

food for peace

A MONTHLY NEWSLETTER ABOUT ACTIVITIES UNDER PL 480

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PUBLISHED BY THE FOOD FOR PEACE OFFICE ON BEHALF OF THE COOPERATING AGENCIES

FROM CAPITOL HILL

Congress has been asked to extend Public Law 480 for five years--until December 31, 1969--Title I local currency sales programs at approximately the present level; Title II economic development and emergency relief programs increased to reflect the changing emphasis in donation programming. Other changes proposed by the Administration would:

(1) permit use of local currencies to support internal security programs;
(2) remove the 25 percent ceiling on Cooley private enterprise loans;
(3) authorize the sale of local currencies for dollars to voluntary agencies and to U. S. shipping firms with foreign port costs; (4) let the U. S. assume general average risk cargo insurance costs now paid by voluntary agencies on Title III shipments; and (5) provide for only annual instead of semi-annual reports to Congress on Food For Peace...

The Title I local currency sales authorization for the five years would be set at \$7.1 billion, with a limitation of \$2.5 billion in any calendar year. However, with carryover of uncommitted authorizations plus CCC dollar reimbursements, the actual five-year authorization would be about \$9 billion. The Title II authorization would be increased from the present \$300 million limit to \$450 million per calendar year.



Secretary Freeman presenting Administration's proposal for a five-year PL 480 extension.

Secretary of Agriculture Orville L. Freeman formally sent up these proposals to Capitol Hill as he went before the House Foreign Agriculture Operations Subcommittee at the start of hearings on PL 480. The Secretary was followed by representatives of farm and veterans organizations, voluntary agencies, and market developers--all of whom urged continuation of the Food For Peace program. Most witnesses wanted a five-year or an unlimited extension; the American Farm Bureau Federation suggested three years. And the Subcommittee hearing wound up with testimony by representatives of the Interior Department, Foreign Agricultural Service

and the fish industry (concerning the new PL 480 amendment authorizing fish under the sales programs) and by AID Administrator David E. Bell and Under Secretary of State W. Averell Harriman.

Freeman said abandonment of the FFP program is "unthinkable" and one Subcommittee member, Representative Ralph Harding (D., Idaho), observed that any cut would be "unthinkable." The questioning of Freeman--and later of Bell--showed a concern on the part of Chairman W. R. Poage (D., Texas) and other Subcommittee members about local currency grants under Title I. Poage contended that grants might tend to depress world commodity prices. Freeman disagreed, saying that our experience does not bear this out. He also thought that eliminating Title I grants would hamper the U. S. in negotiating agreements. Statements by Subcommittee members indicated willingness to consider new uses of Title I currencies--particularly those directly benefiting the U. S.

One such new use--suggested by vol agencies and endorsed by AID, State and USDA--was proposed in a bill introduced by Subcommittee member Representative D. R. (Billy) Matthews (D., Fla.) during the course of the hearings. It calls for using Title II authorized funds to procure local currencies to defray certain distribution and administrative costs (other than salaries) of Title II and III projects. CARE proposed that Title I generated currencies, as well as food, be used to pay wages in food-for-work projects, particularly in urban money economies. Another CARE proposal would permit Title I loans to host governments to finance vital Title III feeding programs... The hearings also produced other proposals--one from the Rice Millers' Federation to authorize Government purchases of rice from commercial stocks for Title II and III programs, and another from Representative Edward J. Derwinski (R., Ill.) that currencies generated by sales to Communist bloc countries be lent to free-enterprise farmers in those countries.

In one session, devoted to the new PL 480 amendment bringing fish under the program, the Interior Department's Bureau of Commercial Fisheries told the Subcommittee it was still studying how to implement the amendment and had no recommendations at this time. Questioning mainly by Chairman Poage and Representative Paul Jones (D., Mo.) suggested that funding should be from the Interior budget and not USDA's and that some form of production controls should be imposed.

