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Collection/Office of Origin: Speechwriting, White House Office of
Series: Speech File Draft Files
Subseries: Chron File, 1989-1993

OA/ID Number: 13589
Folder ID Number: 13589-009

Folder Title:
Future Farmers of America (FFA) Convention 11/13/91 [OA 6039] [2]

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WHITE HOUSE STAFFING MEMORANDUM

DATE: 11/06/91 ACTION/CONCURRENCE/COMMENT DUE BY: 11:00 a.m. Friday 11/08

SUBJECT: PRESIDENTIAL REMARKS: FFA CONVENTION/KANSAS CITY, MO/ WED. NOV. 13th
(11/06 draft three)

| | ACTION | FYI | | ACTION | FYI |
|----------------|-------------------------------------|-------------------------------------|------------------------|-------------------------------------|-------------------------------------|
| VICE PRESIDENT | <input type="checkbox"/> | <input checked="" type="checkbox"/> | HORNER | <input type="checkbox"/> | <input type="checkbox"/> |
| SUNUNU | <input type="checkbox"/> | <input type="checkbox"/> | MCCLURE | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| SCOWCROFT | <input checked="" type="checkbox"/> | <input type="checkbox"/> | PETERSMEYER | <input type="checkbox"/> | <input type="checkbox"/> |
| DARMAN | <input checked="" type="checkbox"/> | <input type="checkbox"/> | PORTER | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| BRADY | <input type="checkbox"/> | <input checked="" type="checkbox"/> | ROGICH | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| BROMLEY | <input type="checkbox"/> | <input type="checkbox"/> | SMITH _____ | | <input type="checkbox"/> |
| CARD | <input type="checkbox"/> | <input checked="" type="checkbox"/> | McBRIDE _____ | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| DEMAREST | <input checked="" type="checkbox"/> | <input type="checkbox"/> | SNOW _____ | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| FITZWATER | <input type="checkbox"/> | <input checked="" type="checkbox"/> | BOSKIN _____ | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| GRAY | <input checked="" type="checkbox"/> | <input type="checkbox"/> | _____ | <input type="checkbox"/> | <input type="checkbox"/> |
| HOLIDAY | <input checked="" type="checkbox"/> | <input type="checkbox"/> | _____ | <input type="checkbox"/> | <input type="checkbox"/> |

REMARKS:
 Please provide any comments to Tony Snow no later than 11:00 a.m. on Friday, 11/08, with a copy to this office. Thanks.

RESPONSE:

OK DS

PHILLIP D. BRADY
 Assistant to the President
 and Staff Secretary
 Ext. 2702

WHITE HOUSE STAFFING MEMORANDUM

31 NOV '81 All: 35

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| DARMAN | <input checked="" type="checkbox"/> | <input type="checkbox"/> | PORTER | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| BRADY | <input type="checkbox"/> | <input checked="" type="checkbox"/> | ROGICH | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| BROMLEY | <input type="checkbox"/> | <input type="checkbox"/> | SMITH | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
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REMARKS:
 Please provide any comments to Tony Snow no later than 11:00 a.m. on Friday, 11/08, with a copy to this office. Thanks.

RESPONSE: *No comment*

PHILLIP D. BRADY
 Assistant to the President
 and Staff Secretary
 Ext. 2702

Simon

(Duggan/Simon)
November 6, 1991
Draft Three
FFA

PRESIDENTIAL REMARKS:

FFA CONVENTION
KANSAS CITY, MISSOURI
WEDNESDAY, NOVEMBER 13, 1991

[Acknowledgments, including FFA officers, and of course former FFA national secretary Fred McClure]

It gives me a surge of hope to be with so many thousands of bright and motivated young people. It's another reminder that America has the best kids in the whole world. \\ I want to salute the FFA for bringing so many of you together to exchange ideas and forge friendships that will brighten our country for many years to come. \\

I also want to send my warmest greetings to members of the National Association of Farm Broadcasters, who also are meeting in Kansas City this week. The free and robust flow of information and opinions is absolutely vital to the great success of American agriculture. Now and then I get to catch up with farm market news when I'm listening on the radio to my favorite music -- country music. I call country music my "window on the real world" -- and sometimes when I'm on the road and tuned to a real country station, I get the latest prices of barrows and gilts in between songs. \\

((That's an awfully gracious welcome for a last-minute stand-in. Most of you signed up to come here believing the keynote speaker would be Arnold Schwarzenegger. Well, I suppose

if he didn't cancel an engagement now and then, we wouldn't call him "the terminator." \\))

((Arnold has agreed to fill in for me at the next White House news conference. I can't wait to see the kind and gentle way he handles some of those hostile questions. \\))

((Arnold couldn't be here because he's ~~at work~~^{ing} ~~filming~~ ~~on~~ another movie. Next year, I intend to make a sequel of my own. \\ We're going to call it "Term 2." \\ \\))

I know that Arnold does not take lightly his being unable to be with you today. You know him as an athlete and actor. He's also a very creative businessman -- and a citizen who takes public service seriously. He is doing an outstanding job as Chairman of the President's Council on Physical Fitness.

I won't lead you through the workout Arnold had planned for you, but I do want to impress upon you the essence of his message: Get going with good exercise and fitness habits now, while you're young -- and don't ever give them up. \\

Each one of you is already a leader in your school, and among your peers. I don't want any of you to fall short of a single thing you dream of. That is why I hope you will equip yourself with the physical stamina that comes from exercise. Cultivating "a sound mind in a sound body" is key to good health, long life, and performance at your best for the many responsibilities you will face in your families and your careers. \\ ((If any of you ever have baled hay, you know what I'm talking about. \\))

I wrote this joke, but now I don't think it fits here.

In the decades to come, as you follow your dreams and lead others as I know you're destined to do, I would like your special help in pursuing two national goals.

First, I'd like you to work for excellence in American education. If you attend school in a rural community, there is a good chance your school enjoys the strong involvement of parents and places a high value on responsibility and achievement. That would place you among the lucky ones.

In too many of our schools -- especially in big cities -- education isn't happening anymore. The system has broken down. High schools are giving diplomas to kids who can't read or write. Drug use and violence are raging out of control. And all the while the taxpayers' burden for public schools has skyrocketed.

Please don't misunderstand. My point isn't to flatter "country" wholesomeness in contrast with "big city" vice. Big cities -- including poor inner-city neighborhoods -- do have some schools that excel in teaching reading and writing, and science and math, and manners and civics. Each of these success stories somehow breaks the mold. Some are public schools, others are private or parochial schools. But each has in common the intense involvement of parents, a commitment to discipline and traditional educational values, and a large degree of freedom from bureaucratic control.

Our "America 2000" reforms aim to show communities how to develop schools that work. A key to this is giving parents real financial choice whether to send their children to private,

parochial or public schools. Another key is our invitation to parents, educators, businessmen, and civic leaders to reinvent American schools -- to replace institutions that fail to work with new schools empowered with freedom and flexibility and innovative strategies.

Here's where you come in: It's up to you and your generation to make this happen. This is a long-term mission you will inherit as business and government leaders in your counties, cities and states. I've put forward a strategy for reforming our schools, and I hope to see as much as possible accomplished during my presidency. But before this vision can become a full reality, I foresee years of political trench warfare -- pitting reformers against dug-in interest groups.

The road to reforming American education is going to take plenty of patience and grit -- and those are exactly the virtues that FFA represents. I am very pleased that the National FFA Organization's plans for its future leadership in agricultural education mesh so well with our America 2000 philosophy.

The second goal I'd like you to pursue is keeping America competitive. We need to keep opportunity alive in this country. Federal taxes are lower, flatter and fairer than they were a decade ago, but they still tend too much to reward debt and punish saving and investment. That's why we are long overdue for a capital gains tax cut. In the farming and agribusiness communities, I'm sure you can appreciate how a capital gains tax cut would improve property values. But more than that, it would

be a boost for investment and jobs in every sector and every industry in the nation.

We need to take the shackles off our banks and financial services companies. Do you want to start out in business or farming with outmoded banking laws that won't allow American firms to compete on equal terms with the Japanese and Europeans?

We must seize new opportunities and tackle new challenges in world trade. In the GATT talks we're now engaged in what I hope will be final battle against the "Fortress Europe" agricultural protectionism of the European Community. As many of you know, I met face to face with the EC leaders last week in the Netherlands -- and I made it plain that American farmers and agribusiness stand for free and fair trade. We want to complete a good GATT deal that opens more markets for American exports and launches a booming new generation of trade -- but I'd rather have no agreement than a bad agreement.

We're well on our way toward completing an excellent bargain for free trade with Mexico and Canada. The North American Free Trade Area will present your generation some exciting challenges. So will the free-market transformation of the former Soviet empire: Freedom and normal incentives are going to make the "breadbaskets" of Russia and Ukraine productive again. Instead of being customers for unprocessed grains, the Russians and East Europeans of the future are going to seek quality and variety in American food and fiber products.

FFA. You will have to become the Schwarzeneggers of a tough global marketplace. You'll need training, discipline, creativity, and alert minds to seize new ideas and opportunities.

Your country is counting on you -- I'm counting on you -- to find new uses for non-traditional crops. We're looking to you to create attractive new products, including clean fuels. We want you to outfox our competitors with your marketing skills and to work tirelessly for better quality. We expect you to draw on rural America's tradition of conservation and lead all Americans to be more careful stewards of our natural resources.

Is this a tall order? Sure it is. But looking at you, I know you'll achieve everything we expect of you, and more.

Thank you, and may God bless each of you.

