



THE FAS LETTER

TO AGRICULTURAL ATTACHES AND OFFICERS

Number 112

June 1963

USDA SUPERIOR SERVICE AWARDEES

HORACE J. DAVIS



"For exemplary performance and imaginative leadership in the administration and coordination of American agricultural policies and programs in India."

"For effective representation of the Department in international affairs, vitally affecting the U.S. cotton industry, and pioneering leadership in development of successful cotton marketing and export programs."

ROBERT C. SHERMAN



The sun shone. The U.S. Air Force band played. Vice President Johnson gave an inspiring speech. And Secretary Freeman presented USDA Honor Awards to over 100 employees at May 17 ceremonies in the Sylvan Theater.

FAS's Horace J. Davis, agricultural attache in India, and Robert C. Sherman, director of the Cotton Division, were honored for Superior Service; Mrs. Judith E. Downey, Grain and Feed Division, was cited for 40 years of service.

FAS HONORS ITS OWN

Earlier in the month, FAS honored its own, at home and abroad, with awards for Sustained Superior Service, Outstanding Performance Ratings, and Length-of-Service. Personnel Director Kenneth F. McDaniel, chairman of the FAS Incentive Awards Committee, was master of ceremonies; Assistant Secretary Roland R. Renne, gave the congratulatory address; and Administrator Ray Ioanes presented the awards.



Outstanding Performance Rating awardees are: (seated l. to r.) Eleanor S. C. Lee, Barbara L. Hor, Sarah L. Fagan, Gertrude R. Drinker, Eleanor R. Birely, Elizabeth T. Carroll, Martha S. Proctor; (standing) Mabel M. Jones, William E. Harvey, Vera P. Higuera, Anthony R. DeFelice,

W. A. Minor, Alice Fray Nelson, and Andrew J. Nichols.

Not present: May R. Arkus (Mexico City), Rose Mary Bland (Madrid), Isabel Acosta Smith, Hameed M. (Karachi), Jessie G. Hidalgo, and John H. Richter.



Pictured are recipients of Sustained Superior Performance awards: (Seated) Jean B. Nollmeyer, M. Gill Piquette, Helen D. Costo, Katherine C. Cox, Gloria J. Massey, Louise T. Roberts, Bessie E. Nicholson; (standing, middle row) Joseph H. Stevenson, Dorothy R. McGinnis, Regina M. Murray, Emily E. Stieff, Susie M. Moody, Janet F. Beal, Kathryn M. Drayton, Patricia R. Insley, Catherine C. Pierce, Regina O. West; (back row) Nellie M. Williams,

A. James Martin, George E. Wanamaker, Ross J. Silkett, Edward F. Seeborg, Kenneth J. Murray, Robert C. Fulcher, John J. Brown, Harry L. Dunkleberger, Rex E. T. Dull.

Not in picture are: Jytte M. Andersen, (Copenhagen), Robert A. Bieber, Julio A. Castilla (Lima), Horace J. Davis (New Delhi), Judith E. Downey, Paul J. Ferree (Salisbury), James O. Howard, Irene E. Rolner (Copenhagen), Laurell L. Scranton, and Robert C. Sherman.

BACK IN POLAND

Roger Euler returned to his Warsaw post May 20, after home leave and FAS/Wash talks, in time to greet the first of some 27 U.S. agricultural delegations scheduled for tours of Poland in the next few months.

Among the visitors he received pre-homeleave was E.D. Griffin, of the U.S. Feed Grains Council, who looked over feed mills in Poland.

The summer work outlook is bright in Warsaw, says Roger, because (1) he now has a secretary, Harriet Duff Fuerlinger, formerly at Bonn, and (2) the attache office is to move into a brand new U.S. Embassy building this summer.



ATTACHE ROGER EULER (right) and Aleksander Erlich, director of all government feed mills in Poland, visit plant in Gdansk where various livestock feeds are made. E. D. Griffin (U.S. Feed Grains Council) was also on the tour that included a trip to Swiecie, site of Poland's largest feed mill.

