



File Cg  
**news release**

FROM THE DEMOCRATIC NATIONAL COMMITTEE PUBLICITY DIVISION 1730 K STREET, N.W. WASHINGTON 6, D.C. FEDERAL 3-8750

FOR P.M.'S RELEASE  
SATURDAY, SEPTEMBER 19

TEXT PREPARED FOR DELIVERY BY  
SENATOR HUBERT HUMPHREY  
DEMOCRATIC VICE PRESIDENTIAL CANDIDATE  
NATIONAL PLOWING CONTEST  
FARGO, NORTH DAKOTA  
SATURDAY AFTERNOON, SEPTEMBER 19

Let me congratulate you on the miracle of American agriculture.

The entire Nation should know--and this great occasion is a good place to tell it--that rather than being a "problem," agriculture actually is America's number-one success story.

Since before the dawn of history, food has been a matter of life-and-death importance in man's daily struggle to survive.

You have conquered that challenge. You have created a revolution of abundance within the past generation.

The American Farmer is the world's most efficient producer. The output of the average agricultural worker in the last decade has increased almost three times as much as the industrial worker's.

Farmers represent less than 8 per cent of the population, yet they produce enough food and fiber to feed the Nation better and cheaper than any place in the world. These same farmers produce enough so that we can provide over three quarters of a billion dollars in food each year to our own needs, distribute \$2 billion of food around the world under our Food for Peace Program, sell nearly 4 and one-half billion worth for dollars abroad to increase our Nation's export earning--and still have adequate reserves for the Nation's safety and potential to produce even more. This is an amazing record.

The world has never seen anything like this. It truly is an American miracle. We should be proud of that achievement--and I am proud of you who have made it possible.

Unfortunately, we have come to take this American miracle of agriculture for granted. The American people must come to understand the great contribution that American agriculture has made to this Nation, and to the rest of the world as well.

We need to know how we can improve the economic position of a numerically and proportionally shrinking group in our population.

We need to remember who takes the risks of drought and flood, hail and early frost, insects and markets, and all the uncertainties of the marketplace. You know and I know, and if Senator Goldwater doesn't know, I'm sure he will before this day is over.

Consider what this miracle of agricultural abundance means to the Nation --other than just farmers.

For consumers--and that is all of us --it is "consumer insurance" of market basket bargains. For workers--millions of them--it is "job insurance." For the Nation as a whole it is "balance of payment insurance." And perhaps most significant of all, it is our insurance of peace, plenty, and freedom.

And let us remember that peace and freedom is everybody's concern, not just the farmer's. Food is power in today's world. Food is a vital force for peace and freedom, giving us needed diplomatic strength in the world as well as enabling us to exemplify the true humanitarian spirit of the American people.

Food for Peace may yet prove the real path to peace.

We have scored our greatest victory over Communism in the world by the evidence of the success of our free enterprise system of American family farmers.

With the miracle of agricultural abundance meaning so much to this Nation, the Nation's conscience requires greater economic justice for the farm people.

Unfortunately, the blessings that this miracle of abundance have brought to our Nation are not fully shared by all our farm people.

Despite the increased efficiency of the American farmer, he does not fully share in benefits of this greater productivity. Even with farm income increased during the past four years, the farmer's average income is only 63 per cent of that of the non-farm worker.

That's hardly the way to reward the most efficient segment of our economy.

We need to do better--a whole lot better. And we're going to.

We have heard and we will hear more about "freedom" in this campaign. All of us are for freedom--real freedom. And that must include freedom from poverty, the greatest force for regimentation of them all.

Opportunity--equal opportunity--is the promise of America. It must be the promise to rural America.

But let's remember that social and economic justice for farm people--as necessary as it is to the Nation's conscience--is only one part of the argument for greater concern about agriculture.

What we do--or fail to do--about protecting and improving farm income is not for farmers alone. It is necessary to protect our national interest.

It is necessary to assure continued "consumer insurance" market baskets bargains resulting from abundance. It is necessary to assure continued "job insurance" for millions of workers. It is necessary to assure continued balance of payment earnings through continually expanding farm exports. It is necessary to maintain our Nation's power for peace and freedom.

And, most of all, it is necessary to protect our great agricultural producing plant and to conserve the God-given resource of the soil.

With the uncertainties of climate and disease, the Nation can only be assured of always having enough food and fiber if farmers are willing to produce more than enough. Yet that "more than enough" needed for the Nation's security is what brings down the farmer's prices in the market place.

If there is a cost involved in maintaining our power of abundance, it truly is a national cost, not a cost that should be absorbed by farmers alone.

None of us knows all the answers to the complex problems of American agriculture and what we can do to make better use of our tremendous productive potential, while providing greater quality of opportunity for our farm families.

Changing technology, changing American commitments in the world, changing requirements of international trade, changing marketing structure, changing eating habits of American people--all of these have a direct bearing upon American agriculture and American Agricultural policy.

We need to know what is good in our programs and what needs change.

I see no reason to seek changes in the present and effective tobacco, peanut, and rice programs--unless the producers themselves find improvements they desire. The same thing is true for the wool program.

Our sugar program is designed to benefit the Nation's beet and cane farmers, assure American consumers adequate supplies at reasonable prices, and provide many foreign countries with a market for their sugar. This program apparently is working well. Any adjustments in it should be designed merely to meet current conditions without changing its basic objectives.

However, we still need improvements in our wheat program, our feed grains program, our dairy program, and our cotton program. Working and planning together we can get needed improvements, but they will not be brought about if the Chief Executive of this Nation is a man who is unsympathetic to the needs of American agriculture.

You know where President Johnson stands. He is a rancher and a cattleman. He is your friend.

You had better know where Senator Goldwater stands. He has said he doesn't know anything about farming and I believe him. He also has said he wants to get rid of our price support programs--and a good many of you. I believe he means that, too.

The wheat program, the cotton program, and the wool program all expire next year. Any new legislation must go to the White House for approval or veto.

You had better make sure you have a friend in the White House. You had better make sure that Lyndon Johnson remains as President of the United States.

We need to re-study our wheat and feed grains programs. Compulsory production restrictions to gain price objectives do not seem to be a satisfactory answer for wheat and feed grains. Voluntary production adjustments programs properly administered are better, but will not alone achieve our income objectives. Cropland retirement to expand conservation acreage should be further explored. However, we must be concerned with the future of rural communities.

There are various ways of supplementing farm income without distorting market prices and normal channels of trade--at a time when international trade in farm commodities is becoming of increasing significance. Actually, vigorous efforts to expand outlets for farm products both at home and abroad, seem to offer the brightest hope of all. This particularly is true of cattle, where the ranchers themselves have asked for nothing more than the opportunity to further develop and preserve and expanding free market.

Our farm cooperatives and indeed other segments of our free enterprise system, can and probably should perform many of the marketing functions now being performed by federal agencies. The Government's role should be to supplement, not supplant, private enterprise--including cooperatives.

What we may need is a combination of several alternatives--depending upon which best fits a specific commodity. At least the door never should be shut in the search for new ways to achieve our national objectives.

