

Paper

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Prairie Club Monthly Dinner for Members
Des Moines, Iowa

November 26, 1982

AN ESSAY ON THE '80s

DES MOINES: A WORLD FOOD CENTER

FOR THE NATION

It was just three years ago this Fall that Pope John Paul II made his historic journey from Rome in Italy to Des Moines and Iowa.

The Pope made this historic journey, in part, to see Iowa and its famous land.

As many of you know, Iowa has 25 per cent of the nation's Grade A farm land -- far more than any other state in the Union. In his homily to Iowa and its land at Living History Farms on a crisp October afternoon, Pope John Paul reminded us all of the incredible wealth that is the land which stretches from Des Moines in all directions. Pope John Paul said, and I quote his words:

"You who live in the Heartland of America have been entrusted with some of the earth's best land: The soil so rich in minerals, the climate so favorable for producing bountiful crops, with fresh water and unpolluted air available all around you. You are stewards of some of the most important resources God has given to the world."

Now I appear here before you this evening as a native Iowan and as a newspaper publisher here in Des Moines. My task this evening is two-fold:

1. To present some evidence;
2. To present some questions.

More specifically, I want to review with you some of the evidence supporting the general proposition that Iowa and Des Moines have long been a World Food Capital. I also want to review with you some fundamental questions that are increasingly on the minds of Iowans -- questions, to use Pope John Paul's words, which are prompted by the central fact of life that we Iowans are "stewards of some of the most important resources God has given to the world."

I.

Let's review some evidence.

At the geographical crossroads of North America, and in the middle of one of the most literate states in the land, Des Moines has long been a leader in the nation's agriculture and in agricultural thinking. Des Moines is the place where the Pope and Nikita Khrushchev, and thousands of others over the years, have come to see American agriculture close-up.

Des Moines is the place where U.S. Presidents (and those who would be President) come regularly -- usually at State Fair time -- to make farm policy pronouncements. Des Moines is only the 112th largest city in America -- with little more than 360,000 people in its metro area. But Des Moines, despite its relatively small size, is the leading city in a leading farm state, a leading export state, and in a state with a leading university in the agricultural arts and sciences -- Iowa State University at Ames.

This Fall in Iowa there was another quiet but nevertheless dramatic drama unfolding. Iowa's some 120,000 farms have set the stage for another of the state's large corn and soybean crops. In recent years, Iowa farmers harvested the largest

corn and soybean crops in the nation. For example, more than \$8.2 billion in farm products were reaped in 1980. That makes Iowa second only to California in the cash value of its agricultural products.

Iowa is also meat country. Iowa is the number one state in livestock (at \$5.7 billion). Nearly half of those 120,000 Iowa farms raise beef cattle. Iowa's 16.2 million hogs clearly make Iowa number one in pork production. And many don't realize that Iowa boasts more sheep producers than any other state.

Iowa's role as a leader is a global one too. Ranked consistently among the top 10 exporting states in all goods, Iowa sends almost \$3.5 billion worth of goods overseas each year. These annual agricultural exports put Iowa second only to Illinois.

Iowa State University, in Ames, only 35 miles north of Des Moines, is internationally famous for its agriculture, veterinary medicine, and engineering research. The university has pioneered major advances in nuclear energy and developed thousands of new uses for agricultural products.

II.

But there has always been more to it than soil and crops. People and ideas have also been central to the emergence of Iowa as an agricultural leader.

Since before the turn of the century, Des Moines and central Iowa have been centers for agricultural thinking, research, and publishing. The names of Henry Wallace, a Vice President of the United States, Dante Pierce, and Edwin T. Meredith have been household words in the agricultural world. At an early time, they wrote with vision and courage,

and discussed crop rotation, seed selection, better farming methods, and everything bearing on farming in their papers and publications, the Iowa Homestead, Wallace's Farmer, and Successful Farming. Meredith was appointed Secretary of Agriculture in 1920 by President Woodrow Wilson. Wallace was the father of one secretary and the grandfather of another -- Henry C. Wallace, appointed in 1921, and Henry A. Wallace, in 1933. Another legendary Iowan who was a U.S. Secretary of Agriculture was James ("Tama Jim") Wilson, who was first appointed in 1897, and served as secretary under three Presidents of the United States.

Iowa's leadership stance in agriculture was summarized in language that reads almost like poetry to me in a 1938 book published by the Federal Writer's Project:

"... (T)he real Iowa to the majority of Americans is the great central region, with Des Moines as its focal point: an expanse of fertile farmland, originally prairie, across which the State's own river flows. Here are the corn and wheat fields, the characteristic white houses, big red barns and tall silos; and, at regular intervals, grain elevators and church spires dominating the little towns. It is from this area largely that the State's agricultural prestige is derived.

So there has always been abundant inspiration and energy to match the abundance of Iowa's land.

This inspiration and energy are abundant to this day.

Some recent examples:

*Item: Winter Beef Expo, only six years old, but already this annual show and auction sale of purebred beef stock has grown into an agricultural event of national prominence and international promise. Last February's show in Des Moines drew sellers and buyers from 20 states and Canada. Attendance topped 25,000. More than \$1.5 million in seed stock changed hands.

