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MEMORANDUM

THE WHITE HOUSE
WASHINGTON

MEMORANDUM OF CONVERSATION

PARTICIPANTS: President Gerald Ford
 Don Kendall
 Minister Lein and Food Ministers, USSR
 Lt. General Brent Scowcroft, Deputy Assistant
 to the President for National Security Affairs

DATE AND TIME: Friday, March 14, 1975
 12:00 Noon

PLACE: The Cabinet Room
 The White House



[There were greetings and small talk. President Ford signed a picture.]

Lein: Mr. President, I have the honor to send you best regards personally to you, your wife, your family and staff, from General Secretary Brezhnev, Chairman Podgorny, and Chairman Kosygin. Truly, we thank you for the opportunity to visit your country and to visit with you today. The Soviet people and now we are sure, in this country, we are having meetings with workers and ordinary people. And we are pleased at [translation garbled] your meeting with Brezhnev at Vladivostok. We are sure now that all the efforts made by the American President and administration and the Soviet Government are in accordance with the wishes of the people of the U. S. and the Soviet Union. We are sure, on the basis of the meetings that you and General Secretary Brezhnev have had and the meetings before, that relations will improve in the future.

We have had an opportunity to see food production here just as your people have seen it in ours. The interests of both our countries are the same -- our populations are about the same, so we have the same views. We are sure this development on a reciprocal basis will develop further. We have good relations with Mr. Kendall and we are sure they will develop further on a beneficial basis to both. Business relations between us will develop with the help of our governments, and we hope most-favored-nation will develop. We are very pleased that you personally are doing much to develop our relationship, especially on trade. We must develop this in not only our trade but in culture and all other areas.

~~TOP SECRET~~ XGDS (3)
CLASSIFIED BY: HENRY A. KISSINGER

DECLASSIFIED
E.O. 12958, SEC. 3.5
NSC MEMO, 11/10/74, STATE DEPT. GUIDELINES, State Review 3/11/04
BY lmg, NARA, DATE 5/12/04

We know the terrible things of war. The attention you and Mr. Brezhnev have paid to deterring this between our two countries is in favor of both our peoples and the people of the world.

We can make new investments of capital, bringing benefits to both our peoples.

For example, two years ago, Mr. Kendall took us to Disneyland. We now just came from Disney World. We know we have to save money from submarines because the lines are so long.

Kendall: They have been to Coors, Sara Lee, Sun Maid, Safeway, Pepsi, Grand Canyon, Tropicana, a cigarette plant, and a bourbon distillery.

The President: Mr. Minister, members of the delegation. I am pleased to welcome you to the White House and to meet with you in the Cabinet Room. I hope your trip as described was pleasant and beneficial.

I hope you will give my best wishes to General Secretary Brezhnev and our other friends. In Vladivostok, not only did we reach mutually beneficial agreements but the hospitality was very heart-warming to me. My first meeting with General Secretary Brezhnev developed a warm and close relationship, but more important, it extended and made the good relations between us even better. We are looking forward to General Secretary Brezhnev's visit to the United States this summer when we can formalize the Vladivostok agreement. Though the agreement at Vladivostok was very important, the expansion of trade and development of other relations between us is very important. The development of trade is indicated by this tour of yours and your relationship with Don Kendall, and it is important to strengthen and deepen those contacts.

Don Kendall has performed a great service in working for a greater trade relationship between our two countries.

May I say the delicious food and beverages in Vladivostok -- I had too much, I can say that. We do hope there can be changes in the legislation which will result in reestablishment of the trade agreement between the U.S. and the Soviet Union. Will you advise the General Secretary that this Administration believes very strongly in the expansion of the detente relationship. I look forward to General Secretary Brezhnev's visit this summer when we can take another big step in broadening and deepening the relations between our countries.



Do you have any observations about the many places you visited?

Lein: We saw a lot of very good, highly mechanized factories, that were very well designed. I was at some plants two years ago. Now I see a lot of new equipment, especially at Pepsi. In 1973, I saw some of his products only through a microscope; this time I saw them in mass production. Mr. Kendall went with his Board of Directors in the Soviet Union to open the first plant in Novosibirsk. The members of the Board of Directors were pleased to visit the Soviet Union. I met them again here and I think exchanges of such views are very important.

