FOOD CHEMICAL NEWS

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Subscription Manager: Natalie Pargas

October 13, 1969

WHITE HOUSE CONFERENCE PROCEDURE OUTLINED BY MAYER

The upcoming White House Conference on Food, Nutrition and Health will have such wide representation and will be so diffuse that the final report may basically represent the views of Dr. Jean Mayer and his Secretariat.

This was the inescapable implication last week as Mayer, Special Consultant to the President, outlined the three-step procedure that will lead to the drafting of the Conference report and recommendations.

The first step in the procedure, which is now underway, is consideration of food and nutrition problems by 475 "food and nutrition experts and other Americans" on 26 pre-conference panels on specific topics. The identity of the panel topics and the chairmen and co-chairmen were previously made public. Mayer last week disclosed the names of the panel members (See FOOD CHEMICAL NEWS, Sept. 29, Page 2).

Each of the 26 panels will prepare provisional recommendations, which will be transmitted to Mayer by Nov. 1. These recommendations will not be made public, because of their tentative nature, Mayer said.

Panels Will Be Followed by Social-Action Task Force

Noting that each panel has "members" and "consultants," Mayer pointed out that many "consultants" are staffers of Government agencies, who might be placed in a "difficult position" if they had to criticize their own agencies. Therefore, they were made "consultants" "to provide an out," he explained.

"The second step in the procedure involves 200 persons who are on eight social-action task forces." These groups will review the recommendations of the "expert" panels and make their own recommendations. The eight "social action" groups involve voluntary action by: (1) communities; (2) women; (3) universities and student organizations; (4) religious organizations; (5) consumers; (6) health organizations; (7) agricultural organizations; and (8) State and local governments.

The third step will be the Conference Dec. 2-4, which will involve 2,500 people, 1,000 of them representatives "of the community." On the eve of the Conference, the recommendations of the expert panels and the social-action task forces will be made available to the 2,500 Conference participants.

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Aside from a brief plenary session each day, the Conference's "entire work will be in small sessions, acting simultaneously," Mayer said. He indicated that some of the 26 panels will be combined by subject, so that there will be about 15 Conference simultaneous sessions, with each session having about 100 persons. A news release described the work at the Conference, as follows:

> "The Conference participants, in these small sessions, will begin with the panel recommendations. They will consider them critically and discuss them with the panels that prepared them. Out of this interchange will come a final report. This is intended to be a carefully developed and broadly acceptable body of recommendations for action by the President, by Federal, State and local governments, by the private sector of the economy, and by the American people."

Mayer stressed that he was not seeking "unanimity," adding that this approach would result in "bland recommendations." He said majority views will rule, but that dissenting voices would be noted in the final report. Any votes taken in the session - - and he indicated there will be few of them - - will be considered "advisory to the Secretariat," Mayer said.

Of the 2,500 people invited to the Conference, between 160 and 200 will be representatives of the food industry, Mayer said, including those on the Panels. Those invited are 300 professional people, 200 representatives of agriculture and industry, 1,000 representatives of consumer groups, 500 members of panels and task forces, and representatives of students, the clergy, labor, and local government.

Mayer said the Secretariat, which is Mayer's staff, will draft the Conference final report after the Conference. If there are disagreements, he added, there can be majority and minority reports. Mayer expressed the hope that the recommendations will have "deadlines."

The Presidential Consultant said he hopes the final Conference recommendations will be released by President Nixon before Jan. 1, 1970, and that Federal agencies can "immediately" start implementing them. Mayer said he will ask the agencies for a progress report six months after the report is released.

Mayer said that one of the basic questions before the Conference is the "nature of our food supply," expressing concern about nutritional quality, safety, and the "grading of food" regarding nutritional quality.

He charged that there has been "a steady regression of some of the nutritional aspects" of some foods, such as mixes and flour which are not enriched. He said this has led to the "steady decrease" in the intake of certain vitamins.

Mayer told the news conference that there has been an "invasion of our food supply by snack foods" made of "unenriched flour" and saturated fat, which contribute nothing nutritionally.

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". . . a great deal of the food supply" which provides calories at a low price is "less nutritious than it was ten years ago," Mayer charged, saying that this is "particularly hard on the poor."

The nutritionist hit lack of food industry promotion of such products as iodized salt, noting that the problem of goiter is returning in some areas.

A reporter noted that the Senate Select Committee on Food and Nutrition is again being challenged on Capitol Hill, and asked whether Mayer believes that Committee, chairmanned by Sen. McGovern (D-S. Dak.), should be continued.

Mayer strongly urged that the Select Committee be retained, adding that he would be happy to see a counterpart Select Committee in the House. He predicted that his Conference will result in "suggested legislation" which will be considered by Congress. Mayer said that members of the McGovern Committee have been the "best friends" of the consumers, particularly the poor.