For milk and other dairy products we need to find better ways of meeting the real needs of our low income groups and fulfilling our humanitarian objectives abroad.

We certainly must expand and provide adequate funds for our farm credit programs, the great Rural Electrification program, the soil conservation programs, the special milk program, the school lunch program, and the food stamp program. All of these have made and continue to make great contribution to rural America and the rest of the Nation.

A rapidly changing agriculture in a changing world requires continuing review and reappraisal of farm programs and policies. This is why I have proposed the creation of a bi-partisan blue ribbon commission on agricultural policy.

There is one approach, however, that I flatly reject--the Goldwater alternative of wiping out all of our farm programs and deliberately seeking to force farmers off the land.

Senator Goldwater has laid bare his innermost convictions about many matters of public concern in his book called "Conscience of a Conservative". Here is what he says about farm programs, and I quote " "There can be no equivocation here---prompt and final termination of the farm subsidy program."

This is the death sentence to agriculture. I regret it. It would impoverish farm people--wipe out billions in rural land values--ruin business on rural America's main streets--and solve absolutely nothing.

But it shouldn't surprise farm people that the temporary spokesman for the Republican Party shows little concern for their well-being. For ten years he has been voting against the farmer in the Congress.

Look at his record.

Senator Goldwater voted against the feed grain programs in 1961, 1962 and 1963.

Senator Goldwater voted against the Agricultural Act of 1962, which authorized programs for wheat and feed grains and expanded authority for Food for Peace and the Farmers Home Administration.

Senator Goldwater has voted consistently against efforts to support and strengthen REA loan funds.

Senator Goldwater voted against the bill to authorize funds for public works, TVA and Power Marketing agencies of the Department of Interior in 1959.

Senator Goldwater voted against the Niagara River project to produce low cost power with preference for cooperative and other consumer electric systems in 1956.

With a record like that, is Senator Goldwater the man you want to trust with the destiny of American agriculture?

I don't think so.

Let me assure you of one thing: a Johnson-Humphrey administration never will abandon American agriculture. It never will reject constructive change as long as the change can be for better.

Our criteria for judging proposed changes in American farm policy will include these 9 points.

1. Will it assure an abundant supply to meet the needs of consumers at reasonable prices?

2. Will it add to the strength of the Nation in its quest for world peace, increasing prosperity, and national security?

3. Will it help the individual farmer to preserve his economic independence?

4. Will it permit our system of free markets to operate efficiently, fairly, and without needless handicaps?

5. Will it facilitate the expansion of our foreign trade and maintenance of a fair share of world markets for American farm products?

6. Will it encourage the full utilization of land, water, and human resources that are not needed for the agricultural production for alternative purposes more beneficial to the public interest?

7. Will it encourage conservation of our soil and water resources for future generations?

8. Will it assure us of a desirable level of reserves for our national security?

9. Will its cost to the taxpayers be commensurate with its benefits to the consumers, the national economy, and the Nation's strength in world affairs?

With these tests as our guide, I am confident that we can and will build a better future for rural America--and for all America.

## TRANSCRIPT

NATIONAL PLOWING CONTEST ADDRESS  
Plowville, North Dakota  
Saturday, September 19, 1964

SENATOR HUBERT HUMPHREY  
DEMOCRATIC VICE PRESIDENTIAL CANDIDATE

SENATOR HUMPHREY: Thank you. Thank you very much. Thank you.

And Thank you very much, Senator Burdick. My sincere thanks to Senator Burdick for his gracious, kind and generous introduction and my warm regards -- and I say warm -- to Homer Ludwig, chairman of this great event, and our thanks to the Fraases for permitting us to come to this magnificent American family farm, and have the opportunity to see modern American agriculture in action.

I want to say that I salute this family.

(Applause.)

I gather that there may be a little politics talked around here today, and I gather that you folks are going to be very considerate and tolerant to all of us who express our point of view.

How wonderful it is that we have this privilege to talk to the American people, to visit with one another, and I come here for that express purpose, but first, may I say, that I come to the state of North Dakota that is privileged to have as its chief executive and as its Governor one of the outstanding public servants of the 50 states of this Union.

And I salute Governor and Mrs. Bill Guy --

(Applause.)

-- and I have had the privilege of serving in the Congress with the distinguished Senator that just introduced me, a fine son of a great father, both of whom have represented this state with honor and with distinction and with progressive government.

(Applause.)

Might I just say this word in case some of you in North

Plowville

Dakota may have forgotten? There are a few men up here that would like very much to see you later on; for example, Rolland Redlin out in the West District tells me that he is ready to go to Washington as your Congressman.

(Applause.)

And George Sinner, from the East District -- a fine state Senator, too -- tells me that he's just anxious to go to Washington.

(Applause.)

And lest I forget, just across the river on the other side of Fargo, there's a fine, fellow citizen from Minnesota that has been studying the road maps, has been looking at the airplane schedules, and he tells me that he and his wife and eleven children are all ready to go to Washington as the Congressman from Minnesota's 7th District, Ben Wichterman.

(Applause.)

And I wouldn't want to forget my colleague in the United States Senate, one of the finest men that ever came to Washington, the Honorable Eugene McCarthy of the State of Minnesota.

(Applause.)

Now, I come here today, not to talk about our troubles as much as I seek to talk about the achievements of the American people and particularly of American agriculture. I come here today to congratulate you, the tillers of the soil, the family farmers of America and their families, for the miracle of American agriculture.

The entire nation owes you a debt of gratitude, and I say, as one member of this government, that never have so few done so much for so many, and been given so little credit for what they have done.

(Applause.)

Farmers represent less than 8 per cent of our population but yet, they produce enough food and fiber to feed and over-feed us. They produce enough food and fiber for the great humanitarian programs of our country. They produce enough food and fiber for the greatest humanitarian effort that's ever been undertaken overseas in the Food for Peace program,

Plowville

and they produce enough food and fiber for our commercial exports and our strategic reserves.

No group of producers in all of the world has as fine a record of production efficiency and capability of producing for the great multitudes of people as the American family farmer and, indeed, his family that tills the soil.

(Applause.)

Now, let me just say we ought to consider for a moment this miracle of agricultural abundance for what it means to our nation, other than just farmers.

Let me talk to the consumers because we are all consumers and that's all of us.

The abundance of our farms is consumer insurance of market-basket bargains. No place in the world does the consumer get as much food for as little cost as in the United States of America, and that is due primarily to our farm producers and our great system of distribution.

(Applause.)

For the workers in our factories and our shops, this farm abundance means job insurance; for the nation as a whole, it is balance of payment insurance, and perhaps the most significant fact of all is that this food and fiber abundance is the insurance of peace and of plenty and of freedom.

Farmers are in the front line of the fight for a just and an enduring peace, and for the advance of freedom throughout this world.

Let us remember that peace and freedom are everybody's business, not just the farmers. Food is power in the world today. Food is a vital force for peace and security. Food for Peace may yet prove to be the real path to peace.

We have scored our greatest victory in the cold war. We have scored our greatest victory over Communism by the evidence of the success of our free enterprise system of American farmer families, and this should be heralded throughout this land.

(Applause.)

