

**THE
MACARONI
JOURNAL**

**Volume 56
No. 4**

August, 1974

AUGUST, 1974

Macaroni Journal



Newly elected officers of the National Macaroni Manufacturers Association: left to right: Third V.P. Angelo Guido, Second V.P. Paul A. Vermylen, President Nicholas A. Rossi, Past President Vincent DeDomenico, First V.P. Lawrence D. Williams.

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So now we can provide you with the finest in merchandising, graphic and structural design and machinery systems from Fibreboard along with Rossotti's long established expertise in the pasta and frozen food fields.

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The Macaroni Journal

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AUGUST, 1974

In This Issue:

	Page
Successful 70th Annual Meeting	4
Colorado Cook-Out	5
The President's Report	6
Food Is More Than Just Something to Eat	8
FDA Would Limit Fortification	12
National Nutrition Policy	14
Carbohydrates and the Changing American Diet	16
The New Consumer—Major Concerns of Consumers	18
U.S. Consumers and U.S. Farm Policies	20
Semolina Size Does Not Affect Pasta	24
Triticale 26 Late Durum Planting	27
Milling News 28 Egg Production	29
So You Work in a Food Plant! OSHA Helps	32
American Airlines Serves Manicotti	34
Entertaining With Pasta	36
Mueller Reduces Die Cleaning Time — Index to Ads	38

Editor's Notebook:

It was a good convention!
While the problems of inflation, shortages, and government intervention in business affairs continue, there was not the sense of urgency facing the industry that there was a year ago.

Durum was planted late and there is concern.

Government statistics fail to jibe and there is concern.

Congress considers the Consumer Agency Bill and the Consumer Food Act. The Association's counselor and officers urge members to make their voices heard in communications with Congress.

The sixth annual Washington Meeting is set for September 17, with luncheon on the hill with Congressmen and a business meeting with agency representatives in the afternoon. A reception on the roof terrace of Hotel Washington

is scheduled to conclude a busy day.
Edgar B. Walzer, editor-in-chief of Progressive Grocer, warned that macaroni may be at a turn in the road. After being the number one growth category in 1973, there is now a turn-down in tonnage as prices have increased. Is it because meat prices have declined? Is it because so much blending is going on?

Whatever the cause it calls for new strategies and a continuation of the advertising and merchandising efforts of the industry.

Industry publicity continues to be phenomenal. Elinor Ehrman of Theodore R. Sills, Inc. had a display of clippings from newspapers all over the country and an impressive array of multi-page magazine placements. The Durum Wheat Institute reports more mileage from the Pasta Recipe Contest with the winners traveling to Europe this month.

Successful 70th Annual Meeting

A RECORD turnout attended the 70th Annual Meeting at The Broadmoor, Colorado Springs, to discuss industry concerns and to enjoy a full social schedule replete with golf, tennis, a mountain cookout and banquet with operatic singers.

President Vincent DeDomenico pointed with pride to the record achieved by macaroni products in the past few years, but viewed with concern the problems facing the industry in the future. His report follows.

Counselor Louis R. Marchese of the firm Halpenny and Hahn cited two important issues in the Consumer Protection Agency Bill and the Consumer Food Act under Senate Bill 2373 where in food processors must develop quality assurance procedures, be subject to annual inspections and suffer criminal liabilities for violations.

Mr. Marchese declared that class action is no government at all. He emphasized that each individual has one vote, hence it is essential that you be involved, keep informed, know your Congressman and let him know how you feel on political issues.

Koy Neelley of the Foreign Agricultural Service reviewed the International Wheat Situation. He gave the report for Richard E. Bell, who was in Japan. He noted that world stocks were at low levels with 26-million tons in 1974, compared to 49-million in 1973 and 70-million in 1972.

It was noted that world wheat output should easily surpass last year's 341 million ton total and could move above the 350 million ton mark, depending on summer growing conditions. In the U.S. harvesting has moved swiftly across Texas and Oklahoma and into Kansas and Nebraska, although yields were disappointing in some sections. Soft red wheat surveys indicate slippage from rains and other pathological reasons. Deterioration could cut 75 million bushels from the current estimate, and USDA restored spring yields by 17 million, indicating about a 2 billion bushel overall return. The new season officially beginning July 1, carryout expectations of 200 million bushels or higher, represented the lowest reserve in many years, but an amount slightly higher, than earlier predicted. As the 1974-75 crop year starts, posted export sales indicate smaller foreign interest than twelve months earlier.

Melvin Maler, Administrator of the North Dakota State Wheat Commission, graphically portrayed the flooded conditions of North Dakota this spring

with a series of slides. He estimated that the crop has been planted, the latest on record, with about a 10% increase over a year ago and predicted that output would be determined by growing conditions of the season.

The Peavey Crop Report for July 5, stated weather continued warm, windy and dry. High temperatures were mostly in the 80's and 90's. Precipitation from scattered showers were generally light. Cooler temperatures are needed for spring planted grains and prospects will be variable depending on stage of growth and local moisture conditions. Drought has caused deterioration in many fields, particularly in South Dakota and North Central Montana.

Edgar B. Wilder, President and Editor-in-Chief of Progressive Grocer magazine, gave a comprehensive report on food industry trends and developments in 1973. He made these specific observations on macaroni performance: Dollar volume went up a whopping 25% for the year 1973—a record matched by very few product categories. Even more remarkable for the last twelve-week period of the year macaroni product volume was 48% higher than in the same period a year earlier, putting the category in first place in percentage of growth at year's end. There was greater popularity for spaghetti and sauce, +13%; macaroni and cheese, +35%; pasta salads, +41%.

But some storm clouds are beginning to gather. Statistics as of only a month ago show that dollar sales are up 40% while poundage is up only 6% for the first five months of 1974. Some signs of softness are beginning to show.

May, 1974	\$	Lbs.
Year	+40%	+6.0%
Last 12 Weeks	+48	-1.0
Last 4 Weeks	+45	-2.0

Just how you interpret these figures is a matter of individual judgment, but it appears the string may be running out. We have reached a fork in the road, and perhaps the time has come to consider creative new strategies with both consumers and the trade.

Jane Fawcett, Manager, Domestic Affairs for Grocery Manufacturers of America, gave an exciting presentation on "Food Prices and Profits."

In the prelude she noted that everything is going up, particularly the cost of government. Incredible circumstances have complicated the food picture: (1) We are competing for food with the world; (2) Acts of God and Government such as weather, devaluation of the dollar twice within an 18

month period and economic controls under Phase I through IV, compounded problems and shortages; (3) Then came the Energy Crisis and the policy of food for crude, agricultural products for the balance of payments; (4) The problem of getting food out of the ground is complicated by the shortage of fuel, fertilizers, farm equipment—and, we are running out of tillable land.

What can be done? (1) Increased productivity; (2) Consumers must face facts; (3) Government must develop a total food policy; (4) Industry must bring this story to their stockholders, employees and customers. The GMA briefing will be carried in full in the Macaroni Journal. Grocery Manufacturers of America, Inc. at 1425 K Street Northwest, Suite 900, Washington, D.C. 20005, has a folder on Food Price Facts, May, 1974. It is an excellent piece for consumer education.

Mary Lou DeZeeuw, Dietitian, American School Food Service Association, stated that nutritional education is a matter of life and death. Attitudes toward eating are determined by culture, she said. Children must be taught the values and meanings of food in order to bring about desired behavioral changes. Because we are what we eat, it is important that nutritional education be a constant activity.

Elinor Ehrman of Theodore R. Sills, Inc., gave a graphic report in visuals of the spectacular achievements of the National Macaroni Institute publicity program in the last six months. She had displays on tables, with newspaper clippings from every section of the country, major magazine breaks and examples of the television public service kits telling the macaroni story.

Similarly, Howard Lampman of the Durum Wheat Institute, distributed an outline of their many activities and asked for suggestions for future projects.

It was reported that Bill Snyder, producer of "Durum—The Standard of Quality," is well along in the development of a new script for a movie on macaroni products, their nutritional contribution and background. This will be a joint project of the National Macaroni Institute, the Durum Wheat Institute, and the North Dakota State Wheat Commission.

H. Geddes Stanway, Skinner Macaroni Company, issued a call to leadership. He quoted the late President Truman with the saying that: "Leadership is merely getting people to do what they should have done in the first

COLORADO COOK-OUT



The crowd assembles at Rotten Log Hollow.



Inside the Shelter.



Queuing up for chow.



Colorado steaks and Macaroni Salad.

place." Of course, it is not that simple. And today, leadership is in crisis. He said: "A crisis is often good for the soul—many times manifestations from a crisis provide a basis for a new awakening and a new awareness."

Newly elected officers were presented at the banquet. They are: President, Nicholas A. Rossi, Prociro-Rossi Company, Auburn, New York. 1st Vice President, Lawrence D. Williams, The Creamette Co., Minneapolis. 2nd Vice President, Paul A. Vermyle, A. Zerega's Sons, Fair Lawn, New Jersey. 3rd Vice President, Angelo Guido, Anthony Macaroni Company, Los Angeles.

Nick Rossi urged macaroni manufacturers from all over the country to attend the Washington, D.C. meeting, September 17, and to invite their Congressmen and Senators to attend the luncheon on the Hill and the business session at the Washington Hotel to review policies of concern to the macaroni business.

Hosts of the successful Suppliers' Socials were as follows:

- ADM Milling Company
Shawnee Mission, Kansas
- Amber Milling Division
St. Paul, Minnesota
- Ballas Egg Products Corporation
Zanesville, Ohio
- Braibanti-Werner LeHara
New York, New York
- Buhler-Miag, Inc.
Minneapolis, Minnesota
- ConAgra, Inc.
Omaha, Nebraska
- DeFrancisci Machine Corporation
Brooklyn, New York
- Fibreboard Corporation
Englewood Cliffs, New Jersey
- General Foods Corporation
Pendleton, Oregon
- General Mills, Inc.
Sperry Division
Palo Alto, California

- Hoskins Company
Libertyville, Illinois
- International Multifoods Corporation
Minneapolis, Minnesota
- D. Maldari and Sons, Inc.
Brooklyn, New York
- Mira-Pak, Inc.
Houston, Texas
- Monark Egg Corporation
Kansas City, Missouri
- Munson Packaging Company
Cleveland, Ohio
- Walt Nisbet Company
San Mateo, California
- North Dakota Mill
Grand Forks, North Dakota
- Wm. H. Oldach, Inc.
Flourtown, Pennsylvania
- Peavey Company Flour Mills
Minneapolis, Minnesota
- Milton G. Waldbaum Company
Wakefield, Nebraska

The President's Report

PRESIDENT Vincent DeDomenico welcomed delegates to the 70th Annual Meeting of the National Macaroni Manufacturers Association at The Broadmoor Hotel, Colorado Springs, with these comments:

As this is my last report as president of this great Association, I'm going to review where we have been—where we are going.

