

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

Spotlight

ON FOREIGN MARKETING



U.S. DEPT. OF AGRICULTURE
NATIONAL AGRICULTURAL LIBRARY
TO FAS MARKET DEVELOPMENT COOPERATORS AND AGRICULTURAL ATTACHES

Volume IX, No. 9

DEC 2 1966

October 1966

CURRENT SERIAL RECORDS

EXPORT PROMOTION WORKSHOP

An export promotion workshop for State government representatives will be held at the USDA Jefferson Auditorium, Washington, D.C., October 18-20. The advance registration includes sixty-four representatives from 27 States.

Secretary Freeman is scheduled to meet and talk with the group. The program participants will also include Arthur Mead, Office of the Secretary; George R. Grange and George H. Goldsborough, C&MS; Kenneth W. Hinks, former executive, J. Walter Thompson Company; Joseph W. Willett, ERS; Raymond A. Ioanes, David L. Hume, R. L. Beukenkamp, J. Kendall McClarren, Kenneth K. Krogh, and James O. Howard, FAS; Clarence D. Palmby, U.S. Feed Grains Council; George M. Strayer, American Soybean Association; Lee Campbell, Institute of American Poultry Industries; Roy L. Morgan, Director of Field Services, Department of Commerce; Carter H. Dove, Vice President, Riggs National Bank; Joseph A. Sinclair, National Association of Export Management Companies; Roy A. Gano and Joseph A. Medernach, Vice Presidents, Moore-McCormack.



The Tanners' Council Showboat Exhibit at the International Leather Show in Paris.

COOPERATOR LUNCHEON

Read P. Dunn, Executive Director, International Institute for Cotton, will be the speaker at an FAS-Cooperator Luncheon, October 25, in room 6962 of the USDA South Building, Washington, D.C. Mr. Dunn will discuss the plans of the new organization, the considerations behind its establishment, and how the finances and other aspects of the international program will be handled.

LEATHER SHOW BOAT

The Tanners Council of America took soundings on its trade opportunities from a Show Boat exhibit at the International Leather Show in Paris, September 8-13.

The Council's simulated, double-decked Leather Show Boat proved to be one of the features of the international exhibition. A musical fashion show, staged three times daily on the main deck, drew capacity audiences. Manikins and models, representing passengers aboard the boat, displayed examples of American creativity in leather shoes, garments and accessories. Static displays on the River Boat showed a cargo representing every type of U. S. leather and leather products.

The top deck of the boat was used as office space for the U.S. leather exporters.

The trade exhibit was designed to demonstrate the opportunities for profitable merchandising of leather products. Hundreds of inquiries were received from foreign manufacturers and retailers.

FEED GRAINS COUNCIL ELECTS NEW OFFICERS

Thomas Toohey, vice president, Farmers Union Grain Terminal Association, was elected president of the U.S. Feed Grains Council at its 7th annual meeting in Brainerd, Minnesota, last month. Mr. Toohey succeeds James Forster, production manager

of DeKalb Agricultural Association, DeKalb, Illinois.

Toohey has been active in the affairs of the U.S. Feed Grains Council for several years. In addition to his work with the Farmers Union Grain Terminal Association, Toohey is a Board member of the Minneapolis Grain Exchange and a member of the Chicago Board of Trade. His home is in St. Paul, Minnesota.

Edward Pierce, vice president of Continental Grain Company, New York, was elected first vice president. The new second vice president is Herman Holmes of Monroe, Iowa. Holmes is affiliated with Pfister Associated Growers.

The new secretary of the Council is Richard L. Kathe, executive vice president of the American Dehydrators Association of Kansas City, Missouri.

Stewart D. Daniels, director, agricultural centers for Monsanto Company, St. Louis, Missouri, was elected treasurer.

GETTING OTHERS TO PROMOTE

Ann Smith, the U.K. Director for the Rice Council, is having success in getting others to promote U.S. rice.

