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ADDRESS OF VICE PRESIDENT
HUBERT H. HUMPHREY
AGRICULTURE HALL OF FAME
KANSAS CITY, MISSOURI
OCTOBER 13, 1965

I welcome this great opportunity to be with you.

Fundamentally we share a common concern and a common dedication. This relates to our concern for American agriculture and our dedication to the well-being of rural America. The work being done here to establish the Agriculture Hall of Fame is an effort to give recognition to the great contributions which American agriculture is making not only to the well-being of this country, but to the rest of the world.

Nearly one hundred years ago Abraham Lincoln said, and I quote, "I like to see a person proud of the community in which he lives. And I also like to see someone living in such a way that his community is proud of him."

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In recent years there has been a rediscovery of the importance of improving agricultural productivity as an essential condition for national economic growth. I use the word 'rediscovery' because there once was a day when economists put a great deal of emphasis on agriculture, food, and population in their thoughts and theories on economic growth. Some 200 years ago, for example, Adam Smith said:

"When by the improvement and cultivation of land the labour of one family can provide food for two, the labour of half the society becomes sufficient to provide food for the whole. The other half, therefore, or at least the greater part of them, can be employed in providing other

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things, or in satisfying the other wants and

fancies of mankind."

One of the real values of this Agriculture Hall of Fame will be that it will picture on a three-dimension screep, in technicolor, and in sharp focus, the leaders and equipment of the technological revolution. This is a revolution that not only is changing agriculture, but is changing our very way of living. The proper recognition of the men and machines responsible for our advances will make certain even wider horizons for science and engineering in the future. For wisdom requires an understanding of what the miracle of technology can do to people and for people.

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The revolution is all around us. We see, hear and feel evidences of it. We have new and more efficient machines, sources of power and ways of getting jobs done. We have better means of transportation, processing, storing and marketing food; and we are able to make wiser and more effective use of our resources.

The revolution is giving us new benefits every day. It is giving us better food and more of it. It is giving us the elements of a more purposeful existence. And it is giving us power to live more abundantly.

The changes brought about in farming operations by technology require our understanding. And they also require our helping many farm families, young and old, to adjust to the full impact of the technological revolution. The extra

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efficiency in farming that results from advances must be used wisely and energetically in maintaining and strengthening the family farm.

President Johnson emphasized in his Inaugural Address that the chief characteristic of our world is change. These sometimes breathtaking changes distinguish this generation from all those that preceded it. This means not only new challenges, but also new opportunities to the American farmer and to all of agriculture and rural America.

So this administration recognizes that change is inevitable. And it recognizes that great changes have occurred not only within agriculture, but throughout the world. This is why President Johnson said in his farm message to Congress that

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our farm programs always must be adapted to the requirements of the future. We must gear our agricultural policies to the realities of the world today rather than to an era long dead and gone. The real challenge, however, is to turn change to the benefit of agriculture and rural America -- not against it.

We need to utilize every means we have to demonstrated that agriculture is in the forefront of the struggle for a better world. Agriculture is not a burden. It is not holding America back. It is what's putting America ahead. And you here are giving proper recognition to those who helped make this possible.

One of the fundamental efforts which this administration has undertaken is to tell the American people of the basic

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contribution American agriculture is making to this nation and to the rest of the world. We have pointed out that the American consumer is enjoying food at the lowest cost of any people in the world, and that he has the world's most nutritious and varied diet.

We have emphasized that the American consumer buys the family food basket at a smaller percentage of earned income than any other consumer in the world.

And we have shown that the quality of our food and the manner in which it is distributed, marketed and handled is a tribute to the entire food processing and distributing industry.

We also are very conscious these days of agricultural exports.

We are supporting the development of agricultural policies

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and production patterns that encourage and permit maximum fulfillment of world trade opportunities, as well as make our greatest possible contribution to closing the world's food gap.

Expanded export markets offer the greatest area of hope for growing American agricultural production and increasing farm income. This is true despite the fact that U.S. agricultural exports already are at an all-time high.

Exports account for the output of 1 out of 4 acres of farmland, and they are the source of about 15 percent of the income of farmers. This is why since 1960 we have moved vigorously in expanding farm exports.

There is a fundamental linkage between our productive agriculture and our foreign economic policy.

