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THE FOLLOWING IS THE TEXT OF SENATOR BOB DOLE'S OPENING STATEMENT BEFORE THE NUTRITION SUBCOMMITTEE HEARING ON NUTRITION LABELING AND INFORMATION:

This morning the Nutrition subcommittee is holding the third of a series of hearings on the important topic of 'nutrition labeling and information' for the American public. So far we have heard from consumer representatives, a group of food processors, a large retail food chain, and the government's own National Heart, Lung, and Blood Institute.

I too wish to welcome our witnesses from the fast food industry who have agreed to appear here today: Pizza Hut, from my home state of Kansas, McDonalds, Kentucky Fried Chicken Corporation, and the Food Service and Lodging Institute.

From all reports the American diet is constantly changing and industry is quick to respond to the wants of the public. While the food service industry's share of the American food dollar was 38 percent a decade ago, it rose to 42 percent in 1977 and is projected to reach 50 percent by 1980. The most rapid growth is accounted for by franchise food outlets, which totaled 20 percent of the food service industry in 1977.

Fast foods are becoming available at a wide variety of places -- supermarkets, supermarket parking lots, zoos, office buildings, hospitals, and fancy shopping malls. As fast foods become part of the American way of eating, many consumers are taking a hard look at what they are eating, as indicated by a recent Gallup Poll that found that 88 percent of U.S. Adults want to learn more about nutrition.

Another often quoted consumer marketing survey (by Yankelovich, Skelly and White) found that the public wants to get this information from government, the food industry and their doctor. These three groups were mentioned most often as those 'responsible for educating the public about nutrition'. 65 percent mentioned the government, 45 percent mentioned food manufacturers, and 39 percent mentioned doctors (If you are wondering why these add up to more than 100 percent, some respondents mentioned more than one group as responsible for educating the public).

In addressing the question of how best to educate the American public about good nutrition we have heard many responses: it's the schools responsibility, it's the parents responsibility, it's the grocers responsibility, it's the media's responsibility. After all, they are educating so many of us today.

As I see it, it's everybody's responsibility. Let me remind our audience today of what this nutrition subcommittee has seen fit to do, to better respond to the need for more and better ways to educate the public about diet and health relationships. These acts were initiated this last Congress:

-- This subcommittee saw fit to provide for more school-based nutrition education. Both this fiscal year and next approximately \$27 million each year will be spent providing nutrition education in our public schools

-- This year about \$14 million will be used for counselling recipients of the WIC food package, a supplemental food program for low-income pregnant and lactating women found to be at nutritional risk. Next fiscal year this amount will go up to almost \$25 Million.

-- The last farm bill called for an expanded effort to reach more food stamp recipients with nutrition instruction through State agency offices and the Extension Service.

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--And finally, members of this subcommittee have been instrumental in getting more money to our medical and dental schools. Some \$1.5 million dollars has been allocated for this year alone, to require nutrition education of all graduates of these training institutions.

So you see we are working on other fronts. The question remains, however, how can we do a better job of assisting the average American do a better job of making wise food choices -- at the dining table, in the grocery store, and while eating out?

Again, I welcome the representatives of the fast food industry here today, and look forward to hearing their views on how they can help us meet this great challenge.