



THE FAS LETTER

AROUND THE WORLD WITH THE AGRICULTURAL ATTACHE SERVICE

February 1971

A BUSY FAIR SEASON HAS OPENED IN ITALY

January found Attache Berk Beukenkamp of Rome and Ag Officer John Glew of Milan, with their respective staffs, hard at work making final arrangements for FAS/USDA participation in the first of several major livestock events in Italy.

On January 18, livestock raisers met for five days at the Milan Trade Center, headquarters of Ag Officer John Glew, to take part in a seminar on feed lot management practices and to see an exhibit of U.S. feed ingredients. The seminar was a joint effort of the ag attache offices in cooperation with the U.S. Feed Grains Council and the National Renderers Association.

Next on the trade fair agenda in this area is the International Livestock Show in Verona (March 14-21), where U.S. livestock and feed grains will be featured.

Completing the 1971 Fair circuit for Beukenkamp and Company is the 25th International Fair of Dairy Cattle in Cremona. This show, scheduled for September, will emphasize U.S. Holstein-Friesians, as well as feed grains.

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TWO HATS FOR DON MOTZ

John D. (Don) Motz has been temporarily assigned as area officer for the Near East and Africa, replacing recently retired Afif Tannous. Don is continuing with his duties as Assistant to Assistant Administrator Horace Davis.

Area officer duties and field work are right up Don's alley. He was an assistant ag attache in Tokyo from 1957-61, and was stationed in Greece as attache from 1964-69.

CONGRATULATING A NOBEL WINNER . . . On hand to congratulate the 1970 Nobel Peace Award Winner Dr. Norman Borlaug (center) during the ceremonies in Oslo, Norway, were U.S. Agricultural Attache to Denmark and Norway Harlan J. Dirks (right) and former Agricultural Attache Sherwood O. Berg, now Dean of Agriculture at the University of Minnesota.

Commenting on the award, Dr. Berg said: "We are of course proud that Dr. Borlaug is a product of the University of Minnesota, but perhaps even more that this was the first time anyone from the agricultural profession has been given this high honor." Attache Dirks added: "The award could not have been given to anyone more dedicated or totally committed to his profession than Dr. Borlaug."

WHO'S DOING WHAT IN FAS/W

J. Kendall McClarren has been assigned as Assistant to the Assistant Administrator of Market Development Ken Krogh.

Former attache Don Novotny has been named deputy director of the Grain and Feed Division. He will supervise the work of the foreign competition branch and the commodity analysis branch. Don was agricultural attache to New Zealand from 1963-65, and assistant ag attache in Tokyo from 1960-63.

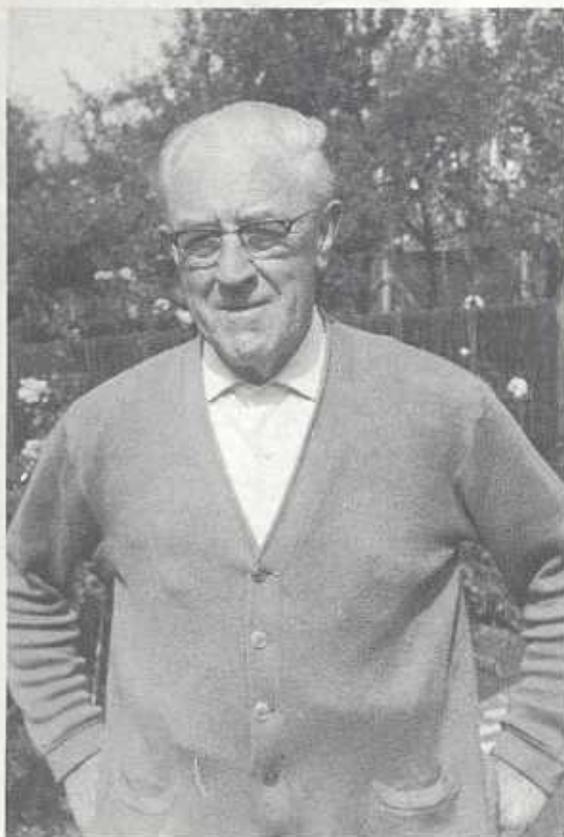
Larry Thomasson, who was ag attache in Lisbon from 1963-67 and assistant attache in Rio de Janeiro from 1961-63, has taken over Ray Vickery's old job as director of reports and statistics.

Fred W. Traeger, back in FAS/W following a tour of duty as ag attache in Manila, has been designated acting chief of the Grain and Feed Division's foreign marketing branch. Fred served as ag attache in Lima from 1963-67, ag officer in Sao Paulo from 1959-61, and assistant attache in Rio from 1956-59.

