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WILLIAM STEWART ADAMS, JR.
3057 S. BUCHANAN ST.
ARLINGTON, VA. 22206

September 29, 1986

Dr. Carlton E. Turner
Deputy Assistant to the President
for Drug Abuse Policy
Room 220
Old Executive Office Building
Washington, D.C. 20500

Dear Dr. Turner:

Thank you for scheduling me to meet with you on
Thursday, October 2.

Enclosed please find a detailed resume, references,
and selected writing samples for your advance review; I hope
these are helpful.

Again, thank you for your time and interest and I
look forward to meeting you.

Sincerely,



WILLIAM S. ADAMS, JR.

enclosures

WILLIAM STEWART ADAMS, JR.
Apartment 1-B
3057 South Buchanan Street
Arlington, Virginia 22206

office (202) 429-2940

home (703) 379-7314

DIRECTOR OF COMMUNICATIONS
National Partnership to Prevent
Drug and Alcohol Abuse

Washington, D.C.
1985 -- Present

Responsible for development of comprehensive public affairs program for new million dollar non-profit corporation. The National Partnership seeks total community mobilization by bringing into the youth drug and alcohol prevention effort institutions not traditionally considered to be intimately involved in the alcohol and drug prevention field. First Lady Nancy Reagan serves as honorary chairperson; House Speaker Thomas O'Neill and Senate Majority Leader Robert Dole serve as honorary board members.

- o Meet with leaders of key businesses and industries, congressmen, mayors, county commissioners, television station managers and newspaper publishers and editors concerning the establishment of local partnerships.

- o Work with Media Advisory Committee, comprised of representatives of the three major networks, independent networks, the National Association of Broadcasters, cable and public television in the development of a national awareness campaign.

- o Prepare all in-house publications -- brochures, newsletters, reports -- and all speeches and magazine articles for and about the National Partnership.

MANAGER FOR LEGISLATIVE AND EDITORIAL SERVICES
Cook-Ruef, Inc.

Washington, D.C.
1984 -- 1985

Directed staff of five in development and implementation of public affairs projects for Marriott Corporation and Monsanto Agricultural Products Company.

- o Devised and produced regular public affairs/legislative tracking reports for Monsanto and Marriott. Reports focused on timely activities of congress, the Reagan administration, the states, quasi-governmental organizations, trade associations and businesses.

- o Prepared congressional testimony for Monsanto executives before the House and Senate foreign affairs and agriculture committees. Prepared speeches on lifecare issues for Marriott executives.

WILLIAM STEWART ADAMS, JR.

MANAGER, LEGISLATIVE AND EDITORIAL SERVICES

Cook-Ruef, Inc.

(continued)

o Helped plan and provided support for regional agricultural policy conferences and the national Monsanto State of the American Farm Conference, planned in concert with Washington, D.C. meetings of the National Conference of State Legislatures and the National Governors' Association. Keynoted by Senate Majority Leader Robert Dole, the State of the American Farm Conference attracted more than 400 state legislators from 28 states.

o Represented Monsanto on the steering committee of Montana Gov. Ted Schwinden's Ag-Focus Project, a national public education effort to create an informed agricultural policymaking climate. Worked with the Gallup organization in designing a benchmark survey; helped organize press conference announcing results; served on panel that selected the public relations firm to service the account.

o Wrote, edited, researched and supervised production of quarterly newsletter designed to raise awareness of agricultural trade issues. Circulation increased from 8,000 to 16,000 under my supervision.

o Monsanto corporate representative at meetings of the National Governors' Association; the Midwestern Governors' Association; the League of Women Voters; and the U.S. Agricultural Export Council.

RESEARCH ASSOCIATE

Ogilvy and Mather Public Relations

Washington, D.C.

1984

Recruited by Chairman of the Board Gerald Horton to help implement his design for a public affairs-oriented Washington, D.C. office. Serving a variety of functions at the request of the chairman, provided data on potential clients and assisted in presentations before those clients. Provided research services for all Ogilvy and Mather U.S. offices.

o Drafted public affairs manual for fighting excise taxes in state legislatures for a soft drink client.

o Covered International Trade Commission (ITC) hearings on steel imports for potential steel industry client.

o Conducted a study of interstate banking legislation in the Southeastern United States.

