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BUREAU NUMISMATIQUE DE LA FAO

Collector Note 8: 16 October 1973

Dear Friend:

Later in this Note we illustrate and describe in English, French, German and Italian the new Ceres medal featuring Coretta Scott King. Below we describe how we are using proceeds realized from FAO Money Album sales, and then give a progress report on new coins and medals.

Financing Farm Credit

2. "If you could manipulate the economic and governmental factors like you can balance the scientific aspects, what steps would you take to make the green revolution more successful?" This was the question asked to Dr. Norman Borlaug, the 1970 Nobel Peace Prize winner, in an interview in the British development monthly, *The Internationalist*. Dr. Borlaug's reply was "Credit. More credit for the small farmer, and then more equitable distribution of land. But credit is the main thing, so that the little guy can participate more fully".
3. When FAO first announced its 'Grow More Food' money scheme, we stated that any proceeds deriving at international level would be used for farm credit schemes, both because of the urgent needs in this field, and because credit was of obvious interest to Central Banks issuing the coins. Earlier this year we initiated a series of regional seminars financed from FAO coin proceeds, the first attended by 17 countries in the Near East and the Mediterranean and held in Rome from 29 January to 9 February 1973, the second attended by ten African countries and held in the State Bank of India Staff College at Hyderabad from 10 September to 1 October 1973. A third seminar for South and East Asia is planned in Bangkok for late October 1974, and a fourth for South and Central America in Quito from 28 November to 4 December 1974. All four meetings, together with one in Accra being financed bilaterally by Finland in December 1973, will lead up to the first ever World Conference on Agricultural Credit, to be held in Rome in July 1975.
4. The recommendations for action which derived from the Near East Seminar were that Governments, Central Banks and agricultural credit institutions should join their efforts to meet the credit needs of small farmers in the shortest possible time by:
  - (i) revising existing credit legislation when needed;
  - (ii) expanding credit institution branches or using existing cooperative societies for channelling loans to farmers;
  - (iii) reorganizing loan distribution procedures in order to speed up the actual disbursement of loans;
  - (iv) exploring ways and means of providing credit for nomads to develop their livestock activities; and
  - (v) finding solutions to the chronic indebtedness of marginal farmers through such measures as old debt consolidation schemes.



FAO Medals: Ceres/Coretta Scott King

16 October 1973

Sculptor: Georges Simon

Mint: Paris

63 mm: 160/175 grs

<u>Metal</u>	<u>US \$</u>	<u>Lire</u>	<u>UK £</u>	<u>FF</u>
Bronze	13	7,700	5.30	55
Gilt Bronze	17	10,000	6.95	73
Silver 950	60	35,500	24.60	255



FAO is pleased to put on sale our fourth Ceres medal, where the Roman Goddess of Agriculture is represented by Coretta Scott King, the wife of the late civil rights leader. Mrs. Martin Luther King Jr. was invited to donate her portrait in tribute to her work on behalf of the under-privileged, both at her husband's side from 1955 onward and after his death in 1968. Mrs. King was born and brought up on a farm, picking cotton as a child, and helping her parents to grow corn and vegetables, and raise hogs and chickens. Like Sophia Loren, the first FAO Ceres, Mrs. King is no mean cook, specializing in Southern cooking or soul food, which Dr. King so much enjoyed. The reverse of the medal, symbolic of the future generation whose wellbeing FAO is working to ensure, features the four King children (reading clockwise from noon) Yolanda (1954), Martin III (1957), Bernice (1964) and Dexter (1962). The quotation on the medal reverse is from a sermon delivered on 4 February 1968, when Martin Luther King Jr. emphasized the social commitment for which he hoped to be remembered after his death, the tragic event which occurred exactly two months later.