Thomas Jefferson started it all in 1787, when he commissioned his friend William Short to buy a mould (die) and a press for making macaroni. William Short reported, "The machines for pressing macaroni as used at Naples are enormous, much more so than I expected." The price was 100 "Louis D'Or" (100 Louis in gold). Jefferson brought the first pasta equipment to the United States. However, it was not until 1848 that there was any commercial attempt at pasta production. Until 1914, most of the pasta consumed in America, was imported from the pasta makers of Naples. From about the 1880's on, small pasta plants had sprung up in all parts of the country, but it wasn't until 1914 when imports from Italy were cut off, that production in America started on a vast scale. Simultaneously, there was the introduction of durum wheats which provided the catalyst for a macaroni product which could compete with the quality of the neapolitan pasta makers. Pasta in these times was heavily consumed by the Italian immigrants, the German immigrants, the French, the Greeks, the Slavs, all of whom had come to this new world to seek their fortunes. In the meantime, their cuisine, their customs, etc., had been absorbed in the vast melting pot of America. A new market for the pasta makers was born, and all of our modern day macaroni plants are selling to this new American market. Extolling the virtues of macaroni, spaghetti and egg noodles made with the finest quality durum wheat and publicized year after year through the efforts of the National Macaroni Manufacturers Association, the National Macaroni Institute, the Durum Wheat Institute, Ted Sills and his organization, and the combined advertising of all the macaroni manufacturers of the United States.

So, Where are we? In 1958 we sold 966,000,000 lbs. In 1963 we sold 1,143,000,000 lbs. In 1967 we sold 1,254,000,000 lbs. In 1972 we sold 1,628,000,000 lbs. This is U.S. Department of the Census data.

Census figures are not yet available for 1973, but using Nielsen figures as a yardstick—in 1973, we sold 1,850,000,000



President Vincent DeDomenico

lbs. or approximately nine pounds per capita.

Our short term goal to be achieved in 1974 or 1975 has to be a total sales increase to 2 billion pounds. Now that will only be a starting point, when compared to per capita consumption in France, Germany and Italy.

Now, where are we going? Well, pretty soon we have to have Nutritional Labeling which is targeted for compliance by all manufacturers by the end of this year (1974). Then we better move on Universal Product Code because some chains are getting equipment deliveries in 1975 (next year). How about OSHA? How many of you can pass a strict OSHA inspection today? Think about it, your Workmen's Compensation Insurance Carrier is only too happy to help you bring your plant into compliance.

Do you have an affirmative action program for hiring minorities? If you do not, it can become very costly. Bank of America, the telephone companies, the auto companies and many others are being penalized millions of dollars for not effectively implementing their programs. Effective July 1, 1974, it was also necessary for you to have an affirmative action program for the hiring of the physically handicapped (penalties also include loss of government contracts in addition to fines).

Are you concerned about Food and Drug inspections and sanitation? The Food and Drug is increasing inspections of all food plants to once or twice per year. Do you measure up to their expectations?

What about Federal Trade Commission? Is your advertising factual? Can

you substantiate all the claims you make? Are your pricing practices legal? Do you give discounts or deals to some and not others in violation of the Robinson-Patman Act? Are you restricting competition by buying out your competitors?

Now let's say a word about inflation. Just a short time ago labor with its high wage demands and fringe benefits were a primary cause of inflation. Then a shortage of basic farm products due to world demand after the devaluation of the U.S. dollar caused such a rapid inflation that consumers, businessmen and politicians all clamored for price controls. As a result, we had Phase I-2-3 and out of price and wage control. Now we have increasing prices on manufactured goods, increasing demands by labor to meet increased cost of living and taxes. The end result of inflation can only be one thing—"worthless paper money."

The bells will toll for us if we do not do the following:

Comply with all government regulations, including Nutritional Labeling, OSHA regulations, sanitary food practices per Food and Drug standards, programs for hiring minorities and physically handicapped, comply with all FTC regulations, advertise and promote the products you sell, build an effective rapport with your customers and the consumer.

The bells will also toll for us, if we do not get to know our National, State and local politicians because they are the ones who are going to shape the business and social world we live in. We have to elect people who represent the business interests who have built this country to what it is today and to represent the vast middle class of America who are enjoying the bounties of an honest day's work and want to hang on to it. All of us in this room have had to work for what we have and we don't want to have it legislated away from us. We need people in government with fiscal and moral responsibility, and we should make an effort to help them get elected. Right now there are 800 bills in Congress that affect the food business—mostly consumer issues.

People, voters, your employees, your friends can influence and elect legislators where corporations are looked upon with disfavor. Let us also strengthen and improve our National Macaroni Manufacturers Association because as a body our voices can be heard whereas the individual is ignored.



Super Bowl

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Food Is More Than Just Something To Eat

Prepared by the U.S. Department of Agriculture and Health, Education and Welfare in cooperation with the Grocery Manufacturers of America, and the Advertising Council.

"Food Is More Than Just Something To Eat" is in eight parts. Three parts appear in this issue:

- (1) Food Is the Basis of Life.
 - (2) The Major Nutrients & Where to Find Them.
 - (3) How It All Works Together.
- Next month: (4) Food For All Ages.
(5) Nutritional Labeling.
Month following: (6) A Daily Food Guide. (7) The Value of Processed Foods. (8) The Many Ways of Eating.

IN this land of plenty millions of Americans aren't eating wisely. Not because they haven't enough to eat, but because they eat too many of the wrong things or too little of the right.

In short: food is what you eat, nutrition is how your body uses food. And if you aren't eating foods to meet your body needs, you may be suffering from poor nutrition. Some of the damages caused by severe malnutrition may be irreversible.

What a young girl eats today may have an effect on the kind of pregnancy she will have years from now.

What a pregnant mother eats may have an effect on her child's growth and development.

What a child eats affects the way he grows and develops.

What a person eats—as an infant, a child, or an adult—can affect the length and quality of his life.

Food Is The Basis Of Life

It is the source of health and well-being, gives you the energy you need for everyday living, affects your weight and height and even your strength to a great extent.

In other words, everything in life begins with food and there is much to the saying, "You are what you eat."

Food contains protein, carbohydrates, fats, vitamins, minerals and water. All of these are nutrients: that is, they nourish the body.

Since food is vital, you need to know about the nutritive contents of foods, which ones are the best sources of the various nutrients, and how to combine them into a healthful, balanced diet.

There is a great deal of talk about one particular group of nutrients, vitamins. Vitamins are very important but you should know that vitamins do not create energy or build tissue—the substance of the body—by themselves.

Many of them are involved in the release of energy within the body and in the process of tissue-building.

Some of them control the ways the body handles food. There are a number of different vitamins and they are found in different foods in varying amounts.

So food contains nutrients, some more than others, and you need to know how to select the combinations of food that will give you the nutrients you need.

The important thing is to remember that no one food does everything and all foods have something to offer. A variety of different types of foods will provide all the nutrients most of us need.

The Major Nutrients and Where to Find Them

Protein

After water and possibly fat, protein is the most plentiful substance in the body. The substances, called enzymes, which control the processes that keep the body working are made of protein. Protein is also part of the hemoglobin molecule in red blood cells that carries oxygen into the system. And the antibodies in the blood stream that fight off disease and infection are also protein. Another important use of protein in the body is to build the muscle tissue which holds the bone structure together and provides the strength to move and work. Most Americans get more than enough protein.

Where is protein found? Meat, poultry, fish, milk, cheese and eggs provide good quantities of it. Bread and cereal are also important sources.

And such vegetables as soybeans, chickpeas, dry beans and peanuts are also good sources of protein. You do not have to load up on meat, poultry or eggs to get enough protein in your diet.

Combining cereal or vegetable foods with a little milk, cheese or other animal protein can provide good protein in your diet.

For example, eat cereal with milk, rice with fish, spaghetti and meat balls, or simply drink a glass of milk during a meal. All these combinations provide the high quality protein the body needs.

Fats

Fats provide energy and add flavor and variety to foods.

They make meals more satisfying. Fats carry vitamins A, D, E and K and are essential parts of the structure of the cells which make up the body's tissues.

Our body fat protects vital organs by providing a cushion around them.

Fats are plentiful in butter, margarine, shortening, salad oils, cream, most cheeses, mayonnaise, salad dressing, nuts and bacon.

Carbohydrates

These are starches and sugars found in cereal grains, fruits, vegetables and sugar added to foods for sweetening.

Carbohydrates are the major source of energy in the diet. Wheat, oats, corn and rice—and the foods made from them, such as bread, spaghetti, macaroni, noodles or grits—provide starch along with other important nutrients. So, too, do potatoes, sweet potatoes, and vegetables such as peas, dry beans, peanuts and soybeans.

Most of the other vegetables contain smaller amounts of carbohydrates.

In vegetables they are usually in the form of starch; in fruits they occur as sugar. And, of course, candies, jams, molasses and syrups are primarily sugar.

Water

Water is a most important nutrient.

Water stands next to air in importance to life. You can get along for days, even weeks, without food but only a few days without water.

Water is necessary for all the processes of digestion.

Nutrients are dissolved in water so they may pass through the intestinal wall and into the blood stream for use throughout the body. Water carries waste out of the body and water also helps to regulate body temperature.

The body's most obvious source of water is the water a person drinks, but some is produced by the body's burning of food for energy. Coffee and tea are mostly water, and so are fruit juices and milk.

Soup is a water source and so are many fruits and vegetables. Even meat can be up to 80 per cent water.