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Harold T. Sanden of the Livestock and Meat Products Division represented FAS/W at Berlin Green Week January 27-February 8. On the way home, Harold stopped in Brussels and Paris, where Attaches **Harold L. Koeller** and **Tom Street** had made arrangements for him to visit importers of variety meats. He also conferred with Ag Officer **John Glew** at the Milan Trade Center on plans for the International Livestock Show to be held next month in Verona.





Orlando J. Worth

When Ag Officer **Harold Rabinowitz** of Sao Paulo and **Horace Porter** of the FAS/W Cotton Division visited cotton research stations, farm cooperatives, and cotton farms on a November field trip, they encountered some really diversified farming at the 6,000 hectare Dutch co-op **Agro-Pecuaría Holambra I**, an immigration/colonization enterprise not far from Campinas which produces for export and the local market. In addition to cotton, the **Holambra** operation includes corn, soybeans, sorghum, citrus, poultry, sugar cane, roses, tulips, bulbs, rice, eucalyptus, and some bamboo.

A USDA FRIENDSHIP THAT BEGAN IN LONDON IN 1910

The ag attache office in London was reminded last September of a very special date—the 50th anniversary of a U.S. agricultural representative being stationed in London. The reminder came from Mr. Orlando J. Worth, who holds one of the most unusual service records in FAS.

Mr. Worth joined the U.S. Consulate in London in August of 1910. The staff at that time consisted of four Americans and eight British employees. Ten years later, when the agricultural attache office was first set up in London, Mr. Worth asked that he be transferred to this office. His only break in his work at the Embassy was for service as a gunner with the H.A.C. in World War I. Including that time, he was with the Embassy for 47½ years when he retired in 1958 to enjoy his hobby of gardening and cultivating roses. During these years, he had served under 16 Ambassadors, 2 Consuls-General, and six agricultural attaches. Bob Anderson was attache at the time of his retirement.

Mr. Worth, who celebrated his 80th birthday in October, is enjoying life at 32 Westminster Drive, Palmers Green, London, N.13 4NU. Although his trips to London proper are infrequent, we understand he still likes to look in on the U.S. ag attache office when he does visit the city.



AREA OFFICER FARRINGER SCHEDULES FIELD TRAVEL

Area Officer Dale Farringer leaves the end of this month for the Far East and Asia, where he will review the work of ag attache offices in Bombay, New Delhi, Bangkok, Hong Kong, Taipei, Seoul, and Tokyo. Dale plans to complete the circuit of his area in September, when he'll visit posts not included on this trip.



A SPECIAL OCCASION . . . Ed Gorman (standing) of the International Trade Fairs Division and former assistant ag attache in The Hague, was feted by his many friends at a retirement luncheon held in December at the Washington Navy Yard's officers' club. Arrangements for this tribute were under the supervision of ITFD trade development officer Ed Collins, and reports are that it was a great party. At Honor Guest Gorman's right is FAS Administrator Ray Ioanes, master of ceremonies for the occasion, with Mrs. Gorman at the left. The 70 guests included Ed's teen-age grandsons, Frank and Mike Mattingly, who saw Granddad receive a special certificate of merit signed by Secretary of Agriculture Hardin in recognition of Ed's 31 years of USDA service.

ROSE MARY BLAND DIES IN WASHINGTON HOSPITAL

Rose Mary Bland's many friends at home and overseas were shocked and grieved by her sudden death on January 9 following surgery on January 4 at George Washington Hospital in Washington. She had returned to the States in late October from a tour of duty in Moscow, and was scheduled to serve in Seoul prior to her hospitalization.

Rose Mary was a native of Cleveland, Ohio, and held an A.B. degree from Notre Dame Women's College in that city. Before joining the secretarial field staff of FAS in 1955, she served for eight years as registrar of St. John's Women's College in Cleveland.

In mid-1955, Rose Mary went to Karachi for the first of several field assignments. Her next assignment took her to Bangkok (1957), and in 1960 she went to Madrid for four years. She was assigned to London from 1964-66, and spent three months in Brussels on TDY before returning to Washington in early 1967. After a little more than a year in FAS/W, she went to Moscow in 1968.

Rose Mary received a USDA Superior Service Award in 1962 for her unusual initiative, competence, and cooperation in managing agricultural attache office activities and servicing U.S. agricultural trade needs in her assignments in Karachi, Bangkok, and Madrid. She received outstanding performance awards from FAS in 1958, 1963, and 1965, and in 1969 was awarded a certificate of merit for special FAS service.

