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**MAYOR'S CONSUMER
FOOD DOLLAR
CONFERENCE**

**SPONSORED BY THE
D. C. OFFICE OF CONSUMER AFFAIRS**

**SEPTEMBER 26-27, 1974
MAYFLOWER HOTEL
WASHINGTON, D. C.**



FRIDAY, SEPTEMBER 27

9:00 a.m. **COFFEE AND COFFEECAKE** *Promenade*
The coffeecake is a nutritious money-saver prepared by Fannie Hill of the Washington Gas Light Company

9:30 a.m. **GENERAL SESSION** *Grand Ballroom*
Presiding: Theresa H. Clark

Stretching the Food Dollar
Fannie Hill

Responsibilities of the News Media
Kathy Thornton
"Panorama" Producer-Host,
WDBJ-TV Roanoke, Virginia

PANEL DISCUSSION
Food Buyer's Rights and Responsibilities

Regulations and Functions of the Environmental Health Administration
Arnold K. Clark, Chief
Bureau of Health Inspection Services
D.C. Environmental Health Administration

Regulations and Functions of the Weights and Measures Branch
Kenneth G. Hayden, Chief
D.C. Department of Weights, Measures and Markets

Food Tax
James D. Moore
Tax Auditor
D.C. Department of Finance and Revenue

Consumer Responsibilities in the Supermarket
James E. Drew
Consumer Investigation Specialist
Consumer Protection Branch
United Planning Organization

11:00 a.m. **CONCURRENT WORKSHOP SESSIONS**

A The Senior Citizen and the Found Weekend *Presidential Room 1st Floor*
San Juan W. Barnes
Senior Neighbors and Companions Club
Washington Urgan League

B Stretching the Consumer Food Dollar Demonstrations *Virginia Room 2nd Floor*
Martha Ogden
Campaign for Human Development
Roanoke, Virginia
Brother Martin Carter, S.A.
Graymoor Friars

C How the Local Consumer Can Cope *Capitol Room A 2nd Floor*
Jane Roth
Washington Gas Light Company

D Food Stamps: Let Them S-T-R-E-T-C-H Your Food Dollar *Senate Room 1st Floor*
Mary Peters
Neighborhood Development Center #1

E School Feeding Programs *Capitol Room B 2nd Floor*
Joseph Stewart
School Lunch Program
D.C. Board of Education

F Food Concerns of Hispanic Consumers *Pan American Room 1st Floor*
Hazel Aldama
Natty Fernandez
Federal City College
Cooperative Extension Service

G Shopping Techniques for the Future: *District Room 2nd Floor*
UPC and the Computerized Checkstand
Jacqueline Moore
Safeway Stores, Incorporated

H Supplemental Foods Program *New York Room 2nd Floor*
Elain Blyler
Jude Healy
D.C. Supplemental Food Program

12:30 p.m. **LUNCHEON** *Grand Ballroom*
Presiding: William B. Robertson

Guest Speaker
Honorable Virginia H. Knauer
Special Assistant to the President for Consumer Affairs
Director, Office of Consumer Affairs,
Department of Health, Education, and Welfare

**Demonstration Foods
Courtesy of
Safeway Stores, Inc.**

**Display of Food-Scented Cleaners
Courtesy of
Giant Food, Inc.**

Flowers by Woodward & Lothrop

**D. C. Office of Consumer Affairs
1407 L Street, N.W.
Washington, D. C. 20005
629-2617**

SCHEDULE
MAYOR'S CONSUMER FOOD DOLLAR
CONFERENCE

Mayflower Hotel
September 26, 1974

Advanceperson: Sally Quenneville
Dress: Street Dress

1:00 PM DEPART White House via motorcade enroute Mayflower Hotel

1:10 PM ARRIVE Mayflower, DeSales Street Entrance
You will be met by: Mrs. Kathryn Shelton, Coordinator

PROCEED to Lobby

You will be met by Manager of Mayflower and family
Mr. Robert Wilhelm
Irene (wife)
Diane (daughter)

PROCEED to Grand Ballroom (2nd door from left).
Mr. William Robertson will escort Mrs. Ford to head
table podium.

Head Table List attached
Attendance: 375

Mr. Robertson will introduce Mrs. Ford

1:15 PM Mrs. Ford's remarks begin

PRESS OPPORTUNITY

1:20 PM Mrs. Ford's remarks conclude

1:21 PM Mr. Robertson will thank Mrs. Ford and present gift on behalf
of the Conference

1:23 PM DEPART Grand Ballroom enroute motorcade

1:33 PM ARRIVE White House

ROBERT B. WILHELM
GENERAL MANAGER

THE MAYFLOWER
WASHINGTON, D. C. 20036 • (202) 347-3000
WESTERN INTERNATIONAL HOTELS



Suggested Talking Points -

— Thank for warm welcome

— Happy to be here today. —

— Am a great supporter of your program. —

— Great believe that the American consumer is one of our most important — and often most — neglected — products. —

— Our gov't is taking increasing notice of that fact, — as evidenced by such recent programs as —



Common protection requires
the efforts of both government
and private groups. But also
well, it requires the active
interest of all of us ^{as individuals,} —
particularly in our patterns
of daily living.



— But in long run, we,
as consumers, will be the
best protectors of our own
interests —

— Today, for example, the
problem of inflation should
force all of us to take a
hard look at our own
spending — to ensure
we get the best return
for each dollar,

— I myself, am trying
to continue to improve on
the habits of a lifetime —
in an effort to save & consume

— For example —

Never before has man witnessed a more complex, interrelated and confusing society. The information explosion alone has left the American consumer dazzled and bewildered as to product claims, advantages and usefulness. Out of this all has emerged a viable consumer movement that is here to stay.

- Growing consumer concern and action has literally affected all facets of industry and government, and rightly so. ~~Only until a purchase is consummated, do the wheel~~ Our consuming society is the backbone to American ^{trade}, in fact World trade, and "does" affect the performance and operation of all enterprise - large and small.

- The growing appreciation of fairness, product safety, life and responsiveness in the market place has spawned legislation and regulators to protect consumers from and educate consumers to the untold fraudulent and unfair trade practices of the past and those of today.

Milk, bread and meat, so long regarded as available, abundant and reasonable, have ~~passed~~ ^{stimulated} new interest and anxiety to suit all consumer segments. In the face of inflation, agricultural shortages and world famine, now more than ever does the American consumer need a strong voice in the marketplace.

Thank you for such a warm welcome.

I am happy to be with you today in support of such a worthy and needed program. Your program has been in great demand and I'm sure ^{it has been} overwhelmingly welcomed.

I would like to briefly discuss a couple of ^{savings} ~~items~~ I have set for myself. I ^{use the} ~~have the~~ same shopping pattern I have always had ~~I look for~~ ^{-- always looking for} bargains, shop at the local retail drug stores.

~~Buy~~ local fresh vegetables. (I really feel examples for

tightening the belt should start at the top--and I intend

for the First Family to do just that.) Susan is on a diet--

much to her dislike of course--however, she is and will remain

on it for a while (about 10 pounds worth). There is less

beef bought and more fish and casseroles, ^{are no strangers} ~~are now being served~~

~~once a week~~ ^{to} in the White House.

When Mrs. Nixon lived at the White House, it was decided to conserve energy by having only necessary lights on and

using all supplies for the household before buying new ones.

All these procedures are still being followed and will continue to be.



Not only the average do wife
being concerned but young, old
Students, Sen Citizens
slide.

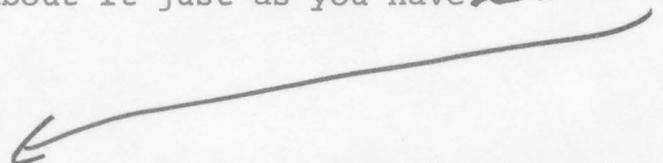
Thank you for such a warm welcome.

I am very happy to be with you today in support of such a
worthy and needed program. ~~Needless to say, Consumerism is~~
~~here to stay. It is not only the underprivileged watching~~
~~their budget but all of us should!~~

Your organization has been in great demand and is ^{overwhelmingly} welcomed,

^{this is}
Since ~~we are~~ the Capitol of our country we should set an
example for the rest of the Nation.

Every city should have this type of concern and do something
(Mayor)
about it just as you have ^{sincer}



Growing consumer concern and action has literally effected all facets of
industry and government, and rightly so. Our consuming society is the
backbone to American trade in fact World trade, and "does" affect the
performance and operation of all enterprise—large and small.

The growing appreciation of fairness, life and responsiveness in the
market place has spawned legislation and regulations to protect consumers
from and educated consumers to the untold fraudulent and unfair trade
practices of the past and those of today.

Never before has man witnessed a more complex, interrelated and confusing
society. The information explosion alone has left the American consumer
dazzled and bewildered as to produce claims, advantages and usefulness.
Out of this all has emerged a viable consumer movement that is here to
stay.--CONSUMERISM.

Our Fed. govt has taken a very active role
w/ such programs as U.S.D.A., Dept. of Aging,
Consumer Protective Product Safety Program,
& many others.



FROM THE DESK OF

Sally A. Quenneville

Mr. Wilhelm, ^{new.} Gen. Manager

Mr. Glaine, ~~new. Gen.~~
Catering ~~Mgr.~~

to (7/1) Mr. Ford
on Departure.

Mr. Shwan, Catering
manager

~~Schormerka~~

~~518-439-3181 Parker~~

~~518-12 Idens Drive
Cornwall on Hudson~~

~~212-264-4464 (Fed info)~~

~~206 77-5050 (League of Women)~~



FROM THE DESK OF

Sally A. Quenneville

Shipping later stores
stores
basain
relief
stores

Mrs. Bessie
w/ escort to
Exit.

Chip
Staircase

9:50

Wrayflower



MEMORANDUM
OF CALL

TO: _____

Balley

YOU WERE CALLED BY— YOU WERE VISITED BY—

Andria Schoenfeld

OF (Organization)

of. of Consumer Affairs

PLEASE CALL → PHONE NO. CODE/EXT. 245-6861

WILL CALL AGAIN IS WAITING TO SEE YOU

RETURNED YOUR CALL WISHES AN APPOINTMENT

MESSAGE _____

*aging - 655 projects
2,000 meals a day
5 day a wk.
4,100 sites ~~400~~
across nation
13-1400 per day → 3 trans-bound
persons
66% (140,193) of meals are by
poverty*

RECEIVED BY: *L* DATE: _____ TIME: _____

no legislation for (aging)
expansion.

July 12

\$ 600,000,000



GOVERNMENT OF THE DISTRICT OF COLUMBIA
EXECUTIVE OFFICE

OFFICE OF
CONSUMER AFFAIRS

1407 L STREET, N.W.
WASHINGTON, D. C. 20005

629 2417

THURSDAY, SEPT. 26, 1974 (LUNCHEON 12:30 - 2:00 P.M.)

1. Mrs. Gerald Ford
2. Mayor Walter E. Washington
3. William B. Robertson, Director, D. C. Office of Consumer Affairs
4. Mrs. Theresa H. Clark, Deputy Director, DC Office of Consumer Affairs
5. Mrs. Meredith Fernstrom, Education Director " " "
- *6. Mrs. Linwood Holton, Former First Lady of Virginia and Originator of Governor's Family Food Dollar Conference
- *7. Mrs. Esther Peterson, Vice President for Consumer Affairs, Giant Foods, Inc.
- *8. Mrs. Walter E. Washington, Honorary Conference Chairman
9. Mrs. Natty Fernandez, FCC, Cooperative Extension Service
10. Mrs. Martha J. Ogden, Campaign for HUMAN Dev., Roanoke, Va.
11. Ms. Suzanne Wofford, PEPCO, Home Economics Dept.
12. Ms. Jacqueline Moore, Safeway Stores, Inc., Consumer Affairs Consultant
13. James Angelone, Attorney-at-Law, FTC, Bureau of Consumer Protection
14. The Rev. Eugene Brake, Consumer Advisor, Near Northeast Community Improvement Corporation

Sally,

9/24

Attached are
additional names
of guests who will
be seated at the
headtable on Thurs,
Sept. 26.

Catherine Sheeton



GOVERNMENT OF THE DISTRICT OF COLUMBIA
EXECUTIVE OFFICE

OFFICE OF
CONSUMER AFFAIRS

1407 L STREET, N.W.
WASHINGTON, D. C. 20005

1. Mrs. San Juan Barnes, Senior Neighbors and Companions Club, Washington
2. Ms. Julia Lacy, Cooperative Extension Service, Federal City College
3. Mrs. Ann Wilkshire, D. C. Community Health Center, North
4. Ms. Marsha Scott, Dairy Council
5. Mrs. Lenore Drew, D. C. Cooperative Extension, Washington Technical Institute
6. Mrs. Mildred Brooks, D. C. Department of Human Resources

① Will there be a presentation of any kind?

Yes

1:10 ARRIVE L&S-LLC ENT.
w/ be met by ^{Mrs. Kathryn} ~~Mr.~~ Shelton
Proceed to Grand Blrm.
Mr. Robertson, Director, w/ escort
MRS. F. ~~you~~ to head table podium
→ (375 attendance)
Hd Table list attached
Mr. Robertson w/ → Mrs. F.

(Enter 2nd door from left)

1:15 Mrs. F's remarks begin

1:20 " " conclude
→ Press Opport.

1:21 Mr. Robertson w/ present Mrs. F.
w/

1:23 Dpt. Bloom enroute motorcade

1:33 Arrive W. H.

FROM THE DESK OF

Sally A. Quenneville

Mr. Shwartz - Hotel Manager

La Salle St. Ent.

Miss Shelton w/ great Mrs F.

Mr. Robertson w/ escort from end
Introduce F. I. of Hd. Table



FROM THE DESK OF

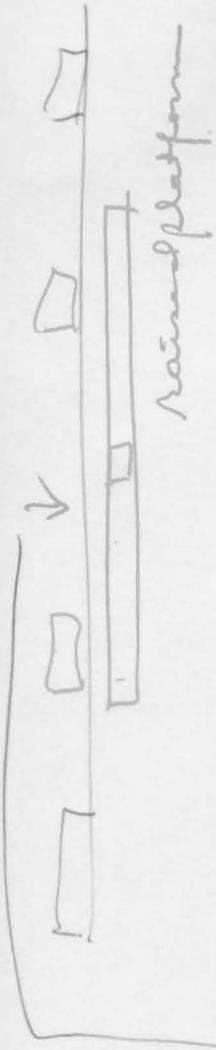
Lie Salle
Entrance Sally A. Quenneville

1:10 PM Arrival

(PL) 629-~~629~~
2926

enter
2nd door from
left

Presentation being
made



375 attendance
/o each table

THE WHITE HOUSE

WASHINGTON

Sally:

Believe it or not, this is the only thing I could find that Mr. Ford said as Vice President that would come anywhere near the area you are discussing. Obviously, the slant would be different but I thought it might help. If not, sorry.

Mr. Friedman is still in meetings.

Patty mentioned that you might check on a filibustered Consumer Protection Bill on Capitol Hill to find out what the Administration stand, if any, was on it. But you probably know more about this than we do anyway.

Susan Gregory

Sally,
also you might want to know that the V.P. speeches are not officially being used for any sort of reference. Because of the change in Administration, what is being said now, may be opposed to what was said as V.P. I recall reading something about Consumer Protection and the President by the news was criticized

became he didn't help to break
the of-likes - I may be wrong
about this, but I think you
might want to check it out to
avoid saying the wrong thing -
see you see these days,
Beth

Believe it or not, this is the only thing I could
find that Mr. Ford said as Vice President that
would come anywhere near the area you are
discussing. Obviously, the statement would be
different but I thought it might help. If not,
sorry.

Mr. Friedman is still in meetings.

Patty mentioned that you might check on a
deregulated Consumer Protection Bill on
Capitol Hill to find out what the Administration
stand, if any, was on it. But you probably know
more about this than we do anyway.

Susan Gregory

Sorry, your message was too
long that the V.P. couldn't see
most of it. I'm sorry but
any part of it that was
of the staff in administration,
what is being said, you, my
opposed to what was said on
V.P. I'm sorry reading it
about Consumer Protection and the
President of the law was not
President of the law was not

2:15 — Desk Regist.

FROM THE DESK OF

Sally A. Quenneville

Mrs. Shelton

P. Mr. Robertson

Informal Sem.

audience

budget

all of us



stretchers of food dollar
nutritious foods.

// Consumerism^{is} here
to stay!

I support you all.

{ Com. ~~is~~ safety

~~is~~

~~is~~

{ ~~is~~ food

// meals on wheels

// food stamps

// U.S.D.A. { Nancy Steute
 { Cons. Spokesman

447-3165



LUCY

THE WHITE HOUSE

WASHINGTON

September 19, 1974

MEMORANDUM TO: PATTI MATSON
SALLY QUENNEVILLE

FROM: SUSAN PORTER

SUBJECT: Action Memo

Mrs. Ford has accepted the following out-of-house invitation:

EVENT: Drop-by

GROUP: Mayor's Consumer Food Dollar Conference

DATE: Thursday, September 26, 1974

TIME: Around 1:00 p.m.

PLACE: Grand Ballroom, Mayflower Hotel, Washington

CONTACT: Mr. William Robertson, Director
Mrs. Kathryn Shelton 629-2926

The Mayor's Consumer Food Dollar Conference will meet September 26, 27 at the Mayflower and will involve about 3-400 people from the D.C. area. How to stretch the family food dollar will be the thrust of the conference, and speakers such as Virginia Knauer, Esther Peterson, Mayor and Mrs. Washington, etc. will be involved. Mayor Washington will be the principal speaker at their Thursday luncheon (12:30 - 2:00). Mrs. Ford has said she would drop-by and be introduced as a means of showing her interest and encouragement for what they are doing. They can be flexible on the time of the drop-by, but suggest somewhere in the 1:00-1:15 range. Thank you.

c: BF Staff
Staircase
Rex Scouten
Warren Rustand
Advance Office

THE WHITE HOUSE

WASHINGTON

September 25, 1974

MAYOR'S CONSUMER FOOD DOLLAR

CONFERENCE

September 26, 1974

Advanceperson: Sally Quenneville

The Consumer Affairs Office of the D.C. Government is a part of the Mayor's Office, and is the official agency responsible for handling all areas of consumer concern. This office was established October 1973. CAO assists all residents of D.C. and non-residents with problems involving businesses located in D.C.

This conference will meet September 26-27 and will involve 3-4,000 people from the D.C. area

At this particular luncheon there will be 375 in attendance. Mayor Washington will speak after you.

Your participation is to show interest and be supportive of their program.

cc: Susan Porter
Staircase
Patti Matson
Helen Smith

SCHEDULE
MAYOR'S CONSUMER FOOD DOLLAR
CONFERENCE

Mayflower Hotel
September 26, 1974

Advance person: Sally Quenneville
Dress: Street Dress

1:00 PM DEPART White House via motorcade enroute Mayflower Hotel

1:10 PM ARRIVE Mayflower, LeSalle Entrance.
You will be met by Mrs. Kathryn Shelton, Coordinator

PROCEED to Grand Ballroom (2nd door from left).
Mr. William Robertson will escort Mrs. Ford to head
table podium.

Head Table List attached
Attendance: 375

Mr. Robertson will introduce Mrs. Ford

1:15 PM Mrs. Ford's remarks begin

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1:23 PM DEPART Grand Ballroom enroute motorcade

1:33 PM ARRIVE White House

MAYOR'S CONSUMER FOOD DOLLAR CONFERENCE

HEAD TABLE

Mayor Walter E. Washington

William B. Robertson, Director, D.C. Office of Consumer Affairs

Mrs. Theresa H. Clark, Deputy Director, D.C. Ofc. of Consumer Affairs

Mrs. Meredith Fernstrom, Education Director, " "

Mrs. Linwood Holton, Former First Lady of Virginia and Originator of
Governor's Family Food Dollar Conference

Mrs. Esther Peterson, Vice President for Consumer Affairs, Giant Foods, Inc.

Mrs. Walter E. Washington, Honorary Conference Chairman

Mrs. Martha J. Ogden, Campaign for HUMAN Dev., Roanoke, Va.

Ms. Suzanne Wofford, PEPCO, Home Economics Dept.

Ms. Jacqueline Moore, Safeway Stores, Inc., Consumer Affairs Consultant

James Angelone, Attorney-at-Law, FTC, Bureau of Consumer Protection

The Rev. Eugene Brake, Consumer Advisor, Near Northeast Community
Improvement Corporation

Mrs. San Juan Barnes, Senior Neighbors and Companions Club, Washington

Ms. Julia Lacy, Cooperative Extension Service, Federal City College

Mrs. Ann Wilkshire, D.C. Community Health Center, North

Ms. Marsha Scott, Dairy Council

Mrs. Lenore Drew, D.C. Cooperative Extension, Washington Technical
Institute

Mrs. Mildred Brooks, D.C. Dept. of Human Resources

Mrs. Natty Fernandez, FCC, Cooperative Extension Service

FROM THE DESK OF

Sally A. Duenneville

Herb Collins
Sec. Man

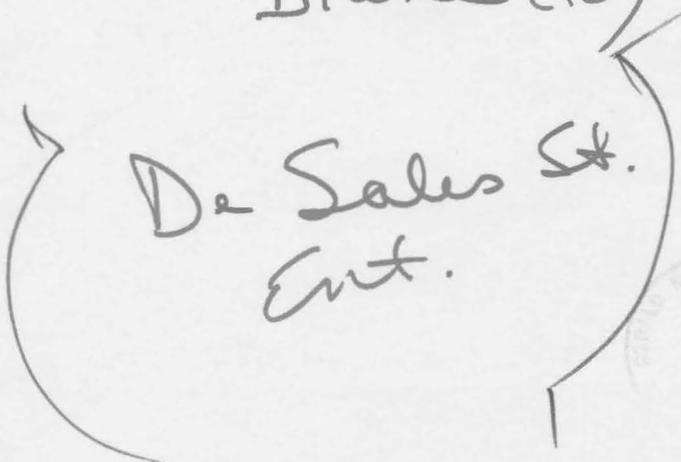
MAYOR'S CONFERENCE

- 1- Tell S.S. about gift
- 2- HOTEL MANAGER to mt. F.L. on Departure (Spelling of name)

2 months
Colorado

Robt Wilhelm
Gen. Manager

Jane
Diane (15)



Patty
Shah m?
wagon?



W.H. Photos

at
first one
to P. Perry
7 347-5000
7 347-5144 (outside)

THE WHITE HOUSE

WASHINGTON

September 25, 1974

MAYOR'S CONSUMER FOOD DOLLAR
CONFERENCE

September 26, 1974

Advanceperson: Sally Quenneville

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Helen Smith

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September 26, 1974

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1:33 PM ARRIVE White House

CONFERENCE SCHEDULE

THE WHITE HOUSE
WASHINGTON

*X can
Mrs. Ford hear
play Mayor's?
(10)*

September 19, 1974

MEMORANDUM TO: PATTI MATSON
✓ SALLY QUENNEVILLE

FROM: SUSAN PORTER

SUBJECT: Action Memo

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GROUP: Mayor's Consumer Food Dollar Conference

DATE: Thursday, September 26, 1974

TIME: Around 1:00 p.m.

