

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 and me 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 govt the court tell us that, 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 to enforce measures to limit or~~ ^{if the existing tax sd. incl. funding for} ~~curtail~~ ^{control} access to tob. prod. for youngsters under 18.
- For ex. dollar ^{program} \$400 million ^{to be distributed} ^{to support such} ^{educat. prog.}

Revenue
Spent

Youth usage
funded by
education

ADVERTISING

The tob. ind. sh. be req. to abide by the code it has ext. to req. 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 → shared
dep. & burden
transfer

Advertising
morality of.

Selling

Indiv. Choice
vs. Gov't

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 ~~PRG.~~

Growth & Prod
Health Risks
Corp Resp
(Prod. Liability)
Adv/Promote

Crop support
Import/Export
Global price
- ec. - health - 3rd world
EC cost/yr

Res causes
of tob. ind. dg.

2. Tob. price support

3. Health effects
of exports

4. Rts. of sm.
& non-sm.

5. Feasibility

6. ec. cost-benefit 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

- RESCAPING SUDS

- LOBBYING BEGINS

coffee - parasite case
bacteria - water

- label us
- label everything

360,000

← Cause cancer

apocalyptic
nature of
scrub for heads

MILLION DOLLARS
TO WINSTON
CUP WINNER

Why is ^a 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 Kerrigan
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.



- 1980s
 - modern
 - industry - fashion
 - never enough context
 - kids
 - 2.76
 - maint.
 - same
 - context

- acute
 - control
 - cut

(broadly)
 - that
 - industry

- research
 - community

- world
 - product
 - safe
 - cig.

job
 - doesn't
 - depend
 - on it.

- industry
 - profit
 - filter

ACTIVIST

- cancer
 - heart
 - lung

PRODUCT
 &
 MANUFAC.

cig. adv.

Control /
 the issue

Denial
 - asbestos
 - 300
 - former
 - Summit

NY - leading tob. st.
 - contradiction

Journal
 - supported
 - consumer
 - issue
 - children

- Profit
 Research

no tenti-
 - smoking
 P

- Smoking -



Bad news
Gravesend dead
They've been hunting
for you for 48 hours.
I sd, have told you
yesterday