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THE WHITE HOUSE

WASHINGTON

ACTION

Last Day: October 3, 1975

October 1, 1975

MEMORANDUM FOR: THE PRESIDENT

FROM: JIM CANNON

SUBJECT: Enrolled Bill H.R. 4222 - National School Lunch and Child Nutrition Act Amendments of 1975

This is to present for your action H.R. 4222, the National School Lunch and Child Nutrition Act Amendments of 1975.

BACKGROUND

H.R. 4222 expands substantially the Federal Government's child nutrition program, including increased eligibility and coverage under the School Lunch Program and permanent authorization and expanded coverage for the School Breakfast Program. Also included are extension of the Special Supplemental Food Program for Women, Infants and Children (WIC) with high authorization levels and expanded eligibility, expanded coverage under the Summer Food Service Program and the non-school Child Care Food Program, and the addition of new categorical programs.

H.R. 4222 would extend and expand the existing child feeding programs, increase the number of eligible participants and institutions, create new programs and add substantially to annual budget outlays for these programs. It runs counter to the Administration's proposal to consolidate and reform the existing programs.

Despite strong Administration opposition, H.R. 4222 was passed by the House by a vote of 335-59 and by the Senate by a vote of 81-8. The first conference report was rejected in the Senate at the urging of Senator Muskie who called the bill a "budget buster" because it exceeded the Congressional Concurrent Budget Resolution by \$362 million. The bill was returned to conference where \$75 million was eliminated by removing a provision for a new subsidy of 3¢ for paid lunches. The second conference report, which still exceeded the Congressional Concurrent Budget Resolution by \$287 million, was then approved in the House 380-7 and in the Senate by voice vote.



BUDGET IMPACT

Since the bill would not be effective until October, its impact on FY 76 costs is estimated to be an addition of \$1.2 billion to the 1976 budget estimate.

If H.R. 4222 were in effect for the entire fiscal year 1976, the estimated cost of the programs would be between \$2.9 and \$3.5 billion. Thus, the estimated increase over an extension of the present law would be between \$0.5 and \$1.0 billion and the estimated increase over the 1976 budget request between \$1.2 and \$1.7 billion.

For fiscal year 1977, when H.R. 4222 would apply to the entire year, it is estimated that the bill would add \$1.7 billion over the projection for the block grant proposal in the 1976 budget and \$1.1 billion over present laws.

Costs for both the current and upcoming fiscal year could be even higher if program participation rates increase more rapidly than expected.

Congressional estimates of the program costs are lower than ours. The Congressional Concurrent Budget Resolution for fiscal year 1976 included \$2.4 billion for child nutrition programs. Figures provided on the Senate floor indicate an estimated add-on of \$287 million to fiscal year 1976 outlays over the level in the resolution, thus raising estimated program costs to \$2.7 billion.

ARGUMENTS FOR APPROVAL

1. Disapproval could appear to indicate lack of concern about proper nutrition for the Nation's children, contrary to the concern reflected in the steady expansion of the child nutrition programs which have enjoyed great Congressional and public popularity since they were begun in the Depression of the 1930's.
2. The bill would provide added funds--in effect, income supplements--for needy and other families, at a time when many of them are economically hard-pressed by inflation and recession.



3. The bill's provisions for expanded program participation would enable more needy and near-needy children to be reached, by raising the income eligibility for reduced price lunches, expanding the school breakfast program, and extending eligibility to residential child care institutions.
4. Program administration would be improved by a number of provisions in the bill, principally changes to eliminate "plate waste", provision of equipment allowances for non-school food programs, and authorization for school officials to seek, for cause, verification of data contained in applications for free and reduced price lunches.
5. Needed information to assist in improving existing child nutrition programs could be obtained from the requirement for the Secretary to conduct studies of State staffing needs, the cause and degree of "plate waste", and the requirement for States to implement full cost-accounting procedures.

ARGUMENTS FOR DISAPPROVAL

1. H.R. 4222 would perpetuate and expand the existing child feeding programs which have grown in a largely uncoordinated piecemeal fashion and do nothing to eliminate the existing duplication and overlap of Federally assisted program benefits.
2. The bill would require substantially increased budget outlays over the present laws and the Administration's block grant proposal, with much of the escalating Federal costs disproportionately subsidizing those who do not need subsidies. The program expansions in H.R. 4222 would aggravate the Government's budgetary problem.
3. H.R. 4222 would probably result in a significant increase in program benefits for non-needy children, even if all those eligible do not participate. The bill mandates that all schools participating in the school lunch program offer reduced price lunches to all eligible children and raises the qualifying family income limits to 195% of poverty guidelines. This would make a family of four with an income up to \$9,770 eligible and creates the potential for adding about 5.5 million children to the reduced price lunch program. The bill, however, would not do anything about the 700,000 needy children who

are not now receiving program benefits, because they attend schools or live in communities which choose not to participate in the school lunch program.

4. The provisions in the bill to extend meal subsidies to a wide range of residential child care institutions serving mainly needy children but also the non-needy may only result in replacing the existing sources of State, private, and other Federal support to these institutions and may result in windfall gains to institutions already serving meals.
5. The expansion of the experimental WIC program to \$250 million is premature, since this program has not yet been finally evaluated to determine if its extension and expansion is warranted. Moreover, it is duplicative of the food stamp program, which is available to largely the same eligible group.
6. H.R. 4222 would continue the obsolete surplus commodities removal programs originated in the early 1930's and would fail to address the problems resulting from the slow transformation of the school lunch and child nutrition programs into a people-oriented income supplement program. Furthermore, the bill would extend through September 30, 1977, the Secretary's authority to purchase commodities on the open market under non-surplus conditions, thereby competing in the private market for commodities and possibly adding to inflationary pressures. The bill would create an inequity in allowing only one State, Kansas, to elect to receive cash-in-lieu of commodities because it is a State which "eliminated its commodity distribution facilities prior to June 30, 1974."
7. The discretion available to local school authorities and State educational agencies would be further limited by the mandating of the previously optional provision of reduced price lunches to all eligible students.

AGENCY RECOMMENDATIONS

Office of Management and Budget	Disapproval
Department of Agriculture	Disapproval
Council of Economic Advisers	Disapproval

Department of the Treasury	Would concur in a disapproval recommendation
Department of Labor	No recommendation
Department of Health, Education, and Welfare	Defers to Agriculture
Department of the Interior	Defers to Agriculture
Department of Justice	No objection

COMMENTS

Lynn: "...the arguments for disapproval...outweigh those for approval, on grounds of both substance and cost. Accordingly, we...[recommend] that you veto H.R. 4222. We recognize, however, that child feeding programs have strong Congressional support and that it is doubtful such action would be sustained."

Agriculture: "[veto] is imperative in light of the President's desire to control the escalation of Federal obligations. ...bill provides for some needed changes...however, it also contains unjustifiable provisions that will increase the Federal budget significantly.... The Department specifically objects to: extending eligibility for school lunch reduced price meals to additional non-needy children; extending the experimental WIC program for three years, and expanding eligibility under the program before it has been evaluated; extending the Child Care Food program to non-needy pre-school children; and expanding the summer program, including participation of all eligible institutions upon request."

Greenspan: "believes that more efficiency ought to be introduced in the existing programs before expanding the present subsidies, questions the continued use of surplus agricultural commodities, and notes the high cost of the bill. CEA concludes: 'although it is difficult to be against child nutrition, we advise a veto of H.R. 4222.'"

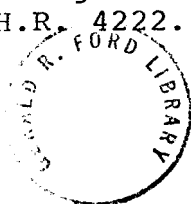
Department of the Treasury	Would concur in a disapproval recommendation
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Seidman: Veto

Buchen: Approve. "A veto would further the interests
(Lazarus) of Democrats who attempt to paint the President
as the representative of a narrow segment of
society, i.e., 'big business' with no egalitarian
inclinations."

