

The original documents are located in Box 21, “12/15/75 - Remarks at Meeting with National Minority Purchasing Council” of the President’s Speeches and Statements: Reading Copies at the Gerald R. Ford Presidential Library.

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THE PRESIDENT HAS SEEN.

December 12, 1975

PRESIDENTIAL TALKING POINTS FOR WHITE HOUSE MEETING WITH
THE NATIONAL MINORITY PURCHASING COUNCIL, CABINET ROOM,
AT 4:00 P. M., MONDAY, DECEMBER 15, 1975

I wholeheartedly support your aims and activities. I compliment all the members of the National Minority Purchasing Council on the progress you have made.

Three and one-half years ago, you started with six charter members. Now more than 800 companies are providing greatly increased marketing opportunities for minority business enterprises. I understand nearly 200 of these companies are in the "Fortune 500." That is an almost unbelievable accomplishment.

Since the Council was started, corporate purchases of participating companies from minority firms totaled more than \$1 billion. These purchases rose sharply in 1974 to \$360 million -- and I am confident that your 1975 goal of \$500 million will be exceeded. You have my strong support to reach your

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1977 goal of \$1 billion in corporate purchases.

The wonderful thing about this program is that minorities are moving in to strengthen the economy. This is not a civil rights or a jobs program. It is a business program -- precisely that -- with minorities conclusively demonstrating they can compete successfully in the private enterprise system if given the opportunity.

I recall six years ago when the Office of Minority Business Enterprise was started. The first programs were aimed at minority ownership of auto dealerships, gasoline service stations and franchise businesses. Today, compared to 1969, the minority business receipts of these three industrial segments has tripled -- to a current annual total of about \$3.8 billion. There has also been enormous minority business growth in banking, insurance, manufacturing, construction, services and industries.

Our job now -- yours and mine -- is to continue this momentum.

I am committed to greater economic progress by all minorities -- so let us talk about it. I would like to hear from you now on how you view our future and how we can make greater progress.

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