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May 28, 1965

Mr. John F. Wood  
Assistant to the Director  
Food for Peace  
The White House  
Washington, D. C.

Dear Mr. Wood:

Thank you for sending me the Food For Peace Newsletter.

I would very much like to receive the Newsletter on a regular basis.

Very sincerely,

Robert E. Shank, M. D.  
Danforth Professor of  
Preventive Medicine

THE WHITE HOUSE  
WASHINGTON

April 30, 1965

If you would like to receive the  
Newsletter on a regular basis,  
please let us know.

*John F. Wood*

John F. Wood

Assistant to the Director  
Food For Peace

*Write and request!*

*Please  
send  
regularly*

# food for peace

A MONTHLY NEWSLETTER ABOUT ACTIVITIES UNDER PL 480 WASHINGTON, D. C. / NUMBER 22  
 PUBLISHED BY THE FOOD FOR PEACE OFFICE ON BEHALF OF THE COOPERATING AGENCIES

*See page 9*

## IN THE NEWS

Report on Public Law 480 for the calendar year 1964 was delivered to Congress on March 31. In a statement issued to the press, President Johnson called attention to the great strides the program has made in its first decade. Later, in transmitting the Annual report to Congress, the President took the opportunity to reiterate that "Food For Peace has proved its worth as an important means to meet human need, encourage economic development and support U. S. foreign policy. It has helped demonstrate to the world that human hunger is no longer an inevitable fact of life. Its elimination is within our grasp." Pointing to the need for increasing attention to nutrition in Food For Peace, he revealed that AID has authorized funds -- to be used in cooperation with USDA -- for vitamin enrichment of nonfat dry milk distributed overseas. "Experiments will also be undertaken to help developing countries find the techniques and skills needed to process and distribute grain-based high protein foods for children", he added. Printed copies of the Annual Report will be available shortly and can be purchased from the Superintendent of Documents.

The President's announcement coincided with the signing of an agreement under which AID will make available up to \$1.5 million for the remainder of fiscal year 1965 to add vitamins A and D to nonfat dry milk distributed overseas under Titles II and III of PL 480. The new program is aimed at enriching the diets of 50 million children in the developing countries. The agreement was signed by William S. Gaud, AID Deputy Administrator, and H. D. Godfrey, Administrator of USDA's Agricultural Stabilization and Conservation Service.

"New Horizons in Child Feeding" will be the theme of the 1965 "Operation Niños" Regional Seminar to be held in Rio de Janeiro, June 14-25. Latin American USAID Missions were recently asked to select participants for the conference which will focus on ways and means of expanding and improving child feeding programs, especially those reaching pre-school age children.

Swedish economist Gunnar Myrdal told National Farmers Union members that the U. S. must soon shift gears and produce all the food an advanced agricultural technology permits. "Otherwise," he said, "the burgeoning populations of underdeveloped countries face starvation of hundreds of millions of people." Also speaking at the Chicago convention, Vice President Hubert H. Humphrey warned that "the imbalances between population and food in the less developed regions are certain to grow." Award for outstanding service to agriculture was presented to Humphrey by NFU President James G. Patton -- honoring the Vice President "for helping the nation and the world to understand the unique opportunity of Food For Peace."

Another plea for the world to raise food productivity was voiced by Dr. B. R. Sen, Director General of the Food and Agriculture Organization, in a speech before the UN Population Commission in New York on March 24. "Disaster of unprecedented magnitude" was predicted by the FAO leader unless the fullest measures are taken to raise productivity and also to stabilize population growth. Observers called Sen's speech the strongest statement on the question of interrelationship of population control and food supply voiced by an FAO spokesman during the organization's 20-year history.

Food For Peace assistance has risen from 37 percent of net U. S. economic aid in 1956 to 47 percent in 1963 according to a new USDA report entitled "The Role of Agricultural Commodity Assistance in International Aid Programs." (Copies available from USDA's Economic Research Service)... Since 1958, U. S. domestic food market has grown by 4 percent, while commercial agricultural exports have increased 80 percent. Thus, American agriculture has been making a growing contribution to the solution of the balance of payments problem. Forecasting even greater gains, Secretary of Agriculture Orville L. Freeman predicted recently that agricultural exports of \$8 billion are "within reach." Exports in 1964 totaled \$6.3 billion, of which \$1.7 billion - or 27 percent - were Food For Peace shipments.