When Bell and Harriman appeared before the Subcommittee, the questioning returned to Title I grants and substantial accumulations of local currencies

in certain countries, mentioning particularly India. Bell noted that while there has been a cutback in grants, they were very useful in certain countries and should remain available. And Chairman Harold Cooley of the parent House Agriculture Committee agreed with the view first expressed by Freeman and echoed by Bell that Title I grants do not depress world commodity prices. Bell disclosed that AID plans to propose later some further "constructive" uses for excess rupees-- using as an example the proposal originally made by the Mason Committee that in India we might endow a foundation for educational and scientific research. This idea seemed to find favor with Representative Ralph Harvey (R., Ind.), who felt that any such plan should be coordinated with the Ford and Rockefeller Foundations, already in India.

The PL 480 legislation is expected to be reported out of the Agriculture Committee and reach the House floor by April 1. There has been no indication of when the Senate will consider the PL 480 program, although Chairman Ellender has indicated the Senate Agriculture Committee will schedule hearings.

■■■■■ IN THE NEWS

Continuing to receive considerable attention is a paper written last fall by three USDA economists (Willard Cochrane, Arthur Mackie and Grover Chappell) which suggests that need for U. S. food aid in 1980 will be many times greater than the current program... The economists point out that "Rapid economic growth in the developing countries implies the availability of vastly larger supplies of food in those countries than present production plans call for..." Rapid economic growth, says the authors, is not likely to solve the food deficit problem... but in fact it is likely to contribute to a "further widening of food deficits as the force of a high income elasticity expands food demand rapidly"... Among a group of 31 "medium to rapid growth countries", the USDA researchers predict that demand for food will exceed food production by \$21.1 billion by 1980... It is estimated that \$8.8 billion of that food deficit could possibly be met by commercial imports, but such a level would still leave an estimated \$12.3 billion that must be met by foreign food aid if continued economic growth is to be achieved in these countries... Comparable estimates of "unmet food deficit" for a group of 32 "slowly developing countries" would be \$2.4 billion--giving a combined deficit of \$14.7 billion, or about 10 times larger than the current U. S. food aid program ... The study concludes that there is a "strong likelihood" that the expected 1980 overall food production in the world will be adequate to meet these

projected needs. The report points out, however, that a mere expansion of the current food program won't overcome current bottlenecks of handling and distribution and the lack of "adequately trained civil service personnel to administer and supervise" such programs in the developing countries.

In answer to the frequently raised query, "What effect are the Soviet bloc wheat sales having on U. S. stocks?": Total confirmed sales at the time of this issue - 75 million bushels. Total stock - 1.2 billion bushels.

PL 480 agreements are not affected by last month's curtailment of aid to countries trading with Cuba. The recently enacted provision refers only to funds under the Foreign Assistance Act.

Emergency Food For Peace commodities have helped victims of the recent Hindu-Moslem rioting in Pakistan and India, .. victims of last month's earthquake in southern Taiwan, .. refugees leaving the Tolina violence area to relocate elsewhere in Colombia, .. drought-plagued farmers in central Paraguay (Catholic Relief Services providing food to a colony of Mennonites) ... and flood and drought victims in Brazil, .. And in India, an increasingly serious drought in the State of Rajasthan has already led to an initial emergency food and feedgrain request.

Taiwanese children line up for Food For Peace distribution, within hours after last month's earthquake struck the southern part of The Republic of China. More than 30,000 were homeless; more than 100 were killed.



PROGRAM HIGHLIGHTS

Program Guidelines reflecting current Administration philosophy on the sales provisions of PL 480 have been given to the I. S. C. by the Policy Committee. A summary is being prepared for the next issue of the Newsletter.

Finishing touches are being put to the President's 19th semiannual report on PL 480. It should be ready for release within the month... A printed version in a new format will follow in late Spring.

USDA's Foreign Agricultural Service will soon be issuing new instructions to the field on concessional sales of Commodity Credit Corporation stocks. These dollar sales have proven useful in transition from PL 480 to normal commercial marketing of commodities.

Food For Peace constituted 56% of U. S. economic aid to Latin America in the first half of the fiscal year.

Cooley Loan estimates in the President's 1965 Budget indicate a 23% increase over the current year, and a 60% increase over 1963.