WILLIAM STEWART ADAMS, JR.

PRESS SECRETARY
Congressman Charles Hatcher
Second District, Georgia

Washington, D.C
1980 -- 1983

Initiated press and direct mail operations designed to develop allies and broaden the political base of the newly elected congressman. Devised and implemented comprehensive media plan. Wrote and researched all speeches. Wrote and researched a monthly newspaper column. Wrote and directed dissemination of all press releases. Prepared floor statements and inserts for The Congressional Record. Maintained a program for providing public service announcements and audio and video actualities.

o Arranged and coordinated activities for feature on Congressman Hatcher in U.S. News and World Report (April 1983); arranged and coordinated network coverage in July 1981 of Congressman Hatcher's deliberations with the White House regarding his swing vote on the 1981 economic recovery package.

o Devised a program of town hall meetings, based on the model developed by then-Tennessee Congressman Albert Gore.

o Prepared policy paper in January 1983 recommending revitalization of the Truman Committee to oversee Pentagon spending. Rep. Timothy Wirth introduced a resolution with similar intent in June 1985.

LEGISLATIVE LIAISON
Georgia Department of Community Affairs
Block Grant Program

Atlanta, Georgia
1979

Worked with state planning and community affairs committees in the Georgia House and Senate in identifying impediments to economic growth in smaller Georgia communities.

STAFF DIRECTOR
Industry Committee
Georgia House of Representatives

Atlanta, Georgia
1976 -- 1979

Assigned subcommittee members and legislation for study on behalf of committee Chairman Gerald Horton; served as committee liaison to corporate interests. Conducted studies into areas of industrial authorities and agencies; consumer affairs; economic development; energy; occupational licensing and industrial regulation; public services and utilities; and tourism.

o Initiated and coordinated with area chambers of commerce public hearings on economic development in several major Georgia

WILLIAM STEWART ADAMS, JR.

STAFF DIRECTOR

Industry Committee, Georgia House of Representatives
(continued)

cities. Set up receptions following those hearings to further solidify ties between the Industry Committee and the Georgia business community. Arranged a similar hearing and reception for Atlanta Foreign Trade Consuls regarding the status of trade activities between their countries and the Georgia business and industry community.

o Prepared study of legislation to eliminate certain unnecessary regulatory agencies, "Sunset" legislation; recommendations were incorporated into Georgia Sunset Act of 1977.

o Arranged subcommittee meeting and met with Assistant Secretary for Energy Conservation with the U.S. Department of Energy concerning the impact of the National Energy Act upon the State of Georgia.

EDUCATION Graduate studies, Georgia State University, Atlanta, Georgia, 1977 and 1978, in economics, public finance, business law, labor relations and management.

Graduated, BA, University of Georgia School of Journalism, Athens, Georgia, 1976. Majored in journalism; minored in political science. Devised and implemented public relations programs for Dental Health International and local United Way, 1975. Writer for Red and Black, 1975. Legislative intern, 1976; legislative intern, alternate, 1975.

PERSONAL Born November 7, 1953, in Salisbury, North Carolina. Educated in the public schools, graduated from Decatur High School, Decatur, Georgia, 1972. Graduated from the University of Georgia, Athens, Georgia, 1976. Married to Jill Griffin of Washington, D.C., 1985. Member, New York Avenue Presbyterian Church, Washington, D.C.; worked with St. Elizabeth's Hospital patients. Member, Dekalb County [Georgia] Chamber of Commerce, Decatur, Georgia, 1977 -- 1978.

REFERENCES References will be furnished upon request.

References

Ervin Duggan, national editor, Washingtonian Magazine, 301 Third Street, SE, Washington, D.C., 20515, (202) 543-5215.

Congressman Charles Hatcher, 405 Cannon House Office Building, Washington, D.C., 20515, (202) 225-3631.

Gerald Horton, former chairman of the board, Ogilvy and Mather Public Relations, Inc., 23 East Tenth Street, Penthouse West, New York, New York, 10003, (212) 254-9447.

