

MINUTES OF MEETING

THE SUGAR ASSOCIATION, INC.

Public Communications Committee

Houston, Texas
February 9, 1977

A meeting of the Public Communications Committee of The Sugar Association, Inc. was held on Wednesday, February 9, 1977, at 9:00 A.M., at The Warwick Hotel, Houston, Texas, pursuant to due notice.

The following were present:

Delta R. Barbour	The Sugar Association, Inc.
G. Norris Bollenback	The Sugar Association, Inc.
Aldrich Bloomquist	American Crystal Sugar Company
David C. Carter	U. S. Beet Sugar Association
Carl Decker	U and I Incorporated
Claud D. Fleet, Jr.	The Great Western Sugar Company
Horace D. Godfrey	American Sugar Cane League
Don F. Martin	California & Hawaiian Sugar Co.
John R. O'Connell	The Sugar Association, Inc.
Alfred Parker	Holly Sugar Corporation
Lawrence Raynor	Amstar Corporation
George H. Salley	Gulf & Western Food Products Co.
John W. Tatem, Jr.	The Sugar Association, Inc.

The Committee discussed the McGovern report and agreed that its goal of reducing U. S. sugar consumption by 40 per cent would mislead the consuming public and threaten the health of the domestic industry. In recommending that goals be incorporated in a federal program of nutrition education, the Select Committee was in effect espousing an information campaign against the industry and others.

It was agreed that the Association staff would prepare an immediate response and seek out further scientific support for its stand against the report for future action, including contact

with the national press. (The Sugar Association Board endorsed such action at its meeting the following day.)

Jack O'Connell reported on the Food and Nutrition Information Program (Home Economics), pointing out that the Sugar Association staff was now requesting that the program's dietitians submit comments on attitudes encountered in their individual markets, in addition to reporting on contacts, literature distribution and film showings. The dietitians have also been asked to capitalize on available media exposures. Owing to a resignation of our dietitian for personal reasons, the program in Nashville has been halted.

The Committee asked that a summary of the program be prepared in order to fully appraise it and facilitate long-term planning. (Dorothy Buckner, who manages the program, will appear at the next meeting of the PCC to make this report.)

O'Connell reported that the film was booked well into the summer and gave every indication of remaining in great demand. It has been shown 3,491 times to a general audience of about 120,000 and has been on TV 27 times to an audience exceeding 3.2 million. It has been accepted by the Department of Agriculture, Penn State and others for their distribution.

The Committee recommended continued pursuit of those organizations that would distribute permanent loan copies of the film to target audience groups at no cost to the Sugar Association. Success of the film has drained the distribution budget and promises to push costs still higher as new prints and collateral materials are required. (Budget requirements for this project will be discussed at the next meeting of the PCC.)

Bill Tatem reported that "Sugar & Health" was being revised as a "pocket defense" of sucrose's nutritional worth and would include a section on "Why Sugar" to enable immediate response to legislators, consumerists and the media. The Committee asked that the new booklet when completed be distilled to 3x5 cards. It also suggested that the booklet be widely distributed outside the industry.

The Committee discussed Food Day (April 21). A new wrinkle this year is "Diet Expo," a three-day convention in New York City (April 22, 23, 24), with participants from the McGovern Committee, CSPI, National Health Federation, Adelle Davis Foundation and others. Food Day continues essentially to be a promotion for the health food industry.

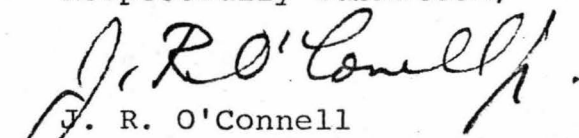
The Committee discussed the latest rash of sugar criticism, including the new Beechnut baby food promotion denigrating sugar, the Sweet'n Low ad campaign based on avoiding the use of sugar, a new American Dental Association brochure attacking sticky sugar products, Atkins' new book attacking sugar to promote his diet, Linus Pauling's use of Yudkin to support his attacks on sugar to promote massive vitamin dosages and the Earl Nightingale radio series based on Cheraskin's unsubstantiated charges against sugar. The Sugar Association has begun copying in Accuracy in Media and the FCC in those cases where comment varies sharply from the scientific facts.

The new Sugar Association brochure was distributed to attendees, with additional copies available to members. (Fifty

copies have been sent to each member.)

The next meeting, at which the 1977-78 public relations program and budget will be discussed, was set for March 15 in New Orleans.

Respectfully submitted,


J. R. O'Connell
Secretary of the Meeting