#### FROM CAPITOL HILL

The House Subcommittee on Foreign Agricultural Operations has found "a long potential" for the development of U. S. agricultural markets among the new nations in Africa. Committee members, after touring Africa, also recommended that PL 480 programs be continued on a selective and carefully planned basis.



These school children in Bogota, Colombia, will soon receive a hot lunch each day -- served from a gleaming new cafeteria -- under a unique pilot project exemplifying U. S. private industry cooperation with Food For Peace and Operation Niños, as part of the Partners of the Alliance. The cafeteria, which will serve 2,400 children daily in Ciudad Kennedy, was designed by Slater School & College Services, a division of Automatic Retailers of America, Inc., of Philadelphia. More than 30 U. S. manufacturers are donating equipment and private industry will also furnish transportation, installation, training of cafeteria personnel, and a series of nutritious menus. FFP commodities, provided through CARE, will be supplemented with fresh fruits and vegetables to be purchased by the Colombian government. Cafeteria will be named in honor of Secretary of Agriculture Orville L. Freeman, who has been invited to attend dedication ceremonies scheduled soon. Project's prime movers include: James J. O'Connor, Executive Director of the Academy of Food Marketing, St. Joseph's College Philadelphia; Harvey T. Stephens, ARA Senior Vice President; Daniel J. Hanlon, Jr., Vice President, Horn and Hardart Baking Company; and Edward J. Piszek, President, Mrs. Paul's Kitchens.

## PROGRAM HIGHLIGHTS

Among the 1964 amendments to Public Law 480 are two important new provisions: 1) AID has been authorized to purchase up to \$7.5 million worth of excess currencies accruing from Title I sales to strengthen Title II and III programs. Funds may be used to purchase necessary tools, equipment and supplies. 2) New authority under Title III has been added to encourage maximum self-help activity on the part of relief recipients. Insofar as practicable, Title III programs will be directed toward community and other self-help projects "designed to alleviate the causes of the need for such assistance." Possible activities include land reclamation and cultivation, construction of schools and roads, slum clearance, literacy instruction and vocational training.

Almost 300 participated in a national seminar on school lunch programs held in Salvador do Bahia, Brazil, February 1 to 12. Lecture topics included nutrition, hygiene, community motivation, use of communications media, and school gardens. Also discussed: use of Food For Peace packaging materials for handicrafts. Representatives of the FFP office from USAID/Brazil distributed 10,000 packages of seeds at the meeting to encourage interest in school garden projects.

Dr. A. G. Boerma, Director of the World Food Program, has called for continuation and expansion of the three-year experimental program now nearing its conclusion. In a report prepared for the 24-nation FAO Inter-Governmental Committee, Boerma predicted that the WFP



Dr. John E. Mills, FFP Officer in Korea for three years, now heads the program in Brazil.

could grow to a \$200 million annual level of 1970. . . Latest WFP projects to receive U. S. commodity assistance include an emergency program in Zambia to feed 12,000 refugees, an urban improvement project in Iraq, and the part payment of wages-in-food to workers constructing rural water supply systems in Costa Rica.

Disaster relief was provided by the U. S. to victims in 62 countries during 1964. A total of 7.9 million people were affected by these disasters which killed 11,428. . . Recently stricken areas receiving U.S. Food For Peace commodities include Jordan, where floods have left many homeless. . . the Somali Republic where 700,000 people are facing famine as a result of crop failures. . . Ceylon where a program was recently approved to feed 1,000 disaster victims. . . and the Fiji Islands which were hit by one of the worst typhoons in recent history.

Control of flash floods on Tunisia's Marguellil River -- the cause of many deaths and loss of property -- is among projects to be financed under a new \$14.6 million Title I agreement. Seventy percent of this amount will be available in the form of loans for such development projects. This agreement with Tunisia is also significant as the first Title I pact to be signed under new legislation, effective last January, under which the U. S. Government finances only that part of ocean freight charges which represents the difference between foreign and U. S. flag rates. Importing countries are now required to pay, in dollars, the balance of charges for the 50 percent transported on U. S. flag vessels as required by law.



Horace J. Davis, has been appointed FAS Assistant Administrator in charge of Agricultural Attaches.

After four years as Food For Peace Officer in Brazil, Leonard G. Wolf (shown at a school lunch project) is returning to Washington as Co-ordinator of Operation Niños. Niños activities have become a part of the Partners of the Alliance program, although responsibility for operations and programing commodities will continue with AID's Food For Peace Division. Martin J. Forman (pictured below with an Indian girl in Ecuador), who served as the program's Coordinator since its inception in mid-1962, will now devote full time to his duties as Chief of AID's Food For Development Branch which is responsible for worldwide operations and programing under Titles II and III.