Retiree P.K. Morris recently dropped into the So. Bldg. to make an oral report of a fishing expedition to Florida, where he caught a waist-high king mackerel and a lot of grunts, groupers, and snappers. He also had a chance to visit in Pompano Beach with retiree Ray Ogg, who'd just returned from a visit with his daughter in Venezuela.

Beatriz Toro de Aguilera, executive secretary in the Bogota attache office,

is back at her post after orientation in FAS/Wash and a Stateside holiday that took her to New Jersey and New York, where she once attended Mt. St. Mary's Academy and N.Y.U., respectively.

The Joe Dodson family (Tokyo) and their 3 sons are dividing homeleave time between Joe's native Long Beach (Calif.) and Mrs. Dodson's home at Ames (Iowa). They return to Japan in mid-July.

IFYES FETED HERE AND THERE

It's time for hundreds of members of the International Farm Youth Exchange (IFYE) to take to the sea lanes and airways. And, as in the past, attache offices around the world do their bit in welcoming American youth abroad or speeding foreign IFYES on their way to the States.

In Bonn, Paul Minneman and Hugh Robinson were able to climb out of the poultry maelstrom long enough to greet the 1963 crop of IFYES when they arrived in Germany.

Mrs. Q. Martin Morgan, wife of our attache in Kuala Lumpur, entertained Che Latifah binte Haji Busu--first Malayan to come to the United States for a 6-month IFYE program. The honor guest, employed by Malaya's National Association of Women's Institutes is state organizer in Trengganu. On her return to Malaya, she will help publicize 4-H Club work and direct training programs to improve rural social and economic standards in her country.



AT EMBASSY in Bonn, Attache Minneman (far right) and Asst. Attache Robinson (center) greet IFYES Mary Davis (Ky.), Florine Schulte (Ia.), Alice Viestenz (Wis.), Don Anderson (Ore.), and John Werner (Ind.). The lady in white is Fraulein Hinrichson, German Ministry of Agriculture.



ATTACHE HOME in Kuala Lumpur is setting for luncheon honoring first Malayan IFYE. L. to r.: Mrs. Helena Morgan; Che Latifah, who departed for United States on April 29; Tengku Shamsiah Ngah, wife of deputy secretary of Malaya's Ministry of External Affairs; Che Kamsiah binte Ibrahim, women's organizer for Selangor; and Miss Mary Routh Buchanan, assistant cultural affairs officer, USIS.



COINCIDENCE? Before Attache Joe Dodson's departure for home leave, there was 100 percent attendance at the weekly attache staff meeting in Tokyo. Clockwise: K. Uyeno, T. Watanabe, Asst. Attache Don Novotny, T. Nishizawa, Miss A. Kurokawa, Asst. Attache Clyde Keaton, Miss Kitty Myers, Attache Dodson, Asst. Attache D. R. Strobel, Miss Y. Ogawa, T. Takeshita, Miss A. Ohta, Miss M. Kurosawa, K. Kiyomiya, and T. Sutani.

Ra **M** B Li N g a R o U N d

John Parker, Tobacco Division, is due home July 10 after a 7-week trip taking him from the shores of Tripoli to the geysers of Iceland--mainly in connection with P.L. 480 sales of tobacco.

In its 1963 Guide to Latin American Coffee issue, World Coffee and Tea magazine features an article by Attache Carl Winberg about "Indonesia's Tea Problem". The article first appeared in Foreign Agriculture magazine.

Sherwood (Woody) Berg, onetime attache, has been named Dean of the Institute of Agriculture, University of Minnesota, to succeed Dr. Harold Macy on July 1. Woody has been head of Minnesota's Department of Agricultural Economics since leaving FAS in 1957.

