



SATURDAY AM'S

May 25, 1968

OFFICE OF THE VICE PRESIDENT

REMARKS OF VICE PRESIDENT HUBERT H. HUMPHREY
ASSOCIATED DAIRYMEN, INC.
ANNUAL MEETING
KANSAS CITY, MISSOURI
MAY 24, 1968

The country's attention is centered right now on what is being called the "crisis of the cities" -- and this is understandable.

Earlier this spring, when Martin Luther King was brutally assassinated, flames rose the next night over more than fifty American cities.

Many of the street buses in the nation's capital haven't been running this week . . .because one night recently, seven bus drivers were held up . . .robbed . . .one of them killed.

Statistics show a 35 per cent subemployment rate in the big city slum areas. People there are living in buildings you wouldn't use for cow sheds. Your milk wouldn't be certified if you did. Even in the best part of town, people crawl back and forth to work through traffic jams. The air is polluted. So is the river or lake. The garbage may or may not be picked up . . .because of a labor dispute; and teachers may or may not be in the classroom . . .because they are demanding wages as high as the garbage collectors already get.

This is a caricature of the elements of today's urban crisis. But there is a crisis . . .a high fever of dissatisfaction, discontent, and shame . . .in America's cities.

That crisis has to be met.

There are two things to be said about it, however, which are being too little said or recognized.

One is that many of the urban problems have close parallels in our rural areas. We make a great mistake when we recognize the cities' problems as a crisis . . .because they are concentrated; and then pay too little attention to the equally acute scattered crisis in rural America.

Second: It is high time we recognize that a significant part of the reason for the crisis in the cities is that almost eight million people have moved into them from the country in the past seventeen years. The reasons for this do us no credit. The result has been to weaken both the cities and the country-side.

You and I are in two businesses where it doesn't pay to cry over spilt milk -- although there seem to be quite a few spilt-milk politicians doing a lot of that kind of crying right now. If they would spend more time getting on with the job and less cussing out the cows . . .or crying crocodile tears about everything in general . . . we would all be better off.

As far as I am concerned, we start from here, and the only question that counts is who does what next.

The urban crisis has to be met. The fever there has to be met. But not with aspirin tablets. The causes of the **fever** have to be gotten at -- and cured.

There is only limited -- and yet important -- possibility of moving people out of the cities. There won't be a great deal of "out-migration." But there will be some.

As a matter of important fact, there has been a reduction of about a million people in the population of the "center city" areas in the large U. S. cities in the past five years. This is a net figure, and hides some facts that are more discouraging than promising.

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During this period over 1 1/2 million white people have moved out of these central city areas, and about 600,000 "non-whites" have moved in. The prospect of an America of black cities and white suburbs is a revolting one -- that shames what we believe in and stand for.

I propose to develop during this campaign period a proposal for doing all that is possible to encourage the future development of American urbanization around smaller cities or complexes of cities where life at least has a chance of making more sense -- by recognizing that most American families want to live beside each other instead of on top of . . .or underneath . . .each other.

But the part of this that interests you and me most is developing an affirmative policy for agricultural America and for small town America that combines all that is best in Americans' memories and in their dreams.

We can do that. We are doing it today -- with this Association playing a highly responsible and leading role. There is a great deal more we can do . . .and a great deal more we will do.

I propose to do all I can in this campaign . . .and as President if that is made my privilege . . .to assure a recommitment of this country to the principle . . .and the principle in practice . . .of full parity in the market place.

The Food and Agriculture Act of 1965 proved its worth, even in the difficult year of 1967, by turning to profit what would otherwise have been loss to many American farmers -- and I salute, with you,

the courageous, get-it-passed, get-it-done leadership on that of President Lyndon Johnson and Secretary Orville Freeman.

In the past few months, our present programs have enabled us to increase dairy supports to the 90-per cent-of-parity limit of four dollars and 28 cents. We have been able to cut back dairy imports from levels that weakened milk prices. We recently announced a minimum basic formula price of four dollars and 33 cents in most of the federal order areas. And we continued for another year the 20 cents on Class 1 differentials.

Those recent milk decisions will mean 300 million dollars more in new dairy farm income in the marketing year that started April 1.

But the Food and Agriculture Act of 1965 can be improved.

It should be permanently extended so that the farmer, like any other businessman, can do his planning in advance and not be the innocent victim of a program lapse.

I will welcome your suggestions for other changes and improvements that ought to be made in these laws.

But the public programs can never be enough in our free economy to give the farmer adequate strength in the market place. He is going to have to do more about this himself -- by organizing and bargaining.

(con't)

The Associated Dairymen have shown traditionally independent dairy farmers some extra benefits of cooperation. The stand-by pool you set up last September is a workable way to provide market stability for yourselves and at the same time to assure buyers that there will be a **supplemental** source when milk is in short supply.

What you have achieved with dairymen in 16 states offers a good example of what can be done -- building on the base provided by government programs -- to guarantee farm producers a greater voice in the market place.

We all know there is more than dollars and cents in the combining of the spirit of the way you and I grew up with the new strength of a vital American future.

We are talking about the quality of life in rural America -- the opportunities all children should have to take advantage of the unprecedented standard of living that America offers today.

We are talking about better schools, better hospitals.

We are talking about communities that can afford the public services which will attract new industries, new job opportunities and new income.

We are talking about what it takes to make young people want to grow up and stay in "home towns" that we love...we think for good reason...but which have some way become the objects of too many young Americans' contempt and disdain.

We are not thinking about forcing our ideas...perhaps our prejudices...about where to live on them. We know it wouldn't work.

What we are talking about is establishing a meaningful freedom of choice in the very fundamental matter of selecting a place to live.

But the best information we have indicates that a majority... more than half...of the people now living in cities would move out if they could. Another figure shows that the "number of Americans who would prefer to live on a farm" has gone up from 18 percent to 27 percent -- just in the last two years.

If Americans wish to live in cities, those cities should be clean, wholesome, and safe. Today, too often, they are not.

If they want to live in a small town or on the farm, they should be able to do so and enjoy a maximum standard of living in every way. Today, too often, they cannot.

And yet the key to a fully developed rural America -- and one of the most important keys to the dilemma of urban blight which confronts this nation today -- is economic equity for the American farmer.

We haven't found that key yet. We will find it...if we keep this one hard fact in mind: It is wrong -- it is immoral -- not to use the full capacity of America's farmers to produce food when there is hunger in America and starvation in the world.

This country just hasn't faced up to the facts that new-born American babies die of malnutrition...that as others become toddlers their minds are being affected by irreversible brain damage because of protein deficiency...and that a good many more never get very much into their heads at school because they don't have enough food in their stomachs.

PAGE 7

We don't know how many of these there are. One is too many. One is a crime.

We are doing something about it -- yes, quite a lot. We have the school lunch and school milk programs now...various commodity distribution arrangements...and a food stamp program that has helped hundreds of thousands of poor families buy food from the shelves of their neighborhood markets, just like anybody else.

This is the beginning.

The rest is that in the world's richest nation...the world's greatest agricultural nation...a diet that is adequate in every way has to be the birthright of every child.

It isn't today.

We know that the full answer to hunger in America lies in the complicated process of giving every citizen the skills and opportunity he needs to be able to afford an adequate diet. We will realize that goal. But we know it will take time.

I don't think we have to wait when it comes to the fundamental business of assuring every citizen enough to eat. Nor can we. The cost in disease...disability...and, yes, discontent...is just too high when remedies are at hand.

The answer is a complicated one. It involves more than agricultural policy...much more.

I am not pretending that I know that answer. I don't. But I know the next step to finding it. That is to use this campaign to help make up our national mind that there is no excuse for any American to be denied a fully adequate diet.

PAGE 8

Once we do that we will be able to muster the organizational skill, the modern food technology, and the agricultural resources to do the job -- quickly.

The result will be new hope for millions of Americans... new markets and new gains for American agriculture...and new dignity for our nation.

Beyond that there is the same charge upon us as citizens of the world...for as no man is an island unto himself...no parent in the world can disown any child born into the world.

Humanity is American agriculture's market...and America's shared concern.

Thank you.

#

① All those want to go to heaven
Please Stand -

all those want to go to Hell - Please Stand
one stood - "Know what you're standing for" - well, anyway you and I are the only ones

DEM FOR HHH DC

VP KC

MAY 2L, 1968 BM

SEXXXXXXXXSEATING FOR VP HUMPHREY DINNER

XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

TABLE SEATING FOR VP HUMPHREY DINNER

LYMAN D. MCKEE

NORMAN O. NELSON

VERON FIRERS

HERMAN DIRDSALL

W.T. CROUCJ

DR. GEORGE MEHREN

MAYOR ILUS DAVIS

DAVID. L. PARR

VICE PRESIDENT HUBERT H. HUMPHREY

HAROLD S. ELSON

ORVILLE L. FREEMAN

LAMES. REEVES

LEO SUTTLE

CARY HANMAN

ROSS CLARK

LUTHER SPRADLING

ROY NELSON

8-17

(Board
unanimously)

Darymans
annual
appreciation
award -
to Orville Freeman

alarm
fact to
alert
you!

Watch (Turn to
Page
Seven)

THOE AT HEAD TABLE WILL CONGRGATE IN THE
MUSIC ROOM AND BE GVEN A DIAGRAM OF THE
SEATING ARRANGEMENT. THEY WILL LEAVE ON
QUE AND PROCEED DOWN THE LEFTHAND SIDE OF
THE BALLROOM TO THE HEAD TABLE.

① Homogenized, Pasturized, and
Energized, Sanitized - just makes you
feel sort of humble

From Minnesota to Gulf of Mexico

Canada to Mexico

Appalachian to the Rockies

✓ Dave Parr

✓ Harold Nelson

✓ Jim Reeves

REMARKS

✓ Sect Freeman

✓ Sect Mehrum

✓ Mayn Davis

40,000 Shaker Dairy Farmers

16 States

ASSOCIATED DAIRYMEN, INC.

ANNUAL MEETING

14 States

KANSAS CITY, MISSOURI

⊕ Not going to tell just how to farm!