## Plowville

But this miracle of agricultural abundance, meaning so much to this nation, I think that the nation's conscience -- yes, the nation's conscience requires greater economic justice for our farmers.

Opportunity, equal opportunity, is the promise of America. That's what this country stands for and it must be the promise to rural America, but let's remember that social, economic justice for farm people, as necessary as it may be for the nation's conscience, is only a part of the argument for our concern about agriculture.

What we do or what we fail to do, my fellow Americans, about protecting and improving farm income is not for farmers alone. It is necessary to protect our national interests, just as necessary as the defense weapons that we produce for the security of this nation.

It is necessary to assure continued consumer insurance of market-basket bargains resulting from this abundance, and it is necessary to assure continued job insurance for every worker, and that means millions of workers.

And it is necessary to assure our balance of payments and expanding world markets, and this abundance is necessary to maintain our nation's power for peace and freedom in the world.

And may I add also that protecting this farmer's income is necessary also in order to protect our great agricultural producing plant and to conserve the God-given resource of the soil which the farmer protects and conserves, not only for himself, but for generations yet to come, and for, indeed, the security and the safety and the strength of America.

And let every American citizen know that that job of conservation needs to be rewarded by the American people to those who are the stewards and the custodians of the land. That's what our agricultural program is about.

(Applause.)

With the uncertainties of weather -- we even have it in the Plowing Contest day -- and the possibilities of plant diseases, the nation cannot always be assured of having enough food and fiber unless farmers are willing to produce more than enough, and when you produce more than enough, in order to protect those of us that don't produce food, that's when you

## Plowville

have trouble in the marketplace, and that's when farmers' prices drop. So, if there is a cost involved in maintaining our power of abundance, if there is a cost in producing just more than enough so that we can be sure of the adequacy of our supplies, I say that it is not a cost that ought to be leveled upon the back of the farmer, or upon the Department of Agriculture, as such.

It is a national cost and a cost that should be absorbed gratefully and thankfully by the entire American citizenry.

(Applause.)

If there is one fact of our time that's evident, it is the fact of change. Everything changes, more rapidly than we even dreamed, and change has been the fact of farming. The impact of science and technology has been unbelievable.

There are changing markets, changing eating habits. All of these have a direct bearing upon American agriculture, and our policy toward it.

Therefore, we constantly need to re-examine what we are doing. We need to know what is good in our programs and we need to know what needs to be changed.

I see no reason, for example, nor to seek changes in the present effective programs of tobacco, peanuts and rice. These are programs far away from North Dakota, but they are a part of American agriculture.

I see no need for change unless the producers themselves find and agree upon improvements, and the same thing, it seems to me, is relatively true of our wool program. It works well.

Our sugar program is designed to benefit the nation's beet and sugar cane farmers, as well as to protect the consumer. And it assures the consumer of adequate supply at reasonable prices, and it may provide many foreign countries with a market for their sugar.

This program is apparently working well, and any adjustments in it should be designed merely to meet current conditions without changing its basic objectives.

However, we still need improvements in our wheat program, our feed grains program, our dairy programs, and our cotton programs, and working and climbing together, people and their government, we can get these needed improvements, but you can't get them by saying no. You can't get them by closing your eyes.

Plowville

You can't get them by pretending that no problem exists. You get them only by thoughtful analysis and by a willingness to do something to meet a problem and do it in cooperation with the people that need the help.

(Applause.)

I speak today for a man that is a farmer. I think you know where President Johnson stands. He is a rancher; he is a cattleman. He has worked for and supported programs to aid American agriculture since he was a boy. He helped organize the first REA cooperative in his District. He is a friend and he is a proved friend that has a understanding and sympathetic heart for America's agriculture.

(Applause.)

I think we need to know where these men stand and you'd better know where Senator Goldwater stands. He has said, and I quote him, he doesn't know anything about farming -- and I believe him.

(Applause.)

He has said -- he has said, and it was in your morning newspaper, that he wants to get rid of price support programs -- and I believe he means that, too.

(Applause.)

Now, my friends, compulsory reduction restrictions to gain price objectives do not seem to be the satisfactory answer for our wheat and feed grains. Voluntary production programs, properly administered, are better and would -- but I remind you -- would not alone achieve our income objectives.

Crop land retirement to expand conservation acreage should be further explored. However, we must be concerned, not so much about retirement, as we are use of that land. Farmers like to use the God-given heritage of their land and not leave it to stand idle with no income or no proper use for humanity.

(Applause.)

And we must be concerned about our rural communities. There are various ways of supplementing farm income without distorting market prices in the normal channels of trade. This has the advantage, also, of improving our world trade position.

## Plowville

Actually, vigorous efforts to expand outlets for farm products, both at home and abroad, offer one of the brightest hopes of all. This has proven to be particularly true of cattle, where the ranchers themselves, much to their credit, have asked for nothing more than the opportunity to further develop and to preserve an expanding free market for their produce. And they have our commitment, from a rancher who is in the White House who understands cattle because he raises them. He has our commitment that they will receive the helping hand of an understanding and friendly government.

(Applause.)

Now a word about our great farm cooperatives because they have meant so much to America, and indeed, the other segments of our free enterprise system. All of these can, and probably should, perform many of the marketing functions now being performed by Federal agencies.

The government's role should be to supplement and not to supplant. And may I say that the government of the United States has now as its policy the encouragement of the private sector of our economy and the encouragement of our farm producers cooperatives, so that farmers may better protect themselves in the marketplace through their own efforts with a sympathetic, understanding government policy.

So, when we add it up, what we need is a combination of several alternatives, depending upon which fits a specific commodity the best. For our milk and dairy products, we need to find more and better ways of meeting the real needs of our low income groups, fulfilling our humanitarian objectives abroad. We certainly must expand and provide adequate funds for our farm credit programs, and we could use a little help from the Congress on that.

We certainly need to expand the great rural electrification program, and yet the man that will speak to you this afternoon has advocated that we liquidate the Rural Electrification Administration. No greater blow could come to American agriculture than that.

(Applause.)

We need to expand our soil conservation programs with the growing population demanding more of our soil. We need to expand our school lunch program and our food stamp program.

All of these have made, and continue to make, a great

Plowville

contribution to rural America.

Now, a rapidly changing agriculture requires constant re-examination. For this reason, I have proposed the establishment of a national Agriculture Food Policy Commission to examine into every possible alternative.

Now, let me talk for just a moment about the record of our respective parties.

I speak today for the Democratic party. I do not claim that it is without blemish nor do I claim that its every program and policy has been totally effective, but we have the choice of alternatives.

I claim that its heart is right; I claim that its programs have been designed for the purpose of aiding farm income and of seeing to it that this great agriculture plant of America remains solvent, remains modern, and remains as a great force of security for the American people.

Senator Goldwater has laid bare his innermost convictions about many matters of public concern. For this, we should be grateful. He has done this in his book called "The Conscience of a Conservative." And here is what he says; I quote him verbatim about farm programs.

"There can be no equivocation here -- prompt and final termination of the farm subsidy program."

Now, my friends -- that's a Republican committeeman up there -- I think that's one of Barry's boys.

(Referring to plane flying overhead.)

