

your side
my side
right side - U Thant -

.545,000 families
growing tobacco
• Equity farmers
• Urban
• Family Life
• "Molecular Cause"
• "Relative Risk"

#1

1. Public awareness of the health hazards
2. Tobacco price-support program
WHAT IS RESPONSIBILITY
& WHOSE RESPONSIBILITY IS IT TO?
& AT WHAT COST? & WHAT CONTROLS?
INFORM?
MARKET-ORIENTED
OR
POCKET MONEY AS PROFITS
3. Health effects of export/import
Economic effects of imports
4. Rights of non-smokers/smokers
5. Feasibility of safe tobacco products
6. Economic and social costs/benefit
of tobacco

#2

1. Personal & Community economic impact of
loss of tobacco program
2. What are areas of health policy that
are not antithetical to ag policy,
& vice versa?
3. Are there viable alternatives to tobacco
production?
4. What is the proper role of gov't?
a) promoting growth of tobacco
b) health effects of smoking

- #3 - Solve problems of economics of small family farm (tobacco farm, that is)
- Continuation of allotment system
 - Control program & price (S-1418)
 - Reduction of tobacco supports
 - Eliminate advertising of smoking materials to get workers to quit smoking
 - Prevent young people from starting to smoke; help smokers quit

curious conflicts about me and me which you got, we can't get none or you and I rather, excuse my English

Courts have heard people are not crazy

- #4 1. ECONOMIC BENEFITS & PUBLIC COST (HEALTH)
2. INDIVIDUAL CHOICE VS. GOVT (eg access)
 3. CORPORATE RESP. & CIG. ADV.
 4. IMPORTS & THE TOBACCO PRODUCTION

#2 1ST PASS

RESEARCH	ECONOMIC
FREEDOM OF CHOICE	YOUTH
TRUTH	LEGISLATION
CHANGE EQUITY	

If everybody's going to smoke why \$2.75 in advi?

American tobacco is finest in the world. more healthy tobacco. I suspect the got the lawsuit settlement, through a polarized committee - that

ISSUE: IMPORTS

Neither health interests
nor the ~~interests~~ ^{interests} of the
U.S. tobacco grower
are compromised in principle
by maintaining a viable
tobacco program and by
requiring imported tobacco
to meet US production standards.

Price
supports

YOUTH

We support

- a) A program of
education for youngsters under 18
about the health consequences of the
use of tobacco products, and
- b) ~~of action~~ ^{of action} to enforce measures to limit or
curtail access to tob. prod. for
youngsters under 18.
- if the existing tax sd. incl. funding for
tob. stabl. program*
- A roughly equiv.
amt. to support such
educat. prog.
- \$400 million

Perman
Spunk

youth usage
funded by
education

ADVERTISING

The tob. ind. sh. be req.
to abide by the code it
has ext. to reg. its own
advertising and promotional activities

NON-NEGOTIABLE
MOMENTS
NOW-N

SOME AGREEMENT

GIVEN A DOWN-TREND, WHAT CAN WE DO TO
LIMIT DAMAGE TO CITIZENS - FARMER

THRESHOLD AGREEMENTS ABOUT IMPORTS

- INSPECTION PROGRAM
- EXCISE TAX
- RATIONAL SUPPORT OF
FARM PROGRAMS IN TRANSITION
IS CONSISTENT WITH HEALTH INTERESTS
health/agriculture cooperation

YOUTH

- THOSE UNDER 18 SHOULD NOT USE TOBACCO
- ^{more} _{work} - LIMITING ACCESS
- GO TO INDUSTRY TO ASK FOR HEALTH IN
LIMITING AGE ACCESS
- CREATE + ATTITUDES ABOUT YOUTH

BEAUTY OF THE PROGRAM



- OPPORTUNITY FOR MOVING BET,
SMOKELESS & HEALTH COALITION
- THIS MAY BE MEANINGFUL
TO OTHER TOBACCO INTERESTS

HEALTH

PRODUCERS

INDUSTRY

Health

Politics,

and opportunities
de-political.

Economics
- cost

Imports

Public Opinion

Economic
dep. → shared
burden
transfer

Advertising
morality of.

Selling

Indiv. Choice
vs. Gov of

Morality & health
risks of

Benefits of

tobacco.

& control
of tobacco.

Price supports

Respect for
Professionals
Expert.

Elim. vs. encour

Jobs, loss of

Denial of
vested int

Corp. resp.
4
corp. adv

Polariz

Trust mscr rep

LABELED

- ACCESS

- 3rd party

~~TABLE~~

INTRO
AGREE
10 ISSUE
LIST
CLARIFY
RANK
DECIDE

IMPORTED TOB.

SUBST. CROPS

FUND. ?'S

TRADE OFFS

HOW 2 MANAGE
MANUFACT
RESP. FOR
DAMAGE

GOV'T REG.

ISSUE OF FREEDOM
OF CHOICE

HOW TO GET
SAFER PRODUCT
EXPLORE ALT

TRUTH IN ~~PROD.~~

Growth & Prod

Health Risks

Corp Resp

(Prod. Liability)

Adv/Procon

Crop support

Import/Export

Global price
- ec. - neigh - 3rd
- world
EC cost/yr

Res causes
of tob. ind. ds.

2. Tob. price support

3. Health effects
of exports

4. Rts. of sm
& non-sm.

5. Feasibility

6. ec. cost-ben. of safe tob. prod

OPINIONS, ONLY BIASES } SUBURBAN DOCTOR

SM vs. non-smoker

- POLITICS
- Respect

- NORMALITY
- PATRIOTISM
- JOBS - NYS

SUPPORTS DENIAL

- 2 times
- One.atures

- RESCRIPT SUITS
- LOBBYING BEGINS

coffee - parasite case
bacteria - water

- label us
- label everything

360,000

← Cause cancer

apocalyptic nature of scientific heads

MILLION DOLLARS TO WINSTON CUP WINNER

Why is tobacco co. giving a \$1M to a race car driver when farmers are about to lose their farms?

you take the kids out.

Kerrigan - we've got a program in 100,000 outlets telling people not to sell to anyone under 18.

and we've taken out Charlie Daniels -- even though he doesn't appeal to young people, the perception is that he does, so we took him out. And we don't use active athletes any more.

And we have sent out ~~500~~ 500 psas to 500 stations.

we're not as politically aware as you think we are, or as unified, especially the ad people.

~~we've testified at 6 legislatures~~ to raise the age of sale to 18.

BUT YOU DIDN'T SAY WHY YOU WERE TESTIFYING.

WHAT WAS THE CONTEXT?

Oh that is ridiculous, just adversarial.

Don Shoptland asked her
if Warning labels were going
to be supported?

You'll be surprised.

Shoptland pointed out that in
84 2 states had passed warning
labels for cigarettes.

Seemed to be some thing for
smokeless.

We could comply
or withdraw from market
in Mass., which is small anyway,
warning labels.

I'm opposed BECAUSE THEY
BECAUSE MEANINGLESS

I think we have more in
common than you think.