*La FAO a l'honneur d'offrir à son public la quatrième médaille de Cérès, sur laquelle la déesse de l'agriculture est représentée sous les traits de Coretta Scott King, veuve du Chef du mouvement des droits civiques, Martin Luther King. La FAO a invité Mme King à représenter Cérès afin de payer tribut à son travail en faveur des économiquement faibles, soit à côté de son mari à partir de 1955, soit depuis sa mort en 1968. Mme King est née et a été élevée dans une ferme et, comme Sophia Loren, la première Cérès de la FAO, elle est une excellente cuisinière. Au revers de la médaille se trouvent représentés les quatre enfants King, symbolisant ainsi les générations futures dont la FAO veut assurer le bien-être. La citation est tirée d'un sermon prononcé le 4 février 1968 par Martin Luther King deux mois avant sa mort.*

Es ist der FAO eine Freude, die vierte Ceres-Medaille zum Verkauf anzubieten. Die römische Göttin des Ackerbaus wird von Coretta Scott King, der Frau des verstorbenen Vorkämpfers der Menschenrechte, symbolisiert. Mrs. Martin Luther King Jr. wurde gebeten, ihr Portrait im Gedenken an ihre Arbeit für die Unterprivilegierten, die sie seit 1955 zusammen mit ihrem Gatten und nach seinem Tode 1968 geleistet hat, für die Medaille zur Verfügung zu stellen. Die Rückseite der Medaille stellt die vier King-Kinder vor, und trägt das Zitat: "Sagt ihnen ... ich habe versucht die Hungrigen zu speisen" aus einer Predigt des Dr. Kings, die er am 4. Februar 1968 hielt, genau zwei Monate vor seinem Tode. Eventuelle Kunden aus der BRD können diese Medaillen nur bei dem FAO Money Office, 00100 Rom, Italien, nicht jedoch bei der Dresdner Bank, bestellen.

La FAO è lieta di pubblicare la quarta medaglia della serie dedicata a Cerere; in questa medaglia la Dea Romana dell'Agricoltura è impersonata dalla Signora Coretta Scott King, vedova del Reverendo Martin Luther King, lo scomparso leader del movimento per i diritti civili. Col chiedere alla Signora King di impersonare Cerere si è voluto rendere omaggio all'opera a favore delle classe meno privilegiate da essa svolta a partire dal 1955, al fianco di suo marito, e dopo la sua scomparsa nel 1968. La Signora King inoltre, è nata ed è stata allevata in una fattoria e conosce quindi per diretta esperienza la vita e i problemi degli agricoltori. Sul rovescio della medaglia sono effigiati i quattro figli della Signora King. La citazione "dite loro .... che ho cercato di nutrire gli affamati" è tolta da un sermone tenuto dal Rev. King il 4 febbraio 1968, due mesi prima che venisse ucciso.

New Food for All coins

5. New coins announced since the list given in Collector Note 6 of 25 June 1973 (para. 2) include the following 17 issues:

Algeria (1974-7)	5 centimes	Ghana	20 pesewas	Pakistan	1, 2, 5, 10 paisa
Bangladesh	5, 10, 25 poisha	Honduras	50 centavos	Panama	2 <sup>1</sup> / <sub>2</sub> centesimos
Bhutan	20 chetrum; 10 ngultrum	Malta	1, 2 pounds	Yemen (Aden)	2 <sup>1</sup> / <sub>2</sub> , 10 fils

The three Indian coins listed in Note 6 were issued on 15 August 1973, but the issues of the Egyptian and Mauritian coins planned for page 4 of Album 2 have been delayed. We may, therefore, have to change the composition of page 4.

6. Meanwhile Money Panel 3 is being manufactured to contain the following 19 coins, all of which are (or will be) included in the FAO Money Albums, as follows:

<u>Country</u>	<u>Denomination</u>	<u>Found in Album 2: Page ...</u>	<u>Country</u>	<u>Denomination</u>	<u>Found in Album 2: Page ...</u>
Algeria 1974-77	5 centimes	5(?)	Saudi Arabia	50 hallala	3
"	20 centimes	3	Seychelles	1 cent	2
Haiti	20 centimes	4(?)	"	5 cents	2
"	50 centimes	4(?)	Singapore	5 cents	2
India	50 paise	5(?)	Sudan	5 milliemes	2
Iran	1 rial	2	Syria	5 piastres	2
Korea	50 won	4(?)	Thailand	1 baht	4(?)
Nepal	10 paise	1	United Arab		
Poland (fish)	10 zlotych	1	Emirates	1 fils	3
			" "	5 fils	3
			Vietnam	1 dong	2