The problem of "malnutrition due to poverty" could be solved in three years, Mayer said. He explained that the Conference was aimed at achieving "constructive action by conversation." Calling for "community involvement," Mayer said it is a function of Government to "make consumerism work."

[redacted] panels now formulating tentative recommendations is dealing with "The Provision of Food as it Affects the Consumers: Guidelines for Federal Action." These panels and its members are, as follows:

TRADITIONAL FOODS: GUIDELINES FOR TRENDS THAT AFFECT NUTRITION AND NUTRITIONALLY-IMPROVED FOODS AND TRENDS IN THE MODIFICATION AND MERCHANDISING OF TRADITIONAL FOODS. CHAIRMAN: CAMPBELL SOUP'S WILLIAM B. MURPHY. VICE CHAIRMA UNIVERSITY OF WISCONSIN'S DR. ALFRED E. HARPER. MEMBERS: RUTGERS UNIVERSITY'S DR. MYRTLE L. BROWN; ARCHER DANIE MIDLAND'S JOHN H. DANIELS; WASHINGTON ATTORNEY VINCENT A. KLEINFELD; AUTHOR SOPHIE LEAVITT; HARVARD UNIVERSITY'S DR. ROBERT B. MCGANDY; SWIFT CHEMICAL'S DR. HERBERT E. ROBINSON; NEW ENGLAND FISH CO.'S C. R. ROGERS; OREGON STATE UNIVERSITY'S DR. HAROLD W. SCHULTZ; ROCKEFELLER FOUNDATION'S DR. STERLING WORTMAN. CONSULTANTS: AGRICULTU RESEARCH SERVICE'S (USDA) DR. MARGUERITE C. BURK; HEALTH SERVICE AND MENTAL HEALTH ADMINISTRATION'S (HEW) DR. OGD C. JOHNSON; PRESIDENT'S COMMITTEE ON CONSUMER INTERESTS' FRANCIS L. MCLAUGHLIN.

NEW FOODS: STANDARDS OF FOOD IDENTITIES THAT SIMULATE TRADITIONAL FOODS. IMPACT OF NEW TECHNOLOGIES ON NUTRITIONAL VALUE. NUTRITIONAL SUPPLEMENTS. [redacted] MONSANTO'S RICHARD S. GORDON. VICE CHAIRMAN: UNIVERSITY OF CALIFORNIA'S (LOS ANGELES) DR. GLADYS A. EMERSON. MEMBERS: MASSACHUSETTS INSTITUTE OF TECHNOLOGY'S DR. SAMUEL A. GOLDBLITH; WASHINGTON ATTORNEY PETER HUTT; RUTGERS UNIVERSITY'S JEAN JUDGE; AMALGAMATED MEAT CUTTERS AND BUTC WORKMEN OF NORTH AMERICA'S ARNOLD MAYER; PILLSBURY'S DEAN MCNEAL; MEAD JOHNSON RESEARCH CENTER'S DR. HERBERT P. SARETT; MICHIGAN STATE UNIVERSITY'S DR. BERNARD S. SCHWEIGERT; CONNECTICUT DIRECTOR OF FOOD AND DRUGS EATON E. SMITH; RALSTON-PURINA'S DR. H. L. WILCKE; FAIT, LTD.'S REV. VIRGIL WOOD. CONSULTANTS: USDA'S DR. AARON M. ALTS PRESIDENT'S COMMITTEE ON CONSUMER INTERESTS' M. ELIZABETH HANFORD; FOOD AND DRUG ADMINISTRATION'S J. KENNETH KIR KRAUSE MILLING'S CHARLES A. KRAUSE.

[redacted]: FOOD ADDITIVES. [redacted] Y. CHAIRMAN: PEPSICO'S DONALD M. KENDALL. VICE CHAIRMAN: JEFFERSON MEDICAL COLLEGE'S DR. JULIUS M. COON. MEMBERS: UNIVERSITY OF GEORGIA'S DR. JOHN C. AYRES; CANADIAN FOOD AND DRUG DIRECTORATE'S DR. ROSS A. CHAPMAN; NEW YORK ATTORNEY SOLOMON H. FRIEND; ALBANY MEDICAL COLLEGE'S DR. LEON GOLBERG; CONSUMERS COOPERATIVE OF BERKELEY'S MARY GULLBERG; MASSACHUSETTS INSTITUTES OF TECHNOLOGY'S DR. SANFORD A. MILLER; BROOKLYN-CUMBERLAND MEDICAL CENTER'S DR. JOHN F. MUELLER; [redacted] DR. HAROLD ST. OCCUPY; FOOD AND DRUG RESEARCH LABORATORIES' DR. BERNARD L. OSER; CORNELL UNIVERSITY MEDICAL COLLEGE'S DR. MAURICE SHILS; C [redacted] STUDY OF FDA DURING THE PAST SUMMER FOR RALPH NADER). CONSULTANTS: CONSUMER PROTECTION AND ENVIRONMENTAL HEALTH SERVICE'S (HEW) DR. JEPTHA E. CAMPBELL; PRESIDENT'S COMMITTEE ON CONSUMER INTERESTS' CHARLES CAVAGNARO; FDA'S DR. LEON FRIEDMAN; FDA'S DR. KEITH LEWIS; FEDERAL TRADE COMMISSION'S DR. BARBARA MOULTON.