An important analysis of the comparative advantages of Title I local currency sales programs and Title IV dollar credit sales programs is made in a recent USDA study by Warrick Elrod. The report states that: "The monetary effects on the recipient and supplying countries are important considerations in deciding which program will provide greater benefits to either or both countries. A PL 480 program under either Title can be planned to offset deflationary pressures within the recipient country, to contain inflationary pressures if they exist when local currency holdings are accumulated, or to have a neutral effect"... Two hypothetical case studies illustrate the effects of alternative programs. They show that Title I is likely to be more beneficial to the recipient country if: (1) official U. S. expenditures within the country are small; (2) expected earnings of dollar or other convertible exchange are meager, in both the short and the long run; and (3) payment in local currency can be made without causing instability in prices... The report shows that "The Title IV method is more favorable to the recipient country if official U. S. expenditures are large enough to provide it with a net dollar surplus after deferred dollar repayment for the commodities"... "In most cases", says the report, "the use of Title IV programs will result, in the short run, in adverse balance-of-payments effects for the United States. This can

be partially, or fully, offset if the recipient country (1) makes a substantial downpayment, or (2) uses dollars received from official U. S. expenditures within the country to increase its dollar purchases from the United States, or to reduce the amount of dollars borrowed, "

More complete end-of-the-year figures from AID show that the fiscal '63 Title II figures were nearly 65% larger than the previous year.

At a recent regional Peace Corps Conference in Colombia, AID's Martin Forman explored possible way of increasing the participation of Peace Corps Volunteers in the feeding programs... An example of the growing trend: 35 in-training Volunteers have just left the University of New Mexico where they were taught to run school lunch programs in Brazil.

Latest roster of A. I. D. 's Food For Peace Officers shows there are now 39 Officers stationed in 24 countries--an increase of 25 food program specialists in the past year.

A comprehensive research study on the CARE school lunch program in Kerala, India, indicates that the increase in weight of children benefiting from the program is "far beyond the expected difference normally due to increase in age"... During the first round of a medical inspection before the program began, 50 pupils were found suffering from dryness of skin (due to Vitamin A deficiency), but on a later inspection following the introduction of milk, "the dry condition of the skin of all these pupils turned normal"... "17.8% of the total sample (of 407) were found suffering from xerosis of the eyes. But on the second round of examinations it was found that the condition of 94% of them returned normal.".. "Eight pupils who had scabies showed no traces of the disease on the second round.".. In addition to documenting "an all around improvement in health in all the age groups of the children, the report also concludes that "there is increased and regular attendance on the part of the pupils and better-than-average "progress in their scholastic achievements."

More on Ninos... Plans are under way to celebrate Operation Ninos Day--in connection with Pan American week, April 12-18.. Over 10 million Latin American youngsters now receive FFP supplemental feedings.. An AID publication to encourage school gardens is in preparation.. Arrangements have been made to provide 20 excess property trucks to Colombia to help expand the child feeding program there... Another 10 truck are going to Mexico to enable the maternal child health program to reach additional pre-schoolers and infants... Also in Mexico, Community

Development Foundation projects have been evaluated in the field, and agreements have been reached on an extension and expansion of the program. (See center pages.)

After a comprehensive briefing in Washington, the team of four top American food experts has arrived in India for a month to advise on specific Title III related matters, such as distribution and packaging. An expert from Great Plains Wheat will go to Algeria in April to advise the CARE staff on flour processing which is a unique part of that country's Title II projects. Other Missions which would find expert advice from the U. S. private sector helpful in such fields as warehousing, transportation, and other FFP program areas are encouraged to submit proposals.

An unusual \$90 million sales agreement with Poland last month includes 1/3 as a commercial sale, 1/3 with dollar repayment over three years, and 1/3 as a Title I local currency sale with 100% U. S. uses of the Zlotys... Another unique sale, this one with Iceland, requires that 25% of a Title IV dollar credit sale be repaid following end of the calendar year of shipment. (This is the first Title IV sale with Iceland).. A Title I local currency sale has just been completed with Jordan (another first) with 75% of the proceeds being used to defray U. S. expenses... Other local currency sales since the first of the year have been with Senegal, Tunisia, Vietnam, Pakistan and Iceland, the latter as part of a package which included the dollar credit sale mentioned above.

