



This was the scene in the Cabinet Room of the White House on Sept. 30 when a group of farm editors from across the nation met with President Jimmy Carter and other members of the Administration.

Impressions from our nation's capital

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friendliness, and humble yet regal dignity

How appropriate! That's also the exact image of our country — warm, friendly, humble, stately, and dignified

Although originally somewhat disappointed with the changes that have taken place in the Presidency since the previous Administration, that image improved this week when President Carter added a personal touch to the visit. It came in the form of a thoughtful letter from the President which I'll proudly keep and display, along with the pictures I took of him.

Relatively short on news material, the series of meetings with Carter Administration officials was designed

to familiarize members of the press with the Administration, its policies, and goals. The President obviously believes strongly in public relations and promotion.

Aside from President Carter, one of the best known men we met with was USDA Secretary Bob Bergland. He's an amazing individual, possessing the talent of remembering faces and names of people he meets only occasionally or even rarely. Casual and friendly in his manners, he's not afraid of telling anyone he doesn't understand something. Like the President, he does not convey the image of a strong statesman. However, while President Carter appears to be friendly and yet somehow mysterious and hard to figure out, Secretary

Bergland comes across like a friendly barber or storekeeper.

A final interesting episode was witnessed by a few farm editors during the late afternoon of that eventful and memorable day. Unscheduled for us by the White House, it was nevertheless a meeting which was open to the public.

The session took place in a conference room of the USDA building, just a few doors from Secretary Bergland's office.

Meeting in that smoke-filled room, with all the drapes drawn shut, was the board of the Commodity Credit Corporation. Members were seated around the large conference table, with Secretary Bergland seated at one end. Coatless, the USDA chief listened to statements as to why or

why not milk support prices should be raised. Ten people were seated around the table, with at least one of them being a recorder for the proceedings. About 30 people witnessed the parliamentary procedure. Among them was Patrick Healey, president of the National Milk Producers Federation.

The milk support price was decided there that afternoon — a decision which probably touches every dairy farmer in the country. Possibly anticipating what the final decision would be, a prepared news release was ready for the taking, even while the meeting was in progress.

There was a lot said that day which I didn't understand, but it was interesting nonetheless.



Meetings with USDA Secretary Bob Bergland are rather informal. The scene above took place during a recent press conference with him in the Old Executive Office Building, across from the White House Grounds in Washington, D.C. Bergland allowed questioning on any agricultural issue for over an hour and later invited the group to join him at USDA headquarters a few blocks away where the Commodity Credit Corporation was submitting its case as to whether or not milk support prices should be raised. Bergland presided at this meeting.



Shortly after the President of the United States took his seat, a small army of cameramen literally stormed the Cabinet Room of the White House to record portions of the press conference. Each participant of the press conference was later furnished with one picture of the occasion. That's the one at the top of the page.