Samuel Keker, chairman of the board, retired, U.S. News and World Report, acting president, National Partnership to Prevent Drug and Alcohol Abuse Among Youth, Inc., Suite 428, 1110 Vermont Avenue, NW, Washington, D.C., 20005, (202) 429-2940.

Jack H. Watson, former Carter White House chief of staff, Long, Aldridge and Norman, 2 Concourse Parkway, Ste. 750, Atlanta, Georgia, 30328, (404) 527-8300.

DRAFT

MOBILIZING AGRICULTURAL CONSTITUENCIES

Recommendations for the Creation of a Bipartisan Coalition on Agricultural Export Market Development, a Political Action Committee, and an Accompanying Voter Education/Participation Project.

William S. Adams, Jr.
June 6, 1985

"Ultimately, the real key to ending world hunger may well be in trade, not aid -- trade pursued by aggressive, self-interested, profit-seeking corporations."

Nicholas Reding
Vice President
Monsanto Company

"By strengthening the economies of developing nations, we are strengthening our farmers and business community."

John Block
Secretary
U.S. Department
of Agriculture

"There ought to be a way all these things can gel to meet the needs of the farmer and feed the hungry of the world. I see no reason why there cannot be a good marriage here."

Tony Hall
U.S. Congressman
Ohio

"Eliminating world hunger is not merely a humanitarian goal, but an essential element in promoting profitable two-way international trade and investment, stabilizing the global financial systems, and building a more prosperous, secure and peaceful world for us all."

Gene Bradley
Chairman
International
Management and
Development
Institute

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Situation

Losing the Competitive Edge

Evidence of the last thirty days suggests that the United States is fast losing its competitive edge in the marketplace of global agriculture. For the third time in a month, the U.S. Department of Agriculture (USDA) has revised downward, most recently to \$33.5 billion, the amount of agricultural goods expected to be sold overseas in 1985. This would represent an almost 25 percent plunge in agricultural exports since a 1981 peak of \$43.8 billion.

Many well-known factors contribute to this precarious trend. The U.S. budget deficit, totaling \$1.8 trillion, has produced an inflated U.S. dollar against foreign currencies, making U.S. goods less than a bargain abroad. And cargo preference laws, mandating that 50 percent of all U.S. exports be shipped on U.S. flag vessels, add to the cost of already overpriced American goods.

But, not all of the injury is self-inflicted.

The European Economic Community (EEC), for instance, through a policy of subsidized agriculture, continues to undercut U.S. prices, capturing world markets. And countries like Japan intentionally create impediments to U.S. exports.

Witnessing the demise of the one bright spot in the U.S. balance-of-payments, Congress has taken steps to address the agricultural export issue. But, there is a protectionist flavor to the actions of Congress and the Reagan administration. And, as House Agriculture Committee Chairman Kika de la Garza (D-TX-15) has warned, U.S. agriculture is frequently the victim of retaliation by foreign nations against U.S. protectionist policies.

Further, many farmers, primary beneficiaries of successful export policies, at DIALOGUE forums, eschewed export issues. Instead, they necessarily focused their attention on the more immediate fight for farmer profitability.

At a time when agricultural exports are being

ravaged not only by the treasuries of Europe and the barriers of Japan, but by the fiscal and trade policies of the United States, as well, the agricultural export issue needs the reasoned response of an informed electorate.

In the Fall, another dimension was introduced to the 1985 Farm Bill debate: how to save sub-Saharan Africa and prevent future outbreaks of famine. Attention turned to the developing world.

Failure to use America's abundance to feed the hungry of the world and to develop the economies of developing nations led to dual suffering. Reports of mass starvation from Africa appeared concurrent to reports of farm failures -- the product of growing surpluses and depressed commodity prices.

The perplexing questions surrounding surrounding hunger in a world of plenty could no longer be relegated to the classroom; they needed to be brought into the corporate boardrooms. For they were no longer rhetorical questions, but vital

economic questions upon which hinged the survival of U.S. agriculture.

"By strengthening the economies of developing nations," said Agriculture Secretary John Block, "we are strengthening our farmers and business community ... Agricultural development that leads to economic development," said Block, continuing to speak of the Third World, "is ultimately in our own self-interest."

As outlined by Block and others, such as former Secretary of Agriculture Orville Freeman, the key to regaining the agricultural competitive edge lies in exports and in the Third World.