Minerals

The most abundant mineral in the body is calcium and, except for iron, it is the most likely to be inadequate in the diets of many age groups.

(From the age of 9, the diets of girls and women may lack as much as 25 to 30 per cent of the calcium they need.)

Most all calcium, and most phosphorus, which works closely with calcium in the body, is in bones and teeth.

The rest plays a vital role in tissue and body fluids. Soft tissue, or muscle, especially has a high phosphorus content. Calcium is required for blood to clot and for the heart to function normally. The nervous system does not work properly when calcium levels in the blood are below normal.

Most people who buy from the milk counter are stocking up on calcium supplies.

In the U.S. we rely on milk as a basic source of calcium, and two cups of milk, or an equivalent amount of cheese or other dairy products except butter, go a long way toward supplying all the calcium needed for the day.

But milk is not the only source. Dark green leafy vegetables like collards, mustard greens or turnip greens provide some calcium, and salmon and sardines supply useful amounts of it if the very tiny bones are eaten.

Iron

Iron is another essential mineral. Women of child-bearing age require more iron than men. The diets of infants and pregnant women may need special attention to see that they contain the iron needed.

Unfortunately, only a few foods provide iron in very useful amounts. However, liver, heart, kidney and most lean meats are generously supplied with it. So are shellfish, particularly oysters. Whole grain enriched breads and cereals can provide 20 to 25 per cent or more of the daily iron need.

Dark green leafy vegetables are also sources of iron.

Iodine

The most important fact about iodine is that a deficiency of it can cause goiter—a swelling of the thyroid gland. The most practical ways to be sure of getting enough iodine are to use iodized salt regularly and add sea food to the diet whenever possible.

Other Essential Elements

Calcium, iron and iodine are not the only minerals you need. Most of the others—zinc, copper, sodium, potassium, magnesium and phosphorus—are widely available in so many foods that a little variety in making your choice at the grocery store takes care of them easily. Magnesium, for example, abounds in nuts, whole grain products, dry beans and dark green vegetables.

Phosphorus shows up in the same foods that supply you with protein and

calcium, although leafy vegetables contain little phosphorus.

Fluorine

Fluorine—an element that helps protect teeth from decay—is not so readily found in food. Many metropolitan areas add minute amounts of fluorine to local sources of drinking water.

Vitamins

Scientists know of a dozen or more vitamins that you must have to enjoy good health. Ordinarily, you can get them from a well-chosen assortment of everyday foods.

A few of these vitamins are of great importance and you should know what foods provide them.

Vitamin A

This vitamin plays a very important role in eye function, and in keeping the skin and mucous membranes resistant to infection. Although vitamin A occurs only in foods of animal origin, the deep yellow and dark green vegetables and fruits supply a material—carotene—which your body can turn into Vitamin A.

Produce can easily supply all the vitamin A you need. Such items as collards, turnip greens, kale, carrots, squash and sweet potatoes can more than take care of daily needs; yellow peaches, apricots, cantaloupe and papayas also help.

Many people, however, do not regularly eat these foods.

Liver is an outstanding source of vitamin A. A two-ounce serving of cooked beef liver provides more than 30,000 international units of the vitamin. That's six times more vitamin A than you would need during the day. Kidney is also an excellent source of vitamin A.

There are plenty of other sources of vitamin A. Whole milk is a source, but skim milk doesn't have any vitamin A unless it is fortified, that is, vitamin A has been added to it.

Cheese made from whole milk, or margarine enriched with vitamin A, both supply this vitamin.

The B Vitamins

Three of the best known vitamins—riboflavin, thiamin and niacin—release the energy in food. They also have a role in the nervous system, keep the digestive system working calmly, and help maintain a healthy skin.

Vitamin B₂ (riboflavin) is easy to find and extremely important to your diet. It is plentifully supplied by meats, milk, whole grain enriched breads and cereals.

Organ meats (liver, kidney, etc.) also supply this vitamin.

A lack of thiamin (vitamin B₁) causes beriberi. Fortunately, this disease is now almost nonexistent in the U.S., although it is still seen in some alcoholics.

Thiamin is abundant in only a few foods. Lean pork is one. Dry beans and peas, some of the organ meats, and some nuts supply some thiamin.

Whole grain and enriched cereals and breads are also dependable sources of the vitamin. Niacin can be found in whole grain and enriched cereals, meat and meat products, and peas and beans.

Other B vitamins such as B₆, B₁₂ and folacin are needed to maintain normal hemoglobin, the substance in blood which carries oxygen to the tissues. B₁₂ occurs in foods of animal origin.

Strict vegetarians run a risk of developing the symptoms of B₁₂ deficiency; these include soreness of the mouth and tongue, numbness and tingling in the hands and legs, anemia and loss of coordination.

Folacin is available in many foods but in small quantities.

Vitamin C

Vitamin C, ascorbic acid, is not completely understood, but it is considered important in helping to maintain the cementing material that holds body cells together.

The citrus fruit juice you may have for breakfast can give you over half of the vitamin C needed for the day.

In fact, unless good foods are consciously avoided, the rest of the fruit and vegetables eaten during the day will help to provide the vitamin C required.

Potatoes and sweet potatoes provide helpful amounts of vitamin C and so do tomatoes and peppers. In addition, the green vegetables such as broccoli, turnip greens, raw cabbage and collards make a contribution of vitamin C.

Vitamin D

Although few foods contain vitamin D, it is readily available in milk fortified with it. Sunlight enables the body to produce vitamin D if it has a chance to shine directly on the skin.

Vitamin D is important in building strong bones and teeth and is needed throughout the growth period.

Without it the body cannot absorb the calcium supplied by food and for this reason milk is often fortified with vitamin D. Adults rarely need more vitamin D than they get in food, and from the sun, but infants and young children sometimes do not get enough. A disease called rickets results from a lack of vitamin D. Children who suffer from this disease have absorbed too

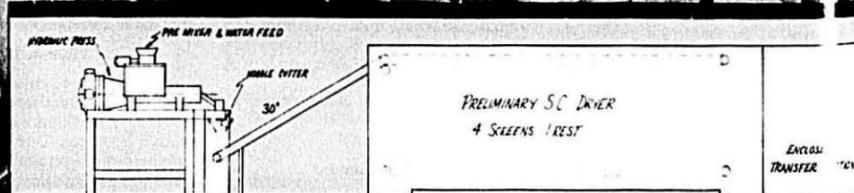
(Continued on page 12)

QUALITY

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Food Is More Than Just Something to Eat

(Continued from page 9)

little calcium, their bodies cannot form strong and rigid bones and consequently they may have enlarged joints, bowed legs, knock knees or beaded ribs.

On the other hand, too much vitamin D can be dangerous. This causes a calcium overload in the blood and tissues. Infants given too much vitamin D may develop calcium deposits in the kidneys and other organs and end up with permanent kidney damage.

Vitamin E

Vitamin E is known to be essential but its exact role in the body is not fully understood. Vitamin E is abundant in vegetable oils and margarine and contained in such foods as wheat germ and lettuce.

If a diet regularly includes fruits, vegetables, vegetable oil, milk, meat and eggs, it is not lacking in vitamin E.

Vitamin K

Vitamin K is essential for the manufacture of a substance that helps blood to clot. Vitamin K is widely distributed in a variety of foods such as the green and leafy vegetables, tomatoes, cauliflower, egg yolks, soybean oil and any kind of liver.

Nutrients and Energy

Almost all foods provide energy—some more than others.

This energy is measured in calories. Foods rich in fats, starches or sugars contain large amounts of calories—or energy.

Fat is the most concentrated source of energy. Ounce for ounce, it provides more than twice as much energy as protein or the carbohydrates.

Foods that contain a lot of water, like watermelon and cucumbers, have few calories because water, which makes up most of their weight, provides no calories and so no energy. When you eat a diet that furnishes more energy—or calories—than you need, the excess supply is stored in the body as fat.

And when you continue to overeat you become overweight or fat. When you eat less calories than the body uses, you lose weight.

How It All Works Together

The body can pick and choose what it needs from the nutrients in the diet, and see to it that each organ or part of the body gets exactly the right amounts of nutrients—not more and not less. But, if the diet lacks some of the needed nutrients, the body has no way to get them.

The body keeps busy, working twenty-four hours a day, always building itself up, repairing itself, and discarding waste products.

It needs a constant supply of nutrients to do its job and when it receives the nutrients it applies them where they are needed. Let's take calcium as an example.

The body needs calcium to clot blood, to make the nerves and muscles function properly and to develop bones. If your body does not receive enough calcium to do its work from the food you eat, it steals some from your bones.

If the stolen calcium is not replaced the body is in trouble—though you may not realize this fact for some years. (As much as one-third of the normal amount of calcium may be withdrawn from an adult's bones before the loss shows up on an x-ray film.)

It is not only what the nutrients do once the body gets them, it is what they do with each other that makes the difference in our health and well-being.

No single nutrient can function properly alone. It takes calcium to build strong bones but that is just the beginning.

Without vitamin D, the calcium is not absorbed from the intestines.

Protein is needed for the framework of the bone and to form part of every cell and all the fluids that circulate in and around the cells.

It takes vitamin C to help produce the materials between cells.

This is why nutritionists suggest eating appropriate quantities of a wide variety of foods—including milk products, meat or an alternate, fruits and vegetables, bread and cereals—in order to provide diets with all the needed nutrients.

The more varied your diet the better off you will be—tomorrow as well as today.

The foods you eat must sustain you for today and help build up your body for a lifetime.

Next Month: Food for all Ages—Nutritional Labeling

FDA Would Limit Fortification

The Food and Drug Administration has concluded its basic framework for food and nutrition labeling by issuing a comprehensive set of guidelines for nutritional fortification of certain food categories.

Any manufacturer who wishes to fortify or enrich a product can do so

only to the extent and circumstances prescribed in the guidelines.

No Horse Race

Alexander Schmidt, FDA commissioner, said the guidelines are necessary to prevent a "nutritional horse-power race," and to prevent food fortification from getting out of control.

"The current development of new sources of protein, new kinds of manufactured food and new developments in food technology call for some rational over-all policy guiding the addition of nutrients to the American food supply," Schmidt said.

