



Tierney

THE FAS LETTER

TO AGRICULTURAL ATTACHES AND OFFICERS

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May 1960

WHEAT COMMITTEE VISITS MADRAS SCHOOL

The important part wheat plays in India's school lunch program was observed in Madras recently by members of the technical mission sent to the Far East by the Wheat Utilization Committee. In the center of the picture are Douglas Treleven of the Canadian Wheat Board (standing), L. B. Pett of the Canadian Dept of Health and Welfare, and Dick Roberts, Dep Asst Adm for MarDev (seated).



F A S TO CELEBRATE 30th ANNIVERSARY

FAS and the attache service will celebrate their 30th Anniversary on June 5. It was on that day in 1930 that President Hoover signed the bill bringing FAS into existence. More about this in the next issue.

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PRESIDENT'S MESSAGE President Eisenhower's recent message to the Congress on export trade stressed the importance of trade promotion activities on the part of the government in building exports. He said:

"World markets have recently become highly competitive. To expand exports in these circumstances demands a more vigorous effort by both Government and business to improve our capacity for international competition . . .

"To help our exporters in the development of their foreign sales, we should improve the numerous Government services now available to business firms and especially useful to our smaller producers. These services have been available all along, but we must infuse them with a new purpose and strengthen them with additional resources."

Accordingly, the President has directed comprehensive steps which, among other things, are designed "to expand the agricultural trade promotion activities of the Department of Agriculture."

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INTERNATIONAL CONFERENCES Following is a list of recent and upcoming international conferences which FAS officials will attend as members of
CALL F A S OFFICIALS

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official U.S. delegations:

GATT Committee II on Expansion of Trade, Geneva, ends April 15--Advisor, Phil Eckert.

6th Session International Sugar Council, London, ends April 1--Advisors, Bob Anderson and Elmer Hallowell, London.

29th Session, International Wheat Council, London, ends April 7--Alternate Delegate, Bob Anderson, London; Advisors, Clyde Keaton, Grain, and Cabell Shull, London asst.

1st Session, FAO Group on Citrus Fruit, Madrid, May 2-11--Delegate, Don Rubel, Fruit-Veg; Advisors, J. Henry Burke, Fruit-Veg, and Bill Lodwick, Madrid.

GATT Committee on Balance of Payments Restrictions, Geneva, May 2-28--Advisor, Bill Doering, International Monetary.

GATT Committee II on Trade Expansion, Geneva, May 9-13--Advisor, Hans Richter, EurAgAn.

FAO Freedom-from-Hunger Advisory Committee, Rome, May 9-14--U.S. Representative, FAS Adm Max Myers.

ECE Working Group on the Coordination of Agricultural Statistics, Geneva, May 16-20--U. S. Representative, Irwin Hedges, Bern.

16th Session of GATT, Geneva, May 16-June 4--Advisors, Hans Richter, EurAgAn, and Bill Doering, International Monetary.

FAO Meetings on Coconut and Coconut Products, Rome, May 18-31--Delegate, Olav Anderson, Fats-Oils; Alternate, Clayton Whipple, Rome.

19th Plenary International Cotton Advisory Committee, Mexico City, May 18-June 2--Alternate, Bob Sherman, Cotton; Advisor, Burl Stugard, Mexico City.

4th Session, FAO Program Committee, Rome, May 23-June 2--Elected member, Asst Adm Bob Tetro.

EXTENSION SPECIALISTS TO SURVEY A team of Federal and State cooperative extension
LATIN AMERICAN FARM MARKETS workers are visiting seven Latin American countries
to study foreign trade developments and agricultural
market requirements. Accompanying the seven state agricultural extension representa-
tives are Scotty Kevorkian, LatAmAgAn, and Karl Shoemaker of FES.

Surveys will be made in Mexico, Colombia, Peru, Chile, Argentina, Brazil, and Vene-
zuela as part of USDA's program to help the United States maintain and expand its
foreign agricultural markets. Similar groups have conducted like studies in Europe
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The FAS Letter . . . to U. S. Agricultural Attache posts.

U. S. Department of Agriculture : Send contributions to
Foreign Agricultural Service : Alan Clem, Editor,
Washington 25, D. C. : Rm 5554-South, Ext 3100.



COOK CHECKS LUSCIOUS MEXICAN STRAWBERRIES Clint Cook, Fruit-Veg, holds up a couple of luscious Mexican strawberries for inspection. Clint returned recently from a study of growing and marketing in Mexico and the U.S. Southwest.



