

NOTE: The Vice President's remarks were released to the press, but he was not able to go to Kansas -- still recovering from flu.



FOR RELEASE
THURSDAY PM's
July 18, 1968
Telephone 202/225-2961

REMARKS OF VICE PRESIDENT HUBERT H. HUMPHREY
PREPARED FOR DELIVERY AT RURAL AMERICA DAY
SALINA, KANSAS
JULY 18, 1968

Today I want to discuss some of America's most urgent business -- building a national economy where farm prosperity is a reality . . . and building a rural America that offers the best in modern living and opportunity.

The business activity of small towns and cities is directly tied to conditions in agriculture. Ask an implement dealer, a lumber yard manager, a banker, or any other businessman in a rural community what happens to business when the farmers and ranchers have a bad year. There is a rule of thumb which says that we lose one Main Street business every time six farm families move out.

Agriculture is America's largest single industry.

It supports more families than any other.

Our farmers are the keystone of America's economic strength and food is a source of enormous potential export earnings in a hungry world.

It is time to bring agriculture into the mainstream of our American economy.

* * *

Low farm prices and inadequate income are the persistent symptoms of agriculture's problems.

But we must go further to tackle the basic issues. We have to do more.

. . . about high interest rates and the farm credit shortage;

. . . about expanding markets for farm commodities here and overseas;

. . . about ever-increasing production costs that take the profit out of farming.

This urgent business belongs high on the agenda of the next Administration. And that Administration must be prepared to provide fundamental answers.

I am ready and willing to take the case for agriculture to the American people -- not as a special interest, but as a national interest.

I mean to ask them for a mandate to assure America's farmers the kind of return their productivity and importance deserves.

I'll need your help. You will be choosing more than a new President this fall. You will also be choosing the Congress that will decide whether or not America makes the new departures our farmers need. The composition of that Congress is up to you.

* * *

I believe our first step must be to recognize that we do not now have all the answers to agriculture's problems -- and that no Washington bureaucracy has all the answers either.

The answers will have to be developed with the help of the farmers and their leaders. The President must have their advice before he asks Congress to act.

A few days ago I issued a major statement on my concept of an Open Presidency. In it I called for a greater public contribution before governmental programs reach Congress, and also for greater popular participation when executive departments administer acts of Congress.

I called for the establishment of Councils of Citizens in the Executive Office of the President, in the Department of Agriculture, and in all other major executive departments. I believe the Open Presidency would provide farmers and rural people with a better opportunity to make their case than they have enjoyed in the past.

In addition, we need people with a specific agricultural background permanently located at critical points throughout the government.

-- in the Tariff Commission, which deals with quotas and imports and other farm trade problems;

-- in the Council of Economic Advisers, which counsels the President on taxes, balance of payments, and other economic policy questions;

-- in the Budget Bureau, where spending guidelines are established.

-- in the Department of Transportation;

-- and in the National Domestic Policy Council, I would establish in the White House to provide the same coordination and staffing for domestic programs which the National Security Council provides on foreign policy and national defense issues.

If I am elected, farm people will be there, making sure that agriculture gets the attention it deserves -- regularly.

* * *

Meanwhile . . . as a starter . . . I shall recommend a sizable increase in Farmers Home Administration lending authority to ease the farm credit situation. I shall also continue to urge passage of legislation to enable young farmers to finance land purchases over periods of up to 40 years.

I shall fight for federal tax reform to remove artificial incentives for the movement of non-farmers into agriculture. These investors now enjoy an unfair tax writeoff break which gives them an advantage over independent farmers. Family farmers are efficient enough to compete with anybody, providing the rules are fair. We have an obligation to see that they are.

For the foreseeable future American agriculture will need strong public programs to deal with the difficult problems of maintaining reasonable prices and a balance of supply and demand. I want our basic farm programs improved and made permanent. And I want them adequately funded.

No other important sector of our economy has to come back to Congress time after time to get basic legislation renewed. It is time to end this requirement for farmers too.