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CONTACT: Mr. William Robertson, Director
Mrs. Kathryn Shelton 629-2926

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c: BF Staff
Staircase
Rex Scouten
Warren Rustand
Advance Office

THE WHITE HOUSE
WASHINGTON

*This sounds
liked good one
for you.
Ric*

Re: Thursday, September 26th
Mayors Conference on Consumer Affairs
Mayflower Hotel

They would be happy to have
Mrs. Ford drop-by their Luncheon which
will be Thursday, 12:30-2:00 at the
Mayflower.

Mayor Washington will be the
luncheon speaker; the luncheon will be
attended by the full assembly of about
400 people. Probably the best time to
stop by and be introduced would be
about 1:00 p.m. for ten minutes or
so.

X BF Drop by Mayors Consumer
Conference on stretching food
dollars, Thurs, 9/26, 1:00
Regret

*THANK YOU!
SUZAN*

Sept. 26, 27
Mayflower Hotel

Thurs. Fri.
 Mrs. Estlin Peterson a. m. Gen. Sess
 Mrs. Nash Workshops
 Mrs. Helton Creeting
 Mayor Nash Luncheon,
 Luncheon 12-2 Va. Knicker

Thurs. aftern.
 8:00 Panel
 - Pged
 3:30-4:00 Open Session

- How to stretch the family food dollar
 - 3-400 people from D.C.
 - "Mayor's Consumer Food Dollar Conference" office of
 Sponsored by D.C. Consumer Affairs

Mr. Katherine Shelton
 THE WHITE HOUSE
 WASHINGTON
 Bill Robertson 629-2926
 Dir. of Consumer Affairs food D.C.
 629-2617
 remain in

1407 L St, N.W.
 under elec office of the
 will hold conferences throughout the city

26, 27 Sept.
 Mayflower
 Mayor's Consumer Food Dollar Conference
 3-400 people from D.C.
 How to stretch dollars
 27 am. 9:00 by
 27 Da
 Knicker
 Church
 26 Esther Peterson - open
 26 Mayor W

RED
TAC
9-13



GOVERNMENT OF THE DISTRICT OF COLUMBIA
EXECUTIVE OFFICE

OFFICE OF
CONSUMER AFFAIRS

1407 L STREET, N.W.
WASHINGTON, D. C. 20005

September 13, 1974

Ms. Susan Porter
Appointments Secretary to
Mrs. Gerald Ford
The White House
Washington, D. C.

Dear Susan:

Sorry I got our communications crossed, but attached is the preliminary agenda for the Mayor's Consumer Food Dollar Conference.

Any time that Mrs. Ford can attend during the conference would be most appreciative. However, if at all possible, we would like for her to bring greetings of approximately 5-10 minutes in order not to infringe too heavily upon her schedule, on the morning of September 27.

The concept of the conference is how to buy and prepare nutritious foods in the most economical manner.

Respectfully,

A handwritten signature in cursive script, appearing to read "Bill", with a long horizontal flourish extending to the right.

William B. Robertson
Director

WBR:cs

MAYOR'S CONSUMER

FOOD DOLLAR

CONFERENCE

SPONSORED BY THE

D. C. OFFICE OF CONSUMER AFFAIRS

SEPTEMBER 26-27, 1974
MAYFLOWER HOTEL
WASHINGTON, D. C.

8:30 - 9:30 a.m.

REGISTRATION AND HOT CHOCOLATE
The hot chocolate is a nutritious
money-saver prepared by Ms. Elaine
Blyler of the Supplemental Food
Program

Promenade

9:30 - 11:00 a.m.

GENERAL SESSION

Grand Ballroom

Presiding: Meredith M. Fernstrom
Consumer Education Director
D. C. Office of Consumer Affairs

GREETINGS AND PURPOSE
William B. Robertson
Director
D. C. Office of Consumer Affairs

Alberto Bastida
D. C. Department of General
Services Administration

GREETINGS
Dr. Bennetta Washington
Honorary Conference Chairman

Mrs. Linwood Holton
Former First Lady of Virginia and
Originator of Governor's Family
Food Dollar Conference

KEYNOTE ADDRESS
"How to Cope"
Mrs. Esther Peterson
Vice President for Consumer Affairs
Giant Food, Incorporated

11:00 - 12:30 p.m.

CONCURRENT WORKSHOP SESSIONS

A Eating to Grow Old Beautifully	Presidential Room 1st Floor
B Youth, Their Eating Habits, Progress and Problems	Virginia Room 2nd Floor
C Food for the Pregnant Mother and Her Young Child	Capitol Room A 2nd Floor
D How to Cope with Medical Problems Requiring Special Diets	Capitol Room B 2nd Floor
E Food Fads	New York Room 2nd Floor
F Food Concerns of Hispanic Consumers	Pan American Room 1st Floor
G Nutrition Labeling	Senate Room 1st Floor
H Nutrition: What's In It for Me?	District Room 2nd Floor

12:30 - 2:00 p.m.

LUNCHEON

Grand Ballroom

12:30-1:10 Lunch
↓
Lunch
over before
Mrs. Ford
1:15
(15 min)

Presiding: Theresa H. Clark
 Deputy Director
 D. C. Office of Consumer Affairs

Guest Speaker
 Honorable Walter E. Washington
 Mayor
 Washington, D. C.



2:10 - 3:30 p.m.

PANEL DISCUSSION

Grand Ballroom

"How to Save Money at the Supermarket"

Presiding: William B. Robertson

"Shopping Techniques"
 Suzanne Wofford
 Home Economist
 Potomac Electric Power Company



"Unit Pricing and Open Dating"
Jacqueline Moore
Consumer Consultant
Safeway Stores, Incorporated

"Marketing and Advertising Techniques"
James Angelone, Attorney
Bureau of Consumer Protection
Federal Trade Commission

3:30 - 4:00

OPEN FORUM

FRIDAY, SEPTEMBER 27

9:00 - 9:30 a.m.

COFFEE AND COFFEECAKE

The coffeecake is a nutritious money-saver prepared by Mrs. Fannie Hill of the Washington Gas Light Company

Promenade

9:30 - 11:00 a.m.

GENERAL SESSION

Grand Ballro

Presiding: Theresa H. Clark

"Stretching the Food Dollar"

Mrs. Fannie Hill

"Responsibilities of the News Media"

Kathy Thornton

"Panorama" Producer-Host, WDBJ-TV
Roanoke, Virginia

PANEL DISCUSSION

"Food Buyer's Rights and Responsibilities"

"Regulations and Functions of the
Environmental Health Administration"

Arnold Clark

D. C. Environmental Health Administration

"Regulations and Functions of the Weights
and Measures Branch"

Kenneth Hayden

D. C. Weights and Measures Branch

"Food Tax"

James Moore

D. C. Department of Finance and Revenue

"Consumer Responsibilities in the
Supermarket"

James Drew

United Planning Organization

11:00 - 12:30 p.m.

CONCURRENT WORKSHOP SESSIONS

- | | |
|--|--------------------------------|
| A The Senior Citizen and the Found
Weekend | Presidential Room
1st Floor |
| B Stretching the Consumer Food Dollar
Demonstration | Virginia Room
2nd Floor |
| C How the Local Consumer Can Cope | Capitol Room A
2nd Floor |
| D Food Stamps: Let Them S-T-R-E-T-C-H
Your Food Dollar | Senate Room
1st Floor |
| E School Feeding Programs | Capitol Room B
2nd Floor |
| F Food Concerns of Hispanic Consumers | Pan American Room
1st Floor |
| G Shopping Techniques for the Future:
UPC and the Computerized Checkstand | District Room
2nd Floor |
| H Supplemental Foods Program | New York Room
2nd Floor |

2:30 - 2:00 p.m.

LUNCHEON

Grand Ballroom

Presiding: William B. Robertson

Guest Speaker
Honorable Virginia H. Knauer
Special Assistant to the President
for Consumer Affairs
Director, Office of Consumer Affairs,
Department of Health, Education, and
Welfare

3:10 - 3:30 p.m.

PANEL DISCUSSION

Grand Ballroom

"The High Cost of Food and What Can
Be Done About It"

"Producer's Viewpoint"
J. S. Francis, Jr.
Agriculture Council of America

"Distributor's Viewpoint"
Anne Rossmeier
Director of Consumer Affairs
American Meat Institute

"Retailer's Viewpoint"
Joseph B. Danzansky
President
Giant Food, Incorporated

"Consumer's Viewpoint"
Ellen Zewel
President
National Consumer's Congress

3:30 - 4:00 p.m.

OPEN FORUM

Closing Remarks
William B. Robertson

4:00 p.m.

ADJOURNMENT

"Flowers by
Woodward & Lothrop"

Dr. Bennetta Washington
Honorary Chairman

Co-Chairman: Theresa H. Clark
Meredith M. Fernstrom
D. C. Office of Consumer Affairs

Committee Members:

Ms. Hazel Aldama
FCC Cooperative Extension

Mrs. San Juan W. Barnes
SNACC/W.U.L.

Mr. Alberto Bastida
D. C. Department of General Services

Ms. Elaine Blyler
Supplemental Food Branch

Mrs. Mildred Brooks
Home Economist/DHR

Ms. Pamela Carter
Department of Human Resources

Mrs. Erna Chapman
D. C. Public Schools

Ms. Ann Chisholm
United Planning Organization

Ms. Julie Chryst
United Mine Workers, Welfare and
Retirement Fund

Mrs. Mildred Claypoole
NDC #2

Mrs. Effie Crockett
School of Human Ecology
Howard University

Mr. James Drew
United Planning Organization

Mrs. Lenora Drew
D. C. Coop. Extension

Dr. Cecil H. Edwards; Dean
School of Human Ecology
Howard University

Ms. Natty Fernandez
FCC Cooperative Extension

Ms. Doris Fuller
School Lunch Program

Mrs. Julia Fuller
Southeast House

Mr. Richard Gutierrez
AYUDA

Ms. Jude Healy
Supplemental Food Program

Ms. Anna Hunt
NDC #2

Mrs. Mary Jane Kanuika
Safeway Stores, Incorporated

Ms. Virginia Keith
Southwest House

Ms. Julia Lacy
FCC Cooperative Extension

Mrs. Flora Martin
Community Services

Mrs. Emma Mimms
United Planning Organization

Ms. Jackie Moore
Safeway Stores, Incorporated

Mrs. Claudia Payne
FCC Cooperative Extension

Mrs. Mary Peters
NDC #1

Mrs. Lucilla Quinn
D. C. Office of Consumer Affa

Miss Victoria Robertson
Student - VPI

Mr. Fernando Rossell
AYUDA

Mrs. Jane Roth
Washington Gas Company

Ms. Marsha Scott
Dairy Council

Mrs. Mary Ann Shurtz
Virginia Office of Consumer Affairs

Mr. Joseph Stewart, Director
School Lunch Program

Mrs. Marie Turner
Virginia Extension Service

Ms. Ann Wilkshire
Community Health Center, North

Mrs. Suzanne Wofford
PEPCO

Mrs. Muriel B. Yeager
Home Economist/DHR

MAYOR'S CONSUMER FOOD DOLLAR CONFERENCE

HEAD TABLE

Mayor Walter E. Washington

William B. Robertson, Director, D.C. Office of Consumer Affairs

Mrs. Theresa H. Clark, Deputy Director, D.C. Ofc. of Consumer Affairs

Mrs. Meredith Fernstrom, Education Director, " "

Mrs. Linwood Holton, Former First Lady of Virginia and Originator of
Governor's Family Food Dollar Conference

Mrs. Esther Peterson, Vice President for Consumer Affairs, Giant Foods, Inc.

Mrs. Walter E. Washington, Honorary Conference Chairman

Mrs. Martha J. Ogden, Campaign for HUMAN Dev., Roanoke, Va.

Ms. Suzanne Wofford, PEPCO, Home Economics Dept.

Ms. Jacqueline Moore, Safeway Stores, Inc., Consumer Affairs Consultant

James Angelone, Attorney-at-Law, FTC, Bureau of Consumer Protection

The Rev. Eugene Brake, Consumer Advisor, Near Northeast Community
Improvement Corporation

Mrs. San Juan Barnes, Senior Neighbors and Companions Club, Washington

Ms. Julia Lacy, Cooperative Extension Service, Federal City College

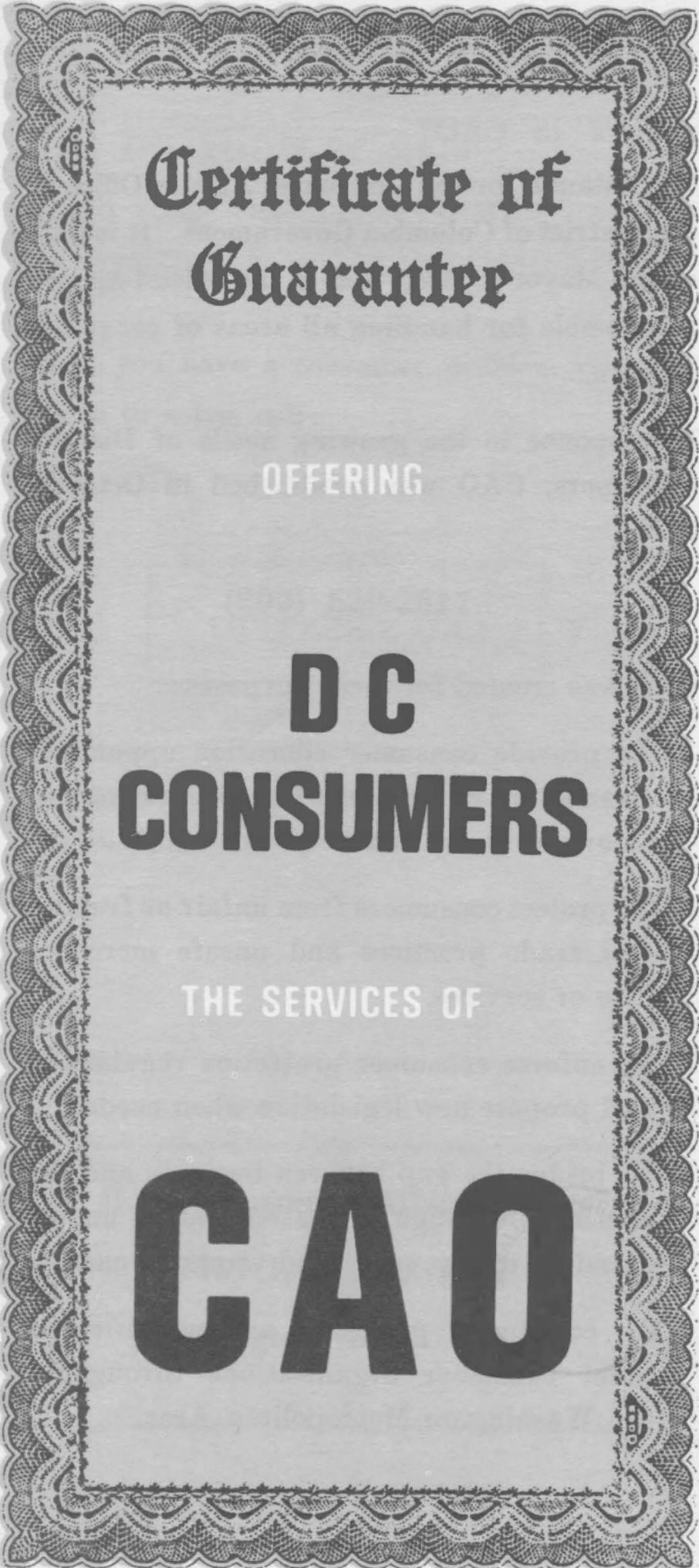
Mrs. Ann Wilkshire, D.C. Community Health Center, North

Ms. Marsha Scott, Dairy Council

Mrs. Lenore Drew, D.C. Cooperative Extension, Washington Technical
Institute

Mrs. Mildred Brooks, D.C. Dept. of Human Resources

Mrs. Natty Fernandez, FCC, Cooperative Extension Service



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THE SERVICES OF

CAO

WHAT IS CAO?

CAO stands for the Consumer Affairs Office of the District of Columbia Government. It is part of the Mayor's Office, and is the official agency responsible for handling all areas of consumer concern.

In response to the growing needs of District consumers, CAO was established in October, 1973.

WHY WAS CAO CREATED?

CAO was created for these purposes:

- To provide consumer education opportunities so that citizens can be more aware and informed in the marketplace.
- To protect consumers from unfair or fraudulent trade practices and unsafe merchandise or services.
- To enforce consumer protection regulations and propose new legislation when needed.
- To bridge the gap between business and the consumer through increased mutual understanding of the needs and wants of each.
- To coordinate programs and activities of other consumer organizations throughout the Washington Metropolitan Area.

WHOM DOES CAO HELP?

CAO assists all residents of the District of Columbia who have consumer problems. It also helps non-residents who have problems involving businesses located in Washington, D. C.

WHO WILL HELP YOU WITH YOUR PROBLEM AT CAO?

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If the CAO staff cannot answer your questions, it will find out who can, and will direct you to that person or agency.

Part-time volunteers and students from area colleges provide valuable assistance to the staff. The services of many volunteers will be needed in the opening of walk-in branch offices of CAO throughout the city. If you are interested in helping consumers in your neighborhood by volunteering a few hours a week, please let CAO know about it.

WHICH TYPES OF PROBLEMS DOES CAO HANDLE?

These are some of the typical problems:

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- garnishment of wages
- repossession of goods

 and any other areas where consumers need help or advice.

**HOW DO YOU GET HELP
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When you have a consumer problem you are
unable to solve, call:

(202) 629-2617

Or, you may write or visit the D. C. Consumer
Affairs Office.

WHERE IS CAO LOCATED?

**D. C. Consumer Affairs Office
1407 L Street, N. W.
Washington, D. C. 20005**

**WHEN SHOULD YOU
CONTACT CAO?**

The very next time you have a consumer
problem which you cannot solve, contact
CAO.

We're here to serve you, but we can't help
unless YOU tell us about your consumer
problem.



**D. C. Consumer Affairs Office
1407 L Street, N. W.
Washington, D. C. 20005**

Wednesday, Sept. 25, 1974

For immediate release

THE WHITE HOUSE
Office of the Press Secretary to Mrs. Ford

Mrs. Ford will make a brief appearance during the Mayor's Consumer Food Dollar Conference luncheon Thursday, Sept. 26 at the Mayflower Hotel. She will arrive about 1 p.m. and make brief remarks.

The luncheon is part of a two-day conference sponsored by the Washington, D.C. Consumer Affairs Office of the Mayor. How to stretch the family food dollar is one of the basic themes of the

#

THE WHITE HOUSE

WASHINGTON

September 25, 1974

MAYOR'S CONSUMER FOOD DOLLAR

CONFERENCE

September 26, 1974

Advanceperson: Sally Quenneville

The Consumer Affairs Office of the D.C. Government is a part of the Mayor's Office, and is the official agency responsible for handling all areas of consumer concern. This office was established October 1973. CAO assists all residents of D.C. and non-residents with problems involving businesses located in D.C.

This conference will meet September 26-27 and will involve 3-4,000 people from the D.C. area

At this particular luncheon there will be 375 in attendance. Mayor Washington will speak after you.

Your participation is to show interest and be supportive of their program.

cc: Susan Porter
Staircase
Patti Matson
Helen Smith

MAYOR'S CONSUMER FOOD DOLLAR CONFERENCE

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Mrs. Lenore Drew, D.C. Cooperative Extension, Washington Technical
Institute
Mrs. Mildred Brooks, D.C. Dept. of Human Resources
Mrs. Natty Fernandez, FCC, Cooperative Extension Service

NEWS SUMMARY
September 26, 1974
(Thursday nets, wires)

The Major Stories:

-- The Economy.

- President Ford's summit conference to find cures for the ills of the economy starts tomorrow. President will open it personally. He plans to attend most of the sessions.
- Economic Advisor Alan Greenspan gave the joint economic committee a pessimistic appraisal of the nation's economy. Predicted it will take 1-1/2 to 3 years to stop inflation.
- Mrs. Betty Ford told a conference arranged by Mayor Walter Washington how she combats high prices. "We are buying less beef and more fish," she reported, "and, believe it or not, casseroles have become quite popular at the White House."
- Commerce Department reported its index of economic indicators, its measure of what the economy may do, dropped 1.2 per cent in August, its biggest decline of the year.
- The Dow Jones industrial average dropped 11.97 to 637.98 as 9,060,000 shares of stock were traded on the New York Stock Exchange.

-- Richard Nixon.

- His hospital reported the former President "is responding satisfactorily" to treatment for the blood clot in his lung.
- UPI said in a story from San Clemente, quoting an administration source, Nixon "is very irritated by what he considers a 'begrudging attitude' in government to deprive him of the special privileges afforded other Presidents. He feels everyone is giving him a hard time," the source said.
- A Senate appropriations subcommittee voted unanimously to deprive Nixon of free maid and butler service. It recommended only \$328,000 of the \$850,000 President Ford requested be appropriated to cover the Nixon transition expenses.



Betty Ford on prices: Reasoner reported that First Lady Betty Ford "dropped by" Washington Mayor Walter Washington's Consumer Food Dollar Conference. Mrs. Ford on film said she is saving money by watching for sales, buying fresh vegetables, and cutting down on beef purchases. "Believe it or not," she said, "casseroles have become quite popular in the White House."

Reasoner said that "of course, Mrs. Ford was not talking about State dinners."

ABC Commentary - Howard K. Smith

I have looked in every nook and cranny, but I cannot find any useful purpose in the speeches by the President and his Cabinet attacking the oil producing countries, for I can see no possible action that there is to back up the hard words.

Military take-over is out of the question. Threats to cut off food or industrial goods to them are pointless. With their bank accounts they can buy what they want somewhere else. And we cannot scold them into being ashamed of their high prices. Our inflation of the prices for goods they buy from us did precede their raising of oil prices. And it is true that we have for decades taken their precious oil at near the cost of water.

Far from being ashamed, they feel they are getting their delayed due, no matter how much we scold them.

I would much prefer to hear our leaders say that they are doing something practical to end the price gouging -- something like cutting our still tremendous waste of oil and our purchases of it by a surtax on gasoline and a big tax on big cars -- and use that money to make Project Independence a fact and not an oratorical flourish as it is now.

We possess more oil in shale in this country than all Arabia possesses and more power in coal than we have in oil. A Manhattan Project-like effort to get it into use, offering a share to our allies and friends, would really make the foreign oil producers come to terms. But unless our leaders have some kind of action plans they are keeping secret, the current scolding campaign is really useless. It is, as they say in the bureaucracy, counterproductive.



EDITORIALS/COMMENTS ON RECENT NEWS

September 26, 1974

NBC Today Show

Tax Relief: Frank Blair reported that President Ford is considering tax relief for lower income groups which could be accomplished through lower social security withholdings. It is an idea that came from one of the mini-summits, said Blair.

Greenspan on Inflation: Irving R. Levine said Alan Greenspan shifted from the previous position that inflation will become less of a problem when oil and farm prices level off. Greenspan said even if those prices do level off, or even decline, inflation will continue for some time because the problem is financial, rather than a commodity problem.

Great Britain's Mood: Garrick Utley reported from London that beneath the surface trappings of tradition, class divisions and economic despair are developing. They are reflected in violence at soccer games. This is seen by some observers as a weakening of law and order and of authority. Utley said the mood on the floor of the London Stock Exchange is that if the Four Horsemen of the Apocalypse were to ride onto the floor of the Exchange, they would be welcomed as a pleasant change.

