

# Campbell Discusses Farm Impact of Consumerism, Environmentalism

"American consumers live in such a sanitized world that they take for granted the safety and wholesomeness of food in the marketplace and in eating establishments." Under Secretary of Agriculture J. Phil Campbell told a National Turkey Federation meeting in Colorado Springs, Col., last week.

"It's true that the United States has the safest, most bountiful and most economical food supply in the world," Campbell declared. "In fact, Americans when traveling outside the U.S. must exercise care in what they eat and drink as they have no resistance to types of infection and contamination to which

native populations in other countries have developed resistance."

The Under Secretary said that even though Americans enjoy safety in food quality "and a wonderful job done by farmers, processors, and marketers of food—it is not enough. We must do an even better job to assure the consumer that she is getting food which is free of chemical residues, wholesome, produced under the best of sanitation and has good shelf quality."

Campbell pointed out that ever-improving standards on food safety, nutritional content, environmental concerns and consumer protection impose increasing responsibility upon the food production and processing chain. "You must respond favorably to this new responsibility, otherwise the consumer will lose the confidence she now has in your produce," he added.

"The responsibility falls squarely on your shoulders to prove to consumers that you are responsive to their demands and are, in fact, continuing to provide a safe and sanitary product. If you continue to make it your business to be concerned about these issues, and to act on that concern, the consumer will react favorably. I suggest that you do this not only because it's right,

but also because it's good for business."

Among actions the industry should be aware of, involving consumer protection and environmental quality, are local enforcement of the Federal Water Pollution Control Act on meat and poultry plants, Campbell said. "A large number of meat and poultry plants have been required by their state and local authorities to install sewage treatment facilities to remove pollutants from their effluent in order to comply with water quality standards."

The Under Secretary explained that the act requires that any plant discharging effluent into a navigable body of water must obtain a certificate from an appropriate state water pollution control agency. This certificate is to the effect that the effluent will meet water quality standards and no discharge is permitted which will endanger the health or welfare of any person.

Two other matters of interest arising from governmental action are open dating of foods and nutritional labeling, the Under Secretary pointed out. He said open dating of foods is difficult to apply to meat and poultry products because of their highly perishable nature.

"It is difficult to establish pull dates for meat and poultry

products—the time products should be removed from the shelves—since the period of time the product will remain wholesome is highly dependent upon the care exercised in the handling and selling at the retail level," Campbell explained.

Turning to nutritional labeling of foods, the Under Secretary said guidelines proposed by the Food and Drug Administration have been reviewed by USDA. "Generally, we feel the labeling will be of considerable benefit to consumers in selecting foods for a well-balanced diet," he commented.

Campbell also reminded the group of continued surveillance of foods by the FDA with respect to the use of pesticidal chemicals in or on agricultural commodities which could have an adverse effect on human health. The food industry must ever be watchful to limit the quantity of any poisonous or deleterious substance added to any food, he added.

"As part of our responsibilities at USDA, we check on all non-meat and non-poultry products entering establishments for use as ingredients in processed items. Our program consists of visual examination by the inspector and sampling and

(Continued On Page 14)



For Interior Farm Buildings

- Does not rub or flake off
- Is really white
- Cleans off windows and stalls easily

*Spraying*

APPLIED BY  
**RICHARD R. FORRY**

2020 Horseshoe Rd. Ph. 717-397-0035  
Lancaster Penna.

## BANVEL® Herbicide

### POST-EMERGENCE APPLICATION IN FIELD CORN GETS TO THE ROOT OF YOUR TOUGH BROADLEAF WEED PROBLEM



HOW  
BANVEL  
TRANSLOCATES

Your corn crop is well along. But tough, deep-rooted weeds threaten to take over. The earlier you spray Banvel, the better, preferably before hot, humid weather.

Even though you spray over the tops of corn, normally no brittleness develops. If you see velvetleaf or pigweed, a lower rate of Banvel mixed with 2,4-D will give most effective control.

Banvel works! For one simple reason. Banvel translocates. Absorbed by leaves, stems, roots, Banvel moves with plant fluids from leaf tip to root tip. Destroys as it goes. So, no regrowth.

In permanent pasture, Banvel gives you easy control of more than 40 of the most common weeds, including wild garlic, weed brush and weed trees.

Cost of Banvel? Up to \$1.90 per acre broadcast in corn. Ask your dealer or custom sprayer for full information.

BANVEL® from  
**VELSICOL**

VELSICOL CHEMICAL CORPORATION  
341 East Ohio Street • Chicago, Illinois 60611

DISTRIBUTED BY

**P. L. ROHRER & BRO., INC.**

SMOKETOWN, PA.

PH: 397-3539