MAY 24, 1968

~~most costly, most~~

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Statistics show a 35 percent subemployment rate in the big city slum areas. People there are living in buildings you wouldn't use for cow sheds. Your milk wouldn't be certified if you did. Even in the best part of town, people crawl back and forth to work through traffic jams. The air is polluted. So is the river or lake. The garbage may or may not be picked up ... because of a labor dispute, and teachers may or may not be in the classroom ... because they are demanding wages as high as the garbage collectors already get.

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President if that is made my privilege ... to assure a recommitment
of this country to the principle ... and the principle in practice ...
of full parity in the market place and Parity of opportunity
for Rural America.
The Food and Agriculture Act of 1965 proved its worth, even in
the difficult year of 1967, by turning to profit what would otherwise
have been loss to many American farmers -- and I salute, with you,
the courageous, get-it-passed, get-it-done leadership ~~on that of~~
President Lyndon Johnson and Secretary Orville Freeman. /

Compliments
to
Freeman

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us to increase dairy supports to the 90-percent-of-parity limit of
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Believe
it or
not

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⌈ We are doing something about it -- yes, quite a lot. ⌋ We have the school lunch and school milk programs now ... various commodity distribution arrangements ... and a food stamp program that has helped hundreds of thousands of poor families buy food from the shelves of their neighborhood markets, just like anybody else.

⌈ This is the beginning. ! *Just a beginning*

⌈ The rest is that in the world's richest nation ... the world's greatest agricultural nation ... a diet that is adequate in every way has to be the birthright of every child. |

⌈ It isn't today! ⌋

⌈ We know that the full answer to hunger in America lies in the complicated process of giving every citizen the skills and opportunity he needs to be able to afford an adequate diet. ⌋ We will realize that goal. But we know it will take time.

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fundamental business of assuring every citizen enough to eat.

Nor can we. The cost in disease ... disability ... and, yes,
discontent ... is just too high when remedies are at hand.

The answer is a complicated one. It involves more than
agricultural policy ... much more. *National Policy*

I am not pretending that I know that answer. *I don't.*
But I know the next step to finding it. That is to use this campaign
to help make up our national mind that there is no excuse for any
American to be denied a fully adequate diet. *Edwards*

Once we do that we will be able to muster the organizational
skill, the modern food technology, and the agricultural resources
to do the job -- quickly. *We can do what needs to be done*

The result will be new hope for millions of Americans ... new
markets and new gains for American agriculture ... and new dignity
for our nation.

Beyond that there is the same charge upon us as citizens of the world ... for as no man is an island unto himself ... no parent in the world can disown any child born into the world.

↳ Humanity is American agriculture's market ... and
America's shared concern. — Peace + Want!

Thank you.

The World's food [#]Problems [#]must be solved
or there is no hope for Peace —
It does no so good to talk to a hungry
man about Peace + Political ~~Maturity~~. —
Feed Him First — or better yet, help
him feed himself, then you
can talk. —

Remarks
Vice President Hubert Humphrey
Associated Dairymen
Kansas City, Missouri
May 25, 1968

Today the milk producers in my state of Minnesota have essentially the same problems as dairy farmers across the country. And the interests of all can be served best by working together.

That is why we need organizations like Associated Dairymen. You are showing the traditionally independent dairy farmer that he gains by cooperating with others to solve common problems.

The standby pool you set up last September is a workable way to provide area-wide market stability and to assure buyers of a supplemental source when milk is in short supply. It is one example of what can be done, outside the government, to unite for overall dairy progress.

This regional concept is taking hold. Great Lakes Federation, an organization of dairy cooperatives to the east of you, is organized with similar objectives. So is Milk Producers, Inc., a consolidation of dairy farmer cooperatives in five Southwest states.

The Johnson-Humphrey Administration is urging farmers to use their farm cooperatives and to join together in organizations

like yours to bargain for higher prices and other marketing gains. You are showing how it is done. This is a sign of important progress in agriculture and I commend you for it and urge that you continue.

* * *

In the months ahead I intend to explain, to farm and city people alike, why adequate farm income and sound farm price policies are basic to the overall strength and well-being of this nation.

I challenge those who say agricultural producers are becoming less important--in terms of either the economy or the country--or that agriculture should be treated as a declining industry. We must recognize that agriculture is now, and will continue to be, our most basic industry.

You and I know that, despite our efforts in and out of government, we have not made it possible for farmers to share fully in this country's overall prosperity. There is still much work to be done.

We must make it possible for the dairy farmer, who runs one of the most expensive farm operations on a hard 7-days-a-week schedule, to earn a fair reward for his management, labor and investment.

Some substantial gains have been made in recent months and they have brought some real improvement in the situation.

We have increased dairy supports to the 90-percent-of-parity limit of \$4.28. We have cut back dairy imports from levels that

weakened milk prices. We recently announced a minimum basic formula price of \$4.33 in most of the federal order areas. And we continued for another year the 20 cents on Class I differentials.

These recent milk decisions mean \$300 million more in net dairy farm income in the marketing year that started April 1. We have tried to see that provisions and authority of existing legislation were used to enhance the economic position of milk producers.

I have fought for parity for American agriculture. . . for full and equal opportunity for every farm family and agricultural producer . . . for fair prices for a decent profit for farmers . . . and for protection from the speculator and the unpredictable forces of the market.

Building and maintaining a higher net income level for farmers and all other agricultural producers is a high-priority challenge. It is a challenge we must meet, in the interest of towns and cities closely tied to agriculture as well as to farmers and ranchers themselves.

* * *

Parity for agricultural producers means little, however, without parity for rural America. That means parity in everything that belongs to a modern American standard of living for everyone in our rural communities.

One of the real answers to the so-called urban crisis is to do something about rural America.

This involves an attempt to achieve some degree of rural-urban balance . . . to provide some answers to the American people on the problem of what can be done with the 100 million more people we will have in the next 30 years . . . to give a meaningful alternative to the millions who say that, if they had a real choice, they would rather live in the country than in the city.

We do not want to tell people where to live or to work. But we must do more to build a society that permits people to have some options . . . to have a free choice.

There isn't any free choice for a young man or woman who gets a little restless in a rural community and wants to strike out independently. There isn't any free choice when a young man can earn more working in a filling station in a big city than he can operating a dairy farm with a \$75,000 to \$100,000 investment.

I want farmers to share fully in the prosperity of this nation. And I want to see America's rural communities and its rural countryside have the same social, educational and economic advantages as any big city or any big metropolitan area.

That combination would make it possible for young people to settle down in these areas and live a good and full life.

We can't afford a society where both coasts are weighted down with people and skyscrapers while the center of America stands almost vacant. Nor do we want a society in which people are driven by economic necessity to leave the land

they love to go to concrete and steel and brick in the cities, hopefully to seek a better life.

If we make rural America a place where people can enjoy good living and earn a good living, we're not going to have everybody rushing on in to the big metropolitan centers in the hope that somehow or other it will be better.

The concept of rural-urban balance makes good sense economically, too. You can develop rural America at one-tenth the cost of rehabilitating the slums.

This effort to achieve some sensible rural-urban balance and to stop the migration to the cities deserves enthusiastic support of farm and city people alike. It is an effort that must be pushed hard in the months ahead.

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ASSOCIATED DAIRYMEN BANQUET

Hotel Muehlebach, Kansas City, Missouri

May 24, 1968.

685HDR24

I N D E X

Mr. Dave Parr	7
Secretary Freeman	10
Vice-President Humphrey	22

1 CHAIRMAN NELSON: Ladies and gentlemen, it's now my
2 privilege to introduce to you the mayor of this great
3 city, His Honor, Ilus Davis.

4 (Applause.)

5 MAYOR DAVIS: Mr. Chairman, Mr. Vice-President,
6 Mr. Secretary, honored guests, ladies and gentlemen, it's
7 good to live in a country and be in a city where you are
8 preoccupied with dieting rather than with hunger. Here
9 in Kansas City we are surrounded by food, good food,
10 surrounded by farmers, good farmers, good dairymen, and
11 we like it that way.

12 (Applause.)

13 We like to eat well here, and I should warn all of you
14 that you can overdo it, too, and you can get to be like
15 the local politician that had eaten at too many banquets
16 and was in the process of getting his annual physical
17 checkup from his doctor. The doctor weighed him and
18 measured him and listened to his lungs, took his tempera-
19 ture, checked him up. Finally he sat him down in front
20 of him. The doctor was very tactful. He was very expen-
21 sive. He looked at this politician, and he said, "Your
22 weight is all right, but you are four inches too short."
23 And you can get that way here in Kansas City if you are
24 not careful.

25 It's good to welcome all of you here tonight and

1 good to have you here in our city. It's a special pleasure
2 for me to have the opportunity to greet and welcome the
3 Secretary of Agriculture. I can remember the year I
4 graduated from high school, Mr. Freeman, Mr. Secretary,
5 1933 when I visited my relatives who were farming up in
6 north Missouri. That was before we had a lot of your
7 programs, and my relatives weren't doing so well then.
8 They are doing better today.

9 And it's good especially to have the opportunity as
10 mayor of this city to welcome the Vice-President of the
11 United States to our city and to this meeting. In addi-
12 tion to the splendid performance that he has given in his
13 capacity as Vice-President and in his service to our
14 national Government, those of us across the United States
15 that are -- have the good fortune to have been elected as
16 mayor of a city, understand and feel honored to know him
17 as a former mayor of Minneapolis, and we know that during
18 the past four years that as a mayor we have had a friend
19 in Washington; and when the red tape got a little too thick
20 or got too tangled, we were invited and we often did
21 call on the Vice-President to help us out; and the call
22 went through promptly, and the results were obtained
23 quickly. And we are proud of him as a former mayor of
24 Minneapolis and appreciate the great work that he has done,
25 and we are glad to have him here in Kansas City tonight.

1 It's good to have all of you here. We welcome the
2 dairy people. We know that when the dairy people around
3 Kansas City do well that Kansas City does well, too,
4 and we're delighted to have you here. We hope that while
5 you're here that you will have a chance to see some of
6 the things in this city of which we are so very proud
7 and that you have a good time -- not too good a time, but
8 a good time. I see most of you have your wives with you,
9 so I don't have to warn you too much, I don't think,
10 about getting in trouble here, but if you do get in
11 trouble, you call me at City Hall on Monday. I'll get
12 you out of jail if it takes two years.