We need strategic reserves of major farm commodities. I favor a program that keeps these reserves at common-sense, clearly-defined levels . . .one which specifies how and when they can be released so they do not interfere with the market . . .and one which relies on private inventories for normal business operations.

We also need stronger farm cooperatives. Farmers continue to face serious price problems, both in buying production items and in marketing commodities. We should expand credit for all farm cooperatives, including the rural electrics, and insist on a more extensive public effort to build and strengthen them.

We need to build new export markets for our farm commodities. More sales of wheat, corn and soybeans, and their products, abroad mean more acres opened up for production here at home.

I have urged a foreign policy of reconciliation and peaceful engagement with the Soviet Union and Eastern Europe -- and with China when it chooses to rejoin the community of nations.

In the years ahead, I am convinced that such a policy can pay real dividends -- not only in peace for our children, but in important new markets for American farms and industries.

Meanwhile, America has an obligation to escalate the War on Hunger, both in our own country and around the world.

The unparalleled productivity of American agriculture has enabled this nation to wage a War on Hunger abroad. American food has saved millions of children from permanent mental and physical injury. It has saved hundreds and thousands of lives. It has been one of America's proudest contributions to world peace, one we can and must expand in the future.

Here at home -- given our national wealth and prosperity . . .given our agricultural productivity and abundance -- no pretext can justify the fact of hunger, malnutrition, or starvation.

Food stamp and commodity distribution programs must be put into operation in every county where severe problems of hunger exist. School lunches must be provided on a year-round basis for needy children as rapidly as possible.

The time has come for a simple and direct declaration of national policy: every American must be provided enough to eat. This is not a matter for debate or argument. It is simply a question of basic humanity and concern for our fellow man . . . a national obligation we must now meet.

And let me emphasize an important part of that obligation: our farmers must get a fair price for what is nothing less than a major contribution to peace -- here and in the world.

Even if we can win these improvements for our farmers, the lasting health of American agriculture must depend on what farmers can do for themselves. That means bargaining power.

I am ready to work with you and for you on new concepts in farm bargaining power.

Farmers need bargaining power. They want it. And they should have the right and opportunity to use it.

* * *

Finally, I want to point out that we can make additional strides in increasing the commercial demand for food through a vigorous program to stimulate the American economy. New jobs and new income mean increased consumption of food -- and of better food.

* * *

I have spoken today about bringing agriculture into the American economic mainstream.

But 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 making it possible for rural youngsters to stay on the farm, stay in their home towns and still look forward to a full and rewarding life.

Today, for every 175 rural youngsters who reach working age there are fewer than 100 jobs. This year about 200 thousand of those young Americans will leave home and go into the city. Their departure will make rural America a poorer place. Their leaving will not only separate them from their families but weaken our rural communities -- weaken them spiritually as well as economically.

I am for giving those youngsters -- and every other American -- a choice about where to live, where to work, where to raise their families.

If they wish to live in the 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.

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.

I have given you the facts as I see them.

This nation has a great debt to the American farmer and it is not being adequately repaid.

It will be repaid only when farm families have the security and opportunities that are the birthright of all American families.

It will be repaid only when America assures its farmers the same economic chance that others in our economy enjoy.

That is my cause.

I think it can be won in the next four years.

I ask your help.

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NEWS FROM

UNITED DEMOCRATS FOR HUMPHREY

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Thursday, July 18, 1968

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U-181

VICE PRESIDENT HHH ASKS ECONOMIC EQUITY FOR AMERICAN FARMER

Washington, D. C., July 18 -- Vice President Hubert H. Humphrey promised today that the American farmer would play a vital new role in his administration.

The Vice President outlined his program to give America's farmers "the same economic chance that others in our economy enjoy."

Expanding on his "open presidency" idea, he suggested that "people with a specific agriculture background" be located at "critical points throughout the government."

The Vice President's proposals were prepared for delivery today at Rural America Day in Salina, Kansas. The text of his major farm pronouncement was released as a policy statement when the trip, which was to take him to Kansas and Missouri, was cancelled at the direction of his personal physician, Dr. Edgar Berman.