Fred Lege's latest cattle-chaperoning job took him to the Azores in early June to accompany a gift of animals to breeders there in an effort to stimulate sale of U.S. livestock to Portugal by demonstrating the type and quality of U.S. cattle available. FAS, the U.S. Air Force, and the Holstein-Friesian Association all cooperated in the project.

SPEECH MAKERS

The speakers' circuit continued busy during May.

Associate Adm. Eskildsen discussed "Problems in Export Marketing" at the annual meeting of the Rice Millers' Association, Biloxi, (Miss.), May 24.

Assistant Adm. Hume talked about "Cooperation Between Government and Industry in Expanding Foreign Markets" at the 61st annual convention of the Millers' National Federation in Chicago, May 14.

Jim Hartman, spent May 24 at Michigan State University, where he told students of the Hides Training Course about foreign market developments in hides and leather.

Bob Gastineau gave only one speech in May; he briefed the League of Women Voters in Omaha about the Common Market.

TRADE POLICY DIVISION AUGMENTS STAFF

Trade Policy Division has swelled its ranks by the addition of 5 new members: Patrick Murphy (formerly of Trade Projects); Carmen Nohre (University of Minnesota); George White (ex-Commerce); Alfred Persi (ex-Tariff Commission); and Edwin Martin (Harvard), a summer employee.



At reception in Dublin co-hosted by Attache Steve (C.S.) Stephanides and Norman Comben, U.S. Feed Grain Council representative (London), honor guests included Irish officials and 7 livestock nutrition specialists holding a 2-day conference. L. to r.: Sean Healy, general secretary of the National Farmers' Association; M. J. Barry, Irish Assistant Secretary of Agriculture; Attache Stephanides; and Dr. Comben.

BON APPETIT

Fair flying weather in the Middle East coincidentally brought together in Beirut, Assistant Secretary John P. Duncan, Jr., former Congressman and Mrs. Floyd Breeding, and Art Cummings, Chief of Grain and Feed Division's Foreign Marketing Branch.

Assistant Secretary Duncan was on his way home from the ICAC meeting in India; the others were on their way around the world to look at market development programs and potentials.

Attache D.L. MacDonald was on hand to greet the Washington travelers; and Halim Najjar, Lebanese director general of agriculture, took the whole group to the Bekaa for lunch. (The Bekaa is a high plateau between the two Lebanon mountain ranges.)

The typical Lebanese meal included hommos be-tenina (chick peas mashed with sesame oil); tabboule (appetizer made from bulgur, chopped parsley, other vegetables, and lemon juice--with lettuce leaves as containers); baba ghannouj (broiled eggplant mashed with sesame oil and seasonings); tohal



AT LUNCHEON get-together in Lebanon, l. to r.: Former Congressman Breeding, Mrs. MacDonald, Assistant Secretary Duncan, Director General of Agriculture Najjar, Attache MacDonald, Grain and Feed Director Cummings, and Mrs. Breeding.

(broiled liver); eraidis (shrimps); batrakh (fish roe); lessanat (tongue); bastourma (salami); shanklish (strong, sharp cheese); labneh (paste made from yoghurt); and khobz markouk (famous round sheets of Lebanese bread).

Beverage was arak--the national drink made of Lebanon grapes and anise seed. When mixed with water it turns into something that looks like milk.



ESPERT - VIDAL

The marriage of Carmen Espert and José Enrique Vidal took place March 25 at the church of San Augustin in Madrid, Spain.

Jose is economic assistant in the agricultural attache office in Madrid, and his bride works for USIS. After a honeymoon in Portugal, they are now back at their respective Embassy desks.

TRANSFER

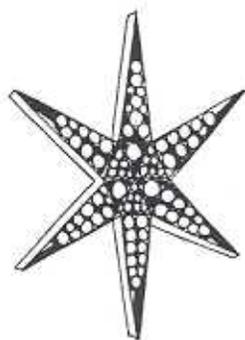


TRAFFIC

Donald J. Novotny, assistant attache in Tokyo the past 3½ years, is slated to succeed Dan Brady as attache in Wellington. Dan is now on home leave, and Don is expected to arrive in New Zealand in early July after consultation in FAS/WASH.