13 We are delighted and honored to have you, and we
14 are delighted to be with you and have the Secretary and
15 the Vice-President in our midst, and we hope that you
16 enjoy your stay and that you come back and be with us
17 again soon. Thank you.

18 (Applause.)

19 CHAIRMAN NELSON: Thank you, Mr. Mayor. On behalf
20 of all these assembled dairymen and their guests, we
21 want to say that we really appreciate the gracious
22 hospitality which your city has afforded us.

23 And now I want to present to you my distinguished
24 colleagues who are here at the head table. On my far
25 left is Lyman McKee from Madison Milk Producers, former

1 national president of the American Dairy Association.

2 (Applause.)

3 Next to him is Norm Nelson from Sioux Falls, South
4 Dakota. Norm is manager of the Eastern South Dakota Milk
5 Producers. (Applause.)

6 Dale Turner, Manager of Mid-America Dairymen, Kansas
7 City. Dale. (Applause.)

8 Herman Birdsall from Minneapolis, Minnesota, Twin
9 City Milk Producers. Herman. (Applause.)

10 W. T. Crouch, President of Milk Producers, Incorporated
11 from Arlington, Texas. (Applause.)

12 And next we have a very distinguished gentlemen, Dr.
13 George Mehren, Assistant Secretary of Agriculture.
14 (Applause.)

15 And I am going to skip the next space here for just
16 a moment.

17 Jim Reeves, to the right of Secretary Freeman, from
18 Producer Creamery Company, Springfield, Missouri. (Applause.)

19 Leo Suttle, Milk Producers, Incorporated, Wichita,
20 Kansas. (Applause.)

21 Gary Hanman, Square Deal Milk Producers, Highland,
22 Illinois. (Applause.)

23 Ross Clark, Mid-South Milk Producers, Memphis,
24 Tennessee. (Applause.)

25 Luther Spradling, Milk Producers, Incorporated,

1 Tulsa, Oklahoma. (Applause.)

2 Roy Nelson, and he admonished me that he expected me
3 to say this -- no relation to either me or Norm Nelson,
4 Producers Creamery Company, Des Moines, Iowa. (Applause.)

5 George Pederson, Minneapolis, Minnesota, Twin City
6 Milk Producers. (Applause.)

7 Now there are a few other gentlemen for whom we
8 didn't have space at this head table who deservedly
9 would be here, one of whom is Ralph Sharbinol, who is
10 the head of the National Dairy Council. Would you please
11 stand, Ralph. He's here, but I don't know just where he's
12 sitting. There he is. (Applause.)

13 Marty Frainburger, from Chicago, Illinois, the
14 general manager of American Dairy Association. Marty.
15 (Applause.)

16 And Al McWilliams from Chicago, who is -- probably
17 deserves more credit than any other person for the
18 genesis of Associated Dairymen, who is manager of Pure
19 Milk Producers Association in Chicago. Mack. (Applause.)

20 And now I want to present to you, Dave Parr, from
21 Little Rock, Arkansas, who in turn will make a presenta-
22 tion. Dave. (Applause.)

23 MR. PARR: Thank you, Mr. Nelson. Mr. Secretary,
24 I know that this comes as a shock to you after the many
25 battles you and I have had, but I'm the man to do the job.

1 MR. FREEMAN: You have told me that before.

2 MR. PARR: But, Mr. Secretary, seriously, it gives me a
3 great deal of pleasure to have the privilege and the
4 honor of presenting to you the Associated Dairymen's
5 Annual Appreciation Award. Perhaps this certificate best
6 ex -- best our sentiments in bestowing such an award. It
7 reads: "The Board of Directors of Associated Dairymen,
8 Incorporated, unanimously expresses its appreciation for
9 your efforts and activities in behalf of the nation's
10 dairy farmers. Your understanding of the problems of
11 dairymen, and your personal interest in helping to find
12 solutions to these problems has contributed much to the
13 welfare of the nation's dairy farmers. By direction of the
14 Board of Directors of Associated Dairymen, Incorporated,
15 on April 5, 1968." Signed by James L. Reeves, Secretary
16 of our Associated Dairymen. We know you have often been
17 severely criticized for the plight of American farmers,
18 and I ask you, what secretary hasn't. If this was a
19 night for confessions, I would have to say that at times
20 we dairy farmers have joined the course of complaints
21 against you. But sincerely, Mr. Secretary, we know you
22 have done one of the most outstanding jobs for agriculture
23 any secretary has ever accomplished. You have shown great
24 courage and fortitude and the utmost sincerity in making
25 tremendous decisions affecting the welfare of our country's

1 farmers. Now, Mr. Secretary, for you personally we want
2 to give you this small token of our affection and
3 appreciation. We hope that you will wear this watch on
4 which we have engraved your name and inscription,
5 "Associated Dairymen, Incorporated, Annual Appreciation
6 Award", and when you look at the time, may you be re-
7 minded that it is a time for another price increase for
8 dairy farmers.

9 (Applause.)
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1 MR. FREEMAN: Well, thank you very much, Dave Parr,
2 Harold Nelson, distinguished leaders of the Associated
3 Dairymen from all over the United States, members of the
4 associated and the various affiliated organizations, their
5 friends, ladies and gentlemen. First of all, I want to
6 assure you that I don't need to have a watch to be reminded
7 that it's time for another increase in dairy price sup-
8 ports. Dave Parr and Harold Nelson and all of you will take
9 good care of that, I can assure you, but none the less, I
10 can assure you that I will treasure this watch. I never
11 received a watch before with an inscription on it, and
12 particularly from an industry which I hold so very near
13 and dear. I'm not a dairyman but I suppose I could be
14 said to be a kind of a misplaced dairyman, because on the
15 farm that my grandfather homesteaded in the State of
16 Minnesota a little more than a hundred years ago, why, I
17 spent a very great deal of time when I was a boy, and
18 literally I was milking cows almost before I could walk.

19 I said to Dave when I was down in Southern Missouri
20 a little bit earlier when the congressman was relating
21 that although he was not a farmer himself, that he did
22 know something about agriculture and you didn't have to
23 be farming to be able to represent farmers, that it re-
24 minded me of an experience I had a little while ago in
25 New York City. I was having a press conference in the

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1 Waldorf-Astoria Hotel, and I had been earlier in the day
2 up through the dairy area of New England, I'd been in and
3 out of a half dozen dairy barns, and I was carrying,
4 apparently, some of it with me. And I was sitting there
5 at a press conference and I had my legs crossed and one
6 of the reporters pointed to the place between the sole
7 and the heel, and he said, "What is that?" And my response
8 was "I may not be a farmer but in this instance, why, I
9 smell like one."

10 So, let me just say to all of you that I'm delighted
11 to be here and very, very grateful for your recognition.

12 Going up and down this table with all of the
13 Scandinavian names, if you'll indulge me one more quick
14 story and then we're here to hear the distinguished Vice-
15 President. I hadn't thought of this for a long, long
16 time, but years ago when I was governor of Minnesota, I
17 happened, being a Scandinavian myself, to have grown up
18 in a Lutheran church. My minister's name was Johnson.
19 And he told me this story one time. He said that there
20 was a Lutheran dairyman down the road and he had a big
21 white Holstein cow that was giving him a lot of trouble,
22 particularly on a hot night when he would come in to
23 milk, why, she wouldn't stand still. Now and then she
24 would put her foot in the bucket. Also she was a bad
25 swisher and she would hit him on the side of the head.

3
1 And he got very disturbed about all of this -- let me go
2 back, this wasn't a Swede farmer, this was a Quaker farmer
3 -- haven't told this story for a long time. This was a
4 Quaker farmer. So after going through this for a long
5 time, finally in complete exasperation on a very hot sum-
6 mer night, he came out from under the cow with a milk
7 stool, and he addressed the cow something like this:
8 "Thou knowest that I cannot strike thee because I'm a
9 Quaker, thou knowest that I cannot curse thee because
10 I'm a Quaker, but what thou does not knowest is that I
11 can sell thee to a Lutheran."

12 Let me make just a couple of very brief comments.
13 First, I'm delighted that with your help and your effec-
14 tive organization and negotiating, that dairy prices and
15 dairy income in the associated area is significantly up
16 over a few years ago. I wish that I could say every com-
17 modity in this country is up over where it was a few years
18 ago. I can't say that because in wheat, in feed grains,
19 in soybeans, why, we've had sharp increases of production
20 here and around the world, occasioned by weather changes,
21 we don't have surpluses but we've got just a little bit
22 more than we should have to have effective balance in
23 supply and demand. We're making adjustments on that
24 because we can make these kind of adjustments now under
25 the farm programs we have. We can't hit the bull's eye

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1 all the time in regard to supply.

2 As I said earlier, I was in Southern Missouri a
3 little bit ago, there for the first time in history
4 they're suffering a crop failure again.

5 Paul Jones, a congressman, told me that his daddy
6 had told him years ago they'd never had a crop failure
7 in Southern Missouri. Now they're having the third one
8 in a row, and they're going to lose because of weather,
9 and it was raining today, about four hundred to five
10 hundred thousand bales of cotton. That's cotton we need
11 and we're trying to get. And no one could possibly pre-
12 dict it even on the law of averages that in that very
13 fertile area you would have a crop failure three years in
14 a row. So although we may not have a cotton shortage,
15 depending on what goes on around the rest of the country,
16 in this instance we're going to have less than we esti-
17 mated. It was weather. That's one of the things we deal
18 with in agriculture. Turn it around and a few years ago
19 we were in a very tight supply situation on wheat and feed
20 grains. We sought to make some acreage adjustments and
21 we had bumper crops all over the world, and so we had a
22 little bit too much -- not much, just a little, and we're
23 working that off.

