

REMARKS BY SENATOR HUBERT H. HUMPHREY

GROCERY MANUFACTURER'S ASSOCIATION

WASHINGTON, D. C.

AUGUST 9, 1972

I WANT TO TALK TO YOU TODAY ABOUT MATTERS THAT ARE
SURELY ON YOUR MINDS AND ALSO ON THE MINDS OF MILLIONS OF
AMERICANS -- ECONOMIC CONDITIONS, CONSUMER AFFAIRS, AND
NUTRITIONAL PROGRAMS.

GROCERY MANUFACTURE ASSOCIATION MEMBERS HAVE A REAL
STAKE IN THESE ISSUES, FOR:

-- A GOOD BOOMING ECONOMY IS GOOD FOR BUSINESS, GOOD
FOR COMPANY GROWTH, AND GOOD FOR PROFITS.

-- A POSITIVE CONSUMER PROGRAM BUILDS CUSTOMER
CONFIDENCE, DISPELLE FEAR THAT CONSUMERS AREN'T GETTING WHAT
THEY ARE PAYING FOR, AND CAN LEAD TO PURCHASING HABITS THAT
MIGHT JUST MAKE A CUSTOMER FOR LIFE.

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-- ~~GOOD~~ GOOD NUTRITION IS ESSENTIAL TO THE VERY HEART OF
THIS INDUSTRY AND THE PEOPLE IT SERVES.

L GMA MEMBERS SIMPLY MUST KNOW WHAT WE IN CONGRESS ARE
DOING IN THE NUTRITIONAL FIELD AND THEY MUST PARTICIPATE
WITH US. ~~BECAUSE~~ I AM ONE WHO BELIEVES THAT YOU CAN ADD A
GREAT DEAL TO HOW WE DEVELOP NUTRITIONAL PROGRAMS. YOU HAVE
RESEARCH FACILITIES AND THE MARKETING FACILITIES. ~~YOU~~
~~KEEP US INFORMED ABOUT NEW PRODUCTS.~~

L IN SHORT, YOU OUGHT TO BE A POSITIVE RESOURCE BEHIND
MAKING FOOD STAMPS A BETTER PROGRAM, BEHIND INCREASING THE
VITALITY OF SCHOOL LUNCH. AND, I INVITE YOU TO EXAMINE A NEW
NUTRITIONAL CHILD FEEDING PROGRAM THAT I WANT TO TALK ABOUT
MORE LATER IN MY REMARKS.

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LET'S LOOK AT THE ECONOMY.

WELL, NO MATTER HOW YOU LOOK AT IT -- THE ECONOMY HAS

plenty of room for improvement.
~~BEN BADLY MISMANAGED FOR THE LAST FOUR YEARS.~~

-- THERE IS THE RECORD OF HIGH UNEMPLOYMENT -- MORE THAN

2 MILLION MORE WORKERS WITHOUT JOBS, SINCE 1968. *underemployment*

-- THERE IS THE RECORD OF A LOUDLY PROCLAIMED POLICY

OF HANDS OFF THE ECONOMY -- THEN A WAGE-PRICE FREEZE THAT HAS

PLEASED NO ONE AND HAS BEEN OF QUESTIONABLE ACCOMPLISHMENT.

-- THERE IS THE RECORD OF HUGE BUDGET DEFICITS OF \$23

BILLION, \$39 BILLION AND PROJECTED DEFICIT THIS YEAR OF AROUND

\$20 BILLION.

-- THERE IS A \$25 BILLION FLOW IN OUR MOUNTING BALANCE
OF PAYMENTS DEFICIT.

-- THERE IS LOST PRODUCTION IN GOODS AND SERVICES IN
THIS COUNTRY MOUNTING TO OVER \$150 BILLION

-- AND THERE IS INFLATION.

GMA MEMBERS KNOW ABOUT THIS LAST ONE -- FOR IT HAS
CAUSED YOU MORE HEAT THAN ANY OTHER ECONOMIC FACT.

FOOD PRICES HAVE SHOT UP. WHOLE FOOD PRICES HAVE INCREASED
AT AN AVERAGE ANNUAL RATE OF 5% SINCE LAST AUGUST. FARM
PRODUCTS, PROCESSED FOODS, AND FEEDS HAVE JUMPED ABOUT 7.2%.

YOU ARE WELL AWARE OF THE FACTS.

YOU HAVE SPOKEN TO THE PRESIDENT.

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YOU HAVE HAD AN AUDIENCE WITH THE FORMER SECRETARY OF
THE TREASURY.

YOU HAVE BEEN RAKED OVER THE COALS BY LABOR.