HENRY BUCKARDT AND FRIEND During his recent Latin American tour, President Eisenhower was the honor guest at a Montevideo embassy reception, where this picture of Ike shaking hands with Attache Henry Buckardt was taken.

and the Far East.

The survey will better enable the extension specialists to inform U. S. farmers and farm organizations of the requirements of foreign customers and of the problems of export marketing in Latin America. These observations will be useful for U. S. foreign trade policy and for U. S. foreign agricultural market development projects.

The team left in late April and is expected to return May 26.

SELLERS GREETS 4-H YOUTHS IN BOMBAY

Ag Officer Roy Sellers, Bombay, helped introduce the 8 American 4-H Club boys and girls and their chaperons to Indian agricultural ministers recently. The youths took part in the New Delhi World Agriculture Fair and also toured much of the Indian sub-continent.



In the picture (l-r) are: Champak Shah, Young Farmers Assn; Pat Bottomley, Minnesota; Bud Thar, Michigan; Kay Mihata, Hawaii; Mrs. V. P. Naik; Sellers; V. P. Naik, Agriculture Minister for Bombay State; Dr. D. V. Chanhau, Dep Min of Ag; unidentified; Mrs. C. P. Long, Pennsylvania; Dr. B. S. Kadam, joint director of agriculture; Chaperon C. P. Long; Stan Steward, California; Nancy Nesbitt, New York; Paul Hendricks, Florida; and unidentified.

Ra M B Li N g a R O U N D

Spring finally sprung here in Washington in the last week of March. However the cherry blossoms did not make it in time for the Cherry Blossom Festival.

The redevelopment of Washington's Southwest is going ahead full speed. Block after block of row houses has been leveled, with only a few trees left to stand guard over the debris. On the Maine Avenue waterfront, there is no building standing above 11th Street. The old buildings that are left here and there all have an "x" painted on them to show that the gas and water have been shut off and the building is ready for the crane and ball to come and knock it to pieces. We can't help wondering what would happen if some wise guy would paint an "x" on the South Building. We are hanging on grimly and hoping to survive. Meanwhile . . .

Gordon Loveless, Rabat, has been honored by Ontario Agricultural College by being placed on a list of graduates whose framed photographs and biographies will be hung in one of the buildings on the campus at Guelph, Ontario.

Ray Ogg, Caracas, and Chet Davis, Havana, were in Washington for consultations in mid-April. Bill Edens, Pretoria, will be on home leave in the States during May, June, and July. Eleanor Birely, London adm asst, is on home leave.

Bea Hornbeck, Cotton, will travel to Japan in June to assess the competitive relationship between cotton and man-made fibers in the textile industry there.

El Tiempo of Bogota has this interesting quote from Kathryn Wylie, LatAmAgAn, concerning her recent visit: "Creo que la agricultura colombiana ha marcado en estos ultimos tiempos una gran etapa de desarrollo." We think she has a good point there.

Steve Stephanides, Leopoldville, has made 3 field trips recently. First he inspected in Angola some breeding stock imported from Texas. Then he visited the rich oil palm area of Kikwit where more than 30 percent of the Congo's palm oil and palm kernel is produced. Most recently he studied the cotton and peanut producing areas of Centra-
(continued on next page)

COLOMBIAN TV Henry
COMMERCIAL Hopp,
 Bogota,

sends in this picture of two attractive young Colombians, Aura Garcia and Helena Reyes, showing different qualities of flour before the television camera. It's an aspect of market development work promoted by the Millers National Federation. On the rack are spaghetti, cakes, bread, rolls, and other preparations made from wheat flour.



More Rambling . . .

fricaine and Chad, and also visited Gabon and the Cameroons. We are glad to learn that Steve has recovered from his bout with ulcers.

Joe Stevenson, Cotton, left Washington in late April for Barcelona where he will join Jim Martin, Trade Fairs, and others in preparing for the International Trade Fair to open June 1.

Elmer Hallowell, London, reports that the United Kingdom's removal of import restrictions on canned and frozen poultry has heightened interest in U.S. canned whole chicken. The trade expects imports in 1960 of from 100,000 to 150,000 cases. Prices are so attractive that the trade believes it will be able to develop a year-round demand for this product. Sale hitherto has been largely confined to the holiday season.