A Requiem Mass was offered for Rose Mary on January 12 at St. Dominic's Church in Washington, after which the body was flown to Lima, Ohio for graveside services and interment.

Survivors are a brother, William, and a sister, Justine, both of Stamford, Connecticut.



The two days in December which Attache Guy Haviland and Ag Assistant Damian Miranda of Quito spent in the field were not lacking in variety. Their busy schedule took them to a sugar refinery, some flour mills, a pilot mushroom plant, a milk processing plant, and a cheese factory. Guy and Damian also visited several large dairy farms, and had the pleasure of being overnight guests at the farm of Galo Plaza.

STOCKHOLM RICE SAMPLING SESSION ... Ag Attache Hugh Robinson (left) of Stockholm, Mrs. Asta Oestenius, director of the ICA Testkitchen (center), and Paul Ita, director of the Rice Council's European operations, were co-hosts at a press conference and rice sampling for Swedish food editors at the ICA Restaurant *Branda Tomten*. Guests had an opportunity to sample a wide selection of tasty rice dishes and to become better acquainted with American long grain rice.

ICA is one of the largest food chains in Sweden and also owns 124 restaurants throughout the country.



VOLENDAM FOURSOME... Just north of Amsterdam is the town of Volendam, whose colorful regional costumes delight the traveler's eye. The John Riesz household was no exception, as this charming group picture shows. From left to right: June (ready to try her hand at the spinning wheel), Assistant Attache Riesz with Elizabeth Anne on his knee, and eight-year-old Mark Daniel looking very solemn indeed.





AN EXERCISE IN TURKEY TASTING . . . Introducing U.S. turkey to Chinese diets is one of the latest promotional efforts of the Institute of American Poultry Industries in Hong Kong. A turkey recipe tasting dinner at the Sun Do Restaurant, whose chef has developed three special turkey dishes, was a preliminary activity launching this project. The Sun Do specializes in Swatow style cookery. The tasting event found Assistant Ag Officer Ed Bauer manipulating chopsticks and spoon with considerable dexterity as he sampled one of the turkey dishes featured on the 12-course menu. Flanking Ed (and also seriously applying themselves to this gustatory task) are employees of International Public Relations, Ltd., IAPI's public relations firm in Hong Kong. Guests at the dinner included several members of the Chinese language press.



IVORY COAST INGENUITY . . . The locale is a rural spot near Boundiali, Ivory Coast, and the chap standing under this unusual "storage tree" is Assistant Attache Milton Anderson of Monrovia. Those suspended objects are several hundred ears of corn, which the natives store in this fashion during the seven-months-long dry season as a means of outwitting hungry rodents, especially rats.



COSTA RICAN PRESENTATION . . . At a cattle sale and exhibition in San Jose, Attache Norm Kallemeyn presented these photographs of U.S. cattle breeds to Mr. Tomas Batalla, president of the board of directors of Exposiciones Agropecuarias, S.A. The pictures, which were provided by a number of U.S. breed associations, now grace the walls of a restaurant located on the grounds of an exhibition area owned by a large group of Costa Rican cattlemen. On the left is Mr. Batalla, accepting the pictures from Norm. Minister of Agriculture Fernando Batalla is on the extreme right, with Mr. Oscar Pacheco, a leading Costa Rican cattleman, next to him.

ALL IN A

DAY'S WORK



DEBUT IN SAO PAULO . . . Some 200 persons were guests at a cocktail party in rural Sao Paulo celebrating the debut of 140 registered Holstein-Friesian heifers and one young bull that were flown last summer from New York to Brazil by chartered plane. Among the guests, which included important breeders of both dairy and beef cattle, were Ag Attache Jack McDonald of Rio (extreme right) and Ag Officer Harold Rabinowitz of Sao Paulo (next to Jack). At the left are Mr. and Mrs. Leon Waichenberg. Mrs. Waichenberg and a neighboring rancher, Joaquim Peixoto Rocha, were purchasers of the animals, which passed their 60-day *premunicao* (exposure to tick fever) with flying colors and are now ready to produce purebred calves to upgrade the Brazilian dairy herd. Mr. Waichenberg and a veterinarian personally selected the shipment in visits to 127 farms in nine states in the U.S.



UGANDA FIELD TRIP . . . Ag Attache William Davis, Jr. of Nairobi (center) with Congressman Thomas G. Abernethy (left) of Mississippi and Congressman W.R. Poage of Texas (right) at Owen Falls Dam, the source of the Nile, between visits to sugar estates in the Jinja area of Uganda.