Recent weeks have seen increased activity under Title IV -- sales of commodities on long-term dollar credit. USDA announced on March 16 a \$53.4 million dollar agreement with Yugoslavia which will provide about 25.7 million bushels of wheat. Other new Title IV agreements have been signed with Sierra Leone and the Dominican Republic, as well as an amendment with Kenya to finance the sale of corn to relieve shortages caused by drought and crop failures.

A new carbon black factory in India will be financed with a Cooley loan of \$2.9 million in rupees generated by Food For Peace sales... Economic development work programs in Morocco and Taiwan will be continued through recently approved Title II commodity grants... More than 4,000 families will be helped to settle on Brazil's western frontier during the next five years through a new Food For Peace program under the Alliance for Progress. Title II commodities will be used as grubstake loans which will be repaid to a cooperative revolving fund once farms become productive. Proceeds will then be available for additional development projects.



Herbert J. Waters, right, AID Assistant Administrator for Material Resources, explains Food For Peace exhibit to GTA members attending the recent St. Paul convention of Farmers Union Grain Terminal Association.



Dorothy Jacobson, USDA Assistant Secretary for International Affairs, headed the U. S. delegation in Rome for the seventh session of FAO's 24-nation Intergovernmental Committee on the World Food Program. Other U. S. delegates were FFP Director Richard W. Reuter, AID Assistant Administrator Herbert J. Waters, and Robert Rossow, Jr., from the American Embassy in Rome.

## PEOPLE

Paul S. Willis, President of the Grocery Manufacturers of America, headed a delegation representing the U.S. food industry at an exhibit of American processed foods in Tokyo... Mary A. Ross has been named Nutrition Officer in the North American Regional Office of FAO in Washington... Henry R. Labouisse, veteran foreign aid official and American Ambassador to Greece since 1962, is the new Executive Director of UNICEF... Raymond A. West, who has been associated for a number of years in the production of PL 480 reports to Congress, has retired from FAS to resume farming in northwest Missouri... An 18-month old Chinese girl, Mei Shan, has been adopted by Jack Anderson, Food For Peace Officer in Taiwan.

## NOTES ON NUTRITION

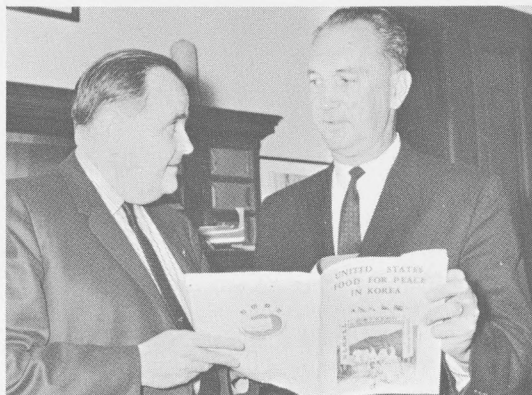
Intensified focus on nutrition in Food For Peace was enthusiastically received by members of the scientific community at the April 2 meeting of the Food and Nutrition Board of the National Academy of Sciences. The topic was presented by a panel led by Alan Berg of the White House Food For Peace Office. Participants were Dr. Philip Lee and Frank Ellis from AID, and Dr. Arnold Schaefer, NIH.

"Eubra", a new hot breakfast cereal, may soon become standard fare for children in slum areas throughout the world, reports Associated

Press correspondent Edgar Miller from Rio de Janeiro. "Eubra" (the name is formed from Estados Unidos and Brazil), was developed by FFP in both Brazil and Chile. Its ingredients include 60 percent bulgur wheat, 35 percent powdered milk and 5 percent butter oil. Mixing of these Food For Peace commodities is being done gratis by Brazilian flour mills. "Eubra" is currently being distributed to 40,000 children in Guanabara state.

Improved flavor stability of soybean oil may result from two new laboratory hydrogenation techniques developed by USDA. Industrial adaptation could significantly expand the use of soybean oil in export markets... Starting from a mere 244 tons in 1947, Peru's fishmeal exports have climbed steadily to more than 1.4 million tons last year.