Friedersdorf: Veto, "but it cannot be sustained."

Hartmann: "Do not recommend veto. Politically difficult
(Calkins) to explain and would likely be overridden.
Swallow hard and let it become law one way or
the other with message citing need for clearing
up overlaps, etc.

RECOMMENDATION

I recommend disapproval of H.R. 4222 because of the excessive authorization which is substantially above your FY 76 budget request and your FY 77 ceiling and substantially above the cost of extending the existing programs and because of the extension and expansion of the programs.

I recognize that there is Congressional and popular support for this legislation. But because I feel that an important issue is involved, I recommend a veto of the bill. Should you disapprove the bill, the programs will operate under a continuing resolution in effect since October 1, 1975, until the Congress takes further action.

Jim Lynn's memorandum which includes Earl Butz's recommendation for disapproval and the other agency recommendations is at Tab A. A memorandum of disapproval is attached at Tab B. The enrolled bill is attached at Tab C.

DECISION

1. _____ Approve H.R. 4222
2. _____ Disapprove and issue memorandum of disapproval



OCTOBER 3, 1975

Office of the White House Press Secretary

THE WHITE HOUSE

TO THE HOUSE OF REPRESENTATIVES:

I am returning without my signature H.R. 4222, the National School Lunch and Child Nutrition Act Amendments of 1975.

If this bill provided food for children truly in need, as I proposed in March, I would give it my wholehearted support and approve it immediately. Children of families living in poverty who need help in raising their level of nutrition should receive that help.

It was with this in mind that I recommended early this year a reform of the Federal Government's existing child feeding programs. My proposal would have provided assistance by the Federal Government for all infants and children from families below the poverty level. It would have halted the steady expansion of Federal child nutrition subsidies to increasing numbers of non-needy children. By so doing, it would have concentrated more funds on feeding needy children, yet saved the taxpayers of this Nation almost \$4 billion over the next five years.

I recommended one block grant be made to States to provide them with greater flexibility to tailor food and nutrition programs to their own conditions and preferences. At the same time, States would have been relieved of much administrative and costly red tape. Such an approach would eliminate the wastefulness of present overlapping programs which often subsidize the same meal.

I recognize that H.R. 4222 would enlarge our present efforts to feed the needy children I am concerned about. But it would go far beyond that and greatly expand Federal subsidies to children from families which do not need Federal subsidies.

By extending aid to families not in need, this bill would add \$1.2 billion to my budget proposals for the current fiscal year. I cannot accept such fiscal irresponsibility when we face the real danger that the budget deficit could reach \$70 billion instead of the already high limit of \$60 billion I set earlier this year. As Congress keeps adding to the deficit, Congress adds to inflationary pressures which could push us back into recession.

We should not expand subsidies to families with incomes above the poverty level. I believe the way to help most American families is to take actions to hold down inflation and reduce their tax burdens.

more



2
The consolidated food and nutrition program I proposed in March for needy children would have greatly improved our existing programs. The program sent to me by the Congress with disproportionate subsidies for the non-needy is worse than the programs we now have.

I propose to the Congress two choices: (1) Extend our present programs at this time, or (2) reconsider and act favorably on my proposal for needy children.

Either course would be in the best interests of needy children, the Nation's economic health and the taxpaying public.

GERALD R. FORD

THE WHITE HOUSE,
OCTOBER 3, 1975

#

Date: September 29

Time: 500pm

FOR ACTION: David Lissy
Sarah Massengale
Max Friedersdorf
Ken Lazarus
Paul Theiscc (for information): Jim Cavanaugh
Jack Marsh
Warren Hendriks

Robert Hartmann

FROM THE STAFF SECRETARY

DUE: Date:

September 30,

Time:

300pm

SUBJECT:

H.R. 4222 - National School Lunch and Child Nutrition
Act Amendments of 1975

ACTION REQUESTED:

☐ For Necessary Action☐ For Your Recommendations☐ Prepare Agenda and Brief☐ Draft Reply☐ For Your Comments☐ Draft Remarks

REMARKS:

Please return to Judy Johnston, Ground Floor West Wing

PLEASE ATTACH THIS COPY TO MATERIAL SUBMITTED.If you have any questions or if you anticipate a
delay in submitting the required material, please
telephone the Staff Secretary immediately.



EXECUTIVE OFFICE OF THE PRESIDENT

OFFICE OF MANAGEMENT AND BUDGET

WASHINGTON, D.C. 20503

SEP 29 1975

MEMORANDUM FOR THE PRESIDENT

Subject: Enrolled Bill H.R. 4222 - National School Lunch
and Child Nutrition Act Amendments of 1975
Sponsor - Rep. Perkins (D) Kentucky and 23 others.

Last Day for Action

October 3, 1975 - Friday

Purpose

Expands substantially the Federal Government's child nutrition programs, including increased eligibility and coverage under the School Lunch Program, permanent authorization and expanded coverage for the School Breakfast Program, extension of the Special Supplemental Food Program for Women, Infants and Children (WIC) with high authorization levels and expanded eligibility, expanded coverage under the Summer Food Service Program and the non-school Child Care Food Program, and addition of new categorical programs; makes other changes in child feeding programs.

Agency Recommendations

Office of Management and Budget

Disapproval (Veto
message attached)

Department of Agriculture

Disapproval (Veto
message attached)

Council of Economic Advisers

Disapproval (Veto
message attached)

Department of the Treasury

Would concur in a dis-
approval recommendation
Does not recommend a veto

Department of Labor

Department of Health, Education,
and Welfare

Defers to Agriculture

Department of the Interior

Defers to Agriculture

Department of Justice

No objection

Discussion

H.R. 4222 would extend and expand the existing child feeding programs, increase the number of eligible participants and institutions, create new programs and add substantially to annual budget outlays for these programs. It runs counter to the Administration's proposal to consolidate and reform the existing programs.

The 1976 Budget stated that the Administration would propose legislation to "substitute a comprehensive block grant program for the existing child nutrition programs in order to eliminate the fragmented, overlapping, and administratively complex provisions" governing the present programs. The Administration proposal would have provided nutrition subsidies only for needy infants and children, i.e., those from families with incomes below the poverty level.

Department of Agriculture representatives outlined the concept of the "Block Grant" proposal in testimony before the House Education and Labor Committee on March 4, 1975 and before the Senate Agriculture and Forestry Committee on April 22, 1975. By substituting a block grant for current programs, the proposal would have provided more funds for feeding needy children than are currently spent under all existing child feeding programs, while permitting substantial reductions in Federal spending by eliminating Federal subsidies for the non-needy. Furthermore, States would have been given greater flexibility to tailor feeding programs to local conditions and preferences, and would have been relieved of much administrative red tape generated by the present programs. It was estimated that over the program's five years it would have saved almost \$4 billion.

The Administration's bill, submitted to the Congress on June 9, 1975, was not introduced in either House. Despite strong Administration opposition, H.R. 4222 was passed by the House by a vote of 335-59 and by the Senate by a vote of 81-8. The first conference report was rejected in the Senate because it exceeded the Congressional Concurrent Budget Resolution by \$362 million. The bill was returned to conference where \$75 million was eliminated by removing a provision for a new subsidy of 3¢ for paid lunches. The second conference report was then approved in the House 380-7 and in the Senate by voice vote.



Major Provisions of the Enrolled Bill

School Lunch Program--Under present law, this program provides funds to States to reimburse participating schools for a portion of the costs of lunches served. States currently receive 12.25¢ per meal served, and an additional payment of 54.5¢ and 44.5¢ respectively for each free and reduced price lunch served. By law, these rates are adjusted semiannually for changes in the Consumer Price Index (CPI).