The Baltimore physician insisted that the Vice President rest over the weekend in order to recover fully from his recent bout with the gripe.

Announcing cancellation of the Midwest trip, Humphrey's press secretary, Norman Sherman, said the Vice President would return to a full schedule beginning Monday with trips to New York, San Francisco, Los Angeles and Salt Lake City.

"Agriculture is America's largest single industry," stated the Vice President, who insisted that "this nation has a great debt to the American
(more)

farmer and it is not being adequately repaid."

Calling for "the security and opportunities that are the birthright of all American families," the Vice President proposed Councils of Citizens to look after farm interests in these areas:

- In the Tariff Commission, dealing with quotas, imports and farm trade problems;
- In Council of Economic Advisors counseling on taxes, balance of payments and other economic policies;
- In the Budget Bureau establishing spending guidelines;
- In the Department of Transportation;
- In the National Domestic Policy Council providing the same "coordination and staffing for domestic programs which the National Security Council provides on foreign policy and national defense issues.

Among other steps which the Vice President outlined "in order to take the case for agriculture to the American people," was a "sizable increase" in the lending authority of Farmers Home Administration to ease the farm credit situation.

He promised that he would "fight for federal tax reform to remove artificial incentives for the movement of non-farmers into agriculture," who he said now enjoy an unfair tax write-off which gives them an advantage compared to independent farmers.

The Vice President promised that he would push for basic legislation calling for strategic reserves of major farm commodities, stronger farm cooperatives, and new export markets for our farm commodities.

"America has an obligation to escalate the war on hunger," the Vice President said, urging food stamp and commodity distribution programs in "every county where severe problems of hunger exist."

(more)

The Vice President urged "new concepts in farm bargaining power" which he underscored, farmers need and "they should have the right and opportunity to use it."

Following are excerpts from the Vice President's remarks:

(more)

REMARKS BY

VICE PRESIDENT HUBERT H. HUMPHREY

PREPARED FOR DELIVERY AT

RURAL AMERICA DAY

SALINA, KANSAS

JULY 18, 1968

Agriculture is America's largest single industry.

It supports more families than any other.

Our farmers are the keystone of America's economic strength and food is a source of enormous potential export earnings in a hungry world.

It is time to bring agriculture into the mainstream of our American economy.

Low farm prices and inadequate income are the persistent symptoms of agriculture's problems.

But we must go further to tackle the basic issues. We have to do more

-- about high interest rates and the farm credit shortages;

-- about expanding markets for farm commodities here and overseas;

-- about ever-increasing production costs that take the profit out of farming.

This urgent business belongs high on the agenda of the next administration. And that administration must be prepared to provide fundamental answers.

I believe the open Presidency would provide farmers and rural people with a better opportunity to make their case than they have enjoyed in the past.

In addition, we need people with a specific agricultural background permanently located at critical points throughout the government.

-- in the Tariff Commission, which deals with quotas and imports and other farm trade problems;

-- in the Council of Economic Advisers, which counsels the President on taxes, balance of payments, and other economic policy questions;

-- in the Budget Bureau, where spending guidelines are established.

-- in the Department of Transportation;

-- and in the National Domestic Policy Council.

I would establish in The White House to provide the same coordination and staffing for domestic programs which the National Security Council provided on foreign policy and national defense issues.

If I am elected, farm people will be there making sure that agriculture gets the attention it deserves -- regularly.

Meanwhile...as a starter...I shall recommend a sizeable increase in Farmers Home Administration Lending Authority to ease the farm credit situation. I shall also continue to urge passage of legislation to enable young farmers to finance land purchases over periods of up to 40 years.

I shall fight for federal tax reform to remove artificial incentives for the movement of non-farmers into agriculture. These investors now enjoy an unfair tax writeoff break which gives them an advantage over independent farmers. Family farmers are efficient enough to compete with anybody, providing the rules are fair. We have an obligation to see that they are.

For the foreseeable future American agriculture will need strong public programs to deal with the difficult problems of maintaining reasonable prices and a balance of supply and demand. I want our basic farm programs improved and made permanent. And I want them adequately funded.