FOOD QUALITY: GUIDELINES AND SUGGESTED ADMINISTRATIVE STRUCTURE. CHAIRMAN: UNIVERSITY OF CALIFORNIA'S (DAVIS) DR. EMIL M. MRAK. VICE CHAIRMAN: MCCORMICK'S DR. RICHARD L. HALL. MEMBERS: H. J. HEINZ' DR. THOMAS A. ANDERSON; BEDFORD-STUYVESANT, INC.'S GLADYS R. APONTE; PILLSBURY'S DR. HOWARD E. BAUMAN; UNIVERSITY OF CALIFORN (DAVIS) DR. CLINTON O. CHICHESTER; UNIVERSITY OF IOWA'S DR. WILLIAM E. CONNOR; INTERNATIONAL FLAVORS AND FRAGRA DR. EDGAR A. DAY; OSCAR MAYER'S ARVAL ERIKSON; FOOD TECHNOLOGIST DR. DAVID B. HAND; WASHINGTON ATTORNEY MICHAEL MARKEL; NATIONAL FARMERS UNION'S ANGUS M. MCDONALD; TUSKAGEE INSTITUTE'S JOHNNIE WATTS PROTHRO; CENTER FOR STU

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RESPONSIVE LAW'S HARRISON WELLFORD (AN ASSOCIATE OF RALPH NADER); HUNT-WESSON FOODS' DR. VIRGIL O. WODICKA. CONSULTA
PRESIDENT'S COMMITTEE ON CONSUMER INTERESTS' BETTY BAY; FDA'S DR. DALE R. LINDSAY.

Among a number of panels on "Voluntary Action to Help the Poor" are the following panels:

FOOD MANUFACTURING AND PROCESSING. CHAIRMAN: GENERAL FOODS' C. W. COOK; VICE CHAIRMAN: KRAFTCO'S GORDON EDWARDS. MEMBERS: ARMOUR FOODS' EVAN L. BINKERD; COCA-COLA'S ROBERT L. CALLAHAN, JR.; GERBER PRODUCTS' DANIEL F. GERBER; PILLSBURY'S TERRANCE HANOLD; GREEN GIANT'S JOHN G. MARTLAND; NORTH CAROLINA STATE UNIVERSITY'S DR. WILLIAM M. ROB KELLOGG'S LYLE C. ROLL; MASSACHUSETTS INSTITUTE OF TECHNOLOGY'S DR. SAMUEL A. GOLDBLITH; PRAIRIE VIEW A. AND M. COLLEGE'S DR. FLOSSIE MARIAN BYRD; SOUTHERN COOPERATIVE DEVELOPMENT PROGRAM'S FATHER A. J. MCKNIGHT; NEW YORK CITY BOARD OF EDUCATION'S JOSEPH MONSERRAT.

FOOD DISTRIBUTION AND RETAILING. CHAIRMAN: JEWEL COMPANIES' DONALD S. PERKINS. VICE CHAIRMAN: NATIONAL ASSOCIATION FOOD CHAINS' CLARENCE G. ADAMY. MEMBERS: GROMER SUPER MARKETS' RICHARD H. GROMER; FLEMING COMPANY'S RICHARD D. HARRISON; A&P'S WILLIAM J. KANE; ASSOCIATED FOOD STORES' DONALD P. LLOYD; COLONIAL STORES' AGNES OLMSTEAD; FEDER OF SOUTHERN COOPERATIVES' CHARLES PREJEAN; SAFEWAY STORES' QUENTIN REYNOLDS; JET FOOD'S HERMAN T. SMITH; MONSANTO FRED WHARTON; SUPERVALU STORES' JAMES T. WYMAN.

