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*Bill Cong. - all -*

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1971*

REMARKS OF HONORABLE BOB DOLE  
NATIONAL CANNERS ASSOCIATION  
FOOD EDITORS WORKSHOP  
WASHINGTON, D. C.  
WEDNESDAY, MAY 12, 1971

LET ME BEGIN BY THANKING THE NATIONAL CANNERS ASSOCIATION FOR THE INVITATION TO BE HERE THIS AFTERNOON. IN LOOKING OVER YOUR PROGRAM, I SEE THAT YOU HAVE ALREADY HEARD FROM EXPERTS IN ALMOST EVERY ASPECT OF NUTRITION, CANNING AND AGRICULTURE. MY PURPOSE IS NOT TO COMPETE WITH THEM THIS AFTERNOON, EVEN IF I COULD. BUT, IN THE FEW MINUTES ALLOTTED TO ME, I WOULD LIKE TO HIGHLIGHT WHAT I CONSIDER TO BE SOME ENCOURAGING PROSPECTS FOR THE FUTURE IN CANNING AND THE RELATED FIELD OF AGRICULTURE.

POSITIVE ATTITUDE OF ADMINISTRATION

TO MY MIND, ONE OF THE MOST HOPEFUL SIGNS FOR THE FUTURE IS THE POSITIVE ATTITUDE OF THE PRESENT ADMINISTRATION, AS DEMONSTRATED LAST WEEK WHEN PRESIDENT NIXON PROCLAIMED "SALUTE TO AGRICULTURE DAY", AND IN HIS RECENT RADIO BROADCAST ON FARM POLICY. FOR THE \$6 BILLION-A-YEAR AMERICAN CANNING INDUSTRY, WITH ITS CLOSE TIES TO AMERICAN AGRICULTURE, BOTH OF THESE EVENTS MARKED A NEW FOCUSING OF NATIONAL CONCERN AND COMMITMENT.

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THIS ADMINISTRATION'S EFFORTS TO IMPROVE THE DOMESTIC FOOD DISTRIBUTION PROGRAMS; TO PUT NEW LIFE AND VIGOR INTO RURAL DEVELOPMENT; AND TO GIVE FAIR RECOGNITION TO THE NEEDS OF THIS VITAL SEGMENT OF OUR POPULATION AND OUR ECONOMY -- ALL ADD UP TO GROUNDS FOR A REALISTIC OPTIMISM IN LOOKING TO THE FUTURE.

AS THE PRESIDENT POINTED OUT LAST WEEK, THE SUCCESS STORY OF AMERICAN AGRICULTURE IS NOT JUST A FINANCIAL SUCCESS, BUT A MORAL ONE -- A VITAL PART OF OUR CONTINUING NATIONAL HERITAGE.

#### FARM EXPORTS UP

FARM EXPORTS THIS YEAR ARE EXPECTED TO REACH AN ALL-TIME HIGH OF AT LEAST \$7.4 BILLION, AND MUCH OF THE CREDIT FOR THIS IS DUE TO THE ACTIVE EFFORTS OF THE NIXON ADMINISTRATION TO STIMULATE EXPORT MARKETS. THIS IS AN ABRUPT TURNABOUT FROM FISCAL 1968, WHEN FARM EXPORTS ACTUALLY DROPPED BY HALF A BILLION DOLLARS.

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BY THE END OF THIS DECADE, FARM EXPORTS ARE EXPECTED TO BREAK THE \$10 BILLION POINT, ANOTHER MILESTONE IN THE PROGRESS OF AMERICAN AGRICULTURE AND RELATED INDUSTRIES.

OF COURSE, NO ONE IS CLAIMING THAT THE ROAD AHEAD WILL BE ALL EASY GOING. THE ISSUES ARE TOO COMPLEX, AND THE CHALLENGES ARE TOO DIVERSE FOR THAT KIND OF SIMPLISTIC OUTLOOK. BUT IT WOULD BE EQUALLY IRRATIONAL TO PAINT A GLOOMY PICTURE, AS SOME OF MY COLLEAGUES ON THE OTHER SIDE OF THE AISLE ARE DOING AS THE ELECTION YEAR BEGINS TO DRAW NEARER.