No other important sector of our economy has to come back to Congress time after time to get basic legislation renewed. It is time to end this requirement for farmers too.

We need strategic reserves of major farm commodities. I favor a program that keeps these reserves at common-sense, clearly-defined levels...one which specifies how and when they can be released so they do not interfere with the market...and one which relies on private inventories for normal business operations.

We also need stronger farm cooperatives, farmers continue to face serious price problems, both in buying production items and in marketing commodities. We should expand credit for all farm cooperatives, including the rural electrics, and insist on a more extensive public effort to build and strengthen them.

We need to build new export markets for our farm commodities. More sales of wheat, corn and soybeans, and their products, abroad mean more acres opened up for production here at home.

The time has come for a simple and direct declaration of national policy: Every American must be provided enough to eat. This is not a matter for debate or argument. It is simply a question of basic humanity and concern for our fellow man...a national obligation we must now meet.

And let me emphasize an important part of that obligation: Our farmers must get a fair price for what is nothing less than a major contribution to peace -- here and in the world.

Even if we can win these improvements for our farmers, the lasting health of American agriculture must depend on what farmers can do for themselves...That means bargaining power.

I am ready to work with you and for you on new concepts in farm bargaining power.

Farmers need bargaining power. They want it. And they should have the right and opportunity to use it.

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.

This nation has a great debt to the American farmer and it is not being adequately repaid.

It will be repaid only when farm families have the security and opportunities that are the birthright of all American families.

It will be repaid only when America assures its farmers the same economic chance that others in our economy enjoy.

That is my cause.

#

DRAFT

disappointed but

one man was disappointed
than any of you.

Why he wanted to
come to Salina

every morning to a farmer

crop than why is to REMARKS
an answer

VICE PRESIDENT HUBERT HUMPHREY

RURAL AMERICA DAY

SALINA, KANSAS

JULY 18, 1968

Del by messenger

no patch + print
no grocery bill
+ para before.

Today I want to discuss some of America's most urgent
business building a national
an economy where farm prosperity is a reality
... and a rural America that offers the best in modern living and
opportunity.

A farm-city audience is the right place to talk about farm
prices and income. The business activity of small towns and
cities -- places like Salina and McPherson and Abilene -- is
directly tied to conditions in agriculture.

Considerable local initiative 1964
Civ. work force is greater than was - in both ag +
non-ag.
Unemployment is about half what it was
when war closed

While we recognize that there's been
hardship.

It has seen many times in the past
few months place
place.

Ask an implement dealer, a lumber yard manager, a banker,
or any other businessman in a rural community what happens to

business when the farmers and ranchers have a bad year. ~~In Ireland,~~

There is a rule of thumb ~~that~~ which says
~~South Dakota, we used to figure that we'd lose one main street business~~

every time six farm families moved out. We knew very well what

In farm prices meant ~~to~~ Humphrey's Drugstore, *what we knew very well*
what farm prices meant.

Agriculture is America's largest industry.

It supports more families than any other.

Our farms are
~~It is the keystone of America's economic strength and a~~ *food is*
source of enormous potential export earnings in a world where
hungry
food is scarce.

~~It is time America's agriculture got the attention it deserves.~~

~~And it is time to stop short-changing our farmers and their~~ (?)
families and the small towns and cities where they do business.

It is time to *bring* agriculture *part* into
off the mainstream of ~~the~~ American economy. X

① Not paint & patches.

They are an effort to
make farmers
participating
members or
all hands.

Reach its place as full participant.
wants to stand on our feet.

Full oppy. to make most of yourself.

Low farm prices and inadequate income are the ^{persistent} ~~well-known~~ symptoms of our problems in agriculture's ~~problems~~.

But we must go further to tackle the basic issues. We have to do more about high interest rates and the farm credit shortage, ... about expanding markets for farm commodities here and overseas ... about stopping non-farmers from using tax writeoffs to gain control of major segments of agriculture ... about ever-increasing production costs that take the profit out of farming ... and about supply buildups of wheat and other commodities resulting from rapid adoption of new technology.