*Item: Although gasohol's future seems to go up and down, plans are still on the drawing board for the construction of the world's largest gasohol plant on the outskirts of Des Moines.

*Item: The Peoples Republic of China (the "mainland Chinese") has agreed to make what is believed to be its first direct investment in the United States -- the purchase of a vacant Des Moines meat packing plant for use as an Oriental meat canning site.

*Item: Living History Farms, just outside Des Moines, where people can see first hand the evolution of U.S. farming, has become a national attraction.

III.

So there you have some evidence, a dab of history, and a few current items.

The remarkable thing, I think, about the richness of Iowa's land and her agriculture is the vast ignorance among many of us about agriculture's awesome power and its hold on our destiny. Most Americans, I'm afraid, hold an artificial and inaccurate cliched-vision of American agriculture -- the picturesque family farm with its muddy hog houses and its back forty of corn. This old-fashioned cliché obscures the vast potential of Iowa agriculture. Today the Iowa potential is world-wide -- and it extends to Iowa's cattle in Japan, her grains in Russia, her gasohol from Maine to California, and her corn sweeteners in Coca Cola literally all around the globe.

This modern image is a long, long way from the old image of the muddy hog house and the back forty.

IV.

Let me shift gears now from a review of Iowa's leadership role in agriculture to a brief review of some of the fundamental questions I see emerging these days.

I believe we are now in a time of intense questioning.

We in Iowa are moving beyond myopia and cliched thinking into a time of intense questioning about fundamentals. For Iowans, perhaps this time of questioning began with Pope John Paul's visit to Des Moines three years ago. Today, I believe, there is a changing attitude in Iowa toward agriculture, a kind of questioning and concern for the long-range issues facing U.S. agriculture. As background to the questioning, there are at least four key points which are emerging into public consciousness:

1. We know agricultural exports are large already -- and growing;

2. In fact, the demand for grains and oilseeds overseas is likely to increase dramatically in the next decade;

3. This greatly enlarged demand for food will put unprecedented pressure on our land and our production capabilities;

4. Agricultural land is a scarce national resource, and public concern is being aroused over the land's proper management.

This sets the stage for a series of maddening, difficult questions for which there are precious few answers. And in all of this I must remark upon the remarkable extent to which we in Iowa have had to gear our thinking internationally. I know from readership studies of our own newspaper, The Des Moines Register, that Iowa readers have a deep interest in

what happens abroad. Our lives are affected -- our economic well-being is influenced -- by how the Russians react to unrest in Poland, what Brazil does with its corn and soybean production, how the EEC adjusts its farm price policies.

So this is a time of questioning:

On domestic food price policy. That is, is adequate food a basic right of every citizen? Should government play a role in holding down prices to farmers for raw food products? If so, does the government have a role or responsibility in putting a cap on food processing, distributing, and merchandising costs?

On consumer diets. What is government's role going to be in trying to guide consumers' diets? In Iowa, for example, it makes a big difference to farmers whether consumers are encouraged to eat red meat or pasta products.

On government regulation. How much can and should the government regulate pesticides, land use, labor, and soil erosion?

On international matters. What is our national policy on other countries' restrictions on access to and prices in foreign markets? What is a proper national policy on extending credit or donating commodities? What is our national policy on self-help and technology transfer?

And, finally, perhaps the biggest question of all:

Should food become an instrument of foreign policy, and, if so, is food going to be used as a reward or will it be withheld as punishment?

So these are some of the fundamental questions that are on our minds and on our editorial pages in Iowa just now.

There are precious few answers. But I believe there is a key which can lead us to some answers. I would like to close my remarks by suggesting this key to you for further thought.

V.

There has always been abundant inspiration and human energy to match the abundance of Iowa's land. I believe the key to some of the questions lies in human inspiration.

Perhaps the most celebrated case of inspiration we have in Iowa is the life of George Washington Carver, the man who made big news from the little peanut long before anyone ever heard of Jimmy Carter.

Born in a log cabin as a slave in Missouri, young George Washington Carver came to Iowa in the 1880s, where he enrolled as an art student at Simpson College. By 1894 Carver had graduated from Simpson as well as Iowa State College with a doctorate in agriculture, becoming the first black graduate of the college and its first black faculty member. Carver taught Henry Wallace his first college botany course, and later moved to Alabama's famed Tuskegee Institute, where, in a humble laboratory, Carver found hundreds of uses for the peanut and for the sweet potato -- and in the process helped redeem the South from the tyranny of one-crop agriculture.

Years later Carver acknowledged that he made the greatest of all his many discoveries on a college campus in Iowa. At the end of an illustrious career Carver said, and I quote:

"I discovered at Simpson College that I was a human being."

As for myself, I have confidence that some latter-day "human beings," perhaps latter-day George Washington Carvers studying on one of our campuses somewhere (perhaps even in Iowa), hold the keys to the great questions we are all pondering these days. I believe, in particular, that Des Moines and Iowa have a legitimate claim to a special role as a leader in both national and international agriculture -- as an agri-business center for the nation.

Thank you for your time and attention.