Schoolchildren from families with incomes at or below the income poverty guidelines (IPG) must be served free meals; schools may elect to serve them to students from families with incomes up to 125% of the IPG. Schools may also elect to serve reduced price meals to children from families with incomes up to 175% of the IPG. The charge to a student for a reduced price meal cannot exceed 20¢ per meal.

The enrolled bill would:

-- expand eligibility for reduced price lunches, effective January 1, 1976, to children from families with incomes up to 195% of the IPG. This would make a family of four with income up to \$9,770 eligible. This expansion would be directly contrary to the Administration's recommendation to include only children from families with incomes up to the IPG.

-- require all schools participating in the National School Lunch Program to provide reduced price lunches to every eligible child. This requirement, plus the increase in the family income limit from 175% to 195% of the IPG, could bring nearly 5-1/2 million more children into the reduced price lunch program.

-- require free or reduced price lunches to be provided to any child of an unemployed parent or guardian based on the unemployed individual's current rate of income. This is optional under present law, but it is required by regulation for students from families who apply.

-- extend the program to nearly 400,000 additional needy and non-needy children in many public or licensed nonprofit private residential child care institutions, including

orphanages; homes for the mentally retarded, the emotionally disturbed, and unmarried mothers and their infants; temporary shelters for runaway and abused children; hospitals for children who are chronically ill; and juvenile detention centers.

School Breakfast Program--The current program provides assistance to States for nonprofit breakfast programs in schools. Reimbursement is provided at specified maximum rates adjusted by changes in the CPI, based on the number of free, reduced price, and paid breakfasts served under the same terms and conditions as the school lunch program.

The enrolled bill would:

- provide permanent authorization for this program.

- require the Secretary to devise a plan, and report it to Congress within 4 months, to bring about the expansion of this program to all schools where it is needed.

- extend eligibility to cover the same range of child care institutions as would be eligible for the school lunch program under the bill.

WIC Program--This program was originally enacted as a 2-year demonstration effort, with the results to be evaluated at the end of that time. Under the program, grants are provided to States to distribute supplemental foods for pregnant and lactating women, and infants and children up to 4 years of age who are determined to be nutritional risks because of inadequate nutrition and inadequate income.

The enrolled bill would:

- authorize the program for fiscal years 1976-1978 at \$250 million per year. The fiscal year 1975 authorization was \$100 million.

- expand coverage to nonlactating women for six months after childbirth and to children up to 5 years of age.

- increase Federal administrative cost payments from a maximum of 10% to a maximum of 20% of program funds, and permit these funds to be used for nutrition education.



-- establish a National Advisory Council on Maternal, Infant and Fetal Nutrition to study the program and similar programs and report annually to the President and the Congress recommending legislative and administrative changes.

-- require the Secretary of Agriculture to convene an advisory committee to determine how to evaluate the health benefits of the WIC Program.

Special Food Service Program for Children (summer and year-round)--The current program provides cash grants to States to reimburse non-residential child care programs (including day care, Head Start and Summer Programs) serving poor communities, for meals served. Reimbursement levels are specified by the Secretary of Agriculture and cover up to 80% of the operating cost of meal service in cases of severe need.

The enrolled bill would split this program into 2 new programs:

Summer Food Service Program

-- create a separate categorical Summer Food Service Program for Children, authorized through fiscal year 1977 (including residential summer camps).

-- mandate specific per-meal reimbursement rates at the same level as under the school lunch program, and require that meals be served free to all children, needy and non-needy.

-- define program eligibility to include programs serving areas in which at least one-third of the children are eligible for free or reduced price school meals under the National School Lunch Act, compared with current regulations which cover areas in which at least 50% of the children are eligible for free and reduced price meals.

Child Care Food Program

-- create a separate categorical Child Care Food Program to replace the existing year-round component for non-residential child care institutions, authorized through fiscal year 1978.

-- mandate reimbursement rates per meal at the same level as the National School Lunch Program.

-- mandate rather than permit meals to be served free to needy children.

-- require the participation of all child care programs upon request.

Commodity distribution--Currently, the Secretary purchases agricultural commodities and donates them to maintain annually programmed levels of assistance under the National School Lunch Act (NSLA), Child Nutrition Act (CNA) and Title VII of the Older Americans Act. The value of donated food or cash payments in lieu thereof has to be at least 11¢ per lunch, adjusted annually by changes in the CPI.

The enrolled bill would:

-- extend the authority of the Secretary of Agriculture to purchase non-surplus commodities on the open market through September 30, 1977.

-- require at least 75% of commodity assistance to be donated for the school lunch program.

-- require the provision of commodities (or cash in lieu of commodities at the State's option) to the Child Care Food Program at the same rate required under the NSLA.

-- add a new provision permitting States which have phased out their commodity distribution facilities prior to June 30, 1974 (only Kansas) to elect to receive cash payments in lieu of donated foods for programs under the CNA and under this Act.

-- require the inclusion of cereal, shortening and oil products in the commodities donated.

Other provisions would:

-- provide that the value of assistance to children under the NSLA not be considered income or resources for any Federal or State laws.

-- authorize the Secretary to study how States are utilizing Federal funds under the CNA and NSLA for administration of the programs and to determine the level of funds needed by the States for administrative purposes. The Secretary is to review the study design with appropriate congressional committees prior to its implementation and report his findings and recommendations for additional legislation to Congress no later than March 1, 1976.



-- authorize the Secretary to study use of full-cost accounting procedures under CNA and NSLA and report in one year.

-- direct the Secretary to make grants to States for nutrition education experimental or demonstration projects and permanently authorize \$1 million annually for this purpose.

Budget Impact

The following table shows the budget outlays estimated in fiscal years 1976 and 1977 (1) for the block grant proposal in the 1976 Budget, (2) for a simple extension of the present child feeding programs, and (3) for H.R. 4222, as estimated by OMB staff.

	Outlays (In \$ billions)	
	<u>FY 1976</u>	<u>FY 1977</u>
1976 Budget (block grant)	1.7	1.9
Extension of present programs	2.4	2.5
H.R. 4222 (OMB's estimate)-- full fiscal year basis	3.4	3.6

Several points should be made about the above figures.

1. It is very difficult to estimate with precision the budgetary effect of H.R. 4222. The bill's cost obviously will depend upon rates of participation in the expanded programs and many other factors. At this time, OMB and Agriculture agree that, if H.R. 4222 were in effect for the entire period of fiscal year 1976, it would cost between \$2.9 billion and \$3.5 billion in that year, depending on different assumptions of program growth.

2. OMB's assumptions result in an estimate of \$3.4 billion for the full period of fiscal year 1976 and accordingly, an increase of \$1 billion over present laws and \$1.7 billion over the block grant program in the 1976 Budget. Agriculture's attached views letter estimates the added cost over simple extension of present laws at \$0.5 billion, using the low end of the agreed-on range--\$2.9 billion.

3. Since three months of fiscal year 1976 will have passed before H.R. 4222 could take full effect, the bill would, of course, actually have a major effect only in the last three quarters of the year. Taking this delayed effective date factor into account, OMB estimates that the cost of H.R. 4222's child nutrition programs in fiscal year 1976 would be \$2.9 billion, which is \$1.2 billion over the estimate in the 1976 Budget.

4. For fiscal year 1977, when H.R. 4222 would apply to the entire year, we estimate that the bill would add \$1.7 billion over the projection for the block grant proposal in the 1976 Budget and \$1.1 billion over present laws.

5. Costs for both the current and upcoming fiscal year could be even higher than the OMB estimates if program participation rates were to increase more rapidly than we are assuming.