Panel 3 will be issued in four languages - English, French, German and Italian - hot-stamped in silver on four different yellows. The colours have been chosen to match the reds and blues of Panels 1 and 2, as follows:

	<u>Panel 1</u>	<u>Panel 2</u>	<u>Panel 3</u>
English	Scarlet	Midnight Blue	Pecan
French	Garnet	Flag Blue	Golden Rod
German	Flag Red	Williamsburg Blue	Curry
Italian	Orange	Peacock Blue	Lemon

7. Release of Panel 3 should begin in December/January when the issue taken place of the 5 centime coin promoting Algeria's second four-year development plan. The prepublication price of Panel 3 is \$14.50 (8,200 lire, £5.95 or FF 62.). This low price will, we hope, lead many Album purchasers to obtain Panel 3 in addition to their albums, as an attractive display item to be hung in home or office without such considerations of security or completeness which would be given to the albums.

Album I: pages 5 and 6

8. We have a few hundred spare of the 10,000 issues of Album I page 5, illustrated on the inside of Collector Note 4 of 15 December 1972. We have now trimmed off the binder holes to make a 'mini-panel', which could make an attractive seasonal gift for office or home display. The mini-panel, like page 5, sells at \$13.

9. Following our offer in Collector Note 6 (para. 9) the Crown Agents have sold out completely of the 2,000 Barbados specimen crowns. Similarly, with regard to our offer in Collector Note 5 of 13 March (paras. 6-7), FAO will no longer accept offers to buy or sell

the proof page 6a. Such North American collectors who bought this page reluctantly (because of the uncertainty about obtaining the uncirculated page 6) may be interested to know that the seven specimen proof coins in page 6a are now being retailed for as much as \$200.

10. FAO still has left some uncirculated pages 6, which we have also had manufactured in midnight blue, to match the Album 2 housing, for collectors who may find Album I with both page 6 and page 6a somewhat unwieldy or repetitive. But whether in red or blue, page 6 is still available at \$31. In a coming Collector Note we will announce various ways in which we propose to make the FAO Money Albums considerably more manageable, at only nominal cost to collectors.

FAO Medals

11. The Ceres/Coretta Scott King medal is available immediately. Prices to existing collectors for payments sent by 10 December 1973 (XXV Human Rights Day) are as follows:

<u>Metal</u>	<u>US \$</u>	<u>Lire</u>	<u>UK £</u>	<u>FF</u>
Bronze	9	5,300	3.70	38
Gilt bronze	14	8,300	5.75	59
Silver 950	50	29,500	20.50	213

These special prices may be written in on the enclosed price list and payment form, which otherwise gives the post 10 December prices.

12. This Bulletin will provide the last opportunity to obtain direct from FAO our 25th Anniversary medals illustrated in Collector Note 4 and listed as items 31-33 in the enclosed payment form. We shall also soon take off sale the Ceres/Indira Gandhi 38 mm silver medal struck in Buenos Aires, listed as item 23 on the payment form.

Coming Collector Notes

13. We expect to issue Note 9 on or around 1 December. It should contain more news of Album 2 page 4 and possibly the succeeding pages; instalment facilities for payment of the complete Album 2 and Money Panels 1-3; full details of all FAO coin varieties not contained in the Albums (for persons keen to expand their collections to the maximum extent possible); and ordering details for the Ceres/Angela Christian medal.

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14. At the beginning of this Note we described the development work financed from the proceeds of FAO Money sales. Our first charge on the Ceres Medal proceeds has been to provide free to the World Association of Girl Guides and Girl Scouts an initial quantity of 1,000,000 aluminium replicas of the Ceres/Olave Baden-Powell medal illustrated in Collector Note 7, for distribution among their near 90 member associations. We have decided on this donation, both to spread knowledge of the Universal Declaration of Human Rights, and in support of our belief that the rights to food, education and employment are of significance when they are extended not only to men throughout the world, but also the young women symbolized on the medal reverse.