A million Palestinian refugees will benefit from a recently increased Food For Peace contribution to UNRWA... This grant of flour and oil reduces by nearly half a million dollars the total U. S. cash contribution to the UN Agency.

WHAT'S NEW

A new law--applying criminal penalties to anyone caught buying or selling Vol Agency goods--went into effect in Korea last month. Food For Peace Officer Jack Mills anticipates the law will have a deterrent effect on black marketing (as it has had in Greece, Taiwan and other countries where similar Acts are on the books).

Infant feeding is receiving increasing attention--much of it based on recent information associating infant malnutrition to mental retardation and development... NIH Nutritionist Dr. Arnold Schaefer says that "Research

performed in the past few years has begun to shed light on this question. In Mexico, investigators have shown that children under six months who were treated for severe protein-calorie malnutrition exhibited a defect in motor and intellectual performance which was not erased by adequate therapy over several months of study. Children with the same condition who were over six months of age responded to therapy with recovery of most of predicted physical and psychomotor function. Other studies in Latin America have shown a high degree of correlation between abnormally low height and weight in children and abnormally low intellectual ability. Both of these findings support the hypothesis that severe childhood malnutrition in the early and crucial months of development may produce a deficit in intellectual development which is irreversible." Concern has been expressed over this at recent meetings of the President's Committee on Mental Retardation.

One step toward solving the pre-schooler problem was a recent proposal for the production and marketing of a special food in Bombay, for infant and pre-school feeding. India would provide ground nut flour, which would be mixed with U. S. wheat flour and skim milk powder. Although the majority of the mixture would be marketed, much of it would be distributed free through pediatricians and through maternal and child health centers... It's a project which includes collaboration of UNICEF, FAO and WHO... A similar project is now under way in Senegal... ProNutro, a soy and milk cereal developed by a private firm, has been successfully introduced in South Africa as a low cost high protein product.

Another approach designed to enrich the protein intake of primarily infants and pre-schoolers is the current project to enrich the protein contents of beladi bread--the mainstay of Arab diets everywhere.. Under sponsorship of USDA and the Millers' National Federation, and with the cooperation of the Egyptian government, U. S. researchers recently came up with an enriched bread which comes close in looks, taste, and cost to the normal beladi bread.. The improvement comes about by the addition of chick peas and yeast, both locally produced products.

A booklet of guidelines for pre-school feeding programs is now under preparation by AID.

A simple and inexpensive method for recombining nonfat dry milk and butter or butter oil into whole fluid milk has just been tested with good results. Demonstrations for the cooperating agencies are planned. More on this in next issue.



An old World War II "Spitfire" hanger is currently being renovated as the major warehouse for Hong Kong's "Operation Feedbag" program. Key figures in the effort designed to improve the quality and quantity of hogs in Hong Kong are, left to right: Wong L. Fuk, M. D., Field Supervisor; Mr. Bob Lent, of the American Consulate General; Captain G. R. Torrible, Manager of "Operation Feedbag"; and Mr. David Lieu, also of the Consulate.

The U. S. Consulate in Hong Kong has come up with a solution to the knotty problem of identifying U. S. milk to the children who receive it. Much of the milk in Hong Kong is distributed in coke-shaped, soft drink bottles, with the only U. S. identification being on the bottle caps, which are thrown away by the teacher, upon opening the bottle. The Consulate has devised a cardboard collar, with an appropriate message, which fits over the neck of the bottle. But they aren't stopping there. The hope now is to come up with a way to make collars items which the kids would want to save. Among the ideas discussed has been a series of well-known personalities or national flags on the collars--which the students could save and trade among themselves--and get a little education in the process.

FOOD TO DEVELOP COMMUNITIES

Community self-development has been spurred in a number of Mexican rural areas--through intensive and diversified Food For Work projects. More than 150,000 unemployed and underemployed Mexican villagers have benefitted from the program which is co-sponsored by the Government of Mexico, the Community Development Foundation, and the U.S. Government.