The Congressional Concurrent Budget Resolution for fiscal year 1976 included \$2.4 billion for child nutrition programs. Figures provided on the Senate floor during consideration of the second conference report indicate an estimated add-on of only \$287 million to fiscal year 1976 outlays over the level in the resolution. The congressional estimate is, accordingly, lower than the low end of the OMB-Agriculture agreed-on range.

Arguments for approval

1. The bill would provide added funds--in effect, income supplements--for needy and other families, at a time when many of them are economically hard-pressed by inflation and recession.

2. The bill's provisions for expanded program participation would enable more needy and near-needy children to be reached, by raising the income eligibility for reduced price lunches, expanding the school breakfast program, and extending eligibility to residential child care institutions.

3. Although the bill would mandate the provision of reduced price school lunches and enlarge the population eligible for such lunches, it is possible that the expansion of participants and added costs will be significantly less than we are estimating, at least in the early years.

4. Program administration would be improved by a number of provisions in the bill, principally changes to eliminate "plate waste", provision of equipment allowances for non-school food programs, and authorization for school officials to seek, for cause, verification of data contained in applications for free and reduced price lunches.

5. Needed information to assist in improving existing child nutrition programs could be obtained from the requirement for the Secretary to conduct studies of State staffing needs, the cause and degree of "plate waste", and the requirement for States to implement full cost-accounting procedures.

6. Disapproval could appear to indicate lack of concern about proper nutrition for the Nation's children, reflected in the steady expansion of the child nutrition programs which have enjoyed great congressional and public popularity since they were begun in the Depression of the 1930's.

Arguments for disapproval

1. H.R. 4222 would perpetuate and expand the existing child feeding programs which have grown in a largely uncoordinated piecemeal fashion. A recent study of the food stamp program indicated that one-third of the households surveyed were receiving benefits from four or more federally assisted feeding programs. The bill would do nothing to eliminate the existing duplication and overlap of such program benefits.

2. The bill would require substantially increased budget outlays over the present laws and the Administration's block grant proposal, with much of the escalating Federal costs disproportionately subsidizing those who do not need subsidies. Even under the existing laws, Agriculture has estimated an increase in costs by fiscal year 1980 of nearly 50%; the program expansions in H.R. 4222 would increase this growth rate and aggravate the Government's budgetary problem.

3. H.R. 4222 would probably result in a significant increase in program benefits for non-needy children, even if all those eligible do not participate. As indicated earlier, mandating that all schools participating in the school lunch program offer reduced price lunches to all eligible children and raising the qualifying family income limits to 195% of

the poverty guidelines would create the potential for adding about 5.5 million children to the reduced price lunch program. The bill, however, would not do anything about the 700,000 needy children who are not now receiving program benefits, because they attend schools or live in communities which choose not to participate in the school lunch program. In contrast, the Administration's block grant proposal would have addressed this problem by attempting to reach all needy children on a year-round basis and concentrating all Federal resources on them.

4. The provisions in the bill to extend meal subsidies to a wide range of residential child care institutions serving mainly needy children but those who are non-needy as well may only result in replacing the existing sources of State, private, and other Federal support to these institutions and may result in windfall gains to institutions already serving meals.

5. The expansion of the experimental WIC program to \$250 million from the \$100 million level authorized for fiscal year 1975 is premature, since this program has not yet been finally evaluated to determine if its extension and expansion would be warranted. Moreover, it is duplicative of the food stamp program, which is available to largely the same eligible group.

6. H.R. 4222 would continue the obsolete surplus commodities removal programs originated in the early 1930's and fail to address the problems resulting from the slow transformation of the school lunch and child nutrition programs into a people-oriented income supplement program. Furthermore, the bill would extend through September 30, 1977, the Secretary's authority to purchase commodities on the open market under non-surplus conditions, thereby competing in the private market for commodities and possibly adding to inflationary pressures. The bill would create an inequity in allowing only one State, Kansas, to elect to receive cash-in-lieu of commodities because it is a State which "eliminated its commodity distribution facilities prior to June 30, 1974."

7. The discretion available to local school authorities and State educational agencies would be further limited by the mandating of the previously optional provision of reduced price lunches to all eligible students.

Recommendations

Agriculture believes that a veto of this bill "is imperative in light of the President's desire to control the escalation of Federal obligations." The Department states that "the bill provides for some needed changes in the National School Lunch Act and Child Nutrition Act of 1966; however, it also contains unjustifiable provisions that will increase the Federal budget significantly at a time when Federal expenditures should be kept to those which are absolutely necessary." The Department specifically objects to: extending eligibility for school lunch reduced price meals to additional non-needy children; extending the experimental WIC program for three years, and expanding eligibility under the program before it has been evaluated; extending the Child Care Food program to non-needy pre-school children; and expanding the summer program, including participation of all eligible institutions upon request.

Treasury would concur in a disapproval recommendation, in view of the Agriculture Department's advocacy of a "block grant" approach and that Department's estimate that such an approach would produce savings of \$4 billion over the next 5 years compared to the estimated costs of the current program.

CEA states that "Nutrition programs have mushroomed in the last few years with little evidence of any compensating benefits. Moreover, many other programs overlap with the child nutrition program providing multiple subsidies for the same meal." CEA believes that more efficiency ought to be introduced in the existing programs before expanding the present subsidies, questions the continued use of surplus agricultural commodities, and notes the high cost of the bill. CEA concludes: "Although it is difficult to be against child nutrition, we advise a veto of H.R. 4222."

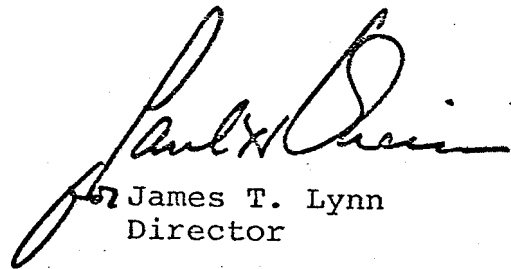
Labor expresses a few technical concerns but does not believe that standing alone they would justify a veto of this legislation. Specifically the Department is concerned about the manner in which the CPI is referenced in the bill and believes the language concerning revisions of the IPG "could possibly result in a revision that would be only a fraction of the poverty income guideline instead of the poverty income guideline plus the price change which is intended."



HEW defers to Agriculture on the bill's overall merits, but notes its strong support for extending the child care food program to children in nonresidential child care institutions, including Head Start centers.

* * * * *

We believe the arguments for disapproval cited above clearly outweigh those for approval, on grounds of both substance and cost. Accordingly, we concur with Agriculture, CEA, and Treasury in recommending that you veto H.R. 4222. We recognize, however, that child feeding programs have strong congressional support and that it is doubtful such action would be sustained.



James T. Lynn
Director

Attachments

I am returning without my signature H.R. 4222, the National School Lunch Act and Child Nutrition Act of 1966 Amendments of 1975.

If this bill provided food for children who would otherwise go hungry, I would give it my wholehearted support. I believe all Americans share my conviction that children of families living in poverty who truly need help in raising their level of nutrition should receive that help.

It was with this in mind that I recommended earlier this year a reform of the Federal Government's existing child feeding programs. My proposal would have provided assistance by the Federal Government for all infants and children from families below the poverty level--but only for those children. It would have called a halt to the steady expansion of Federal child nutrition subsidies to increasing numbers of non-needy children. By so doing, it would have concentrated more funds on feeding needy children, while saving the taxpayers of this Nation almost \$4 billion over the next five years.

I recommended that one block grant be made to States, giving them greater flexibility to tailor feeding programs to their own conditions and preferences and relieving States of much administrative red tape. Such an approach would eliminate the wastefulness of our present programs, which overlap with each other and sometimes end up with several programs subsidizing the same meal.

