

February 23, 1960

What the Food Industry needs is a central organization to work with one Government agency on the broad subject of public health and food. The Food Industry's War Committee, of which you were Chairman, did an enormous amount of good work for the war effort. Such an undertaking needs to be reactivated. I have a hope that you would do it. It can best be done by an individual for whom the entire Food Industry has the highest respect and confidence. All segments of the Food Industry need to be represented, the meat packers, the canners, and others, as well as members of G.M.A.

The better minds in Government, especially the career men, should welcome this activity on the part of Industry. Certainly, the public's food supply and their confidence in it, can be best protected by collaboration between Government and Industry, than if Government tries to do it alone. I agree with you that we need policemen in Washington, but abhor the kind of policemen who jump at you out of the weeds. The element in Government, that is determined to continue to play cops and robbers, is not acting in the best interest of the public. There seems to have long been and to still exist the intent to merely gratify a sadistic desire to shoot somebody, under the guise of protecting the public. It has been said that the difference between the marshall and the outlaw is only about 2%.

How to organize Industry representation for this cooperation with Government, you probably have forgotten more about than I will ever learn. If the basic idea submitted has merit, I do hope you can implement it with appropriate action. I believe nearly all segments of the Food Industry will be solidly behind you.



Sincerely,

Earl Stevens

AES:gs

P. S. In case you missed it, I am enclosing the February issue of "Food Processing" on the cover of which is the provocative question

"Food Additives

...a case of runaway enforcement. How do we restore sanity to food safety?"

See "The Price They Paid" top of Page 22, and Berny Oser on Page 23.

A. E. S.

OCEAN SPRAY CRANBERRIES, INC.

HANSON, MASSACHUSETTS

TELEPHONE: CYPRESS 3-6311

AMBROSE E. STEVENS
EXECUTIVE VICE PRESIDENT
AND GENERAL MANAGER

February 23, 1960

Mr. Clarence Francis
250 Park Avenue - 17th Floor
New York City, New York



Dear Mr. Francis:

It was mighty fine seeing you last Friday, after so many years. I am most appreciative of the time you gave me, and your offer to be of help.

In connection with cranberries, when I called and even now, I had no idea of what assistance you might give. So, when you said, "I wasn't selling you," you were right because I really had nothing on the cranberry matter to sell you, but rather I came to get a better perspective. (Had I tried to sell you, and failed, I would have felt pretty bad.)

I did hope to sell you, as the senior statesman of the Food Industry, on the idea of organizing an overdue and badly needed effort on the part of the Industry to set up mechanism for better consultation and cooperation with Government on the entire matter of protecting public health with pure food, and maintaining public confidence in their food supply. We spent so little time on this important subject that I doubt if I registered clearly this recommendation.

Which Department of Government the Food Industry should work with, you would know far better than I. Nominally, I suppose since we have a Department of Health, Education and Welfare headed by a Cabinet Officer, liaison with Industry might appropriately be centered there. In that agency we seem to have an aggressive department in the Food and Drug Administration and a non-aggressive department in the U. S. Public Health Service, both departments in Health, Education and Welfare. There is some confusion between the responsibilities and authority of the two, but seemingly not so much as between Food and Drug and the U. S. Department of Agriculture.

Certainly, in consideration of public health, those charged with responsibilities for the conditions of growing raw agricultural products must be taken in. There is conflict now between Food and Drug and Agriculture if aminotriazole, the weed control compound, used by some cranberry farmers can be taken as an example.