Argentina - Political Violence: Tom Streithorst reported that political murders now number one per day in Argentina, and the "pace is increasing."

Oil Prices: Frank Blair said the Shah of Iran rejected President Ford's call for a rollback in oil prices. Blair said the Shah said: "no one can dictate to us."

Missing in Action: Maureen Dunn, Chairman of the League of Families of Men Missing in Action (in Indochina) said that one week before he became president, President Ford promised her he would seek a meeting with then President Nixon and Henry Kissinger to aid her group in locating MIAs. Dunn said that since he became President, Mr. Ford "has closed his door to us." Mrs. Dunn said her opinion of the amnesty program is that a grave injustice has been done to those who served.

CBS Morning News

Ford Dinner: Hal Walker reported on the Wednesday night White House dinner for Italian President Giovanni Leone as "strictly a social affair" and "a night given over to enjoyment."

"The President and Mrs. Ford seemed to enjoy themselves even more than the permitted White House pictures would show," Walker said. "They tapped their feet to the rag-time music entertainment, and the traditional toast for such occasions was lighthearted and devoid of political undertones. After the toast and the entertainment, the President and Mrs. Ford out-danced many of their younger guests even though he faced an early morning meeting with the leaders of Congress."

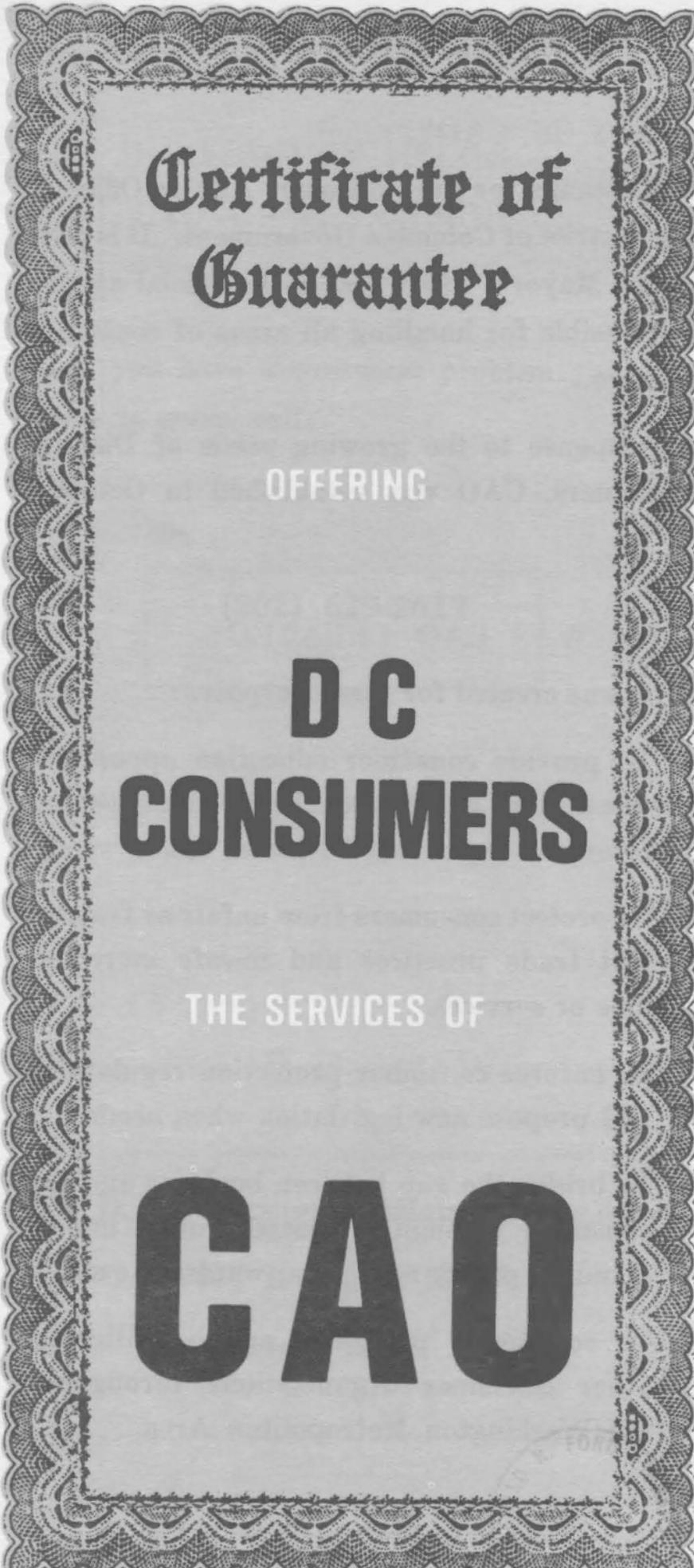
Taxes: Hughes Rudd said: "One of President Ford's economic advisers said the President is considering a scheme to cut taxes for people with low incomes, including the possibility of withholding less Social Security payments in their paychecks. There is also a fuel stamp proposal before Mr. Ford, which would give low-income householders a break on their winter heating bills."

Mondale: Barry Serafin conducted a 6:40 minute studio interview with Sen. Walter F. Mondale. Mondale said he will decide soon, whether to run for the 1976 Democratic presidential nomination. Sen. Edward Kennedy's removal has encouraged him. He said he expects some of Kennedy's support to coalesce around him since they have been very close on political issues like tax reform, campaign finance reform, health reform, and foreign policy. "We all have to earn our place," Mondale said. "I don't think there are any front-runners. I don't think people inherit strength from another candidate. I believe Americans are going to make their own choice and they'll do it on the basis of our programs, how we appear to run as we campaign."

Israel: Rudd said Secretary of State Kissinger was "trying to cool tempers in the Mideast. "The mood is somewhat more tense than usual since Thursday -- Yom Kippur -- is the anniversary of last year's Arab attack," Rudd said. "Tom Fenton reported the Israelis are "resigned to what they believe to be the inevitability of another war in the near future. From Kissinger, most Israelis now expect only more pressure to make territorial concessions that will not be matched by peace moves from the Arabs."

Amnesty letter: Steve Young said letters sent out to draft evaders and deserters from the Pentagon have intentionally or otherwise, been panicking some American military observers when they inquire about President Ford's conditional amnesty plan"... "The Army is creating a false impression



A decorative border with a repeating lace-like pattern surrounds the central text.

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THE SERVICES OF

CAO

A faint circular stamp is visible in the bottom right corner of the page.

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U.S.
CONSUMER
PRODUCT
SAFETY
COMMISSION

WHY DOESN'T SOMEBODY DO SOMETHING?

Remember the tot who ran headlong into a glass door, the teenager who lost a finger while using a power saw, and the elderly woman who fell from a rickety step ladder?

Accidents like these occur every day. Each year an estimated 20 million Americans are injured by products used in and around the home; 110,000 are permanently disabled, and 30,000 are killed.

Congress Did

Believing that something could and must be done to reduce this toll, Congress passed the Consumer Product Safety Act. It was signed into law by the President on October 27, 1972.

The Consumer Product Safety Commission

The Act established a new independent Federal regulatory agency, the Consumer Product Safety Commission. The Commission's primary goal is to substantially reduce injuries associated with consumer products. On May 14, 1973, the Consumer Product Safety Commission was activated.

Congress directed the Commission to

Commissioners

Heading the Commission are five Commissioners appointed by the President with the advice and consent of the Senate. The Commissioners will serve seven-year staggered terms (after initial shorter terms) and can be removed from office only for neglect of duty or malfeasance. No more than three Commissioners may belong to the same political party.



RICHARD O. SIMPSON was appointed as Commission Chairman for three years. Simpson was Acting Assistant Secretary of Commerce for Science and Technology when he was asked to serve on the Commission. He served concurrently as Deputy Assistant Secretary for Product Standards. Simpson is an electrical engineer. He was born on March 7, 1930.



BARBARA HACKMAN FRANKLIN will serve seven years. She has served in top management positions at the Singer Company and the First National City Bank. In April 1971, she was selected as a Staff Assistant to the President to recruit women for high positions in government. She holds an MBA from the Harvard Business School. She was born on March 19, 1940.



CONSTANCE NEWMAN was appointed for a six-year term. Newman was Director of



R. DAVID PITTLE will serve a five-year term. Pittle was an Assistant Professor of Engineering and Public Affairs at Carnegie-Mellon University in Pittsburgh, Pennsylvania. Pittle was President of the Alliance for Consumer Protection in Pittsburgh and a member of numerous consumer organizations. He was born on October 7, 1938.



LAWRENCE KUSHNER will serve four years. Kushner joined the Department of Commerce's National Bureau of Standards in 1949. He had been Deputy Director for four-and-a-half years when he was named to the Commission. Kushner has a Ph.D. in Physical Chemistry from Princeton University. He was born on September 20, 1924.

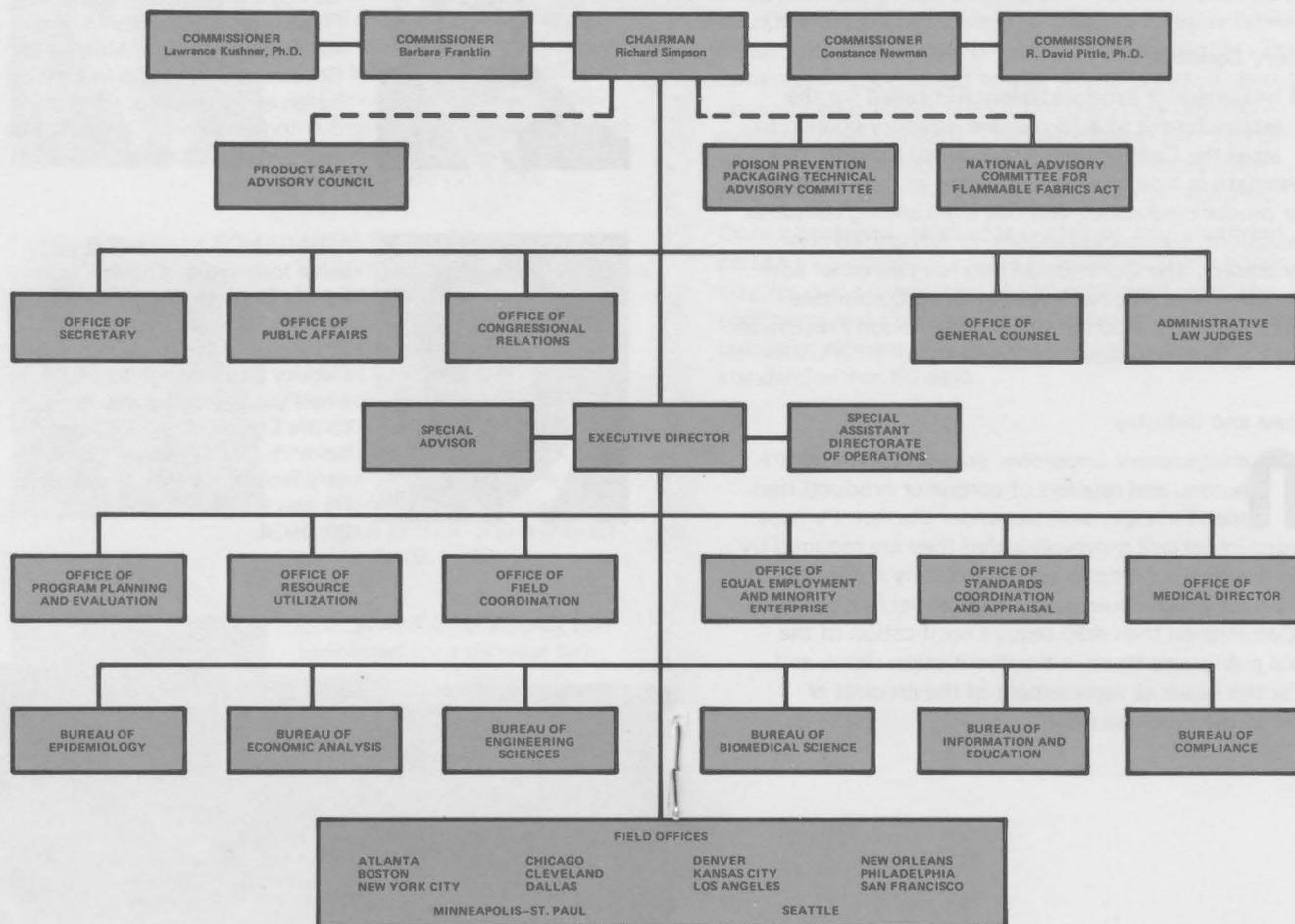
Authority

Congress granted the Commission broad authority to issue and enforce safety standards governing the design, construction, contents, performance, packaging and labeling of well over 10,000 consumer products—from architectural glass, stairs, and power tools to stoves, ladders and lawnmowers. The Commission also regulates products covered by four Acts previously administered by other Federal agencies: the Flammable Fabrics Act, the Hazardous Substances Act, the Poison Prevention Packaging Act, and the Refrigerator Door Safety Act.

The Commission can ban hazardous products, and any product which presents an imminent hazard of death, serious illness or severe injury is liable for immediate seizure under a court order.

The Consumer Product Safety Act includes provisions for civil and criminal penalties. Knowing violations of the Act can bring civil penalties up to a maximum of \$500,000. Criminal penalties for knowing and willful violation following notice of non-compliance hold a maximum fine of \$50,000 and one year in jail.

Organization of the U.S. Consumer Product Safety Commission



Injury Information

Congress called for the creation of an Injury Information Clearinghouse to provide clear and accurate information about product-related injuries. The Commission operates the National Electronic Injury Surveillance System (NEISS) which monitors 119 hospital emergency rooms nationwide for injuries associated with consumer products. The Commission also conducts studies, tests products, and contracts outside research to improve product safety.

The public has guaranteed access under the Act to information and research collected by the Injury Information Clearinghouse. Trade secrets and the names of accident victims and their physicians may remain confidential.

Advisory Councils

The Consumer Product Safety Act called for the establishment of a 15-member advisory council to assist the Commission. The Council includes five representatives from government agencies, five from consumer product industries, and five from among consumer organizations, community groups, or recognized consumer leaders. The Commission also has two other advisory committees: The National Advisory Committee for the Flammable Fabrics Act and the Poison Prevention Packaging Technical Advisory Committee.

Business and Industry

Manufacturers, importers, private labelers, distributors, and retailers of consumer products have specific responsibilities under the Act. Perhaps the most important provision is that they are required by law to notify the Commission immediately if a product has a defect which could pose a substantial risk of injury. The Commission then may require notification of the general public and those in the distribution chain, and call for the repair or replacement of the product or refund of the purchase price.

Business and industry also must fulfill requirements for recordkeeping, inspection, certification, and labeling. (For more detailed information about the responsibilities of business and industry, write for the Business Fact Sheet.)

Standards

One of the major tasks of the Commission is to issue mandatory safety standards for consumer products which pose unreasonable risks. The Act states that anyone may submit to the Commission an existing voluntary standard for adoption as a proposed mandatory standard. Also, any interested and technically competent party may offer to develop a proposed standard. Offerors are not limited to industry representatives; consumers or consumer organizations may qualify. The Commission may accept one or several offers. If there are no qualified offerors, the Commission may develop its own proposed standard. The Commission also may develop its own proposed standard if the only acceptable offeror represents the industry about to be regulated.

Once a proposed standard is published, any interested person may comment on the proposal and have opportunity for oral presentation. After consideration of the comments, the Commission can issue a mandatory safety standard. Anyone may request judicial review of the standard within 60 days.

Consumers

Any interested person may petition the Commission to begin proceedings to issue, amend or revoke a consumer product safety rule. A petition may be a handwritten letter requesting action and/or proposing change. The Consumer Product Safety Act requires that the Commission grant or deny the petition within 120 days. If the petition is denied, the Commission must publish its reasons in the Federal Register, the Government's daily digest. The Act granted the Commission three years to catch up on the backlog of products needing safety regulations, but after October 27, 1975, petitioners may appeal the Commission's decisions in the courts.

In addition to petitions, the Commission welcomes any information from consumers about product-related injuries and recommendations for products in need of safety regulations.

Education

The Commission carries a strong Congressional mandate to educate and inform the general public about product safety and product-related injuries. The Commission may conduct education campaigns and training programs and publish studies and reports to attempt to reduce consumer injuries and eliminate hazards.

Finally

The Consumer Product Safety Commission cannot and will not provide safety regulations for every product nor can it prevent all accidents involving consumer products. But it can attempt to reduce if not eliminate completely unreasonable risks present in thousands of products used daily by millions of Americans.

For a copy of the Consumer Product Safety Act or other information, write to the Consumer Product Safety Commission, Washington, D.C. 20207, or to one of the Commission's regional offices in Atlanta, Boston, Chicago, Cleveland, Dallas, Denver, Kansas City, Los Angeles, Minneapolis, New Orleans, New York City, Philadelphia, San Francisco, or Seattle. Or call the Commission's toll free Safety Hotline — 800-638-2666 (in Maryland call 800-492-2937), except Hawaii and Alaska.

Area Offices

Atlanta Area Office
Consumer Product Safety Commission
1330 West Peachtree Street, N.W.
Atlanta, Georgia 30309

Boston Area Office
Consumer Product Safety Commission
408 Atlantic Avenue
Boston, Massachusetts 02110
617-223-5576

Chicago Area Office
Consumer Product Safety Commission
1 North Wacker Drive
5th Floor
Chicago, Illinois 60606
312-353-8260

Dallas Area Office
Consumer Product Safety Commission
Room 410C, 500 South Ervay
P. O. Box 15035
Dallas, Texas 75201
214-749-3871

Denver Area Office
Consumer Product Safety Commission
Suite 938, Guaranty Bank Building
817 17th Street
Denver, Colorado 80202
303-837-2904

Kansas City Area Office
Consumer Product Safety Commission
Suite 1500
1125 Grand Avenue
Kansas City, Missouri 64106
816-374-2034

Los Angeles Area Office
Consumer Product Safety Commission
Suite 1100
3660 Wilshire Boulevard
Los Angeles, California 90010
213-688-7272

New Orleans Area Office
Consumer Product Safety Commission
Suite 414, International Trade Mart
2 Canal Street
New Orleans, Louisiana 70130
504-527-2102

New York Area Office
Consumer Product Safety Commission
830 Third Avenue
Bldg. 1, 8th Floor, Bay 7
Brooklyn, New York 11232
212-965-5036

Philadelphia Area Office
Consumer Product Safety Commission
400 Market Street
Continental Building, 10th Floor
Philadelphia, Pennsylvania 19106
215-597-9105

San Francisco Area Office
Consumer Product Safety Commission
160 Pine Street
San Francisco, California 94111
415-556-1816

Seattle Area Office
Consumer Product Safety Commission
1131 Federal Building
909 First Avenue
Seattle, Washington 98104
206-442-5276

Cleveland Area Office
Consumer Product Safety Commission
DEB Annex
21046 Brookpark Road
Cleveland, Ohio 44135
216-522-3886

Minneapolis Area Office
Consumer Product Safety Commission
Federal Building, Fort Snelling
Room 650
Twin Cities, Minnesota 55111
612-725-3424



Washington, D.C. 20207

SUGGESTED TALKING POINTS BEFORE
MAYOR'S ^{CONSUMER} THE FOOD DOLLAR CONFERENCE

Thank you for such a warm welcome.

I'm Happy to be here today--^{because} I'm a great supporter of your program, and your objectives.

I'm ~~also~~ a great believer that the American consumer is one of our most important--and often most neglected--products.

Our Government is taking ~~an~~ increasing notice of that fact--as evidence ^d by such recent programs as:

--U.S.D.A.

--~~Dept. for the Aging~~

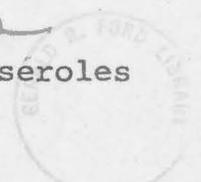
--Consumer Product Safety ~~Programs~~ Commission.

But in the long-run, WE, ^{the} all consumers, ^{are} will be the best protectors of our own interests.

I understand that a major thrust of your conference is how to
~~Today, for example,~~ ^{today certainly} the problem of inflation ^{should} force all of us to take a hard look at our own spending--to ensure we get the best return for each dollar.

I myself am trying to continue and improve on the habits of a life-time--in an effort to save and conserve. For example:

--my shopping patterns are much the same, I still look ^{constantly} for bargains, buy local fresh vegetables, ^{and} shop ^{when I can} at the local retail drug store
~~there is~~ ^{we are buying} less beef ~~meat~~ and more fish; ^{and} casseroles
are no strangers to the White House



food dollar, the family

Consumer protection requires the efforts of both Government and private groups. But above all, it requires the active interest of all of us as individuals--and particularly in our pattern of daily living.

I know your conference will go a long way in stimulating a new consciousness among American consumers. I support you wholeheartedly in all your efforts —
Thank you. —



Senator Hubert Humphrey (D-Minn) said (on film) that unless we do something very different from what has been done, "we are going to be in serious economic trouble."

Greenspan (on film) told Humphrey his statement "is not an exaggeration."

Benton said Greenspan apologized for his remark that statistically the income of Wall Street brokers has suffered more than any other group's.

Greenspan (on film) said his remark did not mean that he meant stock brokers were suffering more. He said "obviously, the poor suffer the most from any problem."

Benton reported Greenspan said he can support a proposal to reduce taxes for lower income groups provided the lost revenues are recovered elsewhere.

Anticipating Wage-Price Controls: Mitchell Krause reported there is "growing evidence that American business does not believe President Ford" will not reinstitute wage and price controls. Krause said several leading business advisory services are telling their clients "there is a growing possibility that controls are coming" and that they had better raise their prices high enough now "to include future price increases."

Economic Consultant Pierre Rinfret (on film) said he believes industry is going to raise their prices now "and as much as they can."

Princeton University's economist Albert Rees, however, (on film) countered: "To advise business generally to increase its prices borders on being irresponsible."

Krause said whether or not President Ford changes his mind on controls, it appears Americans may "already be paying a premium for a freeze that may never come."

Mrs. Ford: Hal Walker reported on Mrs. Ford's visit to a consumer conference in Washington. Walker said Mrs. Ford said she takes a personal hand in the Executive Mansion chores, shopping and fighting inflation at the same time.

Mrs. Ford (on film) said the major thrust of the conference was how to stretch the dollar.



"Believe me, I have had a lot of experience in that," she said.

Mrs. Ford said she watches for sales, uses local drug-stores, buys anything that "can help bring down the cost of living." She said, "We are buying less beef and more fish and, believe it or not, casseroles have become quite popular in the White House."

Rockefeller: Bruce Morton said Nelson Rockefeller's record on abortion in New York drew mixed blame and praise in hearings before the Senate Rules Committee.

Charles Rice of the U.S. Coalition for Life (on film) said Nelson Rockefeller "is more than merely a proponent of permissible abortion...he is the incarnate symbol of the anti-life movement in the United States."

Morton said the heaviest criticism of Rockefeller came over his handling of the prison riot at Attica.

Angela Davis (on film) said, "We have every reason to conclude that Governor Rockefeller's view of justice depends on the color of a person's skin and economic status." She said Rockefeller's support of the pardon of Richard Nixon and his responsibility for Attica, "clearly exposes his contempt for equal justice under law."

Morton said left and right groups were opposed to Rockefeller, while a group of black Republicans supported him. Morton said Thursday's testimony "is unlikely to have any effect on how the Senate votes."