I recognize that H.R. 4222 would enlarge our present efforts to feed the needy children I am concerned about. But it would go far beyond that and greatly expand Federal subsidies to children from non-needy families.

In so doing, this bill would add \$1.2 billion to my budget proposals for the current fiscal year, and even greater amounts to the budget in later years. I cannot accept such fiscal irresponsibility when we face the real danger that the budget deficit could exceed by as much as \$10 billion the already-high limit of \$60 billion that I set earlier this year. If the Congress keeps adding to the deficit, we could soon find ourselves facing renewed inflationary pressures which could drive us back into recession.

The Congress itself showed great concern about the fiscal implications of H.R. 4222 by refusing to accept the first conference report on the bill, which they calculated to cost \$362 million more than their own budget target. However, after further deliberation, the cost of the bill was reduced by a mere \$75 million--about 2%. This slight change was apparently considered enough to somehow make the bill acceptable. This is not my way of budgeting the taxpayers' hard-earned dollar.

change { Perhaps the Congress has been deceived into believing that there is such a thing as a "free lunch". This bill would perpetuate that myth. Let me state the hard fact: There is no "free lunch". What is "free" for some is paid for by others. Parents whose children take their own lunch to school or who eat outside do not benefit from the programs provided in H.R. 4222. Yet they will have to pay for those who do--and pay for their own childrens' food as well.

I firmly believe that if we want to help non-poverty families, we ought to reduce their tax burdens and let them decide for themselves how to use their money. Instead, bills like H.R. 4222 continue to have the Government collect taxes from these families and then give some of it back in the form of specifically earmarked subsidies--for food, in this case.

The consolidated feeding program I proposed for needy children would have much improved our existing programs. The program sent to me by the Congress with disproportionate subsidies for the non-needy is, in my view, worse than the programs we now have. If need be, it would be better to simply extend our present programs at this time. I urge the Congress, however, to reconsider and act favorably on my child feeding proposal. It is in the best interests of needy children, the Nation's economic health, and the taxpaying public.

THE WHITE HOUSE

, 1975





DEPARTMENT OF AGRICULTURE
OFFICE OF THE SECRETARY
WASHINGTON, D. C. 20250

RECEIVED

SEP 24 5 02 PM '75

OFFICE OF
MANAGEMENT & BUDGET

Honorable James T. Lynn
Director, Office of Management and Budget
Washington, D. C.

Dear Mr Lynn:

In reply to the request of your office, the following report is submitted on the enrolled enactment H.R. 4222, "To amend the National School Lunch Act and the Child Nutrition Act of 1966 in order to extend and revise the special food service program for children and the school breakfast program, and for other purposes related to strengthening the school lunch and child nutrition programs".

This Department recommends the President veto this bill.

This bill provides for some needed changes in the National School Lunch Act and the Child Nutrition Act of 1966; however, it also contains unjustifiable provisions that will increase the Federal budget significantly at a time when Federal expenditures should be kept to those which are absolutely necessary.

One such inflationary provision is the provision which would extend eligibility for reduced price lunches to children from families with incomes up to 195% of the Secretary's income poverty guidelines and mandates reduced price meal service in all schools. Currently, States have the option of providing reduced price meals to children from families whose income is 175% of the guidelines. H.R. 4222 would mandate the service of reduced price meals to children from a family of four earning as much as \$9,770 and would cost an additional \$150 million annually. Extending eligibility for a program of subsidized meals designed for needy children to those from families with adequate income is inconsistent with the President's efforts to eliminate unnecessary Federal subsidy programs.

The free and reduced price meal provision of the existing National School Lunch Act is intended to help needy children maintain an adequate diet. "Needy" children are those from families with little or no income who are genuinely unable to purchase enough food to meet their needs. We cannot support this provision which will afford this type of assistance to children from families who are able to pay the full purchase price of a meal or, at their option, purchase the items to be included in a nutritious bag lunch.

Another provision of this bill would extend the WIC Program for three years. The Department believes that Congress should consider extending WIC for one year only. The results of the WIC Program Evaluations will

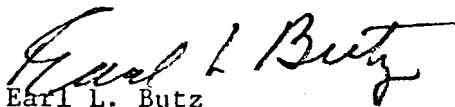
be reviewed by the Department and recommendations submitted to the Congress on or about February 1, 1976. The Department will be in a better position at that time to recommend to the Congress what action should be taken regarding the further continuation of the Program. In addition, the extension of WIC Program benefits to women up to six months postpartum and children to five years of age may increase yearly program costs by \$50 million. The Department believes this increase is imprudent at this time.

These two provisions of the bill alone would add approximately \$200 million to the budget for Child Nutrition Programs. The total impact of the bill would be an additional \$508 million. This total figure includes an additional \$132 million for the extension of the lunch and breakfast programs to residential child-care institutions; an additional \$85 million for the expansion of the summer program; an additional \$50 million for the expansion of the year-round child care program; and \$41 million for increased participation in programs due to more liberal benefits and all other costs.

In addition, other provisions of the bill have severe ramifications when considered over an extended period of time. The open-ended extension of guaranteed food service payments for the Child Care Food Program to the nonneedy pre-school children as well as the needy will provide incentive for considerable expansion of Federal services to day-care facilities. The changes in the summer program requirements which allow for extended service of meals and participation by all eligible institutions upon request will lead to uncontrollable expansion in this area of child feeding.

Therefore, we believe that a veto of this bill is imperative in light of the President's desire to control the escalation of Federal obligations.

Sincerely,



Earl L. Butz
Secretary of Agriculture

Enclosure



THE CHAIRMAN OF THE
COUNCIL OF ECONOMIC ADVISERS
WASHINGTON

September 26, 1975

6

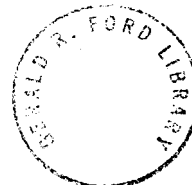
Dear Mr. Frey:

The Council of Economic Advisers recommends that the President veto H. R. 4222, the "National School Lunch Act and Child Nutrition Act of 1966 Amendments of 1975." Nutrition programs have mushroomed in the last few years with little evidence of any compensating benefits. Moreover, many other programs overlap with the child nutrition program providing multiple subsidies for the same meal.

Some parts of the program, of course, may be highly worthwhile. There is merit in providing a nutritional lunch or breakfast to children who would not otherwise get one. But the proportion of children falling into this category is small. There is no hard evidence of any widespread physical disability of children due to poor nutrition. Instead, there is an unfounded presumption that mothers are grossly ignorant of nutritional value and provide inadequate meals for their children. Thus the programs have expanded to children far above the poverty line and in many other situations than school.

The extension of reduced price lunches to children in families below 195 percent of the poverty line makes 38 percent of American children eligible for a free or reduced lunch. It will also expand the child care and summer nutrition programs for which eligibility depends on the income in the geographic area from which the children are drawn. Since the definition of a qualifying area is one in which more than one-third of children are receiving free or reduced price lunches, most child care and summer facilities serving nonpoor as well as poor children will automatically qualify for Federal subsidies.

Many aspects of the current program are difficult to justify. Overlaps exist with other programs. For example, the food stamp program includes an allowance for school children and does not deduct anything if a free lunch is received. Also, the Head Start program includes an allowance for lunches, yet Head Start Centers receive the 75¢ plus

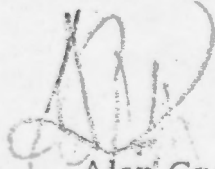


subsidy per lunch from the new day care nutrition program. Before expanding these subsidies we ought to introduce more efficiency into the existing situation.

