



THE FAS LETTER

TO AGRICULTURAL ATTACHES AND OFFICERS

No. 1

WASHINGTON 25, D. C.

February 1959



CLARENCE
MILLER

NEW ASSISTANT SECRETARY

Clarence L. Miller, formerly Associate Administrator, Commodity Stabilization Service, is the new Assistant Secretary of Agriculture for Marketing and Foreign Agriculture. He succeeds Don Paarlberg, who was appointed advisor on economic affairs to President Eisenhower.

A native of Kentucky, Mr. Miller was reared on a farm near Shelbyville. He took over operation of the family farm when about 18 years old and has operated it for the past 28 years. He attended the University of Kentucky and Western Kentucky State College. He was Chairman of the Kentucky State Stabilization and Conservation Committee prior to joining the USDA in 1954 as Director of the CSS Tobacco Div. He was named Associate Administrator of CSS in 1956.

"Even though my personal contacts with the Agricultural Attaches have been limited in the past," said Mr. Miller, "I think the Department is fortunate in having such outstanding representatives around the world. I did have an opportunity to participate in the 1957 Rio attache conference and in the 1958 Japan International Trade Fair so I am aware of some of the

REGIONAL MARKET DEVELOPMENT CONFERENCE HELD IN INDIA

The second regional Market Development Conference for U. S. Agricultural Attaches from the Far East Area was held in New Delhi, January 22 - 28. The first conference was in Manila in late 1956.

Attaches from Japan, the Philippines, Thailand, Burma, India, Pakistan, Malaya, Indonesia, New Zealand, and Australia made country reports. FAS Washington personnel, including Administrator Max Myers, reported on the U. S. agriculture situation, our overall trade and economic policy, FAS responsibilities in our cooperative market development programs, and other agency activities. Representatives of U. S. trade and farm organizations also participated.

Washington personnel at the New Delhi meeting included Administrator Myers; Asst. Administrators Robert C. Tetro and Patrick O'Leary; Deputy Asst. Administrator Guerry Smith; Eugene Ransom, Far East Area Officer; Quentin West, Chief, Far East Analysis Branch; and Charles Davenport, Chief, Trade Projects Branch. Andrew Mair, CSS, and Frederick Bartlett, Dir., Office of South Asia Affairs, Dept. of State, were present.

Plans are being made for a Latin American market development conference in Bogota about April 1 - 8. This will be the second conference for Latin American attaches.

problems connected with market development activities the Department is carrying on. You attaches are playing an important role in all such activities by helping to expand the opportunities for the export of U. S. farm products."



FROZEN TURKEY PRESENTED TO KING OF THAILAND

The King of Thailand was presented a U.S. frozen turkey in honor of his birthday on December 5. The presentation was made on behalf of the U.S. poultry industry. Attache Joseph C. Dodson presents the fowl to Luang Voradej Phisit, Chief Chef, Royal Kitchen Section, Royal Household Bureau in front of the U. S. Embassy in Bangkok. The King's Chef reported that His Majesty had expressed personal interest in seeing the turkey and wished to specify the method of cooking.

OVERSEAS ACTIVITY

James H. Boulware, Canberra, was in the U.S. for home leave and consultation prior to attending the New Delhi Conference and returning to his post.

Charles K. Baker, Mexico City, attended the recent opening of the new meat packing plant "Empacadora de Carnes de Rastro y Frigorifico" in Mexico's Federal District. While there, he was interviewed by CARNE, a Mexican meat trade magazine. The magazine quoted him in a front page article with photo as saying that he had never visited a more modern and complete plant of its type, that the Mexican people should take pride in it, and that the plant was a good example of the progress being made by the Mexican meat industry.

Alvin E. Gilbert, Ciudad Trujillo,

reports the addition of Mariano Gonzalez, a new local assistant, to the staff.

Gordon and Mrs. Schlubatis, Nairobi, recently returned from an adventurous overland trip through desert country to Somalia and the capital, Mogadiscio.