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(Duggan/Simon)
November 8, 1991
Draft Four
FFA

PRESIDENTIAL REMARKS: FFA CONVENTION
KANSAS CITY, MISSOURI
WEDNESDAY, NOVEMBER 13, 1991

[Acknowledgments, including FFA president Mark Timm, and of course former FFA national secretary Fred McClure]

It gives me a surge of hope to be with so many thousands of bright and motivated young people. It's another reminder that America has the best kids in the whole world. \\ I want to salute the FFA for bringing so many of you together to exchange ideas and forge friendships that will brighten our country for many years to come. \\

I also want to send my warmest greetings to members of the National Association of Farm Broadcasters, who also are meeting in Kansas City this week. American agriculture depends upon the free and robust flow of information and opinions. Now and then I get to catch up with farm market news when I'm listening on the radio to my favorite music -- country music. I call country music my "window on the real world" -- and sometimes when I'm on the road and tuned to a real country station, I get the latest prices of barrows and gilts in between songs. \\

((That's an awfully gracious welcome for a last-minute stand-in. You signed up to come here believing the keynote speaker would be Arnold Schwarzenegger. But if he didn't cancel an engagement now and then, I guess we wouldn't call him "the terminator." \\))

((Arnold has agreed to fill in for me at the next White House news conference. I can't wait to see the kind and gentle way he handles some of those hostile questions. \\))

((Arnold couldn't be here because he's at work filming another movie. Next year, I intend to make a sequel of my own. \\ We're going to call it "Term 2." \\ \\))

I know that Arnold does not take lightly his being unable to be with you today. You know him as an athlete and actor. He's also a very creative businessman -- and a citizen who takes public service seriously. He is doing an outstanding job as Chairman of the President's Council on Physical Fitness.

I won't lead you through the workout Arnold had planned, but I do want to impress upon you the essence of his message: Get going with good exercise and fitness habits now, while you're young -- and don't ever give them up. \\

Each one of you is already a leader in your school, and among your peers. I don't want any of you to fall short of a single thing you dream of. That is why I hope you will equip yourself with the physical stamina that comes from exercise. Cultivating "a sound mind in a sound body" is key to good health, long life, and performance at your best for the many responsibilities you will face in your families and your careers. \\ ((If any of you ever have baled and loaded hay, you know what I'm talking about. \\))

Your FFA experience is giving you powerful skills and drive to help this country compete in the decades ahead. ↑ As you follow

McClure insert

your dreams and lead others as I know you're destined to do, I would like your special help in pursuing two national goals to help America be all that it should be. \\

First, I'd like you to work for excellence in American education. If you attend school in a rural community, there is a good chance your school enjoys the strong involvement of parents and your community -- and places a high value on responsibility and achievement. That would place you among the lucky ones.

In too many of our schools education isn't happening anymore. The system has broken down. Ties to parents and communities are gone. High schools present diplomas to kids who can't read or write. Drug use and violence rage out of control. And all the while taxpayers pay more and more for schools that produce less and less.

There are success stories, of course, even in poor inner-city neighborhoods. These are schools that excel in teaching reading and writing, and science and math, and history and geography. Some are public schools, others are private or parochial schools. But each has in common the intense involvement of parents, a commitment to discipline and values, a rigorous curriculum, and a large degree of freedom from bureaucratic control.

Our "America 2000" strategy shows communities how to develop schools that work. We want our schools held to high standards - - world-class standards. We want parents to have real financial opportunity to choose schools, including, parochial or private

schools. We're inviting parents, educators, businessmen, and civic leaders to reinvent American schools -- to replace institutions that fail to work with new schools empowered with freedom and flexibility and innovative strategies.

Here's where you come in: It's up to you and your generation to make this happen. You will inherit this long-term mission as leaders in agriculture, business and government in your counties, cities and states. I've put forward a strategy for reforming our schools, and I hope to see as much as possible accomplished during my presidency. But before this vision can become a full reality, I foresee years of political trench warfare -- pitting reformers against dug-in interest groups.

The challenge of reforming American education will take plenty of patience, and grit^{and determination} -- exactly the types of virtues that FFA represents. I am very pleased that the National FFA Organization's plans for its future leadership in agricultural education mesh so well with our America 2000 philosophy.

The second goal I'd like you to pursue is keeping America competitive. We need to keep opportunity alive in this country. Federal taxes are lower, flatter and fairer than they were a decade ago, but they still tend to reward debt and punish saving and investment. That's why we are long overdue for a capital gains tax cut -- something I've asked Congress for every year since I became President. ^{But Congress isn't listening & getting the message} In the farming, ranching and agribusiness communities, I'm sure you can appreciate how a capital gains tax cut would improve property values. But more

than that, it would boost investment and jobs in every sector and every industry in the nation. I wish you would help me get that message to the Congress. \\
 X

We need to take the shackles off our banks and financial services companies. ^{I have sent Congress a comprehensive banking reform package, but Congress} Would you want to start out in business with ^{isn't getting the} outmoded banking laws that won't allow American firms to compete ^{MESSAGE} on equal terms with the Japanese and Europeans? ~~There are~~ ^{some} congressional committee chairmen ~~who~~ think you shouldn't have an up-to-date banking system. And come to think of it, some of these individuals have been in Congress almost as long as their Depression-era laws have been on the books. \\
 X
 X

We need to seize new opportunities and tackle new challenges in world trade. This is an important aspect of the FFA convention theme: "Leadership for a Growing Planet." In the GATT talks we're now engaged in what I hope will be the final battle against agricultural protectionism around the world. As many of you know, I met face to face with the EC leaders last week in the Netherlands -- and I made it plain that American agriculture and agribusiness stand for free and fair trade. We want to complete a good GATT deal that opens more markets for American exports and launches a booming new generation of trade.

We're on our way toward achieving an excellent bargain for more trade and more jobs through our efforts with Mexico and Canada. The North American Free Trade Area will present your generation some exciting opportunities. So will the free-market transformation of the former Soviet empire. Economic growth and

stability in the former Soviet Union and in Eastern Europe ultimately will make them better trading partners with the United States. And now that the good people of those lands have thrown off the chains of communism, we intend to help them in their economic transition. [Insert announcing USSR agriculture credits]

Foreign / Domestic }
 Subbing for Arnold Schwarzenegger at one speaking appearance is easy compared with the life ahead for you young leaders of the FFA. You will have to become the Schwarzeneggers of a tough global marketplace. You'll need training, discipline, creativity, and alert minds to seize new ideas and opportunities.

Your country is counting on you -- I'm counting on you -- to find new uses for traditional and non-traditional crops. We're looking to you to create attractive new products, including clean fuels. We want you to outfox our competitors with your marketing skills and to work tirelessly for better quality. We expect you to draw on rural America's tradition of conservation and lead all Americans to use our natural resources wisely.

Is this a tall order? Sure it is. But looking at you, I know you'll achieve everything we expect of you, and more.

Thank you, and may God bless each of you.

#

TONY SNOW
from FRED

TOP of PAGE 3

In the decades to come as this organization has for the past 64 years, you will be called upon to provide the type of leadership you have been developing and perfecting as members of the FFA. It is only appropriate that you have chosen this year's theme -- Leadership for a Growing Planet. Such a theme focuses quite clearly upon what lies ahead for America as she seeks to compete in the global marketplace. But to compete, we must be prepared to compete, and that means that America's young people must possess the skills to compete in a world economy. As I have said before, it is only when we reach that point that this land can be all that it should be.

Today I want to challenge each of you to use your special skills, your special brand of leadership, and join me in a crusade. It is a crusade to pursue and achieve two national goals. First....

WHITE HOUSE STAFFING MEMORANDUM

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| SCOWCROFT | <input checked="" type="checkbox"/> | <input type="checkbox"/> | PETERSMEYER | <input type="checkbox"/> | <input type="checkbox"/> |
| DARMAN <i>MLC</i> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | PORTER | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| BRADY | <input type="checkbox"/> | <input checked="" type="checkbox"/> | ROGICH | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
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| FITZWATER | <input type="checkbox"/> | <input checked="" type="checkbox"/> | BOSKIN | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| GRAY <i>10/15/91 instead of 7/15/93</i> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | | <input type="checkbox"/> | <input type="checkbox"/> |
| HOLIDAY | <input checked="" type="checkbox"/> | <input type="checkbox"/> | | <input type="checkbox"/> | <input type="checkbox"/> |

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RESPONSE:

PHILLIP D. BRADY
Assistant to the President
and Staff Secretary
Ext. 2702

(Duggan/Simon)
November 6, 1991
Draft Three
FFA

01 NOV 6 P6:50

PRESIDENTIAL REMARKS:

FFA CONVENTION
KANSAS CITY, MISSOURI
WEDNESDAY, NOVEMBER 13, 1991

[Acknowledgments, including FFA officers, and of course former FFA national secretary Fred McClure]

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In the decades to come, as you follow your dreams and lead others as I know you're destined to do, I would like your special help in pursuing two national goals.

First, I'd like you to work for excellence in American education. If you attend school in a rural community, there is a good chance your school enjoys the strong involvement of parents and places a high value on responsibility and achievement. That would place you among the lucky ones.

In too many of our schools -- especially in big cities -- education isn't happening anymore. The system has broken down. High schools are giving diplomas to kids who can't read or write. Drug use and violence are raging out of control. And all the while the taxpayers' burden for public schools has skyrocketed.

Please don't misunderstand. My point isn't to flatter "country" wholesomeness in contrast with "big city" vice. Big cities -- including poor inner-city neighborhoods -- do have some schools that excel in teaching reading and writing, and science and math, and manners and civics. Each of these success stories somehow breaks the mold. Some are public schools, others are private or parochial schools. But each has in common the intense involvement of parents, a commitment to discipline and traditional educational values, and a large degree of freedom from bureaucratic control.