The President: It is so nice to see you again.

[Mr. Lein gives the President a bull made from root. Also a box from food industry, a pipe set, samovar, etc., and a gift of chocolate for Mrs. Ford.]

[Small talk in accepting the gifts.]

Lein: Thank you very much again for meeting with us when you are so busy. Also I want to thank Mr. Kendall in your presence, because he helped a lot in showing us the United States and helping good relations.

[Mr. Lein gives him a special coin commemorating the 30th anniversary of the end of World War II.]



Historical

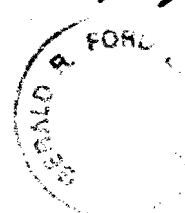
P/ Don Kendall / Min. Lein & Food Minister

14 Mar 75

Small Turk. Signs picture

h. Mr P, I have done to send you letter and personally to you, wife, family & staff from Burg, Rodger, Kreyger and Tracy. We thank you for expected visit your country & to visit w/ you Turkey. Soviet people & our we are sure, in this country are being meeting w/ various & ordinary people and we are pleased ?? upon entry w/ Burg at U.S. We are sure now that all efforts made by US pro & admin & so that one in a cashmere or wishes of people of U.S.S.R. We give on basis of unity & cooperation, we had & hope that relations will improve in future. We know had offer to see food and has just as you people have seen it in our. Interests of both countries are same - our population are almost same & we have same aims. We sure this diligent on recip. basis will do further. We have good relations w/ Kendall & we sure will deep further in bilateral basis & both. Business relations between us will deep - w/ help of guests & we hope MEX will do. We very pleased & appreciate during visit to deep our relationship up our trade. we must deep not only our trade but in culture & all other areas. We know & thank thing of war. The attraction you & Mr Burg said & determined but our & countries is in favor of both people & people of world. We can make our investments of capital

Translation provided



bring benefits to both our people.

For example - 2 yrs ago Kendall took us to
Buenos Aires. We saw just some fine
Dancing, Abell. We know we have to have
money from subsidiaries because
links are so long.

K They have taken to Coca, Sam he, Sunbird,
Suzanne, Pepsi,
Grand Canyon, Tropicana, cigarette plant,
Borden Hotel

P Mr. Winter, members of delegation. It please
to welcome you to U.S. & meet you in
Colonial Room. I hope your trip as described
was pleasant & beneficial.

Will you give my best wishes to the
other officials. In V had, not only did
we have mutually beneficial experiments
but a high hospitality was very heart
warming. My first visit w/ Buz dyed
a warm & essentiality that were
high. It stretched & made good relations
but realer better. We looking forward
to visit this summer when
can finalize Chad agreement.

These experiments had was very important,
& progress of trade & development of other relations
but we is working. The ally of trade is
indicated by the time of your & your
relationship w/ Kendall & it is important
to strengthen & deepen those contacts.

Kendall has proposed a great service in working
for greater trade relationship but we 2 countries



Very long - a lifetime full of memories in that
... I had too much, I can say that. We do
hope there can be changes in a way which
will result in a state of much agreement
but not a war. With your advice P.S. that
Britain believes in a strong and positive
of delicate relationship. I hope present to benefit
the same way we can take another
try step in building a better relation
but our enemies. Do you have any observations
about what may have you seen?

h We saw a lot of very good, highly ranked
factories, very well designed. I was at
some plants 2-3 years ago. Now a lot of new
equip - export Phys. In 77 I saw some
of his products only then ~~manufactured~~ these trees
in mass prod. The K ^{was not} ~~was not~~ of the kind
of direct in SU to open 1st plant in Nov.
A number of kind of direct were planned to
visit SU. I visit them again here &
I think change of such views are very big.

P So visit ~~to~~ see you again

hoy from pool intro:
(Gives a ball made from roots. Also
a pipe set, summer, etc. Gift for Mrs. Fad)
~~Are you a~~ Chas. B. B.
(Gives talk in receiving gifts)

h I thank you very much for what you have
you so long ago. Thank Kendall in your
presence because he helped a lot in doing
so as a display of relations.
(Gives him a special coin with coin of war