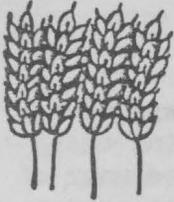
Nixon: Mudd reported one of Mr. Nixon's press aides said Mr. Nixon was moved and pleased by the many well wishes he has received. But UPI reported Mr. Nixon feels everyone is giving him a hard time and he is very irritable, said Mudd.

Nixon Funds: John Meyer reported a Senate Appropriations Subcommittee cut by more than half the Administration request for \$850,000 to finance the first six months of Mr. Nixon's retirement. Specifically prohibited are a maid and butler, over which Senator Montoya said his panel was "particularly annoyed."

Bob Orben: Robert Pierpoint, with several clips of humor from recent speeches by President Ford said Robert Orben gets some of the credit: "He wrote the jokes."



Outlook '74



UNITED STATES DEPARTMENT OF AGRICULTURE
Office of the Secretary

WHAT CONSUMERS WANT FROM AGRICULTURE

Talk by Nancy H. Steorts

Special Assistant to the Secretary for Consumer Affairs
at the 1974 National Agricultural Outlook Conference
Washington, D. C., 11:00 a.m., Tuesday, December 18, 1973

The consumer's voice is newly found, but it is gaining unity and power every day. It is calling for increased responsiveness and sensitivity from business and government. This affects the Department of Agriculture, the food industry, and the farmer.

It calls for a new three-way partnership of industry, government and the food industry. Today's consumer is different than yesterday's, and has different demands. The customer who buys today's goods and services is calling for an input before, not just after the goods are in the marketplace.

No longer can consumerism be viewed as an isolated phenomenon that can be ignored. The consumers' demands must be taken seriously. This means USDA must be able to respond quickly to any situation that comes up, supplying consumers with the information that they need, when they need it.

During the food price freeze and the temporary meat shortages last summer communications broke down. Consumers reacted wildly, often buying on the basis of emotion and fear, rather than with planning. They did not trust the information they were receiving.

But we've come a long way since August. The climate among consumers is changing -- and instead of pickets and accusations, the Department of Agriculture is now having discussions and dialogue with consumers. The same is beginning to happen with industry.



The period of extreme emotion is passing. The price of food has stabilized -- as the Department predicted it would -- and consumers are now willing to sit down and analyze the problems faced by agriculture and the food industry. But they are asking for facts, not rhetoric, and we must supply these facts.

Industry must play its role, responding with more sensitivity to customer needs, answering their questions and supplying their basic needs. Consumers have had the shock of realizing that food isn't something that automatically appears on supermarket shelves. This has frightened many of them, but in the last few months they have also learned that there are no quick and easy answers to their concerns. Now they are asking to know more. They are asking to have their thoughts registered and considered.

We in USDA, agriculture and the food industry must listen.

The consumers are taking our industry seriously. We must reciprocate and seek their input as we plan for the years ahead.

USDA can play a crucial role in opening a dialogue between groups that haven't communicated before: the packers and the consumers, the farmers and the retailers. We can provide new information to the consumer about how and why agricultural policy is formed.

USDA can provide the neutral ground and the technical expertise to bring opposing forces and ideas together.

This has already begun. It is why I am here. It is why Secretary Butz has appointed a Special Assistant for Consumer Affairs to report directly to him. The leaders of the Department of Agriculture realize that this is a new era, that government must be sensitive to the needs of the consumer and respond to these needs.

Since coming to USDA in July as Special Assistant for Consumer Affairs I've been amazed by the wealth of knowledge and assistance that is available within the Department -- and how much of this knowledge is already directed toward serving the consumer. There is the school lunch program, the meat and poultry inspection service, the millions of dollars in research related to improved food, the food stamp program. The list goes on and on, with pilot projects being added almost every month.

The Department is certainly not just a place where farm programs are considered. Its role has grown far wider than that and is still broadening. But many consumers feel that this broadening of purpose has confused USDA, that it has caused an "Identity Crisis" within the Department. They explain this by saying that the new direction is toward serving all Americans, but the flow of information from USDA is still largely beamed toward the rural population. They say USDA has not yet learned how to communicate with the consumer in the cities and suburbs.

I'm afraid this is true. And, again, it is part of the reason I am here: to help set up a two-way flow of information. First, I am listening to consumers' needs and then seeing to it that these needs are considered when USDA policy decisions are made. Second, I am helping consumers learn about USDA and the programs and information available from us.

Each side has a good deal to learn. But, the new consumer interest in food and agriculture could become the greatest opportunity the Department has ever had. The key will be getting the consumer groups objectively involved in what we're doing, getting them involved in what the food industry and agriculture is doing.

There is just no better way to get people to understand your problems than to let them help solve them.

I've been traveling a great deal during the past few months and have talked to many consumers. The main thing I've found is that many people do not have any understanding of what USDA is, or what its functions are.

Some believe that we are strictly on the side of the food industry, that we do not have any information worth sharing with consumers. They think of the Department as having "sold out" to agribusiness, the food processors and the retailers.

This is just not true.

You know it and I know it.

But we have to make sure that the rest of the people know it. We simply must let them know what USDA is doing, and we must let them know it honestly.

Supplying food and clothing is a complex business. The fuel and fertilizer shortages will make us realize that it's going to get even tougher. The consumer must learn this -- because he is the one who's going to feel the end effect -- and wonder why.

USDA and the food industry must also become more sensitive to the consumer's plight. For years agriculture has bemoaned the urban housewife for not concerning herself with the cost-price squeeze faced by the farmer. Now agriculture and the food industry must give a little thought to the cost-price squeeze faced by the consumer. We must ask what can be done to keep the squeeze from getting even tighter. If this takes some belt tightening in industry and government, some new packaging regulations, or a little less hard-sell merchandising of high profit items, so be it.

I've found that consumers have two main concerns. First is communications. They want a meaningful partnership of government, themselves

and industry. Consumers not only want to have ready access to useful USDA and industry information, they also want their viewpoint heard and considered when decisions are made.

Second: people are concerned about food quality. They want assurances of nutritional quality: of proper sanitation, and of adequate labeling that allows shoppers to accurately compare the items offered them.

So where do we begin? The process is already underway. As I mentioned I have spent a great deal of time talking to consumers and consumer leaders. I have reported what I have learned to Secretary Butz and the Assistant Secretaries of Agriculture. I've told them that consumers are very concerned about potential shortages, and that they couldn't understand why we were continuing to expand into foreign markets even last summer when there was not enough meat here at home.

There are answers to these concerns and we have to make them known.

I've informed the Secretary's staff of the panic buying I saw in California last August when the beef price freeze was on. I related standing in a supermarket in San Francisco during a moment of pandemonium when housewives were lined up waiting breathlessly for the butcher to bring out the few steaks he had.

One woman filled half a basket, another grabbed two handfuls and when I asked her what cut it was, she said, "Oh, I don't know. It's beef -- that's what's important." She was panicked -- and all the while she was standing in front of a counter filled with poultry, pork and lamb. Yet she was afraid her family wouldn't have enough meat.

In the same store, the shelves were empty of pasta, soup products, tomato paste. People were hoarding insane items. It was unbelievable.

Last summer's shortages -- however temporary -- frightened people. Some Americans had no concept of the alternatives available to them when certain items ran short. The modern American consumer has never had to deal with this sort of thing.

We must make new efforts to inform the consumer of what's happening, why it's happening, and of the adjustments they might make to help ease the situation. We must meet their concerns about nutritional labeling, and about package labeling as it pertains to quantity and quality. They have to have the proper information on which to make their decisions.

It is a large and significant step that USDA now has its ear tuned to direct contact with the urban consumer.

Because of this we are now setting up meetings and discussions with consumers, USDA, and food industry people. This is important. If the Department or industry had involved consumers in this type of dialogue in the past, last summer's problems might not have been as great.

In these meetings we are trying to let consumers know what's going on. One subject we are hitting hard is milk marketing. It is extremely complex and consumers need to know this. They should be involved in the price hearings, the pricing decisions that are being made. They should know why a 5 cent a gallon price rise in milk is justified -- or, indeed, if it is justified. By bringing consumers into such decisions they will be able to learn first hand the problems of dairying and milk distribution. It is equally important that USDA have the consumers' comments before reaching any decisions.

Consumers and producers alike will profit by open dialogues on the major questions such as farm exports; whether or not export controls are needed, the advantages and disadvantages of such controls. Such a meeting is already scheduled.

Open-ended discussions on why last summer's food price controls adversely affected beef and poultry production would help, but again these must be discussions, not one-sided lectures. Government, industry and the producers must level with the consumers, not preach to the consumers.

This has already begun. I just returned from the first meeting involving the consumer, industry and government. It was a consumers' symposium in Tucson, where government representatives, the food industry spokesmen, and consumer leaders from all over the nation sat down for three days. They talked, made plans, and listened carefully to each others' grievances. It was a productive meeting and I came away enthused.

I'm still enthused. The essential dialogue is beginning.

We are all starting to pull together, and realize that there are seldom any mythological middlemen to take the blame for higher prices.

But if consumers are to see the complexities of the food industry; USDA and industry must both realize that consumer service has to be more than a slogan -- that the needs of the consumer have to be considered seriously. Talk is not enough; action must also be taken.

The Department of Agriculture is starting to take that action. Let me give you another example. It concerns a proposal announced November 30, for a new system of assuring accuracy of net weights on packages of meat and poultry products. In the past, when a proposal like this was issued, very little effort was made to seek consumer comment -- even though the proposal might have been of significant interest to the consumer.

While such proposals are published in the Federal Register, and press releases are issued, these traditional methods do not generate a significant volume of consumer comments. Part of this is because these communications never reach the right people. Mailing lists must be updated; new efforts must be made.

Right now we are trying a more comprehensive method to encourage consumer comment. When the net weight proposal was announced a press briefing was held here in Washington to kick things off. Information was distributed to consumer leaders and food editors.

Additional briefings are planned for Chicago, New York City, Atlanta, Dallas, and San Francisco. This will allow consumers in all parts of the country to have the opportunity to directly understand the in-depth implications of the proposal. They will also learn how they can submit specific comments on it.

In addition, an ad hoc group of consumer representatives will be brought together to review and discuss the proposal. They will examine it, probe it, and evaluate its potential benefits for consumers. Their voices will be heard and noted.

I am also attempting to involve and inform many USDA field people to help generate input from consumers. USDA has staff people in virtually every community in the nation. The potential for reaching the consumer is phenomenal -- if we will use it.

Moves such as these are a strong start, and in the future I will try to see that consumers are brought into the game much earlier. They should be in on the formulation of proposals that affect them, as well as being able to comment on proposals already made.

We in USDA can no longer play with a closed deck; we must communicate candidly with the consumers. And if we take the time to share USDA's experience and expertise with them, I believe it will go a long way toward avoiding some of the emotionalism that made an uncomfortable situation worse last summer.

One more improvement we must address is the coordination of efforts within government. Often, two or more agencies will be working toward similar goals -- without any coordination or knowledge of what the other group is doing. This sometimes happens within USDA, and it certainly happens between the various departments of the federal government.

In trying to overcome this, USDA is presently working closely with the Food and Drug Administration on a food safety campaign.

We are working with Virginia Knauer's office concerning many consumer related aspects of food and clothing.

We are beginning to set up other cooperative efforts in conjunction with the Federal Trade Commission and the Department of Commerce.

We are coordinating with the Cost of Living Council.

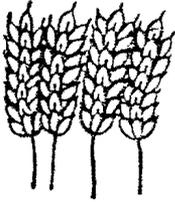
Within USDA we are continually trying to establish better coordination between the various agencies.

Government is reacting. It is responding to the will of the people, as it should. But let me again emphasize how important that it is that we have agriculture's help. If we can truly establish the three-way partnership I've been discussing, we will succeed in achieving not only what the consumer wants from USDA, but a better life for us all.

We should all be glad that the consumer is finding a voice. It's a new strength within our country. And if business and government respond with sensitivity, the era of consumerism can be the most exciting opportunity we've had for a long time.

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Outlook '74



UNITED STATES DEPARTMENT OF AGRICULTURE
Office of the Secretary

THE NEED FOR COORDINATION OF
CONSUMER AFFAIRS IN THE USDA

Talk by Nancy H. Steorts
Special Assistant to the Secretary of Agriculture
for Consumer Affairs

at the 1974 National Agricultural Outlook Conference
Washington, D.C., 8:45 a.m., Wednesday, December 19, 1973

This is the "age of the consumer." The consumer movement is one of the most vitally important happenings in America today. It challenges industry and government to reach new levels of excellence, and it is bringing more and more people into involvement in the decision-making process in our country. What could be better; this attitude is the very basis for a successful democracy.

As Special Assistant for Consumer Affairs in the Office of the Secretary of Agriculture, I am excited to be working with this movement. As most of you know, my position is a new one, created only last summer.

My role is very diversified and broad so that there is great latitude in serving both the Department and the consumer. Coordination of USDA's consumer affairs is a large part of it.

I view my role as a dual one. First, I must help the consumer understand what is happening in the nation today that is affecting the home, the pocketbook and the dinner table. Getting this type of information out is certainly nothing new to those of you working in Extension. Hopefully, my office can add strength and new impetus to the work you are already doing.

All of us, as we look to the years ahead, are going to have to relate our information more directly to the day-to-day changes and issues that affect the consumer: the rising food prices, any potential food shortages, the farm export situation. We will have to address ourselves to new segments of the population such as the young suburban family, the aged, and those living in the inner city. Our material will have to be written with particular groups of consumers in mind -- more than ever before.

The second part of my dual role -- and just as important as helping the consumer understand what USDA is doing -- is to listen to what the consumer is saying and then relay it to the Secretary, the Assistant Secretaries, and the other decision-makers in government. And whenever possible, I would like to relay consumer concerns directly to agribusiness and the food industry. I think that it is extremely important that we get this two-way flow of information underway. Too often in the past, it has been lacking, leading to some unnecessary and detrimental misunderstandings.

To carry out my role, I have been assigned some specific responsibilities. At the time of my appointment, Secretary Butz announced that I would serve a three-fold purpose. First, I would be responsible for representing -- at the highest levels of the Department -- the concerns of consumers as they relate to all USDA programs. Second, I would advise agency administrators on issues and actions which have a bearing upon consumers. Third, but certainly not last, I would serve as the consumer's special representative in USDA.

To date, my job has involved all three areas of responsibility, and I have been given the latitude to do what I feel is needed to carry out these tasks.

My role within USDA as I see it is getting the Department to "Think Consumer." We have to become more aware of the urban consumer and serve him better. This is a very big task and is requiring the help of people from every agency.

All over the Department people have felt and seen the need for a more coordinated approach to the issues and programs dealing with consumers.

Since coming to USDA, I've been particularly impressed by the number of programs the Department actually has that directly benefit the consumer. Anyone who thinks USDA exists only to serve the farmer is mistaken. Let's look briefly at a number of the consumer oriented programs now in effect.

Let's begin with Extension Service -- the agency that probably has more direct contact with consumers than any other. Extension Service has adjusted its programs at all levels to help consumers adjust and cope with the problems of rising living costs, inflation, and changes in food supplies and costs, and now the energy crisis.

On the national level, an Extension Consumer Education Committee was appointed in April 1973 to focus program attention on consumer problems. Since then, newsletters have been prepared for the State Home Economics Program Leaders or State Consumer Education Coordinator. A slide presentation, "Extension Helps Today's Food Shopper," has been prepared and distributed.

At the State level, a highly intensified effort to aid consumers with current food problems has been undertaken. Examples include:

1. Workshops held for training professional and paraprofessional staff in several States.
2. Extension Information Services prepared and distributed weekly messages to the local media.
3. USDA and State Cooperative Extension Service publications have been supplied in large numbers. CES has also produced many radio and television programs to reach people about current food alternatives.
4. Approximately 8600 paraprofessional aides are reaching 340,000 low income program families monthly with food and nutrition information.
5. Outstanding educational materials developed and produced by States have been shared and sold to other States. These include T.V. spots, fact sheets, correspondence courses on food buying, and slide cassette presentations on food prices and shopping.
6. There have also been cooperative programs with business.

Many local and community projects have also been undertaken. So, it is easy to see that Extension has really been trying to gear itself to help today's consumer adjust to the changing situations they are encountering. I commend all of you here who may be from Extension Service for your efforts.

Other agencies and branches have also been doing their part. The National Agricultural Library at Beltsville for instance has revised its automated information retrieval system to enhance the ability to retrieve consumer information. Over 4000 such citations have been added during the past two years.

We can not forget the Food Stamp Program, which is the prime delivery system for providing food help to needy families all over the country. It is currently reaching some 12.5 million Americans. As of January 1, 1974, the value of food stamp coupons a family receives will go up. A participating family of four will get \$142 worth of food coupons, an increase of \$26 over the current \$116. The maximum income a family of four can have and still be eligible for food stamps will climb to \$473 monthly -- an increase of \$86 over the present \$387 ceilings. These program changes have been made to help needy families keep up with the higher costs of food.

There are the USDA-State Child Nutrition Programs -- the largest of which is the National School Lunch Program. Government contributions in food and cash help underwrite the costs of lunches for children, whether they can pay or not. On top of that, needy children are served free or at reduced cost. Of a total 24.4 million children participating in the School Lunch Program in October, 8.6 million were from poor families.

Another agency whose programs directly affect the consumer is the Animal and Plant Health Inspection Service. Under this regulatory agency, new labeling regulations will go into effect January 1, 1974, covering hot dogs and other cooked sausages. Strict limitations will be placed upon the amount of byproducts and non-meat binders that can be used. New bacon packaging began to appear on grocery shelves this fall as a result of another change in regulations. Window packages are required that show at least 70 percent of a representative slice of bacon.

A newly proposed system for enforcing net weights on meat and poultry products was announced on November 30. It would provide for uniform labeling requirements as to net weight and uniform procedures for checking the accuracy of these net weight declarations at both the processor and the retail levels. Several other labeling changes are also being proposed or adapted. APHIS is also carrying out programs to eradicate brucellosis and tuberculosis in livestock. It continues to oversee many other animal disease control activities that have an impact on the consumer by keeping this nation's livestock healthy and free of any diseases that might be passed on to man or affect the quality of the meat we eat.

These have been obvious programs that affect the consumer. Let me tell you quickly of some of USDA's work related to the consumer that you might not have thought of.

Much of the research conducted by Agricultural Research Scientists has a direct bearing on the well-being of consumers. This includes work on development of new and improved foods, feeds, fabrics, and industrial products and processes for agricultural commodities. It also includes the processing, transportation, storage, wholesaling, and retailing agricultural products.

An example would be a ground meat analyzer that has been developed that gives an instant reading of the fat content of a package of ground beef. Commercial models are being developed that should become standard equipment in grocery stores, thus eliminating the "eyeball" test for fat content of ground beef now commonly used by butchers. The consumer will benefit by being able to accurately tell what the product is that she buys.

ARS also prepares research-based publications and guides to help homemakers at various income and age levels choose and use food wisely. Over a quarter of a million copies of two publications -- "Money Saving Meals" and "Cost of Meat and Meat Alternates" have been distributed.

ARS scientists have developed two methods for fireproofing mattresses. They have done work on cholesterol values and other nutrition related subjects. They are studying the effects of low-fat diets on blood; they are working on developing new high protein foods from cottonseed, adding proteins to carbonated and noncarbonated beverages. This opens new possibilities for the nutritional fortification of snack foods. The list goes on and on, yet many consumers seldom think of ARS work as relating to the consumer.

The same holds true of the work done by the Economic Research Service. But, there they are, gathering a wide variety of information relating to agricultural production, consumption of agricultural products and the agricultural sector in general. This effort includes providing information to enhance agricultural output and marketing and to upgrade human nutrition and food-aid programs. ERS information becomes the basis for decisions by the Cost of Living Council, Congress, and the Agricultural Stabilization and Conservation Service when farm and food policies are formulated. Certainly this has an effect on the American consumer.

ERS also does research into food dating, shopper's response, taste testing studies, and consumer surveys. Again, the list goes on and on. Regularly scheduled ERS publications keep us all informed of what's going on. The quarterly FOOD SITUATION provides the consumer with information on the outlook for food supplies and food prices. The FARM INDEX often explains such things as what soybean protein actually is, how it is manufactured into food, and how it compares in taste with meat. THE MARKETING AND TRANSPORTATION SITUATION, another quarterly, contains information on shipping, handling, and distribution of food. Monthly supplements to this publication also estimate the cost of a one year shopping bill for an average urban household in terms of the "market basket of food."

ERS economists are also examining the factors -- such as family income and background -- that determine why eligible recipients do or do not participate in food-aid programs. Part of such research has been published in a publication, FAMILIES IN THE EXPANDED FOOD AND NUTRITION EDUCATION PROGRAM: COMPARISON OF FOOD STAMP AND FOOD DISTRIBUTION PROGRAM PARTICIPANTS AND NONPARTICIPANTS.

ERS research is also aimed at the economic development of rural America and at improving living conditions of rural people -- those in small towns as well as on farms.

Another agency USDA has charge of is the Cooperative State Research Service which administers Federal grants for research at land-grant institutions. Extension staff at these institutions identify many consumer problems involving basic human needs in food, housing, and clothing. Agricultural scientists also keep the welfare of the consumer in mind while engaging in research to ensure an abundance of high-quality foods and fiber in every form imaginable. The examples are numerous and as varied as the individual human mind allows.

We also have the Agricultural Marketing Service carrying out programs that affect the consumer directly. This agency develops food grade standards for quality grading of foods. Uniform grading of all agricultural commodities is an important consumer-related concern that must be improved. In many cases, both the consumer and the producer would like to see similar changes; a more meaningful meat-grading system is one such area. ARS also administers positive preventive programs to control salmonella in eggs and egg products, and nonfat dry milk. AMS sanitation requirements regulate processors of fruit, vegetables and dairy products.

This brings me to another point: the need for more cooperation and planning between various departments of the Federal Government. We have started a joint department-wide Food Safety Campaign with Food and Drug Administration. I consider this extremely important and the beginning of far more coordination and cooperation in the future.

In the final analysis, how much useful information we can get out to the consumers who actually need it will be a large measure of our success. If we want to serve the consumer, we have to have communication with them. This leads me right back to my overall responsibility -- to open a two-way flow of information and dialogue with the consumers. This is my key role and it is the central focus for the consumer coordination efforts we are attempting.

The Department of Agriculture must make a new thrust in the consumers' direction in the coming months, seeking new channels and methods of communication.

We must make every effort to know what the consumers want, then work with them to reach complimentary goals. Industry must be in on this; the producers must play their parts. But most of all, each agency within USDA must make its individual effort to serve consumers better, then make certain that these individual efforts are coordinated into a USDA-wide plan. Coordination, cooperation, and communication are the three essential factors in bringing this about. My office will continue to zero in on these things as all of us in USDA focus more closely on meeting consumer needs in the future. We have a lot of good things already going for the consumers here in USDA, and we need to see that everyone knows they are available.