Current Activities

Government-By-Position Paper

Through private sector initiatives, the formation of commissions and the undertaking of various projects, the corporate world and government have applied their best minds and talents to charting the course for regaining the agricultural competitive edge in world trade.

The Fowler-McCracken Commission Executive Committee on Ending World Hunger Through Government-Business Cooperation. The National Commission on Agricultural Trade and Export Policy. The Presidential Task Force on International Private Enterprise. The Commission on Security and Economic Assistance. The list could go on and their recommendations abound.

But, despite the validity of the recommendations, no catalyst exists for seeing these ideas into policy.

Some weeks ago, House Agriculture Committee Chairman Kika de la Garza (D-TX-15) presented a

"framework" Farm Bill proposal -- a vehicle upon which the House Agriculture Committee would craft a Farm Bill. De la Garza serves on the Bader/Dole Agricultural Export Commission, was an originator of the proposal for the commission in the House.

Nonetheless, the preliminary recommendations of that commission were not seriously weighed nor represented in the export title of the De la Garza bill.

It is not enough to simply offer Congress a good idea. Congress is deluged with thousands of good ideas -- and ten thousand bad ones. That is why the legislative process is so obstreperous. A truly worthy idea must test the fires of opposition before it becomes the law of the land.

Finding a Constituency

A Political Vacuum

Last week, Daniel Amstutz, undersecretary for international affairs at USDA, addressed a contingent of farmers in Des Moines, Iowa, lauding the bright, new future for American agriculture in a world of expanded and expanding exports.

The farmers were nonplussed. Some snickered. What were farmers to do, Amstutz was asked, while waiting for that day of expanded exports to arrive? How would farmers survive in the near-term? Amstutz's response: "That's a tough one ... be competitive."

In a follow-up, the questioner asked, "How can we be competitive with the dollar overvalued by 30 percent?" Amstutz's reply: "That's another tough one ..."

The American farmer, one of the more obvious beneficiaries of a successful U.S. agricultural export policy, is not currently an effective constit-

uent for agricultural export issues. Too many farmers are consumed with daily survival. They aren't terribly concerned about long-term export policies because, for them -- as farmers -- there may be no long term.

Similarly, the commodity and other groups representing the farmer in Washington, D.C. must reflect that daily struggle for survival. They are engaged in the trench warfare for price supports, deficiency payments, loan rates and set-asides.

There is, therefore, a political vacuum in working for sustained, long-term agricultural export policy.

It is a vacuum that corporate America can -- and must -- fill.

Those who understand the importance of a burgeoning export market and, more importantly, understand how to expand agricultural export markets, must provide the impetus for turning recommendations

into sustained policy.

Ideas are good, but ideas are not enough. Recommendations are good, but recommendations are not enough.

Ours is a government by constituency. What is needed after the issues have been studied and recommendations offered is a policy ramrod.

Active Participation

Through the convening of commissions and the dissemination of recommendations, corporate America has taken a positive and necessary first step in charting a course for regaining the competitive edge in agricultural exports. These are, however, passive steps and, in all likelihood, will have little sustained impact on agricultural export policy.

Sustained and consistent policy can only be achieved through active participation. Two complementary steps can be taken to prompt action on agricultural export policy and help insure consistent and stable policy across Administration: One, is the formation of a voter education/participation project (VEP); the other is the formation of a political action committee (PAC).

Voter Education/Participation Project (VEP)

President Reagan found a formidable constituency for his 1981 economic recovery package in persuading most Americans it would improve their standard of living. Until Americans at the grass-

roots level understand how agricultural exports impact their standard of living, there will never be a viable constituency for agricultural export issues.

There is already evidence of support for agricultural exports. A recent Gallup poll revealed that although most Americans incorrectly believe that agricultural exports increase domestic food prices, over 75 percent of all polled favor continued exports.

The goodwill of the American electorate has not been effectively harnessed. Citizens generally favor agricultural exports, but are not mobilized on cargo preference legislation, nor do they understand a "value-added" strategy or appreciate the frontiers of the Third World. Trade issues are too frequently framed in political positioning that, more often than not, results in debilitating protectionism.

Therefore, an effective VEP might effectively address the following.