Another issue is the continued use of agricultural surplus commodities to subsidize lunches (and farmers). These surplus items are often not the most efficient use of school lunch money. Moreover, there is a real question as to whether surpluses are likely over the next few years at prices in line with long-term farm production costs.

About \$1.2 billion would be required to provide free meals in school to children below 125 percent of the poverty line, while H. R. 4222 would require \$3.4 billion. Although it is difficult to be against child nutrition, we advise a veto of H. R. 4222.

Sincerely,

A handwritten signature in dark ink, appearing to be 'A. Greenspan', written over a faint circular stamp.

Alan Greenspan

Mr. James Frey
Assistant Director for Legislative Reference
Office of Management and Budget
Washington, D. C. 20503



THE GENERAL COUNSEL OF THE TREASURY
WASHINGTON, D.C. 20220

SEP 24 1975

Director, Office of Management and Budget
Executive Office of the President
Washington, D.C. 20503

Attention: Assistant Director for Legislative
Reference

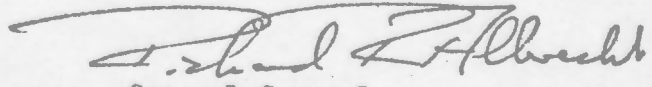
Sir:

Reference is made to your request for the views of this Department on the enrolled enactment of H.R. 4222, "To amend the National School Lunch Act and the Child Nutrition Act of 1966 in order to extend and revise the special food service program for children and the school breakfast program, and for other purposes related to strengthening the school lunch and child nutrition programs."

In a June 5, 1975 report to the Senate Committee on Agriculture and Forestry on S. 850, a similar measure, the Department objected to certain advance-funding provisions in that bill. The Committee took note of these objections and deleted the provisions from H.R. 4222 as passed by the House. The Senate, however, added an objectionable advance-funding provision which appears in section 13 of the enrolled enactment relating to the summer food service program for children.

The Senate report on H.R. 4222 contains a statement by the Agriculture Department advocating adoption of a "block grant" approach for Federal assistance to provide adequate nutrition for needy children rather than an extension and revision of the current set of child nutrition programs, the approach taken in the enrolled enactment. The statement contains an estimation that over the next 5 years the block grant approach would produce savings of \$4 billion as compared to the estimated costs of current programs. In the circumstances, the Department would concur in a recommendation that the enrolled enactment not be approved by the President.

Sincerely yours,


General Counsel

U. S. DEPARTMENT OF LABOR

OFFICE OF THE SECRETARY

WASHINGTON

SEP 25 1975

Honorable James T. Lynn
Director
Office of Management and Budget
Washington, D. C. 20503

Dear Mr. Lynn:

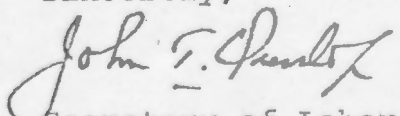
This is in response to your request for the Department of Labor's views on the enrolled bill, H.R. 4222, The National School Lunch Act and Child Nutrition Act of 1966 Amendments of 1975."

While the Department does have a few concerns and would ideally prefer the modifications set forth below, we do not believe that standing alone they would justify a veto of this legislation.

Wherever a reference to the Consumer Price Index occurs in the enrolled bill, we would prefer it to read "Consumer Price Index, All Items." This would provide explicit specification of which index is to be used.

Section 6(c) of the enrolled bill would amend section 9(b)(1) of the National School Lunch Act by requiring yearly revisions of the income poverty guidelines used to determine which children are to receive free lunches. In order for these revisions to be properly made, we would prefer the second sentence of this section to read, "Such revisions shall be made by multiplying the income poverty guideline currently in effect by the ratio of the Consumer Price Index, All Items, in April to the Consumer Price Index, All Items, in April of the previous year." A strict reading of the present language could possibly result in a revision that would be only a fraction of the poverty income guideline instead of the poverty income guideline plus the price change which is intended.

Sincerely,


Secretary of Labor





DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE

SEP 25 1975

Honorable James T. Lynn
Director, Office of Management
and Budget
Washington, D. C. 20503

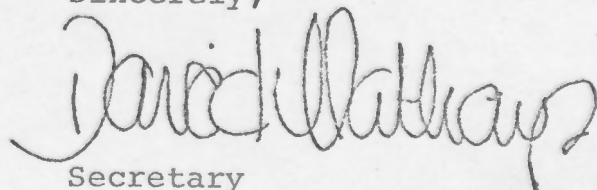
Dear Mr. Lynn:


This is in response to Mr. Frey's request of September 22, 1975, for a report on H.R. 4222, an enrolled bill "To amend the National School Lunch Act and the Child Nutrition Act of 1966 in order to extend and revise the special food service program for children and the school breakfast program, and for other purposes related to strengthening the school lunch and child nutrition programs."

The bill would extend and modify programs administered by the Department of Agriculture under the Child Nutrition Act of 1966 and the National School Lunch Act. From the standpoint of this Department's particular concerns, the enrolled bill, in section 16, would extend the authorizations for the child care food program for children in nonresidential child care institutions, including Head Start centers.

We strongly support this extension, which would strengthen the existing commitment of the Federal government to assure that children from economically deprived families have the opportunity to receive the nutrition needed for their proper development. However, because the bill as a whole deals with programs administered by the Department of Agriculture, we defer to that Department as to the bill's overall merits.

Sincerely,


Secretary



United States Department of the Interior

OFFICE OF THE SECRETARY
WASHINGTON, D.C. 20240

SEP 25 1975

Dear Mr. Lynn:

This responds to your request for our views on the enrolled bill H.R. 4222, "To amend the National School Lunch Act and the Child Nutrition Act of 1966 in order to extend and revise the special food service program for children and the school breakfast program, and for other purposes related to strengthening the school lunch and child nutrition programs."

We defer to the Department of Agriculture as to the merits of this enrolled bill.

As enrolled, H.R. 4222 would amend both the National School Lunch Act and the Child Nutrition Act of 1966 to extend several child nutrition programs which are now operating on an interim basis.

Section 14 of the bill amends section 17 of the Child Nutrition Act of 1966 and extends it through September 30, 1978. Section 17 provides that through fiscal year 1978 the Secretary of Agriculture shall make cash grants to the health department or agency of each State and to Federally recognized Indian tribes, bands, or groups for the purpose of providing funds to local public health and welfare agencies of such State or Federally recognized Indian tribe, band, or group to enable these local agencies to carry out health and nutrition programs under which supplemental foods will be made available to infants and pregnant women with inadequate nutrition and income.

To carry out this provision, section 17 is amended to authorize \$250 million a year through fiscal year 1978.

This section extends the already existing grant program to Indian tribes, bands, and groups under the Child Nutrition Act, and the only change is the increased authorization. We would have no objection to this extension, although we defer to the Department of Agriculture as to the impact of such extension at the increased authorization.

H.R. 4222 as enrolled contains a number of sections which affect the Territories.

Section 9 of the bill would amend section 12 of the National School Lunch Act to include the Trust Territory of the Pacific Islands in the definition of "State."



Section 13 of H.R. 4222 amends section 13 of the National School Lunch Act to authorize a summer food service program for children through fiscal year 1977 in all 50 States, the District of Columbia, the Commonwealth of Puerto Rico, the Virgin Islands, Guam, American Samoa, and the Trust Territory of the Pacific Islands.

Section 15 (a) of the enrolled bill amends the Child Nutrition Act of 1966 to extend the definition of "United States" under the special milk program to the Commonwealth of Puerto Rico, the Virgin Islands, American Samoa, and the Trust Territory of the Pacific Islands.

Section 15 (b) further amends the Child Nutrition Act to extend the school breakfast program provisions to the Trust Territory of the Pacific Islands.

Section 15 (c) includes the Trust Territory of the Pacific Islands within the definition of "State" under the Child Nutrition Act.