U.S. DEPARTMENT OF AGRICULTURE
OFFICE OF THE SECRETARY

FROM: NANCY HARVEY STEORTS

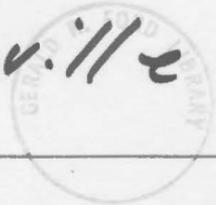
Special Assistant to the Secretary
for Consumer Affairs

DATE _____

Nancy

TO:

Sally Quenneville



Attached are several
speeches and over-view
of what's happened in
this office over the
past year — that has
opened the channels
of communication to the
consumer —

SPECIAL ASSISTANT TO THE SECRETARY FOR CONSUMER AFFAIRS

July 16, 1973-74

What's Been Accomplished:

1. Wide public exposure of the role of the Special Assistant to the Secretary of Agriculture and importance and role of consumer in USDA. 28 States - 43 Cities
 - Press conference in all major cities visited.
 - In-depth newspaper interviews with consumer reporters and/or food editors.
 - TV interviews -- news shows as well as talk shows.

2. Initiated briefings on consumer-oriented proposed regulations.
 - Net Weight Briefings held in Washington, D.C.; Dallas, Texas; Atlanta, Georgia; New York City; Chicago, Illinois; San Francisco, California; Boston, Massachusetts. Result: Better informed public, who then officially made comments on the proposal. Over 1300 comments resulted. APHIS officials are of the opinion that the net-weight proposal will most likely be re-written.
 - Nutrition Labeling Briefings were held in Washington, D.C.; Los Angeles, California; and Madison Wisconsin. Nutritional labeling final regulations will reflect comments.

3. Initiated conferences.
 - Food Editors and Consumer Reporters Conference -- first of its kind at USDA. A one-day event with participation from Secretary Butz, Under Secretary Campbell, Assistant Secretaries Yeutter, Brunthaver, Long, Dr. Paarlberg, Director of Communication Claude Gifford, and myself. Result: Excellent dialogue on key issues of USDA -- good dialogue from reporters. Excellent in-depth reporting followed for several weeks. Attendees were from major daily newspapers, with all parts of the country represented.
 - Industry Consumer Affairs Professionals Conference -- One-and-a-half day event, which focused on key program areas in USDA that are consumer-oriented. USDA participants included Secretary Butz, Under Secretary Campbell, Assistant Secretaries Feltner, Long, Deputy Assistant Secretary Bell, Dr. Paarlberg, Administrators of APHIS, AMS, ARS, Forest Service, FNS, ERS. Extension Service was represented by a land-grant college extension specialist. Attendees were from food-related industry. Approximately 250-300 were in attendance. Excellent dialogue -- follow-up correspondence was exceptionally good. Recommended as an annual event.

4. Chairman, Department-Wide Food Safety Task Force. Purpose: To coordinate Department information and education on this subject. Initiated Food Safety Week using college campus (Indiana University as a guide) proposal for week written and executed by students in coordination with my office -- extremely successful



5. Coordinating Department-wide Nutrition Labeling Education Program.
6. Initiated briefings for consumers with Department officials.
 - Milk-Marketing Orders
 - Export Policies
 - Grain Reserves
 - Meat Marketing Margins
7. Coordinated speakers and topics, and keynoted EXAD Mid-Management Seminar in Houston, Texas. Overall topic was consumer services. Effective seminar, both from speakers comments as well as participants.
8. In USDA: Close coordination with Administrators and program directors in following agencies (this includes regular briefings, and verbal and written communications):

APHIS	AMS	Extension Service	ARS
ASCS	FNS	ERS	CSRS
CEA	Forest Service		
9. Other government agencies outside USDA: Close coordination with:
 - Virginia Knauer and Office of Consumer Affairs
 - Consumer Information Center
 - FDA Consumer Affairs Officers and other Washington staff
 - Federal Trade Commission
 - Department of Housing and Urban Development
10. Regular contact with national consumer organizations and other professional organizations.
11. Initiated seminars in States focusing on agriculture and consumer. Purpose: To focus on the role of the producer, processor, retailer and consumer. Coordinated with: Governors' office, State Department of Agriculture, Extension Service at Land Grant Universities, Civic and Professional organizations, press, and consumer representatives. Result: Excellent dialogue - press response superb. Denver, Colorado was kick-off. Others to be held in Oregon, Washington, California, Tennessee and Maryland (Commissioners of Agriculture are very enthused about these.)
12. "Meet The Shopper" programs held in major metropolitan cities. Very successful to meet the consumer at point of purchase. While I talk to them, press covers the interview. Very accurate reporting as a result.
13. Participated in many well-publicized seminars and discussions with consumers and industry all across the country.
14. Worked closely and consulted with corporate management of food-related companies who are now developing more consumer-oriented programs.

"Getting It All Together"

Good morning. Welcome to the Department of Agriculture's first annual "Getting It All Together for the Consumer" Conference.

That isn't quite the way we billed this program. But that's what it's all about. In fact, we can sum up the program in two words--the consumer. What he/she wants. Why he/she wants it. And what we are doing--or should be doing--to give it to them.

For the latecomers to the activities of the Department of Agriculture and the food industry, we'll fill you in a bit on what we have been doing. And before this day-and-a-half session is over, there'll be a look ahead to what we have coming out of the research laboratories, the fields, and the data processors in the way of new food products. It's more useful information, we hope for all of you as we all aim to get the most out of the nation's food supply.

You will hear from the people who run the multi-billion dollar programs of the Department of Agriculture. The Secretary and Under Secretary and their assistants are here to talk about the most important programs of the day. They're here to listen, too. A glance at your program will show you we've set aside time for questions and answers after each group of speakers. We hope you will really speak up. All of us on the program are here as much to listen and learn, as to talk.

"What is the Department of Agriculture doing for the consumer?" is a question I am asked most frequently. The Department of Agriculture has, in the past, been accused by some of being indifferent and insensitive to

Speech given by Nancy Harvey Steorts, Special Assistant to the Secretary of Agriculture for Consumer Affairs, at the Industry Consumer Affairs Professionals Conference, May 29, 1974, Jefferson Auditorium, U. S. Department of Agriculture.

the concerns of the consumer. However, this attitude is changing. The leaders of the Department of Agriculture realize that this is a new era, that government must be sensitive to the needs of the consumer and must respond to these needs.

As you know, the position I hold as Special Assistant to the Secretary of Agriculture is a new one at the Department of Agriculture. My role is very diversified so that there is great latitude in serving both the Department and the consumer. To carry out this role, I have been assigned some specific responsibilities. First, I am responsible for representing-- at the highest levels of the Department--the concerns of consumers as they relate to all Departmental programs. Second, I advise agency administrators on issues and actions which have a bearing on consumers. Third, I serve as the consumer's special representative in the Department of Agriculture.

To date, my job has involved all three areas of responsibility. My role within the Department of Agriculture, as I see it, is getting the Department to "Think Consumer." We have to become more aware of the urban consumer and serve him better.

Our information and communications need to relate more directly to the day-to-day changes and issues that affect the consumer: the rising food prices, the farm export situation, and any potential food shortages. We will have to address ourselves to new segments of the population such as the young suburban family, the aged, and those living in the inner city. Our materials will have to be written with particular groups in mind--more than ever before.

I certainly don't need to describe for you the many consumer-related activities in the Department of Agriculture--inspection, grading, research on nutrition, marketing, production, family feeding programs, and educational activities are only a few. But traditionally, we have not had significant consumer input in our decision-making process and nowhere has this lack been more evident than in the development of regulations that affect the values consumers receive. We are taking steps to change this and we have undertaken several efforts to reach more and more consumers and consumer communicators. We are helping them become aware of the vast expertise available in the Department of Agriculture and we are bringing them together with knowledgeable Department personnel who are working on solutions to the issues we face. The National Newspaper Food Editor's and Consumer Reporter's Conference held in Washington on January 11 helped us establish some vital communications links. This conference should be another major step forward.

To encourage consumer comment on two very important proposals--net weight and nutritional labeling--we have conducted briefings in several cities. The purpose of the briefings is to explain to all interested persons how the regulations would operate and their potential impacts. The purpose of these efforts is to give consumers and their representatives adequate opportunity to learn about proposals that will affect their purchases, and to give us informed comments on how we might consider improving on the proposals.

At a most successful seminar in Denver, Colorado, about a month ago, Governor Vanderhoof said that "it is just as important for the people that grow, process, and distribute the nation's food to understand the concerns of the consumer as for the consumer to understand the problems of the producer,

processor, and distributor." As Governor Vanderhoof said, the only way to solve problems and to reach an understanding is head-on--one-to-one and face-to-face. We must listen to each other--calmly, without the uninformed third party that, in the past, created confusion and misunderstanding.

We must communicate in terms the consumer can relate to. Just a few weeks ago we were asked to document the Department's response to the White House Conference on Food, Nutrition and Health. You know, it is truly astonishing to see the number of new programs or expanded research activities that have come forth for the benefit of the consumer since that landmark conference.

For example, Conference participants five years ago asked for more information about the composition of our food supply. The National Nutrient Data Bank is the result. The Data Bank will be a "self-renewing handbook 8"--a constant updating of the Department's basic workbooks on nutritive content of food. Already the reports are coming in from your own companies carrying the essential food analyses. This information is vital, of course, if we are to meet the needs of a rapidly changing food industry and to answer the demands of consumers for an ever expanding range of information about the food they eat.

Sometimes it is hard to see where research leads. So many reports seem to end with the recommendation that "further study is needed." Well, here's a case with a twist.

Our Agricultural Research Service and the Johns Hopkins University in Baltimore conducted a study that showed that over half the Negro children tested couldn't adequately digest the lactose in milk.

Further studies were made. And just last week Time Magazine reported that two researchers at the University of Rhode Island had found a way to make milk digestible by more children. By changing milk sugar to two simple sugars through enzyme action, the milk is made available to millions who now can't cope with it. The researchers were, incidentally, working on funds and grants handled by our Cooperative State Research Service.

In this day of a special diet for every season and every mood, a study on protein intake should be of concern to the entire food trade--as well as those who write about food. Actually, the study was of the metabolism of Vitamin C. But it revealed that a diet over-loaded with protein and some of the trace elements may disrupt the proper use of Vitamin C by the system. Along with teaching us more about the food we eat and the way it works inside our bodies, the study underlines one of the most important rules for the consumer: the need for a balanced diet to insure good nutritional health.

A good rule for business is to know the customer. And if your business is trying to help the public to make reasoned use of the bounty available in our food stores, such knowledge is all the more important. An on-going survey by the Agricultural Research Service indicates some surprising characteristics of the American consumer. Though still being put in final shape, the study already has revealed that homemakers

know more about nutrition in general than they do about well-balanced meals for their family's health.

Some of the research is as basic and homely as the common carrot. Our federal and state researchers, working together, are coming up with higher yielding varieties of soybeans, a breeding line of carrots with more vitamin A, cabbage lines with more vitamin C, and potatoes with higher protein content. High potency carrots and potatoes are on the way.

The Department has also accomplished much in the last few years in helping everyone benefit from our abundant national food supplies.

The Food Stamp program alone is currently reaching some 13.1 million Americans. More than half the entire Department budget is allocated to feeding programs. As of July, a participating family of four will get \$150 worth of food coupons. Increases in these programs are helping the poor to keep up with higher costs of food.

Although the Animal and Plant Health Inspection Service is only two years old, the agency administers some of the Department's oldest regulatory activities--programs which are of particular concern to meat and poultry processors. The agency is directly involved with the consumer principally through its meat and poultry inspection program.

The agency's meat and poultry inspectors guard the wholesomeness of the 120 billion-plus pounds of meat and poultry produced by the industry each year. These inspectors are the front line operating officials who enforce federal meat and poultry laws assuring the American consumer of clean, wholesome, unadulterated and truthfully labeled meat and poultry products.

During the conference you'll find out about the Department's economic research activities when the program swings to food supplies and prices. Most of you are probably familiar with their key reports on the national food situation, the marketing and transportation situation, and the supply and price situation for various farm and food commodities.

This is a good time for consumers to stock up and take advantage of lower prices for beef, pork, frying chickens and eggs. Prices of these and other farm products have dropped significantly in recent months as farmers have increased production of meat and poultry products.

Not all of the decreases in farm prices have been passed on to consumers because margins of food retailers and processors have widened substantially. In April, the farm-retail spread--the charge for assembling, processing, transporting, and distributing a market basket of foods produced on U.S. farms--rose 1.5 percent, due to particularly large increases in spreads for bakery and cereal products, dairy and oilseed products. In contrast, spreads for beef, eggs, and most fresh vegetables decreased. The overall spread in April this year was 22 percent higher than a year earlier.

The Department of Agriculture continues to be concerned over the unusually high level of spreads between farm and retail prices. Chain stores should take this opportunity to feature more food products and reduce the unusually large level of cold storage stocks now on hand. Refrigerated



storage stocks of food items on April 30 were 29 percent larger than a year ago; stocks of red meat were a shocking 46 percent bigger.

Meanwhile, many producers of livestock products are currently losing money because of depressed farm product prices. If farmers are to expand for the future, they need encouragement from stepped-up movement of food products through processing and marketing channels.

When we talk about education in the Department, we generally are referring to the Extension Service. The Extension worker above all knows the job facing us in making our programs truly useful to the consumer. They've been working at the problem for 60 years.

Nearly 4,000 home economists and hundreds of consumer and marketing specialists are working in every state and just about every county of the nation. They are helping some 10 million families every year do a better, more informed job as consumers. Whether it's buying food or equipment, furnishing their homes, providing clothing for their families or coping with their housing needs--Extension helps them do it better.

The public needs all the information it can get to make the best use of its food supplies.

In March, the Agricultural Marketing Service started a Food Marketing Alert bulletin. It tells the trade and the news media about available food supplies. You'll hear more about it later in the program. The monthly issue of Food Marketing Alert provides current information, in very brief, easy-to-read form, about expected food supplies for the next month. Already it is being widely used by the media and by the trade.

In the patio at lunch time you will see a number of displays of current consumer programs. Even more important, you will have a chance to meet and talk with the program leaders who devise the educational, service, and research programs.

One of these displays features a brand-new teaching tool for the nutrition labeling program. It was created by a food economist in the Agricultural Research Service and is called a "Nutrimer." The nutrimer makes it possible for the consumer to "measure the nutrients" in the nutritional labels. By the end of the day the homemaker can tell if she has supplied her family with 100 percent of the U.S. Recommended Daily Allowances for the listed nutrients. Take a look at the display in the patio at lunch and talk to Betty Peterkin about the "nutrimer."

Mostly we have been talking about food. Housing, too, is a part of our responsibility to the consumer. The Forest Service has a major role in guaranteeing the nation's householders will indeed have timber enough to build their houses. The National Forest contains 52 percent of the Nation's softwood timber, with about a quarter of the annual softwood harvest coming from these lands.

We need consumer input, but we also need new ways of reaching consumers with important information. One of the most exciting new avenues of movement on the consumer scene is the involvement of young people. Consumer education, beginning in elementary school, is essential if we are to have alert, informed consumers in the market place. Involvement of students in solving consumer problems and communication with consumers is the best way I know of to achieve consumer education goals.

At Indiana University, students have organized a Food Safety Week and have done it by involving not only the university community, but also local business and government leaders. The Mayor of Bloomington proclaimed March 24-30 as Food Safety Week, and several activities were planned to promote food safety. Health Day at the University of Wisconsin at Madison is also the result of joint efforts by students, faculty, and local business, government, and community leaders. Here, too, emphasis will be given to encouraging good food safety habits in the home.

Efforts like these are exciting--and essential--for two reasons. First of all, the Food Safety Campaign is a major undertaking of the Department of Agriculture and the Food and Drug Administration. But we simply don't have the resources or the personnel to do the whole job, and community efforts like these are important in helping us reach people. Secondly, these two university efforts are not only tremendous learning experiences for students, they also are clear examples of what can be accomplished when business, government, and consumers work together. I hope that the programs the students have put together will be models for other schools.

You'll find more information in your kits. Background information about Department programs and new products. We've also included a nationwide directory of consumer contacts for the Department's agencies and related organizations.

If, for instance, you picked up your phone and dialed 422-8119, on area code 614, you would, with luck, find yourself talking with Dr. Francille M. Firebaugh in Ohio. Dr. Firebaugh is connected with the Cooperative State Research Service. She should be able to tell you about their work on preassembled meals for public and private food service. Their research indicates that such food service could provide the public with appetizing, high quality food just about ready to eat.

As we at USDA are building communications links in many new directions, so should other leaders of agriculture. They must respond to the consumer who truly wants to know more about what she is buying, about the quality, the freshness, and the costs. Consumers want to be informed, so they can buy more intelligently and more economically. The freedom of the consumer is an exciting marketing fact. Don't make the mistake of thinking the consumer is an adversary -- or someone to be placated. We have to stop seeing consumerism as a threat and see it as an opportunity.

An enlightened consumer affairs program consists of more than preparing polite form letters to answer all written complaints. It means anticipating consumer complaints, taking consumer advice, giving the consumer a fair shake; in short, accepting the consumer as a knowledgeable partner rather than taking him for granted. And today's consumers are becoming more knowledgeable about the marketplace.

The consumer movement for some may seem difficult to understand because it is diverse and changing, but to food producers and marketers, it should be a way of life. Industry and government must know what is happening on the consumer scene so that they may act -- and not just react -- before a situation reaches crisis proportions.

Today, none of us can be complacent. The alert and responsible organization today will carefully evaluate its products and services in terms of consumer dissatisfactions that are surfacing every day. It is conceivable that there may need to be some drastic rethinking of priorities as they affect the design, manufacture, and marketing of products.

To foster responsiveness and sensitivity to consumer interests among USDA employees, we have initiated programs on the consumer movement as part of the management training activities. For many employees, this is their first experience with consumerism and I think it is helping them see the consumer impact on Department programs and the need for consumer input in our decision-making process. I would like to note, also, another indication of interest in the Department's relationship with the consumer: The 1973-74 Young Executives Committee, individuals nominated by their agencies and selected on the basis of their achievements and potential, decided to study consumer involvement in USDA food policy. They are preparing their report now and we are looking forward to their recommendations on more ways to foster two-way communication with consumers.

We have also conducted briefings for representatives of consumer organizations on such major issues as export policies and dairy policies. For example, last week, Assistant Secretary Yeutter held a briefing on grain reserves.

There's been no shortage of charges, countercharges, and proposals for change in the evolution of consumerism. But the conditions that gave impetus to consumerism have not diminished.

Consumerism is here to stay. But a team effort is needed. Communication, cooperation, and coordination are the keys, I feel, to the three-way partnership of agriculture, government, and consumers working together.

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U.S. Department of Agriculture
Office of the Secretary

Rising food prices, inflation, and nutrition are, needless to say, five words that have demanded a great amount of front-page coverage over the last few months.

Let me now give you some background on the consumer of 1974.

Consumers today are very concerned -- and indeed they should be. Over the past few months, consumers have waited in long lines at the gas station, had some heating oil problems, and others have witnessed empty grocery shelves. Increasing costs have been a shock to all of us, particularly to young shoppers who have known only abundance. Conflicting information and some panic buying have also added to the confusion and uneasiness.

Coping with inflation and reduced supplies varies according to family resources and needs, but I think we have reached a point where everyone is being affected, although the adjustments that have to be made are different.

Many family food buyers need better information on wise food buying and storage and preparation of food. Valuable information tools already exist to help people coping with the changing situations, but I suspect that many more consumers are going to be looking to the Department of Agriculture for guidance in coping with today's problems.

Our information and communications need to relate more directly to the day-to-day changes and issues that affect the consumer: The rising food prices, the farm export situation, and any potential food shortages. We will have to address ourselves to new segments of the population such as the young suburban family, the aged, and those living in the inner city. Our materials will have to be written with particular groups in mind -- more than ever before.

Speech by Nancy Harvey Steorts, Special Assistant to the Secretary of Agriculture for Consumer Affairs, at the Livestock Merchandising Institute, Spokane, Washington, June 14, 1974.

Communication is always essential, but never more so than in this time of rapid change -- consumers must be kept up-to-date so that they can adjust. It is also essential that when decisions are made that directly affect consumers, the impact on those consumers must be considered. Too often in the past, consumer interests have not had proper representation when business or government decisions were made. As I said before, this attitude is changing. We are part of an era now when consumer needs are being considered by decision makers, and consumer interests are being examined in many organizations where conscious awareness of the consumer had been lacking in the past. I think both business and government have also recognized the importance of seeking the consumer's viewpoint. And today's consumers are aware of their rights and responsibilities in the marketplace.

I certainly don't need to describe for you the many consumer-related activities in the Department of Agriculture -- inspection, grading, research on nutrition, marketing, production, family feeding programs, and educational activities are only a few. But traditionally, we have not had significant consumer input in our decision-making process, and nowhere has this lack been more evident than in the development of regulations that affect the values consumers receive. We are taking steps to change this and we have undertaken several efforts to reach more and more consumers and consumer communicators. We are helping them become more aware of the vast expertise available in the Department of Agriculture, and we are bringing them together with knowledgeable Department personnel who are working on solutions to the issues we face. The National Newspaper Food Editor's and Consumer Reporter's Conference held in Washington on January 11 helped us establish some vital

communications links. Two weeks ago, a similar conference was held for consumer affairs professionals of industry. This conference provided consumer leaders in the food industry with the latest information on food policy, agricultural policy, food supplies and prices, and other important agricultural issues. This conference was just the beginning of an expanded dialogue between the Department of Agriculture and the consumer.

To encourage consumer comment on two very important proposals -- net weight and nutritional labeling -- we have conducted briefings in several cities. The purpose of these briefings was to explain to all interested persons how the regulations would operate and their potential impacts. The purpose of these efforts was to give consumers and their representatives adequate opportunity to learn about proposals that will affect their purchases, and to give us informed comments on how we might consider improving on the proposals.

At a most successful seminar in Denver recently, Governor Vanderhoof said that, "It is just as important for the people that grow, process, and distribute the nation's food to understand the concerns of the consumer as for the consumer to understand the problems of the producer, processor, and distributor." He went on to say that the only way to solve problems and to reach an understanding is head-on -- one-to-one and face-to-face. We must listen to each other -- calmly, and without the uninformed third party that, in the past, has created confusion and misunderstanding. We must communicate in terms the consumer can relate to.

Dr. Peter F. Drucker, a management consultant, looks at service to the consumer not only as an obligation of industry, but as an "opportunity of marketing." The freedom of the consumer is an exciting marketing fact. Don't make the mistake of thinking the consumer is an enemy. We have to stop seeing the consumer as a threat and look upon him as an opportunity, he said.

The consumer movement for some may seem difficult to understand because it is diverse and changing, but to food producers and marketers, it should be a way of life. We all need to know what is happening on the consumer scene so that we may act -- not just re-act, before a situation reaches crisis proportions. Many of you are already meeting with consumers. This is very commendable, and the only way the consumers will know the facts.

Where does all this leave us? Well, consumers' resistance to higher prices and shifts to other products were reflected in a 4 percent drop last year in per capita consumption of livestock food products. We may see some recovery this year, although the period of concern is far from over. Consumers' belt-tightening efforts cover a variety of tactics, and predictions on consumer actions are risky at best.

In a recent Wall Street Journal article, Mitchell C. Lynch reported that a year ago, meat prices were skyrocketing, grocery bills were soaring, and American shoppers were hopping mad. So mad, in fact, that by early spring they began boycotting local supermarkets. But now, the National Consumers Congress says that boycotts simply don't bring down prices. The boycotts may have caused an unstable market situation but the boycott, I feel, certainly brought great public awareness to the issue of American agriculture.

Consumer boycotts had some temporary effect upon demand. That began to distort the normal price signals in the marketplace which guide the movement of cattle and hogs through to channels of breeding, production, feeding, and marketing.

