE ASSISTANCE CAN IMPOSE MODERNITY UPON THEM. ONLY THEIR WILL, AND THEIR ACCEPTANCE OF REALITY, CAN TRANSFORM THEIR STATIC, RURAL SOCIETIES INTO MODERN ONES. WE KNOW THAT THAT TASK REQUIRES HARD CHOICES ON THEIR PART, AND OFTEN THE ABANDONMENT OF TREASURED MYTHS. BUT DIFFICULT DECISIONS OF THIS KIND ARE BEING MADE IN MANY OF THE NEW COUNTRIES OF THE WORLD, AND IN SOME OF THE OLDER SOCIALIST COUNTRIES AS WELL. THEY ARE DISCOVERING THAT THE MARKET IS AN EFFICIENT WAY TO ORGANIZE MANY ASPECTS OF ECONOMIC LIFE, AND THAT PRIVATE ENTERPRISE IS A POWERFUL FORCE EVEN IN STATE DIRECTED ECONOMIES. MODERNIZATION REQUIRES THE ENERGIES OF THE PRIVATE SECTOR -- THE DECISIONS OF FARMERS AND BUSINESSMEN -- AS WELL AS THE PLANS OF GOVERNMENT AGENCIES.

A SUBSTANTIAL PART OF THE FOOD PRODUCED IN DEVELOPING COUNTRIES STAYS ON THE FARM OR IS SHIPPED TO SMALL LOCAL MARKETS. IF DIETS ARE TO BE SIGNIFICANTLY IMPROVED AMONG THE IMPOVERISHED, WHETHER URBAN OR RURAL, IT IS ESSENTIAL THAT BOTH MORE IS PRODUCED, AND MORE IS SENT TO MARKETS.

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THE MARKETING SYSTEMS NEED TO BE DEVELOPED TO STIMULATE PRODUCTION AND TO MOVE THESE INCREASED QUANTITIES AT REMUNERATIVE PRICE LEVELS. FOR IF THE MIRACLE OF EXPANDED PRODUCTION IS TO TOUCH THE LIVES OF THE TWO BILLION PEOPLE FOR WHOM MALNUTRITION HAS BEEN A CONSTANT COMPANION, AND STARVATION NO STRANGER, THEN IT IS ESSENTIAL THAT THERE BE AN EFFICIENT MARKETING SYSTEM.

- WORLD HUNGER & FOOD DISTRIBUTION & MARKETING -

IT IS BECOMING INCREASINGLY CLEAR THAT THE PROBLEM OF WORLD HUNGER WILL NOT BE RESOLVED WITHOUT BASIC IMPROVEMENTS AND CHANGES IN THE SYSTEM OF DISTRIBUTION.

THE RECENT PRESIDENT'S SCIENCE ADVISORY COMMITTEE REPORT ON THE WORLD FOOD SUPPLY STATES THAT AN ANNUAL RATE OF GROWTH OF 4 PERCENT IN FOOD PRODUCTION IN THE DEVELOPING COUNTRIES WOULD BE NEEDED TO BRING THEIR AVERAGE DIETS UP TO PRESENTLY ESTABLISHED MINIMUM LEVELS OF NUTRITIONAL ADEQUACY. CONTINUATION OF THE 2.5 PERCENT RATE OF PRODUCTION GROWTH WOULD NOT PERMIT THE DEVELOPING NATIONS TO NARROW THEIR NUTRITIONAL GAP FROM THEIR OWN PRODUCTION. BUT EVEN WITH A 4 PERCENT INCREASE, THE IMPACT ON THE FOOD SITUATION IN THE DEVELOPING COUNTRIES WOULD BE SLIGHT UNLESS THEIR MARKETING SYSTEMS WERE GEARED UP TOO.

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INDEED, THE MARKETING SYSTEM WOULD NEED TO EXPAND AT A MUCH HIGHER RATE THAN PRODUCTION, SINCE A LARGE PROPORTION OF THE INCREASED OUTPUT WOULD REQUIRE COMMERCIAL MARKETING.