"Given the diverse American diet and the ever-changing food supply, there must be some assurance that fortification will be at the proper level—that a common sense balance between over-fortification and under-fortification is struck."

The most important part of the regulations, according to Schmidt, establishes general principles to govern the addition of nutrients to food. FDA said these will assure that fortification is not used to seek an "unfair promotional advantage or promote a worthless food as something it is not."

Prescribed Way

Under this provision, food can be fortified only in the following ways: By establishment of a food standard for a particular class of food, such as for enrichment of bread; establishment of a voluntary nutrition guideline for a class of food; by adding nutrients to a substitute food to make it nutritionally equivalent to the product it is replacing, such as vitamin C to breast milk beverages; by restoring nutrients lost in processing if 2 per cent or more of the FDA for a serving is lost in processing, and by adding nutrients in proportion to the caloric content of the food.

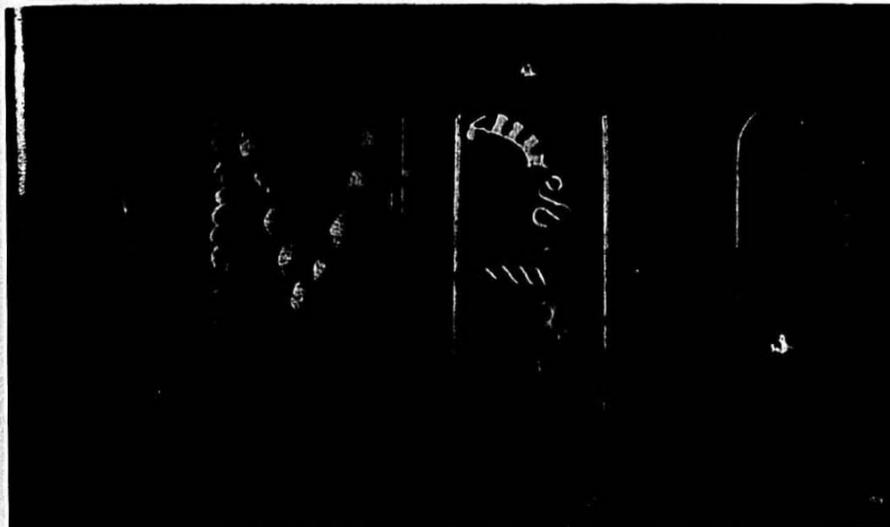
The last provision was designed to prevent the fortification of foods traditionally known for "empty calories" with simply one or two nutrients and then having nutritional claims made for these nutrients.

Food Classes Proposed

Among the various food classes for which voluntary fortification guidelines were proposed are:

—Ready-to-eat breakfast cereals, which must contain set amounts of all 11 nutrients specified. Manufacturers who make products meeting FDA guidelines can use the following statement on their labels: "This product provides nutrients in amounts appropriate for this class of food as determined by the U.S. Government."

(Continued on page 14)



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FDA Limits Fortification

(Continued from page 12)

—Fortified hot breakfast cereals, which must have set levels for iron and calcium and three B vitamins.

—Main dish products, such as tuna casseroles and pizza, which would have to contain specified kinds and amounts of protein and vitamins to make them nutritionally adequate as a main dish.

—Formulated meal replacements, such as foods used in weight control and promoted as a complete and balanced meal. FDA has detailed the nutrients which must be included in these products, and also has proposed as a complete and balanced meal. FDA has detailed the nutrients which must be included in these products, and also has proposed establishing "formulated meal replacement" as the common name of these products complete in themselves. When it is necessary to add milk, the common name would be "formulated meal base."

National Nutrition Policy

A series of sweeping changes—packaged as a "national nutrition policy" that could help the food industry prosper, while imposing new controls on some segments—is being touted in Congress as the way to stretch the consumer food dollar and cope with potential food shortages.

The complex plan is the product of advisory panels of the Senate Special Committee on Nutrition, headed by Senator George McGovern of South Dakota.

This committee has no legislative powers and functions as a sounding board that can try to press Congress and the White House into actions involving new laws, or new rules stemming from existing laws.

Most of the recommendations for helping the industry expand to serve the nation came from the Panel on Nutrition and Food Availability, which included members from the food industry.

The other panels or subpanels, which were dominated by physicians and others, were noticeably heavy on the side of more Federal intervention in food advertising and food processing, and new Federal or other programs to boost nutrition education.

The nutrition panel made these recommendations:

1. More cooperative research with other nations in food matters.

2. Continued freedom for the domestic food-processing and manufacturing industries to develop in a variety of ways so they can innovate and respond to changing nutrition wants and needs.

These industries should be encouraged to create foods as new technologies and new resources provide opportunities, especially foods that will benefit malnourished people in less-developed areas of the world.

3. Improvement of the rail transportation system is imperative. The existing system is in a "weak and deplorable state" and a sanitary, safe and efficient system is needed. Private transportation systems have already been developed by firms unable to have their needs met effectively by current transportation firms and agencies.

4. In case of shortages of petroleum and other strategic resources required in production, processing and distribution of food, the food system should have the highest priority for available supplies.

Worldwide Standards

5. Worldwide, uniform grades, standards and measurements should be adopted.

6. International futures markets, as a means of strengthening effective planning and risk-taking in the U.S. and world food systems, should be developed.

7. A closer link is needed between agriculture production and more efficient use of food stamps in welfare and nutrition programs.

8. Food stamps should be used to help set up effective food outlets in poor areas of the nation, where the lack of incentives means no development of supermarkets.

9. In coordinating production and distribution, maximum freedom should be allowed to managers in selecting coordinating arrangements.

10. No supplemental government reserve stocks of grains should be maintained, unless their sale were at no less than 2.7 times the current average cost of grain production.

Industry Panelists

This 17-member panel included the following nine persons from the food industry:

William Allowelt, president, Tri-Valley Growers, San Francisco; William Beers, board chairman and chief executive officer, Kraftco, Glenview, Ill.; Joseph Danzansky, president, Giant Foods, Washington, and R. Hal Dean, chairman and chief executive officer, Ralston Purina Co., St. Louis; Michael Fribourg, president (with Clarence Pappoy, vice-president, as alternate), Continental Grain Co., New York; William Farr, president, Farr Farms Co., Greeley, Colo.; Robert O. Neshelm, vice president, research and development, Quaker Oats Co., Barrington, Ill.; Don-

ald Perkins, board chairman and chief executive officer, Jewel Co., Chicago, and Terrance Hanold, chairman, executive committee, Pillsbury Co., Minneapolis.

Here are some major proposals outlined by other advisory panels:

1. A system is needed to collect representative foods and diets for analysis of additives, contaminants, certain nutrients and other material.

2. A monitoring system is needed to evaluate effects of changes in food prices and food supplies, using computers to keep a month-by-month watch. Such a system could evaluate consumer response to nutrient labeling, for example.

3. A nutrition surveillance system should be set up and run by the Assistant Secretary of Health, Education and Welfare who runs the Health and Medical Affairs Division. It should be linked to State, county and local units to monitor food safety, with storage of samples for other evaluation as new problems or interests arise.

No Food Members

This panel had no food retailing or processing members, and most were physicians.

Subpanel on nutrition and disease of the panel on nutrition and health:

1. Abolish food ads directed at children.

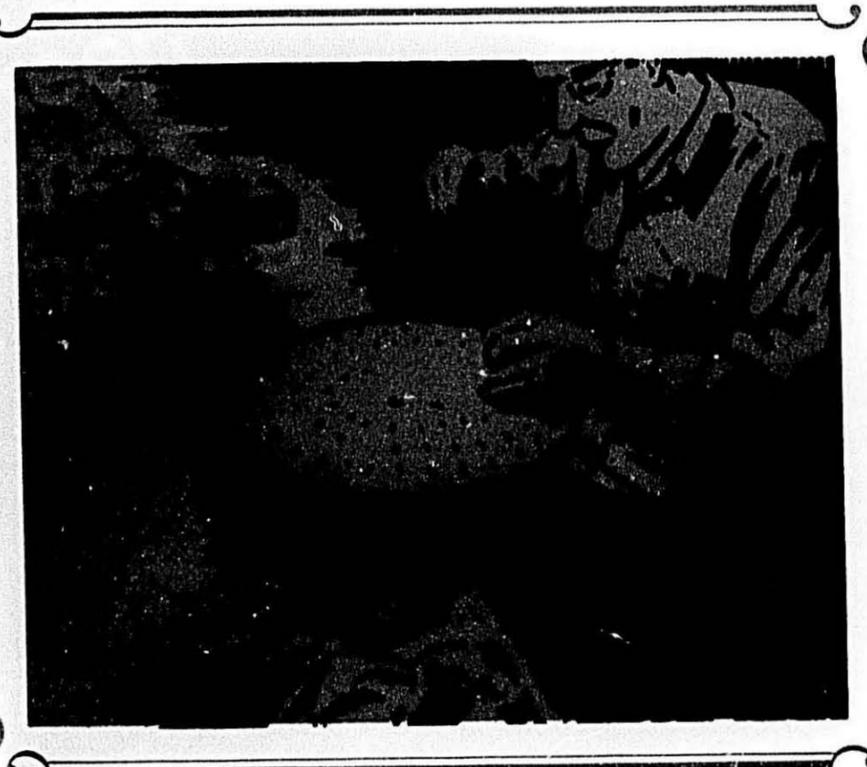
2. Have a special board review food ads for adults.

3. Restructure the Federal Trade Commission, Federal Communications Commission and Food and Drug Administration to secure more effective control of fraudulent diets, drugs and reducing devices.

4. Create a board to advise the public about merits of various claims for new ways to lose weight.

Nutritional Labeling Misleading?

According to Dr. George Briggs (University of California at Berkeley) comments describing nutritional labeling may give the consumer the idea that if they eat enough of the eight nutrients required by FDA, they will be adequately nourished. The problem, according to Dr. Briggs, could occur when "one is eating chiefly mixtures of highly processed or manufactured foods—no person can survive on a diet containing only the eight mandatory nutrients or even all of the 19 vitamins and minerals (of the U.S.-RDA's)." Dr. Briggs reiterates that it is "still essential to eat a variety of ordinary or natural foods."



