Groups Call For Strategy In Global Marketplace

WASHINGTON, D.C. — Testifying on behalf of 16 national agricultural organizations, Dwayne Andreas, chairman of Archer Daniels Midland Company, called for a U.S. trade strategy that will enable American agriculture to be well positioned to remain a growth industry well into the 21st century.

Andreas told members of Congress that without a strategy to effectively position the U.S. to compete in today's post-GATT global marketplace, "American agricul-

ture's ability to remain viable and competitive long term will be seriously threatened. Such a result," he said, "would not only reduce agriculture's ability to meet the food and fiber needs of consumers at home and abroad, it would also have significant implications for our entire economy."

The food company executive pointed out that agriculture is our nation's largest single industry—bigger than General Motors, Chrysler, and Ford combined—and accounts for nearly one out of

every six jobs. As a result, our economy is heavily dependent on agriculture's ability to compete in the global marketplace.

"Yet, in the context of debate on the budget and the 1995 Farm Bill, we hear it said that now is the time to sharply reduce or even eliminate many of our existing policies and programs, and simply allow the free market to work," Andreas said. "Well, let me tell you, when it comes to agriculture, there is no such thing as the free market."

He explained that every country in the world has a set of policies and programs designed to help it meet the food needs of its citizens and to capitalize on potential trade opportunities. "The GATT agreement has not changed this," he said. "It did not eliminate the use of export subsidies or other unfair trade practices. It only reduced their overall level."

Between 1990 and 1994, the European Union spent on average \$10.6 billion annually in export subsidies, while the U.S. spent less than \$2 billion. Since the GATT agreement requires all countries to reduce subsidies by the same relative percentage, the European Union will still be able to maintain its historical advantage. In addition, many of our major competitors are also moving to increase their use of non-trade distorting programs to maintain and expand their share of the world market. Without a similar commitment, American agriculture will be at a serious disadvantage.

"This is the real world of global competition," Andreas said. "America's farmers and ranchers are the most competitive in the world. But in today's global marketplace, that is not enough. We must have policies and programs that are equally competitive with those of other countries against whom we must compete. We can not and should not expect American agriculture to compete alone against foreign governments."

The ADM chairman outlined five points that an overall trade strategy should contain:

• Ensure that other countries fully live up to the terms of their commitments under GATT, especially with regard to market ac-

ess.

- Ensure that U.S. policies remain equally competitive with those of our foreign competitors, including full funding for direct export, export credit, market development, promotion, and food assistance programs.
- Be flexible to allow both USDA and industry to respond to the changing dynamics of the global marketplace.
- Provide for investment in research and development, including new technologies and alternative uses, improve productivity, expand demand, and enhance American agriculture's overall competitiveness.
- Provide for investment in long-term economic and market development, involving the private sector rather than simply relying on government to government transactions.

Andreas concluded by noting that between now and the year 2000, most of the world's population growth will occur in the non-industrialized world. "These countries represent developing and emerging new markets for U.S. agriculture," he said. "But only if we develop a strategy to capitalize on such opportunities."



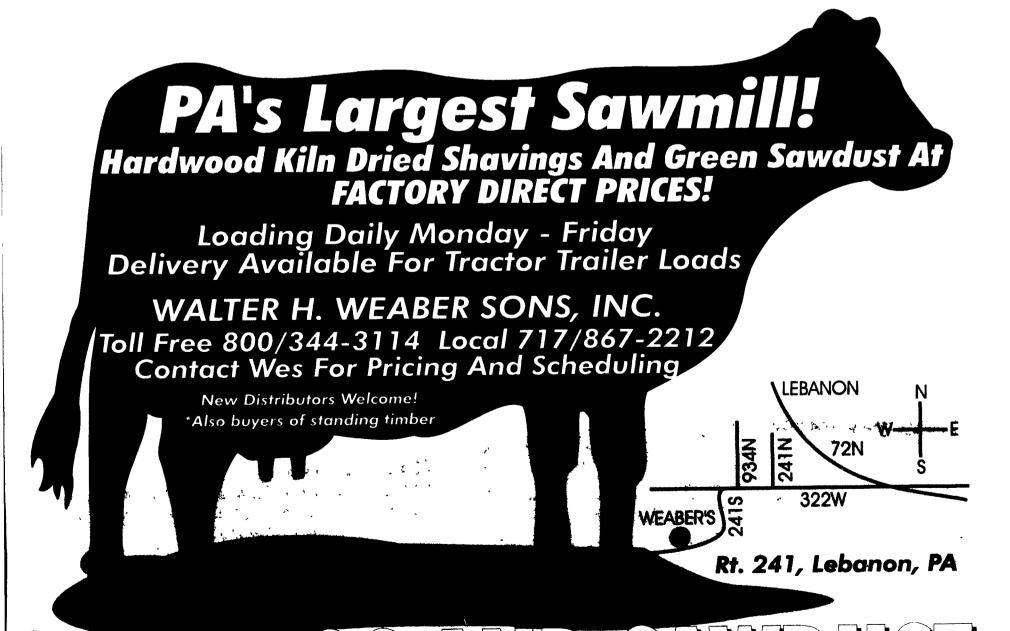
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