Meanwhile, John Wenmohs has arrived in Hong Kong and is well into the swing of things. Brice Meeker sails for his Washington temporary assignment in July.

Bill Rodman was slated to leave Canberra for home leave in mid-June.



Gordon Loveless will be returning to his Rabat post in late July. Meanwhile, during home leave in Colorado and Maine, he's enjoying visits with some of his 5 grandchildren. Before leaving Morocco he made one of his periodic trips to Libya--a 4,586-mile roundtrip jaunt by jeep from Rabat to Tripoli.



AT AGRICULTURAL school in Valencia, Venezuela, (l. to r.): Joe P. Eves, judge at 1963 Valencia International Livestock Show; Padre Guetterino Friso; U.S. Ambassador C. L. Stewart; Assistant Attache Quinones; and Fred M. Lege III, FAS marketing specialist.

Before leaving Caracas for his new assistant attache post in Madrid (ETA is June 24), Ed Quinones visited the Agronomica Salesian, an agricultural school at Valencia, Venezuela.

Occasion was presentation of 2 Brown Swiss heifers to the school as a gift from the U.S. Brown Swiss Breeders Association--with transport paid out of FAS market development funds. The heifers will be exhibited at the 1964 International Livestock Show in Valencia.

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BAG OF COTTON TRICKS

Tillie (T.L.W.) Bailey took off in mid-May with his bag of cotton tricks that he'll use in 23 cities of Europe and Asia as props for technical symposia he and Glenn Tussey (Cotton Division) will conduct with foreign users of U.S. cotton.

THE VOICE OF FAS



FAS voices are being heard with increasing frequency by radio listeners coast-to-coast, thanks to interviews taped by attaches and FAS/Wash personnel in USDA's recording studios manned by Layne Beaty, Jack Towers, and Jim Palmer, of the Office of Information.

These tapes go out: (1) on an Agri-Tape available to 350-400 stations weekly; (2) on the American Farmer program carried by 60 stations of ABC Radio Network; or (3) on USDA's "Agriculture, USA" distributed to about 200 stations.

Art Cummings (Grain & Feed Division) testifies that these tapes really get used; he once turned on his car radio while driving across Kansas and heard himself discussing the wheat situation.

A.G. (Scotty) Kevorkian (Sugar & Tropical Products) recently got an 11 p.m. phone call from California. The caller was an old friend he had lost track of 18 years ago, who had heard Scotty discuss the world cocoa situation on a USDA-FAS tape broadcast over a California station. The phone call and reminiscences followed.

Among May tape releases was "U.S. Wheat--A Food of the World," a composite feature made up of previously recorded interviews with Clayton Whipple, Irwin Hedges, Lloyd Williams, and Clarence Eskildsen.

Fred Rossiter took to the air on two subjects: "Our Farm Trade With Canada," and "In Ontario Hogs Go To Market by Telegraph."

Dave Hume briefed the public on the Common Market's concession on poultry backs and necks.

Joe Dodson spent half an hour of his home leave to make two tapes: one about Kobe beef, and one about U.S.-Japanese trade in general.

A series of interviews with FASers was taped in USDA studios by farm broadcaster Jack Hankins, who flew up from Kinston (No. Carolina) for talks about the Common Market with Jim Hartman, Ray Vickery, Hugh Kiger, Cliff Warren, and Dick DeFelice.

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LeROUX PRESENTS PLAQUE

While in Manila on his way home after officially opening the first agricultural exhibition at the U.S. Trade Center in Tokyo, FAS's Frank LeRoux (right) bestowed honorary membership in the American Jersey Cattle Club of Ohio on Mr. Vincente A. Araneta, (in white) president of Grassland Milk Company. Assisting with the honors were Assistant Attache A.E. Deatherage, (left) and Attache Burl Stugard.