



THE FAS LETTER

AROUND THE WORLD WITH THE AGRICULTURAL ATTACHE SERVICE

July 1971

JOHN I. KROSS, WELL KNOWN FAS ECONOMIST, DIES AT 56

Dr. John I. Kross's many friends at home and abroad were saddened by news of his death on June 13 in Northern Virginia Doctors Hospital, Arlington, where he had been under treatment for a heart condition. He was 56 years old. Dr. Kross had been director of the sugar and tropical products division of FAS since 1965.

Funeral services were held on June 18 at St. John's Catholic Church, McLean, Virginia, with interment in Columbia Gardens Cemetery, Arlington.

A native of Trenton, New Jersey, John began his career in agricultural economics and international agriculture in 1934. He came to USDA in 1942 as an economist for the Production and Marketing Administration and joined FAS in 1944. After serving as assistant ag attache in Rome and Ankara, he was associate professor of agricultural economics at the University of Wisconsin in Madison from

(Continued on page 7)

JULES RENAUD FIELD OFFICER IN CHICAGO

Trade Fair Manager Jules Renaud, who is well known in attache offices around the world, has been given a new assignment—this time, with Chicago as home base. As field officer for Export Services, he will represent FAS in carrying out the cooperative marketing activities of FAS and the Mid-America International Agri-Trade Council (MIATCO). His headquarters will be in the Mercantile Exchange Building, 300 West Washington Street.

(Continued on page 8)

BILL DAVIS RETURNS TO ANKARA AS AG ATTACHE

Ag Attache Bill Davis, Jr. of Nairobi arrived in Ankara the end of June to fill the spot vacated by retiring Attache Harry L. Varney. This is a kind of homecoming for the Davis family, since Bill served as assistant ag attache in Turkey from 1965-68. He has been in Nairobi for the past three years.

Bill joined USDA in 1959 as an agricultural economist. He is a native of Pocahontas, Arkansas, and holds B.S. and M.S. degrees from the University of Arkansas.

The Davis's have two daughters, Marsha Janelle and Mary Elizabeth.

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FRANK PADOVANO ON BOARD AS ATTACHE TO TRINIDAD

Assistant Attache Frank Padovano of Paris assumed his duties in early July as agricultural attache at Port of Spain. Frank replaces Bud Phillipsen, who will ply his market development talents in Tokyo.

Frank, a native Ohioan, went to Paris in 1968, after three years as an agricultural economist with the fruit and vegetable division of FAS. He has B.S. and M.S. degrees in agricultural economics from the University of Maryland, and served at the University as a student aide and graduate research assistant.

Frank was married last year to Kathleen Alder—better known as Kathy.

SECRETARY HARDIN IN PERU . . . Secretary of Agriculture Clifford M. Hardin is welcomed at the Jorge Chavez Airport in Lima, Peru, as U.S. delegate to the 6th Inter-American Conference on Agriculture. Pictured from left to right: Brigadier General Enrique Valdez Angulo, Peruvian Ministry of Agriculture; Julio A. Castilla, agricultural economist in the agricultural attache office, U.S. Embassy; Secretary Hardin; and U.S. Ambassador Taylor G. Belcher.

The U.S. delegation included Special Delegate Quentin M. West (FEDS); Counsellors Charles R. Davenport (FAS), Donald L. Fiester (AID), and Kenneth A. Haines (ARS). Advisors were Edward Betzig (AID), Curry C. Brookshier (AID), Richard A. Smith (FAS), and Raymond Gonzalez (U.S. Embassy, Lima).





WESTERN HEMISPHERE ATTACHES IN MEXICO CITY . . . Ambassador Robert H. McBride welcomes attaches from the Western Hemisphere area at the opening session of the recent attache conference in Mexico City. The gentlemen at the speakers' table, in addition to Ambassador McBride, are (left to right): Deputy Assistant Secretary of Agriculture Andrew J. Mair, FAS Administrator Ray Ioanes, and Jim Hutchins, assistant sales manager for export credit, Export Marketing Service.



DODSON-NOHRE RAP SESSION . . . Ag Attache Joe Dodson of Buenos Aires (left) and Carmen Nohre, deputy director of the foreign development and trade division of ERS, talk things over during an intermission. Carmen, who was on the speakers' program at the Mexico City conference of Latin America attaches, served as assistant ag attache in Brussels (USEC) from 1963-66.