SO, I GUESS YOU WON'T MIND ME TELLING YOU WHAT I THINK --

I RECOGNIZE THAT THE FOOD INDUSTRY IS A COMPLEX AND
COMPLICATED INDUSTRY. AND I KNOW THAT THE INDUSTRY HAS BEEN
TRYING TO HOLD DOWN THE INCREASING COST OF FOOD.

AMERICAN FAMILIES -- ON AN OVERALL TOTAL -- PUT LESS
OF THEIR EARNINGS INTO FEEDING THE FAMILY THAN EVER BEFORE.
LESS THAN 16% OF THE FAMILY INCOME GOES TO FOOD. AND THAT
AMOUNT IS DECREASING EVERY YEAR.

BUT THAT MEANS VERY LITTLE TO THE HOUSEWIFE. THE FACT
IS THAT AMERICAN FAMILIES ARE NOT CONCERNED ABOUT OVERALL

TOTALS -- THEY ARE CONCERNED ABOUT WHAT THEY SPEND IN DOLLARS.

THE FOOD INDUSTRY MUST ^{help} MEET THIS PROBLEM.
^

IT IS TIME WE TOOK A BUSINESSMAN'S HARD NOSE LOOK AT
THE ENTIRE FOOD PROCESSING AND DELIVERY SYSTEM.

WE CAN'T HOLD DOWN THE COST OF FOOD WHEN EACH ITEM IS
HANDLED FROM BEGINNING TO END TEN AND TWELVE TIMES BEFORE
IT REACHES THE CONSUMER. WE SIMPLY MUST BRING MORE
MODERNIZATION TO THE FOOD INDUSTRY.

THE SECOND STEP IN BRINGING DOWN FOOD PRICES IS AN
AGGRESSIVE CONSUMER EDUCATION AND CONSUMER PROTECTION PROGRAM.

L THERE IS NO INCONGRUITY HERE.

L A WISE, EDUCATED CONSUMER WILL NOT JUST SHOP BARGAINS --

HE WILL SHOP QUALITY; AND HE WILL GET MORE FOR HIS FOOD DOLLAR.

L PERHAPS IN THE LONG RUN, CONSUMER EDUCATION AND CONSUMER
PROTECTION ARE THE MOST VIABLE WAYS WE CAN BRING SOME STABILITY
TO THE INCREASING FOOD COSTS.

L THERE ARE A NUMBER OF THINGS MEMBERS OF THIS ORGANIZATION
CAN DO.

L SOME OF THESE SUGGESTIONS ARE ALREADY IN PRACTICE.

YOU COULD OPEN COMPANY COMPLAINT CENTERS, WITH TOLL FREE
TELEPHONE CALLS AND GUARANTEED RESPONSE TO THE CUSTOMER INQUIRY --
THE KIND OF RESPONSE THAT WILL GET ACTION.

THE LARGE SUPERMARKET CHAINS COULD BEGIN OPEN DATING OF
PERISHABLE FOODS AND MEATS.

AND THE MARKETS OUGHT TO BEGIN AN EXPANDED PROGRAM OF
UNIT PRICING. IN THIS WAY, EACH CUSTOMER WILL KNOW EXACTLY HIS
COST AND BEGIN TO MAKE SOME INTELLIGENT CHOICES AS TO
HOW HIS FOOD DOLLAR IS SPENT,

FINALLY, ALL COMPANIES OUGHT TO WORK TOGETHER TO ESTABLISH
AN EXPANDED PROGRAM OF NUTRITIONAL LABELING.

PERHAPS MORE THAN ANY OTHER, NUTRITIONAL LABELING HAS
THE GREATEST UNREALIZED POTENTIAL, FOR BOTH COST CUTTING AND
RAISING THE STANDARD OF AMERICAN MEALS.

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L BUT IT WILL TAKE A MASSIVE NUTRITIONAL EDUCATION EFFORT --
FROM GOVERNMENT AND PRIVATE INDUSTRY ALIKE.

L WE OUGHT NOT TO WAIT! WE SHOULD BEGIN IMMEDIATELY.

~~L~~ NATIONAL CONCERN OVER NUTRITION IS NOT NEW. ~~IT'S~~

~~COUNTRY~~ L SINCE THE PASSAGE OF THE FOOD STAMP ACT IN 1964, AND SINCE
THE HEIGHTENED INTEREST IN HUNGER AND MALNUTRITION OF THE LATE
1960's, THE FEDERAL GOVERNMENT HAS EMBARKED ON A CONSISTENT *expanding*
COURSE TO STRENGTHEN ALL FOOD ASSISTANCE PROGRAMS.

AND WE HAVE *opened* ~~opened~~ NEW GROUND L FOOD STAMPS COST LESS
THAN EVER BEFORE. MORE THAN 12 MILLION ARE PARTICIPATING IN THAT
PROGRAM. WE HAVE *started* ~~started~~ NEW PROGRAMS SUCH AS SCHOOL BREAKFAST.
AND WE HAVE LIBERALIZED THE SCHOOL LUNCH PROGRAM.