The artificial price restraints imposed on the red meat industry last year greatly disrupted the normal flow of meat animals which become available for consumption.

Boycotts and controls distorted price signals and disrupted production. As a result, consumers suffered a slightly and temporarily reduced supply of meat -- and livestock producers are now suffering a delayed, but indeed a serious, price and income depression.

Before the earlier distortion and disruptions could work themselves out, the independent truckers' strike in February curtailed beef shipments and helped push retail beef prices to record levels at meat counters.

Then consumer resistance stiffened again, and prices dropped drastically. Some consumer resistance continues today -- and the price depression in fed cattle lingers.

This is a good time for consumers to stock up and take advantage of lower prices for beef, pork, frying chickens, and eggs. Prices of these and other farm products have dropped significantly in recent months as farmers have increased production of meat and poultry products.

Not all of the decreases in farm prices have been passed on to consumers because margins of food retailers and processors have widened substantially.

In April, the farm-retail spread -- the charge for assembling, processing, transporting, and distributing a market basket of food produced on U.S. farms -- rose 1.5 percent, adding further to the sharp increases in these margins since last summer. The overall spread in April this year was 22 percent higher than a year earlier, due to particularly large increases in spreads for bakery and cereal products, dairy and oilseed products. In contrast, spreads for beef, eggs, and most fresh vegetables decreased.

The Department of Agriculture continues to be concerned over the unusually high level of spreads between farm and retail prices. Chain stores should take this opportunity to feature more food products and reduce the unusually large level of cold storage stocks now on hand. Refrigerated storage stocks of food items on April 30 were 29 percent larger than a year ago; stocks of red meat were a shocking 46 percent bigger.

During the last few months, consumers made many adjustments in their food buying and eating habits and, as a result, per capita meat consumption dropped sharply, to the lowest point since 1966.

During a recent visit to the editorial offices of Better Homes & Gardens, we discussed consumer attitudes and how the American consumer had made many adjustments in both their buying habits and eating habits.

Better Homes & Gardens had a questionnaire in their December 1973 issue where they were seeking input from families about the current food situation. I'd like to share a sample of the answers to the questions with you.

35 percent of the people said they are using a shopping list more than they did six months ago.

47 percent are spending more time planning meals.

72 percent said they are buying more store brands because they cost

less than nationally-known brands.

Nine out of ten are making a conscious effort to control impulse buying.

93 percent agreed that fancy packaging increases the cost of the product.

Some said they feel the current trends in packaging are extremely wasteful and thus cause an unnecessary increase in the cost of the product.

75 percent commented they make good use of left-overs.

Nearly half are eating more casseroles than they did six months ago.

Seven out of ten plan a vegetable garden this year -- and two out of three plan to do some home-canning or freezing.

On the subject of nutrition:

64 percent said that they usually read any nutritional information they see on labels or packages. 68 percent feel that nutrition information in advertising is helpful.

These are just a few of the comments -- there were many more. I think we can see a trend here, and that today's shopper is planning meals much more carefully and is making a more conscious effort to buy selectively.

New buying patterns, consumers resistance to higher prices, and an unprecedented demand for food are three important reasons for better communication on the part of all of us.

During the last year, we've come a long way in improving communication with the consumer. The credit is due to the combined efforts of the food industry, government, and the consumer themselves. We meet in a common goal: To better serve consumers through improved communication.

Improved nutrition labeling is certainly one important step in that direction. It is a first step, and a significant one for other reasons as well.

It demonstrates the desire of the government and the food industry to provide consumers with the information they want. It shows that consumers are being considered, and that there is a sincere desire to serve them better. This type of positive action is a healthy climate for everyone. It represents the sort of give-and-take we all need to get along in our industrialized world.

As the food handling and marketing processes have become more complicated, so has the consumer criticism of them. Shoppers are often confused about the foods they buy; they don't really know what's in the attractive packages they select from the grocer's shelves.

The trip that food takes from being a raw product at the farm to becoming a packaged product is a mystery to most people. They don't understand the steps that are taken. Nutrients may be added, or they may be taken away. Preservatives are often added, and processing can sometimes change the nutritional character of the food. As a consequence, buyers want more exacting nutritional information about the finished food products available to them.

In the past, if nutrition labeling was present at all, it took no universal form that consumers could readily identify with or come to rely upon as standard.

That's what Nutrition Labeling is all about: To try and give a standardized set of nutritional information about the foods that we eat.

A recent nationwide survey was conducted to see how interested the public was in nutrition labeling. The questions were very carefully structured to avoid giving the respondent a bias. The results are clear: Over three-

Incidents of government regulation underscore how advertising is being affected and is responding. What does all this mean to business?

According to a special consumer action services report prepared by Carl Byoir and Associates of Washington, D.C., advertising's entire function in the arsenal of marketing has been subject to rising questions within the past several years. Many of the basic tenets of advertising have been misinterpreted, misunderstood, denounced, and attacked as anti-social and evil. Complaints stem from consumer activists, economists, home economists, teachers, and even businessmen.

To quote one of the leaders of the advertising industry: "The issue is no longer the control or elimination of false or misleading advertising; rather, it is the persuasive function of advertising in general. Whether the persuasive function should be used at all is at question."

Advertising is blamed for selling people things they neither need nor want. The alternative proposed is to provide a mere catalogue of information about products and services -- or, in some instances, do away with advertising altogether.

Consumer concern encompasses truth of advertising claims, questions of taste, the roles of persuasion, and information and the impact for special audiences.

Consumerism plays a major ally role to the advertising industry, according to David Mahoney, Chairman of Norton Simon, Inc., New York. He believes that although consumerism has been posed as a threat, it is, in reality, an advertising support. Mr. Mahoney goes on to say: "We see it as potentially our strongest ally." Informed consumers will base purchases on wants and needs.

Advertising tells the consumer what is available; offers a barrage of suggestions on how an individual may spend money, and gives the freedom to accept or reject options as the person wishes. If the role of credible advertising is recognized, then the complaints that advertising leads people to buy what they do not need, that it is over-persuasive, misleading, and sometimes false -- miss the main target.

The National Business Council for Consumer Affairs advertising study published in September 1972 concluded that the first and most important step to take in advertising was to involve the top corporate leadership in advertising policy and decision making. A company makes a mistake by not involving the top executive in the major decisions when marketing new products. Top corporate executives should set standards, as more advertising codes are being developed and advertising regulation is increasing.

Corporate executives can no longer leave advertising issues to be handled solely by ad agencies: the sponsoring business and its executives are being held equally responsible for offending ads and their results.

The direction of Washington deliberations in this sphere also holds out the ultimate threat of more and more government regulation. While major parties to advertising controversy pay lip service to a preference for self-regulation and self-correction by industry of advertising abuses, it is assumed here that if business does not move in this direction -- or does not move strongly enough and convincingly enough -- government will.

Nutrition labeling is an area where industry can take a positive lead and directly benefit the consumer.

We need consumer input, but we also need new ways of reaching consumers with important information. One of the most exciting new avenues of movement on the consumer scene is the involvement of young people. Consumer education, beginning in elementary school, is essential if we are to have alert, informed consumers in the market place. Involvement of students in solving consumer problems and communication with consumers is the best way I know of to achieve consumer education goals.

At Indiana University, students organized a Food Safety Week and did it by involving not only the university community, but also local business and government leaders. The Mayor of Bloomington proclaimed March 24-30 as Food Safety Week, and several activities were planned to promote food safety.

Health Day at the University of Wisconsin at Madison was also the result of joint efforts by students, faculty, and local business, government, and community leaders. Here, too, emphasis was given to encouraging good food safety habits in the home.

Efforts like these are exciting -- and essential -- for two reasons. First of all, the Food Safety Campaign is a major undertaking of the Department of Agriculture and the Food and Drug Administration. But we simply don't have the resources or the personnel to do the whole job, and community efforts like these are important in helping us reach people. Secondly, these two university efforts are not only tremendous learning experiences for students, they are also clear examples of what can be accomplished when business, government, and consumers work together. I hope that the programs these students have put together will be models for other schools.

As we at USDA are building communications links in many new directions, so should other leaders of agriculture. They must respond to the consumer

who truly wants to know more about what she is buying, about the quality, the freshness, and the costs. Consumers want to be informed, so they can buy more intelligently and more economically. The freedom of the consumer is an exciting marketing fact. Don't make the mistake of thinking the consumer is an adversary -- or someone to be placated. We have to stop seeing consumerism as a threat and see it as an opportunity.

An enlightened consumer affairs program consists of more than preparing polite form letters to answer all written complaints. It means anticipating consumer complaints, taking consumer advice, giving the consumer a fair shake; in short, accepting the consumer as a knowledgeable partner rather than taking him for granted. And today's consumers are becoming more knowledgeable about the marketplace.

Today, none of us can be complacent. The alert and responsible organization today will carefully evaluate its products and services in terms of consumer dissatisfactions that are surfacing every day. It is conceivable that there may need to be some drastic rethinking of priorities as they affect the design, manufacture, and marketing of products.

To foster responsiveness and sensitivity to consumer interests among USDA employees, we have initiated programs on the consumer movement as part of the management training activities. For many employees, this is their first experience with consumerism and I think it is helping them see the consumer impact on Department programs, and the need for consumer input in our decision-making process. I would like to note, also, another indication of interest in the Department's relationship with the consumer: The 1973-74 Young Executives Committee, individuals nominated by their agencies and selected on the basis of their achievements and potential, decided to study consumer involvement in USDA food policy. Their report recommends that the

Department reflect the interests of both consumers and producers. It also suggests a number of ways this may be accomplished.

There's been no shortage of charges, countercharges, and proposals for change in the evolution of consumerism. But the conditions that gave impetus to consumerism have not diminished.

Consumerism is here to stay. But a team effort is needed. Communication, cooperation, and coordination are the keys, I feel, to the three-way partnership of agriculture, government, and consumers working together.

REMARKS BY VICE PRESIDENT GERALD R. FORD
ANNUAL MEETING OF THE GROCERY MANUFACTURERS OF AMERICA, INC.
WHITE SULPHUR SPRINGS, WEST VIRGINIA
JUNE 17, 1974

FOR RELEASE AT 4:00 P.M. MONDAY

I am very pleased to be with you today at this important annual meeting of the Grocery Manufacturers of America.

I feel a special identity and affinity with the manufacturers of "instant" coffee, "instant" tea, "instant" oatmeal, and many other "instant" products because I happen to be the Nation's first "instant" Vice President. I only hope that I prove to be as pure, as digestible and as appetizing to the consumers who did not have a chance to shop around for other brands of Vice-President when I was put on the market.

The grocery manufacturers represent an important aspect of what's right with America. Our bountiful variety of nutritious and convenient grocery products has fascinated the entire world. You have made available through constantly improved methods of production and marketing a wider range of diet to the entire population. By advanced concepts in packaging and preparation, your industry has saved people much time that used to be consumed in shopping for food and preparing meals.

Your industry deserves commendation for its competitive spirit in the finest tradition of the free enterprise system. You have achieved high productivity. You have made every supermarket an abundant showcase of what America can offer to enhance the health and happiness of our people.

But you are also aware of the serious problems involved in filling the Nation's grocery basket — and the highly-emotional implications. When a propaganda-minded group of extremists recently resorted to blackmail in California, they manipulated the really basic domestic issue of this or any Nation — the issue of food. They demanded, as you know, a ransom paid in groceries.

Responsible people denounced this terroristic exploitation of the fears and passions associated with food. But there remains a deep and pervasive anxiety about rising food prices. We do not need to consult the psychologists to learn that the problem of feeding one's self and one's family through the ages

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has been the source of such emotionalism that governments have been toppled and political systems changed.

This, of course, is not the scenario for the United States. We are able not only to feed our own people but to export substantial food supplies to the rest of the world. Nevertheless, after a period of intense growth, development, and rising living standards we, along with the rest of the world, are going through some serious economic dislocations. This is manifested by inflation.

As the holder of public office in Washington, I am aware of the polls reporting distrust of public officials. I am also aware that the public is very skeptical of the role of the American food industry. The average consumer rolls his cart up to the check-out counter of the supermarket every two or three days. Prices go up and the consumer does not know who to believe. A credibility gap is to be found on the shelf of every grocery store in this Nation.

The cashier, hopefully, explains to complaining customers that you manufacturers have raised the prices and that she is having trouble feeding her own family. You are not afforded a chance to explain the intricate interrelationships and balances that make such an explanation too simple. You are not given a chance to explain about the increased costs of electricity, gasoline, and so forth.

You really have a public relations problem. The government has just reported that the Wholesale Price Index continued to rise sharply in May despite the third straight monthly decline in the prices of farm products and processed foods and fees. These prices declined 2.2 per cent during May, the third month in a row of decline of more than 2 per cent. The most recent index also showed a continued tapering off in price increases of fuels and power.

Your problem appears to be the gap between these reports, which the consumer reads in his paper or sees on TV, and the price tags which he continues to see on the supermarket shelves.

It is up to you to explain to consumers that last year the profits for both food processors and retailers -- whether measured against sales or equity -- were below the industrial average. It is up to you to explain that these very profits hold the key to controlling food prices in the future.

If American industry can make more productive use of the inputs which are increasing in cost, then those cost increases can be tempered so that not all of them will have to go on to the consumer. Recognizing this, the Administration established the National Commission on Productivity to help industries make more effective use of their resources. The food industry has been

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one of the principal beneficiaries of the Commission's work.

But productivity-increasing measures cost money. A principal source of that money is profit. That is why I say that profit is the key to controlling food prices in the future. To cut profits too drastically is to kill the golden goose by eliminating the justification and capital for productivity-increasing investments.

All this means that consumers have a responsibility during current anxieties over food prices. And so do you.

When I speak of profits, I mean reasonable profits. It is in your enlightened self-interest to keep profits reasonable.

Now that controls have been lifted, if you let profits soar irresponsibly, the outcry of the public to cut or eliminate those profits will reach such a crescendo, policy makers will heed their constituents. If and when that happens, we will all have problems of a magnitude that I would prefer to avoid.

We are all in the same boat together. I speak of the farmer, the processor, the wholesaler, the retailer, the consumer, and everyone else. We can chart a course out of rough waters if we all work together.

I recognize that your industry has had a tough two years. The Government has been involved through controls while natural forces drove prices up.

But now things are looking better. Farm production is up and we are anticipating record crops. Prices have dropped at the farm level and at wholesale. Food prices to the consumer have peaked and are stabilizing. Meat prices are starting to fall and a special effort on that particular situation is being made at a White House meeting today convened by Kenneth Rush, Counsellor to the President for Economic Policy, and Earl Butz, Secretary of Agriculture.

The overall situation on food prices allows me, after a careful assessment, to express a restrained note of optimism. If we can get your cooperation, along with the cooperation of the retailers and farmers and the weather and other factors, it is even possible that prices at the check-out counter may begin to come down. There are a lot of "ifs" involved. But I now tend to believe that we can cope with the staggering rise in the cost of foods which, with increased fuel prices, is responsible for a large portion of the inflation during the last year.

We are in a difficult period and I know that you will do your share by increasing productivity while keeping profit at normal levels.

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This Administration is determined to fight inflation. We intend to bring down the rate of inflation. We cannot stop it immediately without plunging the Nation into a depression. But we aim to slow inflation down over a period of time in such a way as to avoid either a depression or a recession.

An estimated two-fifths of the recent inflation resulted from the sharp increase in food prices. That was caused by a poor harvest in many parts of the world, combined with a worldwide boom which allowed the world market price of agricultural goods to be bid up to unprecedented levels. That process has now come to an end. So far this year, world growing conditions are generally excellent. We do not expect the supply shortages of last year. Indeed, stabilization or a drop in food prices will have a mitigating effect on inflation.

Although food, along with fuel, supercharged our rate of inflation and is now stabilizing, inflation is still far greater than we can accept. It is the central problem that we must address in the months and years to come.

Traditionally, inflation meant that too much money was chasing too few goods. Government policy responded by increasing the supplies of all kinds of goods.

To increase agricultural production, we took action that is already producing results. We virtually scrapped the system operating to reduce and control farm production and replaced it with a system designed to maximize farm production. Over 50 million new acres have been released from the acreage control programs. We have abandoned all kinds of subsidies and incentives for growing less and selling less. We are doing everything we can to increase the availability of food on the American market.

Last summer we tried controls to stem a demand-pull inflation. They did not work very well. Indeed, they actually contributed to misallocation and created distortions throughout the economy. You are still seeing the effects in the food industry.

Controls are an interference with economic freedom. Also, they make only a marginal contribution in certain circumstances and, in general, cost us more than any benefits they create.

Nevertheless, we do see a need for close monitoring of price and wage developments. Not to do so would be unforgivable negligence.

But the basic solution is fiscal and monetary restraint. Restraint works without throwing out the baby with the bath water. It accomplishes the purpose without destroying the free market system. We must have the patience to let monetary and fiscal restraint work.

Despite all the difficulties, we are pursuing the objective of

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balancing the budget in fiscal year 1976. This is our bicentennial year, an ideal point in history to mobilize our energies for American redemption and renewal.

Your industry faces a challenge in creative cooperation, in productivity, in providing better, cheaper, and more healthful food products, in competition that will keep America great. When George Washington was at Valley Forge, he could not order rations from the Grocery Manufacturers of America. His troops went hungry. But they persevered because they believed in an ideal.

So it is, as we approach our third century of nationhood, we must rededicate ourselves to our ideals and our aims. We have had a world food shortage. We have had a fuel shortage. But we have no shortage of American ingenuity, of American determination, and of American courage. We will overcome our transient problems and emerge an even greater Nation in fulfillment of George Washington's vision of liberty and justice for all.

Even as we are meeting here today, our President is in the Middle East on an historic mission. I am proud to live in a Nation that commands the worldwide respect to enable our President to inspire others with a vision of peace and progress.

These United States of America will transcend our present domestic difficulties, whether political or economic. I believe in our Nation and for what it stands. And I believe in our ability to develop a new sense of national purpose based upon our traditional reverence for moral and human values.

I thank you.

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CONSUMER AWARENESS

Have you ever asked yourself what the slogan, "Consumer Awareness," really means?

Some people think of it as the consumer suddenly becoming conscious of his or her rights and powers. Others think of the slogan only in broadening government and industry awareness of the consumer's needs.

To me, both definitions are valid and equally important. Any progress has to come from both directions; we all have to work toward better understanding. Each side needs to learn more about the other.

Without a doubt this is a time of great consumer skepticism. But it is also a time when both industry and government are working to overcome some of the problems and mistakes of the past.

The skepticism about the products we buy, or about the foods we eat, presents a real challenge. But at the same time it carries with it some positive attributes. By very definition, skepticism brings an accompanying increase in interest.

Whenever people are interested in a product, communication begins. Even when they are completely on the other side of the issue, there is still a subject of common interest. And that's the first step in building better communications.

Speech given by Nancy Harvey Steorts, Special Assistant to the Secretary of Agriculture for Consumer Affairs, at the 78th Annual Conference of the Association of Food and Drug Officials, Houston, Texas, June 17, 1974

Improved consumer communication is what I would like to talk briefly about today. More specifically, I would like to touch on the role the Department of Agriculture is playing in stressing meaningful dialogue between consumers, government and industry. We can use your help and your ideas, and we would like to share some of our experiences of the past year with you.

It's been a hectic year to say the least. The rapid developments in the price and supply situations have added new impetus to the consumer movement. They have also given new importance to the need for effective communication between consumers, food producers, and marketers.

Consumers today are very concerned -- with good reason -- about the rising costs of heating oil, gasoline, food, and clothing. The increasing costs have been a shock to all of us, particularly to the young, just starting out in life on their own, and on some of the older people trying to make ends meet on a fixed income. Conflicting information and some panic buying have also added to the confusion and uneasiness.

In the last 12 months we've seen rumors start about the upcoming shortage of one commodity or another, then panic buying sets in, and grocers' shelves are indeed swept clean of the item in question -- often without any real need. The shortages are temporary and caused by panic buying, not from any real lack of supply.

It's been a real challenge to try to better inform people of actual supply situations and to try to get them to understand the marketing process better. Consumers have been frightened in the last few months, first by artificially induced beef shortages, then by the energy crisis. But they have also learned that there are no quick and easy answers to their concerns. Now they are asking to know more. They are willing to sit down and analyze the problems faced by agriculture and the food and fiber industry. They are asking for facts, and it's up to those of us working as industry and government spokesmen to supply those facts.

Since I began in my job as Special Assistant for Consumer Affairs to Secretary Butz we've seen price freezes, boycotts, panic buying and hoarding. One commodity, beef, has been affected by all four factors. The beef industry is still reeling from the confusion; it's not something that will be straightened out overnight. One of the tragedies was that many individuals -- producers, packers, and consumers alike -- were adversely affected not by any real lack of basic information, but by lack of communication of the basic information.

There were no effective lines of communication between producers and retailers, between packers and consumers, between producers and consumers. Each faction of the scenario was an entity onto itself -- each with its own set of incomplete information and prejudices against the other groups.

The leaders of the Department of Agriculture realized this. And they realized that it is a new era in which government must be sensitive to the needs of the consumer and respond to those needs. That's why my position was set up. I am responsible for representing the concerns of the consumers as they relate to all Departmental programs. Second, I advise agency administrators on issues and actions which have a bearing on consumers. Third, and certainly not last, I serve as the consumer's special representative in the Department.

My job has involved a great deal of traveling and public exposure. There have been a lot of newspaper clippings, but let me say right now that it is not a one-woman show. Without the support and sensitivity of the entire Department of Agriculture I would not have gotten to first base. I've had help from so many quarters, both from the Washington based staff and the field staff of USDA that I wouldn't know where to begin to single out areas of credit.

I'm not saying this just to be humble. I'm saying it because it is an important fact of public relations. Without staff support, a campaign is lost. With that support, and with an agency having the scope and the field contact of USDA, it's difficult to go wrong.

I doubt that any other agency of the federal government, or probably of most state governments, has the sincere desire to keep in touch with peoples' desires and thinking as the Department of Agriculture.

There have been areas of shortcoming in communicating with the consumer and with urban America and there still are. But the Department is working hard to overcome these shortfalls. The leadership is concerned and aware.

One indication of interest in the Department's relationship with the consumers is the 1973-74 Young Executives Committee. For the past year they have studied consumer involvement in USDA food policy. Their report, just issued, recommends establishing a Permanent Office of Consumer Affairs. It also recommends setting up a special USDA consumer information number, launching a national campaign on how to get information from USDA, and several other key actions concerning consumers.

Another important aspect of USDA's role in working with the consumer: It's not an adversary role. My position is not an adversary one. I do not pit the consumer against USDA and vice-versa. There is absolutely nothing to be gained by that approach.

Rather, the Department's effort is to bring the various factions together, to form a meeting place and discussion area for consumers and industry, to serve as a catalyst in opening new lines of communication between groups that have never before sat down together.

In my meetings of the last year I have been tremendously impressed by the legitimate interest and desire on the part of consumers to learn more about the production, handling and marketing of food and fiber.

Sometimes it's difficult for someone who has grown up in agriculture to realize how impressive the American farming and food distribution system really is. But think of the person from Manhattan who drives through Iowa or Illinois for the first time, past the miles and miles of crops and through the small towns. Think of how different the life in those small towns, or on those farms, is than the urban or suburban lives most Americans live. It's no wonder that the urban consumer, pushed by the furious pace of today's industrial society is curious about the totally different life he sees spread before him in rural America.