(Applause.)

We need one of those fellows to come down to earth.

(Applause.)

We need to understand just what this statement means, that I have read, "Prompt and final termination of the farm subsidy program."

This morning I read in the paper that it wasn't going to be so prompt, slow death not immediate. But may I say, whether you die slowly or die quickly, when you're dead, you're

Plowville

dead.

(Applause.)

(Plane again flying overhead.)

That's always the danger if you nominate a pilot.

(Applause.)

This statement of the Senator from Arizona that I have read is a death sentence to agriculture, and I regret it. I would impoverish farm people, wipe out billions in rural assets. It would ruin business and ruin America's Main Street. And very frankly, it would do exactly as was done once before. It would trigger a major recession and depression in America, which this country cannot possible endure.

(Applause.)

(Plane again flying overhead.)

Ladies and gentlemen, it's hard to compete against one of those whirlybirds.

I speak now of the record of the Republican candidate -- or should I say of the candidate of a section of the Republican party?

(Applause.)

Because, only a few weeks ago, both Republican parties met at Hershey, Pennsylvania -- the Eisenhower party and the Goldwater party. Out of there came a little more sense to the Republican program, but only for a short time.

Let's look at this record of Senator Goldwater. He voted against the feed grains programs in 1961 and 1962 and 1963. These programs, my friends, meant millions and millions of dollars in your income for the farm people in this area.

Senator Goldwater voted against the Agriculture Acts of 1962, which authorized programs for wheat and feed grains, and expanded authority for Food for Peace and the Farmers' Home Administration.

Senator Goldwater has voted consistently against efforts to support and strengthen REA loan funds. On 35 key votes in 10 years, the Senator voted wrong 33 times, according to the National Rural Electrical Cooperative Association. Two times

Plowville

he voted right, and those two times were for projects in Arizona. For this, we can be grateful.

Senator Goldwater voted against the bill to authorize funds for Public Works, that helped North Dakota and every other state, Area Redevelopment, TVA. He says he wants to sell it for \$1.00.

He voted against power marketing agencies that affect this great area of the Missouri River, and he voted against, if you please, even the Niagara Power Project, from whence his own running mate comes, a project to produce low cost power with preference for cooperative and other consumer electric systems.

Now, with a record like that, I ask you is the Senator from Arizona the man you want to trust with the destiny of American agriculture? I don't think so.

(Applause.)

Let me assure you one thing, a Johnson-Humphrey Administration never will abandon American agriculture. It never will reject constructive change, as long as that change is for the better. A Johnson-Humphrey Administration will be dedicated to the improvement of our programs, not to their death -- to the improvement of the programs!

(Applause.)

And we shall judge all those changes on American agricultural policy on the following points:

Will that change provide a fair return to the farmer consistent with the goal of full parity of income for our farm people?

Will it assure an abundant supply to meet the needs of consumers at reasonable prices?

Will it add to the strength of our nation in the quest for world peace, increasing prosperity and national security?

Will it help the individual farmer to preserve his economic independence and to develop his talents to their fullest potential?

Will any change permit our system of free markets to operate more efficiently, fairly, and without needless handicaps?

## Plowville

Will it facilitate the expansion of foreign trade and the maintenance of a fair share of world markets for American farm products?

Will it encourage the full utilization -- and I underscore the word -- utilization of land, of water and of human resources that are not now needed for agricultural production, for alternative purposes more beneficial to the public interest?

Will it conserve or encourage conservation of our soil and water resources for future generations?

Will it assure us of a desirable level of food and fiber reserves for national security?

Finally, will its cost to the taxpayers be commensurate with its benefits to the consumers, the national economy, and the nation's strength in world affairs?

These are the ten guidelines that will direct our thinking, and I can say to you that, in cooperation with the leaders of American agriculture and with our farm families, sitting down together with your representatives in the Congress, that if we but look ahead to the day when our population is bigger, the requirements of our people larger, that we can find not only better answers that we have now, but we can find that happy day when the American farm family will enjoy every benefit of life that he sees in the city, and even more, and that the concept of parity of income will no longer be a stump speech but will be a bank account for the American farmer and a part of the great American economy.

(Applause.)

Now, let me leave you with this thought. I addressed you today primarily as farm people but I know more than that that you are citizens in the fullest sense of the word, and America today needs as never before men and women who understand our responsibilities in the world in which we live.

If there is to be peace, it will be because we have that great power of mind and spirit and economy and body that brings that peace.

If there is to be a better world, it will be because out of the midst of the American people comes the leadership that provides for a better world.

We are in a mighty contest today, ladies and gentlemen.

It's a contest against powerful forces, and in that contest, we need an America that is united. We need an America that offers opportunity, that sets a wonderful example for the whole world.

And I want to make this pledge to every person here, regardless of one's political point of view, that my every word, my every deed, as a private citizen and as a public official -- and I know that I now speak for the President of the United States in this -- that every word, and every deed, will be to unite our nation, to make us more of a brotherhood, to bring us closer together for common purposes and common goals.

I must say "Shame upon those that pit one group against another, race against race, city against farm, city government against state government, rich against poor." This is no way to build these United States of America.

(Applause.)

May I thank you for being so patient and so understanding in this rather inclement weather and may I also thank you for, by your wishes and your thoughts, seeing to it that the air was at least cleansed of the slight interruption.

All I want you to do is to reward us on November 3rd by voting for Lyndon B. Johnson for President and Hubert H. Humphrey for Vice President.

Thank you very much.

(Applause.)

- - -

(End.)

~~Supplemental~~  
~~\_\_\_\_\_~~  
~~\_\_\_\_\_~~  
Cotton (Herb)  
NATIONAL PLOWING CONTEST  
FARGO, NORTH DAKOTA  
SEPT. 19, 1964.

Let me congratulate you on the miracle of American agriculture.

The entire nation should know-- and this great occasion is a good ~~starting~~ <sup>place</sup> to tell it-- that rather than being a "problem," agriculture actually is America's Number One ~~success~~ success story.

~~Since~~ <sup>Long</sup> before the dawn of history, food has been a matter of life-and-death importance in man's daily struggle to survive.

You have conquered that challenge. You have created a revolution of abundance within the past generation.

The American farmer is the most efficient <sup>world</sup> ~~on~~ <sup>producer</sup> ~~the~~ ~~face~~ of this earth. The output of the average agricultural

worker in the last decade has increased almost three times as much as the ~~average~~ <sup>the</sup> industrial worker.

per ~~cent~~ ~~of the population~~ ~~more than 10 years ago~~ ~~now~~  
~~is~~ ~~ce.~~

*Farmers represent less than 5% of the population, yet they produce*

*enough food and fiber to feed the nation better*

*than any place in the world*

*These same farmers produce enough so that we can provide over \$3 billion*

*in* quarters of a billion dollars worth of food each year

to our own needy, distribute ~~some~~ \$2 billion *of food*

around the world under our Food for Peace program, sell

nearly 4 and one-half billion worth for dollars abroad

to increase our nation's export earnings-- and still  
have adequate reserves for the nation's safety and a  
potential to produce even more. *This is an amazing  
record.*

The world has never seen anything like this. It  
~~is~~ <sup>is</sup> truly an American miracle. We should be proud of  
*and I am*  
that achievement-- ~~and~~ proud of you who have made it  
possible.

