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For
Attorney
General

STATE SENATOR ROBERT MORGAN
GOLDSBORO JUNIOR CHAMBER OF
COMMERCE - OUTSTANDING YOUNG
FARMER OF THE YEAR BANQUET
DECEMBER 14, 1967

ON AGRICULTURE AND EASTERN NORTH CAROLINA

Your gracious invitation for me to share this occasion tonight is a meaningful opportunity to discuss two vital bonds which unite all of us -- agriculture and Eastern North Carolina. Moreover, it permits me to join with you in recognition of the unique human fibre which is woven into the fabric of this great region.

We are here, first, to honor the Outstanding Young Farmer of the Year. But in a greater sense, we pay tribute through this accomplished individual to the more than one half million farm people of our State, and to what they represent.

Across the vast reaches of North Carolina, agriculture occupies more than fourteen million acres of rich, productive farm land.

Our arsenal of farm implements, while some still utilize the mule and plow, today includes modern

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machinery of almost every description which requires an initial investment equal to that required in many small industries.

And our products of the farm no longer are confined to food and fiber. For science and technology have discovered and applied in a practical way many new industrial uses for crops and their by-products.

In one way or another, agriculture affects every person in our land. The effect is a pleasant and beneficial one. For modern farming practices today enable the average factory worker to purchase almost twice as much food for his family than he could have purchased in 1947 with the same dollar.

As an example of the progress made by agriculture, a dollar today will buy 3.2 pounds of beef compared to 1.9 pounds in 1947; 5.5 half-quarts of milk at the store compared to 3.4; or 9 cans of peas compared to six. While after-tax incomes have more

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than doubled, we're spending only 60 per cent more per person for food. As a result, the percentage of our income which goes for food has dropped from 24% in 1947 to around 18% today.

In addition, we are producing higher quality - and higher valued food and fiber. And this has enabled our growing population to increase its consumption. To cite another example, beef consumption per capita has increased from 62 to 100 pounds a year. An average family of four this year will dine on two and one-half tons of food.

Although these facts emphasize the rapid growth and far-reaching achievement of agriculture, we must remember that our progress didn't just happen. It was brought about, among other factors, by diversification, expanded utilization of our resources, more efficient production techniques, mechanization, and a wealth of research and technology. But, above all, it was earned by people who are not satisfied that today is better than yesterday, and who believe that tomorrow must be better than today.

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These are people, mind you, who have achieved remarkable accomplishments in the face of formidable hazards. Today's farmer must combat more than 10,000 kinds of insects to protect his crops. He must fight 1,500 plant diseases, and 250 animal diseases. All of these perils are simply added to the continuing problems of preventing spoilage and decay, and facing uncertain, occasionally disastrous, weather conditions.

Here in Eastern North Carolina, the cradle of their nation and of agriculture, farmers are conquering these hazards, in addition to many other obstacles. They are finding ways to battle the cost-price squeeze, primarily by enlarging agricultural operations and by improving efficiencies through mechanization. Yes, the farmer has become technician, production specialist, marketing expert and, more than anything else, a solid businessman.

Evidence of this change may be found in the growth of total farm sales in North Carolina. Today,

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value of sales are approaching one-half of one billion dollars compared to only sixty-five million dollars in 1945. Total value of livestock has more than doubled, reaching an all-time high of one hundred and twenty-two million dollars.

The amount of crops and livestock shipped to other states for processing has been reduced materially, as evidenced by the new plant facilities which continue to spring up across the region.

Yes, Eastern North Carolina is poised on the threshold of the most promising era in history. It is endowed with good natural resources, technology based upon research, education, and strong economic institutions. Farming is no longer a one-crop affair. The East has weathered the revolution of the forties, and today it emerges stronger and more dynamic than at any time in its existence.

Now, let us take a look at future prospects.

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The demands for food and fiber are rising, although control may be applied to a few commodities. By 1980, the population of the United States is expected to be 28 per cent greater than it was in the last census. There will be 245 million Americans by the end of the next decade. The world population, which as taken from the beginning of time to reach a total of three billion people, will more than double in the next 35 years if population growth rates do not decline.

If nothing at all is done to improve the diet of man, we must duplicate, in the short space of three and one-half decades, the agricultural product on record that has been achieved by man since the beginning of time.

Thus, we shall be faced with the job of providing domestic and export markets with the essentials of life and, in large measure, protecting the basic sources of our increasing agricultural productivity. Only in this manner will we maintain the ability

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morgan
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to produce enough, and at a comparable bargain to the consumer of tomorrow.

Our assurance that we will meet this challenge of the future rests on a continuing flow of new farm technologies. While expenditures for research and technology may appear large to us at present, they must be increased substantially by both private and public sources.

Having touched only briefly on the hazards which farmers face in achieving production goals, it becomes increasingly clear that we must devise new and more efficient methods of protecting our food and fiber production from the ravages of weather, insects, diseases, and weeds.

Land resources, at present, do not loom as an important problem of the future. I mentioned earlier that North Carolina has more than 14 million acres of farm land. However, crops are harvested from only four million acres. By utilizing acreage withheld from

ROBERT
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Attorney
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production through government crop adjustment programs, and by converting remaining suitable acreage already available, the need can be met adequately.

