

It is my understanding that there is a passage in what we ordinarily refer to as "Section 32" which permits payments to farmers whose markets have been seriously impaired, an authority which has gone unused for about twenty years. I recognize your reluctance to utilize an authority which, with widespread or repeated use, could lead to grave abuses. However, it seems to us here that the difficulty in which the cranberry growers find themselves is so unique, their case in equity so strong, and the alternative remedies so inadequate, that the use of this authority is wholly in order.

Going this route would be a supplement to the helpful things which I understand you have already done or contemplate doing to assist in merchandising and promoting these products and in making emergency credit available to farmers who have lost their markets.

Again, may I say that we here appreciate the great effort you have made to resolve this most difficult problem.

WBP or JDM

D R A F T

March 29, 1960

MEMORANDUM FOR

THE SECRETARY OF AGRICULTURE

We are aware here of the great effort you have made to develop suitable programs to help the cranberry growers, who have been unfortunately deprived of a large share of their normal market during the past season. This problem is more complicated, even, than most of the other difficult matters you encounter in the Department of Agriculture.

There is agreement here that the growers are entitled to sympathetic understanding and help from their Government; the overwhelming majority of them have followed good production practices and have been in no way at fault.

The situation is truly unique. There has never, to my knowledge, been another case similar to this one; everyone hopes that there will never be another one like it.

As we have discussed the matter, I am impressed with the inadequacy of the administrative actions which the Department might ordinarily take. Conventional actions do not seem sufficient to meet the problem. The nature of the product is such that diversion to non-food uses seems out of the question.

Certainly we should utilize whatever administrative resources we have rather than recommend going the legislative route.