Problems and procedures for exporting vitamin-fortified nonfat dry milk were discussed at a recent meeting in Washington sponsored by the American Dry Milk Institute. Discussion topics included levels of vitamin addition, mixing methods, procurement, packaging, distribution, and analysis... Joint policy committee of UNICEF and the World Health Organization has recommended that "all skim milk powder distributed through international and voluntary agencies should be fortified with vitamin A"... Future potential for food radiation, providing preservation and protection against infestation, was described to members of the Food For Peace staff by Dr. Edward Josephson, Associate Director of the U.S. Army food radiation laboratories in Natick, Mass. Josephson called the radiation process the most revolutionary development in food preservation since the introduction of the tin can.



Robert E. Galloway, right, pays a farewell call on FFP Director Richard W. Reuter, before his departure for Korea as Food For Peace Officer. Galloway brings to his new position many years of experience with both USDA and AID. Overseas since 1955, he has served as an AID community development advisor in Jordan and Iran.

## AMHARIC OR URDU?



## FOOD FOR PEACE LANGUAGE QUIZ

All Food For Peace commodity containers, shipped under Titles II and III, are labeled in English as well as the language of the recipient country. A recent booklet has been issued by FAS to facilitate compliance with this requirement of Public Law 480. Included are translations of container markings into 25 different languages. Reprinted here are several translations of the familiar "Donated by the People of the United States of America". Test your language skill, and match them with the languages appearing in the answer box on page 12.

### QUESTIONS

1. DON DU PEUPLE DES ETATS-UNIS D'AMERIQUE
2. 美國人民贈送
3. अमरीकी जनता की भेंट
4. ریاست مائے حقہ امریکہ کے عوام کی جانب سے
5. यूँरुयुँरु जनण कर्तृक प्रदत्त
6. ከተባበረው ከአሜሪካ መንግሥት በአዘውጅቶ
7. 미국국민이 기증한것
8. OFERECIDO PELO POVO DOS ESTADOS UNIDOS DA AMÉRICA

## VOLUNTARY AGENCY NOTES

Role of volagencies in the Alliance for Progress was discussed during a recent two-day meeting with AID officials in Washington... Contributions to CROP, a community appeal program of Church World Service, reached a record total of \$1.6 million in 1964, a 7 percent increase over the previous year... Mobile milk canteen will soon be reaching the sprawling slums of Calcutta, India, with Food For Peace commodities. Donated by Lutheran World Relief, the canteen will be operated by a volunteer committee... Attendance and interest surpassed all expectations at a school lunch seminar held recently in Greece under sponsorship of Church World Service.

Margaret A. Hickey, Public Affairs Editor of the Ladies Home Journal, has been appointed Vice Chairman of AID's Advisory Committee on Voluntary Foreign Aid. She fills the vacancy caused by the death of William L. Batt. Miss Hickey has been a member of the Committee since 1954... Remember when? Section 416 of the Agriculture Act of 1949 authorized food donations through voluntary agencies to needy people abroad. First distribution was made in early 1950, just 15 years ago, primarily to countries in Europe and the Near East. Germany received the largest amount of food, with Israel a close second. Bill McCahon, now Assistant FFP Director, played an active part in getting these early programs off the ground.

### ANSWERS TO QUIZ ON PAGE 11

- |            |            |               |
|------------|------------|---------------|
| 1. FRENCH  | 4. URDU    | 7. KOREAN     |
| 2. CHINESE | 5. BENGALI | 8. PORTUGUESE |
| 3. HINDI   | 6. AMHARIC |               |

**food for peace**

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WASHINGTON UNIVERSITY



SCHOOL OF MEDICINE  
SAINT LOUIS, MISSOURI 63110

DEPARTMENT OF PREVENTIVE MEDICINE  
AND PUBLIC HEALTH  
660 SOUTH EUCLID

December 30, 1964

Mr. Allan Berg  
Office of Food for Peace  
White House  
Washington, D. C.

Dear Mr. Berg:

Miss Cavanaugh, your secretary, called me today concerning material which might be useful in supporting a request for funds in support of nutrition activities in the Food for Peace Program. I have asked Dr. Philip White of the Council on Foods and Nutrition of the American Medical Association to forward to you Council statements and descriptions of programs which might be helpful. Also, at Miss Cavanaugh's request I am enclosing a copy of the paper presented at the APHA meeting in October.

I would like to encourage and support all efforts which would bring nutrition programs into the Food for Peace Program. The results could only be to enhance the effectiveness of the foods distributed for purposes of health.

Very sincerely yours,

Robert E. Shank, M. D.  
Danforth Professor of  
Preventive Medicine  
Head of the Department