

slaughter cattle sold in our State auctions, 12.8 percent were good and choice in 1965 compared with only 2.2 percent in 1957, almost a sixfold increase. For feeders and stockers, 20.9 percent were good or better in 1965 compared with 1.7 percent in 1957.

Our intrastate market has expanded, too, with increasing population. The increase in demand has been weighed heavily in favor of the higher grades of finished beef. Thus, we still find ourselves with a heavy inbound movement of finished beef along with heavy out-of-state movements of lean cattle and beef, the very grades in which imports are concentrated.

Florida cattlemen are confronted with more direct and pointed price competition from beef imports than are cattlemen generally and growers and feeders of prime and choice grade particularly. Our attitudes on imports are correspondingly emphatic, especially when they surge upward to an extent that drastically lowers prices for the grades we have to sell.

Recently there has been growing concern among Florida dairymen about potential imports of condensed and evaporated milk arising from the recent exemption of these products from the provisions of the Federal Import Milk Act administered by the Food & Drug Administration. Florida dairy production has outgrown our market for fresh milk and increasing quantities have become dependent on condensed and evaporated milk as an outlet. There is general support for the passage of S612, Dairy Imports Act of 1967.

The opportunity to submit this brief is appreciated and I commend other testimony from representatives of Florida agriculture to your careful study and all of the subjects raised to the fullest objective investigation by your committee.

TESTIMONY FOR U.S. SENATE SMALL BUSINESS COMMITTEE HEARING ON EXPORT PROBLEMS, MIAMI, FLA., MARCH 14-15, 1968

My name is John Stiles. I am Director of the Division of Marketing, State Department of Agriculture and appear on behalf of Doyle Conner, Commissioner of Agriculture who heads the Department. In setting forth the functions, powers and duties of our Department, as reorganized effective in 1961, the Florida Statutes state in part as follows: [in Sec. 570.07 (7)] "Extend in every practicable way the distribution and sale of Florida Agricultural products throughout the world."

OUTLINE OF TESTIMONY

I want, first, to commend your committee for providing this opportunity for presenting our problems to you. Secondly, I commend to the full consideration of the Committee the more detailed testimony presented at this hearing by agricultural exporters and their association representatives who are directly involved in the action, and to the representatives of the University of Florida and the U.S. Department of Agriculture. Finally, I will outline our activities in support of exports of Florida farm products and highlight a few of the problems in which State services are directly involved.

RECOGNITION OF COMMITTEE INTERESTS

Almost all exportations of Florida agricultural products are appropriately within the concern of your committee. The individual exportations and the scale of operations at destination tend to be small and in most cases the exporter or potential exporters are small businessmen. Indeed most of the problems in expanding our exports, of gaining participation by additional shippers, seem to lie in this area of scale that make them of interest and concern to the Small Business Committee. In fact our work with potential exporters suggests that firms of all sizes feel like "babes in the wood" when they confront the export market for the first time! Short of making specific recommendations on the way current and prospective legislation works, I would like to encourage the application of the special perspective of your Committee to all matters of foreign trade legislation to simplify requirements and facilitate particularly, exportations that must inherently have small beginnings. These characteristics seem to us to dominate both our Latin American efforts that tend to be associated with agricultural development in the receiving countries and our European efforts where we deal more in fancy consumer goods.

As our testimony develops, we beg your indulgence for the freedom we may take in talking about export problems with little distinction between those that