Our "America 2000" reforms aim to show communities how to develop schools that work. A key to this is giving parents real financial choice whether to send their children to private,

parochial or public schools. Another key is our invitation to parents, educators, businessmen, and civic leaders to reinvent American schools -- to replace institutions that fail to work with new schools empowered with freedom and flexibility and innovative strategies.

Here's where you come in: It's up to you and your generation to make this happen. This is a long-term mission you will inherit as ^{leaders in agriculture,} business and government leaders in your counties, cities and states. I've put forward a strategy for reforming our schools, and I hope to see as much as possible accomplished during my presidency. But before this vision can become a full reality, I foresee years of political trench warfare -- pitting reformers against dug-in interest groups.

The road to reforming American education is going to take plenty of patience and grit ^{and determination} -- and those are exactly the ^{types of} virtues that FFA represents. I am very pleased that the National FFA Organization's plans for its future leadership in agricultural education mesh so well with our America 2000 philosophy.

The second goal I'd like you to pursue is keeping America competitive. We need to keep opportunity alive in this country. Federal taxes are lower, flatter and fairer than they were a decade ago, but they still tend too much to reward debt and punish saving and investment. That's why we are long overdue for a capital gains tax cut. ^{something I've asked congress to every year since I became P,} In the farming ^{ranching} and agribusiness communities, I'm sure you can appreciate how a capital gains tax ^{but they don't seem to get the message.} cut would improve property values. But more than that, it would

be a boost for investment and jobs in every sector and every industry in the nation.

We need to take the shackles off our banks and financial services companies. ^{sent reformers, long a getting the message. Wd you want ...} Do you want to start out in business ~~or farming~~ with outmoded banking laws that won't allow American firms to compete on equal terms with the Japanese and Europeans? ^{unnecessary obstacle}

We must seize new opportunities and tackle new challenges in world trade. ^{This is another aspect of the "growing planet" encompassed by your convention theme.} In the GATT talks we're now engaged in what I hope will be final battle against the "Fortress Europe" agricultural protectionism of the European Community. As many of you know, I met face to face with the EC leaders last week in the Netherlands -- and I made it plain that ^{those involved in} American farmers ^{Agriculture} and agribusiness stand for free and fair trade. We want to complete a good GATT deal that opens more markets for American exports and launches a booming new generation of trade -- but I'd rather have no agreement than a bad agreement.

We're well on our way toward completing an excellent bargain for free trade with Mexico and Canada. The North American Free Trade Area will present your generation some exciting challenges. So will the free-market transformation of the former Soviet empire: Freedom and normal incentives are going to make the "breadbaskets" of Russia and Ukraine productive again. Instead of being customers for unprocessed grains, the Russians and East Europeans of the future are going to seek quality and variety in American food and fiber products.

Foreign / Domestic

FFA members, if you stay in ag, or choose to become
champions in other bus, etc.

6

FFA. You will have to become the Schwarzeneggers of a tough
global marketplace. You'll need training, discipline,
creativity, and alert minds to seize new ideas and opportunities.

Your country is counting on you -- I'm counting on you -- to
find new uses for non-traditional crops. We're looking to you to
create attractive new products, including clean fuels. We want
you to outfox our competitors with your marketing skills and to
work tirelessly for better quality. We expect you to draw on
rural America's tradition of conservation and lead all Americans
to be more careful stewards of our natural resources.

and I've tried to help thru
CAA,
NES -
stalled,
etc.

Is this a tall order? Sure it is. But looking at you, I
know you'll achieve everything we expect of you, and more.

Thank you, and may God bless each of you.

#

Reward? - salt of the earth - skills, patriotism, etc.

run by dept of Ed.

HS kids - political activists -

*Under Carl
Lorenson
Ber A. Simon*

(Duggan/Simon)
November 6, 1991
Draft Three
FFA

PRESIDENTIAL REMARKS: FFA CONVENTION
KANSAS CITY, MISSOURI
WEDNESDAY, NOVEMBER 13, 1991

[Acknowledgments, including FFA officers, and of course former FFA national secretary Fred McClure]

It gives me a surge of hope to be with so many thousands of bright and motivated young people. It's another reminder that America has the best kids in the whole world. \\ I want to salute the FFA for bringing so many of you together to exchange ideas and forge friendships that will brighten our country for many years to come. \\

I also want to send my warmest greetings to members of the National Association of Farm Broadcasters, who also are meeting in Kansas City this week. American agriculture depends upon the free and robust flow of information and opinions. Now and then I get to catch up with farm market news when I'm listening on the radio to my favorite music -- country music. I call country music my "window on the real world" -- and sometimes when I'm on the road and tuned to a real country station, I get the latest prices of barrows and gilts in between songs. \\

((That's an awfully gracious welcome for a last-minute stand-in. Most of you signed up to come here believing the keynote speaker would be Arnold Schwarzenegger. Well, I suppose

if he didn't cancel an engagement now and then, we wouldn't call him "the terminator." \\))

((Arnold has agreed to fill in for me at the next White House news conference. I can't wait to see the kind and gentle way he handles some of those hostile questions. \\))

((Arnold couldn't be here because he's at work filming another movie. Next year, I intend to make a sequel of my own. \\ We're going to call it "Term 2." \\ \\))

I know that Arnold does not take lightly his being unable to be with you today. You know him as an athlete and actor. He's also a very creative businessman -- and a citizen who takes public service seriously. He is doing an outstanding job as Chairman of the President's Council on Physical Fitness.

I won't lead you through the workout Arnold had planned for you, but I do want to impress upon you the essence of his message: Get going with good exercise and fitness habits now, while you're young -- and don't ever give them up. \\

Each one of you is already a leader in your school, and among your peers. I don't want any of you to fall short of a single thing you dream of. That is why I hope you will equip yourself with the physical stamina that comes from exercise. Cultivating "a sound mind in a sound body" is key to good health, long life, and performance at your best for the many responsibilities you will face in your families and your careers. \\ ((If any of you ever have baled hay, you know what I'm talking about. \\))

In the decades to come, as you follow your dreams and lead others as I know you're destined to do, I would like your special help in pursuing two national goals.

First, I'd like you to work for excellence in American education. If you attend school in a rural community, there is a good chance your school enjoys the strong involvement of parents and places a high value on responsibility and achievement. That would place you among the lucky ones.

In too many of our schools -- especially in big cities -- education isn't happening anymore. The system has broken down. High schools present diplomas to kids who can't read or write. Drug use and violence rage out of control. And all the while taxpayers pay more and more for schools that produce less and less.

Please don't misunderstand. My point isn't to flatter "country" wholesomeness in contrast with "big city" vice. Big cities -- including poor inner-city neighborhoods -- do have some schools that excel in teaching reading and writing, and science and math, and manners and civics. Each of these success stories somehow breaks the mold. Some are public schools, others are private or parochial schools. But each has in common the intense involvement of parents, a commitment to discipline and traditional educational values, and a large degree of freedom from bureaucratic control.

Our "America 2000" ^{strategy} reforms aim ^{to} to show communities how to develop schools that work. ^{We want to} They will give parents real financial

choice whether to send their children to private, parochial or public schools. ^{We will} They ~~will~~ invite parents, educators, businessmen, and civic leaders to reinvent American schools -- to replace institutions that fail to work with new schools empowered with freedom and flexibility and innovative strategies.

Here's where you come in: It's up to you and your generation to make this happen. You will inherit this long-term mission as business and government leaders in your counties, cities and states. I've put forward a strategy for reforming our schools, and I hope to see as much as possible accomplished during my presidency. But before this vision can become a full reality, I foresee years of political trench warfare -- pitting reformers against dug-in interest groups.

The challenge of reforming American education will take plenty of patience and grit -- exactly the virtues that FFA represents. I am very pleased that the National FFA Organization's plans for its future leadership in agricultural education mesh so well with our America 2000 philosophy.

The second goal I'd like you to pursue is keeping America competitive. We need to keep opportunity alive in this country. Federal taxes are lower, flatter and fairer than they were a decade ago, but they still tend too much to reward debt and punish saving and investment. That's why we are long overdue for a capital gains tax cut. In the farming and agribusiness communities, I'm sure you can appreciate how a capital gains tax cut would improve property values. But more than that, it would

boost investment and jobs in every sector and every industry in the nation.

We need to take the shackles off our banks and financial services companies. Do you want to start out in business or farming with outmoded banking laws that won't allow American firms to compete on equal terms with the Japanese and Europeans?

We must seize new opportunities and tackle new challenges in world trade. In the GATT talks we're now engaged in what I hope will be final battle against the "Fortress Europe" agricultural protectionism of the European Community. As many of you know, I met face to face with the EC leaders last week in the Netherlands -- and I made it plain that American farmers and agribusiness stand for free and fair trade. We want to complete a good GATT deal that opens more markets for American exports and launches a booming new generation of trade.

We're well on our way toward completing an excellent bargain for free trade with Mexico and Canada. The North American Free Trade Area will present your generation some exciting challenges. So will the free-market transformation of the former Soviet empire: Freedom and normal incentives are going to make the "breadbaskets" of Russia and Ukraine productive again. Instead of being customers for unprocessed grains, the Russians and East Europeans of the future are going to seek quality and variety in American food and fiber products.

Subbing for Arnold Schwarzenegger at one speaking appearance is easy compared with the life ahead for you young leaders of the

FFA. You will have to become the Schwarzeneggers of a tough global marketplace. You'll need training, discipline, creativity, and alert minds to seize new ideas and opportunities.

Your country is counting on you --I'm counting on you -- to find new uses for non-traditional crops. We're looking to you to create attractive new products, including clean fuels. We want you to outfox our competitors with your marketing skills and to work tirelessly for better quality. We expect you to draw on rural America's tradition of conservation and lead all Americans to be more careful stewards of our natural resources.

