

Pa. Ag. Dept. to be honored

HARRISBURG — Pennsylvania's Department of Agriculture will become the first state Agriculture Department in the country to win the coveted President's

"E" Award for outstanding service in promoting U.S. agricultural exports. The presentation will be made Sunday during the 1976 Farm Show Preview.

The award is given "in the name and by authority of" the President of the United States. Pennsylvania's Secretary of Agriculture, James McHale, will accept the award.

The Department's export promotion program was begun in 1967 and has continued to grow with each passing year. Currently, the Department's Export Marketing Service cooperates with 185 state firms, brokers and others engaged in export.

The service included a monthly newsletter carrying export news tailored to Pennsylvania's needs, plus a list of trade leads gathered from various sources. Individual assistance is supplied to firms engaged in exports or interested in starting export activities.

The export trade service cooperates with the Foreign Agricultural Service, U.S. Department of Agriculture, in promoting food trade shows abroad and conducting export seminars. Currently it is cooperating with the Bureau of International Commerce of the Pennsylvania Department of Commerce in planning a Pennsylvania International

Trade Conference in 1976.

Pennsylvania's exports of food and related products currently total about \$50 million a year. Most of this is in processed foods, but included fresh fruit, such as apples, and livestock, especially purebred dairy cattle. The cattle, mostly bred heifers, are shipped by jet from Harrisburg International Airport to Europe and Latin America.

Since 1967, the Department has participated directly in food trade shows in Japan, Europe, England and the Caribbean. Each year Pennsylvania food firms are represented at trade shows around the world.

The President's "E" Award was introduced in 1961 by the U.S. Department of Commerce as a revival and adaptation of the World War II "E" pennants awarded to industrial plants for superior production. The award is given both for companies with outstanding records in export sales and for service organizations, such as banks, export brokers and government agencies for outstanding work in promoting export activities.

While the U.S. Secretary of Commerce is responsible for conferring the "E" Awards, other agencies participating

in the decisions include U.S. Departments of Agriculture, Interior, State and Labor, as well as the Small Business Administration.

xxx
In moods of doubt and frustration in the face of injustice and wretchedness, I think of the counsel of the most sagacious man I have ever known, Justice Brandeis. "My dear," he once advised his impatient daughter, "if you would only recognize that life is hard, things would be so much easier for you."
Paul A. Freund

xxx
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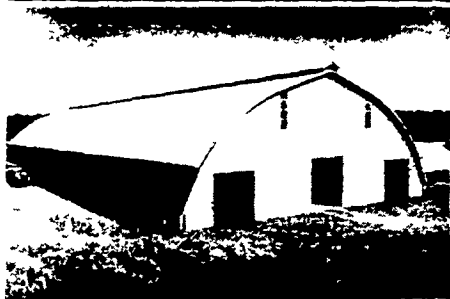
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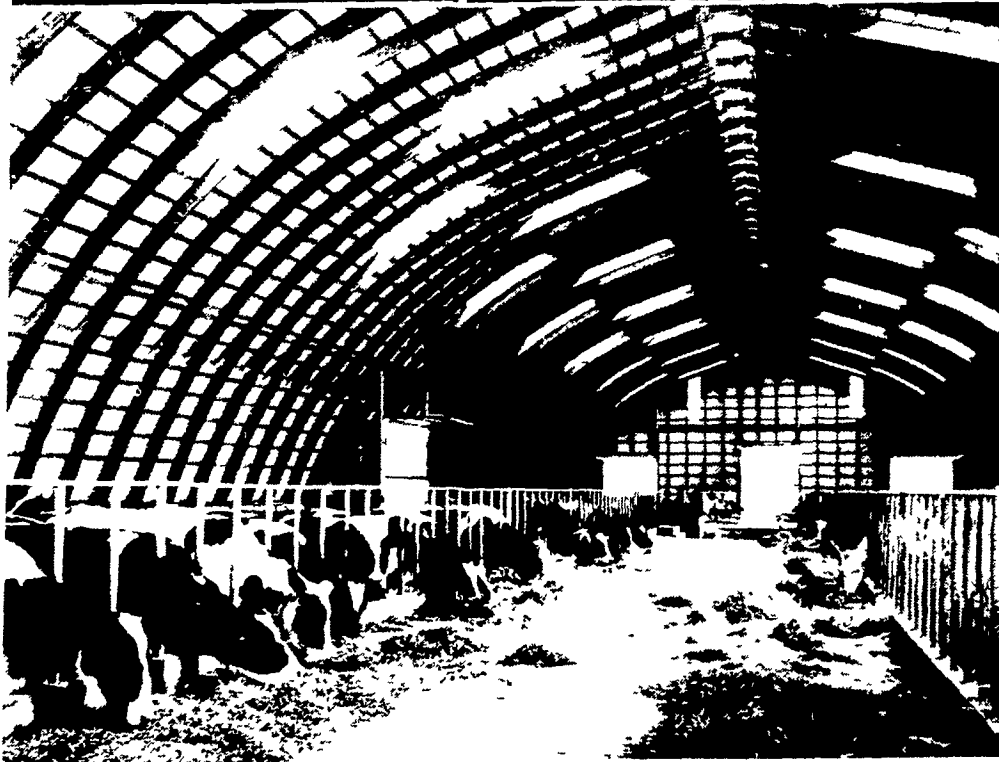
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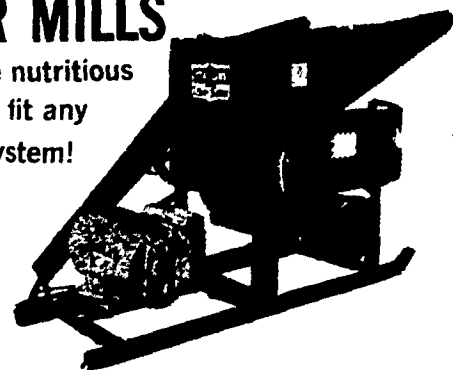
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