

Program may contribute to American grain sales

United Press International
MANHATTAN, Kan. — Kansas State University's international grains program, which pulls in representatives from countries around the globe, has a major purpose — selling American wheat.

The program, featuring seminars throughout the year for grain buyers from Taiwan and China to Sweden and New Zealand, is a hard-sell promotional campaign in an educational package. More than 400 people have passed through the program this year.

Director Charles W. Deyoe says the program, which hosts its latest seminar this week for farmers on export grain marketing, is designed to educate foreign grain purchasers and persuade them to buy U.S. grain.

He said the program tries to bring in international buyers and give them technical training in processing and utilizing U.S.

commodities. In short, the plan is a public relations play to show off American grain and convince foreign buyers that U.S. crops are a better deal than the competition's, such as Canada.

The cost of the program is an added attraction — the U.S. government helps pick up the tab.

Including meals and lodging, the cost for the short courses runs \$600 to \$1,000 depending on the amount of travel, Deyoe said. The state of Kansas pays part of the bill.

Deyoe did not say how much money the federal government is spending to bring foreign buyers to the United States to promote U.S. grain. An earlier two-week milling program for 24 people cost \$30,040, excluding airfare. About \$9,000 of that cost was for an interpreter.

The program offers information in several different languages on milling, feed manu-

facturing and grain merchandising and marketing.

The three-day seminar which begins today is for American farmers and features speakers from U.S. Wheat Associates and the U.S. Feed Grains Council in Washington as well as representatives of some of the world's largest grain storage and marketing firms.

Representatives from the U.S. Department of Agriculture will attend and a milling division manager from Colombia will give and importer's side of the story.

But the international grains program's usual fare is for the people responsible for purchasing grain for other countries, not for the farmers producing America's food crops.

Since its creation in 1978, the program has produced seminars on subjects such as grain grading and inspection, transportation, wheat milling prop-

erties and the nutritive value of wheat.

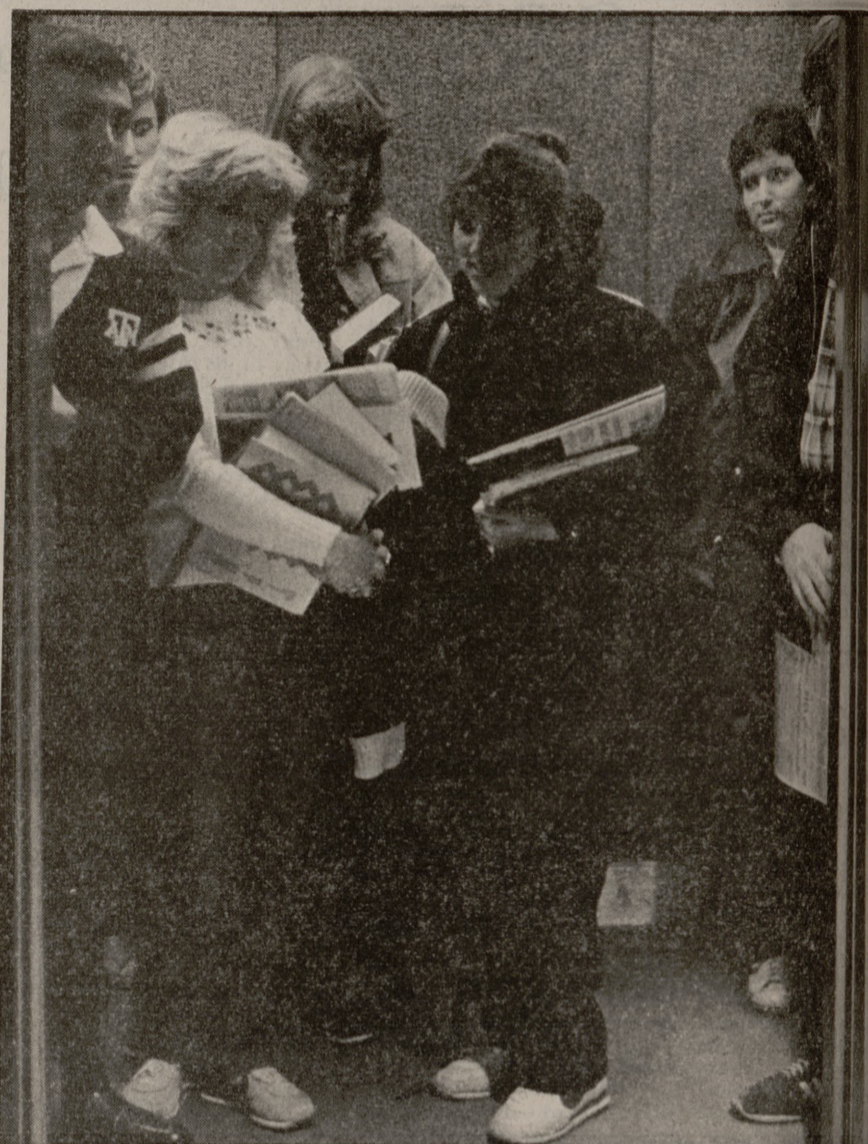
The program's students have been representatives from Saudi Arabia, Japan, Kenya, Venezuela, Portugal, Yugoslavia, Egypt and nearly two dozen other countries.

"The basic thing they want to know is 'what can you tell us about the quality (of U.S. grain)?" Deyoe said.

They want to know about milling quality, yields and utilization for food products, he said.

Of course, the foreign representatives can take the course in Kansas, using U.S. funds, and go home and apply the knowledge to grains purchased from a U.S. competitor. But Deyoe and others involved in the program know that is a risk taken in all promotional campaigns.

"We hope when they go home they will be better customers of the United States," Deyoe said.



All aboard

The library's busy this week, and so are its elevators. These students pack in while waiting for it to open to their study hours.

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 7:15 9:50
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 7:20 9:40
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A MIDSUMMERS NIGHT SEX COMEDY
 7:15 9:40

Liz Taylor plans trip to visit Israel orphans

United Press International
LOS ANGELES — Elizabeth Taylor will go to the Middle East in two weeks on an unofficial 10-day visit of orphanages, hospitals and universities.

"She will visit children who suffered mental and physical disorders as a result of the military conflicts of the region, and additional stops will be hospitals, rehabilitation centers and orphanages," a trip organizer said Sunday.

Phil Blazer, publisher of the

newspaper Israel Today and the trip organizer, said the purpose of Taylor's visit was "to give the people of that area an uplift, which is what they need."

"Miss Taylor's visit to Israel will help heighten world awareness to the fact that the Jewish state is a nation of caring people," Blazer said. "The trip marks a continuation of Miss Taylor's dedication, energy and

financial support to the unfortunate." A State Department spokesman said the agency was aware of Taylor's trip.

During a hastily arranged news conference called Monday on her departure, Taylor said she will meet Israeli Prime Minister Menachem Begin and U.S. President Amin Gemayel.

Asner knocks Litton policies

United Press International
BEVERLY HILLS, Calif. — Actor Ed Asner blasted Litton Industries as the nation's most outrageous labor law violator.

Litton is "the most blatant, insidious and contemptible labor law violator in the country today," said Asner Saturday in a demonstration held outside stockholders' meeting.

Asner, president of Screen Actor's Guild, told 250 people that the conglomerate is an expert at breaking unions by firing employees, using union workers, spinning closing plants.

Litton is embroiled in a battle at its Sioux Falls, S.D., rowing plant, but board chairman Fred O'Green said the company enjoys excellent relations in both its union and non-union plants around the country.

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 7:15 9:30 (PG)
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 7:25 9:10 (G)
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 7:10 9:15 (R)



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