Unfortunately, we have come to take this American  
miracle of Agriculture for granted, ~~and we often consider~~  
~~it commonplace.~~ ~~It is long past time that all the~~

*the* American people, ~~including those in the great metropolitan~~  
*must come to*  
~~centers,~~ understand the great contribution that American  
agriculture has made to this Nation, and to the rest of  
the world as well.

Not #

For the nation as a whole it is "balance of payment insurance." ~~Our abundant agriculture is making possible the greatest export sales earnings in our history -- a substantial contribution to improving our balance of payments situation. Exports already account for the output of 1 out of 4 acres of farm land -- and they are the source of 15 per cent of the income of farmers. Without farm exports, we'd be in serious trouble in the world trade picture.~~

But perhaps most significant of all, it is our insurance of peace and freedom.

Keep

And perhaps most significant of all, it is our insurance of peace, plenty, and freedom.

and let us remember that

Peace and freedom is everybody's concern, not  
just the farmers'. Food is power in today's world.  
Food is a vital force for peace and freedom, giving  
us needed diplomatic ~~power~~ **strength** in the world as well  
as enabling us to exemplify the true humanitarian  
spirit of the American people. If ~~neighbors in America~~

Keep

can ~~share the food from their tables, then this government~~  
can ~~share the food from its warehouse with friendly~~  
~~countries less fortunate than ourselves. This is~~  
what we are doing in our great food for Peace Program,  
an effort unequalled in all history as an effort that  
may well prove bread more effective than bullets. Food

Keep

for Peace may yet prove the real Path to Peace.

We have scored our greatest victory over Communism  
in the world by the evidence of the success of our  
free enterprise system of American family farmers.

I can tell you from personal observation that the Soviet system has nothing to compare in its production capabilities with the American family farm. Collectivism denies individual liberty, and the individual dignity we hold dear. This nation of ours must never follow any course that leads to form collectivism. We must follow only one course -- the one that leads to individualism -- with respect, and justice, for each individual.

11/14/43  
pages  
could  
be  
cut.

Therefore, in our responsibilities as a world leader, and to meet the needs of ~~our~~, our nation, not just the farmers, needs programs that recognize the breakthrough in agricultural technology, and the opportunities this presents.

With the miracle of agricultural abundance meaning so much to the nation and ~~the~~, the nation's conscience requires greater economic justice for the farm people.

~~who make it possible~~

Unfortunately, the blessings that this miracle of abundance have brought to our nation are not fully shared by all our farm people.

Despite the increased efficiency of the American farmer, he does not fully share in benefits of this greater productivity. Even with farm income increased during the past four years, the farmer's average income is only 63 per cent of that of the non-farm worker.

That's hardly the way to reward the most efficient segment of our economy. We need to do better -- a whole lot better. And we're going to.

When labor and management discuss fair rewards for a man's skills and work, it is generally agreed that the worker should share in the benefits of increased productivity.

Keep

Keep

Somehow, our society lets it work the other way around for the farmer. All too often higher production leads to lower prices and income.

America's conscience can not let this go on.

The nation's conscience supported getting rid of exploitation of child labor and other mistreatment of America's work force -- and America's standard of living hasn't suffered from the higher costs involved. To the contrary, our economy has prospered and our living standards advanced in direct relationship to our willingness to share the benefits of increased productivity as widely as possible in our society.

The time has long passed for our society to be concerned about how to improve the position of farm people.

We have heard and <sup>we</sup> will hear more about "freedom"

in this campaign. All of us are for freedom -- real

freedom. And that must include freedom from poverty,

the greatest force for regimentation of them all.

*Opportunity - equal opportunity is the*

*We need equality of opportunity in rural America,*

*promise of America. It must be the promise to*

*so that every family can have a free choice about whether*

*rural America.*

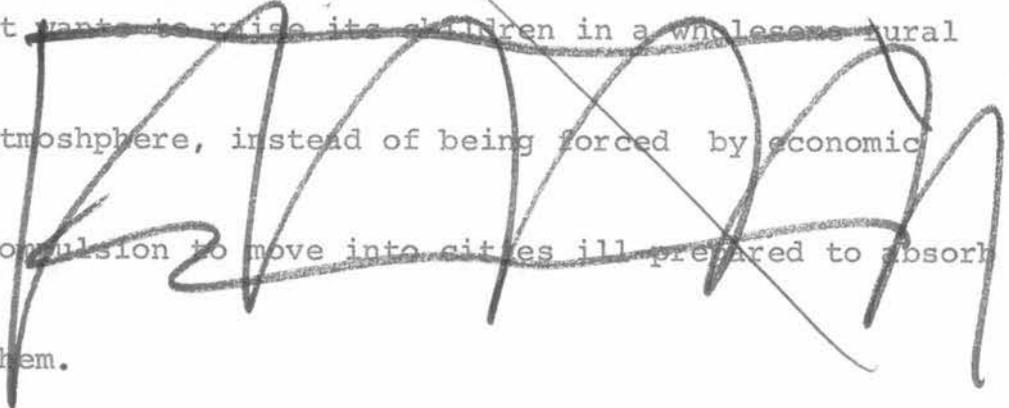
*it wants to raise its children in a wholesome rural*

*atmosphere, instead of being forced by economic*

*compulsion to move into cities ill prepared to absorb*

*them.*

*Rep*



↳ But let's remember that social and economic justice  
for farm people -- as necessary as it is to the nation's  
conscience -- is only one part of the argument for  
greater concern about agriculture.

↳ What we do -- or fail to do -- about protecting  
and improving farm income is not for farmers alone.  
It is necessary to protect our national interest. It  
is necessary to assure continued "consumer insurance"  
of market basket bargains resulting from abundance.  
It is necessary to assure continued "job insurance"  
for millions of workers. It is necessary to assure  
continued balance of payment earnings through continually  
expanding farm exports. It is necessary to maintain  
our nation's power for peace and freedom in the world.

Keep

Read

~~And, most of all, it is necessary to protect our great~~

~~agricultural producing plant and the people who~~

~~love the soil to care for it properly through wise~~

~~conservation practices such as are exemplified here~~

~~today, instead of having to ruthlessly mine it to eke~~

~~out an existence. We ask our farmers to conserve~~

~~their land for future generations and posterity.~~

~~For this they should be adequately compensated.~~

*uncertainties*

~~With the variations of climate and disease, the~~

~~nation can only be assured of always having enough food~~

~~and fiber if farmers are willing to produce more than~~

~~enough. Yet that "more than enough" needed for the~~

~~nation's security is what brings down the farmers'~~

~~prices in the market place.~~

*Keep*

*2*

↳ If there is a cost involved in maintaining our power of abundance, it truly is a national cost, not a cost that should be absorbed by farmers alone. ~~It is a cost that quite rightly should be borne by a grateful nation that shares in the benefits of abundance.~~

~~We should be honest about the fact that none of us~~

↳ ~~None of us~~ *None of us* know all the answers to the complex problems of American agriculture in this great age of technological change. ~~None of us are the repository of all wisdom.~~ ~~None of us has a monopoly on virtue.~~ The important thing is that some of us who really care keep on seeking to find better answers.

