

Rolf Stucki, director of European operations, is conducting the seminar in order to keep the public relations personnel informed on current situations in the U.S. and world rice markets. Many other facts concerning American rice and its high quality and usefulness will be stressed to these key people in order to make them more effective "salesmen" for American rice.

Goldsmith travelled to Zurich to help in the planning of the sessions, which will consist of promotional plans as well as background information on the U.S. rice industry.

Foreign promotion is particularly important to U.S. rice producers since about two-thirds of their crop presently is marketed overseas either in dollar markets or under government programs.

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