Norman Pettipaw, Rome asst, spoke to a group of U. S. farmers headed up by Ovid Bay of the Farm Journal. A note from Ovid says "Also visited with Bob Anderson in London. Was impressed with your men overseas."

Cliff Warren, Dairy-Poultry, spent about two weeks in April in Belgium, the Netherlands, West Germany, and Sweden observing the poultry trade and exploring potential markets. He arrived in Poznan, Poland, April 19 to assist in preparing for the U. S. agricultural exhibit at the International Trade Fair to be held June 13-26.

Dex Rivenburgh, Grain, was U. S. delegate and Joe Dodson, Bangkok, alternate delegate to the 4th Session of the FAO Consultative Sub-committee on Rice meeting at Saigon earlier this year.

Harry Varney, Stockholm, visited the Wiik experiment station near Helsinki and Finland's University of Turku in connection with ARS research grant work under P.L. 480.

Other flashes from Trade Fairs--Bob O'Neill is in Spain getting the FAS Mobile Exhibit "on the road". Martin Smith attended the opening of the Floriade horticultural show in Rotterdam in late March. Jim Howard and Duke DuMars have been in Europe on various promotion and trade fair projects.



JAPANESE KITCHEN BUS CONTRACT IS SIGNED Signing the 1960 Demonstration Kitchen Bus Project are (l) James Hutchinson, Tokyo representative of the Wheat Growers Assn, and Kiichi Minami, vice-president of the Japan Nutrition Assn.

Standing (l-r) are Asst Attache John Motz, Attache Chuck Elkinton, Dr. Oiso of the Ministry of Health and Welfare, and Tatu Fuchigami and Miss Matsutani of the JNA.

Under terms of this contract, the JNA will operate 12 kitchen demonstration buses which will be used to show Japanese housewives how to prepare nutritional meals with wheat and soybean products.

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**MYERS RECEIVES SAVINGS BOND
AWARD FOR F A S MANAGEMENT**

Secretary Benson presents an award citation to FAS Adm Max Myers in recognition of Management's active participation in savings bonds sales. (There is no truth to the rumor that foreign currency was used to purchase these bonds.)

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More Rambling . . .

Val Hougén, Fats-Oils, has just returned from a trip to Europe and the Middle East where he arranged for operations under the World Marketing Agreement.

Charlotte Cook, daughter of Clint Cook, Fruit-Veg, has won a \$1500 college scholarship by being named outstanding homemaker among 6,000 Virginia high school contestants.

Phyllis Wells, formerly at Ankara, has spent several months traveling around Europe.

Dick Welton, Livestock, sends along the report that this season's Australian opossum skin prices are at phenomenal levels. A record price of \$113.40 (810s) per dozen was reported for well-furred skins at Melbourne. First quality blues fetched \$98.70 per dozen, compared with only \$10.50 last season.



**STUGARD, GOMEZ, BAKER
WIN MEXICAN AWARDS**

The Federation of Mexican Agricultural Associations presented certificates for "cooperation toward the improvement of relations between farmers of both countries" to Attache Burl Stugard and Asst Attaches Ana Gomez and Charles Baker. From left in the photo are Sr. Alberto Salinas Ramos, Ing. Salvador Rascon, Sra. Angela Qu. Vda. de Aguilar, Gerald Smith, Stugard, Mrs. Gomez, and Baker.

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COMMENTS ON F A S FINANCES

by Art Minor

Everyone in FAS is painfully aware of our tight budget situation. The amount of foreign currencies which may be used for administrative expenses is as strictly limited as our dollar appropriation. This in itself has added considerable complication. Though our operations have expanded, total funds available for FAS operations in this fiscal year are about the same as for 1958-59. Our problem has several causes.

1. We received funds in November of 1958 to add 56 employees. The funds made available were for the remainder of the 1959 fiscal year but \$100,000 less than the cost for a full year, with the understanding that the additional amount would be provided in the ensuing years. The 1960 budget request included an increase of \$100,000 to enable us to continue the positions for the full fiscal year 1960. This requested increase of \$100,000 was deleted by the Congress, but the personnel had already been employed.

2. More than a year ago the decision was made to proceed with employing our usual group of Junior Economists with the expectation that their salaries would be offset by vacancies occurring during the year. The number of employees leaving FAS is far below the normal turnover. As a matter of fact, only 10 people above Grade GS-7 have left FAS since July 1, 1959. In a larger sense we are happy about this. Commitments made at the beginning of the fiscal year have offset those who left.