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✓ BUT ~~SOME~~ MUCH REMAINS TO BE DONE.

✓ OVER 18,000 SCHOOLS ~~DO~~ DO NOT PROVIDE LUNCH SERVICE

TO CHILDREN. ~~OVER HALF OF THESE ARE PAROCHIAL SCHOOLS.~~ ✓ MOST ARE

LOCATED IN OLDER SECTIONS OF CITIES OR IN RURAL TOWNS. ✓ MANY

SERVE PREDOMINANTLY POORER NEIGHBORHOODS -- PRECISELY WHERE THE

SERVICE IS NEEDED THE MOST.

✓ WE IN THE SENATE HAVE FOUGHT TO INCREASE FUNDS FOR ALL

THE FOOD ASSISTANCE PROGRAMS

for children, needy families, the elderly

about a year ago,

~~IN FACT I HAVE~~ INTRODUCED LEGISLATION TO PROVIDE A FREE

repealed
SCHOOL LUNCH TO EVERY CHILD.

~~IT~~ IT IS TIME WE ENDED THE ECONOMIC CASTE SYSTEM IN

THE SCHOOLS OF THIS COUNTRY.

*Compulsory Educ
Travel - distance*

military.

UNIVERSAL SCHOOL LUNCH CAN BE A STEP IN THAT DIRECTION.

AND LATER IN THIS SESSION, I INTEND TO BRING TO THE FLOOR
OF THE SENATE A NEW PILOT PROGRAM TO SUPPLEMENT THE DIETS OF
MOTHERS AND INFANTS WHO RESIDE IN LOW INCOME AREAS AND WHO ARE
AT NUTRITIONAL RISK BECAUSE OF LOW INCOME AND INADEQUATE DIET.

THE FACT IS THAT AN ESTIMATED 400,000 INFANTS AND CHILDREN
UP TO AGE 4 DO NOT HAVE AN ADEQUATE DIET -- A BARE BONES DIET.

UNDER THE PROGRAM I WILL OFFER, WE CAN HELP THESE INFANTS
AND CHILDREN -- WE CAN PREVENT THEM FROM HAVING THE PHYSICAL AND
MENTAL RETARDATION THAT SO OFTEN ACCOMPANIES MALNUTRITION.

THE PROGRAM I AM OUTLINING WILL BE OPERATED THROUGH STATE
HEALTH AGENCIES, AND IT WILL BE BASED IN NEIGHBORHOOD CLINICS AND
OTHER FACILITIES WHICH DELIVER MEDICAL SERVICES IN LOW INCOME
AREAS.

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L IT WILL PROVIDE IRON ENRICHING FORMULAS FOR INFANTS, AND

A BROAD PROGRAM OF NUTRITIONAL EDUCATION AND NUTRITIONAL CARE FOR

MOTHERS.

Pre natal - Post natal

THE PROGRAM WILL ALSO BE SUPPORTED BY EXISTING DEPARTMENT
OF AGRICULTURE PROGRAMS TO SUPPLY SURPLUS COMMODITIES AS

SUPPLEMENTAL FOODS.

I INVITE THE GROCERY MANUFACTURERS ASSOCIATION TO EXAMINE
MY PROPOSAL AND GIVE IT YOUR SUPPORT,

L I KNOW THAT YOU HAVE BEEN ACTIVE IN YOUR SUPPORT OF FOOD
STAMPS OVER THE PAST TWO YEARS.

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L I WANT YOUR SUPPORT IN THIS EFFORT TO FEED THE INFANTS
AND SMALL CHILDREN AND GUARANTEE TO THEM THE SAME CHANCE THAT
MOST CHILDREN IN AMERICA HAVE -- TO GROW UP HEALTHY AND FREE
FROM MENTAL AND PHYSICAL IMPAIRMENT.

L MY MESSAGE TO YOU TODAY IS SIMPLE: THE GROCERY AND FOOD
INDUSTRY OF THIS NATION BEARS A SPECIAL RESPONSIBILITY TO THE
PEOPLE OF OUR COUNTRY,

L AMERICANS CANNOT EXIST WITHOUT YOU, AMERICANS ARE
DEPENDENT ON YOU.

L AMERICANS HAVE A RIGHT TO EXPECT THE BEST SERVICE, THE
FAIREST PRICES, AND THE MOST NUTRITIONAL FOODS YOU CAN PROVIDE.

I THINK THAT BY AND LARGE AMERICANS HAVE RECEIVED ~~THIS~~
FROM THE FOOD INDUSTRY. *But we can do better.*

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I WANT TO SEE THAT COMMITMENT ON THE PART OF THE INDUSTRY
STRENGTHENED AND CONTINUED.

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