24 But in these farm programs we have now, I believe
25 we have the machinery to do the job, if we stay with it,

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1 and although they can be improved, the most important
2 thing is we improve ourselves, and that means that we
3 learn to operate them more skillfully. Not only the
4 Government, we've got a great deal to learn, but the
5 farmers and their organizations, so that we can, working
6 together do a better job of estimating, of predicting
7 and then of accomplishing a working balance between
8 supply and demand, so the market place itself for the
9 most part will bring about fair and equitable prices.

10 We've got a long way to go, but as I think every-
11 body knows here, farm income is substantially better
12 than it was six years ago, prices are up, surpluses are
13 gone, and as I say, I see a light at the end of the
14 tunnel. And I want to say to you that the man who has
15 contributed to these programs and this progress, wisdom
16 and insight and skill is the President of the United
17 States. We wouldn't have our farm programs of today --
18 and may I say to you also, we won't have farm programs
19 at all in the absence of a tough, knowledgeable, deter-
20 mined and skillful president.

21 I'll say one thing with perhaps dogmatism. In the
22 congress of today which is a city congress, you'll never
23 pass a farm program without an effective and powerful
24 president supporting those programs. And so I say to
25 you as I said earlier today, it's a great referendum

1 this year for American agriculture, and whoever is the
2 president is a matter of deep concern to farmers who wish
3 to maintain their farm programs. And may I say on these,
4 going back, going back to the days when our featured
5 speaker tonight was a member of the United States Senate,
6 and before that when he was a mayor of Minneapolis, he
7 was a leader, an innovator and a sharp, clear and effective
8 voice for farmers and where farm programs are concerned.

9 One more point. I appreciate your recognition, but
10 you know, there are two things I appreciate more than
11 that that I would like to thank you for. First of all,
12 your prices today are the product not of the support
13 program alone or not of the class one fluid milk program
14 alone. You have gone out and negotiated a better price,
15 and this is an example that you are setting for the rest
16 of American agriculture, and your Secretary of Agriculture
17 has been talking about it, because increasingly farmers
18 need the ability and the base and the legal structure so
19 that they can negotiate better prices with their handlers
20 and processors. There's legislation pending now, as you
21 know, to try and accomplish that.

22 Secondly, you did something to me that has never
23 happened to me in the time I've been in public life, in
24 six years as the governor of Minnesota and almost eight
25 now as Secretary of Agriculture. You really said "thank

7

1 you", and that doesn't happen very often. When you're
2 in a difficult struggle and you have to make a difficult
3 decision, what usually happens is those you decide for
4 say politely "thank you" and go fishing. Those who happen
5 to be on the other side, why, they become your enemy or
6 at least they spread the word in connection with their
7 side of the issue to be decided.

8 Recently I made a decision in connection with milk
9 price supports. It wasn't an easy decision. There were
10 a lot of difficult factors to balance. It was a hard
11 close one in terms of the welfare of the dairy industry.
12 I made the decision finally, or rather, I recommended to
13 the President, who made the decision, that there should
14 be an increase. And I kind of hunched my shoulders a
15 bit as the President says on occasion "to hunker up and
16 take it". In this instance you informed your members
17 that this decision has been made, and we received in the
18 Department of Agriculture literally thousands of letters.
19 I'm not sure how many but as many as five thousand. And
20 they weren't form letters that somebody signed, they were
21 letters that were individually written, some a line, some
22 of them three lines, some of them paragraphs, some of
23 them a couple of pages. And you know that never has
24 happened to me before. So seldom do people say thank
25 you.

8
1 And so as much as I appreciate the watch and the
2 plaque, I really appreciated the "thank you" more, not
3 so much on a personal basis, although I appreciate that,
4 but because it meant that your members and the dairymen
5 in this country knew that an action had been taken, an
6 action that was in their interest for a program that's
7 important to them, and out of that stemmed support for
8 it, and so I want to thank you for that.

9 Now, finally, this is not on the program and I may
10 be presumptuous in doing this, but an award was made to
11 me here, and I got just a little wind that there might
12 be a plaque just before I left, and so I thought I might
13 make a little award here tonight, if you'll indulge me --
14 not an award but just something to the Vice-President.
15 Believe it or not, and I guess I'm -- I think -- I'm
16 sure I'm not really the type, but I've written a book.
17 I don't mention that because I hope you'll buy it. I'm
18 not suggesting that. I won't object if you do, but that's
19 not the idea of the game. I wrote a book that's been the
20 product of a lot of thought and it's come from the heart.
21 It isn't out yet but I've gotten some early copies from
22 the publishers. The name of the book, and I think it's
23 quite pertinent the things we see about us, is "World
24 Without Hunger". And in the flyleaf, I've written this:
25 "To Hubert Humphrey, a creative, innovated architect of

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1 great ideas. If one day we build a world without hunger,
2 you will have been a prime mover in that great accomplish-
3 ment. With great affection, from your friend, Orville
4 Freeman."

5 VICE-PRESIDENT HUMPHREY: Well, thank you, Orville.

6 (Applause.)

7 Thank you, thank you, thank you very much. Thank
8 you.

1A 1 MR. NELSON: You know, as I look out over this
2 standing room only crowd in this great hall of dairy
3 farmers and their wives and guests from this great area
4 of Associated Dairymen which begins at the Canadian
5 border and goes to the Gulf of Mexico and extends from
6 the Appalachians to the Rockies, I'm reminded of a truism
7 that my mother ingrained -- and incidentally she's here
8 tonight -- ingrained upon my memory so that I'll never
9 forget it, it's one that's familiar to all of you, and
10 that is that actions speak louder than words. And I say
11 that this record breaking crowd we have here, not only
12 displays your concern with the transaction of business
13 which this first annual meeting of Associated Dairymen
14 is concerned with, but is a tribute to our distinguished
15 guest.

16 I want to give you just a little biographical data
17 here. He was born May 27, 1911 in Wallace, South Dakota.
18 He was educated in Dolan, South Dakota, in the public
19 schools and at the Denver College of Pharmacy. He attend-
20 ed the University of Minnesota where he received a Bachelor
21 or Arts Degree in political science and was a Phi Beta
22 Kappa. How about that? He also received a Master of
23 Arts Degree in political science from Louisiana State
24 University. He was elected mayor of Minneapolis in 1945,
25 re-elected in 1947 and elected to the United States

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1 Senate, the greatest deliberative body in the world, in
2 1948, re-elected in 1954 and 1960, and as you all know,
3 he was elected Vice-President of the United States in
4 1964. He's a member of the United Church of Christ
5 Congregationalist, and his home is Waverly, Minnesota.

6 Now, I have two typewritten -- pardon me -- type-
7 written pages here of his duties and responsibilities
8 in addition to those of vice-president, and I say that
9 that is the best testimony as to his concern with our
10 problems and his awareness of those problems.

11 Now, you all know that I and other people here and
12 in the audience have over a long period of years gone to
13 Washington to discuss our problems with national legis-
14 lative leaders and those in the executive branch, and I
15 want to say to you that I would be less than candid if
16 I didn't say this: And that is, unequivocally, that he has
17 displayed the greatest knowledge of agriculture, agri-
18 cultural economics and foreign trade of any national
19 leader in a long series of great national leaders, both
20 legislative and executive.

21 I don't know that he would want or takes any par-
22 ticular pride of authorship, and I don't know that he's
23 even aware of it, but it was due to a conversation that
24 several of us here tonight had with him that Associated
25 Dairymen was born. He has suggested many solutions to

our problems, which we are only beginning to implement
and for which many of us receive undeserved credit.

And so it is now my high honor and great privilege
to present to you as proud Americans a great proud
American, the Vice-President of the United States,
Hubert H. Humphrey.

1 ADDRESS BY THE HONORABLE HUBERT H. HUMPHREY,
2 VICE-PRESIDENT OF THE UNITED STATES.

3 Thank you. Thank you. Thank you. Well, thank
4 you very much, Harold. Thank you for one of the most
5 generous introductions that any man could ever have,
6 and thank you for saying it in the presence of the
7 Secretary of Agriculture and the Assistant Secretary
8 of Agriculture, because I want you to impress upon them
9 what a good fellow I am.

10 Adlai Stevenson, who had that keen sense of wit,
11 used to say that flattery is all right if you don't
12 inhale it. And while Harold was up here talking, I was
13 just breathing deeply all the time, just like I was going
14 to take a ten mile hike, because I liked everything he
15 had to say.

16 May I first of all just make note of what Dave Parr
17 said to me. While you were talking, we were whispering
18 a bit. Of course I was listening to all the good things
19 you said. I understand that this is the first meeting
20 where Harold's mother has ever been in attendance while
21 he has been presiding or functioning in this important
22 role, and if that's the case, I think we ought to have
23 his mother stand so we can say hello to her.

24 (Applause.)

25 Harold, I guess I'm just one of those fellows

1 that thinks that every day ought to be Mother's Day,
2 and you surely have a fine looking, wonderful mother.
3 I want to pay my respects to her tonight.

4 And I want to also just say another public hello
5 and thank you to Dave Parr and to Jim Reeves and to all
6 of the officers of the Associated Dairymen. And now
7 that I have a chance to just thank Orville Freeman, my
8 long time friend, distinguished public servant, brave
9 both in peace and war, for his book and for the inscrip-
10 tion in that book. And I don't care, Orville, if I --
11 you may not want to put in a pitch for people to buy it,
12 but I think it must be a good book. You wrote it. And
13 what's more is since you gave me a copy, I am going to
14 endorse it. Now, both you and the Mayor almost endorsed
15 me tonight. I said, "Almost". I don't want to get the
16 Secretary in any trouble. I don't want to cause the
17 Mayor any trouble. I know that to be Secretary of
18 Agriculture, from what I've seen Orville Freeman go
19 through, is enough trouble without me adding to it. And
20 I've been mayor of Minneapolis, and I know that's enough
21 trouble without the Vice-President coming out here adding
22 to it, but I sure do want to thank you two fellows for
23 the nice things you said. I believe every word of it
24 and I just love it.