Development of better and more efficient methods of conserving and managing our water resources, more than land, will be the major challenge to agricultural research in the future. As farming becomes more complex, especially in a commercial sense, there will be the continuing need for further investment in education. Operators of efficient family farms in the future will need a high level of managerial and technical competence. Likewise, good management and high technical competence will be prerequisites for the farm related industries and businesses of our region.

With seventy cents of every dollar going for marketing of farm products, further advances in this field will be necessary. These economic institutions must be strengthened and adapted to sensitive changes which surely will come.

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Public and private credit agencies will face the challenge of providing the monetary resources which farmers will require to operate larger and more efficient farm units. And, in the final analysis, farmers must receive a fair return on their management, labor, and investment.

All of these requirements must be met if we are to keep agriculture strong, both in the nation and in the state. But now, I want to become more pointed in my remarks, and to talk more specifically about the needs of Eastern North Carolina -- for I know of no section in America with a greater potential than Eastern North Carolina.

To develop the abundant resources which I have already outlined, to achieve maximum application of the technologies which are emerging, to reverse the migration of our most valuable resource, people, to other states, North Carolina must afford the East first-class citizenship. Granted full partnership in

ROBERT
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the total growth of North Carolina, the East holds the key to elevating the entire state to a position of leadership in this nation.

Since 1929, the development of North Carolina has done little to close the income gap between the State and the nation. Last year, this gap stood at \$700. This means that the average North Carolinian enjoyed \$700 less in living standards than did the average American. Put another way, we were forty-third among the fifty states in per capita income.

Even if the per capita income figures for each state were adjusted according to family size, North Carolina's position would be raised to only forty-first. While family size is an important factor in income levels, it is certainly no more important in North Carolina than in any other part of our country.

It is true that Eastern North Carolina has developed industrially with the release of labor replaced by mechanization on the farms. Likewise, Eastern

ROBERT
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North Carolina is growing in its urbanization. But it appears that, at least from the state figures, this change has meant little more than matching jobs with people in numbers.

This is demonstrated by the fact that since 1960, two-thirds of the new manufacturing jobs created in North Carolina have been in industries paying less than the average wage for the state for that year. More distressing is the fact that a large share of employment in North Carolina is in industries with declining levels of employment on a national scale.

The people of Eastern North Carolina, I believe, have demonstrated on the basis of educational ability and practical knowledge that they desire greater opportunity in both agriculture and industry. This is shown by the increasing acceptance of the East by affluent industries whose success depends largely upon competent manpower.

Whether or not Eastern North Carolina shall

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excel in the future attraction of wage-intensive industries will depend upon the willingness of the State to endow the East with the same material advantages enjoyed by the prosperous Piedmont -- major arterial highways to link its urban areas and countryside to the national system, expanded educational facilities in the secondary schools, technical institutes, industrial education centers, community colleges, and institutions of higher learning, and more perhaps than any of these, more medical facilities and personnel, for in Eastern North Carolina today there are less doctors in proportion to the population than in any state of the nation.

Moreover, any developing efforts to meet these needs must be sustained if they are expected to bring about maximum benefit to the region and its people. As I brought into focus earlier, Eastern North Carolina has emerged today as the region with the most abundant resources to offer in the future development of the entire state.

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Like the great state of which it is a vital part, the East stands on the threshold of a new era that is as promising as it is challenging. The people of the East can face it with confidence, for all their past acclaims their future. Eastern North Carolina is not now, nor has it been, nor will it be, devoid of a determined, dynamic leadership able to give voice to the dreams, hopes and aspirations of its people.

ADDRESS

~~PRESENTATION BY~~ ROBERT MORGAN
NC SENATE AND CHAIRMAN, BOARD
OF TRUSTEES, EAST CAROLINA UNIVERSITY
NOVEMBER 21, 1967.

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TO

PRESENTATION OF DR. LEO JENKINS
PRESIDENT OF EAST CAROLINA UNIVERSITY
RECEIPT OF GREENVILLE CHAMBER OF COMMERCE
"CITIZEN OF THE YEAR" AWARD FOR 1967

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(all copy)

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About 67 years ago there arose in Eastern North Carolina a man who was possessed with a new idea--an idea that he believed would so stir the hearts and minds of all the people that they would strive to achieve their full potential. He believed the State should not only seek to open the door of the school house to every child, but to persuade and influence every child, regardless of his position in life or his race or religion, to enter the school.

Hostility to Aycock's educational policies became particularly intense throughout the State, and much of it centered in the eastern counties. Yet, Governor Charles B. Aycock, convinced that his cause was right, and realizing that change often stirs hostility, continued to champion his plea for universal education. He faced hostile crowds throughout the State and even a hostile state legislature; but he told them all in unmistakable terms that the future of the underprivileged and the entire state hinged on universal education. We all know now that he was right.

Governor Aycock found, as other governors since have found, that any effort to change the status quo or to "buck the old guard" would subject one to the wrath of those who would "hold the line" against any change, except that change which enhances their own prestige and status.

There have been others through the years. Governor Scott, in our day and time, who sought to improve the way of life of the rural areas of this state, also realized that in today's arena, a man of no controversy is most often a man with no program.