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Without this great asset, we could not have helped the balance of payments in 1964 to the tune of over \$4 billion in exports for hard currency.

Without this asset we could not have moved tremendous quantities of food and fiber under the Food for Peace program to help the economies of many less developed nations.

And without this asset we could not provide nourishment to millions of children in foreign school lunch and other feeding programs.

The versatility and flexibility of the American farmer also is vitally important to the integrity of the dollar.

In order to maintain soundness of the dollar, we must maintain our balance of payments. And the most effective

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way of doing this is to increase dollar-earning exports.

Agriculture is our biggest dollar-earner in the export markets today, and can make a still greater contribution in the years ahead as we encourage production shifts to commodities for which there is a more readily available dollar market.

Our rapidly advancing agricultural technology provides us an excellent opportunity to help the developing nations to help themselves. We are doing this through technical and other aids, educational efforts and business investment. This is providing strength to the free world and is assisting in the struggle with the forces of totalitarianism.

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Despite all the ability of Soviet technology and industry, they have never been able to even come close to the productive miracle of the privately owned and operated American family farm. The Communists are scouring the world markets for wheat--the very staff of life. The collective farm is no match for the family farm. They know it, and we know it.

President Johnson has made abundantly clear his great concern for agriculture and for all of rural America. In my estimation, the President's Message on Agriculture was the greatest farm message ever sent to any Congress by any President. It was a message of hope, of determination and clarity.

On the basis of this message and President Johnson's great determination to implement it we now have attained a

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landmark. We have a four-year farm bill, which will mean much to the prosperity of Rural America. It is significant that urban Congressmen have come to realize the real strength with which our farmers help to support this nation's standard of living and military might. Remember, votes from Members of Congress representing the cities are essential to the passage of farm bills and agriculture appropriations.

We have made great progress in agriculture since 1960. Farm income is substantially higher, and realized net farm income will be at least \$13½ billion in 1965 -- the highest since 1953.

The cumulative increase in net farm income in the 1961-65 period over the 1960 level amounts to over \$5½ billion.

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This increase in farm purchasing power has meant a great deal not only to farm people but to local business. And as a matter of fact, it has had great national impact on labor and profits.

Poverty, however, remains a way of life for too many people in rural as well as in urban areas. Levels of education, and opportunities for young people growing up in rural America, are still far behind the opportunities available to most cities and suburbs. Public services in rural communities still lag behind those in urban areas. Wages and fringe benefits of farm laborers, including migrants, are far below those of industrial workers in the city.

Thus, the progress we have made in recent years only sharpens the contrast between what we have accomplished and

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what remains to be done. It sharpens our awareness that we have the capacity to insure that a child born in rural America can have the same opportunity in today's world as a child born in the urban areas.

The President's war on poverty offers a tremendous challenge-- a challenge that only now is beginning to be felt more generally throughout the country. President Johnson described the challenge in these words:

"The challenge of the next half century is whether we have the wisdom to use the wealth to enrich and elevate our national life--and to advance the quality of American civilization."

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The type of leadership that could bring into being this great Agriculture Hall of Fame Center is of the quality which can be of major assistance in winning the war against poverty. This war needs the minds and energies of many. Your nation needs the kind of assistance which many of you can render.

I cannot overlook this opportunity to urge you to serve your nation still further by enlisting in this great war. For in the winning of that war, there will be a dramatic improvement in the diets and health of low income families, and a substantial increase in the demand for meat, dairy products, poultry, fresh fruits and vegetables. Not only would their level of living and outlook be considerably improved, but also this increase in demand would have a dramatic effect on prices and income received by farmers.

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The foresight that is apparent here in the establishing of an Agriculture Hall of Fame is an indication of our determination to keep the spotlight on agriculture. The leadership present is further evidence that this great Agriculture Hall of Fame Center is going to be completed at an early date, and that it will be recognized as one of agriculture's greatest shrines.

History is a guide for the future. To assemble here the material and machinery that made us the best fed nation in the world will be of great value to those of future generations. Research and study that will take place here in this beautiful location, inspired by its surrounding atmosphere, will create

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new opportunities and new methods in agriculture. This
can only mean a better way of life for rural America, as well
as added opportunity for its young people. Thank you.



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