It is time for a complete new look at where we are going in American agriculture and what we can do to make better use of our tremendous productive potential while providing greater equality of economic opportunity for our farm families.

↳ Changing technology, changing American commitments in the world ~~in which we live~~, changing requirements of international trade, changing marketing structure, changing eating habits of American people -- all of these have a direct bearing upon American agriculture and ~~the~~ American agricultural policy.

(PAUSE)

~~We need to take a long look to the future. That is why I have suggested creation of a bipartisan blue ribbon commission as one road to seeking better approaches to domestic farm policy.~~

(Insert A on reverse side to be inserted after 1st paragraph on next page)

## Insert A

# Our sugar program is designed to benefit the nation's beet and cane farmers, assure American consumers adequate supplies at reasonable prices, and provide many foreign countries with a market for their sugar. This program apparently is working well. Any adjustments in it should be designed merely to meet current conditions without changing its basic objectives.

We need to take a good hard look at where we have been, where we are now, and where we are going. We need to know what is good in our programs and what needs change.

I see no reason to seek changes in the present and effective tobacco, peanut, and rice programs -- unless the producers themselves find improvements they desire.

*Insert A*

The same thing is true for the wool program. However, we still need improvements in our wheat program, our feed grains program, our dairy program, and our cotton program. *Working and planning together we can* ~~Together we can work out and get needed~~

improvements. But these improvements will not be brought about if the chief executive of this nation is a man who is unsympathetic to the needs of American agriculture. *#* You know where President Johnson stands.

He is a rancher and a cattleman. He is your friend.

You had better know where Senator Goldwater stands.

He has said he doesn't know anything about farming and

I believe him. <sup>also</sup> He ~~has~~ said he wants to get rid of ~~our~~ *our piece*  
*Support*  
~~our~~ farm programs -- and a good many of you. I

believe ~~that, too~~ *he means that, too*

The feed grains program, the wheat program, the  
cotton program, and the wool program all expire next  
year. Any new legislation must go to the White House  
for approval or veto. ~~It takes a two-thirds vote in~~  
~~each house to override a veto.~~

~~FF~~  
You had better make sure you have a friend in the  
White House. ~~You can't afford the chance you'll be~~  
~~taking with Senator Goldwater.~~ You had better make  
sure that Lyndon ~~B~~ Johnson remains as President of  
the United States.

~~With President Johnson's leadership, and~~  
~~will continue <sup>our</sup> ~~these~~ programs -- and <sup>for facilities for</sup> ~~improve~~ them. ~~this~~~~  
~~is why we need to look at every alternative and make~~  
~~sure we're choosing the best.~~

*Cotton (?)*

↳ We need to re-study our wheat and feed grains programs. Compulsory production restrictions to gain price objectives do not seem to be a satisfactory answer for wheat and feed grains. Voluntary production adjustment programs properly administered are better, but would not alone achieve our income objectives.

Cropland retirement to expand conservation acreage should be further explored. However, we must be concerned with the future of rural communities.

There are various ways of supplementing farm income without distorting market prices and normal channels of trade. This has the advantage of improving our position in world trade -- at a time when international trade in farm commodities is becoming of increasing significance. Actually, vigorous efforts to expand outlets for farm products both at home and abroad seem to offer the brightest hope of all. This particularly is true of cattle, where the ranchers themselves have asked for nothing more than the opportunity to further develop and preserve an expanding free market.

~~Could for insert A to be included after 2nd paragraph in next page~~

Insert A

~~Secret~~

NO

What is in the Sugar Act a splendid example of a sound and workable program which benefits the nation's farmers, assures American consumers adequate supplies at reasonable prices, provides many foreign countries with a market for their sugar, promotes the export of United States agricultural products, and is completely self-financing. This program is working well and any adjustments should be designed merely to meet current conditions without changing any of the basic features or objectives.



P

a rapidly changing agriculture  
 in a changing world  
 requires ~~constant~~ ~~re-examination~~  
 continuing review and reappraisal  
 of farm programs and policies.  
 This is why I have proposed  
 the creation of a Bi-Partisan  
 Blue Ribbon Commission on  
 Agricultural Policy ~~for the future~~  
 of ~~agriculturalists~~  
 important to be  
 every alternative, even  
there

~~Keep~~

~~(for agriculture)~~

~~I am willing to approach a new look with an open  
mind urging full and frank consideration of all the  
various alternatives proposed in American agriculture~~



~~We need to take a long look at the future, that is  
today. I am willing to do this as long as we keep our  
eyes I have suggested treatment of a partisan, blue ribbon  
sights on the objective of improvement of economic well-  
being in American agriculture.~~

~~Commission, a one way to seeking better approaches to  
domestic ~~policy~~ <sup>approach, however, that,</sup>~~

There is one ~~alternative~~ I flatly reject -- the

Keep

Goldwater alternative of wiping out all of our farm  
programs and deliberately seeking to force farmers off  
the land.

A ~~man's~~ conscience is usually ~~his~~ guide. Senator  
Goldwater has laid bare his innermost convictions about  
many matters of public concern in his book called  
Conscience of a Conservative. Here is what he says

about farm programs, and I quote: "~~what has been~~  
~~lacking~~ is not an understanding of a problem that  
really is quite impossible not to understand, but the  
political ~~courage to do something about it.~~

"~~Bring something about it means~~ and ~~there~~

can be no equivocation here -- prompt and final termination  
of the farm subsidy program," *unquote,*

This is the death sentence Agriculture.

~~I flatly reject the Goldwater alternatives, because~~

~~I~~ reject it.

It would impoverish farm people -- wipe out billions

in rural land values -- ruin business on rural America's

main streets -- and solve absolutely nothing.

~~That's not a partisan political opinion. Competent~~

~~independent studies bear this out.~~

In the past five years there have been many proposals for eliminating or reducing farm price supports and production adjustment programs. These proposals led to studies by university and government economists to estimate the effects of wiping out such programs. Out of these studies by Iowa State University, Cornell University, the Joint Economic Committee of Congress and a study done for the Senate Agriculture Committee has come a general agreement that net farm income would fall very sharply and remain low for a long period. The most recent study was done for the National Planning Association by Iowa State And Oklahoma State University economists.

*out*

~~Here is the consensus of all these studies:~~

~~First~~ If the Goldwater approach is followed, net farm income would fall from present levels of \$12.5 billion per year to between \$6<sup>and</sup>7.5 billion -- a decline of 40<sup>to</sup>50% *per cent.*

~~Second~~ If the Goldwater approach is followed, farm prices for crops would fall 25<sup>to</sup>30% *per cent.* Livestock prices would fall by 10<sup>to</sup>20% *per cent.*

~~Third~~ If the Goldwater approach is followed, farm production expenses would continue to rise, further squeezing net farm income.

~~And~~ ~~Fourth~~ if the Goldwater approach is followed net income per farm <sup>---</sup> which has risen sharply since 1960 <sup>---</sup> would decline about one-third from **current** levels.