Rose Mary Bland, Adm. Asst., Bangkok, recently returned from a three-week vacation to Singapore, Djakarta, Bali, Kuala Lumpur, and Penang.

Donald and Mrs. MacDonald, Karachi, visited Bombay and the Ajanta Caves, Madras and Ceylon during the latter part of December.

Clarence Pike, Lima, reports that Ernesto Buitron, local asst., completed a course in Public Relations at the School of Journalism of Catholic University in Lima. In a letter from Ernesto's professor to Clarence, we quote the following: "I am happy to report that he (Ernesto) finished the course with extremely satisfactory grades ... and I congratulate you at the Embassy for having such a fine person in your service."

ROSS MOORE DIES

Dr. Ross E. Moore, formerly Asst. Director, OFAR, died just before Christmas in a boating accident in Honduras. Dr. Moore was ICA Country Director there. Many of you will remember Dr. Moore for his leadership in developing technical assistance work in the earlier period when the Department was a direct participant. Our deepest sympathy goes to his family.



THE FAS LETTER

To Agricultural Attaches and Officers

United States Department of Agriculture
Foreign Agricultural Service
Washington 25, D.C.

SEND YOUR CONTRIBUTIONS TO
Editor, FAS Letter, at address above.

MARKET DEVELOPMENT CHECK DELIVERED TO INDIA

Meeting in the office of the Agricultural Attache, New Delhi, for delivery of check for first installment of market development funds for agricultural research are: (l-r) Dr. P. S. Lokanathan, Director-General, National Council of Applied Economic Research; C. R. Eskildsen, Agricultural Attache; Dr. B. Natarajan of Dr. Lokanathan's staff; Quentin M. West, Chief, Far East Analysis Branch, FAS; and Dr. Max Myers, Administrator, FAS.



FOREIGN ASSIGNMENTS

C. S. Stephanides, Livestock and Meat Products Div., will be the new Agricultural Officer in Leopoldville. He replaces Dwight Bishop, who is returning for a Washington assignment.

Richard (Dick) Schwartz, Fruit and Vegetable Div., has been assigned as Agricultural Attache in Ciudad Trujillo. Dick expects to arrive at his new post about March 1.

Reed Needles, Import Div., is going to New Delhi as Asst. Agricultural Attache the latter part of February.

Grover C. Chappell, Dairy and Poultry Div., is headed for Tel Aviv, Israel as Agricultural Attache at a new post just being opened there. Grover expects to arrive about March 15.

Erice K. Meeker, Livestock and Meat Products Div., is going to Hong Kong as Agricultural Officer. This is the other new post being opened this fiscal year.

Howard J. Doggett, former Director of the Soil Bank Div., CSS, joined FAS recently to become Agricultural Attache in Brussels. He arrived at his post in January. He replaces John Kross, who returned recently for a Washington assignment.

FRANK EHMAN WINS PRAISE FROM SECRETARY OF NAVY

"Skillful application of his professional knowledge and technical competence" have won Frank Ehman, Agricultural Attache to the American Embassy at Cairo, unusual praise from Secretary of the Navy Thomas Gates.

In a letter to Secretary of Agriculture Ezra Taft Benson, Secretary Gates pointed out that Ehman saved the U. S. Government about \$100,000 by his assistance in handling claims arising from Navy and Marine Corps operations in Lebanon during last summer's crisis.

Secretary Gates wrote to Secretary Benson:

"We feel fortunate that you saw fit to assign to this task Mr. Ehman, a civil servant of high caliber. We feel that the skillful application of his professional knowledge and technical competence has resulted in substantial savings of time and money to the United States Government without prejudicing the legitimate rights of the claimants."





MADRID, SPAIN

ATTACHE STAFFS

The photographer caught this snap of the Madrid staff in front of the U. S. Embassy. (l-r) John S. Burgess, Jr., Attache; Miss Margaret Lynch, Adm. Asst.; Jose E. Vidal, Economic Asst.; and Waldo S. Rowan, Asst. Attache.