THE PROBLEMS: Rugged terrain and insufficient water have historically been two nemeses to Mexican advancement...



THE PLANS: (left to right) Richard Lorden and Dallas Johnson of CDF, Food For Peace Officer Chuck Mettam, AID's Martin Forman, and a Mexican village leader survey the potential...



THE WORK: 150,000 workers dig in on 228 different projects to improve their lives. Their payment: U. S. food...



THE SUPPORT: At the same time, wives are given lessons on how to prepare foods their husbands receive as daily rations...

THE RESULTS:



Roads...



Reservoirs...



Schools...



Water Mains...



Water Canals...



Plazas and Recreation Centers...

In India, CARE has provided local movie houses with slides which tell the audiences a bit about the school lunch program--and encourage parent participation in the feeding effort.

Slides for a different purpose have been developed by Taiwan FFP Officer Jack Anderson. . . He has come up with set of slides which he uses for briefing host country officials on operational procedures and interagency relationships under PL 480. There is a briefing sheet that goes along with it.

In preparation for its massive "Operation Feedbag" program, Hong Kong authorities have completed a detailed survey which covered every family in the project area. Surveyors were able to determine the size, income, land holdings, and indebtedness of each family--as well as the number, type and condition of livestock, and method, quantity and type of current feedings. A sample of the questionnaire is available from AID.

The Rockefeller Foundation plans to place increased emphasis on food. A recent statement, "Plans For the Future" by the Trustees of the Foundation says: "We propose during the years ahead to strengthen that part of the Foundation's program which is directed to human nutrition. This will mean increasing the quality and the quantity of those foods which feed the world, and improving human health and vigor through application of the physical, biological, and social sciences basic to nutrition. It will involve the search for new knowledge leading to a better use of land and water resources, development of nonconventional agricultural techniques, and investigation of the changing environment in which we live."

An effort to transform 2,200 Central African Republic youngsters from primitive backgrounds into more modern agriculturalists is now being assisted by a new FFP program. The National Pioneer Youth movement of that country holds classes in literacy, civics and physical education two full days each week. Three glasses of U.S. milk a day supplement the vegetables grown by the youngsters themselves. . . When a member has attended youth club classes for one year without more than three absences, he becomes eligible to participate in one of the educational camps near a cooperative village. There, the youths split their day between a continuation of the class instruction in the morning, and working with members of the villages at regular agricultural tasks in the afternoon. Here, too, the youth club members benefit from three glasses of milk a day. . . These camps prepare the members for direct entry into a cooperative village, where they receive six months of supervision before becoming fully active members. Since these new cooperative villages will be unable to produce

the necessities of a balanced diet until after the second year of their existence, the U.S. will continue the contribution of milk through this period. . . AID is providing vehicles, farm machinery and camping equipment for this program. Overall direction and technical assistance for the project is being provided by Israeli technicians, as part of Israel's assistance program to Africa.

NEW MATERIALS

VEST-POCKET CHART PACK--Available from the FFP Office is a miniature package of up-to-date charts, which graphically highlight the accomplishments of the program.

WORLD-WIDE RADIO SERIES--Voice of America is currently working on a 13-program series on Food For Peace, for world-wide broadcast. Those working with PL 480 in the field are invited to submit 3 to 5 minute tapes on FFP projects which would be of broad interest.

FOOD FOR PEACE TRAINING FILM--AID, with the help of USDA, has just completed the first of three strip films, designed to train U.S. personnel on PL 480. Film available through Communications Resources Division of AID.

AMENDMENTS--Available from FAS is a comprehensive 3-page mimeographed report of all recent amendments to PL 480 (See January FFP Newsletter). . . The full bill, incorporating the latest amendments, has now been printed.

ECONOMICS STUDY--Recommended reading for all Ag Attaches and FFP Officers is a recently issued USDA comparison of the monetary effects of Titles I and IV. (see Program Highlights). It can be ordered from USDA by referring to Foreign Economic Report No. 12.

