

of a combination of many factors. Research and technological developments on pasteurization; the legislation of standards for the handling of fresh milk and testing of cattle; the education of farmers and milk producers in correct techniques in handling; the organization of means for carrying out dairy herd inspection through technicians and provision of testing services; investment in apparatus and machinery for keeping milk clean; and finally enforcement of standards through regulatory agencies.

Progress in public health, Mr. Chairman, has been made through research, through the development of technology, through the education of the public, through investment in apparatus, machinery, and labor time needed to do the job right, through legislation of standards or rules and through enforcement through regulatory agencies.

And, I think it is going to be a combined attack of this sort, a varied attack employing many different means that will help us to solutions for pollution problems as well.

Finally, Mr. Chairman, I want to thank you again for the opportunity to make these remarks and, speaking as a citizen, I would like to commend this committee for its foresighted concern and its serious and dedicated interest in the problems of pollution of our environment.

Mr. DADDARIO. Mr. Riecken, I'm extremely happy that you have come here because your statement certainly gives us some guidelines to go by. It will be helpful to us as we further analyze the problem of pollution after the testimony is all in. You have shown us the steps we must take to accomplish our end objectives, but I wonder what you might suggest as to bringing public opinion to bear on those parts of the pollution problem for which available technology could be applied now?

Dr. Thomas Malone, who comes from my own city of Hartford, said that when he flew over the city of New York he could hardly see it because of the air pollution. He made the observation that we did have available to us the means to eliminate a great deal of this if we only had the desire and if we could get support from the public.

In some cases, then, we have already gone through the research and development steps. We are just not able to bring together the catalytic forces necessary to have the public decide that we have had enough of this.

Mr. RIECKEN. Mr. Chairman, I'm sure that the work of this committee and the publicizing of it through newspaper stories and through other mass media will in itself be a great deal of effect in educating the public and calling attention to the problem.

I'm sure that the long-term education of our growing population of young people is something that ought to be begun at once. I'm not going to suggest special courses in pollution, but I suggest strongly that there be incorporated in elementary and high school instruction in such subjects as geography, biology, and social studies some attention to the relationship of man to his natural environment and the change in that relationship as population density increases and as urbanization increases. This is a subject that could be given a great deal of attention. I'm sure that the resources of educational television for selected programs on pollution abatement would be of enormous assistance in adult education.