During the week of August 22-27 the Boots Pure Drug Company Ltd. in Nottingham sponsored a U.S. rice promotion in which about 1,000 samples of cooked rice, combined with meat, poultry and bacon, rice as a salad, rice as a dessert and rice as a cocktail, were passed out to the customers. About 5,000 recipe leaflets and booklets were also given to the steady flow of diners patronizing the canteen and restaurant of the English concern.

The Rice Council provided a demonstrator in 'Wild West' Cowgirl Costume to show the various ways American rice can be prepared and used in the home.



American rice made many new friends at the canteen and restaurant promotion of the Boots Pure Drug Company Ltd. in Nottingham, England.

EXPORT SUCCESSES HONORED

Secretary of Agriculture Freeman gave special recognition to market development at an October 3 luncheon in Kansas City, Missouri, presented by the Kansas City Chamber of Commerce and Board of Trade. Export awards were presented to the feedgrains, soybeans and wheat industries as representative of the many U.S. agricultural products which are moving increasingly in world trade and whose combined exports during the past fiscal year set a new record of \$6.7 billion.

Citations given by the Secretary were:

Feed Grains

“To the U.S. Feed Grains Council, as representative of our Nation's great feed grain industry, which in the 1966 fiscal year exported a record volume of feed grains at a record value of \$1.4 billion, thereby bringing important income to American farm and city people, adding significantly to our Nation's balance of payments, and providing essential nutrients for the world's expanding numbers of livestock and poultry.”

Accepting the award on behalf of the U.S. feed grains industry was Thomas F. Toohey, St. Paul, Minnesota, President of U.S. Feed Grains Council.

Soybeans

“To the Soybean Council of America, Inc., and the American Soybean Association, as representatives of our Nation's great soybean industry whose exports of beans and products in the 1966 fiscal year set a new record of more than \$1 billion, thereby bringing important income to American farm and city people, adding significantly to our Nation's balance of payments, and providing essential nutrients for foreign consumers and the world's expanding numbers of livestock and poultry.”

Accepting the award on behalf of the U.S. soybean industry were Raymond E. Fiedler, Minneapolis, Minnesota, member of the Executive Committee of Soybean Council of America, Inc.; and Laurel C. Meade, West Lafayette, Indiana, President of the American Soybean Association.

Wheat

“To Great Plains Wheat, Inc. and Western Wheat Associates, U.S.A., Inc., as representatives of our Nation’s great wheat industry which in the 1966 fiscal year exported a record 859 million bushels of wheat at a value of \$1.4 billion, thereby bringing important income to American farm and city people and helping to feed millions of foreign friends who, without these nourishing bread grains, would have gone hungry.”

Accepting the award on behalf of the U.S. wheat industry were Ralph Ball, Sterling, Kansas, Chairman of the Board of Directors, Great Plains Wheat, Inc.; and Gene Moos, Edwall, Washington, President of Western Wheat Associates, U.S.A., Inc.

TWO MORE COUNTRIES JOIN INSTITUTE FOR COTTON

Uganda and Tanzania have joined the International Institute for Cotton. This brings to eight the total number of member governments belonging to the new international organization for cotton promotion and research. Other countries have also expressed interest and may join the Institute in the near future.

Meetings of delegates to the Institute were held in Washington, September 6-8. The program included a review of cotton utilization research in the United States as background to development of a cotton utilization research program for the Institute. Dr. Renn Piryns, Program Director, gave a report on programs and projects planned for 1967 in Western Europe and Japan.

The name of the Institute was changed from “International Cotton Institute” to “International Institute for Cotton” in order to avoid possible confusion of the initials ICI with other entities.

TWO ASA JAPANESE TEAMS VISITING U.S. THIS MONTH

The American Soybean Association has two Japanese teams visiting the U.S. this month: (1) a 16-man team representing the Japan Oilseed Crushers Association, and (2) a team of representatives of the Japan Oil Wholesalers and Dealers Federation. The Oilseed Crushers Association team is being accompanied by the head of the Fats and Oils Division of the Ministry of Agriculture and the person in charge of the Japanese school lunch program. The teams are touring the U.S. soybean industry and making contacts with government officials and members of the trade.