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AUGUST, 1974

Carbohydrates and the Changing American Diet

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OVER the last six decades, the average diet in the U.S. has slowly and steadily increased in foods relatively high in protein and fat and declined in those foods rich in complex carbohydrates. There have been large declines, possibly up to 50%, in the consumption of products from cereal grains. Per capita consumption of vegetables, fruits and legumes has remained approximately at the same level. The annual consumption of sugar has also remained steady, varying only from 102 pounds per person in 1920 to 105 pounds per person now. The only important change has been the trend away from complex carbohydrates and toward more proteins and fats.

The medical profession and research scientists in general have watched this trend and drawn certain conclusions from the data. There has been concern over fad diets that call for fewer carbohydrates—which usually means less cereal grain products and fewer potatoes. Some doctors, nutritionists and food scientists have become increasingly concerned that the U.S. diet is already sadly lacking in bulk.

Also, some medical experts, both in the United States and abroad, hold that lack of adequate fiber in the diet predisposes to cancer of the colon, diverticulitis, heart disease and a general failure of the body to maintain normal health. They point out that the large decline in complex carbohydrate intake over the past 60 years has led to an estimated reduction in per capita fiber intake from about 12.25 grams to 8.07 grams daily. The latter figure is considerably below the 12 to 14 grams recommended by one researcher to prevent or cure diverticulitis.

It is worth noting that a vegetarian diet—while deficient in some respects from a nutritionist's point of view—includes an average of about 22 grams of fiber per day. Dr. L. V. Ackerman, writing in the magazine *Nutrition Today*, and Dr. D. P. Burkitt, in a speech given at Mayo Foundation House, have called attention to the Bantu people in Africa where cancer of the colon is virtually unknown; the Bantu diet includes about 25 grams of indigestible fiber per day.

Not only is the rapidly increasing incidence of heart disease in the U.S. ascribed, at least in part, to the reduction in fiber and complex carbohydrates in the U.S. diet, but it may also be re-

lated to the consumption of too much fat (particularly saturated animal fat) and cholesterol. Animal products that have a relatively high content of saturated fat are usually also high in cholesterol. The most obvious way to reduce the intake of cholesterol and saturated fat and still maintain the same intake of calories is to increase the proportion of foods in the diet that are low in saturated fats and cholesterol. Certainly, products from cereal grains and potatoes are ideal foods for this purpose. Breakfast cereals, for instance, contain no cholesterol and little fat, and that fat is highly unsaturated.

Energy Source

Carbohydrate serves several other functions. Carbohydrate (about 100 g./day) is essential to provide energy for the brain to avoid ketosis, to prevent excessive protein breakdown and other undesirable metabolic responses. However, carbohydrate is mainly a source of energy. Fat is also a good source of energy, and protein can be utilized for energy but is not as suitable as carbohydrate and fat for meeting the energy needs of the body.

Energy is stored by the body as fat, or in small quantities as a carbohydrate form called glycogen. Glycogen may be considered roughly analogous to a reservoir in an energy stream—a reservoir that keeps the flow of energy available at a relatively constant level between meals.

Dr. Per-Olaf Astrand, in an article in *Nutrition Today*, reports that a high carbohydrate diet is far more conducive to high performance under heavy physical exercise than any other type of diet. Athletes have greater efficiency and more than four times the endurance on a high carbohydrate diet than on a high protein diet, according to his experiments.

Carbohydrates Versatile

Carbohydrates serve other functions in the body, too. Most, and perhaps all, tissues in the body contain glycoproteins which consist of sugar moieties linked to proteins. Glycolipids, composed of sugars combined with lipids, are important constituents of many tissues, also. There are many other compounds involved in the chemistry of growth and maintenance that are derived from carbohydrates. In the gastrointestinal tract, simple sugars have profound effects on the absorption of other substances—either by wielding

some leverage on the osmotic pressure across intestinal walls or by playing a direct role in the absorption of those substances. For example, glucose has been shown in various studies to be intimately involved in the transport of sodium across intestinal walls.

Other Functions

Water and electrolyte balance in the body is regulated to a large extent by the intake of carbohydrates, due, at least in part, to the action of glucose in regulating sodium transport.

There can be little question that carbohydrates serve many important functions within the body.

There is currently no officially established amount of carbohydrate which is optimal in the diet. There is also no recommended daily allowance for fat, but—based on the consensus of most nutritionists—the intake should approximate no more than 30% of the total calories consumed. But there is a Recommended Daily Allowance of protein, which is 65 grams of mixed vegetable and animal protein for adult males. Assuming a 2800 K-calorie intake, the following table shows how the protein, fat and carbohydrate proportion in the average U.S. diet today compares with that recommended for maximum body health:

Average vs. Recommended

	Daily Intake	
	Average Diet	Recommended Diet
Protein	420	260
Fat	1120	840
Carbohydrate	1280	1700

From the figures listed, it is apparent that in the recommended normal diet, the major contribution of calories should be from the ingestion of carbohydrates. It is also apparent that the average U.S. diet consists of a substantially lower proportion of (complex) carbohydrates than that suggested by nutritional experts. As was pointed out earlier, the trend has been away from carbohydrates and to an excess of protein and fat.

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The New Consumer

The consumer of yesterday provided for himself. But with the coming of the industrial revolution, most people eventually found it necessary to depend on business for their needs.

Business, as well as consumers, have had to adjust to this new system. Many mistakes have been made by both sides. However, given the fact that there are over 50 million families buying from more than 2 million businesses, the system is in good shape.

The consumer is whimsical, and business finds it hard to keep up with him. Thus, business makes errors. But as noted, so does the consumer for he is not a perfectly oiled piece of machinery. However, if business keeps in mind that its first task is to satisfy consumers (at a profit, of course), it will do its job well.

From: "An Introduction to Consumer Behavior" by J. U. McNeal, Head and Professor of Marketing, Texas A&M University; published by John Wiley & Sons, Inc., New York, 1973.

Major Concerns of Consumers

by Zoe Coulson,
Director of Foods and Cookery,
Good Housekeeping Magazine,
at the convention of the
Millers National Federation.

• American families are changing, and women especially have changed.

As of this March, 45% of all American women were in the labor force. And the Census Bureau reports that the number of women with children under 18 in the labor force went from 30.5% in 1960 to 41% in 1970.

The recent Market Research Corporation of America studies of a 5-year period showed that eating of major meals was going down, and snacking, especially in the evening was going up.

• Cost of food is the consumer's biggest problem today and processors are among those blamed.

• Nutrition is of concern and the concern is broader than the "health food" fad. Nutritional labeling might be your biggest opportunity to point out the advantages of wheat.

• Diets—both weight loss and low-fat—are a way of life with most consumers. The approach is cut down on fat but cut out bread.

• Men and women are cooking and baking more at home, probably because of economy rather than an interest in "natural" foods.

• Microwave cookery, a cooking method that adapts very well to today's life-styles is winning converts every day. Several food manufacturers are now putting microwave directions on labels.

• The metric system isn't as complicated as it sounds. I have already seen measuring containers with both cups and liters marked on them: conversion for our favorite recipes will not be needed and new recipes will not be difficult.

• Older citizens have special food needs related to psychological as well as nutritional factors.

Consumers Do Not Understand Systems

The road to a healthy consumer climate is going to be a long and difficult one, with the current consumer movement being only the tip of the iceberg, if Irving Rein's theory proves correct.

Rein is a communications expert at Northwestern University, author of several books on consumer communications, and former host of WTTW's "The Consumer Game."

His view of things goes far beyond ordinary consumer problems, even far beyond what some people consider to be rather fundamental reforms—such as the various new consumer protection laws and agencies that have come about as a result of the work of advocates like Ralph Nader.

Rein dismisses all of this with a wave of his hand and the comment, "It's like a band-aid over a gigantic sore."

Lack of Communication

The real problem, Rein believes, is communication—or the lack of it—between individuals and "systems," such as the government, the supermarket, General Motors, or Northwestern University. Effective communication, according to Rein, would revamp our whole culture—consumer relations and all. And the key to effective communication, he says, is understanding the systems.

Effective communication would eliminate the consumer's frustration because he would understand how to deal with the producer; and it ultimately would eliminate deception on the part of the producer, because he would know he can no longer fool the consumer, Rein explains.

But applications of his communications theory are not what Rein is concerned with right now. In fact, he's not really interested in consumerism per se.

"I'm not an advocate. I'm not interested in fraud. If you buy a vacuum that doesn't work, I don't care." But, if you buy an automobile you don't want because the salesman verbally persuaded you, Rein is interested.

Automobile sales is one specific system" Rein has personally researched in depth. He spent a summer working as an auto salesman, because "I recognized that until one gets into an operation it's difficult to understand the pressures—from upstairs, from GM on down to the customer.

"The dealer is told he must sell so many units this month; he knows he can't, but the sales manager is pressured and the salesman ends up selling any way he can. Then the customer becomes hostile, and you have a violent confrontation.

But if the salesman is playing a systematized role, so is the customer. "Both parties are deceptive," says Rein. "I'm not pro-consumer. Customers are devious. They may tell the salesman they can get the car below cost elsewhere, when it's not true."

All of this has come about through the increased size and organization of society, Rein says. "At one time we had informal communication; now it's institutional, bureaucratic. It becomes a conditioning process. We become so systematized it becomes impossible to communicate effectively, and we become a very frustrated group of people."

