

Romano, which substantiates our claim that the substitute is a materially different product, at best a mild substitute. Obviously cheese made from ewe's milk cannot be imitated successfully using cow's milk.

Cow's milk cheese imported from Italy are several: Reggiano and Provolone.

Reggiano (Parmesan) comes in two varieties—Reggiano Classico and Reggiano Grana. The first and preferred, cost the American importer in 1967 an average of \$1.25 per lb. and the second about \$1.03 per lb. Approximately $\frac{2}{3}$ of the total was the more expensive Classico.

Provolone is also available in two varieties. One referred to as white paste, the other yellow paste. The white paste is the preferred and more costly variety constituting nearly 100% of imports. The average cost of this cheese to the importer in 1967 was \$1.03 per lb. as opposed to domestic made product at \$.70 per lb. There is no subsidy on this milk in Italy.

Certain domestic cheese manufacturers claim that there are so-called loopholes in the quota on Italian-type cheeses. They do not say so, but they refer to Italian cow's milk cheese which product does not "flood" the U.S. market place and cannot be said to displace any significant portion of the U.S. market. The fact is that the full quota for Italian cheese from Italy was not used in 1967, nor is it likely to be used in 1968 or 1969. The introduction of the cut form was obviously, therefore, not an evasion of the intent of the quota, but rather a modernization of an unwieldy 60 lb. loaf of cheese into manageable size cuts. This convenient type package, especially in the food field, has been forced on producers by the movement away from the independent store to the chain store operation and is an American creation.

In conclusion, it is suggested that the importation of true Italian Pecorino Romano cheese has created and continues to create a demand for Romano type grating cheese and therefore assist and encourage producers of imitation Italian cheeses to sell substitutes to those with less than discriminating tastes. Only the gourmet buys the true Pecorino and willingly pays the premium price therefor. Italian cheeses have never undersold competitive U.S. products. Imposition of a quota on sheep's milk cheese which is not even produced in the United States would, we submit, arbitrarily deny the U.S. consuming public of a unique and traditionally accepted product and would also capriciously restrain trade with Italy which is not even directly competitive with comparable U.S.-made products.

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Mr. ULLMAN. We appreciate very much your appearing before the committee.

Mr. Bonomo, we will be delighted to hear you.

STATEMENT OF RALPH BONOMO

Mr. BONOMO. Mr. Chairman, distinguished committee members, my name is Ralph Bonomo. I am president of Republic Commercial Corp. of New York City, a U.S. corporation engaged in the domestic manufacture and importation of a number of textile products. I am chair-