THE MARKETING SYSTEM IN DEVELOPING COUNTRIES IS THE CRITICAL ELEMENT IN TWO ASPECTS OF THE FOOD PROBLEM. IT MUST SERVE THE INTERESTS AND NEEDS OF THE PRODUCER -- IF HIS ADDITIONAL PRODUCTION DOES NOT MOVE TO MARKET AND, THEREFORE, PROVIDES NO ADDITIONAL EARNINGS -- THERE IS A DISINCENTIVE TO HIGHER PRODUCTION. ALSO, IF THE MARKETING SYSTEM DOES NOT BRING THE FOOD TO THE CONSUMER WHEN HE NEEDS IT, AND AT PRICES HE CAN AFFORD, THEN HIGHER PRODUCTION WILL MEAN LITTLE IN THE WAR ON HUNGER.

THE JOB OF PRODUCTION AND MARKETING DEVELOPMENT REQUIRE THE KNOWLEDGE, INITIATIVE AND MANAGERIAL EXPERIENCE AVAILABLE IN THE PRIVATE SECTOR. LARGE AND SMALL INTERNATIONALLY ORIENTED COMPANIES CAN BE AND ARE IMPORTANT AGENTS OF ECONOMIC PROGRESS. THEY CAN BE THE PRINCIPAL INSTRUMENTS IN BUILDING A HEALTHY PRIVATE SECTOR IN THE VARIOUS COUNTRIES. THERE MUST BE CREATED AN ENVIRONMENT IN WHICH THE CREATIVE ABILITY OF PRIVATE ENTERPRISE IS REWARDED IN ACCORDANCE WITH ITS CONTRIBUTIONS AND TALENTS.

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THOSE DEVELOPING COUNTRIES WHICH HAVE EXPERIENCED THE MOST RAPID GROWTH AND THE MOST BROADLY BASED PROGRESS HAVE BEEN COUNTRIES WHERE THE CREATIVE FORCE OF NATIONAL AND INTERNATIONAL PRIVATE ENTERPRISE HAS BEEN WELCOMED AND ENCOURAGED BY PUBLIC POLICY. ISRAEL, TAIWAN, GREECE AND NOW KOREA, PAKISTAN AND PERU HAVE ALL EXPERIENCED THE REGENERATIVE EFFECT OF AN UPSURGE IN PRODUCTIVE PRIVATE ACTIVITY.

- ROLE FOR UNIVERSITIES -

THERE IS A UNIQUE ROLE FOR THE UNIVERSITIES OF THIS LAND -- EDUCATIONAL INSTITUTIONS SUCH AS OUR OWN KANSAS STATE UNIVERSITY. THE WORLD NEEDS QUALIFIED TECHNICAL PERSONNEL TO HELP CONDUCT THE WIDE VARIETY OF ACTIVITIES RELATED TO PRODUCTION AND DISTRIBUTION OF NUTRITIVE FOODS. THIS MEANS EDUCATIONAL PROGRAMS HERE IN THE UNITED STATES AND IN THE STAFFING OF INSTITUTIONS IN THE DEVELOPING COUNTRIES.

THE ROLE OF GOVERNMENT HERE SHOULD BE THAT OF PROVIDING A LONG RANGE POLICY WITH THE ADEQUATE FINANCIAL COMMITMENTS TO DO THE JOB OF AGRICULTURAL RESEARCH AND TRAINING IN MEETING THE PROBLEMS OF THE DEVELOPING COUNTRIES. THIS MAY NEED THE ENCOURAGEMENT OF MEN AND WOMEN WILLING TO DEVOTE YEARS OF CONSTRUCTIVE EFFORT TO THIS WORK -- SO VITAL TO ALL OF US.



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ALL OF US HAVE EXPRESSED OUR INTEREST IN THIS MAJOR SUBJECT BY OUR VERY PRESENCE HERE. WE ARE ALL VISIONARIES. FOR AS CHARLES KETTERING ONCE SAID, "MY INTEREST IS IN THE FUTURE BECAUSE I'M GOING TO SPEND THE REST OF MY LIFE THERE."