PORT SCENE AT LA GUAIRA . . . Attache Bob FitzSimmonds of Caracas (second from right) and Venezuelan plant quarantine inspectors examine shipments of U.S. fruits and vegetables being unloaded at the port of La Guaira. At the extreme right is Dr. Jorge Osorio, director of Venezuelan plant quarantine activities in La Guaira and Maiquetia International Airport. Dr. Osorio recently attended USDA's International Plant Quarantine course.



ROAMING AROUND

Maria Passa will arrive in Seoul on Valentine's Day to begin her secretarial assignment in Attache **Clancy Jean's** office. Maria spent some time with her family in the Pittsburgh area before going to Tokyo for two weeks' orientation with Secretary **Margaret Lynch** in Attache **Elmer Hallowell's** office. A newcomer to the field, Maria spent five years with the Department of the Navy in the Washington area before joining the Trade Projects Division of FAS last May. In 1966, she was awarded a Superior Performance Award from the Navy Department.

Mildred Peitz, who has been on TDY in Seoul for the past three and one-half months, will be returning to her desk in Personnel the latter part of February.

Former Ag Officer **Shack Pitcher** of Sao Paulo has been elected vice president of the Foreign Agricultural Club, FAS/W, and **Byron Montgomery**, former ag attache to Costa Rica, is a member of the club's newly-elected board of directors. **Dev Devgon** of Export Marketing Service is the new club president.

Attache **Wayne Sharp** and his family of Guatemala went to Texas at Christmastime for festivities at the home of Wayne's parents. Wayne took advantage of the occasion to come to FAS/W for a brief visit.

The new agricultural assistant in Attache **Clancy Jean's** office in Seoul is **Nam Kyu Back**, who began his duties in early January. Mr. Nam was formerly with AID.

Hildur Johnson, secretary in Attache **Ernest Koenig's** office in Brussels (USEC), arrived in FAS/W in late January for consultation. Following home leave in Youngstown, Ohio, Hildur will report for duty in Attache **Frank Ehman's** office in Belgrade.

Attache **Hugh Robinson** of Stockholm (whose assignment includes Finland) made one of his periodic trips to Helsinki January 18-23.

Attache and Mrs. **Fred Lege** of Canberra enjoyed two weeks' annual leave in January.

Attache **Bill Rodman** and Assistant Attache **Jim Starkey** of Mexico City will be attending the Houston Livestock Show on February 23-24. Attache **Wayne Sharp** of Guatemala City will also participate in this event, which attracts many Latin American cattlemen. From Houston, they'll go to the Louisiana International Brahman Exposition at Baton Rouge (March 1-3), another livestock activity that draws many South of the Border visitors.

The Christmas season was family reunion time for Attache and Mrs. **Bud Phillipsen** of Port of Spain—thanks to **Grandma Phillipsen** of Wisconsin and Florida, who invited the clan to her Florida home for the holidays. The Phillipsens and son **Paul** traveled from Port of Spain to join daughter **Christine**, a student at Florida University; daughter **Janet** and her husband from Wisconsin; daughter **Sharon** and her husband from Colorado; and son **Bill**, recent university graduate who is now in the military service.

Assistant Attache **Gene Gourley** of the Tokyo Trade Center was a caller at the U.S. Trade Centers in London and Milan en route to his post following home leave. He also visited briefly with Attaches **Jim Lankford** in Bern, **Berk Beukenkamp** in Rome, and **Jim Frink** in Athens to discuss POP activities.

Assistant Attache **Jim Rudbeck** and his wife, **Mary**, are comfortably lodged in a residence hotel in Buenos Aires, prior to locating permanent living quarters. The Rudbecks report that B.A. has a very European flavor, and that they're enjoying the city's small markets, its enticing bakeries, and those super steaks. Once settled, Mary will be exploring some of the city's modern supermarkets.

Mrs. **Masako Urano**, secretary in the Tokyo Trade Center office, has resigned.

Attache **Carl Winberg** of Pakistan returned to the States this month for consultation and home leave in Los Angeles. Assistant Attache **Oldrich Fejfar** will be acting ag attache at Islamabad until Carl's return.

