PRESS SCHEDULE - DES MOINES - SEPTEMBER 8, 1972

EVENT	TIME
ARRIVAL	3:20 PM
DEPLANE	3:20 - 3:30
MOTORCADE TO FARM	3:30 - 3:50
ARRIVAL AT FARM	3:50
DISCUSSION OF ISSUES	3:50 - 4:00
TOUR OF FARM	4:00 - 4:30
MOTORCADE TO AIRPORT	4:30 - 4:50
ARRIVAL AT AIRPORT	4:50
HOLDING ROOM	4:50 - 5:20
FILING TIME	4:50 - 5:20
AIRPORT SEND-OFF RALLY	5:10 - 5:50
DEPARTURE - WHEELS UP	6:00 PM

PHILIP E. BRODERICK (Phil)
1032 4th St., Waukee IA
(515) 987-4045

Wife: Charlotte
Mother-in-Law: Mrs. Waddell (lives with them).
Children: Renee, 21, MacAllister College, St. Paul, Minn.; Diane, 19, and Timothy, 18, Iowa State University, Ames, Iowa; Michael, 15, and Brian, 14, high school students; Kathleen, 13, John, 11, and Bridget, 8, elementary school students.
Father: Charles, retired, lives in Des Moines.

The Brodericks live on a 260-acre farm, originally owned by Phil's father, which in those days provided a living for their family of five and one hired-hand. Today, in addition to the 260-acre farm on which the family lives, Phil Broderick, 45, has to rent two additional farms, one of 160 acres and one of 240 acres, in order to support his family. It takes approximately 3 times the land it took 30 years ago to support this family.

The two major crops on the Broderick farm are corn and soybeans. In addition, there are hogs and cattle. The three oldest sons started a small herd of cattle a few years ago as a 4-H project. Tim, the oldest boy, was counting on the profit from the cattle providing money for his college tuition. Recently, the price of cattle dropped from $37 to $34 per hundredweight. For Tim, this 12% drop represents a semester's college tuition. Phil Broderick is concerned about the drop in cattle prices not only because it means a loss of revenue, but because at the same time that he is paid less for his cattle, his wife paid more for goods at the supermarket. It appears that someone or something in the middle is siphoning off 10% of the cattle price. He also feels that the plight of the farmer is ignored by the local press and by the Department of Agriculture and the Price Control Board.

There has also been a large decrease in the price of corn. Last year it sold for about $1.35 per bushel, and this year the price is down to about $1.08. The demand for corn is up, especially because of the expanding foreign market. However, the price is so low that Mr. Broderick wonders what the price is at the delivery point, and who else is involved in the distribution and shipping process that is causing a 10% price drop.

Another problem that the farmer has is that he gets a very small return on his investment. If a person were to decide to become a farmer today, it would take an enormous amount of capital. Land itself would run about $200,000 (300 acres at an average of $600-$700 an acre); machinery and equipment, $50,000; cattle and hogs, $50,000; at $25 per acre, it would cost $2,500 for seeds and herbicides and fertilizer to start spring planting. This represents an initial outlay of over $300,000 and does not account for the farmer's labor. In order to get a return equal to what $300,000 would earn in a bank, he would need to earn $15,000 a year, and most farmers do not earn that much.

The main concern that Phil Broderick has is that he feels that the United States Department of Agriculture is not looking out for his interests. He feels that the government officials are more interested in agribusiness than agriculture and that their priorities are all wrong. Their first concern should be the producers of food and they seem to be more concerned with the processors and distributors.

He tells a story that he remembers reading in Damon Runyon about a fight promoter who was called "The Vest." One day, someone asked the fighters why they called their manager The Vest? They replied that it seemed to them that it was always the coat and pants that did all the work, while the vest gets all the gravy. Phil likens the producers of the agricultural world to the coat and pants, who do all the work, and the policy makers at the USDA to the vest, those who get all the gravy.

DES MOINES IOWA FACT SHEET

IOWA, THE "HAWKEYE" STATE, ONE OF THE GREATEST PRODUCERS OF AGRICULTURAL PRODUCTS IN THE UNITED STATES, IS A STATE OF COUNTY FAIRS AND OLD FASHIONED HONESTY. HOWEVER, THE STATE HAS ADOPTED THE LATEST TECHNOLOGY IN ITS SEARCH FOR A BETTER WAY OF LIFE FOR ITS PEOPLE.