25 I've heard tonight and, of course, knew before, the

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1 significance of this organization, its great membership
2 of over forty thousand Grade A farmers, dairy farmers,
3 some sixteen states represented all the way from the
4 Canadian border to Mexico, and as it was said, the
5 Appalachians to the Rockies. I'd just like to put it
6 in, from Minnesota to Texas. I still like to kind of
7 keep talking about that. I really ought to say from
8 Texas to Minnesota, but I've been working on the idea,
9 at least from Minnesota some place down the line.

10 And what a great and wonderful organization to
11 visit and to have an opportunity to address.

12 Orville, you received a watch here tonight. I
13 never heard anybody give a more direct suggestion than
14 you received tonight from Dave Parr. I don't think he
15 told you that there's an alarm on that watch. That thing
16 is set to go off every three months. The only thing is,
17 Dave, you really didn't need to spend that much money for
18 that alarm, Orville Freeman knows you'll be in every
19 three months, alarm or no alarm.

20 What a wonderful thing it is to have an organization
21 like this where the officers are constantly mindful of
22 the membership, and they are, I can tell you, when they
23 miss Freeman, they get me. And when they miss the
24 Secretary and the Vice-President, they go over and
25 knock on the door of the White House. And I notice

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1 there's somebody on this board from Texas. They do
2 get around, I'll tell you. And what a job that the
3 officers have been performing for the dairymen of the
4 Associated Dairymen, Incorporated. You can be proud
5 of them. They didn't ask me to say this. I get no
6 special reward. I just want you to know I've been in
7 Washington a long time, and I know the difference between
8 somebody that's loafing on the job and somebody that's
9 really working on the job, and you have some workers,
10 and they've been doing the job for you.

11 (Applause.)

12 I also noted, Secretary Freeman, that you got this
13 award unanimously. Gee, that's a happy thought. I was
14 -- I was wondering how I even got invited here. There's
15 a story that is somewhat appropriate for this occasion
16 about how you get invited to meetings, and since most of
17 us in public life are rather controversial, to say the
18 least, they tell this story about the fellow that owned
19 a factory and he had a union in the factory and the
20 manager became very ill and he went off to the hospital,
21 and he was lying in bed there for about a week and no-
22 body had called on him, he never got a letter, didn't
23 get a card. He wasn't like the Secretary, getting five
24 thousand thank yous or something, just nobody paid any
25 attention to him, and the second week went by and finally

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1 the union officers had a meeting of the executive board,
2 and they thought it just didn't look right that no one
3 had called on the boss or even done anything for him, and
4 so they had quite a discussion at the council meeting of
5 the executive board, and finally they passed a resolution
6 and it read something like this: "The Executive Board
7 of Local 100 has met and duly considered your condition
8 and situation and by a vote of eight to seven, we wish
9 you a speedy recovery."

10 Dave Parr tells me that's the way I got invited. I
11 sure want to thank Jim Reeves for casting the deciding
12 vote.

13 Well, I'm not going to tell you tonight how to run
14 a dairy farm. I really don't know. I would have liked to
15 have crowded in just a little bit about being a farmer.

16 Orville Freeman and Hubert Humphrey have been having a
17 great time in their friendship in public life as we've
18 went out, as we've gone across the State of Minnesota
19 when we were both campaigning, tried to sort of identify
20 ourselves with farmers. We seldom tried to do it on the
21 same platform on the same night, however, because we'd
22 start to tell on each other. But he did insist that he
23 did do some farming, and I'm not here to deny it even if
24 the facts are to the contrary. I just will not do it.
25 And he speaks of his Scandinavian background, and of course

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1 he figures that I'll get up here with the name
2 Humphrey and not be able to claim that I'm part
3 Scandinavian. Well, I want to talk about my Norwegian
4 grandmother and grandfather. I used to go up to their
5 farm, too. But I do want you to know that I did as
6 little milking as possible, just in case you're interested.
7 I'm a humane fellow. I figured that both grandfather
8 and the cows were having it tough enough without me fool-
9 ing around.

10 So tonight I'm not going to take your time on trying
11 to tell you how to farm and how to run a dairy farm, even
12 though I do know this, that there isn't any part of
13 American agriculture, any section in it or sector that
14 is more complicated, more demanding, more costly that
15 requires a greater degree of efficiency and professional
16 competence and management than dairy farming. We know
17 that. And we also know that the dairy farmer historically
18 has been a great steward of the soil, a conservationist
19 at heart as well as a producer, and those of us that
20 come from states like Minnesota and Wisconsin where
21 dairy farming has been a traditional part of our agri-
22 cultural economy, I think have a rather special feeling
23 about the dairy farmer. Of course we know that it's
24 changed a great deal. What hasn't? We know that it
25 requires vast investments and indeed almost everything

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1 today requires that there be a bigger operation and
2 that it be better. It's highly competitive, not only
3 within itself but with other products, and while I know
4 that much about it, I think at that I'll stop, because
5 the best I can say today is where we live, and I was a
6 little delayed getting down here because I was talking
7 to Mrs. Humphrey and my youngest son, the best I can
8 tell you is that we had one ram and four ewes and eight
9 lambs. That's the total amount of my farming capacity
10 as of now. And my young son said that they had just had
11 the sheep sheared, and I said, "Well, how did they come
12 out?" He says, "I think I got forty-five dollars worth
13 of wool." And he said, "That'll just about pay for the
14 feed, Dad, for the winter." And then he said to me,
15 "But I'm not doing bad", he said, "I've at least been
16 breaking even. Can you find any farmers that are doing
17 that good, Dad?" And I said, "I'm talking to the
18 Secretary of Agriculture tonight, son, we'll see if we
19 can't do a little bit better for you."

20 (Applause.)

21 I think I'll give him a watch, too. You know you
22 really did the right thing. You shouldn't have both of
23 us on the same platform tonight. I want you to know how
24 this fellow got elected governor of Minnesota. He went
25 around and he had a radio program in which he had an

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1 alarm clock, and he'd had that blamed old alarm clock
2 just ringing like blazes over that microphone. He'd
3 say, "It's time to wake up Minnesota." So now you've
4 got him awake with that watch. I knew -- I knew it
5 would come home to haunt him. Well, he awakened Minnesota,
6 and tonight it's quite apparent that he has awakened your
7 affection and your respect for him, and I want to pay
8 Orville Freeman a deserved tribute. I don't know of a
9 single person that I've ever met in all of my life that
10 works harder for other people, that takes on the tough
11 jobs and does a better job fulfilling those assignments
12 than the man that you've honored tonight, the Secretary
13 of Agriculture, Orville Freeman.

14 (Applause.)

15 Now, let's talk about our country. We're farmers,
16 yes, some of us. Some of us are city dwellers. Some of us
17 are in public life. You heard that I was even a pharmacist,
18 which is true, and if you ever get up to Huron, South
19 Dakota, stop into Humphrey's Drug Store. We need the
20 business. I would like to have you come up there. And
21 we have worked all of our lives with farm people. But
22 I think one thing is quite clear today, that whether
23 you're a farmer or a laborer, whether you're a business
24 man or a teacher, that above all what you are is an
25 American. You're a citizen with all of the concerns and

1 all of the great pride that comes with this citizenship
2 of ours, with all of its privileges and all of its
3 responsibilities, and I want to talk to you in the
4 broader context tonight of our citizenship and some of
5 the responsibilities that we face and some of the con-
6 cerns that are ours.

7 I think our country's attention has been pretty
8 much centered in recent days, at least, on what is being
9 called the crisis of the cities, and this is understand-
10 able. Earlier this spring, for example, when the as-
11 sassin's bullet struck down Dr. Martin Luther King,
12 flames literally rose from more than fifty American
13 cities in violence, in emotion, in passion and in law-
14 lessness. And many of the street busses, for example,
15 in the nation's capitol haven't been running this week
16 because one night recently seven bus drivers were held
17 up, robbed and one of them was killed. These are sad
18 developments, not to be condoned, but to be recognized
19 and to put us on the alert.

20 Statistics show that a thirty-five per cent sub-
21 employment rate exists in the big city slum areas. I can
22 talk to you tonight about this because only twenty-four
23 hours ago I was in New York City. Last night at 1:30
24 a.m., I arrived in Watertown, South Dakota. This morning
25 I journeyed by car from Watertown to Clark, South Dakota,

1 into Dolan, South Dakota, a little town of less than
2 six hundred where I delivered the commencement address
3 to a graduating class of forty-eight seniors in my old
4 home town, and I've never seen young people that looked
5 more beautiful. I've never seen greater spirit. How
6 proud I was of that school and the people there, over
7 two thousand people in the auditorium and in the immed-
8 iate environment in a little community. It serves many,
9 many farm families and village and town families. And
10 I couldn't help but think about, even though it was dif-
11 ficult to live on the plains, that maybe there was some-
12 thing more rewarding than living in the hot pressure and
13 the emotional tension of some of our great metropolitan
14 areas. I mention this because of the contrast when you
15 drive through Harlem, for example, and then drive through
16 a community in your state of, let's say, ten or twelve
17 or fifteen thousand or twenty-five or fifty thousand.

18 People that are under-employed represent waste and
19 trouble. People in the areas of the slums are living in
20 buildings that you wouldn't use for cow sheds, and I'm
21 afraid if you did, the health inspector would come on out
22 and say, "You'd better rebuild or you can't market your
23 product." Surely your milk wouldn't be certified if the
24 same conditions existed that I have seen in city after
25 city across this land.

1 Even in the best part of town, even in the great
2 cities, people crawl back and forth to work through
3 traffic jams. The air, regrettably, is being more and
4 more polluted; so is the river or the lake. Think of
5 the beautiful Potomac River, so polluted that it will
6 take at least another generation to cleanse it even under
7 the most -- the most -- well, the most dramatic program
8 and expensive program that we could contemplate. The
9 garbage may or may not be picked up because of a dispute,
10 and teachers may or may not be in a classroom because
11 they are demanding wages as high as the garbage collectors
12 already get. Strange, isn't it, but it's a fact.

13 Now, this is the caricature or the picture of the
14 elements of today's urban crisis. Now, I know that much
15 of the great city is lovely. I was down Fifth Avenue
16 and Park Avenue and Lexington and Madison Avenue in New
17 York City just a day ago -- beautiful buildings, much
18 of it so beautiful, but within the shadow of those build-
19 ings is trouble, tension, crisis. There is a crisis, a
20 high fever, of dissatisfaction, discontent and shame in
21 all too many areas of America's cities; and now the
22 crisis we know has to be met. We cannot live this way
23 for long without having even more trouble.