PROBLEMS NOT INSURMOUNTABLE

THE AMERICAN FARMER, FOOD PROCESSOR AND CANNER ALL FACE REAL AND SERIOUS PROBLEMS -- AS DO THE MEN AND WOMEN OF ANY MASSIVE NATIONAL INDUSTRY WITH A GLOBAL MARKET AND AN ECONOMIC IMPACT THAT IS RECKONED IN BILLIONS OF DOLLARS AND MILLIONS IN MANPOWER.

BUT NONE OF THESE PROBLEMS IS INSURMOUNTABLE IF INDUSTRY, LABOR, CONSUMERS AND GOVERNMENT WORK TOGETHER IN A CLIMATE OF COOPERATION AND UNDERSTANDING.

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THAT IS THE KIND OF CLIMATE PRESIDENT NIXON SEEKS, AND THAT IS THE KIND OF CLIMATE HE IS ACHIEVING.

AMERICA'S FIRST INDUSTRY

AS THE PRESIDENT SAID IN HIS RADIO ADDRESS OF MAY 2: "AGRICULTURE WAS AMERICA'S FIRST INDUSTRY. FOR MOST OF OUR HISTORY, IT WAS OUR LARGEST INDUSTRY. TODAY IT CONTINUES TO HOLD AN HONORED PLACE IN OUR SOCIETY, A KEYSTONE NOT ONLY FOR OUR ECONOMIC STRENGTH, BUT ALSO FOR OUR ENTIRE WAY OF LIFE."

THE SAME IS TRUE OF THE CANNING INDUSTRY. ONE OF THE EARLIEST OFFSHOOTS OF RURAL COLONIAL SOCIETY WAS THE PRESERVING AND STORING OF FOOD TO LAST THROUGH THE WINTER MONTHS. AS OUR SOCIETY GREW AND BECAME MORE DIVERSIFIED, THIS HOME-CENTERED ACTIVITY GRADUALLY BECAME A NATIONAL INDUSTRY, UNTIL TODAY THERE ARE SOME 1,400 DIFFERENT KINDS OF CANNED FOODS TO CHOOSE FROM, ACCOUNTING FOR 10 PERCENT OF THE TOTAL PER CAPITA FOOD CONSUMPTION.

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PRODUCTIVE RELATIONSHIP

THE CLOSE, PRODUCTIVE RELATIONSHIP BETWEEN THE CANNING INDUSTRY AND AGRICULTURE MAKES ITSELF FELT IN MANY POSITIVE WAYS. OFTEN, BY LOCATING IN OR NEAR RURAL AREAS, CANNING PLANTS HELP TO KEEP ALIVE LOCAL ECONOMIES THAT WOULD OTHERWISE BE ENDANGERED. WITH WORKERS IN THE CANNING INDUSTRY RECEIVING WAGES AMOUNTING TO MORE THAN \$700 MILLION A YEAR, THIS IMPACT IS CRUCIALLY IMPORTANT TO MANY COMMUNITIES.

AT PEAK SEASON, THE CANNING INDUSTRY PROVIDES DIRECT EMPLOYMENT FOR MORE THAN 300,000 MEN AND WOMEN, MANY OF THEM MEMBERS OF FARM FAMILIES.

SO, IN SALUTING AMERICAN AGRICULTURE, THE PRESIDENT ALSO WAS GIVING CREDIT TO THE TREMENDOUS JOB THAT THE CANNING INDUSTRY HAS DONE AND CONTINUES TO DO, AND HE WAS EXPRESSING FAITH IN THE INDUSTRY'S FUTURE AS A PILLAR OF THE AMERICAN ECONOMY.

CONFIDENCE FOR CANNING

AS YOU CAN SEE, THERE IS LITTLE DOUBT IN MY MIND ABOUT THE OUTLOOK FOR THE FUTURE OF AMERICAN AGRICULTURE AND CANNING; ALTHOUGH, AS A KANSAS SENATOR, I AM ALSO KEENLY AWARE OF THE DIFFICULTIES BOTH FIELDS ARE ENCOUNTERING.

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I AM CONFIDENT, AND I BELIEVE THAT THE 550 MEMBERS OF THE NATIONAL CANNERS ASSOCIATION THAT PACK UP TO 90 PERCENT OF THE NATION'S CANNED FOOD IN PLANTS LOCATED IN 41 STATES AND 2 TERRITORIES ARE CONFIDENT, TOO.