Is this a tall order? Sure it is. But looking at you, I know you'll achieve everything we expect of you, and more.

Thank you, and may God bless each of you.

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to
beginning
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WHITE HOUSE STAFFING MEMORANDUM

31 NOV 8 11:09

DATE: 11/06/91 ACTION/CONCURRENCE/COMMENT DUE BY: 11:00 a.m. Friday 11/08

SUBJECT: PRESIDENTIAL REMARKS: FFA CONVENTION/KANSAS CITY, MO/ WED. NOV. 13th
(11/06 draft three)

| | ACTION | FYI | | ACTION | FYI |
|----------------|-------------------------------------|-------------------------------------|-------------|-------------------------------------|-------------------------------------|
| VICE PRESIDENT | <input type="checkbox"/> | <input checked="" type="checkbox"/> | HORNER | <input type="checkbox"/> | <input type="checkbox"/> |
| SUNUNU | <input type="checkbox"/> | <input type="checkbox"/> | MCCLURE | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| SCOWCROFT | <input checked="" type="checkbox"/> | <input type="checkbox"/> | PETERSMEYER | <input type="checkbox"/> | <input type="checkbox"/> |
| DARMAN | <input checked="" type="checkbox"/> | <input type="checkbox"/> | PORTER | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| BRADY | <input type="checkbox"/> | <input checked="" type="checkbox"/> | ROGICH | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| BROMLEY | <input type="checkbox"/> | <input type="checkbox"/> | SMITH | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| CARD | <input type="checkbox"/> | <input checked="" type="checkbox"/> | McBRIDE | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| DEMAREST | <input checked="" type="checkbox"/> | <input type="checkbox"/> | SNOW | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
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| GRAY | <input checked="" type="checkbox"/> | <input type="checkbox"/> | | <input type="checkbox"/> | <input type="checkbox"/> |
| HOLIDAY | <input checked="" type="checkbox"/> | <input type="checkbox"/> | | <input type="checkbox"/> | <input type="checkbox"/> |

REMARKS:
Please provide any comments to Tony Snow no later than 11:00 a.m. on Friday, 11/08, with a copy to this office. Thanks.

RESPONSE: Note specific comments to the text of the speech and other comments attached in memo form.

Thanks,
a
Elizabeth Luttig

PHILLIP D. BRADY
Assistant to the President
and Staff Secretary
Ext. 2702

(Duggan/Simon)
November 6, 1991
Draft Three
FFA

01 NOV 6 P6:50

PRESIDENTIAL REMARKS: FFA CONVENTION
KANSAS CITY, MISSOURI
WEDNESDAY, NOVEMBER 13, 1991

[Acknowledgments, including FFA officers, and of course former FFA national secretary Fred McClure]

X It gives me a surge of hope to be with so many thousands of bright and motivated young people. It's another reminder that America has the best ^{young men and women (education) (agric.)} kids in the whole world. \\ I want to salute the FFA for bringing so many of you together to exchange ideas and forge friendships that will brighten our country for many years to come. \\

I also want to send my warmest greetings to members of the National Association of Farm Broadcasters, who also are meeting in Kansas City this week. The free and robust flow of information and opinions is absolutely vital to the great success of American agriculture. Now and then I get to catch up with farm market news when I'm listening on the radio to my favorite music -- country music. I call country music my "window on the real world" -- and sometimes when I'm on the road and tuned to a real country station, I get the latest prices of ^{grain and livestock} ~~barrows and~~ ^{agric.} ~~gilts~~ in between songs. \\

Not Believable (OC#)

((That's an awfully gracious welcome for a last-minute stand-in. Most of you signed up to come here believing the keynote speaker would be Arnold Schwarzenegger. Well, I suppose

if he didn't cancel an engagement now and then, we wouldn't call him "the terminator." \\))

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\\ ((^{Those of you that (OCA)}~~if any of you ever~~ have baled hay, ^(OCA)~~you~~ know what I'm talking about. \\))

Too much
about Arnold
(OCA)

X

J

In the decades to come, as you follow your dreams and lead others, ^(Education) as I know you're destined to do, I would like your special help in pursuing two national goals.

First, I'd like you to work for excellence in American education. If you attend school in a rural community, there is a good chance your school enjoys the strong involvement of parents, ^(Education) and places a high value on responsibility and achievement. That would place you among the lucky ones.

In too many of our schools ~~especially in big cities~~ ^(Not accurate accuracy to Education) ~~are no longer centers of learning.~~ ^{isn't working as it once did (Education)} ~~education isn't happening anymore.~~ The system ~~has broken down.~~ ^{The ties to parents and communities are gone. (Education)} High schools are giving diplomas to kids who can't read or write.

Drug use and violence are raging out of control. And all the while, ^(Education) the taxpayers' burden for public schools has skyrocketed.

~~Please don't misunderstand.~~ ^{OCA} ~~My point isn't to flatter~~

~~"country" wholesomeness in contrast with "big city" vice. Big cities -- including poor inner-city neighborhoods, ^(Education) do have some~~

~~schools that excel in teaching reading and writing, and science and math, and ^(Education) manners and civics. Each of these success stories somehow breaks the mold.~~ Some are public schools, others are private or parochial schools. But each has in common the intense involvement of parents, a commitment to discipline and ^(Education) ~~traditional educational values,~~ ^{There are (Education) do (Education) of big cities (Education)} a rigorous curriculum and a large degree of freedom from bureaucratic control. ^{These are schools of achievement, accountable to the communities in which they are found (Education)}

Our "America 2000" ^{help (educ)} reforms aims to ~~show~~ ^{show} communities how to develop schools that work. ~~A key to this~~ ^{the} is giving parents real financial choice whether to send their children to private, ^{school}

^{education strategy} Along with setting high standards - world class standards - and assessing our progress toward meeting them - with American achievement tests - ^(Educ.)

Because choices of schools should NOT be limited to rich people; poor and middle class families should have choices too.

Edme

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including private and ^(educ) parochial ~~or public~~ schools. Another key is our invitation to parents, educators, businessmen, and civic leaders to reinvent American schools -- to replace institutions that fail to work with new schools empowered with freedom and flexibility and innovative strategies.

Here's where you come in: It's up to you and your generation to make this happen. This is a long-term mission you will inherit as business and ^{Civic (OCA)} government leaders in your counties, cities and states. I've put forward a strategy for reforming our schools, and I hope to see as much as possible accomplished during my presidency. ^{But before this vision can be fully realized, I foresee} ~~But before this vision can become a full~~ a revolution waged in communities across the country to transform American education. ^(Education) ~~reality, I foresee years of political trench warfare -- pitting reformers against dug-in interest groups.~~

The road to reforming American education is going to take plenty of patience and grit -- and those are exactly the virtues that FFA represents. I am very pleased that the National FFA Organization's plans for its future leadership in agricultural education mesh so well with our America 2000 philosophy. * insert from FFA Secretary speech

The second goal I'd like you to pursue is keeping America ^(Education) competitive. We need to keep opportunity alive in this country. Federal taxes are lower, flatter and fairer than they were a decade ago, but they still tend too much to reward debt and punish saving and investment. That's why we are long overdue for a capital gains tax cut. In the farming and agribusiness communities, I'm sure you can appreciate how a capital gains tax cut would improve property values. But more than that, it would

be a boost for investment and jobs in every sector and every industry in the nation.

Note:
rural banks
oppose deregulation
(OCA)

We need to take the shackles off our banks and financial services companies. Do you want to start out in business or farming with outmoded banking laws that won't allow American firms to compete on equal terms with the Japanese and Europeans?

We must seize new opportunities and tackle new challenges in world trade. In the GATT talks we're now engaged in what I hope will be ^{the (OCA)} final battle against the "Fortress Europe" agricultural protectionism of the European Community. As many of you know, I met face to face with the EC leaders last week in the Netherlands -- and I made it plain that American farmers and agribusiness stand for free and fair trade. We want to complete a good GATT deal that opens more markets for American exports and launches a booming new generation of trade -- but I'd rather have no agreement than a bad agreement.

Spell
Out
(Educ)

We're well on our way toward completing an excellent bargain for free trade with Mexico and Canada. The North American Free Trade Area will present your generation ^{with (Educ) (OCA)} some exciting ^{opportunities (OCA)} ~~challenges~~.

So will the free-market transformation of the former Soviet empire. ~~Freedom and normal incentives are going to make the "breadbaskets" of Russia and Ukraine productive again. Instead of being customers for unprocessed grains, the Russians and East Europeans of the future are going to seek quality and variety in American food and fiber products.~~

OCA

Something appears to be missing here. Educ.

FFA. You will have to become the Schwarzeneggers of a tough global marketplace. You'll need training, discipline, creativity, and alert minds to seize new ideas and opportunities.

Your country is counting on you -- I'm counting on you -- to find new uses for ^{traditional and (US)} ~~non-traditional~~ crops. We're looking to you to create attractive new products, including clean fuels. We want you to outfox our competitors with your marketing skills and to work tirelessly for better quality. We expect you to draw on rural America's tradition of conservation and lead all Americans ^{use our natural resources wisely (Agriculture)} ~~to be more careful stewards of our natural resources.~~

Is this a tall order? Sure it is. But looking at you, I know you'll achieve everything we expect of you, and more.

Thank you, and may God bless each of you.