24 And there are two things to be said about it, which
25 are being said, I'm afraid, too little or recognized a

1 little too late. One is that many of the urban problems
2 have close parallels in our rural areas. Secretary
3 Freeman has been trying to tell the Cabinet of the United
4 States, the Cabinet in which both of us sit, that much
5 of the urban crisis today starts in rural America, just
6 like the floods on the great rivers start upstream. We
7 make a great mistake when we recognize the city's problem
8 as a crisis because they are concentrated and then pay
9 too little attention to the equally acute, scattered
10 crisis in rural America. We see the city crisis because
11 there is a daily newspaper that reports it every day,
12 because there is a concentration of people that explode
13 every so often, because the television camera focuses in
14 on the vast slum areas.

15 But, ladies and gentlemen, there are more poor
16 people in rural America today than there are in urban
17 America, and there are more poor whites than there are
18 poor blacks. Poverty knows no region, and it knows no
19 race. When you're poor, you're poor. As my Daddy used
20 to tell me, "When you're broke, you're broke, son, and
21 it doesn't make any difference whether you're a Republican
22 or a Democrat." And how right he was.

23 (Applause.)

24 Now, the second observation is that it is high time
25 that we recognize that a significant part of the reason

1 for the crisis of the cities -- and get this figure, and
2 maybe, Mr. Secretary, if I'm in error, you could correct me --
3 that almost eight million people have moved into these
4 overly congested cities from the country in the past
5 seventeen years. And the reasons for that movement do
6 us no credit. They didn't move simply because it was a
7 wonderful, wonderful thing. They moved because they
8 couldn't make it one place and thought they could get it
9 someplace else.

10 The result has been to weaken both the cities and
11 the countryside. What a tragedy what it does to both.
12 Now, as far as I am concerned, we start from here. We
13 can; we can review this past, and it will do us little
14 good. The only time that's important is tonight and
15 tomorrow and from here on out. The question is, what
16 do we do next. I think we recognize that whatever the
17 crisis is, it has to be met. The fever has to be met.
18 But you can't meet this fever or control it with aspirin
19 tablets, political aspirin, momentary pain relievers. The
20 cause or the causes of the fever have to be gotten at,
21 and cured.

22 There is a sickness in these areas, but it is a sick-
23 ness that can be cured. There is only limited and yet,
24 very important, a possibility of moving people out of the
25 cities. Those people in a free country are not going to

1 be shoved around, and they shouldn't be. There won't be,
2 frankly, a great deal of out migration. There may be
3 some. As a matter of fact, there has been a reduction
4 of about a million people in the population of the center
5 city areas in the large United States cities in the past
6 five years. Now, listen to this, a million people have
7 left the center city areas in the last five years. Now,
8 this is a net figure. This is over and above those that
9 have come in, and it hides some facts that are more dis-
10 couraging than promising. During this period over one
11 and a half million white people have moved out of these
12 central city areas, and about six hundred thousand non-
13 whites have moved in. The prospect of an America of
14 black cities and white suburbs is a revolting one that
15 shames what we believe in and what we stand for and is
16 fraught with danger.

17 You cannot have two nations separate and unequal.
18 You can have only what this country has said it stands
19 for all of its history, one nation under God, indivisible,
20 with liberty and justice for all.

21 (Applause.)

22 I appreciate your response to that because many times
23 people say, "Oh, well, that's -- we've heard that before."
24 You can't hear it often enough, any more than you can hear
25 the Lord's Prayer often enough or the Twenty-Third Psalm.

1 We'd better make up our minds in this country what we are,
2 and we'd better make up our mind before it's too late that
3 we must be one people, one nation, and we'd better recog-
4 nize that we are one people in the eyes of God Almighty.
5 And that's why we say, "One nation under God." And we'd
6 better make up our mind that we're indivisible, not black
7 and white, not north and south, not east and west, not
8 rich and poor, but one nation indivisible, because if
9 we're divided, as Benjamin Franklin once said, "We'll
10 either hang together or we'll hang separately." And there
11 are plenty of hangmen let loose in this world today. And
12 then let me remind you that liberty for you will never re-
13 main unless it's liberty for your neighbor. Liberty and
14 justice for all, or it ends up being liberty and justice
15 for none.

16 Now, those are the facts that we Americans must take
17 to heart, much more important than any statistics that I
18 can repeat here, because I happen to believe that these
19 times call for us to think through who we are and what we
20 are and what we stand for. Therefore, I propose to
21 develop during this period between now and the election,
22 which is a vital period to America, and I'm in it, I pro-
23 pose to develop during this campaign period a proposal
24 for doing all that is possible to encourage the future
25 development of American urbanization around smaller cities

1 or complexes of cities where life, at least, has a chance
2 of making more sense by recognizing that most American
3 families want to live beside each other, not as strangers,
4 but as neighbors. They want to live beside each other
5 instead of on top of each other, or underneath each other.
6 They'd like to live and fill up this land with people and
7 families and homes and churches and schools and hospitals
8 and business houses and all that it takes to make a great
9 America.

10 Oh, when I think, and I heard tonight from the
11 Appalachians to the Rockies, this great Mid-America,
12 just waiting, just waiting for Americans to make up their
13 minds to use it. We're not short of space; we're just
14 short of sense. That's all. We have all the space we
15 need.

16 (Applause.)

17 I couldn't help but think the other day -- by the way,
18 I should tell you that the Secretary and the Vice-President
19 are serving and have served this past year on the
20 committee that was set up by the President on what we
21 call the Urban-Rural Balance, and the Department of
22 Agriculture has done more about what I'm talking about
23 here as just a sort of a beginning approach to this
24 problem than any other department in our Government.
25 And later on both Secretary Freeman and Vice-President

1 Humphrey will be out to talk to many people in this country
2 about our findings. There are many seminars and studies
3 taking place on the very subject that we are talking about
4 here tonight.

5 But part of this that interests you and me most is
6 developing an affirmative policy for agricultural America
7 and for small town America that combines all that is best
8 in America's memories and in their dreams. And I think
9 we can do that, and we're doing it in part today with this
10 association playing a highly responsible and leading role,
11 and there is a great deal more, I think, that we can do
12 and a great deal more that we will do. As I said, I
13 propose to do all I can in this campaign and as the -- as
14 President, if that is made my privilege, to assure a
15 recommitment of this country to the principle and principle
16 in practice of full parity, full parity in the marketplace
17 and full parity of opportunity for every son and daughter
18 of every farm family in this land, To have less -- (applause)
19 to have less is to deny the Constitution, which says we
20 shall have equal protection of the laws. Now, equal pro-
21 tection of the laws in this land means an equal opportunity.

22 Now, the Food and Agricultural Act of 1965 proved its
23 worth. Many of you know what a time we had, what a
24 struggle to get this through. And even in that difficult
25 year of 1967 it's proven its worth by turning to profit

1 what otherwise would have been a loss to many American
2 farmers. Secretary Freeman has noted this tonight, and
3 rightly so, and I want to salute you, but I want to salute
4 with you, most of all, the courageous, the determined
5 and persevering "get it past", "get it done" leadership
6 of President Lyndon Johnson and Secretary Orville Freeman,
7 because without them there just wouldn't have been any
8 farm legislation, because I was in the Congress when it
9 passed. I know.

10 (Applause.)

11 I don't know how many times we had to pass that farm
12 bill before we finally got one that we could put together
13 in both Houses, and I remind this audience that it will
14 be tougher in the days ahead. You don't get much copy.
15 People only know about -- a little bit about some of your
16 difficulties. There is very little understanding today
17 in the great American electorate of the problems of
18 American agriculture, even of its accomplishments. Why,
19 there is much more -- there is much more written about
20 hippies in one week than has been written about farmers in
21 a year. And I think more people know more about hippies
22 than they do about farmers right now, and it's not right,
23 and unless we have an educated public, we're not going to
24 have an educated Congress.

25 Unless you have a public opinion that understands

1 what you are up against and what you are seeking to do,
2 you are not going to have a Congress that understands
3 what you're up against and what you're seeking to do,
4 because this is Government of the people, by the people,
5 and it ought to be for all of the people, you included.
6 This is why you need fighting, courageous leadership like
7 your own association and the men that I have cited here
8 tonight. In the past few months our present programs
9 have enabled us to increase dairy price supports to that
10 ninety per cent of parity limit of four dollars and
11 twenty-eight cents. I believe that's it. And we have
12 been able to cut back dairy imports from levels that
13 weakened milk prices and other dairy prices. We recently
14 announced a minimum basic formula price of four dollars
15 and thirty-three cents in most of the Federal order areas,
16 and we continued for another year the twenty cents on
17 class one differentials.

18 Now, those recent milk decisions -- they didn't come
19 easily. Your people, they worked for them. They talked
20 to a lot of us about them, but they were recommended
21 to the President of the United States, who ultimately has
22 the authority under law, by the man that sits to my right
23 and to your left. And those decisions will mean three
24 hundred million dollars more in new dairy farm income in
25 the marketing year that started April 1. I think if you

1 ever had any reason for this association, you have got a
2 three hundred million dollar reason right there, and if you
3 had any reason to honor Mr. Freeman tonight, you had
4 a three hundred million dollar reason right there. Things
5 have happened --

6 (Applause.)

7 But let's make it crystal clear, you didn't get a penny
8 more than you deserved. As a matter of fact, you maybe got
9 less. It's an uphill fight, and I say that because I don't
10 want any misinterpretations. Ninety per cent of parity is
11 ten per cent below what other people are getting, and
12 sooner or later we are going to have to understand that you
13 can't have a three-legged stool in this economy without
14 somebody spilling the milk or tipping over -- should I
15 say, not "tipping", but 'toppling over. You can't have --
16 you can't have business, labor at what they try to keep
17 through their bargaining processes a relative equilibrium
18 and then have that section of the economy called "agriculture"
19 short changed or the short peg in the three-legged stool
20 without somebody falling on a certain part of their anatomy
21 that it becomes a bit uncomfortable after a while if you
22 keep it up.