The Department of Agriculture has tried to help bridge that gap, beginning with some practical steps on getting information out on proposed regulatory changes directly affecting consumers.

One of my primary concerns when I took on this new responsibility was the lack of consumer input into the Department's decision-making process. Nowhere was this lack of input more evident than in the process of making regulatory changes affecting consumers.

In the past the accepted procedure for generating comment on any regulatory change was to publish the proposal in the Federal Register, issue a press release, and wait for comments.

While this may have been fairly successful in reaching representatives of the affected industries, it did not serve the consumer very well. Few people have time to check the Federal Register every day, and the technically written press releases issued to explain the specific details of a change rarely reached general audiences.

When a change was proposed in the net weight labeling rules, we first held a meeting of an ad hoc group of consumer representatives to explain the details to them. Next, we held five regional briefings to inform consumers and their representatives about the proposal. These localized briefings also served to generate a good deal of press that otherwise would have been lacking.

Response from consumers was excellent, and I feel that their comments will have a real bearing on the final form of the regulation.

We took this same approach of regional briefings on Nutrition Labeling for meat and poultry, a proposal similar to one made by the Food and Drug Administration for all other foods. Again, we got good response, both from consumers and industry.

The point is, that the channels for consumer participation were always there, but too few people knew about them. By doing some legwork we were able to make consumers aware of the channels for comment.

That's the real job, going out and getting all sides to work together through existing structures wherever possible.

I have to stress once again that without the help of the USDA field staff these things would have been much more difficult, and some cases impossible. Also, it was necessary to receive the support of industry in these matters.

Overwhelmingly I've found that all factions -- consumer groups, businessmen, and government people -- are enthusiastic about helping to communicate to the general public. But there's a qualifier on that statement: The message has to be honest, it has to be sincere, and it has to be helpful. Gobletygoon is not enough. The quality of information to the consumer has to be upgraded as well as just increasing the flow of information.

We also have to remember that communication is a two-way street. Those of us in government and industry have to listen as well as explain.

There are some top-notch groups representing consumers today. They're not the radicals or crack-pots some people like to believe. They are sincere people with a wish to improve our marketing and production system to better fit consumer needs.

This is excellent. Without such groups much of our message would be lost. They are the ones who sift through the tons of information coming out of government and industry, then distill it into meaningful terms for their constituents.

USDA is offering useful information to the public. We've used the regional briefing techniques I mentioned. We've worked more closely with food editors of daily and weekly newspapers, trying to help them understand some of the underlying factors affecting the marketing of food and clothing.

Last winter we brought many of the food editors into Washington for a day long session with the top executives of USDA, including Secretary Butz, Under Secretary Campbell, and all of the Assistant Secretaries. It was a give and take session with candor on both sides. The depth of the questions concerning grain marketing, export policies, and international affairs was outstanding. So was the frankness of the answers.

We've tried to work through extension and through the schools more effectively. We've worked with other government agencies such as the Food and Drug Administration. USDA and FDA have been cooperating on a food safety campaign. I had the pleasure of working with the students of Indiana University who had organized a Food Safety Week in Bloomington, Indiana in March. Those students used our material as well or better than we ourselves have done at times. Their efforts were tremendous and so were their results.

The list goes on and on, and so does the list of agencies and industry people involved. We're excited, and we're planning more consumer communication projects for the future.

I think that there's a new spark of interest in serving consumers better. Last week we held a meeting in Washington for Consumer Professionals from throughout the food industry. The meeting was designed to let them know of USDA's work in the consumer areas and of our desire to work with industry and the consumer in a three-way partnership.

The attendance was outstanding; I really think that the coming year we will see a breakthrough in re-establishing industry credibility with consumers.

The last year has just been a beginning, but it's been a good one. I'll look forward to working with more of you in the future. The Department of Agriculture is serious about better service to consumers, and we're serious about working more closely with people like yourselves. Thank you.

U.S. Department of Agriculture
Office of the Secretary

I was very pleased to be invited here today to discuss with you how the Department of Agriculture is responding to the consumer. During the last year, we've come a long way in improving communication with the consumer. The credit is due to the combined efforts of the food industry, government, and consumers themselves.

Improved nutrition labeling is certainly one important step in that direction. It is a first step, and a significant one for other reasons as well.

It demonstrates the desire of the government and the food industry to provide consumers with the information they want. It shows that consumers are being considered and that there is a sincere desire to serve them better. This type of positive action is a healthy climate for everyone. It represents the sort of give and take we all need to get along in our industrialized world.

As the food handling and marketing processes have become more complicated, so has the consumer criticism of them. Shoppers are often confused about the foods they buy; they don't really know what's in the attractive packages they select from the grocer's shelves.

The trip that food takes from being a raw product at the farm to becoming a packaged product is a mystery to most people. They don't understand the steps that are taken. Nutrients may be added, or they may be taken away. Preservatives are often added,

Speech given by Nancy Harvey Steorts, Special Assistant to the Secretary of Agriculture for Consumer Affairs, at the 27th Annual Meat Conference, Texas A&M University, June 18, 1974.

and processing can sometimes change the nutritional character of the food. As a consequence, buyers want more exacting, nutritional information about the finished food products available to them.

In the past, if nutrition labeling was present at all, it took no universal form that consumers could readily identify with or come to rely upon as standard.

That's what Nutrition Labeling is all about: To try and give a standardized set of nutritional information about the foods that we eat.

Shortly after the publication of the FDA regulations on nutrition labeling, the USDA established guidelines which permitted the meat and poultry industry to participate in nutrition labeling on a voluntary basis. We also followed up by publishing proposed regulations on nutrition labeling which were very similar to those published by FDA. Even though USDA regulations have not yet been finalized, there has been rather broad participation by the meat and poultry industry in this area--a participation which appears to be enjoying a healthy growth rate.

Before going into our regulations regarding nutrition labeling, I thought you might be interested in a quick overview of the kinds of meat and poultry products that are being marketed with nutrition information as part of the labeling material. At the present time, we have close to 50 companies engaging in nutrition labeling or

about ready to do so. About 100 plants are involved which account for nearly 500 labels in use. Frankfurters and other similar cooked sausages are the leading meat products which carry nutrition labeling. About 200 labels are used on this kind of product alone. Other products carrying nutrition labeling are pizza, heat-and-serve dinners, luncheon meats, stews, soups, hash, chili, margarine, and spaghetti and meat sauce. This list, I think, clearly points out how extensive nutrition labeling can and is being used on processed meat and poultry products.

Notable for their absence from this list are raw meat and poultry products. There has been substantial interest in the nutrition labeling of these raw products which require cooking in the home. However, as I mentioned, there are no approved labels in use at this time for this class of products. Many complexities are involved: changes during cooking; marked product variability; the question of dealing with inedible portions; and the inevitable random-size containers. All of these have been primary reasons why raw products have not as yet carried nutrition information on the label.

One concern which we hear oft repeated by many companies and consumers alike is that although consumers express great interest in nutrition labeling few know what to do with it or how to use it. And we would agree. With the consumer education program bringing information on use of nutrition labeling to all consumers and a continued increase in use of such labeling resulting in greater exposure of consumers to nutrition values, the time will come when the use of nutrition labeling will become almost second nature for the great majority of consumers.

As I noted earlier, USDA has published proposed regulations regarding the nutrition labeling of products under its jurisdiction. The comment period for these regulations ended April 19, and we are now in the process of preparing a final rule. The comments received from the public, as well as the experience we have gained over the past year, have given us the basis for considering several changes to the original proposal. Certain of these changes could materially alter the costs associated with nutrition labeling of meat and poultry products and therefore increase industry participation--both the consumer and industry will benefit.

1. We will encourage industry to work with us in the development of standard values for raw products. In our judgment, this can lead to meaningful nutrition information for consumers as well as rapidly expand the use of nutrition labeling to a broad range of products which at this time do not carry this information.

Our experience over the past year also indicates that a certain class of frankfurter, for example one whose meat component is entirely beef, could be labeled with a standard value at this time. Certain requirements regarding use of ascorbates and a maximum processing temperature would also be necessary, but I think you can readily see that the adoption of legitimate standard values could result in rapid expansion of nutrition labeling over a broad range of products.

2. We expect to permit the determination of protein declaration to allow for "weighting" protein contributions from plant and animal sources as a percentage of the RDA contribution. We believe this

more accurately reflects the protein contribution and is superior to one based on an average protein efficiency ratio value.

3. It is our judgment at this time that our proposed requirements calling for nutrition information to be present on an "as purchased" and "as prepared" basis for raw products will be retained. However, if we can develop jointly with industry standard values for this class of product, we may be able to overcome some of the barriers that now exist.

I would like to fill you in on some of the consumer reactions so far, and how the nutritional labeling program might fit into the even broader scope of better consumer communication. Notice I didn't say "increased consumer communication." It's not enough to simply increase the flow; we have to increase the quality of communication. And this means listening as well as talking. Communication is a two-way street.

The Department of Agriculture is working hard in this respect. We have held briefings on the nutritional labeling proposal in all regions of the country. We did this partially to inform, and partially as part of an attempt to establish new lines of communication with the public.

For my part, I was very pleased at the reaction to these regional briefings. They were honest, give-and-take sessions. They served to help return decision-making to local levels. We learned as much from them as the members of the public did. I'm sure that we will see more of this type of briefing, of the Federal government leaving its

nest in Washington and going out and conferring with interested parties in all parts of the country. Department officials strongly support this means of getting information to the American public. I sense in them a deep enthusiasm for such efforts.

Industry, for its part, has an extremely important role to play in opening the new channels of communication. It is industry that ties most directly to the consumer. It is industry that most directly serves the public. What you do and say carries the most weight. Your decisions affect each and every one of us to the greatest degree.

An unwise move in industry is felt directly by the food-buying public, either in the pocketbook or through lower quality food. Not only that, but it is industry that has the most direct channels of contact with the consumer. In your plants, in the retail outlets; you communicate with the consumer every day. Your ears are closely tuned to consumer attitudes -- that's part of your success.

Right now those consumers have a lot to say. They're feeling the pressures of inflation; they're wondering how to make their food dollars go further. You can help them -- and providing nutritional labeling is part of the service. It's a part that will help sell your products on today's increasingly competitive marketplace.

Please don't feel that those of us in government are trying to put all of the heat on you. Goodness knows that government needs to increase its responsiveness to people and to problems.

And we are trying to improve, just as you are. But it is only through working together, and working directly with the consumers that any of us will succeed.

In the past year the Department of Agriculture has held consumer briefings not only on nutritional labeling, but on food safety and the net weight proposal. We are trying to bring more people into the decision-making process -- by informing them of regulatory actions that affect them, by letting them know the channels of communication are open for their comments and suggestions.

In the past, too many people had no idea of how to comment on any proposals affecting them. A proposed regulatory change affecting literally millions of people in this country would be published in the Federal Register and most people would never hear about it. Their first inkling of any change would come when the change had already taken place and begun to directly affect them.

The only notification had been through an issuance of a usually sterile press release at the time of publishing the proposed change in the Federal Register.

I doubt that very many people read the Federal Register every day. In fact, to do so would be preposterous. Most people don't have the time.

But it would be equally preposterous to believe that government or industry could -- or should -- carry on a full-scale public relations program on every proposed change.

But those of us in government and industry DO have the obligation to properly inform people of major regulatory decisions directly affecting them. Our greatest aid in doing this can come through the consumers, through their organized efforts to better inform themselves and others.

That's why I get excited when I hear about the increased consumer awareness in the country today. Consumers are realizing that changes in government and industry DO affect them -- and that the only way they can have any input into those changes is through increased awareness. Consumer groups need to keep up with the proposed regulatory changes. And they need to be aware of how to make their feelings heard by the people making the final decisions.

It is our job to let them know how this can be done. Rather than viewing increased consumer awareness as a threat, government and industry should view it as the most positive factor to come along in a long while.

When people are interested you can talk to them. You can work with them, and by considering their ideas and criticism, you can do your own job better. That's the new opportunity opened to leaders of industry and government today.

It's an opportunity most of industry has been quick to recognize. There's an increasing understanding of consumer needs and a desire to meet those needs. I've felt this new viewpoint of industry strongly during recent meetings with people such as yourselves.

On Wednesday, May 29, the USDA held a Consumer Affairs Professional Conference, and the replies to our invitations indicated a definite, increasing interest in consumer affairs. The very fact that industry sent so many of its top officials tells us that.

But again, the two-way dialogue between industry and government is not enough. We have to work toward a three-way dialogue between consumers, industry, and government. We need a continuing, open discussion of ideas, problems, and needs of everyone concerned.

Not only must we have improved dialogue with people outside of our various organizations, but we must also have better communications within those organizations.

The various agencies of USDA must communicate and work together; the various parts of the government must work together. We need to share information and to help distribute each other's informational materials through our own particular channels. We need to backstop each other's efforts, not go in opposite directions toward the ultimate goal of better communication.

The joint efforts of the Nutrition Labeling Program represent a large step in the right direction and I'm sure that there will be more such actions in the future.

Individual agencies will also be increasing their efforts to help better inform the public of what's happening in the food and nutrition areas. As one example, the Agricultural Research Service has developed the NUTRIMETER. It's a simple device used to total and

evaluate the amount of food energy and selected nutrients in the foods you eat during a day. Using it, you can see at a glance how your diet stacks up in terms of nutrients and calories.

The NUTRIMETER and a bulletin, "Nutrition Labeling -- Tools for Its Use," will be out later this year. This will make Nutrition Labeling much more effective.

The Department of Agriculture is moving toward better consumer communication in other ways as well. Nearly 4,000 Extension educators at the local level, plus their state and national counterparts, are working to help consumers better understand and utilize nutritional labeling.

The Food and Nutrition Service, for its part, is continually putting together new materials on nutrition, and they also put out information on eating better within your particular budgetary limitations.

All these things tie together to improve the overall effort. They are the tools to open better communication with consumers.

But alone, they are not enough. We need people to help impliment these tools, people to help improve and use them, people to help make them available to everyone.

Industry, through adapting Nutrition Labeling and through helping explain the usage of such information will be taking a

positive step toward restoring consumer confidence in the food processing and distribution systems.

This is an excellent opportunity for making a commitment to serve the consumer, to offer him or her more for his money.

Remember: We are all consumers; we are all in this together. Any service we can perform is a service to ourselves as well as to others.

Only through working together can we progress.

THE NEED TO COMMUNICATE

My position as Special Assistant for Consumer Affairs has been in existence for only one year. Sometimes I look back and can't believe that it's been that short a time since I started in this job. The number of consumer related events and the amount of change we've witnessed in the last 12 months has been astounding.

We've had boycotts, shortages, hoarding, and price freezes. We've had angry consumers, confused consumers, and concerned consumers.

Yet through all of this, progress has been made.

Government, consumers, and industry have begun to pull closer together this last year. We are all beginning to learn that there are no simple answers to the complex problems of today's inter-related world. We are also beginning to relearn that more is to be gained by working together than by working against each other.

Groups that a year ago wouldn't even sit together in the same room are today having regular discussions. They are trying to arrive at mutual solutions to common problems. This is excellent. It's what I mean when I say there's been some progress. It's what my job is all about; it's what the job of government is all about.

I think that government, from local levels through the state and on through the federal structure has made some significant contributions in narrowing the splits between opposing views on the consumer front. In many cases government has been the meeting place, the middle ground of cooperation between opposing groups.

Those of you working in state governments have had a particularly difficult task. All too often you've been caught in the crossfire between a strong federal government based in Washington, and a general public that feels our government has become too removed from reality, that it has become unresponsive to public concerns.

The Department of Agriculture has also been caught in the middle. Some say we're doing too much for the consumers; others feels that we align too closely with the farmer and agribusiness.

The points can be argued almost indefinitely, but the real thing, the key for the future, is that all of us -- you, me, the people outside this room, the people outside this building -- have to stop thinking in terms of "Them" and "Us." Closing our minds to opposing opinions or other ways of thinking won't help any of us. It will only make our problems more difficult.

Stop and think about it: Who is a "consumer?" Who is a "State Commissioner of Agriculture?" Who is an "Agribusinessman" or a "Federal Employee?" Are consumers different people who wear special tags stating, "I am a consumer?"

(more)

Nonsense, and we all know it. Everyone of us is a consumer of some sort. When we go to the grocery store for a box of cereal or a steak we are consumers. When we eat at a hamburger stand or go to a movie we are consumers.

Yet I've sat with people in the last year who talk about and think about consumers as if they were totally alien beings that talked another language, wore different clothes, and ate a different diet.

On the other side, I've talked to a few consumer advocates who have absolutely nothing but scorn for what they call "government" and "business."

That's equally nonsense. But that's how far the breakdown in communications actually went during some of the trauma last summer.

Much of the confusion centered around one commodity: Beef.

That story's far from being finished. The confusion about supply that angered consumers last summer continues to hit cattlemen today. One of the specialists in the Department told me the other day of a cattle feeder who had just lost \$217 a head on the cattle he had sold that day.

Last year, demand for beef was high and supplies were drawn down. The temporary retail price freeze last summer added to the disruption of normal marketing.

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This year the situation has reversed; it has turned around completely. The demand for beef has slackened. This is partially due to consumer resistance to higher retail costs for beef; partially due to international factors such as the higher cost of petroleum products, inflation, and the general erosion of consumer buying power have added to the problem.

Consequently supplies have backed up and there is more market-ready beef available today than consumers are willing to buy at current prices.

The irony of this is that beef, on some of the specials being advertised now, is an excellent buy and costwise is well in line with other protein sources. But it's going to take some time before consumers realize this. The only thing most of us not specializing in agriculture or food marketing wonder, is why the retail price of beef has not dropped even further and quicker.

The cattlemen, the packers, the retailers and the consumers are all caught in their separate problems, looking for separate ways out. But the problems of one group directly affect the problems of the others. The solutions are ultimately wrapped in the same answer book of economics. Once again, we are not members of unrelated groups; we have to work together.

There is an extreme need for communications between groups; we need a constant two-way flow of information between all segments of the food chain, from the producer to the urban consumer.

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The Department of Agriculture is seriously addressing this problem and is now working harder than ever in the area of communications.

Secretary Butz and his staff realized the need to have a meaningful dialogúe with consumer groups, and its one of the main reasons my position was established. I help serve as a link between consumers and the Department, and the food industry.

The desire for better communication doesn't stop at the Secretary's office either. It goes right on down through each of the agencies and out into the field, via extension workers and field staff. The State Departments of Agriculture have also given their help, and without it, we would have been frustrated more than once during the last year.

Industry is also doing its job, picking up the ball and trying to explain its position in a clearer and more accurate manner.

There's a tremendous effort behind us and even more of one facing us as we try to help communicate a better understanding of the food and fiber marketing system of this country.

But in my meetings of the last year I have been tremendously impressed by the legitimate interest and sincere desire on the part of consumers to learn more about the production, handling and marketing of both food and fiber.

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Sometimes it's difficult for someone who has grown up on a farm or in a rural area to realize how impressive American agriculture really is. But think of the person from Manhattan or Los Angeles who sees it for the first time. Think how that person might feel being conducted on a tour through a commercial feedlot or through a commercial grain elevator for the first time.

It's no wonder that the urban consumer, almost totally divorced from the business producing and supplying his food is mystified by what he sees -- or doesn't see. Your business of agriculture has grown into one of the most fantastic, technologically advanced businesses ever assembled.

The Department of Agriculture is trying to help bridge the gap that this change has brought about. One of the first steps is to more accurately inform consumer representatives and reporters of some of the work the Department does. In the past there has too often been a real lack of input from the consumer viewpoint in the Department's decision-making process. Nowhere was this lack of input more evident than in the process of making regulatory changes affecting consumers.

In the past the accepted procedure for generating comment on any regulatory change was to publish the proposal in the Federal Register, issue a press release, and wait for comments.

While this may have been fairly successful in reaching representatives of the affected industries, it did not serve the consumer very well.

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Few people have time to check the Federal Register every day, and the technically written press releases issued to explain the specific details of a change rarely reached general audiences..

When a change was proposed in the net weight labeling rules, we first held a meeting of an ad hoc group of consumer representatives to explain the details to them. Next, we held five regional briefings to inform consumers and their representatives about the proposal. These localized briefings also served to generate a good deal of press that otherwise would have been lacking.

Response from consumers was excellent, and I feel that their comments will have a real bearing on the final form of the regulation.

We took this same approach of regional briefings on Nutrition Labeling for meat and poultry, a proposal similar to one made by the Food and Drug Administration for all other foods. Again, we got good response, both from consumers and industry.

The point is, that the channels for consumer participation were always there, but too few people knew about them. By doing some legwork we were able to make consumers aware of the channels for comment. Both sides gained from the exposure to each other.

Overwhelmingly I've found that all factions -- consumer groups, businessmen, and government people -- are enthusiastic about helping to communicate more and better information about food and agriculture to the general public.

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But as we enlist the aid of these people, we have to be certain that the information we are giving them is honest and helpful. The quality of information going to the consumer from government and industry has to be upgraded. It's not enough to just increase the flow.

We should ask whether our "consumer" information is really for the consumer, or whether it is only for our own promotional purposes. If it is the later, we should scrap it or at least not label it consumer information.

Having sound, useful information is the first step. Multiplying the dissemination and use of that information is the second step.

USDA has done this in several ways during the last year. We've used the regional briefing techniques I mentioned. We've worked more closely with food editors of daily and weekly newspapers, trying to help them understand some of the underlying factors affecting the marketing of food and clothing.

Last winter we brought many of the food editors of the country into Washington for a day long give-and-take session with the top staff of the Department. We've also tried to work through extension and through the schools more effectively on consumer-related items. We're cooperating with other government agencies; one example is the joint USDA-Food and Drug Administration Food Safety Campaign.

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We want to work with the states more closely, getting your ideas and inputs as well as your assistance in the field situations.

I think there's a new spark of interest in serving consumers, particularly in the area of informing them of what's going on in agriculture and the food industry.

I cannot overstress the importance of this. Communicating is the key to working together instead of pulling in separate directions.

Remember: There are no "Consumers," only people. Only you and I and others like us.

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Remarks of

The Honorable
BARBARA HACKMAN FRANKLIN
COMMISSIONER
CONSUMER PRODUCT SAFETY COMMISSION
at the
53rd Annual Convention
of the
QUOTA INTERNATIONAL
St. Louis, Missouri

July 16, 1974

I AM SO PLEASED TO BE WITH YOU TODAY. I ADMIRE YOUR PURPOSES, YOUR WORK, AND YOUR MOTTO, "WE SHARE." I HAVE GREAT CONFIDENCE IN WOMEN AND WHAT WE CAN DO. MORE AND MORE I BELIEVE WOMEN WILL SHAPE TOMORROW BY SHARING TODAY.