The "Macro" Level

Research, collect and catalogue data reflecting development and trends in U.S. agricultural export performance and the economic implications for the United States.

The "Micro" Level

Research, collect and catalogue data reflecting the impact of the above-mentioned developments and trends on the economies of individual states and congressional districts.

Congress, Corporations and Academia

Research, collect and catalogue information on export initiatives not only before the Congress, the states and the global community, but before academia and corporate boards, as well.

A Synthesis of Studies

Through the presentation of a synthesis of studies, initiatives and recommendations, help determine how the U.S. agricultural export competitive edge might be regained and maintained.

Effective, Targeted Communications

Communicate the findings of the VEP in a meaningful way to targeted general and specific publics. This education/communications effort could be accomplished through

° Inserts in congressional newsletters (Congressmen reach every mailbox in their district);

- Direct mail;
- Press releases;
- Public service announcements
- Legislative "alerts," drawing attention to impending congressional debate;
- Agriculture export information packs;
- Articles in various publications;
- Conferences, to provide a conduit of information.

This information would be free of charge to the public, except where the costs of preparing or distributing the information would exceed the ability of the VEP to absorb such costs..

The VEP would depend on the contributions from concerned individuals, businesses, corporations and labor unions.

A Bipartisan Coalition for Agricultural Export Market
Development: A Political Action Committee

The surest way to shape federal policy is to elect congressmen and senators who favor your policy positions. A political action committee (PAC) is the best and most direct way to accomplish this.

The need for an agricultural export PAC can be found in the 1984 Almanac of American Politics. Under each congressional personality profile is a segment entitled "Group Rating," in which the various congressmen and senators are rated by 11 political action groups. For 1984, only one group remotely addressed agricultural export issues -- the Consumer Federation of America: "Pro-consumer -- a group spawned in the mid-sixties as a pro-consumer counterweight to various business-oriented lobbies. Areas of pro-consumer interest include food, banking, communications, energy and low-income consumer issues. FOR: Food stamps; legal services and corporation; sugar and tobacco price supports; reducing government regulation of inter-city bus industry. AGN: Infant formula; oil company merger; Gramm-Latta budget program."

The interests of the Consumer Federation of America only tangentially address agricultural export issues. Further, the Consumer Federation of America was the only food-related political action group deemed worth of inclusion in the authoritative directory of Congress, this publication falling on the heels of the 1981 Farm Bill vote.

The Bipartisan Coalition for American Exports, Inc., an inactive PAC, found "that of the over 3,500 active political action committees which now exist in this country, not one makes export policy its primary, much less exclusive concern." This, despite a proliferation of PAC activity. The Federation Election Commission (FEC) reported October 26, 1984, "Political action committees contributed \$57 million to federal candidates during the first 18 months of the 1983-84 election cycle ... This represents a 50 percent increase over PAC contributions of \$38 million given to federal candidates during the same time frame in the 1981-82 cycle ..."

An agricultural export PAC would be a 501 (c) (6) Non-Connected Political Action Committee, which means funds can be raised outside a single company or corporation. The 501 (c) (6) designation is for Internal Revenue Service (IRS) and FEC purposes and primarily means the PAC is non-profit and can lobby to a degree.

According to the FEC, for 1983-84, the top 50 non-connected PACs raised an average of \$9,935,707, ranging from \$200,751 to \$10,080,340. The top 50 spenders disbursed an average of \$981,925 for the same period, ranging from \$145,700 to \$9,815,512.

As a point of interest, the Monsanto Company PAC, the Monsanto Company Citizenship Fund, raised \$130,000 and spent \$124,271 in the 1983-83 election cycle, leaving \$26,974 in cash-on-hand. The Archer-Daniels-Midland Company PAC, for 1983-84, raised \$192,426 and spent \$186,835, leaving \$67,000 in their treasury.

PAC critics abound. President Carter, in his farewell address lamented their proliferation. Rep. Dan Glickman (D-KA-4) said, "It wouldn't be a problem if every side had a PAC, but everyone doesn't. There aren't PACs on every side of an issue ... As [Sen.] Bob Dole (R-KA) says, there is no 'Poor PAC ... or a sick PAC ...'"