RABAT

MOROCCO

The Rabat staff seems to be looking into the horizon with thoughts of better things to come as they pose in front of the site of the new American Embassy, now under construction. Burton A. Baker, Attache; Mollie J. Iler, Secretary; and Roger, the Embassy's "security agent" or watch-dog.



MANILA, PHILIPPINES

ATTACHE STAFFS

Just back of the American Embassy and overlooking the Manila Bay is the setting for this photo of the Manila staff, (l-r) Mrs. Alice Mogannam, Secretary; Lloyd Williams, Asst. Attache; Quentin Bates, Attache; Miss Ester Dalit, Clerk-steno. (temporarily disabled with a broken arm), and Conrado Monserrat, Agric. Analyst.

SAO PAULO, BRAZIL

In Sao Paulo it's time-out for a "cafezinho." The staff is shown enjoying this typical Brazilian drink at a side-walk cafe, housed in the same building as the Consulate General. (l-r) Mrs. Anneliese Bueno, local Secretary; and Winfield King, Agricultural Officer.





GRAIN AND FEED DIVISION

WASHINGTON STAFF

(1-r, front row) Thelma Willahan, Commodity-Industry Analyst; Luz Limparis, Secretary; Gladys Ancheta, Secretary to Dir.; Vivian McMeans, Clerk-steno.; Myrle Chace, Secretary; Gladys Domingos, Stat. Clerk; Helen Hansbrough, Stat. Clerk; Jessie Hidalgo, Secretary; Judith Downey, Commodity-Industry Analyst.

(second row) Ansel Wood, Ag. Economist; Evan Pugh, Stat. Clerk; John McCracken, Marketing Spec.; Raymond E. Vickery, Div. Director; Jack Stevens, Marketing Spec.; Dexter V. Rivenburgh, Marketing Spec.; Peter Gips, Stat. Clerk; Don Novotny, Ag. Economist.

(third row) Orval Goodsell, Marketing Spec.; Carl Wehrwein, Ag. Economist; Neil Whitting, Ag. Economist; Wilbur Youngman, Marketing Spec.; William Starkey, Acting Chief, Commodity Analysis Branch; Leo Schaben, Chief, Foreign Competition Branch; Arthur Cummings, Chief, Foreign Marketing Branch.

Not in picture: Alma Akins, Stat. Clerk; Sarah Murphy, Stat. Clerk; Robert Bieber, Ag. Economist.

FAS INAUGURATES NEW MERIT PROMOTION PLAN

A new FAS Merit Promotion Plan, effective January 1, 1959, will govern most promotions of employees in the competitive service in the future. The new plan covers all permanent employees in competitive service in FAS/Washington through GS-15. The plan will be revised before June 30, 1959 to include many overseas positions.

The objective of the plan is to select the best qualified candidate (U.S. citizen) available to fill each position regardless of race, religion, political affiliation, or personal relationships. It provides for

the systematic identification, appraisal, and selection of employees who possess the ability and potential to best meet the current and future needs of the service.

Under the new plan, each Washington employee will prepare a Qualification Inventory Card. He will be appraised annually by his immediate supervisor and at least one other person. As vacancies occur, promotion lists will be prepared in the Personnel Div. A committee will then prepare a Promotion Roster, containing the names of those deemed best qualified for the particular job. The supervisor may select anyone from the best-qualified list.