COUNTRY STUDY--Another recent USDA report, now available, is Contribution of Public Law 480 to Development of the Greek Economy (A Preliminary Report). This is the fourth of a number of studies evaluating the impact of Food For Peace on specific countries. (Earlier ones were from Israel, Brazil and Colombia.)

WORLD FOOD CONGRESS REPORT--Published last month was the official report of last summer's World Food Congress in Washington. The 160 page document, which summarizes each of the Commission findings, is available for \$3.00 from the Columbia University Press, 2960 Broadway, New York 27, New York.



In Brazil, efforts have been made to clearly identify Food For Peace (Alianza para a Paz) during internal transportation. Here, a well-labeled caravan of powdered milk--240 tons of it--moves toward its destination. This year, Brazilian youngsters will receive more than a billion glasses of U. S. milk.

ANALYSIS OF LOCAL CURRENCIES--A special section on "Foreign Currency Availabilities and Uses" appears as Analysis K (pp. 440-446) of the President's 1965 Budget.

AGRICULTURAL OUTLOOK--An excellent survey of USDA's C. Kyle Randall on what to expect in the coming year... Available from the Department's Economic Research Service.

■ COUNCIL ACTIVITIES

A study of The Impact of Food For Peace on the residents of Lansing, Michigan, was recently completed by graduate students of Michigan State University, at the suggestion of the Michigan FFP Council. The

major findings of the 45-page report suggest that the majority of people favor Food For Peace. And though most aren't sure whether or not it's effective, or whether or not it's costing too much, they do feel it should be continued... One conclusion reached by the report was that because of the lack of understanding of the program at the lower educational levels, "perhaps television is the best instrumentality to reach people with this (Food For Peace) story, --not necessarily television programs aimed at an intellectual audience but a popular program audience."

Last month's Governor's Conference on Food For Peace in Madison, Wisconsin heard a message from President Johnson read by Congressman Robert Kastenmeier declaring: "Food for Peace offers an exciting challenge and opportunity to Wisconsin: a challenge to make a contribution to the health and welfare of millions of men, women and children in the new and developing nations, our neighbors in this world of the '60s; and an opportunity to create new markets for the agricultural and industrial products of the State of Wisconsin"... Governor John W. Reynolds opened the one-day meeting of about 200 representatives of producer, processor, marketing and citizen interests in the State... Robert G. Lewis, a native of Wisconsin and Deputy Director of USDA's Agricultural Stabilization and Conservation Service, told the audience that Food For Peace is of "life or death" importance to Wisconsin's dairy industry... AID Assistant Administrator Herbert J. Waters called Food For Peace "creative and visionary and triggering a chain of events that gets nations on their feet and self-sustaining..." Owen K. Hallberg, General Manager of Dairy Mail Products of Eau Claire, Wisconsin told the Conference: "Food For Peace can be a start toward a sound, well-planned, long range program of foreign market development, which could go a long way toward developing and expanding the total world market for dairy products..." Senator Gaylord Nelson joined the group in its afternoon session.

■ VOLUNTARY AGENCY NOTES

Many AID Missions have now inaugurated monthly meetings with vol agency representatives. These have been regarded as an immensely successful way to brief vol agency people on Mission policies and operations. Also, it provides a unique opportunity for coordination of vol agency programs and for an exchange of experience... Where such committees have been initiated, they are regarded, by both vol agency and AID people, as highly desirable.

CARE and Catholic Relief Services are now feeding more than a million and a half school children every day in Colombia.... the Seventh-Day Adventists have recently constructed their own warehouse for storing

FFP commodities in British Guiana... The Rev. Vincent Mallon of Catholic Relief Services in Peru, has proposed that a small charge be made on donations programs, when feasible, to help the voluntary agencies meet the "heavy costs".

■ QUOTABLE

From a speech by Senator Hubert H. Humphrey (Minn.) at a January 17 Convocation of John Hopkins University: "As I look forward to this fall's election I would like to remind you that one of the best ways of doing something constructive about solving the problems of surplus food for surplus workers, as well as civil rights, is to make sure that the Members of Congress who are indifferent to those problems are declared surplus."