#

Note: Stewards has a Negative connotation in the agriculture community (agriculture)

General note from Education:

I am attaching a speech by the National FFA Secretary given in July of this year in praise of AMERICA 2000 that lays out the philosophy of FFA-sponsored agricultural education. It would be very appropriate to quote from the speech -- and they would surely appreciate a reference to their support of AMERICA 2000 and some praise of their accomplishments. I have starred a paragraph on page one in which the President could use those words and say "They are not mine, they are the words of the National FFA Secretary Danny Greliner." Mr. Greliner is expected to be present. There are even references to programs of the FFA in Chicago and Kansas City which might serve as anecdotal material for the President.

Thanks very much.

Provided by
Education

THE ANSWER

Speech to Congressional Luncheon
Thursday, July 25, 1991
presented by
Danny Grellner, National FFA Secretary

Ladies and gentlemen, as I stand here before you today in the nation's capital, I am convinced that America is at a defining hour. Now, more than ever before in the history of American education, we stand at a crossroad. It is evident as we assess our position in the world both industrially and educationally that our traditional educational model is not serving us well.

On the brink of war, the President, in his State of the Union address, called upon the citizens of this country to look deep inside themselves for a redefining of our traditional American values and a new direction for our country. May I submit to you that we in education are truly at that defining hour. Up ahead we can see the lighthouse; we know where we want to go, what we want to achieve for excellence in education, but it is clear that the course we have been on will not take us to our destination. We need an alternative route. We seek a new direction for American education.

If it's bold, creative, innovative, revolutionary, and progressive education you want, then look no further. Agricultural education is the best-kept secret in American education because we've never reached out effectively and told our story to people beyond our own ranks. But today, people are listening.

The United States recently released a plan outlining our national strategy for education. Called "America 2000," it placed solidly before all Americans six national goals for education and the Administration's long-range plans to deal with the crisis in education. It calls for bold, creative, innovative, revolutionary, and progressive thinking. It seeks to "break the mold" of traditional education. I'm here to tell you today that agricultural education and the FFA have a part in what America is looking for. We broke the mold long ago, and we've already charted a new course for education. Let me tell you about it.

The number one presumption in American education is that we must break the vicious circle of indifferent students and undemanding schools. One noted columnist stated that "the best way to motivate students is to impose academic standards with teeth." This is, if you will, motivation by fear. He goes on to say that "students must be able to pass qualifying tests; if they flunk, they don't get federal aid and, in effect, can't go on to college." My friends, we in agricultural education have broken these vicious circles. Not through tactics of fear, but with purpose, values and action.

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| | |
|--------------------------|----------------------------|
| To: <i>Jan [unclear]</i> | From: <i>Bob [unclear]</i> |
| Co.: | Co.: |
| Dept.: | Phone #: |
| Fax #: | Fax #: |

Agricultural education and FFA represent much more than vocational education in the traditional sense of the term. Certainly, we have the finest academic achievement that you can find. But it's simply not enough to get the academics. It's not enough to get finance, accounting, and economics. It's not enough to get science and math. Unless you can apply them. Unless you can relate them to real life situations, they are as valuable as a road without a road map. What is lacking today in our undemanding schools is a means by which to integrate academics and apply them in a way that is interesting and appealing to students, motivates them to achieve, and helps reinforce learning.

If you think agricultural education represents a traditional vocational education approach, you are dead wrong. Agricultural education combines academic training, applied learning, and leadership and personal development through the FFA. We have teachers in agricultural education, but we also have *advisors*—people who address the personal, academic, and career education needs of students. These are not people who merely teach an hour of math or an hour of science. They are educators who understand the total needs of students. Research proves it works. In fact, students with a high school agricultural education finished college in an average of 4.5 years, while students with only college preparatory courses graduated in 5.2 years. As well, a 1990 membership survey showed that 88.4% of FFA members planned to pursue higher education. This is much more than a vocational program. This is a *total* program.

Now, we're not offering up agricultural education as a proposal. This is not an idea. This is not a new concept. This is something that's in place and working today—and it's getting better all the time, because we are driven by a strategic plan. We know where we're going and we know how to get there. American education has been searching for answers to its problems in education. While it has been seeking direction and new ways of doing business, we've been working at what we've always been doing—and we're doing it even better.

Take for example, Arrdrie Williams, a young, black woman from inner-city Chicago who attends the Chicago High School for Agricultural Sciences. Arrdrie starts her day at 5:00 a.m., takes a bus to the subway, rides the subway to another bus, and arrives to start school at 8:00 a.m. Why does she do it? Why does she spend four hours each day traveling to and from school? She does it to get a good education.

You see, the Chicago High School for Agricultural Sciences is a magnet school, and Arrdrie and her parents have chosen FFA and agricultural education as her way to pursue the American dream. Arrdrie will be attending the University of Wisconsin, majoring in agriculture. It's working for her and her classmates—finding common success in an uncommon environment. And this year, for the first time in Kansas City, Missouri, urban students will have the same opportunities Arrdrie has had for the last four years.

Also, consider Kent Erickson from Ferndale, Washington—FFA's 1991 Western Region candidate for Star Farmer of America. Kent gets up everyday at 5:30—come rain, sleet, snow, or shine—rubs his eyes, puts on his boots, and goes out to the barn to begin milking. He's been doing it for years. Why? Because Kent has a vested interest in his family's operation. He owns 20% of the family's 500-cow dairy operation, and he is committed to making it work by mastering the necessary skills in agriscience and financial management.

I can assure you, agricultural education and the FFA are developing young people all across the country from all walks of life. It doesn't matter what your career goal is, whether it's in agriculture or not. If you can get your hands on something that interests you, captures your imagination, motivates you, and makes you want to apply your time and talent to creative action, you've got something more valuable than mere textbooks or laboratory equipment. In agriculture we've got something that attracts and hooks students. Not only do they want to learn, but they want to enter contests, they want to test themselves, they want to assume leadership roles, they want to become involved in projects, they want to get involved in community development activities—in short, students *want* to learn.

Agricultural education and the FFA are powerful tools. We're poised on the cutting edge in the education revolution and we fully agree on the nation's education goals listed in "America 2000." We're excited because someone on another level is taking a hard look at the future of American education.

We're ready. We articulated our vision and our focus through The Strategic Plan for Agricultural Education which was unveiled in 1989. This plan, just as "America 2000" aspires to be, was a combined effort involving education, business and industry, government, and the grass roots. That's what makes it work. And that's what it will take for "America 2000" to succeed.

I invite you to examine the two cards on your table: the black one details the four tracks of "America 2000" and lists the nation's education goals. This is what American education hopes to achieve tomorrow. The red one contains the mission and goals of agricultural education. This is what agricultural education is already achieving *today*. If you notice a striking degree of common ground and overlap, we will take that as a compliment. Agricultural education and the FFA are prepared to take leading roles in charting new directions for education.

The Strategic Plan for Agricultural Education doesn't just tell us what we're doing today, it tells us where we're going tomorrow, next month, next year, and, ultimately, in the next century. Guided by our mission to provide a total, dynamic educational system, we in agricultural education are pursuing our values by providing instruction in and about agriculture; serving all populations; developing the whole person; responding to the needs of the marketplace; advocating free enterprise and entrepreneurship education; functioning as a part of the total

educational system; and utilizing a proven educational process which includes formal instruction, experiential learning, leadership and personal development.

The secret to the success of American agriculture, the reason it remains America's strongest and most productive industry, is a direct result of agricultural education's commitment to producing quality, dedicated, and equipped professionals from within its ranks. We will insure American agriculture a seat at the head table by maintaining our competitive edge and world leadership. This translates to a safe and abundant food supply, increased income, jobs, a positive balance of trade, and technological superiority among nations.

Ladies and gentlemen, even if agriculture is not a priority for you, if you do care about young people, if you do care about the education of all American students, agricultural education has something to give to each and everyone of them because it is instilling lifelong values and skills. It teaches them to be problem solvers, goal setters, responsible citizens, communicators—all that they need to become viable and productive Americans.

The educational value of our program can benefit all students. The bottom line is simply this: You, by choice, have proven you are committed to service—service to your community, your state and your country. Consider very carefully what I have said, and if you believe as I do that agricultural education and the FFA can help other young people as much as it has helped Arrdrie Williams and Kent Erickson, commit to making a difference by being vocal and standing solid for agricultural education. Together, we can make it happen—for everyone!

THE WHITE HOUSE

WASHINGTON

November 5, 1991

MEMORANDUM FOR TONY SNOW

FROM: GARY BLUMENTHAL

SUBJECT: President's Speech to FFA on November 13

Because of my past and present roles in the agriculture area, I would like to provide my thoughts on the President's speech next week to the Future Farmers of America convention in Kansas City.

AUDIENCE:

The immediate audience in the convention hall will be a mass of young people. However, you can be sure that all of rural America will be treated to at least excerpts from the speech from the rural media. The convention hall will be full of more upbeat young people but the mood of the broader agriculture audience lives up to its reputation as finicky. Farm income is down five percent this year and they have their perennial complaints about drought, low prices and farmers being "forced" from the land. They have waited too long for a GATT agreement on agricultural trade; it is an agreement they seek with hope and strong intent that it solve their problems, but also with suspicion and distrust that the negotiators will agree to something which is not good for them.

MESSAGE:

I suggest an upbeat message that provides hope. The President should talk about the benefits provided by American agriculture:

- feeding a hungry world; including the Soviet Union where the products supplied by our farmers will help the Soviet peoples through the winter and allow them the time they need to transition to a market-oriented democracy,
- continuing to provide the American people with the safest, most abundant, and reasonably priced wide variety of foods in the world,
- all of this while taking good care of their land and water.

He should be forward looking:

- our farmers are supplying significant amounts of ethanol and ETBE as oxygenated fuels under the Clean Air Act,
- they are providing new products from agricultural products never before anticipated (see below), and
- we are negotiating a GATT agreement on agriculture which will open markets abroad.