BELGRADE PROJECT... Ruth Ehman, wife of Attache Frank Ehman of Belgrade, presents a "Phillips Braille" to Mr. Bora Novcic, director of the School for the Blind, Zemun, Yugoslavia, in behalf of the Belgrade Aid Fund. This fund is supported by the Ladies Auxiliary of the Belgrade diplomatic corps, and the machine was provided by the American contingent. Money for its purchase was made available from the disposal of USDA dresses left over from the Cotton Fair last fall. Looking on are Mrs. Smiljana Kojurina, Belgrade Red Cross representative (next to Mrs. Ehman), and Madam Kamil, wife of the Indonesian Ambassador and president of the Belgrade Aid Fund.



ROAMING AROUND

Attache and Mrs. Gene Ransom of Dublin were on leave in Kentucky from mid-December through early January. The occasion was the wedding of daughter Laurel.

Attache Ford Milam of Lisbon was hospitalized on December 11 following a heart attack. He left the hospital in late January, and at this writing is convalescing at home.

Attache Clarence L. Miller and his wife, Toddy, of Madrid, enjoyed ten days of annual leave travel in January. Their itinerary took them to Seville, Granada, and Cadiz, as well as Portugal and Morocco.

Secretary Virginia Stratton of Attache Dave Hume's office in London spent the Christmas holidays in the U.S.

FRED TRAEGER'S PHILIPPINE MEMENTO

Fred W. Traeger returned from his assignment as an attache in Manila with a special token of appreciation from the Federation of Cattle Raisers of the Philippines, a national organization representing the country's developing cattle industry. As a farewell remembrance, the group presented him with a handsome engraved wall plaque citing his deep interest and assistance in promoting and developing the livestock industry in the Philippines, his efforts in establishing harmonious communication among American ranchers, Philippine cattle raisers, and members of the Federation, and his assistance to representatives of the country's livestock industry who trained abroad in various areas of livestock development.

During his 2½ years in Manila, Fred worked closely with Philippine cattlemen, assisting in arrangements for a number of visits to the U.S., as well as visits to the Philippines of U.S. breed representatives, all of which resulted in the importation of some 500 head of U.S. breeding cattle as foundation stock.

RED CROSS WORKERS IN MADRID... Serving as chairman of the Chancery's 1970 Red Cross drive was Toddy Miller, wife of Attache Clarence L. Miller of Madrid, who is seen at the top of the stairs (upper right) in this photo at the residence of Ambassador and Mrs. Robert C. Hill. Next to the bulletin board (left) is Mrs. Hill, who was sponsor of the American community participation in the drive. The lady at the right of the board is Mrs. Albert Harkness, general chairman of the American group.

Grouped at the foot of the stairs are members of the Chancery team, which was made up of wives of Embassy officials. They are as follows (in foreground left to right): Mrs. Edward M. Milburn and Mrs. John G. Oliver; (second row) Mrs. Donald E. McNertney, Mrs. Glenn A. Rounsevell and Mrs. Goodwin Shapiro; in the rear (next to Mrs. Miller): Mrs. Robert E. Owen and Mrs. Thomas J. Hazlett.





TURKEY DINNER IN THE HAGUE . . . This happy looking crowd feasted on turkey and all the trimmin's at Attache Brice Meeker's annual Thanksgiving Day dinner for the ag office staff and their families. The holiday festivities began in mid-afternoon, and by the time the last guest had departed that evening the turkey (defly carved by Assistant Attache John Riesz) had been picked clean. Pictured from left to right:

Back row: Herbert Vermeulen, Ag Assistant Veek Keyman, Secretary Dorothy Whitehead, Ag Assistant Chris Langezaal, Assistant Attache Jack Williams (holding daughter Anne), and Assistant Attache John Riesz.

Middle row: Wilma Meeker, Janneke Langezaal, and June Riesz.

Front row: Administrative Assistant Tillie Miesky, Charlotte Williams (with Laura Williams on her lap), Carrie Keyman, Lara Meeker (holding Quan), Attache Meeker, Clerk Mavis Vermeulen (partially hidden), and David Meeker.

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Former assistant attache **Bob Wuhrman** (Rome, 1962-65), who has been an active member of the USDA Toastmaster Club for the past three years, was a three-time winner for his 1970 club activities. In addition to being named the "Best Evaluator of the Year" and the "Most Improved Speaker of the Year" by his fellow Toastmasters, Bob was honored at the club's annual recognition banquet for his work as a volunteer coach in the Boy Scouts of America "Patrick Henry Patriot" public speaking program. He was also elected administrative vice president for 1971, with membership as one of his responsibilities.

Attache **Waldo Rowan** of Santiago spent some time in December looking over dairy activities in his area. One stop on his field trip was at an 800-hectare dairy farm near the town of Futrono, with a herd of 1,200 head of cattle of all kinds.

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