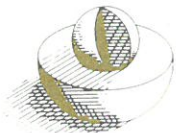


GENERAL FOODS  
WORLD FOOD PRIZE



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**DAIRY DISTRIBUTION PIONEER NAMED  
1989 WORLD FOOD PRIZE WINNER**

WASHINGTON, D.C. -- A global dairy distribution leader who turned the milksheds of India into a cooperative system owned and managed by milk producers that produces, processes and markets milk for the urban centers of that country has been named winner of the 1989 World Food Prize sponsored by the General Foods Fund, Inc.

Vergheese Kurien, chairman of India's National Dairy Development Board, is the 1989 winner of the \$200,000 annual prize, the largest of its kind.

Dr. Kurien's cooperative program, entitled "Operation Flood," involves more than six million dairy producers in 50,000 cooperatives, marketing milk in 500 cities and towns throughout India. Involving nearly 170 million people in India, Operation Flood is the largest agricultural development program in the world. The success of Operation Flood has led to its application to other commodities, including fruits, vegetables and oilseeds.

The World Food Prize, established in 1986, is given each year to an individual whose work has brought food to the tables of the world's population. It recognizes achievements in any discipline that has improved the quality, quantity or availability of food in the world.

Dr. Kurien's endeavors toward improving the milk supply in his country began in 1949 when he went to Anand, India, following his graduate studies at Michigan State University. He worked for a newly-formed cooperative organization, the Kaira District Milk Producers Union, which was established to help market milk directly to the consumers. At that time, two cooperatives were involved representing only a handful of farmers.

After years of struggle, the cooperative began to produce dramatic results. In 1965, then Prime Minister of India, Shri Lal Bahadur Shastri, created the National Dairy Development Board to replicate the program on a nationwide basis. The Prime Minister cited Dr. Kurien's "extraordinary and dynamic leadership" upon naming him the chairman.

Today, six million dairy cooperative members supply almost 3 million tons of milk annually. As a result of this work, milk prices in India have stabilized; India's towns and cities receive an adequate supply of hygienic milk; and the small farmers and landless laborers who comprise the majority of dairy cooperative membership now have a regular source of income.

Operation Flood has also helped break down caste barriers in India by treating all members of the cooperative equally. Harijans or "untouchables," those at the bottom of the caste structure, also sell their milk into the cooperatives.

Leaders from a large number of countries in Asia, Africa and Latin America have expressed the desire to replicate Operation Flood in their own countries.

"Operation Flood and its application to other commodities has played a vital role in getting food from the farmers to the tables of the world's population," said A.S. Clausi, chairman of The World Food Prize Council of Advisors. "Dr. Kurien's accomplishments exemplify all that The World Food Prize represents."

Dr. Kurien was selected from 173 nominees from 48 countries. His selection was announced today at the National Press Club in Washington, D.C., by Dr. Norman Borlaug, chairman of The World Food Prize Selection Committee and 1970 winner of the Nobel Peace Prize. Other speakers at the event were Mr. Clausi; James Ferguson, chairman of the General Foods Executive Committee; and Lalit Mansingh, Deputy Chief of Mission, Embassy of India.

"Operation Flood's cooperatives have created a grassroots foundation underpinning India's democracy," said Mr. Mansingh. "Dr. Kurien's role in bringing about the 'White Revolution' is unique."

The Prize, an original sculpture by world-renowned designer Saul Bass and the cash award, will be given to Dr. Kurien at a ceremony in Washington on October 17. The award ceremony will be held in conjunction with a day-long colloquium on world food issues at the Smithsonian Institution.

Born in Calicut, India, Dr. Kurien, age 67, received a Bachelor of Science and a Bachelor of Engineering (with honors) at Madras University; and a Master of Science of Mechanical Engineering (with distinction) at Michigan State University.

The World Food Prize was conceived by Dr. Norman Borlaug, who received the Nobel Peace Prize in 1970 for his work in agricultural research. After receiving the Nobel Prize, Dr. Borlaug spent years striving for the creation of an award that would recognize individual achievements in any discipline that has affected the global food supply. Examples of these fields include anything from agricultural sciences to transportation, from political leadership and marketing to economic policy and education.

The World Food Prize was awarded in 1988 to Robert F. Chandler, Jr., Ph.D., founding director of the International Rice Research Institute, whose work in developing new varieties of rice helps feed billions. The first World Food Prize was given in 1987 to M.S. Swaminathan, architect of India's "green revolution," and former secretary of agriculture for that country.

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