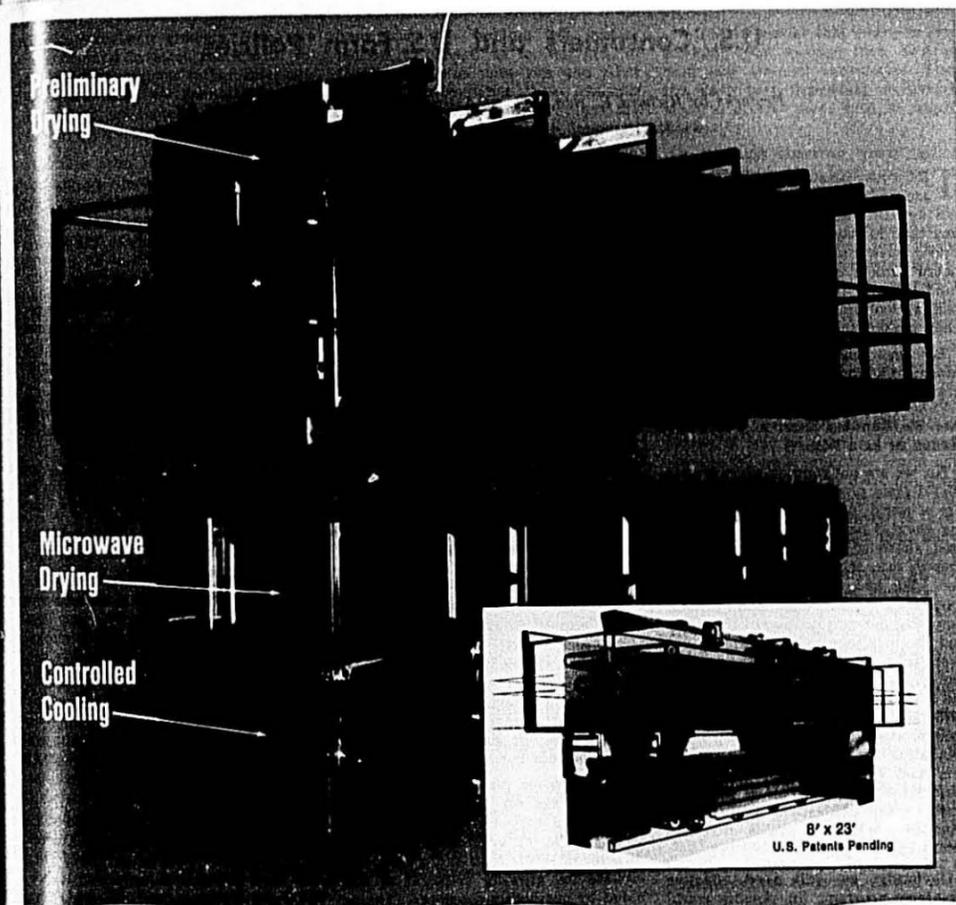
What's the solution? "There are no easy answers. We need education as to how the systems work. People need to learn the strategies, then they will recognize them in their daily lives, they will gain objectivity and be able to deal with whatever systems they encounter."

"But it has to start in elementary school, at home, with very young kids." He told of one first grade teacher who had her students bring in toys and discuss the advertising claims made for them and whether or not the toys lived up to the ads.

Unfortunately, Rein says, there is an "appalling lack of research" in this field of communications. "No one wants to do the research. So many of these people (consumer advocates, the media, and others) are working off the tops of their heads, and what we get is a mountain of misinformation."

"The tragedy of the consumer movement," Rein added, "is that it's being hawked." And popular consumerism for the masses, of course, bears little re-

(Continued on page 27)



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U.S. Consumers and U.S. Farm Policies

Remarks by Richard E. Bell, Deputy Assistant Secretary of Agriculture for International Affairs and Commodity Programs

THE consumers of the United States are probably more concerned about our agricultural policies today than at any time in recent decades. Their food prices have risen sharply. They have heard rumors of shortages, and their fundamental assumptions about our past agricultural abundance may have been shaken.

Let me begin by answering six fundamental questions that consumers are asking us today:

Are We Running Short of Food, as a Nation or as a Planet?

No, we are not running short of food. World grain production—the key measure of world food output—has been rising about 3 per cent per year. That is well ahead of the world's population growth rate of roughly 2 per cent per year. We had an interruption of the food trend in 1972, when grain production fell 3 per cent because of unusually bad weather in many countries. However, 1973 grain production was up 6 per cent over 1972, and 1974 grain output is projected to be 2.6 per cent above 1973. We are back on trend in world food production, and will likely begin rebuilding world food reserve stocks this year. The United States will be a major contributor to this increased world grain production, with record crops of wheat, feed grains, rice, and cotton expected.

Obviously, we still need effective long-term programs for slowing world population growth rates.

In the short term, there is no question that we will be able to feed the world's people. The question is how well we will be able to feed them.

People have a basic hunger for the kind of high-quality protein found in livestock products and soybeans. However, this high-quality protein is expensive. Soybean yields are typically only one-third as large as corn yields from the same acres. It takes three pounds of grain to produce one pound of poultry meat, and as much as ten pounds of grain for a pound of dressed beef. But as more people get more income, they have been bidding for more of this high-quality protein. The result has been a sharply-increased demand for the world's farming resources. This protein demand has contributed to the recent strong demand and stronger prices for farm commodities.



Richard E. Bell

Why Does the United States Export Farm Products?

We export farm products for the same reason that the French export wines and the Saudi Arabians export oil. We all need imports to sustain our standards of living. To get them, we must export things that we produce. That is how we keep our trade balanced and our currency stable.

As it happens, farm products are one of the things we produce more efficiently than anyone else. This is due in large part to our endowment—millions of acres of fertile land and a favorable climate for growing crops. It is also aided by our highly-developed farming technology, and by the highly sophisticated talents of our farmers. Finally, we have an outstanding agribusiness complex that supports our farmers with inputs like machinery and chemicals, and then transports and processes their production. All of these factors boost our farming productivity and efficiency.

This year we will produce nearly four times as much wheat as we will eat ourselves. We will produce 35 per cent more corn than we will use. We will export half of our soybeans, and 40 per cent of our cotton crop. About one-fourth of our crop acres are producing crops that we do not need for ourselves, and which will find ready buyers overseas.

What Do Farm Exports Mean to the Consumer?

These farm exports are expected to bring in around \$21 billion in foreign earnings in the current fiscal year.

These export dollars will enable us to pay the increased costs of imported oil, as well as buying the coffee and bananas, the tin and bauxite, the low cost TV sets and textiles that all keep our standard of living high.

Nearly one-third of this nation's current exports (by value) are farm products. Farming is our leading export industry. If that surprises you, remember that agriculture in America today is a high-technology industry, with a far higher investment per worker than non-farm industries.

By keeping up our trade balanced, and keeping our dollar strong, farm exports are actually helping to hold down the consumer's cost of living.

Why Not Take Care of Ourselves First, and Then Export What's Left?

In effect, the market does take care of the U.S. market first. This was illustrated in the recent tight wheat market. Contracts for wheat exports were canceled because U.S. millers and bakers bid high enough to keep the wheat here.

There are several problems with trying to reserve certain quantities for domestic use through government action:

First, the amount of a commodity the domestic market will use is tied directly to the price. If the price of feed grain is low, then we feed more of it to livestock to produce meat. If feed grain prices are high, livestock prices are also high and consumers eat less meat (and less grain).

Second, other countries cannot afford to buy their foodstuffs on a "first-come, first-served" basis. They are supplying the basic needs of their own people. If supplies are tight, they understand that the shortfalls must be shared equitably—but they will not willingly buy from a country that does not give them fair access to its markets. The ill-fated soybean embargo of 1973 caused terrible uncertainty for the consumer of Japan, who depend on soybean products for their protein the way we depend on hamburger. In a less stable country, our embargo might have brought down the government. Remember our own anger at the Arab oil embargo. The main effect of our soybean embargo was to channel extra billions of Japanese capital into Brazil to develop future competition for

American soybean growers. Since we are concerned in most years with increasing farm exports rather than cutting them back, we cannot afford to drive good customers away in this fashion.

Perhaps the crucial question is whether we can afford to insulate American consumers from the price levels prevailing in the world markets. The answer must inevitably be that we cannot. With the currencies of the world floating freely, and with our trade balance vitally important to the strength of the dollar, we cannot afford to give our consumers false signals about the real value of the things they consume.

How Do Food Reserves Fit into This Picture?

The world needs food reserves—and has had food reserves. That is why we were able to get through the 1972 shortfall in world production without widespread hunger.

However, the burden of carrying world reserves has not been shared very equitably in the past.

The United States and Canada have held the world's food reserves for 40 years. These reserves have cost our taxpayers billions of dollars to buy and store. They have cost farmers billions of dollars in lost income. They have cost the nation billions of dollars in lost export earnings by decreasing the value of our farm exports. Indeed, with a different food reserve policy the recent devaluations of the dollar which have raised our cost of living so sharply might never have been necessary.

Our food reserves may not have contributed much to the world's total food security either. Because we were holding more, other countries held less.

Our food reserves did not protect the hungry in the developing countries. These governments used our reserves to help hold down consumer food prices. This provided no incentive for the farmers to gear up their production for growing populations. Thus, our food reserves were setting the world up for even greater hunger problems in the long run.

It doesn't take huge reserves to meet real hunger emergencies. We met a large share of the hunger need in the world last year with 1 million tons of grain. (India's response to the shift in PL-480 was to build her own grain reserves—which helped greatly last year when she had a bad crop).

It does take huge reserves of commodities to stabilize world food prices. One recent private proposal would

have the U.S. holding 840 million bushels of wheat, 45 million tons of feed grains, plus some rice and other items. Imagine what these reserves would do to farm prices . . . and tax costs.

Big U.S. reserves hurt our consumers because they weakened the dollar. Since there was always an abundance of farm commodities in our warehouses, other countries bid less for them than they realistically should have been worth. Thus, we were subsidizing food prices in the other developed nations—and our trade balance was suffering accordingly. Reality caught up with us and our trade balance became necessary in 1971 and 1972. Thus, U.S. consumers also lost from a poorly-conceived food reserve policy.

The big gainers were our trading partners. Western Europe has carried over no more than a 6-week supply of grain from one year to the next. Japan has carried a one-month supply, with another month's supply in ships en route to her shores. Russia, the world's most variable grain producer because of her severe climate, has had relatively tiny carryover stocks—and three times in the past ten years has come into the world market for major purchases of grain.

None of these nations needs a subsidy from the American taxpayer, but all have benefited from our expensive food reserves.

The world needs food reserves—but they must be held in the right way. Held in the wrong way, they discourage farm production and actually increase the threat of world hunger.

Food Security

I believe the world's food security—and our own—can best be provided through a combination of these measures:

- The other developed nations of the world carrying their fair share of food stocks. The biggest factor here would be a more consistent grain policy in the USSR, either through storage or longer term import commitments. Japan and other net importers should also provide more of their own stocks protection. They will not, of course, do this as long as the U.S. will do it for them. Thus, a major stimulus for effective world food reserves will be for the U.S. not to build up a big food reserve on its own.