ATTENTIVE AUDIENCE . . . Ambassador to Mexico Robert H. McBride has an attentive listener in the person of FAS Administrator Ray Ioanes, seated at his left. Equally interested in the Ambassador's informal remarks at the opening session of the Latin America attache conference is Deputy Assistant Secretary of Agriculture Andrew J. Mair (extreme left).



INFORMAL CHAT . . . Doug Crawford, area officer for the Western Hemisphere, and Sandra Starkey, wife of Assistant Attache Jim Starkey of Mexico City, have a conference of their own at the reception held during the Latin America attache conference in the Mexican capital.

ON YOUR MARK! GET SET! GO! . . . Danny, youngest son of Assistant Attache Bob and Lynne Svec of Moscow, isn't taking any risks just yet—after all, he won't be a year old until October 17, so why risk a nasty bump on the head when this safe and easy means of locomotion is such fun? However, the impish gleam of mischief in Danny's eyes indicates that here is a lively lad who just can't wait to explore the world around him . . . even though he's not quite ready to challenge older brothers David (6) and John (5) to any foot races.



HAL WALTERS GOES TO BONN AS ASSISTANT AG ATTACHE

Homer F. (Hal) Walters has been posted to the agricultural attache office in Bonn, replacing Ag Officer Rado Kinzhuber of Hamburg, who will be returning to FAS/W in August. Hal and Ruth, accompanied by son Robert, are scheduled to arrive at post in late July.

Hal, who claims Illinois as his native state, joined USDA in 1955 in Minneapolis, Minnesota after several years with Cargill, Inc. and military service in Korea. He came to Washington in 1966 as a staff assistant with the Agricultural Stabilization and Conservation Service, and in 1968 joined FAS as a grain marketing specialist. Prior to entering the attache service, he was with Export Marketing Service.

He holds a B.S. degree from the University of Notre Dame.

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LAWRENCE HALL NEW ASSISTANT IN LONDON

Lawrence E. Hall arrived in London in late June to begin his new assignment as assistant agricultural attache.

Larry, a native of Kansas, received a B.S. degree in agricultural economics from the University of Delaware and did graduate work at the University of Maryland.

He joined the grain and feed division of FAS in 1963, serving as an agricultural economist in this area until 1969, when he was detailed to the Department of State's Bureau of Economic Affairs for a year.

In 1967, Assistant Attache Hall was awarded an FAS Certificate of Merit for sustained above average performance, and in 1971 received a similar award for outstanding performance in connection with his State Department assignment.

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Assistant Secretary of Agriculture Clarence D. Palmby and FAS Deputy Administrator Howard L. Worthington attended an OECD ministerial meeting in Paris in early June, after which they participated in a two-day USEC session in Brussels.

FORMER ATTACHE JOHN E. MONTEL TO DIRECT ACTIVITIES OF PDS

John E. Montel, who was agricultural attache in the USEC office in Brussels from 1962-66, has rejoined FAS after a five-year stint with private industry. In his new assignment, John will serve as director of the Program Development Staff (PDS) of Assistant Administrator for Market Development Ken Krogh. His staff will be responsible for developing proposals for the most effective allocation of market promotion resources as between market areas and promotional strategies and activities. In support of this responsibility, the staff will also advise on program research needs and means of evaluating and measuring program results.

In addition to his assignment in Belgium, John served in Guatemala, Ecuador, Venezuela, and the Dominican Republic. He came to FAS in 1954 from the U.S. Foreign Service in Rome, where he was first an economic assistant for agriculture and later an agricultural officer (1950-53).

A native of New York, he holds a B.S. degree in agricultural economics and animal husbandry from Cornell University. He did graduate work at the University of Geneva, Switzerland.

Prior to returning to FAS, John did international marketing work as a senior staff member of the Agribusiness Group of Arthur D. Little, Inc., and was manager of the agricultural chemicals division of Esso Africa, Inc. in Geneva, Switzerland.

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TDY FOR DR. AFIF TANNOUS

Afif Tannous, recently retired FAS area officer, is back in the saddle again.