THE PEOPLE DEPEND ON THE STATE'S NUMBER ONE INDUSTRY: FARMING. ALTHOUGH A MUCH SMALLER PERCENTAGE OF IOWANS ARE NOW DIRECTLY INVOLVED IN FARMING, ALMOST EVERY MAJOR INDUSTRY IN IOWA IS SOMEHOW RELATED TO AGRICULTURE. IOWANS, WHILE DEPENDING UPON AGRICULTURE FOR THEIR LIVELIHOOD ALSO HOLD DEEP RESPECT FOR AN OTHER IDEAL: EDUCATION. IOWA'S UNIVERSITIES, DRAKE UNIVERSITY, UNIVERSITY OF IOWA, IOWA STATE UNIVERSITY-AMES, ARE CENTERS OF EDUCATIONAL INNOVATION AND PROGRESS.

THE POLITICAL ATMOSPHERE REVOLVES AROUND THE QUALITY OF LIFE. THUS THE GOVERNMENT'S POLICY TOWARD AGRICULTURE, EDUCATION AND HONESTY SHAPE THE OPINION OF IOWANS TOWARD THEIR GOVERNMENT. AND IOWANS TAKE AN ACTIVE ROLE AND PARTICIPATE IN THEIR GOVERNMENT. SEVENTY TO SEVENTY-FIVE PERCENT OF ELIGIBLE VOTERS CONSISTENTLY TURN OUT AT THE POLLS.

THE DEMOCRATIC PARTY IN IOWA IS STRONG. ALTHOUGH POLITICAL RESEARCHERS PUT IOWA IN THE REPUBLICAN COLUMN, SEVERAL FACTS SUGGEST OTHERWISE. IN THE LAST 20 YEARS THE STATE HAS HAD A DEMOCRAT GOVERNOR FOR 12 YEARS. CONSIDER FORMER GOVENOR HAROLD HUGHES NOW A PROGRESSIVE AND POWERFUL SENATE LEADER, WHO WAS ELECTED IN 1968, A REPUBLICAN LANDSLIDE YEAR. THE BEST WAY TO PORTRAY THE IOWA VOTER IS TO SAY THAT WHEN AN IOWAN KNOWS HIS MAN HE VOTES FOR HIS MAN.

DES MOINES, THE CAPITAL OF IOWA, AND DEMOCRATIC STRONGHOLD IN THE STATE, LIES IN THE HEART OF THE MID-WEST, AND TRADITIONALLY FORMS THE BASIS FOR A DEMOCRATIC VICTORY IN IOWA. DES MOINES RESEMBLES MOST OTHER URBAN CENTERS, EXCEPT THE CITY IS EXTREMELY CLEAN AND PLEASANT. MANY OF THE WORKING FORCE DEPEND ON FARM RELATED INDUSTRIES OR THE FLOURISHING INSURANCE COMPANIES.

DES MOINES IOWA FACT SHEET

ELECTORAL VOTES.....8

CENSUS DATA:

TOTAL POPULATION.....2,825,041 (1970 CENSUS)

DES MOINES (POLK COUNTY).....200,587

1970 PER CAPITA INCOME.....$3,714.00

POLITICAL LINE UP

GOVENOR: ROBERT RAY (R)

SENATOR: JACK MILLER (R)

SENATOR: HAROLD HUGHES (D)

PREVIOUS PRESIDENTIAL VOTING PERCENTAGES

1968

NIXON.....53%

HUMPHREY.....41%

WALLACE.....05%

1964

JOHNSON.....62%

GOLDWATER.....38%

1960

NIXON.....57%

KENNEDY.....43%

SPECIAL FACILITIES

WESTERN UNION PHONE: 243 - 1231

ADDRESS: 412 6th Ave.

MR. ROBERT BARNETT, OFFICE MANAGER WILL BE AT THE AIRPORT WITH TWO MESSENGERS WHO HAVE CARS TO DELIVER COPY TO THE DOWNTOWN OFFICES, WHICH WILL BE OPEN UNTIL 12 PM.

XEROX MACHINES THE MACHINE IS LOCATED ON THE SECOND FLOOR, ROOM #201, DEPARTMENT OF AVIATION. FROM THE FIRST FLOOR PRESS ROOM GO FIVE STEPS EAST, TURN NORTH, WALK THROUGH DOOR. GO EAST UP ONE FLIGHT OF STAIRS. ON SECOND FLOOR LANDING, WALK WEST THROUGH DOOR. TURN SOUTH, WALK SIX STEPS. THEN TURN WEST TO ENTER THE OFFICE.

BATHROOM FACILITIES THERE ARE SEVERAL BATHROOMS LOCATED ON THE FIRST FLOOR ALONG THE EAST WALL OF THE TERMINAL.

PAY PHONES THESE ARE ALL LOCATED ON THE FIRST FLOOR TERMINAL HALLWAY: THREE ARE AT THE NORTH END, TWO ARE OPPOSITE THE BRANIFF COUNTER.