Section 16 of the bill adds a new section 17 to the National School Lunch Act. New section 17 (a) authorizes the appropriation of such sums as are necessary through fiscal year 1978 to carry out child care programs in the 50 States, the District of Columbia, the Commonwealth of Puerto Rico, the Virgin Islands, Guam, American Samoa, and the Trust Territory.

Section 20 of H.R. 4222 authorizes a special appropriation under the National School Lunch Act of \$500,000 each for fiscal years 1975 and 1976, and \$125,000 for the transition quarter, to enable the Secretary of Agriculture to assist the Trust Territory of the Pacific Islands to carry out projects relating to the child nutrition programs.

We would not object to extending these benefits under the Child Nutrition Act of 1966 and the National School Lunch Act to the Territories. However, we would defer to the Department of Agriculture as to the impact of these provisions, and as to the advisability of their approval by the President.

Sincerely yours,

Assistant

Rayston C. Hughes
Secretary of the Interior

Honorable James T. Lynn
Director
Office of Management and Budget
Washington, D. C. 20503

Department of Justice
Washington, D.C. 20530

September 26, 1975

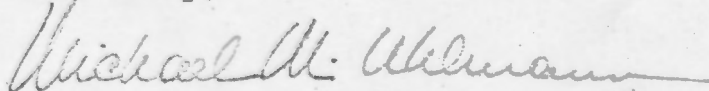
Honorable James T. Lynn
Director, Office of Management
and Budget
Washington, D. C. 20503

Dear Mr. Lynn:

In compliance with your request, I have examined a facsimile of the enrolled bill (H.R. 4222), "To amend the National School Lunch Act and the Child Nutrition Act of 1966 in order to extend and revise the special food service program for children and the school breakfast program, and for other purposes related to strengthening the school lunch and child nutrition programs".

The Department of Justice interposes no objection to the approval of this bill.

Sincerely,



Michael M. Uhlmann



Welfare

THE WHITE HOUSE
WASHINGTON

SIGNATURE

March 22, 1976

MEMORANDUM FOR THE PRESIDENT

FROM:

JIM CANNON 

SUBJECT:

Message to Congress on Child Nutrition

Attached for your signature are two copies of a special message to the Congress outlining your proposals to consolidate the child nutrition grant programs, as announced in your budget and State of the Union Message.

The messages have been reviewed and approved by OMB (O'Neill), Doug Smith (for Robert T. Hartmann), Phil Buchen, Bill Seidman, and Max Friedersdorf.

RECOMMENDATION

I recommend you sign both copies of the message.



{May 1976}

9 HMM DRAFT

Recently this station presented a report on maternal and infant malnutrition in America.

Malnutrition is destructive and must not be allowed to harm the normal development of any American child, for productive people are America's greatest natural resource.

Infant malnutrition is something we know can be controlled by making sure that mothers and newborn babies have access to sound nutrition.

What's more . . . to give every child in our country a healthy start in life is the simple, easy, inexpensive - and human way to go.

What greater sense of personal pride can we achieve than to set our priorities to include the proper nutrition of all our children.

Congress and the Administration have been working to achieve this goal. While we differ in the approach to get the job done, we are in complete agreement that it must be accomplished.

How to get the job done is a matter for you - the people, Congress and the Administration to work out - together.

The first step is to get involved to understand the national problem.

I call upon you --- make your voice heard.

Public Service Spot Announcement

to be read by the President

to accompany an ABC documentary on maternal & infant malnutrition in U.S.



<u>City</u>	<u>Location</u>	<u>Time</u>
<u>San Francisco</u> <u>Tuesday, June 1</u>	Cole Hall Medical Sciences Building University of California Medical Center Parnassus San Francisco, California	1-4 PM with Senator Cranston
<u>Los Angeles</u> <u>Tuesday, June 1</u>	ABC Lot/Stage 54 4151 Prospect Avenue Hollywood, California	7-9 PM with Senator Cranston

Guest List Composition

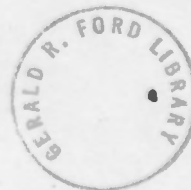
- . Community Action Leaders) ...with an interest in all
- . Church Leaders) forms of maternal &
- . Medical Authorities) infant health care - but
- . Political Leaders) a specific concern for the
- . WIC Recipients) area of proper nutrition

ABC Telecast Schedule

for Half-Hour National Documentary: "THE UNFINISHED CHILD"
and Half-Hour Local Panel Discussion Program Production

New York	WABC-TV	Monday, June 7	7:30-8:30 PM
Detroit	WXYZ-TV	Tuesday, June 8	7:30-8:30 PM
Los Angeles	KABC-TV	Thursday, June 10	7:30-8:30 PM
Chicago	WLS-TV	Saturday, June 12	6:30-7:30 PM
San Francisco	KGO-TV	Saturday, June 12	7:30-8:30 PM

I will see that you, along with Drs. Tepley, Schatan & Venkatachalam, are added to each station's guest list. If you can, let me know which events you plan to attend so we can spend some time together during the course of that evening



THE WHITE HOUSE

WASHINGTON

May 14, 1976

MEMORANDUM FOR: ROBERT HARTMANN

FROM: JIM CANNON

You asked the Domestic Council to review a film on infant malnutrition brought to your attention by Hal Pingree and Jack Fritz.

ABC has produced a public service documentary on infant malnutrition in the U.S. The film will be shown in the second week of July in New York, Detroit, Los Angeles, Chicago and San Francisco and later in other cities.

The 30 minute film is to be shown in the first half hour of an hour long show. The second half is taped segments of a 90 minutes forum with the local community, nutritional and medical experts and political leaders.

The film focuses on the low income mother and child, on the importance of adequate nutrition, and on the role the community and government play.

Fritz has requested that the President film a short statement to be included in the documentary. Senators McGovern and Humphrey have already done so.

We have seen the film and feel it is well done. I recommend that the President film the endorsement. A suggested text is attached.





JOHN BLAIR & COMPANY

REPRESENTATIVES OF RADIO-TELEVISION STATIONS

March 17, 1976

The Honorable Gerald R. Ford
The President of the United States
The White House
Washington, D.C. 20500

Dear Mr. President:

Because of your long interest in, and the strong personal commitment you have to the advancement of meaningful national programs that efficiently and effectively encourage a society of confident, self-sufficient individuals, I felt that you would want to be aware of a major national communications project that supports your interest.

This National Communications Program evolved from a unique television documentary entitled: "Prescription: Food", a local program produced by Scripps-Howard Broadcasting Company's station, WMC-TV in Memphis. This community service program was filmed at St. Jude Children's Hospital, where extensive research has been done on the impact of adequate infant nourishment during the first years of life, and its subsequent effect on the productive capabilities of American children as they enter the mainstream of our society - later in life. The research findings hold great significance for the future of America - and its children.

The ABC Owned Television Stations and Blair Television, working closely together with representatives of Abbott Laboratories, Ross Laboratories, the American Academy of Pediatrics, the American College of Obstetricians & Gynecologists, the National Foundation March of Dimes - and the prominent national leaders in the fields of medicine and nutrition from major metropolitan areas and cities throughout the U.S. -- have developed a new comprehensive and extremely effective localized communications plan that will bring this message to the people of America...in a program entitled: THE UNFINISHED CHILD. This new filmed document will be telecast on the ABC Owned Television Stations in June 1976 and will subsequently be released to all other television stations in the U.S. for telecasting throughout 1976.