Meanwhile, ASA has lined-up a weekly schedule of broadcasts over a number of radio stations to tell the story of market development work and its importance to the producers of soybeans. Field Director Chet Randolph, a former radio farm director, is handling this public relations activity. Some of the broadcasts are being taped on the scene in Japan. One recent broadcast was with a Mr. Sugiyama, who is known as the “soybean king” of Japan. Another was made in a Japanese supermarket, comparing the Japanese merchandising of soybean products with that in the United States.

Future activities of ASA are being directed at a large scale consumer



Informational materials have helped develop interest in American soybeans. Shown checking the soybean publications at the Turkish office of the Soybean Council are (left to right) Cal Spilsbury, FAS; Vasfi Hakman, the SBC country director; and R.E. Peterson of the SBC Washington office.

promotional program for vegetable oils, the contract for which was recently signed with the Japan Oilseed Processors Association. An advertising and public relations agency is now being selected. The program covers the fifteen months from October 1, 1966 through December 31, 1967.

SOYBEAN MEAL IN SPAIN

The fantastic growth of the Spanish market for U.S. soybean meal is summarized in the September issue of Oil and Protein Around the World, a monthly newsletter of the Soybean Council of America.

The story began about 10 years ago when the Council provided 50 tons of soybean meal to Spain for animal feeding tests. Soybean meal was practically unknown in Spain at that time. In 1958, the Council organized a one-week seminar in Spain on the use of soybean meal in animal feeding and sponsored the U.S. visit of a Spanish team of animal feed manufacturers.

From 1958 to 1962 Spanish imports of soybean meal increased from 6,000 to 56,000 metric tons. Since 1963, when Spanish processing of U.S. soybeans was initiated, the usage of soybean meal has increased to a level of about 400,000 metric tons.

The increased demand for soybean meal and oil resulted in the building of seven modern oil processing plants in Spain. Three of these new plants have been built by, and are operating in partnership with, American soybean processors.

At the start, soybean meal was brought into Spain by importers who were unable to offer technical help to feed manufacturers. The Soybean Council provided this service. It was also necessary for the feed mills to purchase large quantities of meal at one time and thus tie up capital and storage space. Now processing plants are delivering the meal in trucks as the customer requires it for mixing into his poultry and livestock feeds. Further cooperation between Spanish and American industry, in one instance at least, provided U.S. know-how for the development of an integrated broiler project in Spain. This operation involves hatching, growing and processing of broilers.



HERE and THERE

Wheat Associates' sponsorship of technical training for foreign bakers at the American Institute of Baking is producing results in the Philippines. One of the Filipino graduates is now conducting a baking school for a Philippine flour mill and another is about to begin a similar operation under sponsorship of an American yeast manufacturer.

Feed Grains in 1965-66 were the number one dollar earner among all American exports, including industrial products. They exceeded by a hundred million dollars, motor vehicle and tractor parts, the leading category of U.S. industrial exports. This from a farm commodity which a few years ago was not even considered by this country to be a major export item.

The Holstein-Friesian Association of America participated in the International Dairy Cattle Show in Cremona, Italy, September 17-18. A herd of approximately 50 head of U.S. Registered Holstein cattle was air-shipped for display at the show.

Representing the Livestock and Meat Products Division were James P. Hartman, Director, and Fred M. Lege, Marketing Specialist. Charles Larson, Executive Secretary of the Holstein-Friesian Association of America, represented the members and Association management and participated in exhibit activities. The exhibit was under the direction of William L. Scholz, as his last assignment as manager of the Milan Trade Center, before leaving for London to take over as Trade Center Manager.

The National Renderers Association is sponsoring a U.S. visit this November by representatives of about eight Japanese firms to study American methods and facilities in the production of tallow. U.S. soap manufacturers will also be visited. Their itinerary will begin with two days at the November 2-5 NRA annual convention in Washington, D.C. Jim Iso of the NRA Far East Office will be accompanying the team.