This urgent business must be high on the agenda of the ^{next} ~~Administration that takes office next January~~. And that Administration must be prepared to provide fundamental answers, ^{not} ~~not~~ just paint and patches ^{to} ~~to~~ keep American agriculture ^{from} ~~from~~ this side of collapse.

- ② New concept of an open presidency
- ③ make farm program permanent.
- ④ want efficient family farm to survive, not just a stop-gap program.
- ⑤ lots of people talk about far change.

Real answers won't be popular with everyone ...
particularly if they mean a few cents more on the family
grocery bill.

But I am ready and willing to take ~~on this fight~~ ^{the case}.

I mean to ~~take the case~~ ^{take} for agriculture to the American
people -- not as a special interest, but as a national interest.

I mean to ask them for a mandate to assure America's farmers
the kind of return their productivity and importance deserves.

I'll need your help. You will be choosing more than a
new President and ~~(NOTE) a new Secretary of Agriculture~~ this
fall. You will also be choosing the Congress that will decide whether
or not America makes the new departures our farmers need. The
ⁱⁿ composite of that Congress is up to you.

• • •

I believe our first step must be to recognize that we do not now have all the answers to agriculture's problems -- and that no Washington bureaucracy has all the answers either.

The answers will have to be thrashed out ^{development with the help of} by the farmers ^{and their leaders} the government, and all other interested citizens. The President must have their advice before he asks Congress to act.

A few days ago I issued a major statement on my concept of an Open Presidency. In it I called for a greater public ^{consultation} ~~participation~~ before governmental programs reach Congress, and also for greater popular participation when executive departments administer acts of Congress.

I called for the establishment of Councils of Citizens in the Executive Office of the President, in the Department of Agriculture, and in all other major executive departments. I believe this kind of Open Presidency would provide ^{and rural people} the farmers with a better opportunity to make their case than they have enjoyed in the past.

In addition, we need people with a specific agricultural background permanently located at critical points throughout the government:

-- on the Tariff Commission, ^{which} ~~the quasi-judicial body that~~ deals with quotas and imports and other farm trade problems;

-- on the Council of Economic Advisers, ^{which} ~~the influential group that counsels the President on taxes, balance of payments, and other economic policy questions;~~

-- in the Budget Bureau, ^{where} ~~the agency that influences policy by establishing spending guidelines and making cuts.~~ ^{as entitled.}

If I am elected, ^{from} ~~these~~ people will be there, making sure that agriculture gets the attention it deserves -- regularly.

* * *

as a starts...
Meanwhile ... I shall recommend a sizeable increase

in Farmers Home Administration ~~lending to cut interest~~

~~rates and~~ ease the farm credit situation. I shall also ~~insist~~ *continued to urge*

✓ on passage of legislation to enable young farmers to finance

land purchases over periods of up to 40 years.

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Finally, ~~we~~ ^{we} need to build new export markets for our farm commodities. More sales of wheat, corn and soybeans, ^{and their products} abroad mean more acres opened up for production here at home.

I have urged a foreign policy of reconciliation and peaceful engagement with the Soviet Union and Eastern Europe -- and with China when it chooses to rejoin the community of nations.

In the year^s ahead, I am convinced that such a policy can pay real dividends -- not only in peace for our children, but in important new markets for American farms and ^{business} industries.

Meanwhile, America has an obligation to escalate the War on Hunger, both in our own country and around the world. ~~And~~ we have an obligation to see that our farmers get a fair ^{price} return for what is nothing less than a major contribution to world peace. ^{I used A}

The time has come for a simple and direct declaration of national policy; ^{policy} American must be provided ^{enough to eat}. There is no room for debate or argument; it is a single question of basic humanity and common sense.

9 (A)
The unparalleled productivity of American agriculture has

enabled this nation to wage a War on Hunger abroad. American food has saved millions of children from permanent and mental and physical injury. It has saved hundreds and thousands of lives. It has been one of America's proudest contributions to world peace, one we can and must expand in the future.

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