

# Food & ag policy conference scheduled

WASHINGTON, D.C. — The National Center for Food and Agricultural Policy at Resources for the Future and the National Agricultural Forum will hold a three-day national conference Dec. 4-6 on food and agricultural policy issues facing Congress in 1985, officials of the two groups announced today.

Cosponsors of the conference include the American Agricultural Economics Association, American Farmland Trust, Center for National Policy, Conservation Foundation, Curry Foundation, Farm Foundation, Giannini Foundation, National Food and Agricultural Policy Research

Institute, National Governors Association, Food and Agriculture Committee of the National Planning Association, and the Roosevelt Center for American Policy Studies.

Scheduled to follow the November elections and precede congressional hearings on farm-program legislation in early 1985, the conference will bring together the wide array of individuals and organizations that have been preparing for that debate for most of this year.

In a joint statement, Kenneth R. Farrell, director of the National Center, and Adrian J. Polansky, a

Belleville, Kan., producer and moderator of the Forum trustees, noted:

"Food and agricultural policy is under extraordinary scrutiny today. Agriculture, the nation's largest industry, has changed fundamentally since federal agricultural policy was fashioned in the 1930s. A rethinking of that policy is critically needed, and the many groups with interests in food, agriculture and resources, in addition to producers, should be involved in the process.

"Many policy-research organizations and groups with specifically focused interests —

resource conservation, international trade, food safety and nutrition, for example — are preparing to enter the debate in a significant way. Several organizations have studies underway to define policy options on these issues, in addition to the preparations of governmental bodies, general farm organizations and major commodity organizations.

"All this interest is an important and healthy development for agriculture, because of the opportunity it offers for public dialogue and education before new policies are set.

"We are organizing this conference because we see a need to pool information among the many groups working on policy options, to share perspectives, to air and 'cross-fertilize' proposals and thus to reduce the level of possible confusion prior to congressional deliberations."

Top national officials and business and academic leaders will be invited to address the conference and join in its discussions. The program also will feature representatives of policy research institutions, general farm organizations and commodity, consumer, resource and environmental groups.

The conference, open to the public, will be held at the Key Bridge Marriott Hotel in Rosslyn, Va., just across the Potomac River from Washington, beginning the afternoon of Dec. 4 and concluding in early afternoon Dec. 6.

Registration forms and other details will be available later this

month from the Agriculture Council of America Education Foundation, a nonprofit research and education organization that coordinates the National Agricultural Forum, and from the National Center at Resources for the Future.

The National Agricultural Forum, founded in 1983 and guided by an independent body of trustees from all agricultural sectors, was formed to aid in the development of sound public policies by providing a common arena where interested parties can contribute their knowledge and experience in defining feasible alternative approaches to agricultural issues of national importance. It uses a process of state of local review of national task-force analyses of issues and alternatives before presenting its reports to policymakers.

Resources for the Future, a nonprofit, nonadvocacy research organization founded in 1952, conducts research and policy analysis in the areas of environmental quality, energy and nonfossil minerals, water and land resources, and forest economics. The National Center for Food and Agricultural Policy, established in 1984 by Resources for the Future with funding provided by the W.K. Kellogg Foundation, conducts policy analysis, communication and leadership-development programs that focus on interrelated public policy issues involving agriculture, food and nutrition, international trade, natural resources and environmental quality.

## Butter ads saturate selected markets

ROSSLYN, Va. — The National Dairy Promotion and Research Board's "Come Home to Butter" commercial will air on television 1,907 times during November and December.

The butter commercials, which began running September 10, are being shown in 18 urban areas rather than on national network TV, as are the fluid milk and cheese commercials. These cities were chosen because they are historically good butter markets where consumers tend to buy both butter and margarine. Ads could persuade them to buy more butter and less margarine.

Full-page color butter ads will also begin appearing in December, carried initially by Better Homes

& Gardens, Women's Day, Family Circle, Redbook, and Good Housekeeping. Butter ads are targeted at female homemakers aged 25-49.

Calcium-related print ads stressing the nutritional benefits of a dairy-rich diet will also begin appearing in December. One- and two-page calcium ads, targeted to young women (12-24) will run that month in Mademoiselle, Self, Seventeen and Young Miss. Those for adult women will appear in Good Housekeeping, McCall's, American Health and Newsweek Woman. Ads in Family Circle, People, Shape and Woman's Day will follow in January and February.

Also during November and December, 102 prime-time and

daytime fluid milk and cheese commercials will air on network TV. Another 25 will run during children's programs.

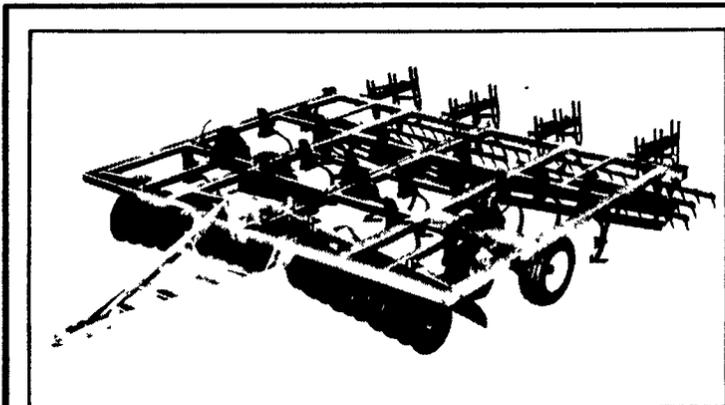
When the first seven weeks of the National Dairy Board's advertising effort end October 31, 171 fluid milk and cheese commercials will have appeared on network television. This number includes 60 commercials of the point-of-sale "Cheese Jamboree" in grocery stores nationwide. The Cheese Jamboree ends in late October.

The National Dairy Promotion and Research Board's \$50.6 million advertising campaign runs from September 9 to April 30, 1985. Its commercials are complemented and supplemented by ads sponsored by state and regional promotional bodies that appear in their local markets.



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See Page B7 For Field Demonstration Day

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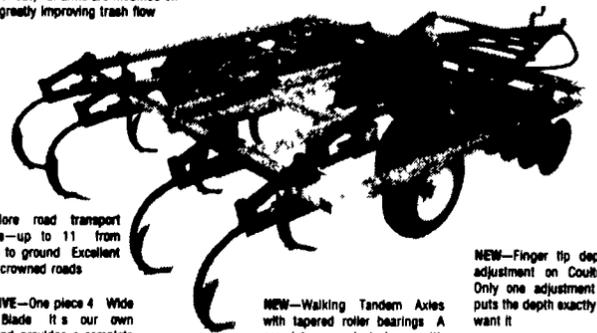
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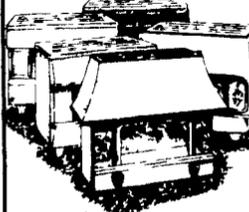
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