FOOD PACKAGING AND LABELING. CHAIRMAN: BORDEN'S AUGUSTINE R. MARUSI. VICE CHAIRMAN: CPC INTERNATIONALS' H. C. HARDE MEMBERS: GREEN GIANT'S ROBERT C. COSGROVE; UNITED FRUIT'S JOHN M. FOX; OCEAN SPRAY CRANBERRIES' EDWIN F. LEWIS; MICHIGAN STATE UNIVERSITY'S DR. OLAF MICKELSON; SWIFT'S ROBERT W. REMEKER; NEW YORK ATTORNEY GEORGE D. REYCRAFT; CONTINENTAL CAN'S CHARLES B. STAUFFACHER; NEW YORK STATE OFFICE OF URBAN AFFAIRS' REV. WYATT TEE WALKER; MCCORMIC HARRY K. WELL. CONSULTANTS: CHICAGO ATTORNEY GEORGE M. BURDITT; PUBLIC AFFAIRS COMMUNICATIONS' CARLTON E. SPITZ OBSERVER: JUSTICE DEPARTMENT'S ANTITRUST DIVISION'S BRUCE WILSON.

PROMOTION AND ADVERTISING. CHAIRMAN: GENERAL MILLS' JAMES P. MCFARLAND. VICE CHAIRMAN: NATIONAL BISCUIT'S LEE S. BICKMORE. MEMBERS: FAWCETT PUBLICATIONS' GEORGE H. ALLEN; AMERICAN BAKERY AND CONFECTIONERY WORKERS INTERNATIO UNION'S DANIEL E. CONWAY; COCA COLA'S FRED W. DICKSON; NORTH BOLIVAR FARM COOPERATIVE'S MRS. L. C. DORSEY; TUESD PUBLICATIONS' W. LEONARD EVANS, JR.; CAMPBELL SOUP'S DR. CARL H. KRIEGER; WESTINGHOUSE BROADCASTING'S DONALD H. MCGANNON; THE NUTRITION FOUNDATION'S DR. PAUL B. PEARSON; NATIONAL COUNCIL OF WOMEN'S JEAN WADE RINDLAUB; CONSUM UNION'S WALKER SANDBACH; J. WALTER THOMPSON'S HENRY SCHACHTE; JEWEL FOOD STORES' HARRY L. SEGAL. CONSULTANTS: ADVERTISING COUNCIL'S ROBERT P. KEIM; FDA'S J. KENNETH KIRK; HARVARD UNIVERSITY'S DR. FREDERICK J. STARE.

There has been a great deal of interest in the panel on "establishing guidelines for the nutrition of vulnerable groups" which is dealing with "adults in an affluent society" because of speculation that there might be a recommendation on label declarations of fatty acid contents of food products. Both the chairman and vice chairman of the panel are leaders in urging substitution of unsaturated fatty acids for saturated fatty acids in the diet. The panel is made up, as follows:

CHAIRMAN: UNIVERSITY OF MINNESOTA'S DR. ANCEL KEYS. VICE CHAIRMAN: CLEVELAND CLINIC FOUNDATION'S DR. IRVINE H. PAGE. MEMBERS: BROOKHAVEN NATIONAL LABORATORY'S DR. LEWIS K. DAHL; CLEVELAND JOB CORPS CENTER FOR WOMEN'S DR. JOHN L. GRESHAM; THE HOSPITAL FOR SICK CHILDREN'S (TORONTO) DR. W. STANLEY HARTROFT; ROCKEFELLER UNIVERSITY HOSPITAL'S DR. JULES HIRSCH; AMERICAN HEART ASSOCIATION'S DR. JAMES M. HUNDLEY; UNIVERSITY OF CALIFORNIA'S (LOS ANGELES) DR. ALBERT A. KATTUS; TUFTS-NEW ENGLAND MEDICAL CENTER'S DR. ABRAHAM E. NIZEL; COORDINATOR OF NEIGHBORHOOD DOCTOR OFFICES (PHOENIX) DR. AUGUSTO ORTIZ; NEW YORK CITY BUREAU OF NUTRITION DIRECTOR DR. SEYMOND H. RINZLER; HARVARD UNIVERSITY'S DR. FREDERICK J. STARE; UNIVERSITY OF PENNSYLVANIA'S DR. ALBERT J. STUNKARD. CONSULTANTS: UNIVERSI OF MINNESOTA'S DR. WALLACE D. ARMSTRONG; NATIONAL HEART INSTITUTE'S DONALD S. FREDERICKSON; NATIONAL HEART INSTITU INSTITUTE'S DR. JEROME S. GREEN; PROCTER & GAMBLE'S DR. FRED H. MATTSON; SWIFT'S DR. ELDON E. RICE; UNIVERSITY OF MINNESOTA'S DR. HENRY L. TAYLOR; NATIONAL INSTITUTE OF ARTHRITIS AND METABOLIC DISEASES' DR. G. DONALD WHEDON.

DSW 433656

FDA TO PROPOSE BHC, LINDANE TOLERANCE REDUCTIONS

The Food and Drug Administration, which recently lowered pesticide tolerances for DDT, TDE, captan, and folpet, is planning to propose tolerance reductions for residues of BHC and lindane, the agency revealed in its annual report for fiscal year 1969.