A past quote from the President which has provided significant reassurance to the agriculture community on the GATT negotiations has been "no agreement is better than a bad agreement." It is an easy statement to stick by and it sends the message that we will not sell our farmers short in the Uruguay Round.

Finally, let me elaborate on the issue of new uses for agricultural products. The increasing production of "gasohol" under the Clean Air Act provides the most significant boost to consumption of large volumes of bulk grain. However, there are several innovative uses for soybeans, corn and wheat which may be cited by the President. These include:

- Printing ink and transmission fluid from soybean oil.
- Biodegradable plastics from corn and wheat starch used in making garbage bags, packing material, baby diapers and even golf tees.

I'm skeptical that the President will want to use props but I do possess samples of the golf tees and packing material, the latter is completely edible and reminds me of the taste of the Eucharist at a Catholic mass! I can quickly get from USDA samples of the other "new use" products. Further, we could always print his speech on Kenaf paper and use soyoil ink.

By citing "new uses" the President sends at least two messages:

- 1) the bright future for ingenious new products in agriculture, and
- 2) the environmental benefits of using biodegradable and renewable resources (rather than imported petroleum based products).

I am attaching some talking points supplied earlier to your office for the speech. I would also emphasize the benefit of the President mentioning the National Association of Farm Broadcasters, which is meeting in Kansas City next week. Due to time constraints, the President declined a separate appearance before NAFB but they will all likely be covering the FFA convention. I suspect that both Media Relations and Barrie Tron would support a brief reference to NAFB.

Please call me if you have any questions regarding the speech.

Attachment

THE WHITE HOUSE

WASHINGTON

November 1, 1991

MEMORANDUM FOR BOB SIMON

FROM: KATHY SHANAHAN ^{KS}

SUBJECT: THE PRESIDENT'S SPEECH TO FUTURE FARMERS OF
AMERICA

As we discussed, attached are talking points for your use when drafting the President's speech to Future Farmers of America (FFA) in Kansas City on November 13, 1991.

In addition to the attached, it would also be nice to add a line to the National Association of Farm Broadcasters, which is also holding a convention in Kansas City that week. The President was invited to speak but was unable to attend.

Please call me on x2800 if you have questions or require additional information. Thank you.

**AMERICAN AGRICULTURE
FACES A FUTURE OF CHALLENGE AND OPPORTUNITY**

TALKING POINTS

- I. AMERICA IS BLESSED WITH ABUNDANT AGRICULTURAL RESOURCES AND PRODUCTION CAPABILITY
- * The United States has an advantage in agricultural resources relative to most countries. Our nation is blessed with abundant and productive land, good climate, excellent infrastructure, and hard-working farmers.
 - * The labor of today's farmers provides food and fiber for millions of people around the world. Today, one American farmer produces enough food to feed 120 people.
- II. WORLD AGRICULTURE MARKETS ARE GROWING MORE COMPETITIVE
- * Through a wide diffusion of production technology, a number of countries, both in developed and developing sectors of the world, have become self-sufficient in production and in some cases exporters of agricultural commodities.
 - * Developments in Eastern Europe and the Soviet Union may result in additional competitors in world agriculture markets.
- III. IDLE AGRICULTURE PRODUCTION CAPACITY ROBS RURAL AMERICA AND THE NATION OF BILLIONS OF DOLLARS OF ECONOMIC ACTIVITY
- * Over the past three decades, acreage reduction/supply controls programs have idled an average of 40 million acres out of a 400 million acre cropland base in three out of four years.
 - * Currently, the U.S. has nearly 60 million acres of land idled (including that in conservation programs) to control supply.
 - * Programs to control supply and support commodity prices have cost the economy an average of \$13 billion per year over the last decade.
- The 1990 Farm Bill is a great step toward expanding market orientation, giving farmers greater flexibility in their production decisions.*

IV. AMERICAN FARMERS CAN COMPETE IN AN OPEN WORLD MARKET

- * If the U.S. GATT proposal were adopted, American farm product exports would increase by \$6 to 8 billion annually, by the mid- 1990s.

V. MARKETS FOR AGRICULTURALLY - DERIVED MATERIALS AND PRODUCTS ARE GROWING

- * Increasing environmental awareness and regulation worldwide is creating growing demand for materials and products made from environmentally benign renewable resources.
- * Clean Air Act Amendments of 1990, concern over the nation's energy security and diminishing domestic oil production is creating a growing need for clean burning, renewable domestic motor fuels.
- * Research, development, and marketing of industrial applications for new and traditional crops, forestry materials, and animal byproducts will accelerate the development of new nonfood markets for agricultural commodities.

VI. BENEFITS OF DEVELOPING NEW NONFOOD MARKETS

- * Diversify agriculture, use the free market mechanism to provide opportunities and thereby reduce the need for commodity support payments.
- * Bring new jobs to rural America
- * Use our renewable resource base more effectively
- * Reduce trade deficits and replace imports of strategic materials with domestically produced materials
- * Produce environmentally-friendly products, and increase the return on investment from agricultural research to the American taxpayer.

VII. USDA INITIATIVES TO HELP DEVELOP NEW NONFOOD MARKETS

- * **BIOFUELS INITIATIVE** -- USDA is establishing a biofuels initiative to help insure that ethanol and other biofuels will enjoy a growing share of the clean motor fuels market.
- * **Research program** -- cooperate with DOE and industry to reduce the

cost of ethanol and expand domestic production capability by expanding usable feedstocks. Accelerate research on an oilseed based replacement for diesel fuel. Cooperate with EPA, DOE and industry to develop ethanol blended fuels and engine technology that maximizes the environmental benefits and technical fuel characteristics of ethanol.

- * **Economic and environmental analysis** -- study and report on the benefits and effects of an expanding biofuels market on the economy, farm policy and the environment.
- * **Information and education** -- collect and disseminate facts about ethanol and other developing biofuels and facilitate the transfer of biofuels production technology.
- * The domestic market for clean motor fuels could reach 50 to 60 billion gallons by 2000. Ethanol production is now running at about 1 billion gallons per year and uses about 400 million bushels of corn per year.
- * As the price of producing ethanol goes down and additional feedstocks become economically viable, the ethanol market could grow to well beyond 10 to 15 billion gallons per year.
- * Other countries are also looking to clean fuels to help address air pollution problems.
- * **BIOPRODUCTS AND BIOMATERIALS INITIATIVE** -- USDA is establishing an initiative to intensify and accelerate research and development of commercially viable bioproducts and biomaterials.
 - * **Research** -- cooperate with industry and agriculture community to identify and focus research effort on most promising nonfood use crops, bioproducts and biomaterials market opportunities with particular emphasis on replacing imported petroleum based products and materials that have environmental liabilities. The recent explosion in research methods, such as biotechnology, has increased the scope of researchable areas, increased the probability of project success, and reduced time required to complete projects.
 - * **Economic and environmental analysis** -- study and report on the benefits and effects of an expanding bioproducts/biomaterials market on the economy, farm policy and the environment.
 - * **Information and education** -- collect and disseminate facts about new bioproducts, developing bioproducts, new nonfood use crops and promising market opportunities with particular emphasis on foreign

markets. Encourage and facilitate the transfer of bioproduct production technology.

* EXAMPLES OF NEW BIOPRODUCTS AND BIOMATERIALS

* Few Americans realize that over 60 percent of the newsprint is imported annually at a cost of about \$4.5 billion. Kenaf is a new fiber crop that produces superior newsprint and less ink rub-off occurs. The American Newspaper Publishers Association has been very pleased with kenaf newsprint.

* Most inks have been made from petroleum in the recent past and the U.S. imports nearly 50 percent of its petroleum. However, today, about 2 of every 3 daily newspapers in the U.S. use colored ink containing soy oil. Colored soy ink produces crisper print, is environmentally-friendly, and makes the presses easier to clean. Recent research advances in soy inks show great promise of replacing all petroleum with soybean oil.

* Castor oil is a strategic defense material because of its value in formulating lubricating greases which keep tanks and other military equipment functioning. Yet, the United States relies solely on imports for this material. Castor was produced in the United States until 1972, but now the cost of importing this materials is about \$35 million annually. Lesquerella is a new crop with fatty acids in the oil similar to castor oil. These fatty acids can be used in products such as cosmetics like lipstick, in coatings for beverage cans, in nylon, and in lubricants such as grease.

* Historically, we have imported about three-fourths of the erucic acid (derived from industrial rapeseed and crambe oils) used in producing plastic films. New uses such as environmentally-friendly lubricants (automatic transmission fluid supplements, metal cutting oils, and hydraulic fluids) are now being produced from rapeseed oil. More work is needed to expand production for industrial rapeseed and crambe and to develop additional products based on the unique functional characteristics of the oil. Rapeseed is an exceptionally good crop to protect the soil from erosion.

* About 60 billion pounds of plastics are produced annually in the United States from petroleum. Moreover, one-time packaging accounts for about one-third of the plastics. Several technologies now exist to use a high percentages of starch polymers made from corn, wheat, or potatoes as plastic substitutes. These degrade into water and carbon dioxide.

* Another industrial use of corn (not replacing an import) is as a super absorbent. Corn starch processed into a product called Super Slurper (developed by USDA) is used in products such as baby diapers because it has the capacity to absorb about 1,000 times its weight in moisture.