From a paper by Adin Talbar, Economic Counselor of the Israeli Embassy in Washington, before a February 17 meeting of FAO Consultative Subcommittee on Surplus Disposal: "I should like to salute the initiators of this unique American Food For Peace program... We are all aware of the fact that this program has been the outcome of two factors: the superabundance of food production of the American farmer, and the enlightenment of the American people of our generation in not allowing these surpluses to be destroyed, but rather in giving to those in need... In my opinion, the Food For Peace program, in particular the Title I concept, has been the most useful vehicle of foreign aid during the past decade." (Another paper before the FAO group - this one by the Indian delegate - will be discussed in the next Newsletter.)

From the January 30 Newsletter of Congressman Clement Zablocki (Wisc.): "As a member of the House Foreign Affairs Committee, I am constantly reviewing the operations of our various foreign assistance programs. None, in my opinion, surpass Food For Peace in practicality and effectiveness... The benefits to our state, our Nation and to the hungry millions of the world make it evident that Food For Peace is a valuable humanitarian program, worthy of our wholehearted support."

From a statement in the Congressional Record of Jan. 31 by Congressman Daniel D. Rostenkowski (Ill.): "Our food has perhaps done more than any word or deed to demonstrate the superiority of the free-enterprise system over Communist dictatorship."

From an article, "How Much Food the World Will Need by the Year 2000" in the February 10 issue of "Foreign Agriculture": "The effort required for the adequate feeding of the numbers of people projected for the less

developed regions over the remaining four decades of this century will severely tax both man's ingenuity and the earth's resources. In this effort, the role of U. S. agriculture as a source of food and technical assistance for the rest of the world is growing steadily and it promises to achieve an unprecedented importance."

From a February 7 floor statement by Senator George McGovern (S. D.): "Too often I think we forget that Food For Peace under Public Law 480 has also been of great value to our country... An estimated 1 million farmers were engaged in the production of the crops that were exported under Public Law 480... These 1 million farmers spent the proceeds from crops used for Public Law 480 in local business establishments and had a direct impact on the local economy... The transportation industry, the processing industry, financing facilities, and other segments of the business community gained from the activities connected with the program... Thus, for the farmer and the small towns and cities of the country Public Law 480 means increased income, increased business activity, and increased economic strength."

From a recent pamphlet, "Return to Cuba", by Herbert Matthews of The New York Times: "There is enough to eat on the whole (in Cuba), but it is dull, with not much variety, and with constant distribution bottlenecks... There is no starvation or even serious malnutrition, but getting enough food is often extremely difficult... Children are especially well fed. Every child to the age of seven gets a quart of milk a day without fail."

■ MARKET DEVELOPMENT

The U. S. exported an estimated record \$5.6 billion in farm products in the last calendar year--topping the previous high ('62) by \$600 million (details on the export year are available in the February-March issue of Foreign Agricultural Trade, available from USDA)... Preliminary findings in an extensive survey of Japanese eating habits, now being undertaken by Wheat Associates, show slightly over half of those living in urban areas eat bread at least once a day, compared with only one-fifth of those living in the country... A summary of Far East market potentials, including the future role of PL 480, appears in the February 17 issue of USDA's Foreign Agriculture. The article is based on reports of Ag Attaches at a recent regional meeting in Tokyo.

■ IN ADDITION

Nutrition surveys conducted in 24 developing countries by the Interdepart-

mental Committee on Nutrition and National Defense show that in general a large percentage of the children are approximately three to four years retarded in physical development. In other words, a malnourished 12-year old is equivalent in growth and body weight to a properly nourished 8-year old... The use of PL 480 generated currencies to acquire, operate and maintain buildings abroad will more than double next year (to over \$6 million) according to the estimates in the President's Budget for 1965... Similarly, the Budget estimates that the use of currencies by the Library of Congress for the collection and distribution of books next year will nearly double (to \$1.7 million) its '64 figure... Another item of interest on the local currency front: By next year the Weather Bureau will be using half a million dollars of local currencies for research and development. This is also twice the '64 amount.

