

# Brazil Coffee Man Totes Bag To Pt. Hope

Senator Gruening recently informed his colleagues through the medium of the Congressional Record of the part played by the community of Point Hope, Alaska, in a move by the Brazilian Coffee Institute to increase the world market for coffee.

Mr. Caio de Alcantara Machado president of the Institute, believes that to overcome overproduction of coffee it is necessary to overcome underconsumption of coffee.

"To give personal emphasis to his viewpoint," Senator Gruening noted, "the Brazilian recently flew more than 10,000 miles from Rio de Janeiro to deliver a 132-pound bag of his country's beans to the Eskimo community at Point Hope, Alaska, well beyond the Arctic Circle.

"Of course this flight was only a gesture, inasmuch as Alaskans are among the world's champion coffee drinkers, as persons visiting our state are quick to learn. But the gesture was meaningful because it pointed up symbolically what Mr. Machado is stressing: 'Let's get out and sell more coffee to more people, no matter how remote or small the market.' "

"Surely this attitude and approach would be of value not only for coffee, but for other commodities overproduced by the developing countries."