Dr. Tannous obligingly packed his bags in late June and hit the trail for Nairobi, where he will be pinch-hitting as ag attache in the interim period between Attache Bill Davis's transfer to Ankara and the arrival of newly-appointed Ag Attache Ted Freeman of the Tokyo staff.

Dr. Tannous will be returning to the U.S. in late August.



TAIPEI SIGNING CEREMONY . . . Representatives of the U.S. National Renderers Association and the Joint Commission on Rural Reconstruction are shown here as they sign an agreement in Taipei for a broiler and duck feeding trial. This market development activity is being carried out to demonstrate the feasibility of using feed grade animal fat in broiler and duck feeding in Taiwan. Participants in the ceremony were (left to right): Dr. Robert Lee, Chief, Animal Husbandry Division, JCRR; James Iso, Far East Director of the NRA; Chairman T. H. Shen, JCRR; and Agricultural Attache Norman Pettipaw.



AT THE FOGGIA FAIR . . . Attache R. L. (Berk) Beukenkamp of Rome (left) and Senator Gustavo de Meo were exchanging pleasantries at the 22nd Agricultural Fair in Foggia, Italy when this picture was made. Senator de Meo was president of the Foggia show. Theme of the U.S. exhibit was animal nutrition, with emphasis on sheep production and feeding practices.



IN A VENEZUELAN VINEYARD . . . Attache Bob FitzSimmonds of Caracas (left), an official of the Ministry of Agriculture, vineyard owner Sr. Jose Hernandez (in dark shirt), and Assistant Attache Don Nelson (extreme right) get ready to make a taste-test of some grapes at the Villa de Cura vineyards, located in the State of Aragua not far from Caracas. Sr. Hernandez is one of Venezuela's leading grape producers. Accompanying Bob and Don on this field trip was Ag Assistant Gustavo Esquivar, who we surmise took this picture.



CAKE SAMPLING IN BERN . . . The *pièce de résistance* at a reception hosted by Attache and Mrs. Jim Lankford of Bern was the enormous rice cake seen here. The occasion was the U.S. Rice Council's 1970 workshop for its Bern staff, and guests at the Lankfords' Worb Castle home included workshop participants and members of the Swiss rice trade. The four gentlemen who are standing by in anticipation of a serving of this baker's masterpiece are (left to right): Russell J. Hudson, director, foreign market development, U.S. Rice Council, Washington, D.C.; Paul Ita, director of European operations for the Council, Zurich; Rice Council President Joe Rice Dockery; and Attache Lankford. Reports are that the cake proved as pleasing to the palate as the eye.

STOCKHOLM FOOD FAIR . . . U.S. Ambassador Jerome H. Holland (left) and his wife arriving at the opening reception of the U.S. Frozen and Convenience Food Exhibit held in May at the U.S. Trade Center in Stockholm. To Ambassador Holland's right is Sweden's Minister of Agriculture, Mr. Ingemund Bengtsson. Ag Attache Hugh Robinson is at the extreme right.



HOLSTEIN SEMINAR IN YUGOSLAVIA . . . Attache Frank Ehman of Belgrade is shown here opening the seminar on U.S. Holstein cattle at the Agricultural Trade Fair held in May in Novi Sad, Yugoslavia. Seated at the table are Agricultural Assistant Dusan Ristic (left) and Ray Kliewer, director of special programs for the Holstein-Friesian Association of America.

FOURTEEN TURKEY DISHES . . . During the annual meeting of the Caribbean Hotel Association at Port of Spain in early June, 280 members of the association attended a buffet luncheon which was unusual in that it featured a total of 14 turkey dishes for the guests' enjoyment. The buffet was hosted jointly by FAS and the Institute of American Poultry Industries. Here some of the guests listen as a representative of the U.S. poultry industry (Tom Herrick of Louis Rich Foods, Inc., West Liberty, Iowa) discusses the preparation of the various dishes. At the extreme left is Attache Bud Phillipsen (now assigned to Tokyo), with Ambassador J. Fife Symington (in white suit) next to him.



ROAMING AROUND

Attache **Hugh Robinson** addressed about 50 members of the Swedish Beef Cattle Club at the U.S. Embassy in Stockholm in early June. Hugh's talk dealt with the production of beef cattle in the U.S., and provided the group with a good general view of the industry.