In fact, an agricultural export PAC would be a PAC for the hungry and the sick.

Would a Monsanto benefit from such a PAC? or an Archer-Daniels-Midland? Absolutely -- but not at the expense of the voiceless.

There is no reason the American political system cannot reconcile the needs and work for the mutual benefit of U.S. corporations and the Third World, as well.

Also, by taking the "long view" in the food issues debate, an agricultural export PAC could assume the safe ground in rising above the near-

term conflicts of commodity groups interested in, primarily, farmer profitability. The PAC would be contributing to the broadening of the legislative farm coalition, without being drawn into the debilitating near-term conflicts facing many commodity groups.

An agricultural export PAC would work toward the following.

Stable Trade Policy

Ensure stable and consistent agricultural export policy that transcends changes in Administrations.

Candidate Positions

Alert voters to candidates' positions on and appreciation of agricultural export issues.

Bipartisan Electoral Support

Give bipartisan support to those candidates committed to regaining and maintaining the competitive edge in global agriculture through policies of free trade and export market development.

For purposes of electoral targeting, membership in the following House and Senate committees, select committees, task forces, working groups and leadership positions may prove of particular interest to the Bipartisan Coalition on Agricultural Export Market Development.

The House

Committee on Agriculture
Committee on Appropriations
Committee on Foreign Affairs
Committee on Merchant Marine and Fisheries
Committee on Small Business
Committee on Ways and Means
House Select Committee on Hunger
House Export Task Force
House Republican Task Force on Agriculture
House Democratic Task Force on Trade
Speaker of the House
House Majority Leader
House Majority Whip
House Minority Leader
House Minority Whip

The Senate

Committee on Agriculture, Nutrition and Forestry

Committee on Appropriations

Committee on the Budget

Committee on Finance

Committee on Foreign Relations

Committee on Small Business

Senate Democratic Policy Trade Working Group

Senate Majority Leader

Senate Majority Whip

Senate Minority Leader

Senate Minority Whip

House and Senate

Joint Economic Committee

Congressional Rural Caucus

The reader may note the inclusion of the House Republican Task Force on Agriculture, but no House Democratic Task Force on Agriculture in the above listings -- or a Senate Democratic Policy Trade Working Group, but no Senate Republican Policy Trade Working Group. In these instances, no coun-

terpart exists in the opposing party.

Also, final decisions concerning bipartisan electoral support should be the prerogative of the PAC coalition, or steering committee.

A Coalition

To demonstrate broad-based support for agricultural export issues and evidence the kind of constituency necessary to sustain consistent agricultural export policy across Administrations and elections will require more than the efforts of a single company or corporation. It will require a coalition.

Monsanto Agricultural Products Company (MAP) could be one of the members of a charter board, or steering committee, charged with perpetuating a healthy export model. As such, MAP would have to share some favorable publicity. Nonetheless, MAP is likely to recoup in favorable public policy positions what is lost in publicity. MAP would be one of the "charter" members; other members might be invited to serve for a specific term, creating a revolving membership.

Charter membership might include representatives from the following companies and organizations.

Archer-Daniels-Midland Company

Dwayne Andreas, chief executive officer of Archer-Daniels-Midland Company, spearheaded the President's Task Force on International Private Enterprise, which offered recommendations in December 1984. Andreas also serves on the Executive Board of the Export Education Project, Inc.

Beecham Products

Beecham Products received the Fowler-McCracken Commission Leadership Award for its research, marketing and development of Oralite, an early, in-home, oral treatment for dehydration -- one of the most frequent causes of death for children under age six in the developing world.

Caterpillar Tractor Company

Caterpillar Tractor Company received the Fowler-McCracken Commission Leadership Award for its development and production of products designed to help meet basic human needs (food, housing, energy and transportation) and improve the general quality of life through economic and environmental development.

Coca-Cola Company

Coca-Cola Company received the Fowler-McCracken Commission Leadership award for helping to develop expertise in modern management, production technology and marketing in 155 countries throughout the world.

Export Processing Industry Coalition (EPIC)

EPIC, a coalition of companies and unions, produced a report, The Impact Upon the U.S. Economy From the Loss of Exports in Selected Value-Added Agri-Pro-

ducts. EPIC promotes a "value-added" or "high value" agricultural export strategy.