NCA WORK HAILED

THE WORK DONE BY THE ASSOCIATION ITSELF IS AN ADDITIONAL REASON FOR OPTIMISM. WHILE SOME INDUSTRIES HAVE BEEN TAKEN OFF BALANCE BY INCREASING PUBLIC AND GOVERNMENT DEMANDS FOR HEALTH AND SAFETY STANDARDS, THE NCA HAS DISTINGUISHED ITSELF SINCE THE 1930'S BY MAINTAINING A VOLUNTARY DESCRIPTIVE LABEL PROGRAM, AND HAS KEPT UP A CLOSE COOPERATIVE RELATIONSHIP WITH THE FOOD AND DRUG ADMINISTRATION AND OTHER CONCERNED FEDERAL AGENCIES.

RIGHT NOW, THE NCA IS PARTICIPATING IN FIELD AND LABORATORY WORK SUPPORTED BY ASSOCIATION MEMBERS AND IN CONJUNCTION WITH THE FEDERAL WATER QUALITY ADMINISTRATION AND THE U. S. PUBLIC HEALTH SERVICE. YOU DESERVE CREDIT FOR DOING THIS -- AND FOR PROVIDING AN OUTSTANDING EXAMPLE FOR OTHER INDUSTRIES TO FOLLOW.

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BECAUSE YOUR INDUSTRY RECOGNIZES THE STRENGTHENED PUBLIC CONCERN ABOUT HEALTH AND THE ENVIRONMENT -- ABOUT THE QUALITY OF THE FOOD WE EAT AND THE INGREDIENTS THAT GO INTO PACKING AND PRESERVING IT -- THE CANNING INDUSTRY HAS NOT BEEN FACED WITH AN EROSION OF PUBLIC CONFIDENCE.

MUCH STILL REMAINS TO BE DONE. IN THE NEXT FEW YEARS, PUBLIC AND GOVERNMENT CONCERN OVER PESTICIDES, ADDITIVES, INDUSTRIAL WASTE AND PROBLEMS LIKE THE MERCURY COUNT CAN BE EXPECTED TO CONTINUE AND INCREASE.

BUT AS LONG AS THE NCA AND ITS MEMBERS STAY ON THEIR PRESENT PATH AND DO NOT LOSE SIGHT OF THESE PUBLIC CONCERNS, I DO NOT SEE ANY LIKELIHOOD OF A COLLISION, OR OF ANY DETRIMENTAL EFFECT ON THE INDUSTRY.

OVERWHELMING COMMON GOAL

AND WITH AN ADMINISTRATION IN WASHINGTON THAT IS DEDICATED TO ERADICATING HUNGER FROM AMERICA, BRINGING A DECENT, BALANCED DIET TO ALL OUR CITIZENS, AND FOSTERING ECONOMIC PROGRESS IN THE RUROPOLIS, GOVERNMENT AND THE CANNING INDUSTRY HAVE AN OVERWHELMING COMMON GOAL -- EFFICIENT

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PRODUCTION OF HEALTHFUL, NUTRITIONAL FOODS AVAILABLE TO AMERICANS OF EVERY SOCIAL AND ECONOMIC LEVEL, ALL YEAR ROUND.

GIVEN ALL THIS -- THE PRODUCTIVE MIRACLE OF AMERICAN AGRICULTURE; THE COOPERATION AND SKILLED LEADERSHIP OF THE CURRENT ADMINISTRATION; THE INCREASING DEMAND FOR MORE AND BETTER FOOD; AND, PERHAPS MOST IMPORTANTLY, THE EFFICIENCY AND RESPONSIBILITY OF THE CANNING INDUSTRY ITSELF -- GIVEN ALL THIS, I BELIEVE OPTIMISM MAKES SENSE, AND I BELIEVE THAT THE AMERICAN CANNER, LIKE THE AMERICAN FARMER, CAN CONSIDER PROSPECTS FOR THE FUTURE WITH CONFIDENCE AND ASSURANCE.

THE TROUBLE SPOTS AND CHALLENGES WILL BE MANY, BUT THE POTENTIAL FOR GROWTH AND NEW ACCOMPLISHMENTS ARE UNLIMITED.