

OCT 15 1983 Wheat Salesmanship

TANGIBLE results of export sales promotions and good customer relations followed the visit of a 23-member trade delegation from the Republic of China on Taiwan. They ordered more than \$17 million worth of Oklahoma wheat and soybeans.

The fact that Lt. Gov. Spencer Bernard and members of the Oklahoma Wheat Commission personally helped entertain the visitors was an asset. It didn't hurt, either, for the Chinese guests to have their pictures made riding a good Oklahoma horse.

The purchase included two million bushels of wheat, which represents the output of approximately 60,000 acres of Oklahoma wheat and the crops of more than 300 farmers.

A few days earlier, the vice minister of commerce and several associates representing the Peoples Republic of China also visited wheat industry leaders at Enid. Within five days they ordered 150,000 tons of hard red

winter wheat from gulf port sources. Almost certainly deliveries will include Oklahoma grain.

Competition for world markets is keen. It comes from other nations, from growers of soft wheat that sells for less, from other types of grain and from transportation advantages.

To help Oklahoma gain a fair share of the world market, the Oklahoma Wheat Commission spends more than \$265,000 annually of check-off funds collected from producers to help support 13 overseas wheat market development offices. In cooperation with other wheat states, Oklahoma also has helped to establish baking schools in Taiwan and elsewhere to teach utilization of wheat.

With all of the hungry people in the world, it seems we ought to be able to sell all of the wheat we can grow. Perhaps we are finding ways to accomplish this.