The Austrian cotton press service is measuring its results in kilometers. This summer, they report, 39 articles were printed 440 times in publications with a total circulation of 22 million. If all the clippings were pasted together, the clipping would stretch almost 5.8 kilometers (3.6 miles).

Horsa Puga, a high official in the Ecuador Ministry of Interior and Commerce, is receiving orientation in the processing and uses of soybeans as part of a 60-day State Department educational grant. The itinerary is being worked out by the Soybean Council. Our agricultural attache in Quito helped work out the arrangements.

Marx Koehnke is now the Director of the Great Plains Wheat Rotterdam office, succeeding Ted Fiedler, who is now the GPW Washington representative. Grain marketing specialist Henning Vontillius has transferred from Rotterdam to Washington.

The Tanners' Council of America held its 50th Annual Meeting, October 10-12, at the Hotel Ambassador in Chicago.

South India Newspapers recently printed a series of articles praising the work of Wheat Associates nutritionist Dr. (Miss) Joellene Vannoy and Mrs. Janaki Menon for wheat/milo demonstrations and other assistance provided in the drought stricken areas.

A market development survey of the Caribbean was conducted last month by a team of USDA marketing specialists. Several hundred businessmen were interviewed and opportunities were indicated for a number of U.S. agricultural products. Berk Beukenkamp, FAS, was the team leader. The others on the team were Bud Phillipson, FAS; Russ Hudson, FAS; W. Edmund Tyler, C&MS; and Gabrielle P. Rice, ERS.

Franklin Martinez has resigned as Country Director for the Soybean Council in Colombia to become Assistant Manager of Gravetal, a large soybean extraction plant in Medellin, Colombia.

Fred Schneiter, S.E. Asia Director for Wheat Associates, is working with the Philippine Association of Flour Millers on plans for a nation-wide promotion to increase per capita bread consumption. Annual flour consumption in the Philippines is now around 16 million bags with about two-thirds of the wheat coming from the U.S.

James C. Maness, has joined the Institute of American Poultry Industries' Washington staff as International Trade Specialist, filling the position formerly held by Carl Scott, who is now the IAPI Director for Japan. Maness comes to the Institute from the University of Maryland where he has been a specialist and instructor in agricultural economics. Before that he was instructor and project leader in poultry marketing research at Louisiana State University, and poultryman at the University of Georgia.

Jan Mertens, Manager of Sodeac, a large food wholesale firm in Antwerp, has been appointed Director of the National Cannery Association overseas department in Brussels, replacing Frank C. Elliott, who retired June 30. Mertens is a recognized leader in the food business of Western Europe, having served as president or general secretary of several professional organizations of food importers and agents. He will work with USDA and others in helping to reduce and eliminate trade barriers applicable to U.S. canned foods.

STATES EXHIBIT AT MUNICH

The Hall of States proved to be a popular feature at the September 17-25 U.S. food exhibit in Munich, West Germany, where seven State governments joined with the U.S. food industry and Department of Agriculture in a bid for increased food sales to Europe.

Represented in the Hall of States were Illinois, Louisiana, Maine, Michigan, Minnesota, New York, and Pennsylvania, each displaying its distinctive foods. Coming in for particular attention were popcorn, maple syrup, red tart cherries, white mushrooms, blueberries, pea beans, canned and flaked yams, pickled peppers, dessert topping, live lobsters, and turkey. This is the first time State marketing agencies have joined with the U.S. Department of Agriculture and trade groups in overseas promotion of their products at a trade fair.

Robert M. Schneider, Director, Illinois Department of Agriculture, reflected the general pleasure of State officials at the reception their products received.

"We were gratified at the size of the crowds and the real interest in our products," Mr. Schneider said. "Our Illinois group had thought that we might use 100 pounds or so of popcorn for sampling during the course of the entire show. By the end of opening day we had already used 150 pounds. But what's more important is the fact that we got solid requests from the West German trade for firm price quotations on all of our products."