LET ME BEGIN TODAY BY SHARING SOME THOUGHTS ABOUT CONSUMER PRODUCT SAFETY. CONSIDER THESE CASES:

- IN NEW ORLEANS, A YOUNG GIRL AND HER FATHER WERE, FORTUNATELY, DOWNSTAIRS WHEN A BEDROOM TELEVISION SET -- WITH NO WARNING AND FOR NO APPARENT REASON -- SIMPLY EXPLODED INTO FLAMES. THERE WAS A FIRE AND EXTENSIVE DAMAGE TO THE UPSTAIRS OF THE HOUSE.
- A 31-YEAR OLD WOMAN WAS HAVING DIFFICULTY INSERTING THE BLADES INTO HER ELECTRIC MIXER. HER HAND SLIPPED, ACCIDENTALLY TURNED THE "ON" SWITCH, AND SHE SUFFERED SEVERE LACERATIONS OF TWO FINGERS.
- A 19-MONTH OLD CHILD SPOTTED THE DANGLING CORD OF A COFFEE POT AND PULLED ON IT. THE POT OVERTURNED, COVERING HER WITH A DELUGE OF HOT COFFEE. SHE SUFFERED FIRST AND SECOND DEGREE BURNS TO 10% OF HER BODY.

WHAT IS COMMON IN ALL OF THESE ACCIDENTS?

FIRST, NOTE THAT EACH ONE INVOLVED A PRODUCT IN EVERYDAY USE AT HOME, AND THAT EACH ONE IS DOCUMENTED IN DEPTH IN THE COMMISSION'S FILES. BUT LET'S LOOK MORE CLOSELY AT THE ANATOMY OF EACH ACCIDENT. I DRAW THE FOLLOWING CONCLUSIONS.

IN THE CASE OF THE TELEVISION UNEXPECTEDLY CATCHING ON FIRE, THE ACCIDENT COULD NOT HAVE BEEN ANTICIPATED BY THE USER. IN THIS PARTICULAR CASE, THROUGH A QUALITY CONTROL ERROR, A CRUCIAL PART HAD BEEN INSERTED INCORRECTLY. IN OTHER WORDS, THE PRODUCT HAD A HIDDEN DANGER. I'M SURE WE ALL AGREE THAT CONSUMERS HAVE A RIGHT TO EXPECT PRODUCTS WHICH ARE FREE OF SUCH HIDDEN DANGERS. A TELEVISION SET LIKE THIS DOESN'T BELONG ON A RETAILER'S SHELF, OR IN YOUR HOME.

IN THE SECOND CASE, WHERE THE WOMAN MISTAKENLY ACTIVATED THE SWITCH, THE ACCIDENT APPEARS TO HAVE BEEN THE FAULT OF BOTH THE USER AND THE PRODUCT. ONE COULD ARGUE THAT IT'S THE USER'S RESPONSIBILITY NOT TO ACTIVATE THE SWITCH EVEN ACCIDENTALLY, WHILE INSERTING THE BLADES. BUT, LET'S FACE IT, THIS TYPE OF HUMAN ERROR DOES OCCUR. HOW MUCH SHOULD PRODUCTS PROTECT THE CONSUMER AGAINST HIS OR HER OWN MISTAKE? HOW MUCH DID THE DIFFICULTY IN INSERTING THE BLADES CONTRIBUTE TO THE ACCIDENT? WHOSE FAULT IS THAT -- THE PRODUCT'S OR THE USER'S? WOULD IT BE BETTER IF THE "ON" SWITCH WERE DESIGNED TO KEEP FROM ACTIVATING -- EVEN IF TRIPPED -- IF THE BLADES ARE NOT LOCKED INTO PLACE? OR, SHOULD THERE BE A SPECIAL LABEL WARNING CONSUMERS TO UNPLUG THE MIXER WHILE THEY INSERT THE BLADES?

IN THE THIRD CASE, THE PROBLEM WAS THAT A SMALL CHILD, WHO WAS NOT SUPPOSED TO USE THE COFFEE POT, DID SOMETHING WITH IT WHICH WASN'T INTENDED. COMPLICATING THE SITUATION WAS THE FACT THAT THE POT WAS FILLED WITH HOT COFFEE WHEN IT WAS OVERTURNED. IT CAN BE ARGUED THAT THIS ACCIDENT WAS ENTIRELY A HUMAN ERROR, BUT HOW DO WE PROTECT SMALL AND CURIOUS CHILDREN FROM GETTING INTO TROUBLE WITH ADULT PRODUCTS? WAS IT SOLELY THE PARENTS' RESPONSIBILITY TO MAKE SURE THE CORD WAS OUT OF HER REACH?

THIS ROUGH ANALYSIS SHOWS YOU THE KIND OF THINKING I DO WHEN I'M PREPARING TO MAKE A DECISION ABOUT A PRODUCT WHICH MAY BE DANGEROUS.

I GENERALLY LIKE TO KNOW HOW OFTEN ACCIDENTS ASSOCIATED WITH THE PRODUCT OCCUR AND HOW SEVERE THEY ARE -- ALTHOUGH I DO NOT THINK A "BODY COUNT" IS NECESSARY BEFORE A PRODUCT IS PROVED HAZARDOUS.

VERY IMPORTANTLY, I TRY TO UNDERSTAND THE HAZARD PATTERN -- THE RELATIONSHIP BETWEEN (a) THE PRODUCT, (b) THE USER, AND (c) THE SITUATION IN WHICH THE ACCIDENT OCCURS.

. WAS THE ACCIDENT CAUSED ENTIRELY BY THE PRODUCT?

. DID THE PRODUCT HAVE A HIDDEN DANGER? IF SO, WAS IT FAULTY DESIGN OR WAS IT A QUALITY CONTROL PROBLEM?

. WAS THE ACCIDENT A COMBINATION OF A PRODUCT DEFECT OR FAILURE AND AN ERROR ON THE PART OF THE USER? HOW

DID IT HAPPEN?

. WAS A PRODUCT MISUSED OR ABUSED BY THE USER IN AN UNSAFE WAY?

. WAS THE PRODUCT MISUSED OR ABUSED BY A CONSUMER FOR WHOM IT WAS NOT INTENDED? DID IT FALL INTO THE HANDS

OF AN UNSUSPECTING CHILD?

IT IS CRUCIAL TO UNDERSTAND HOW MUCH OF AN ACCIDENT IS CAUSED BY THE PRODUCT AND HOW MUCH IS CAUSED BY THE USER -- IF WE ARE TO FIND SOLUTIONS WHICH TACKLE THE CAUSE AND WHICH WILL RESULT IN FEWER ACCIDENTS. THIS IS PRECISELY WHAT THE CONSUMER PRODUCT SAFETY COMMISSION IS TRYING TO DO.

AND THAT'S WHERE THE TITLE OF THIS SPEECH, CAVEAT EMPTOR, COMES IN. CAVEAT EMPTOR -- THE CONSUMER BEWARE -- HAS BEEN TOO COMMONPLACE FOR TOO LONG IN THE AMERICAN MARKETPLACE. THROUGH THE CONSUMER PRODUCT SAFETY COMMISSION'S EFFORTS, I HOPE CONSUMERS WILL BE MUCH BETTER PROTECTED AGAINST UNSAFE PRODUCTS, MUCH BETTER PROTECTED AGAINST PRODUCTS WITH HIDDEN DANGERS AND UNKNOWN RISKS. IN OTHER WORDS, AT LEAST IN MATTERS OF CONSUMER PRODUCT SAFETY, I HOPE THE DAYS OF CAVEAT EMPTOR ARE NUMBERED.

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THERE IS A SERIOUS CONSUMER PRODUCT SAFETY PROBLEM IN THE UNITED STATES. AN ESTIMATED 20 MILLION PEOPLE ARE HURT EVERY YEAR IN ACCIDENTS ASSOCIATED WITH ORDINARY HOUSEHOLD AND RECREATIONAL PRODUCTS. ABOUT 110,000 PEOPLE ARE HOSPITALIZED, AN AN ESTIMATED 30,000 ARE KILLED. A LARGE NUMBER OF THOSE HURT ARE CHILDREN. THE COST TO THE AMERICAN PUBLIC IS AN ESTIMATED \$5.5 BILLION ANNUALLY.

IRONICALLY, THE SAFETY PROBLEM MAY BE THE MOST MISUNDERSTOOD AND UNCONSCIOUS PROBLEM ON THE AMERICAN SCENE. WE OFTEN SIMPLY REFUSE TO FACE IT. WE HIDE OUR HEADS, ASSUMING ACCIDENTS ARE AN ACT OF FATE, OR THAT THEY HAPPEN TO SOMEBODY ELSE, OR THAT IT WAS "MY FAULT." THE FIRST THING WE NEED TO DO IS FACE THE PROBLEM.

ONCE HAVING FACED IT, HOW DO WE SOLVE IT? I THINK THE RESPONSIBILITY BELONGS TO ALL OF US -- GOVERNMENT, INDUSTRY, CONSUMERS.

THE CONSUMER PRODUCT SAFETY COMMISSION HAS MUCH AUTHORITY AND AN IMPORTANT ROLE TO PLAY, SO LET ME SUMMARIZE VERY BRIEFLY OUR WORK.

- . A PRIMARY MISSION OF THE COMMISSION IS TO PROTECT THE PUBLIC AGAINST UNREASONABLE RISKS OF INJURY ASSOCIATED WITH CONSUMER PRODUCTS. "CONSUMER PRODUCTS" INCLUDE VIRTUALLY EVERYTHING USED AT HOME AND AT PLAY -- EXCEPT FOOD, DRUGS, COSMETICS, MOTOR VEHICLES, ECONOMIC POISONS, TOBACCO PRODUCTS, AIRCRAFT, AND BOATS, WHICH ARE UNDER THE JURISDICTION OF OTHER AGENCIES. IN OTHER WORDS, OUR JURISDICTION COVERS AN ESTIMATED 10,000 PRODUCTS -- FROM TOYS TO TELEVISION SETS TO PLAYGROUND EQUIPMENT.
- . THE COMMISSION CAN USE A VARIETY OF REGULATORY TOOLS.
 - IMMINENTLY HAZARDOUS PRODUCTS CAN BE BANNED FROM THE MARKETPLACE. SEIZURE, REPURCHASE, RECALL, REPLACEMENT, OR REPAIR MAY BE REQUIRED.
 - MANDATORY SAFETY STANDARDS CAN BE SET, WHICH INDICATE THE WAY A PRODUCT MUST PERFORM TO BE SAFE. THE COMMISSION HAS VOTED TO INITIATE MANDATORY STANDARDS FOR SWIMMING POOLS AND WATERSLIDES, FOOTBALL EQUIPMENT POSSIBLY INCLUDING ARTIFICIAL PLAYING SURFACES, LAWN MOWERS, ARCHITECTURAL GLASS, BOOK MATCHES, ELECTRICAL EXTENSION CORDS, TELEVISION SETS, TENTS, AND PLAYGROUND EQUIPMENT. WE HAVE JUST PUBLISHED A STANDARD

ON BICYCLES WHICH TAKES EFFECT NEXT JANUARY 1.

- VOLUNTARY ACTION BY INDIVIDUAL COMPANIES AND INDUSTRIES TO MAKE PRODUCTS SAFER CAN BE ENCOURAGED.
- INFORMATION AND EDUCATION CAN BE USED TO ALERT CONSUMERS TO UNSAFE PRODUCTS AND TO HELP CONSUMERS EVALUATE SAFETY FEATURES.

OUR PHILOSOPHY IS TO USE THESE TOOLS ONE AT A TIME OR IN COMBINATION

-- WHATEVER WILL BEST SOLVE THE PROBLEM AND REDUCE INJURIES.

- . THE COMMISSION HAS VOWED TO VIGOROUSLY ENFORCE ITS REGULATIONS. OUR FOURTEEN FIELD OFFICES THROUGHOUT THE COUNTRY HAVE PRINCIPAL ENFORCEMENT RESPONSIBILITY.
- . THE CONSUMER PRODUCT SAFETY ACT REQUIRES THAT WE CONSIDER, AMONG OTHER THINGS, THE COST OF SAFETY. WE WANT SAFETY IN PRODUCTS, BUT AT A REASONABLE COST TO THE CONSUMER.

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WE'LL DO OUR BEST, BUT GOVERNMENT CAN'T DO IT ALL . BEFORE I MENTION SOME SPECIFIC WAYS THAT QUOTA CAN HELP I WANT TO UNDERSCORE WHY IT IS ABSOLUTELY ESSENTIAL THAT WOMEN BE INVOLVED IN THE CONSUMER MOVEMENT.

- . MORE THAN 33 MILLION WOMEN ARE IN THE CIVILIAN WORK FORCE TODAY -- 44% OF ALL WOMEN 16 AND OVER. ANOTHER 36 MILLION WOMEN ARE "HOME MANAGERS."
- . SOME 6 MILLION FAMILIES -- ABOUT 11.5% OF ALL FAMILIES -- ARE HEADED BY WOMEN, AND THE TREND TOWARD FEMALE-SUPPORTED FAMILIES IS ON THE RISE.

- . FULL-TIME WOMEN WORKERS EARN AN AVERAGE OF 40% LESS THAN MEN DO ON IDENTICAL JOBS.
- . WOMEN MAKE THE MAJORITY OF DAY-TO-DAY PURCHASING DECISIONS.

WHAT DOES THIS MEAN? IT MEANS THAT WOMEN ARE IMPORTANT TO THE ECONOMY, IN TERMS OF THE PRODUCTIVITY THEY CONTRIBUTE AND THE PURCHASING POWER THEY REPRESENT. YET THEY EARN LESS THAN MEN DO IN IDENTICAL JOBS, HAVE YET TO BE SEEN IN LARGE NUMBERS IN EXECUTIVE SUITES AND BOARD ROOMS, AND HAVE YET TO EXERCISE FULLY THEIR POWER AS CONSUMERS.

ALTHOUGH PART OF THE BLAME MAY BE OURS, IT IS VERY MUCH RELATED TO THE CULTURAL MYTHS WE ALL GREW UP WITH.

FIRST, WE THINK TOO LITTLE OF OURSELVES. OUR SELF-ESTEEM IS LOW. WE OFTEN FEEL INADEQUATE AND INFERIOR. WE'RE OFTEN AFRAID TO SUCCEED, AND WHEN WE DO, WE PLAY IT DOWN. OUR INFERIORITY FEELINGS HAVE KEPT US DOWN. WE NEED TO HAVE MORE CONFIDENCE IN OURSELVES -- SO THAT WE CAN USE OUR TALENTS TO THE FULLEST.

ANOTHER THING I'VE NOTICED IS THE "QUEEN-PLEX." SOME WOMEN ACHIEVE POSITIONS OF PROMINENCE WHERE THEY ARE THE "ONLY WOMEN". AND THEY LIKE IT THAT WAY. THE TRAGEDY IS THAT THEY DO NOT HELP AND ENCOURAGE OTHER WOMEN. AND WE SHOULD BE HELPING EACH OTHER RATHER THAN THREATENING EACH OTHER. WOMEN WHO ARE MOTHERS, HOMEMAKERS, AND VOLUNTEER WORKERS NEED NOT RESENT WOMEN IN OTHER ROLES. WOMEN WHO WORK FOR A LIVING NEED NOT LOOK DOWN ON WOMEN WHO CHOOSE TO BE FULL TIME HOMEMAKERS AND MOTHERS. WHAT WE DO NEED TO DO IS OVERCOME THESE ARTIFICIAL BARRIERS AND GET TO KNOW EACH OTHER, WORK TOGETHER, ENCOURAGE, AND HELP EACH OTHER.

* * * *

THIS IS IMPORTANT, BECAUSE WOMAN'S CONCEPT OF HERSELF RELATES TO HER BEHAVIOR AS A CONSUMER.

THINK ABOUT IT. WOMEN -- INCLUDING WORKING WOMEN -- USUALLY MANAGE THE HOME, FEED AND CLOTHE THE FAMILY, AND JUGGLE COUNTLESS CHORES AND ERRANDS. WOMEN MAKE MOST OF THE DAY-TO-DAY PURCHASING DECISIONS. BUT I SEE NO EVIDENCE THAT WOMEN UTILIZE TO THE FULLEST THEIR POTENTIAL CLOUT IN THE MARKETPLACE. BECAUSE OF OUR INFERIORITY FEELINGS, WE HAVE BEEN RELUCTANT TO ASSERT OURSELVES WHEN PRODUCTS OFFERED FOR SALE ARE UNSAFE, UNSUITABLE, DON'T WORK, OR ARE TOO COSTLY: WE HAVE BEEN AFRAID OR HAVEN'T KNOWN HOW TO DEMAND SAFER OR BETTER PRODUCTS -- TO ARTICULATE THAT CAVEAT EMPTOR WILL NO LONGER PERTAIN.

WE HAVE BEEN TAUGHT THAT WE'RE NOT VERY MECHANICAL, THAT OUR DEAR LITTLE HEADS WERE NOT MEANT TO UNDERSTAND HOW MACHINES WORK. YET, ALL OF US -- WHETHER WE WORK OUTSIDE THE HOME OR NOT -- HAVE MANY MACHINES IN OUR LIVES. THINK OF THE NUMBER OF MACHINES IN YOUR KITCHEN ALONE. WHEN AND WHERE IS THE HEAT OF YOUR STOVE DANGEROUS? DO YOU HAVE AEROSOLS OR CLEANING SUPPLIES STORED NEAR MACHINES WHICH GET HOT, SUCH AS THE STOVE OR GARBAGE DISPOSAL? DO YOU KNOW HOW TO SPOT MALFUNCTIONS WITH YOUR TV SET WHICH COULD BE DANGEROUS? CAN WE, AS WOMEN, FOR THE SAKE OF OUR OWN SAFETY AFFORD TO ACCEPT THE MYTHS ABOUT OURSELVES? THE ANSWER IS OBVIOUS.

BUT BEYOND THIS, THINGS ARE CHANGING. WOMEN ARE DEMANDING VALUE FOR THEIR MONEY. THEY ARE DEMANDING THAT THE SELLER HONOR HIS PROMISES ABOUT THE PRODUCT. WOMEN ARE BEGINNING TO HAVE A DEEPER SENSE OF THEIR RIGHTS -- AND POWER -- AS CONSUMERS. AND I BELIEVE THAT CLOUT IN THE MARKETPLACE WILL GROW IN DIRECT PROPORTION TO WOMAN'S CONFIDENCE IN HERSELF.

QUOTA CAN BE VITALLY INVOLVED.

I HOPE YOU WILL CONSIDER A NATIONAL PROJECT IN THE CONSUMER PRODUCT SAFETY AREA. YOUR PROJECT FOR THE DEAF DEMONSTRATES YOUR COMMITMENT AND ABILITY TO REACH INTO COMMUNITIES THROUGHOUT THE COUNTRY AND MAKE THINGS HAPPEN. CHOOSE SOMETHING IN THE PRODUCT SAFETY AREA. THE FIELD IS WIDE OPEN -- POSSIBILITIES RANGE FROM CONSUMER EDUCATION ON BICYCLES TO LAWNMOWERS TO CHILDREN'S TOYS.

OR BE INVOLVED IN THE DEVELOPMENT OF SAFETY STANDARDS, BOTH VOLUNTARY AND MANDATORY. STANDARDS COMMITTEES NEED MANY MORE CONSUMER MEMBERS -- PEOPLE WHO USE PRODUCTS AND WHO KNOW HOW PRODUCTS ARE USED -- OR MISUSED -- AT HOME. WE NEED CONSUMERS WITH OTHER EXPERTISE, FROM ACCOUNTING TO ARCHITECTURE.

THE COMMISSION IS COMPILING A ROSTER OF CONSUMER VOLUNTEERS WHO WANT TO PARTICIPATE IN MANDATORY STANDARDS ACTIVITIES. (FUNDS CAN BE MADE AVAILABLE TO SUBSIDIZE PARTICIPATION FOR THOSE CONSUMERS WHO CANNOT AFFORD TO TRAVEL.)

MY HOPE IS THAT WOMEN, ESPECIALLY, WILL BECOME INVOLVED IN STANDARDS-SETTING AS THEY NEVER HAVE BEFORE. THIS IS A UNIQUE OPPORTUNITY, AND I HOPE YOU WILL HELP US IDENTIFY VOLUNTEERS.

DO WHATEVER YOU THINK MAKES SENSE FOR YOUR GROUP, BUT PLEASE DO SOMETHING.

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SO, LET ME CONCLUDE, WHERE I BEGAN, WITH SAFETY.
WE WANT TO DO AWAY WITH CAVEAT EMPTOR. WE HOPE QUOTA WILL HELP.

IN THIS, AS IN MANY OTHER AREAS, WOMEN MUST DO OUR PART.

ATTITUDES ARE CHANGING -- RAPIDLY. THE COUNTRY IS UNDERSTANDING MORE CLEARLY THAT THE TALENTS OF WOMEN ARE A GREAT NATURAL RESOURCE. WOMEN ARE GAINING AN INCREASED AWARENESS OF WHO WE ARE, A MORE PRECISE SENSE OF WHO WE SHOULD BE, AND AN ENHANCED AWARENESS OF OUR NEED TO PARTICIPATE AS EQUAL PARTNERS IN ALL FACETS OF AMERICAN LIFE.

I HAVE CONFIDENCE THAT WOMEN WILL ACCEPT THE RESPONSIBILITY WE ARE WORKING TO ACHIEVE, THAT WE WILL LEAD, AND THAT WE WILL EXCEL. THE TIME IS RIGHT. THE TIME IS NOW.

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Inflation Fighters Find That Only Lunch Is Cheap

By Ruth Dean
Star-News Staff Writer

About 375 District consumer leaders, called together by Mayor Walter Washington to explore means of fighting inflation by stretching food dollars, have lucked in to the only bargain they'll find.

During the two-day conference which opened yesterday at the Mayflower Hotel, the delegates are being served a three-course luncheon for only 50 cents.

William B. Robertson, director of the D.C. Office of Consumer Affairs, explained that the meals, which ordinarily cost \$6.50 apiece at hotel prices, came out of the office's \$289,700 annual budget. The 50 cents, he said, was just a goodwill gesture to the participants "so they wouldn't think they were getting a free meal."

THE CONFERENCE received top-level attention with Mrs. Betty Ford and Mayor Washington giving it a sendoff.

Mrs. Ford didn't stay for the cheap lunch, but she assured the conferees that food economy is being practiced in the White House, too.

"Believe me, I've had a lot of experience in stretching the family food dollar with four children to feed, including three boys stretching up to six feet — that takes a lot of filling up," she said.

"Inflation requires our taking a hard look at our spending and trying to improve the habits of a lifetime," the First Lady declared, and she added that she herself "watches for sales, local drug store bargains, fresh vegetable purchases, anything that will help in bringing down the cost of living. We're buying

less beef and more fish, and casseroles are becoming quite popular in the White House," she said.

Mayor Washington said he believed the conference "is the first comprehensive effort by any city in the United States to bring together consumers, businessmen, government officials and educators to try to deal with the high cost of food."

Pointing to the District government's seven-year effort to close the gap between public assistance and rising living costs, the mayor pledged that "we will not let the elderly, the young, the sick and the low income fall by the wayside to curb higher costs." The city "must find resources," he insisted, to provide new services for their protection. "No one will go hungry or undernourished for

lack of knowledge about dietary choices available," he said.

SPECIFIC goals, Robertson said, will be maximum use of existing public facilities to get the message across, nutrition education, and enlisting aid of chain stores to provide food, "free if possible." With joint cooperation of business, government and consumers, he said, "we can accomplish a great deal within our existing budget."

The consumer representatives were bombarded all day with advice from experts on how to plan a family food budget ("no more than 20 percent of income"), what to buy ("the large economy size") and not to buy ("get acquainted with unit pricing"), how to prepare it ("bake it or stew it") and when to find bargains ("take time and save money").