Fowler-McCracken Commission

The Fowler-McCracken Commission, a bipartisan commission to study government-business cooperation, launched the Executive Committee on Ending World Hunger -- Through Government-Business Cooperation" in December 1984.

Ibec, Incorporated

Ibec, Inc., received the Fowler-McCracken Commission Leadership Award for its involvement in projects designed to improve and increase the supply of food in more than 60 developing countries.

Land O'Lakes, Incorporated

Land O'Lakes, Inc., received the Fowler-McCracken Commission Leadership Award for making available its food and agricultural technology, management expertise and products to people/cooperatives in the developing world so that they can improve their economies and personal well-being.

Monsanto Agricultural Products Company

Monsanto Agricultural Products Company received the Fowler-McCracken Commission Leadership Award for its international leadership role in agricultural chemicals and biotechnology and in emphasizing the global importance of world hunger issues.

National Commission on Agricultural Trade and Export Policy

The National Commission on Agricultural Trade and Export Policy is currently examining the effectiveness of existing agricultural and assistance programs; the development of new export alternatives; foreign policy and practices that are detrimental to U.S. exports; U.S. trade agreements and international economic trends; and possible conflicts of international food assistance programs and U.S. trade.

St. Regis Corporation

St. Regis Corporation received the Fowler-McCracken Commission Leadership Award for the development and implementation of a multi-wall insect repellent food shipping container which substantially helped alleviate damage to food aid shipments to developing nations.

United States Feed Grains Council

The United States Feed Grains Council annual meeting in Seattle, Washington, August 11-14, will focus on U.S. trade policy and building market access.

Wheat Export Trade Education Committee (WETEC)

WETEC is planning a conference for Capitol Hill staffers and others on "Agriculture and the GATT," which will stress the need to consider agriculture in trade deliberations. Also, WETEC is raising money for the production of Wheat Exports Create Jobs Throughout the Economy, a video tape that will trace the ripple-effect of wheat trade on job creation in the United States.

Purposes and Guidelines

The membership of the coalition or steering committee would be responsible for crafting guidelines under which the coalition would function.

Board members would devise specific tasks for the voter education project and criteria for selecting candidates.

The framework for those tasks and guidelines might be found in the recommendations of the various commissions and individuals which have been studying agricultural export issues.

The recommendations of some of those commissions and individuals are listed below.

National Commission on Agricultural Trade and Export Policy (Bader/Dole Commission: Preliminary Report, March 1984)

Congress and the President should give greater weight to agricultural export interests in the formulation of fiscal and monetary policy, particularly if such policy directly results in an appreciation of the value of the dollar.

The 1985 Farm Bill should identify and establish a national policy and priority for agricultural exports,

with appropriate responsibility for executing such policy lodged in a single agency of government, preferably the U.S. Department of Agriculture, subject to intensive oversight by Congress.

Congress should continue authority in the 1985 Farm Bill for direct export credits; direct the Secretary of Agriculture to use export-PIK programs as warranted and to use variable import restrictions to reward nations cooperating in efforts to lower trade barriers and to punish nations which continue to employ predatory or unfair trade practices.

Funding for the Commodity Credit Corporation (CCC) should be increased.

Foreign market development needs greater priority.

Food aid programs should represent a higher percentage of total U.S. foreign economic assistance and should be better targeted to foreign market development.

The United States must re-establish its reputation as a reliable supplier of agricultural products.

The 1985 Farm Bill should repeal existing cargo preference requirements.

Long-term domestic farm programs are needed to provide assurance of profitability for U.S. agriculture.

President's Task Force on International Private Enterprise (Andreas Commission: December 1984)

Elevate international economic policy to a level comparable to national security.

Establish an economic security council to counter fragmentation in the policy formulation process.

Expand opportunities for private enterprise -- Use U.S. resources to encourage foreign countries to

adopt positive policies toward entrepreneurship.

Reorient U.S. foreign aid programs as feasible from government-to-government sector flows.

Press for increased trade flows -- Use "mixed credit" trade subsidies to fight unfair competition. Blend AID and EX-IM Bank resources. Fully utilize EX-IM Bank authority.