~~His is~~  
~~lets~~ what you can expect from Senator Goldwater.  
Most farmers and most fair minded Americans would agree that such prices would be ruinous to American agriculture.

↳ But it shouldn't surprise farm people that the temporary spokesman for the Republican Party shows little concern for their well-being. For ten years he has been voting against the farmer ~~and~~<sup>in</sup> the Congress.

Look at his record:

Senator Goldwater voted against the feed grain program<sup>s</sup>/in 1961, 1962 and 1963.

Senator Goldwater voted against the Agricultural Act of 1962, ~~authorizing~~<sup>which authorized</sup> programs for wheat and feed grains and expanded authority for Food for Peace and the Farmers Home Administration.

Senator Goldwater has voted consistently against efforts to support and strengthen REA loan funds.

Senator Goldwater voted against the bill to authorize funds for public works, TVA and power marketing agencies of the Department of Interior in 1959.

Senator Goldwater voted against the Niagara River project to produce low-cost power with preference for cooperative and other ~~non-profit~~ <sup>Consumer</sup> electric systems in 1956.

With a record like that, is Senator Goldwater the man you want to trust with the destiny of American Agriculture?

I don't think so.

Let me assure you of one thing: A Johnson-Humphrey Administration never will abandon American agriculture. It ~~will~~ <sup>will</sup> never reject constructive change as long as the change can be for the better.

~~But~~ Our criteria for judging proposed changes in American farm policy will include these ~~points~~ <sup>10 points</sup>:

- 1) Will it provide a fair return to the farmer consistent with the goal of full parity of income for farm people?
- 2) Will it assure an abundant supply to meet the needs of consumers at reasonable prices?
- 3) Will it add to the strength of the Nation in its quest for world peace, increasing prosperity, and National security?

4) Will it help the individual farmer to preserve his economic independence and to develop his talents to their fullest potential?

5) Will it permit our system of free markets to operate efficiently, fairly, and without needless handicaps?

6) Will it facilitate the expansion of our foreign trade and maintenance of a fair share of world markets for American farm products?

7) Will it encourage the full utilization of land, water, and human resources that are not needed for agricultural production, for alternative purposes more beneficial to the public interest?

8) Will it encourage conservation of our soil and water resources for future generations?

9) Will it assure us of a desirable level of reserves for our national security? *And*

10) Will its cost to the taxpayers be commensurate with its benefits to the consumers, the national economy, and the Nation's strength in world affairs?

*as our guide, I am confident that we*  
With these tests ~~to proposed agricultural policy~~

*can and will build a better future for rural America -*  
~~instead of a man whose conscience tells him he should~~

*and for all America.*  
~~do nothing for the American farmer?~~

*(End)*

~~Wouldn't you rather have men at the helm of your~~  
~~Why should we make Senator Goldwater wrestle with~~  
Nation who apply such tests to proposed agricultural  
his conscience?

policy instead of a man whose conscience tells him  
he should do nothing for the American farmer?

Why should we make Senator Goldwater  
wrestle with his conscience?

*They (and ranchers)*  
Farmers of America can't afford a President  
whose conscience would bother him if he had to sign  
legislation enacted by the Congress to support  
*and credit, Food for Peace, TVA,*  
rural electrification, ~~and~~ and agricultural conservation.

You can help keep Senator Goldwater's conscience  
from bothering him -- and from bothering you. You  
can do it by rejecting him in November -- and  
electing a real friend of American agriculture, ~~President~~  
Lyndon Baines Johnson. *Thank you.*

Armer LeRoy

Elmer Fraas  
Walter Fraas

NATIONAL PLOWING CONTEST

FARGO, NORTH DAKOTA

September 19, 1964

Sp: Fargo, N. Dak.  
Sept. 19, 1964

Let me congratulate you on the miracle of  
American agriculture.

The entire nation should know -- and this great  
occasion is a good place to tell it -- that rather  
than being a "problem", agriculture actually is  
America's number one success story.

Long before the dawn of history, food has been  
a matter of life-and-death importance in man's daily  
struggle to survive.

You have conquered that challenge. You have  
created a revolution of abundance within the past  
generation.

The American farmer is the world's most efficient  
producer. The output of the average agricultural worker,  
IN THE LAST DECADE HAS INCREASED  
ALMOST THREE TIMES AS MUCH AS THE  
INDUSTRIAL WORKER,

✓ Farmers represent less than 8 per cent of the population, yet they produce enough food and fiber to feed the nation better and cheaper than any place in the world. These same farmers produce enough so that we can provide over three quarters of a billion dollars in food each year to our own needy, distribute \$2 billion of food around the world under our Food for Peace program, sell nearly four and one-half billion worth for dollars abroad to increase our nation's export earnings -- and still have adequate reserves for the nation's safety and a potential to produce even more. This is an amazing record.

✓ The world has never seen anything like this. It truly is an American miracle. We should be proud of that achievement -- and I am proud of you who have made it possible.

Unfortunately, we have come to take this American miracle of agriculture for granted. The American people must come to understand the great contribution that American agriculture has made to this Nation, and to the rest of the world as well.

We need to know how we can improve the economic position of a numerically and proportionately shrinking group in our population.

We need to remember who takes the risks of drought and flood, hail and early frost, insects and markets, and all the uncertainties of the marketplace. You know and I know, and if Senator Goldwater doesn't know, I'm sure he will before this day is over.

*Text*

Consider what this miracle of agricultural abundance means to the nation -- other than just farmers.

For consumers -- and that is all of us -- it is "consumer insurance" of market basket bargains.

For workers -- millions of them -- it is "job insurance." For the nation as a whole it is "balance of payment insurance." And perhaps most significant of all, it is our insurance of peace, plenty, and freedom.

And let us remember that peace and freedom is everybody's concern, not just the farmers'. Food is power in today's world. Food is <sup>a</sup> vital force for peace and freedom, giving us needed diplomatic strength in the world as well as enabling us to exemplify the true humanitarian spirit of the American people.

↳ Food for Peace may yet prove the real Path  
to Peace.

We have scored our greatest victory over Communism  
~~in the world~~ by the evidence of the success of our  
free enterprise system of American family farmers.

With the miracle of agricultural abundance meaning  
so much to this nation, the nation's conscience  
requires greater economic justice for the farm  
people.

Unfortunately, the blessings that this miracle  
of abundance have brought to our nation are not  
fully shared by all our farm people.

Despite the increased efficiency of the  
American farmer, he does not fully share in  
benefits of this greater productivity. Even  
with farm income increased during the past four  
years, the farmer's average income is only  
63 per cent of that of the non-farm worker.

That's hardly the way to reward the most efficient segment of our economy. We need to do better -- a whole lot better. And we're going to.

We have heard and we will hear more about "freedom" in this campaign. All of us are for freedom -- real freedom. And that must include freedom from poverty, the greatest force for regimentation of them all.

---

Opportunity -- equal opportunity is the promise of America. It must be the promise to rural America.

But let's remember that social and economic justice for farm people -- as necessary as it is to the nation's conscience -- is only one part of the argument for greater concern about agriculture.