- We must work toward a more adequate world reporting system on food production and consumption, by regions and nations, to identify emerging needs quickly.

- U.S. industries that consume farm products must manage their own annual and seasonal inventories. They, too, have been depending on government to protect them with its surplus stocks.

- We must liberalize world agricultural trade, so that food supplies can flow where they are needed. Trade barriers—whether import levies, export embargoes or export taxes—must be made more expensive for countries that resort to them. The alternative is a far more costly system of big reserves in each individual country, and a major step backward in the efficiency of feeding the world's people.

- We must make full use of comparative advantage—the fundamental economic principle that each product should be produced in the country where it can be produced more efficiently. We must stimulate world agricultural production to meet the growing demands of population and affluence. Obviously, it is easier to stimulate an efficient producer than an inefficient one. In the United States, we have freed farmers to produce for their markets. In developing countries we will need to offer technical assistance. In every country, we will need to offer price incentives and guaranteed access to markets. If we do, then the production that is needed will be forthcoming.

- Finally, we must continue to meet the hunger emergencies that arise in the world. We hope that more of this can be done on a multi-lateral basis in the future through such agencies as the World Food Program of the United Nations. Multi-lateral aid shares the food aid burden more equitably among wealthy nations—and is easier for recipient nations to accept. And of course we will maintain our capability to respond to need through our own direct food aid efforts.

These measures would provide the world and the nation with far more food security than a big U.S. government food reserve.

What is Our Current Agricultural Policy?

Our current agricultural policy is to encourage U.S. farmers to produce for market demand. Farm subsidies have been scaled back dramatically—government payments to farmers had been running between \$3 and \$4 billion per year, but in 1974 will total less than \$500 million. No farmland is being held out of production through government programs this year.

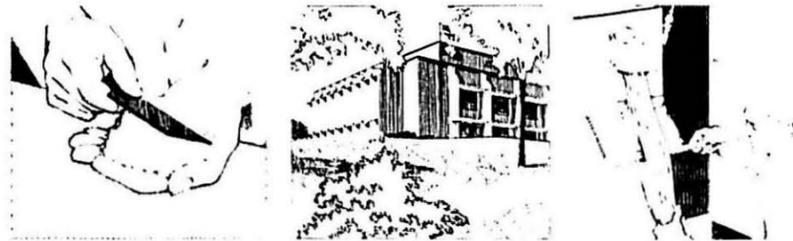
Farmers are responding to the market signals by producing record crops.



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PEAVEY COMPANY
Flour Mills

Semolina Size Does Not Affect Pasta

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DIFFERENT particle size distribution of milled semolina does not appear to affect the quality of finished pasta, Dr. W. C. Shuey, Agricultural Research Service, Department of Agriculture, North Dakota State University, Fargo, reported at the 78th Annual Technical Conference of the Association of Operative Millers. Dr. Shuey presented the paper, "Effect of Particle Size on Processing and Quality of Pasta Products," which was co-authored by A. Seyam, graduate research assistant and associate professor in the Department of Cereal Chemistry and Technology at North Dakota State, and R. D. Maneval and D. E. Walsh of the A.R.S.

"A very fine granulation containing as much as 71.9% (extraction) flour showed a marked effect on semolina dust color but when processed into spaghetti showed no significant difference in spaghetti color when compared to that produced from semolina having coarse granulation," Dr. Shuey pointed out. "Coarse granulation gave a higher speck count, while medium granulation gave acceptable speck count but somewhat lower extraction. The extraction of the medium granulation semolina could be raised at least to the coarse granulation extraction without affecting the quality of the final product."

Dr. Shuey maintained that results obtained in tests carried out at North Dakota State University were essentially the same for both durum wheat samples and for two mill flows.

Miller Has Some Flexibility

"These results," he said, "indicate that the miller has some flexibility in the range of particle size of semolina he may wish to grind without affecting the quality of pasta products."

At the start of his paper, Dr. Shuey commented that there was little information on the effect of particle size on the processing and quality of pasta products in cereal literature.

Granulation Deemed 'Key Factor'

He added that many consider granulation of semolina to be a "key factor" in the production of top quality pasta. Researchers in the past have maintained that a narrow range in particle size was desirable in order to ensure even hydration during the makeup of the dough. It was added that coarse particles did not hydrate as rapidly or fully as fine and produced white specks in pasta products, while very small particles in excess of 2% of the total



William C. Shuey

produced a dull, dark appearance. A ranking scientist also noted that the particle sizes must fall within a 488 to 142 micron range and that the particle size distribution should remain constant and coarse.

Other researchers, he related, examined the effects of particle size of semolina in relation to macaroni quality along with varieties by sifting the original semolina into various particle size fractions. They noted that the finer sized fractions had higher absorption but that color fractions and macaroni increased consistently with particle size.

Another leading researcher said that the best semolina was considered to be a coarse fraction with relatively uniform particle size distribution and bright yellow color. Such a coarse semolina could be produced with a minimum of water absorption but finer semolina and flours gave duller color which limited their uses.

Dr. Shuey pointed out that recent research on the effect of wheat conditioning on pasta quality showed that semolina particle size did not appreciably influence the quality of the finished pasta product.

Data on the semolina obtained from the milling experiments at North Da-

Semolina size	Extraction %	Ash %	Protein %	Moisture %	Dust Color	Specks 10 Sq. in.
—Four-Break and Two Reduction Flow—Durum Mix—						
Coarse	60.4	0.67	12.5	14.1	11.0	33
Medium	56.5	0.71	12.6	13.3	11.0	20
Fine	58.1	0.70	12.4	14.0	10.5	33
Very fine	60.4	0.70	12.6	12.8	9.5	70
—Five-Break and One Reduction Flow—Leeds—						
Coarse	61.2	0.68	12.3	14.5	12.0	33
Medium	57.3	0.64	12.0	13.4	12.0	20
Very fine	61.2	0.69	12.4	13.2	9.5	70

kota State University on the basis of 14% moisture follow below.

Leeds and Variety Blend Used

A blend of durum wheats and the Leeds variety from the 1972 crop were utilized in the study, Dr. Shuey said. The samples were milled on a Buhler experimental mill, specially designed for durum. It was equipped with corrugated rolls throughout. The semolina was purified on a Miag laboratory purifier. All of the stock was handled pneumatically.

Different particle size distributions were obtained by changing the sieves on the break scalps, reduction scalps, conveyor tube and two sieves on a purifier. Two flows were used; one comprising four breaks and two reductions and the other five breaks and one reduction. The very fine particle size granulation sample was produced by splitting the coarse semolina sample and grinding half on the smooth roll reduction section of a regular Buhler mill.

Wheat was tempered in three stages: first to 12.5% moisture for at least 72 hours prior to the second stage, then an additional 2% for 18 hours to give a cumulative moisture of 14.5% and a final temper of 3%, 45 minutes before milling.

The products of the experimental milling by Dr. Shuey were tested in "macro spaghetti processing," he noted. Spaghetti was processed on a semi-commercial scale pasta extruder (I-maco). The samples were processed at a temperature of 46.5°C, at a rate of 20 r.p.m. and a vacuum of 18 in. Hg mercury.

Effects of particle size distribution on the quality of pasta obtained from the milling experiments at North Dakota State University follows on next page.

Described as Optimum Conditions

Dr. Shuey described these as the "optimum conditions for processing spaghetti . . . calculated by . . . [a] linear (Continued on page 26)

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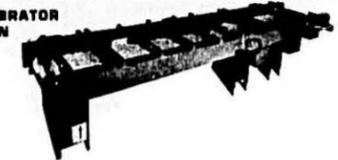
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Semolina Particle Size

(Continued from page 24)

programming technique . . . He added that 0.5% additional water was added to the fine and very fine granulated semolina for proper consistency.

The colors of dust and dry spaghetti were measured with a Hunter color difference meter (Model D20), and cooked weight and cooking loss of spaghetti were measured according to approved methods. Cooked spaghetti firmness was measured with an Instron universal test instrument equipped with the special shearing tooth.

Main Impact in Dust Color

Reviewing data obtained in the study, Dr. Shuey said the main impact on particle size distribution on the semolina was in dust color, which decreased considerably and ranged from 11.0 for the coarse sample to 9.5 for the very fine granulation. The two flows (four breaks with two reductions, and five breaks with one reduction) were selected to not only give a wider range of particle size distribution but also to show that the effect was the same regardless of flow.

The per cent extraction was higher for the coarse granulation flow, he pointed out. The coarse semolina had more specks due to the larger chunks of endosperm having bran attached. This was demonstrated by the high speck counts of the very fine granulation semolina samples (reground coarse samples), due to the breaking up of the bran particles during regrinding. This indicated that the large bran particles adhering to the endosperm did not separate readily during purification of the semolina. The medium granulation flow gave the lowest speck count for both flows and the lowest semolina per cent extraction.

Data showing the particle size distribution of semolina from the durum mix using the four-break and two-reduction flow and the particle size distribution of the semolina from the Leeds variety using the five-break and one-reduction flow also were examined. All final semolina extractions were raised to that of the coarse granulation sample (the highest extraction rate), by adding sufficient flour produced during the milling of the sample before determining the particle size distribution. There was an overall range in the coarse granulation fraction (over 42 microns) from 32.9% to 2.0%, and from 71.9% to 2.7% for the flour fraction (less than 149 microns).

Although semolina dust colors differed between the durum mix and the

Semolina size	Semolina Absorption %	Semolina Moisture %	Color Score	Cooked Weight Grams	Cooking Loss %	Firmness Score Grams m.
—Four-Break and Two Reduction Flow—Durum Mix—						
Coarse	31.5	14.1	8.5	35.7	5.0	4.24
Medium	31.5	14.0	8.5	35.2	5.0	4.87
Fine	32.0	14.0	8.5	37.7	6.0	3.68
Very fine	32.0	13.4	8.5	36.6	8.0	4.14
—Five-Break and One Reduction Flow—Leeds—						
Coarse	31.5	14.5	9.0	36.5	8.1	4.75
Medium	31.5	13.4	8.5	36.6	6.6	4.57
Very fine	32.0	13.2	8.5	37.4	8.6	4.27

Leeds variety, spaghetti color scores were about the same. The semolina absorption was increased by one-half of one per cent for the fine and very fine granulations. This increase in absorption probably was caused by the increase in starch damage, he said. There was a slight increase in cooked weight for the finer granulations, which might be due to a water-binding effect interrelated with starch damage. Cooking loss appeared to increase with finer granulation. There were no significant differences in spaghetti firmness scores due to granulation.