Yours sincerely,

*Raymond Lloyd*

Raymond Lloyd  
Special Studies Officer

FAO MONEY

Stock and Price-list effective 16 October 1973

(For Medal prices see over)

	US \$	Lire	UK £	FF
1. Album 2 complete with 5-6 pages	110	62,000	44.90	500
2. Album I pages 3-6 with binder	77	43,500	31.40	350
3. page 4	13	7,500	5.30	55
4. page 5 (looseleaf)	13	7,500	5.30	55
5. page 5 (trimmed as mini-panel)	13	7,500	5.30	55
6. page 6 (red finish of Album I)	31	17,500	12.70	140
7. page 6 (blue finish of Album 2)	31	17,500	12.70	140
8. page 6 empty (for uncirculated coins)	7	-	2.90	-
9. page 6 empty (for proof coins)	7	-	2.90	-
10. Money Panels 1 and 2, display edition of 35 coins from Album I in English, French, German or Italian text	68	38,500	27.80	310
11. Money Panel 3, display edition of 19 coins from Album 2: <u>pre-publication price</u>	14.50	8,200	5.95	62

PAYMENT FORM

- To: 1. FAO Coin Office, FAO, 00100 Rome, Italy #06-5797 Ext. 3688  
 2. FAO Coins (Rome), 1325 C St. S.W., Washington D.C. 20437, USA #202-447 3021  
 3. Crown Agents Coin Bureau, Sutton, Surrey, England #01-643 3311  
 or 4. Service philatelique de l'Unesco, Place de Fontenoy, 75700 Paris #566 5757

From: \_\_\_\_\_ NAME \_\_\_\_\_ DATE \_\_\_\_\_  
 \_\_\_\_\_ ADDRESS \_\_\_\_\_  
 \_\_\_\_\_

Enclosed is payment of \_\_\_\_\_ made out to 'FAO Coins' for the following items, all prices inclusive of handling, surface-mail and insurance charges. Prices for gold medals are guaranteed, provided the US\$ price per ounce of gold does not increase more than 10% beyond its Rome 3 September 1973 level; orders are limited to 5 gold medals per collector.

<u>Item Number</u>	<u>Description</u>	<u>Quantity Ordered</u>	<u>Unit Price</u>	<u>Total Payment</u>

TOTAL PAYMENT: \_\_\_\_\_

FAO MEDALS

Stock and Price-list effective 16 October 1973

Ceres/Coretta Scott King

<u>Item N°</u>	<u>Metal</u>	<u>Fineness out of 1000</u>	<u>Size in mm</u>	<u>Accessory</u>	<u>US \$</u>	<u>Lire</u>	<u>UK £</u>	<u>FF</u>
12	Bronze	-	63	Stand	13	7,700	5.30	55
13	Gilt Bronze	-	63	Stand	17	10,000	6.95	73
14.	Silver	950	63	Stand	60	34,000	24.60	255

Ceres/Olave Baden-Powell

15	Bronze	-	63	Stand	13	7,700	5.30	55
16	Gilt Bronze	-	63	Stand	17	10,000	6.95	73
17	Silver	925	63	Stand	60	34,000	24.60	255
18	Gold	917	22	Hook	60	34,000	24.60	255
19	Aluminium	-	22	Per 50	6	3,500	2.50	28

Ceres/Indira Gandhi

20	Bronze	-	68	Stand	16	9,000	6.50	70
21	Gilt Bronze	-	68	Stand	20	11,500	8.20	93
22	Silver	950	68	Stand	64	36,000	26.10	300
23	Silver	900	38	Hook	12	7,000	4.90	50
24	Gold	917	22	Hook	60	34,000	24.60	255
25	Aluminium	-	22	Per 50	6	3,500	2.50	28

Ceres/Sophia Loren

26	Bronze	-	68	Stand	16	9,000	6.50	70
27	Gilt Bronze	-	68	Stand	20	11,500	8.20	93
28	Silver	950	68	Stand	64	36,000	26.10	300
29	Gold	917	22	Wallet	60	34,000	24.60	255
30	Aluminium	-	22	Per 50	6	3,500	2.50	28

FAO XXV Anniversary: 1970

31	Bronze	-	72	Stand	16	9,000	6.50	70
32	Gilt Bronze	-	72	Stand	20	11,500	8.20	93
33	Silver	950	72	Stand	75	42,000	30.75	320