

# U.S. ag must be more market oriented

DeKALB, Ill. — Continued support by private industry, segmentation of foreign markets and development of new uses for agricultural products domestically were among the answers offered by an industry-wide forum to the question "How Can We Build and Sustain Demand for U.S. Farm Commodities?"

Representatives of several leading ag companies and farm commodity organizations took part in addressing this issue at a forum held during DeKalb-Pfizer Genetics' 44th annual Communication Days.

Industry panel participants lending their observations on how the American farming community can explore new markets included Gerald Saylor, manager economic research, Deere and Company; John Schnittker, president,

Schnittker Associates, and former undersecretary of USDA; John Stevenson, president, National Corn Growers Association; Jeff Gain, executive director, American Soybean Association; and Ed Enriquez, vice president sales and marketing, Lindsay International Sales Corporation.

"If American agriculture is going to prosper in the future, it's going to take a revised demand for our products overseas," said Gerald Saylor of Deere & Company. "And, that demand is going to be extremely critical to getting American incomes — for farmers and the rest of the industry serving those people — back at levels we would like to see."

Private industry has been one of the strong supporters for development of demand in foreign countries. This private aid is

essential according to Schnittker. "Spending by firms and associations has been on the average about two and one-half times the spending by the U.S. government. So while the U.S. government has been putting some \$80 million into market development over the years, the companies and associations have been putting in close to \$200 million. I believe this must continue to expand."

Government "aid" programs designed to stimulate demand and the sale of processed or value-added products met mixed response from the panel members. National Corn Growers President Stevenson commented, "The world economies are so depressed that the best we can do in the corn sector is just offer them the bulk commodities."

Lending his insight on government "aid" programs, Jeff Gain of the American Soybean Association (ASA) said, "We object to unnecessary massive infusions of soybean technology, not only in production, but processing, in areas like Brazil and Argentina. Aid and trade can go hand in hand, and when we have U.S. aid programs, let's do it in areas with an idea of economic self-development and not just establishing 'unnecessary' competition around the world."

Panel participants unanimously agreed that the United States needs to be more market oriented. Saylor of Deere and Company, explained why. "It seems to me that the United States has to become price competitive in world markets. I think the whole price system support in this country is misplaced. What we really want to do with this policy is support incomes. When you support farm prices, you get all the bad features that we've always talked about — you not only reduce consumption of those products but you tend to increase the supplies of those products."

"I would rather see our government institute a program that would focus on farm income insurance, with various levels of support. I think any such program should focus on making the U.S. more market oriented," sums up Saylor.

To successfully sell agricultural commodities in the foreign marketplace, companies must be fully committed to the international markets. "You have to have the ability to understand and mesh with foreign markets and

develop or adapt products, prices and approaches to the uniqueness of each foreign market," said Lindsay's Ed Enriquez. "You have to have an in-depth understanding of all the conditions and situations in the targeted export markets."

One of the keys to successful exporting is segmenting and identifying potential markets and possible trade restrictions in those markets. Gain pointed out, "Mexico in the early 1970s was barely perspectival on the horizon as a buyer of soybeans. Today, they're one of our biggest customers. This just didn't happen accidentally. It happened because the American Soybean Association brought people from their government and industries to the U.S. and showed them how to use soybean protein in their taco shells, how to make soybean milk and how to use soybean oil in many ways. And now the Mexican soy market is growing."

The American Soybean Association plans in the near future to look at countries like Pakistan, the Philippines, South Korea, Japan and other areas of the world to see what restrictions exist against soybean imports. "Our goal remains to have freer and more open trade," said Gain.

The firms represented in the industry panel also realize the need to identify new uses for established domestic products. Gain added, "There are a lot of new uses like the corn sweeteners, for example. We're working on some... new uses of soybean oil to control dust in elevators, fuel for home space heaters and as a carrier or adjuvant for spraying chemicals on our crops."