VIII. VALUE-ADDED EXPORTS AND REPLACING IMPORTED AGRICULTURAL-BASED PRODUCTS WILL HELP SPUR RURAL ECONOMIC DEVELOPMENT

- * In 1988, the U.S. held 35.3 percent of the value of world trade in bulk agricultural commodities, but only 17.8 percent of the value in intermediate agricultural products, and less than 6 percent of the world's trade in consumer-oriented agricultural products.
- * According to Foreign Agriculture Service data for 1989, over 50% of U.S. agricultural exports are bulk commodities with another 20% with only intermediate processing added. On the other hand, over 75% of the agricultural exports for the United Kingdom, France, West Germany, and Italy are consumer-oriented.
- * Processing of commodities into value-added products for domestic consumption and export will be most economical if done close to the source of the commodity -- in rural farm country. In many cases this activity will require higher skills and higher pay.
- * A 1990 study conducted by the USDA-Economic Research Service ("ALTERNATIVE OPPORTUNITIES IN AGRICULTURE--Expanding Output Through Diversification", AER Report No 633, May 1990) concludes that import substitution could increase U.S. farm income \$15-\$20 billion.
- * USDA is intensifying its effort to identify and develop value-added export market opportunities.

**AGRICULTURAL ISSUES TASK FORCE
DEVELOPMENT OF CURRICULUM AND ACTIVITY**

November 4, 1991

FOCUS OF AGRICULTURAL EDUCATION:

First, I fully support the concept of broadening high school agriculture curricula into the critical areas of business and science. Vocational agricultural education has traditionally focused on increasing production efficiency. This focus reflected earlier gaps between production and demand. However, concerted efforts, particularly by developed nations, to enhance production have resulted in varying food surpluses. There remains a clear financial gap for many less developed countries whose food deficits require some form of import assistance, but the challenge for the future will be ensuring the competitiveness and marketability of U.S. agricultural products in the face of global competition.

Likewise, government preoccupation with production based income transfers has evolved and factors affecting demand growth are now receiving significant attention. The Uruguay Round of Multilateral Trade Negotiations is a major initiative to expand the marketing opportunities for producers by substantially reforming government induced distortions in global supply and demand. If successful, maintenance of a competitive U.S. agricultural industry will increase the need for young people skilled in business and science. Advancements in production efficiency will still be needed but product development, marketing and other factors will advance in importance.

Sciences: Development of "alternative uses" for our abundant production requires agricultural students to focus on chemistry, physics and other science disciplines. The intricacies of agricultural research are interesting in and of themselves, but they have also served as precursors to advancements in human health and other areas. For example, we now find that genome research and other biotechnology efforts with plants and animals are benefitting human medicine and industrial advancements.

Business: Recognizing agriculture as a business means acquiring skills in economics, marketing, sales, finance, language including foreign languages, public relations, etc. Incorporation of these disciplines into traditional vocational agriculture will be an extremely arduous task but one essential to the future success of the sector.

Urban versus Rural: As an agriculturalist in Washington I am keenly aware of the general ignorance on the subject amongst the urban masses. It is ironic that we teach agriculture to rural children who live and breath the culture while urban children are left unaware of the origin of food before it arrives on grocery store shelves. Attention should be given to promoting some basic education in agriculture for urban and suburban students, with options for teaching marketing and new food technologies.

Women and Minorities: It is also particularly important that the agriculture sector attract more women and minorities into its employment. This pursuit is essential for agriculture considering both demographic trends and the competitive advantages of a diversified workforce. To accomplish this goal, we must recruit more women and minorities into agricultural education.

AMERICA 2000:

It is important to recognize that our whole education system in America is not measuring up to our expectations. Therefore, on April 16, 1991, the President announced his America 2000 strategy for improving our nation's education system. The strategy builds upon the national goals agreed to by the President and the nation's governors at the Education Summit held in Charlottesville, Virginia in September, 1989.

Among the goals of America 2000 is the establishment of world class standards in the five core subject areas of english, mathematics, science, history and geography. An additional goal is to make U.S. students first in the world in math and science by the year 2000. While education in agriculture should encompass all of the subject areas, math and science applications have become particularly pertinent to the high technology and business demands of modern agriculture.

Agricultural educators should support the America 2000 goal of measuring the academic progress of their students, and rewarding teachers with outstanding performance. Finally, I would note that part of the America 2000 plan is to establish 535 New American Schools. These new generation schools are intended to "break the mold" of the traditional school. The Task Force may wish to investigate the possibility of establishing a New American Agriculture School, or at least the development of a curriculum to be adopted by the new schools.

There are other important aspects to the America 2000 initiative and I am attaching background materials for the benefit of the Task Force.

CONCLUSION:

The National FFA Foundation is highly commended for its interest and efforts to improve agricultural education in our nation's high schools. I support refocusing agricultural education toward math, the sciences and business. I recommend the Task Force view the President's America 2000 initiative as a solid opportunity to improve agricultural education. I will comment further on the topic of issues management.

November 4, 1991

Dear Jerry:

Attached please find my initial input to the Agricultural Issues Task Force.

In my position with the federal government I fully appreciate the need for effective issues management. Public policy is usually driven by those most effective in presenting their perspective on a matter. Therefore, at some later date I may wish to comment in detail on the subject of issues management. First however, I feel compelled to go on record with my perspective toward the basics in agricultural education.

Understanding current issues and then framing them for public debate is a skill best developed on a sound foundation of the basics. Therefore, my preliminary remarks focus on broad subject areas and basic educational methodology. Winning an issues debate is less meaningful and potentially impossible if not forearmed with the underlying rationale for the debate.

I hope you will accept my commentary in good faith. I believe you have presented a good framework for emphasizing agricultural issues management. Further, I am hopeful that USDA is being helpful to you in supplying background material on the specific issues selected for study. Finally, I look forward to making future contributions on this important topic.

Sincerely,

Gary R. Blumenthal
Deputy Assistant to the President

Dr. Jerry L. Peters
Agricultural Issues Project Officer
c/o Purdue University
Building F 25
1447 South Campus Courts
West Lafayette, IN 47907-1447

THE WHITE HOUSE
WASHINGTON

November 7, 1991

MEMORANDUM FOR TONY SNOW

FROM: ROGER B. PORTER *RBP*
SUBJECT: Presidential Remarks: FFA Convention

We have reviewed the attached presidential remarks and have no comments from a policy standpoint. We approve of the draft in its current form.

cc: Phillip D. Brady

WHITE HOUSE STAFFING MEMORANDUM

DATE: 11/06/91 ACTION/CONCURRENCE/COMMENT DUE BY: 11:00 a.m. Friday 11/08

SUBJECT: PRESIDENTIAL REMARKS: FFA CONVENTION/KANSAS CITY, MO/ WED. NOV. 13th
(11/06 draft three)

| | ACTION | FYI | | ACTION | FYI |
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REMARKS:
 Please provide any comments to Tony Snow no later than 11:00 a.m. on Friday, 11/08, with a copy to this office. Thanks.

RESPONSE: NO COMMENTS.

PHILLIP D. BRADY
 Assistant to the President
 and Staff Secretary
 Ext. 2702

(Duggan/Simon)
November 6, 1991
Draft Three
FFA

01 NOV 6 P6:50

PRESIDENTIAL REMARKS: FFA CONVENTION
KANSAS CITY, MISSOURI
WEDNESDAY, NOVEMBER 13, 1991

[Acknowledgments, including FFA officers, and of course former FFA national secretary Fred McClure]

It gives me a surge of hope to be with so many thousands of bright and motivated young people. It's another reminder that America has the best kids in the whole world. \\ I want to salute the FFA for bringing so many of you together to exchange ideas and forge friendships that will brighten our country for many years to come. \\

I also want to send my warmest greetings to members of the National Association of Farm Broadcasters, who also are meeting in Kansas City this week. The free and robust flow of information and opinions is absolutely vital to the great success of American agriculture. Now and then I get to catch up with farm market news when I'm listening on the radio to my favorite music -- country music. I call country music my "window on the real world" -- and sometimes when I'm on the road and tuned to a real country station, I get the latest prices of barrows and gilts in between songs. \\

((That's an awfully gracious welcome for a last-minute stand-in. Most of you signed up to come here believing the keynote speaker would be Arnold Schwarzenegger. Well, I suppose

if he didn't cancel an engagement now and then, we wouldn't call him "the terminator." \\))

((Arnold has agreed to fill in for me at the next White House news conference. I can't wait to see the kind and gentle way he handles some of those hostile questions. \\))

((Arnold couldn't be here because he's at work filming another movie. Next year, I intend to make a sequel of my own. \\ We're going to call it "Term 2." \\ \\))

I know that Arnold does not take lightly his being unable to be with you today. You know him as an athlete and actor. He's also a very creative businessman -- and a citizen who takes public service seriously. He is doing an outstanding job as Chairman of the President's Council on Physical Fitness.

I won't lead you through the workout Arnold had planned for you, but I do want to impress upon you the essence of his message: Get going with good exercise and fitness habits now, while you're young -- and don't ever give them up. \\

Each one of you is already a leader in your school, and among your peers. I don't want any of you to fall short of a single thing you dream of. That is why I hope you will equip yourself with the physical stamina that comes from exercise. Cultivating "a sound mind in a sound body" is key to good health, long life, and performance at your best for the many responsibilities you will face in your families and your careers. \\ ((If any of you ever have baled hay, you know what I'm talking about. \\))

In the decades to come, as you follow your dreams and lead others as I know you're destined to do, I would like your special help in pursuing two national goals.

First, I'd like you to work for excellence in American education. If you attend school in a rural community, there is a good chance your school enjoys the strong involvement of parents and places a high value on responsibility and achievement. That would place you among the lucky ones.

In too many of our schools -- especially in big cities -- education isn't happening anymore. The system has broken down. High schools are giving diplomas to kids who can't read or write. Drug use and violence are raging out of control. And all the while the taxpayers' burden for public schools has skyrocketed.