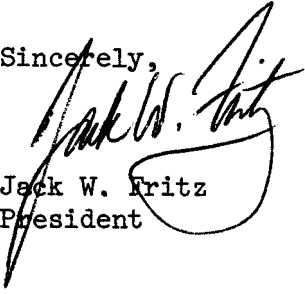


The Honorable Gerald R. Ford
March 17, 1976
Page -2-

Mr. President, we would be honored to have you make a statement of support and a Call For Action that can be presented with this new national filmed document.

An expression of your interest and support of the principles embodied in this National Communications Program would help to more swiftly bring to the nation a new awareness of the vital importance of sound nutrition for the very young. It would further serve to remind Americans of your continuing personal leadership in the search for responsible approaches toward assuring that our nation's children will secure the developmental momentum in their formative years that can mean a more productive life for them and their families.

Sincerely,


Jack W. Fritz
President



JWF:se

[May 1976]

You have just seen a program that calls our attention to an important, and often overlooked, medical fact: if pregnant women and newborn babies do not get a proper diet, serious consequences can result for the child later in life.

This problem is particularly acute among those caught up in the poverty cycle, but it affects all of us.

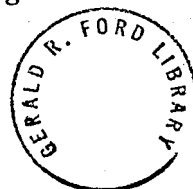
Malnutrition should not be allowed to harm the normal development of any American child; for productive people are America's greatest natural resource.

Infant malnutrition is something we know can be controlled by making sure that mothers and newborn babies have access to sound nutrition.

Americans are agreed on the importance of seeing that every child in our country gets a healthy start in life.

We do care -- we must each set our priorities to include the proper feeding of our children.

Congress and the Administration have been working



to achieve this goal. While we may differ in the approach to get the job done, we are in complete agreement that it must be done.

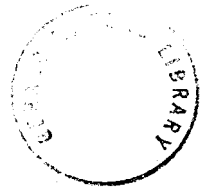
How to get the job done is a matter for you, each individual, every family, people in every community as well as at all levels of government to work out -- together.

The first step is to care . . . to understand the problem and to get involved.

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THE WHITE HOUSE
WASHINGTON

SCHEDULE PROPOSAL
Date: May 6, 1976
From: Sarah Massengale
Thru: Jim Cannon
Via: Bill Nicholson

FILMING: One-minute remarks for a documentary on infant malnutrition

DATE: May 11 or 12

PURPOSE: To endorse a public service film on infant malnutrition with the purpose of stimulating local discussion

FORMAT: Location: The Oval Office
Participants: None
Length of filming: 10 minutes

SPEECH MATERIAL: Text to be provided

PRESS COVERAGE: None

STAFF: Jim Cannon

RECOMMEND: Jim Cannon
Art Quern
Jim Cavanaugh
Ted Marrs

PREVIOUS PARTICIPATION: None

BACKGROUND: ABC has produced a public service documentary on infant malnutrition in the U.S. The film will be shown in the second week of July in New York, Detroit, Los Angeles, Chicago and San Francisco.

The 30 minute film is to be shown in the first half hour of an hour long show. The second half is taped segments of a 90 minute forum with the local community, nutritional and medical experts and political leaders.

The film focuses on the low income mother and child, on the importance of adequate nutrition, and on the role the community and government play.



____ APPROVE _____ DISAPPROVE

BLAIR TELEVISION

A DIVISION OF JOHN BLAIR & COMPANY

Wed.
April 28, 1976

Miss Sarah C. Massengale
Assistant Director
Domestic Council
The White House
Washington, D.C. 20500

Dear Miss Massengale:

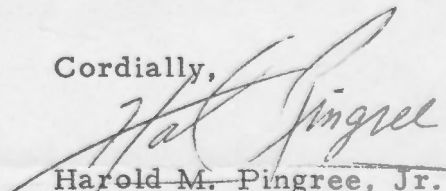
Thank you for the time you have so generously spent studying the national communications program on maternal & infant malnutrition in America - and our request for President Ford's participation in and support of this vital communications effort.

Jack Fritz (President, John Blair & Company), Phil Boyer (Vice President, Programming - ABC Owned Television Stations) and I look forward to the pleasure of meeting with you in your office on Wednesday, May 5th at 3:30 PM to informally preview, for you and any members of The White House staff you feel appropriate, the new ABC television documentary on this subject: "THE UNFINISHED CHILD".

I hope that Messrs. Robert Hartmann and James Cannon will also be able to join us.

Again, thank you very much for your personal interest in this special communications effort.

Cordially,


Harold M. Pingree, Jr.

Vice President

Director

Special Projects Division

HMP:vg

cc: Messrs. Robert T. Hartmann (Counsellor to the President)
James M. Cannon (Assistant to the President For Domestic Affairs) ✓
Jack W. Fritz (President - John Blair & Company)
Phil Boyer (VP, Programming - ABC Owned Television Stations)
Richard O'Leary (President - ABC Owned Television Stations)

THE WHITE HOUSE
WASHINGTON

SCHEDULE PROPOSAL
Date: May 6, 1976
From: Sarah Massengale *SM*
Thru: Jim Cannon *Jin*
Via: Bill Nicholson

FILMING: One-minute remarks for a documentary on infant malnutrition

DATE: May 11 or 12

PURPOSE: To endorse a public service film on infant malnutrition with the purpose of stimulating local discussion

FORMAT: Location: The Oval Office
Participants: None
Length of filming: 10 minutes

SPEECH MATERIAL: Text to be provided

PRESS COVERAGE: None

STAFF: Jim Cannon

RECOMMEND: Jim Cannon
Art Quern
Jim Cavanaugh
Ted Marrs

PREVIOUS PARTICIPATION: None

BACKGROUND: ABC has produced a public service documentary on infant malnutrition in the U.S. The film will be shown in the second week of July in New York, Detroit, Los Angeles, Chicago and San Francisco.

The 30 minute film is to be shown in the first half hour of an hour long show. The second half is taped segments of a 90 minute forum with the local community, nutritional and medical experts and political leaders.

The film focuses on the low income mother and child, on the importance of adequate nutrition, and on the role the community and government play.



APPROVE

DISAPPROVE

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APPROVE

DISAPPROVE

file

THE WHITE HOUSE

WASHINGTON

May 14, 1976

MEMORANDUM FOR: ROBERT HARTMANN

FROM: JIM CANNON *J. Cannon*

You asked the Domestic Council to review a film on infant malnutrition brought to your attention by Hal Pingree and Jack Fritz.

ABC has produced a public service documentary on infant malnutrition in the U.S. The film will be shown in the second week of July in New York, Detroit, Los Angeles, Chicago and San Francisco and later in other cities.

The 30 minute film is to be shown in the first half hour of an hour long show. The second half is taped segments of a 90 minute forum with the local community, nutritional and medical experts and political leaders.

The film focuses on the low income mother and child, on the importance of adequate nutrition, and on the role the community and government play.

Fritz has requested that the President film a short statement to be included in the documentary. Senators McGovern and Humphrey have already done so.

We have seen the film and feel it is well done. I recommend that the President film the endorsement. A suggested text is attached.



of
PRESIDENTIAL CALL FOR ACTION

Productive people are America's greatest natural resource.

Maternal and infant malnutrition must not be allowed to harm the normal development of any American child.

Infant malnutrition is something we know can be controlled by making sure that mothers and newborn babies have access to sound nutrition.

What's more ...to give every child in our country a healthy start in life is the simple, easy, inexpensive - and human way to go.

What greater sense of personal pride can we achieve than to set our priorities to include the proper ^{nutrition} feeding of ^{all} our own children.

*

How to get the job done is a matter for you - the people, Congress and the Administration to work out - together.

I call upon you to get involved - and make your voice heard.



Insert

→ * Congress & the Admin. have bn. working to ach this goal. While we differ in the approach on how to get the job done, we are in comp. agreement that it must be accomplished.

ABC approved

TIME = 55 SECS.