## Delmarva corn/beans session set

SALISBURY, Md. — Robert B. Delano, president of the American Farm Bureau, will be the keynote speaker at this winter's Delmarva Corn and Soybean Conference. The event will take place Feb. 9, 1984, at the Wicomico Youth and Civic Center in Salisbury, Md.

Delano, now serving his second term as president of the national farm organization, is a strong advocate of a market-oriented agriculture and expanding mutually beneficial world trade. He has headed Farm Bureau trade expansion delegations to many countries.

A grain farmer in Richmond County, Va., he spends much of his time testifying before congressional committees and regulatory agencies, and speaking before farm and other groups.

He is a member of President Reagan's agricultural policy advisory committee for trade negotiations, and serves on the



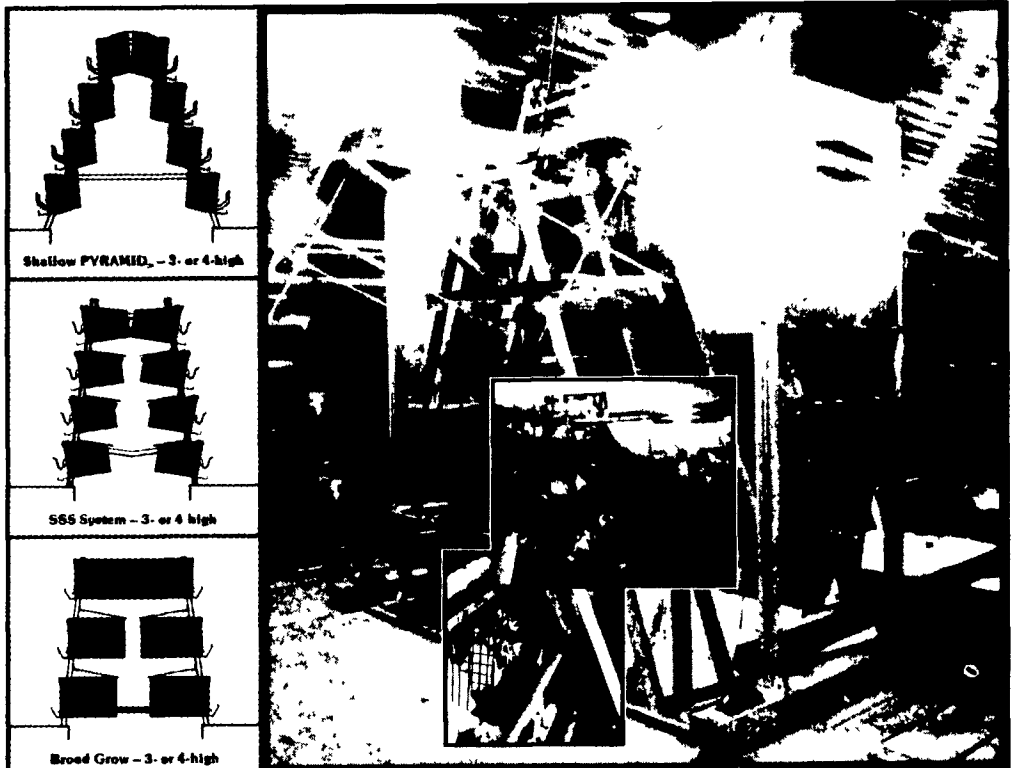
Robert B. Delano  
president's Commission on  
Security and Economic

Assistance. He was named this year, for the third consecutive time, as one of the nation's "most influential" leaders by U.S. News and World Report magazine.

Theme of Delmarva's 1984 Corn and Soybean Conference will be "More for '84." In addition to Delano's presentation, the program will include talks on sprayers and spraying techniques, livestock manure use, sludge application on farmland, and improving small grain yields.

The conference is being sponsored by the Maryland and Delaware Cooperative Extension services and local agribusiness firms. A trade show will accompany the meeting.

## Fast track to egg cost reduction



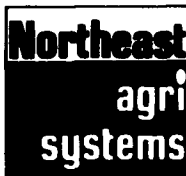
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