Secretary **Ann Bibbo** of Moscow enjoyed the Memorial Day holiday in Odessa and Yalta.

Ag Attache **Bill von Seggern** of Bangkok will be returning to FAS/W in mid-August for consultation and home leave in Clearwater, Florida. The von Seggers will return to post.

Christine Elliott has been assigned to secretarial duty in Attache **Dave Hume's** offices in London.

Halyna Linde, office assistant in Attache **Bob FitzSimmonds'** headquarters in Caracas, recently visited her brother in New York for a week.

Al Persi, former assistant attache in Ottawa and Brussels (USEC), left FAS/W the latter part of June for TDY in Paris, pending the arrival of Assistant Attache **Bob Haresnape** and while Assistant Attache **Jim Benson** is on home leave.

Attache **Fred Lege** was a speaker at the recent two-day informational meeting held at the U.S. Embassy in Canberra for officers of U.S. Consulates in Australia. Fred reviewed the responsibilities of the ag attache and discussed Australian-U.S. agricultural trade.

With the arrival of the last of their household effects in May, Assistant Attache **Don Nelson** and his family are happily settled in Caracas. After such household chores as unpacking, arranging furniture, hanging drapes, etc., etc., guess what the Nelsons did on a recent long weekend? Packed up and went to the beach for a carefree camping trip, of course!

Courier runs to Helsinki, Finland are part of the routine agenda of the Moscow agricultural crew. Attache **Roger** and **Jeanne Euler** did their courier stint in mid-May, with Assistant Attache **Bob** and **Lynne Svec** scheduled to make the trek to Helsinki in late July. The Svecs planned to take a boat trip from Helsinki to Stockholm during their courier trek. Secretary **Ann Bibbo** will be making a similar trip in mid-August, and is also looking forward to visiting Stockholm.

Attache **Bud Anderson** arrived in the U.S. for home leave in early July. **Bud** and **Lorraine** and the five little Andersons will enjoy a holiday in Minnesota before returning to Wellington.

Attache **Garth Thorburn** of Colombia was in FAS/W for consultation in mid-June, after which he and his family headed for Altadena, California. Following home leave, the Thorburns will return to Bogota.

Former field secretary **Iris Nichols** (Taipei, Rabat, Bonn) is occupied these days with market development activities in FAS/W. **Iris** has taken over the secretarial duties in the office of **J. K. McClarren**, market development assistant.

Another field secretary who is now on FAS/W duty is **Vi Sullivan** (Manila, Moscow, Brussels, Rome). **Vi** is based in the offices of Assistant Administrator for Management **Ken McDaniel**.

Attache **Harlan Dirks** and family arrived in FAS/W in July, bound for home leave in South Dakota. They are returning to Copenhagen.

Ag Officer **John** and **Mary Glew** of Milan enjoyed home leave with their families in Maine and Nebraska, and are now back at their post in Italy.

Marketing Specialist **Cline Warren** of the dairy and poultry division, returned to FAS/W in June following a busy month in The Hague, where he made a special poultry study. Attache **Brice Meeker** and his crew pitched in to help **Cline** make a comprehensive survey of the main broiler producing area (Province of Limburg) and to become acquainted with the overall structure of the Dutch broiler industry. Assistant Attache **Jack Williams** and Ag Assistant **Vic Keyman** joined him in looking over farmers' cooperatives, feed mills, and slaughter plants, and introduced him to a number of exporters. In addition to evaluating broilers, **Cline** also had occasion to sample and evaluate one of Europe's best known delicacies—the famous garlic-seasoned *escargot* of Europe, courtesy of **Wilma Meeker**. Pretty tasty dish, **Cline** reports.

Miss **Ayako Saito**, a charming young lady who has been a stenographer in the Tokyo ag attache office for the past four years, vacationed in the U.S. during the month of May. **Ayako's** month-long holiday included excursions into such spots as Honolulu, San Francisco, Fresno, the Grand Canyon, Denver, Boston, New York City, and Washington. A reunion with a friend in San Francisco added to the pleasure of **Ayako's** travels, and a visit to a Buddhist temple in a Denver park was a happy surprise. Quite naturally, **Ayako** climbed to the top of Washington Monument during her sightseeing in the national capital.

