

**NEWS RELEASE
HUMPHREY
FOR PRESIDENT**

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CONTACT: JACK MCDONALD

HUMPHREY PROPOSES NEW CITRUS MARKETING SYSTEM;
INTRODUCTION OF CITRUS INTO SCHOOL LUNCH PROGRAM

HAINES CITY, Fla., Feb. 24--Senator Hubert H. Humphrey today proposed a new system of citrus marketing that would stabilize markets and prices and introduce citrus products into such institutional programs as the school lunch program.

Speaking at the Haines City gymnasium Humphrey said the new marketing legislation "will establish a self-help and self-administered program among citrus growers which will allow them to take their non-marketable surplus in years of overproduction, freeze it in concentrate form and store it for use in years when there are crop failures or short crops."

He said the "enactment of this legislation is important to both the citrus-growing industry and to the people of our Nation--especially the young.

"To citrus growers it will mean the development of 'concentrate pools' to prevent precipitous drops in price in times of surplus.

"These concentrate pools will make it possible for citrus producers to develop secondary markets by selling a portion of their pool supply at reduced prices to the school lunch program and other institutional programs."

Humphrey predicted a growing surplus of citrus products by the middle of the decade.

"By the mid-1970's there will be more than 750,000 tree-bearing

(more)

acres of land in Florida alone devoted to orange production," he said. "And under optimum weather condidtions, we can expect about 200 million boxes of oranges to be harvested. This figure will be far in excess of potential utiliztion

"But the citrus industry has inadequate tools to deal with expected future surpluses. This new citrus marketing legislation will help growers work out their overproduction problems not only in Florida, but in other citrus growing states, in a way that will give them inurance against future crop failures in addition to supplying better nutrition to those who need it most and can afford it least."

This program will in no way involve expenditure of Federal funds.

Nor will there be any Federal control of the citrus industry."

A sponsor of the Child Nutrition Act which would provide a free school lunch to every child in the nation regardless of income, Humphrey said his new citrus marketing legislation would enable "the school children of America to have needed vitamin C from citrus juices in their diets-- a major step in improving a nation's nutrituon and health.

"I look forward to the day when a glass of orange juice, a glass of milk, and a hot meal is provided to evert school child in America regardless of income."

NEW MARKETING APPROACHES
FOR THE CITRUS INDUSTRY

Mr. Humphrey: Mr. President, I am introducing today a bill to amend the Agricultural Marketing Act of 1937 to include citrus for freezing and canning and the products thereof among the commodities which may be regulated under this particular Act.

The citrus industry has for more than 30 years been operating under a Marketing Order program which permits that industry to self-regulate grades and sizes of fresh citrus for shipment. More recently, other Order programs have been initiated to regulate marketing volumes. However, all of these Orders apply to "fresh fruit shipments".

The purpose of the legislation I am introducing today is to make it possible for the citrus growers to establish Marketing Orders for citrus that has been processed.

Enactment of this legislation is important to both the citrus growing industry and to the people of our nation, especially our young. To citrus growers, it could mean the development of "concentrate pools" to accommodate surplus supplies of citrus in years of overproduction and to supply regular markets in years when crop failures and short crops occur. Establishment of such "pools" also would make it possible for citrus producers to develop secondary markets

for their products by selling a portion of the "pool" supply at reduced prices in markets such as schools and other institutions providing feeding services.

To children and other people receiving all or a portion of their daily diets through institutional feeding programs, having such reduced priced citrus juices made available to them can substantially contribute to meeting their basic nutritional needs.

By the mid-1970's there will be more than 750,000 tree-bearing acres of land in Florida alone devoted to the production of oranges. Under optimum weather conditions, about 200 million boxes of oranges can be expected to be produced from this acreage, far in excess of potential markets.

This year's production of oranges in Florida is estimated to be 136 million boxes or about _____ boxes ^{which} ~~more~~ than is expected to be marketed this year.

~~The simple fact is that~~ ^{Florida} the citrus industry in this country is expected to produce increasingly large surpluses in future years and as of now, has too few tools available

to it to work out the problems that accompany such surpluses. Enactment of these amendments to the Agricultural Act of 1937 will give them some of the tools they will need in that regard. And it will help them work out their overproduction problems in a way to give themselves some insurance against future crop failures in addition to being able to supply added nutrition to many who need it the most and who can afford it the least.

While development of a reserve concentrate pool could be undertaken under the Orange Stabilization Act of Florida, the Act has no provision for allotments or set-asides in order to develop a pool. Also pooled products under the current State Act can only be utilized in the event of a freeze or similar natural disaster. Pooled products could not be sold under the State Act into secondary markets such as the school market.

Mr. President, Vitamin C and the other important nutritional elements provided by citrus products are vitally important to the health and well-being of the people of our nation, particularly among our young people as they go through their early formative years of growth and development. Enactment of this legislation can result in a major step being taken in improving their nutrition, an opportunity we should be

eager to take advantage of.

Mr. President, it also should be noted that these amendments to the Agricultural Act of 1937, is mere enabling legislation. Enactment of these amendments will not result in any Federal or taxpayer funds be expended now or in the future. Producers of these products will merely be permitted, by reason of these amendments, to self-administer some new marketing programs for themselves. No Federal control or subsidies would be involved. It would help citrus producers help themselves--and in so doing, help others receive the benefits provided by their products.

In view of the many benefits to be derived through the enactment of these amendments, I hope my Senate colleagues will join me cosponsoring and in securing passage of them.

MEMORANDUM

February 23, 1972

TO: Senator

FROM: Dan S.

SUBJ: Orange Juice/School Lunch Program

Attached is the citrus press release.

When we posed the question to Thornton: "Can we make orange juice a part of the school lunch program?" He said that the best way to go about this without threatening the dairy people would be to get at it indirectly the way we have done for the release.

Thornton has taken a House-introduced bill, cleared it politically and with the citrus people and wants you to introduce it in the Senate. It is a complicated bill, but boiled down this is what it does:

The bill makes it possible for citrus growers to freeze into concentrate form their overproduction. In doing this they safeguard their markets against short crops and crop failures. When these "concentrate pools" are established they will readily supply citrus to secondary markets at reduced prices. The main secondary market is the school lunch program and other institutional feeding programs. This year the production of oranges will just about equal what is expected to be marketed. However, by the mid 1970's there will be a serious overproduction because more and more citrus groves are being developed--especially in the southern part of the state where they will not be that susceptible to freezing. The legislation you will introduce will be in the form of an amendment to the Agricultural Marketing Act of 1937, which will allow citrus growers to establish this new marketing system. There are no subsidies or federal controls.

I think the best way to present this to a student audience is to talk about how the nation should utilize its great agricultural wealth for the benefit of its population--especially those in need. I think you can easily play up the fact that under this new arrangement not only will the health of the Florida economy--~~which is so~~ dependent on citrus production--be safeguarded, but this will enable millions of Americans to have better diets and healthy lives.



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