23 So this is what we're fighting for, and this is what
24 we work for. Now, we know that the Food and Agricultural
25 Act of 1965 can be improved. The two men that are here

1 from your administration, your Government, are the first
2 to recognize it. And we know that it should be and think
3 it should be permanently extended so that "Mr. Farmer",
4 like any other American businessman, can do his planning
5 in advance and not be the innocent victim of a program
6 lapse. I've seen bills lapse in Congress; I've been around
7 that place for twenty years, and I'll tell you that when
8 they lapse, it takes a long time to get them started up
9 again. And imagine what would happen if the farm programs
10 of this country, of this Government, should lapse even for
11 one or two months. With tight credit, with high interest
12 rates, with all of the complexity of present marketing,
13 I think you know exactly what you'd face. So we happen
14 to believe that we can improve what we have, and we
15 welcome your suggestions. We welcome them, and in your
16 letters of thanks include your paragraphs of advice.

17 I don't know what all of those program suggestions
18 should be. I need your help. The Secretary needs your
19 help. The President needs your help. And you're reason-
20 able people. You know that you're not going to get more
21 than you justly deserve, and you're going to have to work
22 awfully hard to get just that. But the public programs
23 can never be enough in our free economy to give the farmer
24 adequate strength in the market place, and it is in the
25 market place where the ultimate decision is made.

1 Therefore, he is going to have to do more about this him-
2 self by organizing and by bargaining, and that's exactly
3 what this association's been doing. You have put to work
4 a good old American principle of organizing and bargaining
5 for your interests, and this is the way this economy works,
6 and I can say to you, there wouldn't be any meeting like
7 this tonight, nor would there be what we've talked about
8 tonight simply because of actions of government. It's
9 because you've had a Government that has been responsive
10 to your requests and your demands, and your requests and
11 your demands have had force because you have been organized,
12 and you've been bargaining even for a better price above
13 what the public law itself would give you.

14 The Associated Dairymen have shown traditionally
15 independent and, boy, are you traditionally independent!
16 I don't know how you got them all organized. Traditionally
17 independent dairy farmers! Some of the extra benefits of
18 co-operation; the standby pool that you set up last Septem-
19 ber is a workable way to provide market stability for your-
20 selves and at the same time to assure buyers that there
21 will be a supplemental source when milk is in short supply.
22 What you have achieved with dairymen in sixteen states
23 offers a good example of what can be done, building on the
24 base, and, I repeat, building on the floor, the base of the
25 Government programs and then building up to guarantee farm

1 producers a greater voice in the market place. Now, that's
2 the new agricultural policy, building from a solid founda-
3 tion of Government policy into the private policy, into the
4 open market, which is your battleground and your area for
5 your negotiation. Now, we all know that there's much more
6 to this than dollars and cents, much more than dollars and
7 cents in combining the spirit of the way you and I grew up
8 with the new strength of a vital American future.

9 What we are really talking about is the quality of
10 life in rural America, the opportunities all children
11 should have; to take advantage of the unprecedented standard
12 of living that America offers today. Young men and women
13 are not going to stay in rural America just because the air
14 is clear or that the skies are a little bluer or the water
15 a little cooler or the breezes a little more sharp. That
16 isn't enough. You've still got to earn a living, and when
17 you have fifty-seven per cent of the American families
18 today with a son or a daughter in college, that son or
19 daughter has tasted something else in life, and they are
20 going to want to come back, if they come back at all, to
21 a modern, vital, lively, exciting, rewarding community,
22 and that's what we have to talk about, and that's what we
23 have to make. So what are we talking about? We're talk-
24 ing about better schools and better hospitals; we're talk-
25 ing about communities that can afford the public services

1 which will attract new industries, where there are new
2 markets and new job opportunities and new income. We're
3 talking about what it takes to make young people want to
4 grow up and stay in the home towns that we love, and we
5 think for good reason, but which have some way become the
6 objects of too many young Americans' contempt and disdain.
7 The drain from rural America into metropolitan America
8 cannot be stopped by law, not in a free country. It can
9 only be changed, may I say, by choice. So what we are
10 talking about is establishing a meaningful freedom of
11 choice where there are -- the magnets have an equal pulling
12 power that permit people to make a decision about the very
13 fundamental matter of selecting a place to live, to have
14 your children, to grow up. That's what it's about, But
15 the best information we have indicates that a majority,
16 indeed more than half of the people now living in cities,
17 would move out if they could. Another figure shows that
18 the number of Americans who would prefer to live on a farm
19 has gone up from eighteen to twenty-seven per cent just
20 in the last two years.

21 Now, if Americans wish to live in cities, those cities
22 should be clean, wholesome and safe. That's the first
23 requirement, and too often, they are not. If they want
24 to live in a small town or on a farm, they should be able
25 to do so and enjoy a maximum standard of living in every

1 way, everything from a theater to a hospital, from a part-
2 time or a full-time job or to full-time farming or part-
3 time farming, everything from pre-school to grade school
4 to high school to a community college to a university.
5 And if we don't have it, the migration from rural America
6 into the cities will continue at an ever-increasing rate
7 which will put this nation in a social imbalance, will
8 intensify the problems of our metropolitan areas and will
9 place on your Government a staggering load of responsi-
10 bility and cost, the figure of which I cannot even contem-
11 plate.

12 Well, the key to a fully developed rural America
13 and one of the most important keys to the dilemma of urban
14 blight which confronts this nation today is economic and
15 social equity for the American farmer. That's the best
16 city program that we have to offer right now, coupled with
17 the great programs of model cities and urban renewal and
18 job training and better education. Now, we haven't found
19 this key yet that is the -- that unlocks the answer box,
20 but we will find it if we keep this one hard fact in mind:
21 it is wrong, I think it's immoral, not to use the full
22 capacity of America's farmers to produce food when there
23 is hunger in America and starvation in the world. "A
24 world without hunger", says a man who knows more about food
25 than possibly any living American. We have the resources;
we have the knowhow; we have the technology to be a vital

1 partner in conquering man's ancient enemy of poverty and
2 hunger.

3 Isn't it interesting we've been talking about healing
4 the sick, feeding the poor and clothing the naked for
5 centuries, and for the first time, my fellow Americans,
6 in the life of man we have the means to do it, and that's
7 why it's so bad that we don't do it. There was once a
8 time where it was impossible because we did not know how,
9 but now we have at least the knowledge and the technology,
10 even if we haven't yet quite found out how to apply it
11 around this world. This country just hasn't yet -- and I
12 say "country", because we are a "Government of the people"
13 -- hasn't faced up to the facts that newborn American
14 babies die of malnutrition in rich America. Now, you can
15 excuse a lot of things, friends, but that we can't, and
16 that as others become toddlers, their minds are being af-
17 fected by the irreversible brain damage that comes from
18 protein deficiency, and milk and cheese are filled with
19 protein, and that a good many of these children never get
20 very much into their heads at school because they don't
21 have enough food in their stomachs at home.

22 Now, ladies and gentlemen, a nation that produced half
23 of the world's production last year, and we did, with six
24 per cent of the world's population, we produced fifty
25 per cent of everything that was produced in the world and

1 consumed thirty per cent of it. I think ~~as~~ we stand
2 tonight before the bar of providential judgment, and we
3 can thank goodness that the jury is still out and that it
4 hasn't brought back in the verdict, giving us time yet to
5 redeem ourselves. Now, we don't know how many of these
6 there are, these unfed. We're not sure, but let me say
7 one thing, one is too many. One is a crime. And we are,
8 of course, doing something about it. We want to do a lot
9 more. We have the School Lunch Program, and it's bigger
10 than ever, and we have a School Milk Program, and it's
11 bigger than ever. We have various commodity distribution
12 arrangements bigger than ever, and we have a Food Stamp
13 Program which this Secretary of Agriculture has magnified
14 and intensified I don't know how many times, a hundredfold
15 or more, that's helped hundreds of thousands of poor
16 families buy food from the shelves of their neighborhood
17 markets, just like anybody else, which gives them a sense
18 of dignity and not to act like supplicants. But you and
19 I know that this is not enough; we know that this is a
20 beginning. Thank God for the beginnings. What we have
21 learned from the beginnings is that we can do the job.
22 The rest is that the world's richest nation, the world's
23 greatest agricultural nation--a diet that is adequate in
24 every way has to be the birthright of every child.

25 And I call upon this association and every other

1 association of decent American citizens to resolve to help
2 their Government, but above all, to resolve to help this
3 economy to assure this birthright, a decent diet, two
4 things that we ought to be able to provide for children,
5 a good education and a decent diet. This is the beginning
6 of opportunity. I can tell you, my friends, that without
7 it, the costs -- the costs of disease and of crime, of
8 unemployment, of bitterness and frustration will mount
9 and mount. There isn't one shadow of doubt, and it can
10 be proved statistically that we can do what needs to be
11 done a whole lot cheaper than we can mop-up the cost of
12 mopping up the violence, the cost of mopping up the crime
13 and the disease. Somehow, some way, we must find
14 throughout this land of ours a public spirit that will
15 permit us individually, collectively, voluntarily and
16 government-wise to do the job of what -- of giving every
17 man his chance. Not every man a relief check.

18 This country does not want to become and should not
19 become a welfare state. It erodes and corrodes the
20 character and the moral fiber of man. We know that, but
21 it ought to be a state of opportunity.

22 As I told a graduating class this morning, Social
23 Security is no longer enough. What we need is social
24 opportunity. That's what young people want. That's what
25 your families want; that's what I want.

1 Well, we know that the full answer lies in the com-
2 plicated process of giving every American the skills and
3 the opportunity he needs to be able to afford an adequate
4 diet. That's what wanted, and we will realize this goal,
5 but it will take time.

6 There are no instant answers, and let me make it
7 clear, any political medicine man that comes around to
8 you and says we can do all these things tomorrow morning
9 or overnight is just that: a political medicine man.
10 The problems that beset this nation now did not happen just
11 yesterday. They have been coming for decades, and they
12 are not going to be answered one night or one morning or
13 in one hour, but we must work at them.