Attache **Norm Pettipaw** of Taipei arrived in June for FAS/W consultation, after completing a 6,000-mile auto trip with his family which began on the West Coast and ended in the District of Columbia. Consultations completed, the Pettipaws assembled their gear for a short camping trip in New England (the Maine woods, to be exact).

CHRISTIAN PONSOT ACCOMPANIES 3-COUNTRY FEED INDUSTRY TEAM

Christian Ponsot, economist in the Paris office of Agricultural Attache Tom Street, was a June visitor in Washington. Christian served ably as an interpreter for a Franco-Belgian-German feed industry team which spent 2½ weeks in the U.S. to become better acquainted with the U.S. production of animal by-products and their use in mixed feeds. Joint sponsors of the team were the National Renderers Association and FAS.

The 18-member team, which was made up of feed manufacturers and feed association officials, visited in North Carolina, Illinois, Minnesota, Iowa, Colorado, and Arizona. Their itinerary provided a broad view of the U.S. rendering industry and its role in converting by-products of the meat industry into feed ingredients, and took them to feed mills, research facilities, rendering plants, and feedlots in the areas visited.

Besides finding the feedlot operations of particular interest, Christian returned to Paris with a special affinity for the Southwest. Arizona won his warm praise—and he rates those Arizona sunsets as something very memorable.

Christian also had nice things to say about hospitality, American style.

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LOOKING IN ON WALT STERN

Activities of Walt Stern, agricultural officer in Bombay, in recent months have included a visit to the Nimbkar Agricultural Research Institute in the Sholapur District, where intensive research work is being carried out on the breeding and improvement of cotton, cabbage, potatoes, and safflower seeds. Walt was very impressed with the high standard of performance on this 100-acre farm.

Walt also spent five busy days in the State of Gujarat with Alan Hunt and P. Kandhari of Wheat Associates on their annual supervisory trip to W.A. projects. In addition, he attended the Second Market Research Conference at Ahmedabad.

Also on Walt's schedule was a visit to the famous Amul Dairy, the largest dairy operating in India. A cooperative undertaking, this enterprise is supplied daily by almost 700 central cooperatives. Walt reports that this modern plant is handling about 480,000 liters of milk daily.

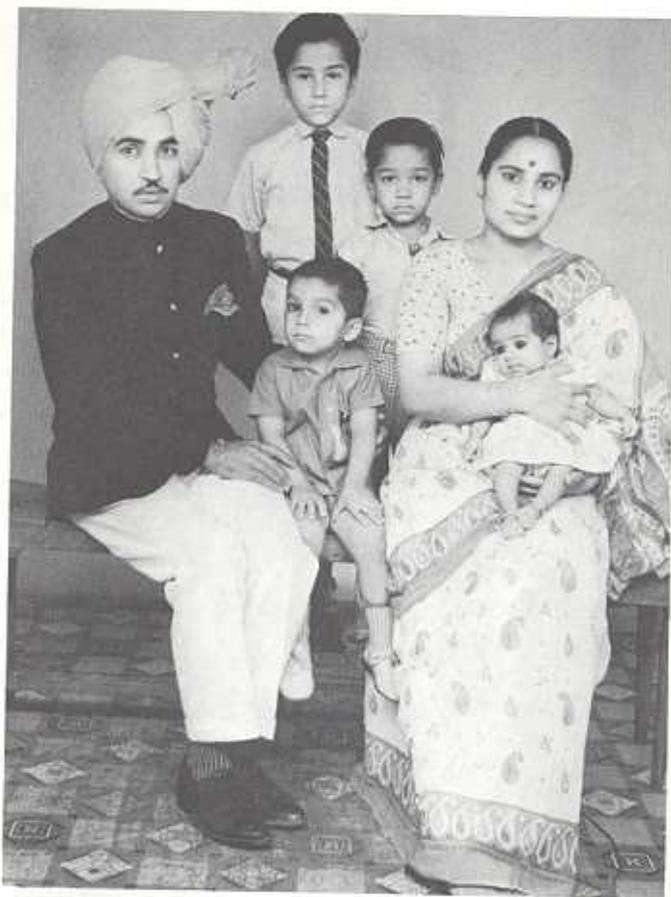
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HAZEL LEARY DIES

Mrs. Hazel B. Leary, well-known FAS employee in the personnel division, passed away in North Carolina on June 26, after a long illness. Hazel joined the FAS staff in 1955 and served as chief of the personnel division's classification and organization branch until her retirement last year.

