

Mr. ROSENTHAL. Is it your testimony that with some 6 people we could, after 6 months or a year, actually deliver to the consumer a wealth of information that he would find useful?

Mr. JENSEN. We could deliver to the consumer information in a regular progression. There is no doubt that some could be put together quite rapidly. Some, where you would have to talk to several Federal agencies, identify the fellow who is the knowledgeable man, dig out a publication, do a literature search, would take longer; but I have no doubt that in 6 months to a year, you would have a flow of information started to the consumers.

Again I would like to emphasize that his would have to be a generic type of information; that we talk about the characteristics of the product or commodity that might be of concern—that should be of concern—and that would lead the consumer to make an intelligent choice, if the consumer wanted to.

Mr. ROSENTHAL. Would there have to be a separate office or some central place where this information would all funnel into, be translated into laymen-like language, and then be distributed to the general public?

Mr. JENSEN. I guess I do not know what you mean by separate office. I think there are a number of departments in government in which such an activity properly could be located.

Mr. ROSENTHAL. I am trying to find out how we could do this practically.

Mr. JENSEN. I think this could be accomplished in the National Bureau of Standards, in the Department of Commerce. The Department of Agriculture, as you know, puts out many consumer pamphlets.

Now whether one could look at the physical sciences as opposed to agricultural sciences and join with that group, I do not know. The Food and Drug Administration has put out some consumer-type pamphlets.

I think the important thing is that it can be in a technical orientation and that—

Mr. ROSENTHAL. I understand all of that. What I do not understand is that if we leave this responsibility of disseminating information to each agency, I do not think it is going to work. It just seems to me that there ought to be one single place that all of this consumer related information ought to flow into, and that this office should have the responsibility of disseminating it to the general public.

Mr. JENSEN. I think you have stated the point very well. I doubt that information would generally flow into this office wherever it is located. I think it would have to be searched out, but I think it well could be searched out.

Mr. ROSENTHAL. For example, if the President issued a directive to all agencies to pursue this policy and to send this information into this central dissemination office, then it would follow through, I imagine?

Mr. JENSEN. One would want to be quite selective. That is, one would want to work on item by item and do a professional job on the item before proceeding with the next item. You would not want to have eight or 10 items proceeding at the same time. You would want to put something out that represents the best information the Government has on a particular topic to help bring about good judgment.

Mr. ROSENTHAL. I can understand that. It sounds very mature and very responsible to me.