3. With very little turnover, within-grade promotions require substantial amounts for financing. Within-grade promotions this year add more than \$80,000 to our annual payroll. We are happy that deserving individuals get the promotions, but the present funds situation poses a problem. Where there is considerable turnover and promotion from within, with employees going in at the bottom of the grades, a large part of this can be picked up. With the present negligible turnover, the costs must be met from available funds.

4. Operation costs are substantially higher and in many cases local salaries have been raised. Today they average about 17 percent higher than they were 5 years ago. Housing allowances have increased. Increased activities inevitably mean additional expense.

In order to meet our payroll and other essential expenses, it has been necessary to curtail expenditures wherever possible. This has been accomplished by not filling vacancies from outside FAS, eliminating many planned trips, and postponing some travel into the next fiscal year. We have transferred funds from Travel, Equipment, and Other Objects to Personnel. As vacancies occur, we need to reduce our staff by about 25 people of average grade, to provide desirable balance between use of funds for personnel and other uses.

The 1961 budget request asks for funds for an attache and a secretary at 3 new posts--Warsaw, Bucharest, and Lagos. Related to this is a request for \$25,000 to establish an East European Analysis branch. Agricultural developments in Eastern Europe are of considerable importance to U. S. agriculture, and the increased staff would provide the information needed. \$15,000 is asked for an additional economist and clerk for work in our International Agreements Branch with particular regard to regional market areas. \$30,000 additional is requested for International Trade Fairs staff increases.

This increase of \$180,000, if approved by the Congress, will help in meeting some of our more urgent needs. We appreciate the splendid cooperation from attaches and others in FAS in meeting our financial problems. We will appreciate your continued support and will make every effort to minimize the impact of the limited funds.

**BOB ANDERSON SEES OFF
ENGLISH FEEDGRAIN TEAM**

When an English feedgrain team gathered at the London Airways Terminal recently to enplane for a 3-week visit to the United States, Attache Bob Anderson was there to see them off.



The visitors were guests of the Sorghum Producers Assn. Purpose of their trip was to study U. S. production and marketing of sorghum and other feedgrains.

In the picture are (l-r): W.W. Gibson, chief technical advisor to R. & W. Paul, Ltd, Ipswich; Ian Hughes, Chairman of the National Farmers' Union Poultry committee; Clare Burgess, director of Carr's Flour Mills, Ltd, Carlisle; Anderson; R. J. Paul, managing director of the Paul firm; Walter Greenwood, director of Greenwood and Nicholl, Ltd, Liverpool; and E. B. Stevenson, managing director of Crosfields & Calthrop, Ltd, Liverpool.

The picture was taken at the BOAC terminal.

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LANGUAGE PROGRAM GOING AHEAD

Personnel Division records indicate that about two-thirds of U. S. personnel with agricultural attache staffs overseas have some proficiency in the local language where knowledge of that language is considered "important" or "desirable" to the proper functioning of the office.

In posts where the language is designated "important", 82.5 percent have some proficiency. The overall figure for "important" and "desirable" posts is 64.5 percent.

Proficiency in the local language is considered "important" at 28 posts. Most common languages in this category are Spanish, French, German, and Portuguese. Others are Danish, Greek, Italian, and Swedish. Of the 41 attaches, officers, and assistant attaches at these 28 posts, 19 are considered to have "excellent" or "good" knowledge of the language and 16 to have "some" knowledge.

At 17 other posts, proficiency in the local language is considered "desirable." Languages at these posts are Hindi, Arabic, Dutch, Serbo-Croat, German, French, Persian, Hebrew, Portuguese, Turkish, Afrikaans, Burmese, Indonesian, Japanese, Malayan, Urdu, and Thai. Of the 25 attaches, officers, and assistant attaches at these posts, 2 are considered to have "good" knowledge of the language and 8 to have "some" knowledge.

Language in addition to English is not needed in England, Ireland, Kenya, Australia, Hong Kong, New Zealand, and the Philippines. A second language other than English is called "desirable" at some posts, such as Canada, South Africa, Southern Rhodesia, and India, because a substantial segment of the population do not use English.

FAS is conducting a language proficiency testing program, utilizing the Foreign Service Institute of the Department of State.

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