AID's Agricultural Resources Division (which handles AID's end of Food for Peace) will soon be moving from Barton Hall to the old FAA Building on New York Avenue between 17th and 18th Streets... Last month's issue of USDA's Farm Index points out that "unlike the last two years, when world output of farm products moved a step ahead, population growth is out in front this year. World agricultural production is expected to climb 1% in 1963-64. But population will increase 2%... Dr. Walter Unglaub, Associate Dean and Director of Postgraduate Medicine at Tulane University, says "I can say, without fear of contradiction, that the result of school feeding programs is widely recognized to be beneficial with respect to increasing school attendance. This statement is based upon many personal conversations with primary school teachers and school officials, both in Colombia and in Bolivia, where I have worked most recently."

An extensive analysis on the role of FFP in The Alliance for Progress has been made by Elmer Hollowell for the Foreign Service Institute. His conclusion: "An effective instrument"... The next meeting of the FAO Consultative subcommittee on Surplus Disposal, a forum which meets monthly in Washington to discuss the impact of food programs, will be its 100th. Mr. E. G. Valente of Argentina was recently elected Chairman of the group... The World Food Program now has contributions from sixty countries. Of the 120 development projects which have been submitted, 30 have been approved... The January issue of AID's Development Research Digest contains a major section on Development Planning in Agriculture... And a profile of AID's Herb Waters appears in the current number of the Co-op Grain Quarterly... AID has just issued a manual order on vol agency relationships as well as one covering excess property... World Today, the Far East magazine of USIS, has had two recent stories on FFP.



A close look at this picture will show Food For Peace being used in the broadest sense. The ballot box in this Filipino Barrio election is an empty FFP milk carton.

U. S. food has proved to be an important incentive in encouraging patients to come for TB treatments in India. With current antibiotics, many people believe they're cured before they are--and 40% stop showing up for important treatments. However, since the introduction of a Church World Service milk distribution program to patients who come for their appointments, those returning for regular treatments have increased from 60% to 90%... The pamphlet of proceedings of the FFP Council meeting has been selected for hanging in this year's Washington Art Director's show. The same publication will be featured in the March issue of Art Direction magazine... President Johnson has received a Chinese Scroll from the people of Taiwan which reads: "In your conducting the Food For Peace program, our country has been especially benefited... We respectfully submit our blessings and gratitude."

ONE YEAR LATER

Last March, the Food For Peace office began a small experiment to determine if there was a market for an in-family Newsletter. In describing the purpose of the publication, the first issue said: "This Newsletter is dedicated to the proposition that good communication is essential to the success of any widespread effort such as our multi-faceted Food For Peace program. A unique idea developed in one country is frequently an idea which could and should be adopted or adapted in another. A technical discovery made in Country X is sometimes just the answer to an age-old problem in Country Y. This is the basic purpose of the Food For Peace Newsletter. In capsule form, it will try to present reports of new activities, ideas, discoveries, program highlights and other items of interest to those, world-wide, who are related to the Food For Peace program."

Now, twelve issues later, the increasing demand for copies of the Newsletter has required quadrupling the original press run. Specific items, briefly referred to in the publication, have often resulted in hundreds of individual requests for the item.

But we recognize there are also problems associated with an endeavor of this type. The readership varies from Ag Attaches and Food For Peace Officers who deal daily with the technical details of P. L. 480, to members of the Food For Peace Council, whose interests in the program are frequently much more general. Some read the Newsletter for project ideas. Others, we've learned, glance through it with hopes of plucking a few phrases for a speech. Others, perhaps, read it just to keep in touch with Congressional action -- and reaction. Food For Peace itself of course frequently means different things to different people. In trying to service usefully the diverse segments of this large Food For Peace "family", we admittedly include material in each issue which is not of interest to every reader. This, I presume, is a built-in risk when one tries to reach a variety of audiences.

Meanwhile, communication is a two-way affair -- your contributions and your suggestions of how we might make this a more effective vehicle will be welcomed and appreciated as we move into our second year.

--- R. W. Reuter

food for peace

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