Please don't misunderstand. My point isn't to flatter "country" wholesomeness in contrast with "big city" vice. Big cities -- including poor inner-city neighborhoods -- do have some schools that excel in teaching reading and writing, and science and math, and manners and civics. Each of these success stories somehow breaks the mold. Some are public schools, others are private or parochial schools. But each has in common the intense involvement of parents, a commitment to discipline and traditional educational values, and a large degree of freedom from bureaucratic control.

Our "America 2000" reforms aim to show communities how to develop schools that work. A key to this is giving parents real financial choice whether to send their children to private,

parochial or public schools. Another key is our invitation to parents, educators, businessmen, and civic leaders to reinvent American schools -- to replace institutions that fail to work with new schools empowered with freedom and flexibility and innovative strategies.

Here's where you come in: It's up to you and your generation to make this happen. This is a long-term mission you will inherit as business and government leaders in your counties, cities and states. I've put forward a strategy for reforming our schools, and I hope to see as much as possible accomplished during my presidency. But before this vision can become a full reality, I foresee years of political trench warfare -- pitting reformers against dug-in interest groups.

The road to reforming American education is going to take plenty of patience and grit -- and those are exactly the virtues that FFA represents. I am very pleased that the National FFA Organization's plans for its future leadership in agricultural education mesh so well with our America 2000 philosophy.

The second goal I'd like you to pursue is keeping America competitive. We need to keep opportunity alive in this country. Federal taxes are lower, flatter and fairer than they were a decade ago, but they still tend too much to reward debt and punish saving and investment. That's why we are long overdue for a capital gains tax cut. In the farming and agribusiness communities, I'm sure you can appreciate how a capital gains tax cut would improve property values. But more than that, it would

be a boost for investment and jobs in every sector and every industry in the nation.

We need to take the shackles off our banks and financial services companies. Do you want to start out in business or farming with outmoded banking laws that won't allow American firms to compete on equal terms with the Japanese and Europeans?

We must seize new opportunities and tackle new challenges in world trade. In the GATT talks we're now engaged in what I hope will be final battle against the "Fortress Europe" agricultural protectionism of the European Community. As many of you know, I met face to face with the EC leaders last week in the Netherlands -- and I made it plain that American farmers and agribusiness stand for free and fair trade. We want to complete a good GATT deal that opens more markets for American exports and launches a booming new generation of trade -- but I'd rather have no agreement than a bad agreement.

We're well on our way toward completing an excellent bargain for free trade with Mexico and Canada. The North American Free Trade Area will present your generation some exciting challenges. So will the free-market transformation of the former Soviet empire: Freedom and normal incentives are going to make the "breadbaskets" of Russia and Ukraine productive again. Instead of being customers for unprocessed grains, the Russians and East Europeans of the future are going to seek quality and variety in American food and fiber products.

FFA. You will have to become the Schwarzeneggers of a tough global marketplace. You'll need training, discipline, creativity, and alert minds to seize new ideas and opportunities.

Your country is counting on you -- I'm counting on you -- to find new uses for non-traditional crops. We're looking to you to create attractive new products, including clean fuels. We want you to outfox our competitors with your marketing skills and to work tirelessly for better quality. We expect you to draw on rural America's tradition of conservation and lead all Americans to be more careful stewards of our natural resources.

Is this a tall order? Sure it is. But looking at you, I know you'll achieve everything we expect of you, and more.

Thank you, and may God bless each of you.

#

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*Good work
 minor comments
 JW*

RESPONSE:

PHILLIP D. BRADY
 Assistant to the President
 and Staff Secretary
 Ext. 2702

(Duggan/Simon)
November 6, 1991
Draft Three
FFA

31 NOV 6 P6:50

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*great
whose is it*

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We must seize new opportunities and tackle new challenges in world trade. In the GATT talks we're now engaged in what I hope will be final battle against the "Fortress Europe" agricultural protectionism of the European Community. As many of you know, I met face to face with the EC leaders last week in the Netherlands -- and I made it plain that American farmers and agribusiness stand for free and fair trade. We want to complete a good GATT deal that opens more markets for American exports and launches a booming new generation of trade -- but I'd rather have no agreement than a bad agreement.

We're well on our way toward completing an excellent bargain for free trade with Mexico and Canada. The North American Free Trade Area will present your generation some exciting challenges. So will the free-market transformation of the former Soviet empire: Freedom and ^{logical market-based} ~~normal~~ incentives are going to make the "breadbaskets" of Russia and Ukraine productive again. Instead of being customers for unprocessed grains, the Russians and East Europeans of the future are going to seek quality and variety in American food and fiber products.

ok on this next week.

American jobs by our Free Trade efforts

FFA. You will have to become the Schwarzeneggers of a tough global marketplace. You'll need training, discipline, creativity, and alert minds to seize new ideas and opportunities.

Your country is counting on you -- I'm counting on you -- to find new uses for non-traditional crops. We're looking to you to create attractive new products, including clean fuels. We want you to outfox our competitors with your marketing skills and to work tirelessly for better quality. We expect you to draw on rural America's tradition of conservation and lead all Americans to be more careful stewards of our natural resources.

Is this a tall order? Sure it is. But looking at you, I know you'll achieve everything we expect of you, and more.

Thank you, and may God bless each of you.

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(Duggan/Simon)
November 6, 1991
Draft Three
FFA

PRESIDENTIAL REMARKS: FFA CONVENTION
KANSAS CITY, MISSOURI
WEDNESDAY, NOVEMBER 13, 1991

[Acknowledgments, including FFA officers, and of course former FFA national secretary Fred McClure]

It gives me a surge of hope to be with so many thousands of bright and motivated young people. It's another reminder that America has the best kids in the whole world. \\ I want to salute the FFA for bringing so many of you together to exchange ideas and forge friendships that will brighten our country for many years to come. \\

I also want to send my warmest greetings to members of the National Association of Farm Broadcasters, who also are meeting in Kansas City this week. American agriculture depends upon the free and robust flow of information and opinions. Now and then I get to catch up with farm market news when I'm listening on the radio to my favorite music -- country music. I call country music my "window on the real world" -- and sometimes when I'm on the road and tuned to a real country station, I get the latest prices of barrows and gilts in between songs. \\

((That's an awfully gracious welcome for a last-minute stand-in. Most of you signed up to come here believing the keynote speaker would be Arnold Schwarzenegger. Well, I suppose

if he didn't cancel an engagement now and then, we wouldn't call him "the terminator." \\))

((Arnold has agreed to fill in for me at the next White House news conference. I can't wait to see the kind and gentle way he handles some of those hostile questions. \\))

((Arnold couldn't be here because he's at work filming another movie. Next year, I intend to make a sequel of my own. \\ We're going to call it "Term 2." \\ \\))

I know that Arnold does not take lightly his being unable to be with you today. You know him as an athlete and actor. He's also a very creative businessman -- and a citizen who takes public service seriously. He is doing an outstanding job as Chairman of the President's Council on Physical Fitness.

I won't lead you through the workout Arnold had planned for you, but I do want to impress upon you the essence of his message: Get going with good exercise and fitness habits now, while you're young -- and don't ever give them up. \\

Each one of you is already a leader in your school, and among your peers. I don't want any of you to fall short of a single thing you dream of. That is why I hope you will equip yourself with the physical stamina that comes from exercise. Cultivating "a sound mind in a sound body" is key to good health, long life, and performance at your best for the many responsibilities you will face in your families and your careers. \\ ((If any of you ever have baled hay, you know what I'm talking about. \\))

In the decades to come, as you follow your dreams and lead others as I know you're destined to do, I would like your special help in pursuing two national goals.

First, I'd like you to work for excellence in American education. If you attend school in a rural community, there is a good chance your school enjoys the strong involvement of parents and places a high value on responsibility and achievement. That would place you among the lucky ones.

In too many of our schools -- especially in big cities -- education isn't happening anymore. The system has broken down. High schools present diplomas to kids who can't read or write. Drug use and violence rage out of control. And all the while taxpayers pay more and more for schools that produce less and less.

Please don't misunderstand. My point isn't to flatter "country" wholesomeness in contrast with "big city" vice. Big cities -- including poor inner-city neighborhoods -- do have some schools that excel in teaching reading and writing, and science and math, and manners and civics. Each of these success stories somehow breaks the mold. Some are public schools, others are private or parochial schools. But each has in common the intense involvement of parents, a commitment to discipline and traditional educational values, and a large degree of freedom from bureaucratic control.

Our "America 2000" reforms aim to show communities how to develop schools that work. They will give parents real financial

choice whether to send their children to private, parochial or public schools. They will invite parents, educators, businessmen, and civic leaders to reinvent American schools -- to replace institutions that fail to work with new schools empowered with freedom and flexibility and innovative strategies.

Here's where you come in: It's up to you and your generation to make this happen. You will inherit this long-term mission as business and government leaders in your counties, cities and states. I've put forward a strategy for reforming our schools, and I hope to see as much as possible accomplished during my presidency. But before this vision can become a full reality, I foresee years of political trench warfare -- pitting reformers against dug-in interest groups.

The challenge of reforming American education will take plenty of patience and grit -- exactly the virtues that FFA represents. I am very pleased that the National FFA Organization's plans for its future leadership in agricultural education mesh so well with our America 2000 philosophy.

The second goal I'd like you to pursue is keeping America competitive. We need to keep opportunity alive in this country. Federal taxes are lower, flatter and fairer than they were a decade ago, but they still tend too much to reward debt and punish saving and investment. That's why we are long overdue for a capital gains tax cut. In the farming and agribusiness communities, I'm sure you can appreciate how a capital gains tax cut would improve property values. But more than that, it would

boost investment and jobs in every sector and every industry in the nation.

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Subbing for Arnold Schwarzenegger at one speaking appearance is easy compared with the life ahead for you young leaders of the

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