Graveside services were held on June 29 at the Leary Family Cemetery in Gregory, North Carolina.

Ed and Bob, two of Attache Bob FitzSimmonds' four sons, have joined the family circle in Caracas for the summer. Both are students in the U.S.



NEW DELHI FAMILY GROUP... Foreign National Ram Singh of the New Delhi agricultural office is pictured here with his wife, Urmila, and baby daughter, Kausalya Rani, born March 7, 1971. In the center are the three handsome young sons of the household, Anil Kumar, Ashok Kumar, and Rakesh Kumar. Ram Singh joined the New Delhi staff in 1962, and has been a regular recipient of the safe driving award which is presented annually to Embassy personnel by the U.S. Embassy.

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DR. JOHN I. KROSS

(Continued from page 1)

1947-55. He was agricultural attache in Brussels from 1955-58, after which he served as ag attache in Geneva (GATT). In 1960-61 he attended the Senior Seminar in Foreign Policy at the Department of State's Foreign Service Institute.

John held B.S. and M.S. degrees from Rutgers University and did postgraduate work at the American University in Washington and the University of Wisconsin. He received a D.Sc. degree in international economics from the University of Ghent, Belgium in 1956.

He leaves his wife, Gardenia W.; a son, Randolph C., who is a student at Transylvania College, Lexington, Kentucky; a married daughter, Laurel Ann Langstaff, of Boston; and two brothers and a sister, Joseph and Frank Kross, and Mrs. Stanley Bakun, all of Trenton, New Jersey.



IN BEAUTIFUL BANGKOK . . . Ag Assistant Bhornchai Kunalai goes for a stroll in scenic Bangkok, accompanied by his photogenic family. From left to right: Mrs. Kunalai (Jury), Araya, Naraporn, Gamjornchai, and Bhornchai.

A member of the ag attache staff in Bangkok since 1955, Bhornchai came to the U.S. in 1959 as a participant in the FAS/W foreign national training program.



JULES RENAUD

(Continued from page 1)

Jules is a 34-year USDA veteran. After serving for 15 years as a forester, biologist, soil conservationist and visual specialist with Soil Conservation Service in New Mexico, Utah, and Colorado, he came to the USDA office of information in 1953 as a television specialist. He has the distinction of having established the first USDA television service to cooperating U.S. television stations. In 1966 he joined the international trade fairs division of FAS. Jules has managed or assisted with management of U.S. food and agricultural exhibits in Paris, Brussels, Utrecht, Amsterdam, Stockholm, Athens, Madrid, Beirut, Bangkok, and Kuwait.

A native of Keokuk, Iowa, he holds a B.S. degree in forestry from Iowa State and an M.A. in public relations from the American University in Washington, D.C.

In the recently released *Handbook of Public Relations*, edited by Howard Stephenson and published by McGraw-Hill Book Company of New York, a chapter titled "Federal Government" carries the Renaud byline. This section of the book thoroughly outlines the differences between public relations programs in industry and similar activities in government, and is described by book reviewer George E. McGrath, Jr. as being "truly a nugget of information."

SIGN-OFF TIME

With this issue of the FAS LETTER on its way to the printer, your editor takes leave of her info specialist desk in FAS/W and makes ready to rejoin the attache field crew.

Getting out the LETTER for you these past two years has been a happy experience, made largely so by your support and cooperation in keeping our in-box well supplied with photos and news. Our warm thanks to you all for responding so generously to our editorial needs.

A new editor will be turning out future issues of the LETTER, and we hope our successor will continue to enjoy the same faithful cooperation and assistance that you've given so freely in the past.

Meanwhile, should you be checking in at the secretarial desk in the ag attache office in Warsaw, we'll welcome the opportunity to tell you in person what great field reporters you've been!

Sincerely,

Patty

Patty Shannon
Editor

THE FAS LETTER



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