Constructively use U.S. agricultural abundance -- Double P.L. 480 (Food for Peace).

Fowler McCracken Commission Executive Committee on
Ending World Hunger Through Government-Business
Cooperation (Special Report: Fall 1984)

Take vigorous steps to improve the competitiveness of U.S. agriculture and regain U.S. share in world markets.

Reduce government involvement in agriculture and place greater reliance on market forces, especially in the area of supply management.

Promote fair free trade on the part of all nations, including the United States, and take steps to promote expansion of U.S. agricultural markets through:

- a. Market promotion
- b. Expanded MTS's
- c. Steps to reduce unfair competition
- d. Prohibition of export embargoes
- e. Use of barter
- f. Food aid assistance

Provide a more favorable environment for U.S. agriculture by following sound fiscal and monetary pol-

icies, particularly aimed at reducing the Federal deficit and lowering interest rates.

Commission on Security and Economic Assistance (Carlucci Commission, November 1983)

Establish bipartisan leadership support for security and economic assistance as an integral part of U.S. foreign policy.

Establish a citizens' network to foster support of U.S. security and economic assistance programs.

Continue support for development education.

Increase spending on foreign assistance programs.

Adopt a country approach to program development.

Integrate security and economic assistance programs, particularly in sub-Saharan Africa, the Caribbean and Central America.

Support policy reforms in developing countries.

Greater program emphasis on human resource development.

Greater emphasis on science and technology -- related development assistance.

Promote and encourage the growth of indigenous private sectors and U.S. private sector contributions to the development process.

Maintain flexibility in the ESF program and, where possible, use ESF to further economic development and U.S. commercial objectives.

Increase flexibility in the development assistance account.

Support development objectives of the P.L. 480 program.

Establish a mutual development and security administration reporting to the Secretary of State to integrate economic and security assistance to administer assistance and ESF program operations.

Strengthen interagency coordination through establishment of a consultative group.

An Agricultural Policy for the USA: 1985-1990
(Orville Freeman: May 4, 1985)

Four-Point Export Offensive

Humanitarian

"We should reach out all over the world to help feed the truly needy people ... In addition to relief, food aid should be tied to self-help projects focused on improving production potential, aimed especially at small producers ..."

Development Assistance

"Food aid can be used to stimulate agricultural developments in developing countries. Food-for-work programs and building needed infrastructure can be highly successful if well-managed ... Studies have shown without any doubt that when poor countries improve their farming system, they create jobs, they generate demand and they actually import more food than they did before. And where do these countries go for more food? They turn mostly to the United States ..."

Market Development

"Since the mid-1950s, the U.S. has run a remarkably successful foreign market development program for agricultural products. It is a cooperative program between the Foreign Agricultural Service (FAS) of the U.S. Department of Agriculture and some 60 com-

modity groups. These market development efforts need to be expanded ..."

Unfair Trade Competition

"The U.S. must fight unfair trade competition wherever it occurs, particularly in nations that use export subsidies, or have erected import barriers for agricultural products. This means developing a long-term strategy to prevent some countries from pulling up new protective barriers and getting other nations to reduce unfair levels of protection ..."

DIALOGUE

DIALOGUE: The Next Step

Several factors converge to make an agricultural export PAC and voter education project a logical business extension of the DIALOGUE Project and a mechanism to provide for continued corporate profits in global markets.

- ° Through the DIALOGUE Project, MAP has earned an "honest-broker" reputation, benefiting from the allies-building of regional and national conferences and information networking through numerous publications.

- ° Increasingly, the farm policy debate -- through attention to the U.S. budget deficit and declining farm exports -- turns on the need for the United States to effectively compete in a global economy.

- ° Private sector initiatives are filling the policy void, pitting the best ideas corporate America has to offer against food-related problems. Through DIALOGUE, MAP has been actively involved

in private sector initiatives; in creating a forum for the trade policy debate; and in building the kind of network necessary for an effective political apparatus.

On June 28, 1984, DIALOGUE convened a meeting of executives capable of launching an agricultural export PAC and VEP. This month, we mark the anniversary and reconvening of that meeting. The action task of that group should be the launching of an agricultural export PAC and accompanying voter education project.