

Grain-Soybean Export Gains Near \$1 Billion

Assistant Secretary of Agriculture Carroll G. Brunthaver said last week that booming agricultural exports since July 1 have "increased the estimated value of 1972 wheat, corn, and soybean crops by an amount approaching \$1 billion."

Dr. Brunthaver, speaking at a meeting of the U.S. Feed Grains Council in Asheville, said that the Department of Agriculture now estimates the value of the 1972 wheat crop at \$2.4 billion, compared with a value of only \$2.0 billion based on market prospects at the end of the last fiscal year.

"The estimated value of the corn crop has increased by approximately \$250 million as a result of new export business. The value of the 1972 soybean crop has gone up from a likely \$3.7 billion to an estimated \$4.0 billion based on the crop report."

He said "If you add together the estimated gains in values of these three crops — wheat, corn and soybeans — you find an overall improvement of \$950 million as a result of recent export activity."

"The benefits thus accruing to our agriculture and our nation from these sales would seem to be fairly obvious, especially in view of our well-known ability to produce and our historic desire to sell products for dollars. There is a long-standing belief in this country that it is better to sell farm products for dollars than to move them into Government hands with taxpayers footing the bill for acquisition, storage, and handling. I believe that and I'm sure you do."

"Nevertheless, we are hearing — even now — some questioning and complaining about the way that grain is marketed to overseas customers. Some of this may be real misunderstanding of

complicated operations in which the Government role is secondary. Some is certainly the product of a deliberate fantasy that is not supported by fact."

The Assistant Secretary paid tribute to the U.S. Feed Grains Council for its part in advancing the production of livestock and poultry in other countries. He said:

"The future of our Midwest agriculture — and other feed grain producing areas — is tied in an important way to expanded livestock production elsewhere in the world. This is apparent in the rise of per capita beef consumption in Europe and Japan. It is evident in the booming demand in other countries for breeding stock. It is evident in the shortage of beef calves around the world. It is evident in the activity we have seen in world coarse grain markets in the past few months."

"These opportunities pose a challenge to the U.S. Feed Grains Council, as well as to the Department of Agriculture. Certainly, the experience that your organization has gained in the past decade and a half will be extremely valuable. A few months ago, I had the opportunity to view some of your work in Asia, and I found it most interesting and useful."

"The calf feeding project in Korea has had the effect of really dramatizing to Asian people what can be done with American calves, feed, and feeding methods. These calves were flown to Korea last October from the American southwest — 264 calves averaging 310 pounds. They are now being slaughtered, and we should soon have a report on this pilot project — to test the feasibility of grain feeding in East Asia."

"The American consultant on the project — Charlie Gibson of

Leonard, Texas — did an outstanding job not only in feeding out the calves but in setting an example for young Koreans interested in livestock management. Several young veterinarians and other Korean nationalists worked on the project, or participated in short courses set up by Gibson."

"Other projects have been just as impressive in different ways and different parts of the world:

"— Portuguese poultry consumption went up 15 percent in 1971, and has continued to rise, primarily due to the 'modern broiler exhibit' sponsored by the Council and the Department

"— A project in Italy has had considerable success in introducing lean pork to the Italians, through technical assistance and retail promotion."

"— A pilot feedlot now getting under way in the Netherlands is attracting a great deal of interest."

"— An extension type effort in Germany has succeeded in providing technical help to livestock producers."

"— And the Japanese continue to respond to the broad consumer promotions that have done so much to expand feed grain use in that country."

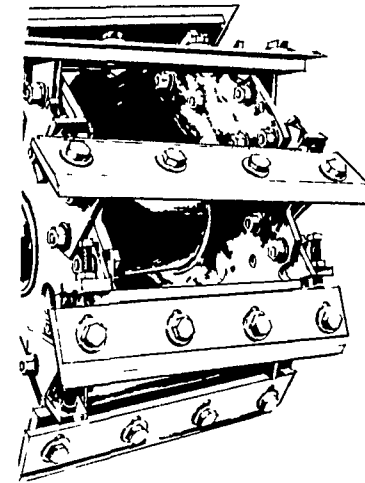
"Each of these projects promotes the development of an animal-type agriculture; each promotes the use of American feed grains. These successes are gratifying to us, as I am sure they are to you. Moreover, it is most encouraging that world events are beginning to open new areas for market expansion through this unique industry-Government partnership."

"For example, a feed grain-soybean team will be going to Poland late this month to explore market opportunities there. This is a cooperative mission, involving the U.S. Feed Grains Council, the American Soybean Association, and the U.S. Department of Agriculture."

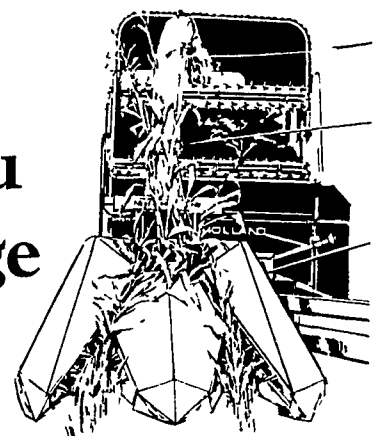
"Our opportunities — not only in Eastern Europe and the U.S.S.R. but also in Western Europe and in Asia — lie in the potentials there for livestock and poultry development. In many countries, the consumption for

meat, milk, eggs and other animal products is rising sharply; yet their consumption remains far below ours, which means there continues to be real growth opportunity."

"We are therefore putting top priority on livestock and poultry development projects in our market development work — because that is where we think the future is."



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Murray Eligible for Pa. Junior Dairy Show

Last week Terry Murray of the Twin Valley FFA Chapter participated in the Southeast Regional Dairy Show at the Farm Show complex at Harrisburg. Terry exhibited his senior Ayrshire calf, Connebella Counts Dorothy, bred by Charles Gable of Elverson RD2.

Terry is the son of Mr. and Mrs. Fred Samuels of Honey Brook RD2. He is vice-president of the Twin Valley FFA and is employed parttime by Mr. Gable. Terry is a junior at Twin Valley High School this year.

Terry competed against other Ayrshire exhibitors from throughout 14 counties in southeastern Pennsylvania. His calf received a blue ribbon for first place showman in his class, and he will be eligible to show in the Pennsylvania Junior Dairy Show at Harrisburg September 25.

A total of 142 dairy animals were exhibited by FFA members from the 14 county area. A good-housekeeping award was presented to the Bucks County FFA members for keeping their area meticulously clean.



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