14 The answer is a complicated one, and it involves
15 much more than agricultural policy, and I am not pretending
16 to know all of that answer. Frankly, I don't, and I
17 think it's good to confess that you don't know all the
18 answers. But I do know the next step to finding the
19 answer, and that's to use this period that I spoke of,
20 this campaign period, this educational period, to help
21 make up our national mind that there is no excuse for any
22 American being denied a fully adequate diet and a chance
23 to be a man and to be a woman.

24 And once we do that, we'll be able to muster the
25 organizational skill, the modern food technology and the

1 agricultural resources to do the job. We've always been
2 able to do what was needed to be done when the people
3 understood it, and the result will be new hope for
4 millions of Americans. And isn't that what this country
5 is all about? Hope? The promise of a better day? Life?
6 Liberty? The pursuit of happiness? Isn't that what we
7 said we stood for? And didn't we say those were the
8 natural, the unalienable rights, God given rights? I think
9 so. And if they are God given, man should not deny them.

10 Now, beyond this, there is the same charge upon us
11 as citizens of the world; for as no man is an island unto
12 himself, no parent in the world can disown any child born
13 in that world. Humanity is American agriculture's market.
14 Humanity! And humanity is America's shared concern.

15 This is why the beloved peasant priest, Pope John
16 The Twenty-Third, said, "Where there is constant want,
17 there is no peace."

18 Today I read of Marvin Jones's statement to a con-
19 ference that I'm sure you, Mr. Secretary, attended in
20 Washington, where he indicated that the world's food
21 problems must be solved or there is no hope for peace.
22 And every mother and father in this room prays for peace.
23 And he went on to say, "It does no good to talk to a
24 hungry man about peace and political stability. Feed him
25 first, or better yet, help him feed himself. Then you can

1 talk. An empty stomach knows no reason."

2 We have the means to bring reason to this world, and
3 what our country must stand for in these days now is
4 reason, is responsibility, is restraint and self discipline,
5 and finally is response to human wants and human needs,
6 which is spelled out in one simple, direct word, "action"!

7 I come to the Associated Dairymen to ask you to lift
8 your sights. I know you have. Open your eyes to that
9 broader horizon. Remember that what you want is what
10 other people want. It is not for you to give it to them;
11 it is for all of us to help them find a way to get it for
12 themselves. And it's in this spirit that I come to you
13 tonight, thanking you for who you are, what you have done,
14 what you stand for, and above all, to share a word of
15 praise to this great segment of American agriculture that
16 has done so much for so many and has given this country
17 the greatest resource of food and fiber, food, in this
18 instance, that the world has ever known.

19 I know no people that have saved more lives and done
20 more good for more people that they have never met than
21 the American farmer, who in this past decade and generation
22 has shared of his abundance privately and publicly, shared
23 of it in a way that today millions of people live a better
24 life because you cared and because your Government cared
25 and because you and your Government cared enough together

1 to have that concern for humanity, which is really doing
2 not only the work of man but God's work itself. Thank
3 you very much.

4 (Applause.)

5 CHAIRMAN NELSON: Thank you, Mr. Vice-President.

6 I think you will all agree that the Associated
7 Dairymen's first annual meeting has got off to an aus-
8 picious beginning.

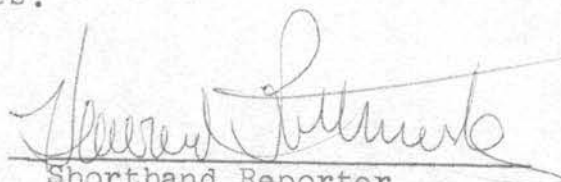
9 I want to remind all of you that the business meeting
10 will convene here in this room tomorrow morning at 9:30
11 a.m.

12 Thank you very much, and good night.

13 (Applause.)

C E R T I F I C A T E

I, HOWARD RITTMASER, do hereby certify
that I appeared at the time and place first here-
inbefore set forth; that I took down in shorthand
the entire proceedings had at said time and place,
and that the foregoing fifty-three (53) pages
constitute a true, correct and complete transcript
of my said shorthand notes.


Shorthand Reporter.

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(Clear with
Blobaum)

DRAFT

Excerpts
Vice President Humphrey
Associated Dairyman, Inc.
Kansas City, Missouri
May 24, 1968

I have four things to say tonight -- and I'll say them

briefly.

* * *

First, the Associated Dairyman and the entire dairy industry have done a magnificent job of service to America. You are turning out a top quality product which has earned you the confidence and respect of the vast majority of American consumers. I salute you for it.

* * *

Second, I think 1968 is the year America must ^{re}commit itself to full parity in the market place for its farmers. I am going to ~~carry that~~ ^{re}message make it my business to carry that message to farm and city people alike in the months ahead.

DRAFT - 2

Full parity ~~will~~ require, first of all, ~~providing~~ improving and extending ^{our} present farm programs.

None of these programs is perfect. But as long as the farmers of America can produce more than we can consume, we are going to need machinery to balance supply and demand -- to ~~blunt~~ ^{blunt} ~~avoid~~ the income-depressing, farm-killing cycle of glut and scarcity.

And I submit to you that the Food and Agriculture Act of 1965, even in the difficult year of 1967, has proved its worth by providing the margin between profit and loss for a great many American farmers.

In the last few months, our present programs have enabled us to increase dairy supports to the 90-percent-of-parity limit of four dollars and 28 cents. We have been able to cut back dairy imports from levels that weakened milk prices. We recently announced a minimum basic formula price of four dollars and 33 cents in most of the federal order areas. And we continued for another year the 20 cents on Class I differentials.

DRAFT - 3

Those recent milk decisions will mean 300 million dollars more in new dairy farm income in the marketing year that started April 1.

The Food and Agriculture Act of 1965 can be improved, and I want you to tell me how. Meanwhile, I think we can all agree that it should be permanently extended so that the farmer, like any other businessman, can do his planning in advance and never be the innocent victim of a program lapse.

Public programs can help protect the farmer. They can provide a floor.

public programs
But ~~they~~ alone can never be enough to give the farmer adequate *in our free economy*
strength in the marketplace. That is something he is going to have to do for *in a sense*
himself -- by organizing and ~~by~~ bargaining.

DRAFT - 4

The Associated Diarymen have shown traditionally independent dairy farmers ^{some extent} the benefits of cooperation. The stand-by pool you set up last September is a workable way to provide market stability for yourselves and at the same time to assure buyers that there will be a supplemental source when milk is in short supply.

What you have achieved ~~in 16 states~~ with diarmen in 16 states offers a good example of what can be done -- building on the base provided by government programs -- to guarantee farm producers ^{a greater} an adequate voice in the marketplace.

* * *

Now, point three ...

I have been talking about a fair deal for the American farmer.

DRAFT - 5

We all know there is more to this subject than dollars and cents.

What we are really talking about is the quality of life in rural America -- the opportunities you and your children have to take advantage of the unprecedented standard of living that America offers today.

We are talking about better schools, better hospitals.

We are talking about communities that can afford the public services which will attract new industries, new job opportunities and new income.

We are talking about a making it possible for rural youngsters to stay in their home towns and still look forward to a full and rewarding life.

DRAFT - 6

And we are talking, too, about freedom of choice in the very fundamental matters of selecting a place to live.

Seventy percent of us now live in cities. A recent Gallup Poll showed, however, that only one-third of our city dwellers would continue to live in cities if they had a choice. Meanwhile, the number of Americans who would prefer to live on a farm has risen from 18 percent to 27 percent since 1966.

If Americans wish to live in cities, those cities should be clean, wholesome, and safe. Today, too often, they are not.

If they want to live in a small town or on the farm, they should be able to do so and enjoy a maximum standard of living in every way. Today, too often, they cannot.

DRAFT - 7

And the key to a fully developed rural America --
and one of the most important keys to the dilemma of urban
blight which confronts this nation today -- is economic equity
for the American farmer. Today, too often, they do not have it.

And I mean to do what I can to see that they do.

* * *

Finally, point four:

In Omaha, a few days ago, I called upon fellow citizens *to put*
once and for all, to
~~end the scourge of~~ hunger in America in the next four years.

That part of my speech didn't get much attention -- probably because
the whole problem of hunger in the United States hasn't been very
much on the public mind.

DRAFT - 8

But the hunger is there, and so are the , , ,

-- babies who die of malnutrition soon after birth;

-- toddlers who suffer irreversable brain damage because

of protein deficiency; *and*

school children at their desks
-- pupils who come ~~to school~~ too hungry to learn.

Just how many Americans suffer from hunger and malnutrition, we don't know. But I say even one is too many.

We have made some significant progress in combating hunger in America over the last seven years with *school lunch and school milk* ~~child-feeding~~ programs, commodity distribution, and more recently through a food stamp program that has helped hundreds of thousands of poor families buy food from the shelves of their neighborhood markets, just like anybody else. This is a good

DRAFT - 9

beginning and we can be proud of it.

But let's face it: In the world's richest nation ... the world's greatest agricultural nation ... a diet that is adequate in every way should be the birthright of each citizen, and it can.

Today it is not.

The long term answer to hunger in America lies in the *complicated* process of giving every citizen the skills and the opportunity he needs to ~~elimination of poverty -- a complicated objective which America~~ *to be able to afford an adequate diet. we will* ~~will, however, eventually realize that goal. But we know it~~ *will take time,*

~~that~~ I don't think we have to wait when it comes to the fundamental business of assuring every citizen enough to eat. ^{Now} ~~How~~ can

I we ^{we} The cost in disease ^{disability} and, yes, discontent ^{is} is just too high when remedies are at hand.

DRAFT - 10

Once we make up our national mind that there is no
excuse for any American to ^{be denied} have ~~less than~~ a fully adequate diet --
and we have not yet made that decision -- we will be able to muster
the organizational skill, the modern food technology and the agricultural
resources to do the job -- quickly.

The result will be new hope for millions of Americans ... new
markets and a new ^{grain} ~~victory~~ for American agriculture¹¹ and new dignity
for our nation.

Thank you.

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