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Washington personnel on their way to and from the New Delhi Conference made the following stops:

Administrator Myers stopped in Italy, Iran, Pakistan, Ceylon, Indonesia, Australia, and New Zealand to visit with attaches. Bob Tetro, Asst. Administrator, Attache Service, made stops in Tokyo, Hong Kong, Rangoon, Karachi, Cairo, Rome, and Bonn before returning to Washington. Pat O'Leary, Asst. Administrator, Market Development and Programs, talked to attaches, Embassy officials and others on market development problems in Portugal, Spain, Switzerland, Turkey, Thailand, Philippines, and Japan. Guerry Smith, Deputy Asst. Administrator, Management, visited 11 countries in Europe, Middle East, and the Far East to discuss management problems with attaches. Gene Ransom, Far East Area Officer, discussed administrative operations with the attaches at 12 posts in the Far East area. Quentin West, Chief, Far East Analysis Branch, visited with attaches in 12 Far East countries to discuss long-range projection studies, local agricultural situations, and policy reporting. Charles Davenport, Chief, Trade Projects Branch, discussed 104(a) market development projects with attaches in London, Paris, Brussels, Bonn, Karachi, Bangkok, Manila, and Tokyo before returning to Washington.

Kathryn Wylie, Latin America Analysis Branch, will leave on a 5-week trip the last part of February to confer with attaches, Embassy officials, and government officials in six Central American countries. Major topics of discussion will be the market potential for U.S. farm products in this area.

Grover J. Sims, Livestock and Meat Products Div., left February 1 for Australia and New Zealand to study the possibility of increased meat exports to the U. S. from these countries. First-hand information will be obtained to answer requests from U.S. firms and others on this subject.



MORE WHEAT TO VENEZUELA

A shipment of 10,000 tons of selected U. S. wheat, the first for the newly constructed Gramoven Mill in Venezuela, is shown arriving at the port of La Guaira. This is the third mill to be constructed in the country during the past year, as part of Venezuela's plan for developing its own flour milling industry. As a result of this move, more wheat and less wheat flour is being imported from the U. S.

Attache Raymond Ogg (center), Caracas, joins Alberto L. Moons (right), General Manager of Gramoven Mill and George T. Everett, Manager of General Mills S.A. in Venezuela, in inspecting the U. S. wheat at the port of La Guaira.

Omar J. Stevens, Grain and Feed Div. is visiting the Netherlands, Yugoslavia, Egypt, Lebanon, Israel, Ireland, and United Kingdom. He is assisting attaches government purchasing agencies, millers and importers on the proper procedures that are necessary to assure foreign buyers of U. S. grains with deliveries that will be satisfactory for their needs.

FAS WILL PARTICIPATE IN LAUSANNE FOOD CONFERENCE

The U.S. Ambassador to Switzerland, Henry J. Taylor, is shown signing a contract with officials of the 4th International Congress on Food Distribution (AIDA) for the U.S. exhibit at the Int'l. Food Exhibition in Lausanne, June 13 - 28.

The exhibit will be managed by the FAS Int'l. Trade Fairs Branch as part of its overseas exhibit program. A full line of U.S. frozen foods, prepared foods, and cake mixes will emphasize the latest methods of processing, packaging, handling, and merchandizing of food products in the U.S.

(l-r, sitting) Ch. Corai, Vice Pres., AIDA; Ambassador Taylor; A. Job, Chairman of the Lausanne Exhibition Comm. (l-r, standing) Dr. Hubert Goelden, Secretary General, AIDA; Dr. Irwin Hedges, Attache, Bern; and Robert Miller, FAS Int'l. Trade Fairs Branch, who will manage the exhibit.



MALAYAN TOBACCO OFFICIALS VISIT U. S. INDUSTRY

Cho Kim Hock, local assistant, Kuala Lumpur, is shown with a team of tobacco officials from Malaya inspecting tobacco samples in the office of the FAS Tobacco Div. in Washington. Cho Kim accompanied the team on a trip through the tobacco areas of the South. The trip was

part of a cooperative tobacco market development project sponsored by FAS and the U. S. trade. (l-r) Cho Kim Hock; Tan Kim Seng, Managing Director, Joo Lan Tobacco Co., Ltd.; Lim Kim Cheng, Industrial Development Div., Ministry of Commerce and Industry; Koh Boon Chong, Managing Director, Chuan Hin Tobacco Factory, Ltd.