What we do -- or fail to do -- about protecting  
and improving farm income is not for farmers alone.

It is necessary to protect our national interest.

It is necessary to assure continued "consumer

insurance" of market basket bargains resulting from

abundance. It is necessary to assure continued

"job insurance" for millions of workers. It is

necessary to assure continued balance of payment

earnings through continually expanding farm exports.

It is necessary to maintain our nation's power

for peace and freedom in the world. And, most of

all, it is necessary to protect our great agricultural

producing plant and to conserve the God-given resource

of the soil.

2 With the uncertainties of climate and disease,  
the nation can only be assured of always having  
enough food and fiber if farmers are willing to  
produce more than enough. Yet that "more than  
enough" needed for the nation's security is what  
brings down the farmers' prices in the market place.

4 If there is a cost involved in maintaining  
our power of abundance, it truly is a national  
cost, not a cost that should be absorbed by  
farmers alone.

~~None of us know all the answers to the complex  
problems of American agriculture in this great age  
of technological change. The important thing is  
that some of us who really care keep on seeking to  
find better answers.~~

It is time for a complete new look at where we are going in American agriculture and what we can do to make better use of our tremendous productive potential while providing greater equality of economic opportunity for our farm families.

Changing technology, changing American commitments in the world, changing requirements of international trade, changing marketing structure, changing eating habits of American people -- all of these have a direct bearing upon American agriculture and American agricultural policy.

PAUSE

*We need to know what is good in our programs and what needs change.*

L I see no reason to seek changes in the present and effective tobacco, peanut, and

---



L Working and planning together we can get needed improvements. But these improvements will not be brought about if the chief executive of this nation is a man who is unsympathetic to the needs of American agriculture.

L You know where President Johnson stands.

He is a rancher and a cattleman. He is your friend.

You had better know where Senator Goldwater stands. He has said he doesn't know anything about farming and I believe him. He also has said he wants to get rid of our price support programs -- ~~and good money for you.~~ I believe he means that, too.

The feed grains program, the wheat program, the cotton program, and the wool program all expire next year. Any new legislation must go to the White House for approval or veto.

You had better make sure you have a friend in the White House. You had better make sure that Lyndon Johnson remains as President of the United States.

~~We need to re-study our wheat and feed grains~~  
~~programs.~~ Compulsory production restrictions to gain price objectives do not seem to be a satisfactory answer for wheat and feed grains. Voluntary production adjustment programs properly administered are better, but would not alone achieve our income objectives. Cropland retirement to expand conservation acreage should be further explored. However, we must be concerned with the future of rural communities.

There are various ways of supplementing farm income without distorting market prices and normal channels of trade. This has the advantage of improving our position in world trade -- at a time when international trade in farm commodities is becoming of increasing significance. Actually, vigorous efforts to expand outlets for farm products both at home and abroad seem to offer the brightest hope of all.

This particularly is true of cattle, where the ranchers themselves have asked for nothing more than the opportunity to further develop and preserve an expanding free market.

Cattle

Our farm cooperatives, and indeed other segments of our free enterprise system, can and probably should perform many of the marketing functions now being performed by federal agencies. The government's role should be to supplement, not supplant, private enterprise, including cooperatives.

What we may need is a combination of several alternatives -- depending upon which best fits a specific commodity. At least the door never should be shut in the search for new ways to achieve our national objectives.

For milk and other dairy products we need to find better ways of meeting the real needs of our low income groups and fulfilling our humanitarian objectives abroad.

We certainly must expand and provide adequate funds for our farm credit programs, the great rural electrification program, the soil conservation programs, the Special Milk Program, the School Lunch Program, and the Food Stamp Program. All of these have made and continue to make a great contribution to rural America and the rest of the nation.

X

A rapidly changing agriculture in a changing world requires continuing review and reappraisal of farm programs and policies. This is why I have proposed the creation of a Bi-Partisan Blue Ribbon Commission on Agricultural Policy.

✓  
There is one approach, however, that I flatly  
reject -- the Goldwater alternative of wiping out  
all of our farm programs and deliberately seeking  
to force farmers off the land.

⊗  
Senator Goldwater has laid bare his innermost  
convictions about many matters of public concern in  
his book called Conscience of a Conservative. Here  
is what he says about farm programs, and I quote:

↳ "there can be no equivocation here -- prompt and  
final termination of the farm subsidy program," }  
unquote.

↳ This is the death sentence to agriculture.  
I regret it. It would impoverish farm people --  
wipe out billions in rural land values -- ruin  
business on rural America's main streets -- and  
solve absolutely nothing.

But it shouldn't surprise farm people that the temporary  
spokesman for the Republican Party shows little  
concern for their well-being. For ten years he  
has been voting against the farmer in the Congress.

Look at his record:

↳ Senator Goldwater voted against the feed grain  
programs in 1961, 1962 and 1963.

↳ Senator Goldwater voted against the Agricultural  
Act of 1962, which authorized programs for wheat  
and feed grains and expanded authority for Food for  
Peace and the Farmers Home Administration.

Senator Goldwater has voted consistently  
against efforts to support and strengthen REA loan  
funds.

35 votes voted NO. 4/11/62

↳ Senator Goldwater voted against the bill to authorize funds for public works, TVA and power marketing agencies of the Department of Interior in 1959.

↳ Senator Goldwater voted against the Niagara River project to produce low-cost power with preference for cooperative and other consumer electric systems in 1956.

↳ With a record like that, is Senator Goldwater the man you want to trust with the destiny of American agriculture?

↳ I don't think so.

↳ Let me assure you of one thing: A Johnson-Humphrey Administration never will abandon American agriculture. It never will reject constructive change as long as the change can be for the better.

Our criteria for judging proposed changes in

American farm policy will include these 10 points:

- 1) Will it provide a fair return to the farmer consistent with the goal of full parity of income for farm people?
- 2) Will it assure an abundant supply to meet the needs of consumers at reasonable prices?
- 3) Will it add to the strength of the Nation in its quest for world peace, increasing prosperity, and national security?
- 4) Will it help the individual farmer to preserve his economic independence and to develop his talents to their fullest potential?
- 5) Will it permit our system of free markets to operate efficiently, fairly, and without needless handicaps?

Keep

6) Will it facilitate the expansion of our foreign trade and maintenance of a fair share of world markets for American farm products?

7) Will it encourage the full utilization of land, water, and human resources that are not needed for agricultural production, for alternative purposes more beneficial to the public interest?

8) Will it encourage conservation of our soil and water resources for future generations?

9) Will it assure us of a desirable level of reserves for our national security? And

10) Will its cost to the taxpayers be commensurate with its benefits to the consumers, the national economy, and the Nation's strength in world affairs?

With these tests as our guide, I am confident  
that we can and will build a better future for  
rural America -- and for all America.



# Minnesota Historical Society

Copyright in this digital version belongs to the Minnesota Historical Society and its content may not be copied without the copyright holder's express written permission. Users may print, download, link to, or email content, however, for individual use.

To request permission for commercial or educational use, please contact the Minnesota Historical Society.



[www.mnhs.org](http://www.mnhs.org)