Triticale

"Triticale: First Man-Made Cereal" edited by Cho C. Tsien, is a 300 page book published by the American Association of Cereal Chemists.

The contents are divided into seven parts: I, Triticale in Various Countries; II, Breeding and Genetics; III, Kernel and Endosperm Structures, and Grade Standards of Triticale; IV, Biochemistry; V, Nutrition; VI, Triticale as Food Source; VII, Triticale Utilized as Feeds.

Triticale is the first man-made cereal produced by cross-breeding of wheat (Triticum) and rye (Secale). It has been shown to have superior nutritional qualities over wheat and baking qualities over rye. Under certain ecological conditions its yield outperforms that of wheat or rye. Although plant scientists have made striking progress in improving triticale lines, the potential uses of this new cereal as food and feed have only recently been explored by cereal chemists, nutritionists and food technologists. There is little comprehensive information on triticale.

To provide such information, a symposium on triticale was sponsored jointly by the American Association of Cereal Chemists and the International Union of Food Science and Technology in St. Louis, Missouri, November, 1973. The book is a compilation of the symposium papers and several invited articles.

Dr. Lebsack Comments

Dr. Kenneth L. Lebsack of the USDA Agricultural Research Service states: "Triticale is thought by some to have

great potential as a high yielding food and feed grain crop. The data from 377 tests, 1972-1973, show that triticale varieties and selections currently available do not yet have the exceptionally high grain producing capacity often attributed to them. Statements in the press and elsewhere that say triticales will yield two or three times as much grain as wheat are not altogether false. There actually have been some tests in which this has occurred. However, if triticales are to be grown on substantial acreages in the United States, varieties must develop whose economic returns are at least equal to those of currently grown crops. Can triticale compete with corn or soybeans in the Corn Belt states? Current triticales do not compete well with wheat in those states where hard red winter and hard red spring wheats are widely grown; the area in which we have assumed that triticales will become important.

"We really do not know what the full potential of triticales may be in the United States, and we may not learn very quickly, because total research efforts on this crop in the United States have been limited. Few, if any, cereal crop breeders will concede that they have fully exploited wheat and other cereal crops with respect to their grain yielding ability. New wheat varieties are more productive than their predecessors, and as they are developed they continually place triticales in a more difficult competitive position. A project established to develop winter triticales for the southeastern United States at Alabama A & M University in 1972 appears to be the first one of large scope to be wholly oriented toward triticale research in the United States. Northern states may have to depend upon research in Canada or their improved triticale varieties."

Colorado Experience

An article by K. Lorenz and J. R. Welsh of Colorado State University, Fort Collins, Colorado is on "Food Product Utilization of Colorado-Grown Triticales."

Triticales evaluated during the last few years have proved to be a great potential source of protein and lysine.

It has been shown to be possible to use several varieties of triticale for the production of the American-type white bread, certain variety breads and rolls. As is always advantageous to demonstrate as wide an application as possible for a food ingredient, we prepared pasta products such as noodles, extruded breakfast cereals, and pancake and waffle mixes from triticale flour.

The possibility of using triticales in the manufacture of noodles was evaluated through a comparison with semolina and durum flours which are used commercially in pasta products, and all-purpose flour which is normally used in home-made noodles.

Regular noodles prepared with the all purpose flour and the triticale flour showed an off-white color in contrast to the yellow color of the semolina and durum noodles. The addition of eggs to the noodle recipe which lists only flour or semolina, approximately 40% water or whole eggs, and 2% salt, narrowed this color difference. Eggs are used in the manufacture of noodles in the German-speaking countries of Europe and also in the U.S. and Canada. The all-purpose flour and triticale flour produced regular noodles with a brittle texture compared with the hard texture of the semolina and durum

noodles. The addition of eggs eliminated noticeable texture differences among the noodles prepared from the different flours.

Copies of the book can be obtained from The American Association of Cereal Chemists, 3340 Pilot Knob Road, St. Paul, Minnesota 55121.

Late Durum Planting

Sowing of spring wheat and durum was completed in mid-June with a break in the weather permitting an opportunity to catch up after long delays. Planting has been from at least two to three weeks late in some areas and is reported to be the latest planting season on record. Spring wheats may, however, make up some of the time loss through more rapid early growth, possible because of good soil conditions as a result of the heavy precipitation during the spring. The North Dakota Wheat Commission estimates that the anticipated acreage increase of 14% for spring wheats may have been realized. They estimate that there may have been no more than a 10% increase in durum acreage, although they note that some farmers were still planting durum. There are some private estimates of the increase in durum acreage

which range up to 25%. Although the crop is now in the ground, the lateness in the season may mean yield decreases which could be as much as 5%, depending on the weather between now and harvest.

36th Annual Durum Show
Langdon, North Dakota
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Consumers Need Understanding

(Continued from page 18)

semblance to the scholarly data and complex theories of academia.

If consumerists have rushed headlong into Reform without rationally gathering and analyzing the facts, as Rein suggests, it will not be the first time society has done that. And the consequences are probably predictable on the basis of history.

On the other hand, if Rein's research and theories on human communication are not translated into understandable and applicable terms, then they can be expected to have very little impact on society in general or consumer relations in particular. And it wouldn't be the first time that ever happened, either.

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New Durum Mill Planned

Seaboard Allied Milling Corp. has contracted with the Simon Milling Division of CEA. Carter-Day Co., Minneapolis, and Henry Simon Ltd. of Stockport, England, for the designing, engineering and equipping of two new flour mills at Albany, N.Y. The project is being carried out in close collaboration with Seaboard's operating and engineering staff with headquarters in Kansas City.

One of the milling units will have a daily capacity of 6,000 cwt of hard wheat bakers' flour and the second will be a durum mill producing 4,000 cwt of semolina. Production is expected to begin in the last half of 1975.

Seaboard plans to begin production in August at another new flour mill being built by the company in the greater Baton Rouge, La., area on the Mississippi river. That plant also will have two mills—a hard wheat unit of 6,000 cwt daily capacity and a semolina mill of 1,000 cwt. The latter will mark Seaboard's entry into the durum milling business.

Peavey Dividend Increased

For the second time in six months, the board of directors of Peavey Company voted to increase the dividend on the common stock. The board declared a dividend of 22½¢ a share on the common, payable July 15 to stockholders of record July 1. That is an increase from the 20¢ rate established six months ago in an increase from a quarterly dividend of 17½¢.

The 17½¢ rate was in effect during the 1973 fiscal year ended July 31, resulting in an annual payment of 70¢ per share. Peavey's dividend payments in the 1972 fiscal year were at a rate of 41¼¢, in 1971 were 30¢ and in 1970 amounted to 21¼¢ a share.

Peavey declared the regular quarterly dividend of \$1.50 a share on the preferred stock, payable July 15 to holders of record July 1.

Multifoods Increase

International Multifoods Corp. has increased its quarterly common stock dividend to 34¢ a share, against 31¼¢ previously paid. The first 34¢ dividend is payable July 15 to shareholders of record June 24.

That quarterly rate means an annual dividend on Multifoods common stock of \$1.36, compared with \$1.25 in the 1974 fiscal year, \$1.23 in 1973, and \$1.20 for a number of prior years.

In the fiscal year ended Feb. 28, 1974, Multifoods reported record net earnings

of \$11,959,628, equal to \$3.27 per share. That was up 19% from the net income of \$10,094,543, or \$2.76 a share, in the prior year.

Annual Report from International Multifoods

"Another year of progress, but a traumatic one."

That is how International Multifoods' Chairman William G. Phillips described fiscal 1974.

"Progress" in that Multifoods had record sales of over three quarters of a billion dollars while registering an unprecedented sixth consecutive year of earnings improvement.

"Traumatic" because of meat freezes and price controls, erratic and rapidly moving commodity markets, the Arab oil embargo and energy squeeze, and shortages of basic raw materials.

In the six years since Phillips joined Multifoods, sales have grown at a compound rate of 12 per cent annually. Earnings per share over the same period have seen an annual compound growth rate of 16 per cent.

"This exceeds our objectives we set at the beginning of fiscal 1969 of a 7 per cent per year sales growth and an earnings improvement of 10 per cent annually—and by a handsome margin," Phillips said. "Part of the reason, of course, is the persistent global inflation that has now seriously infected the American economy."

Margins Will Be Good

Mr. Phillips thinks that flour and grain margins will be as good this year as last. He cited several reasons:

First, of course, the end of price controls will relieve some of the pressure. More importantly he feels that per capita consumption—after a long period of decline—may have stabilized, allowing for volume gains on the basis of population growth.

Worldwide, he also says he feels growing demand for food will prevent a return to consistent abnormally low margins.

"Short term, food surpluses may occur," he said, "but long term I think we are headed for chronic shortages."

"The task for the food industry is a challenging one—to meet the needs of a rapidly growing world population and an ever increasing desire for nutritionally sound, reasonably priced, good tasting food products," he said. "We believe we have built the management capabilities and the technical and marketing base necessary to grow with this dynamic industry."

Industrial Foods

The past year was the most volatile the commodities market ever faced, with U.S. wheat prices more than doubling in the eight months ending in February. "Several years ago 2 or 3 cents per bushel in a day was a big movement on the market," said Robert Howard, vice president and general manager of Multifoods' industrial foods division. "This year we saw 30- to 35-cent movements in an hour."

As a result, historical patterns had to be disregarded. "We quickly learned that some of yesterday's market signals were no longer valid," Howard said. "We found that the slightest little rumor—how the crop looked in Australia, what happened to the gold market, who was buying wheat for export—could set the market off 15 to 25 cents either way."

Durum Market Strong

The durum market continued very strong, with demand for pasta products increasing yearly. The high cost of meat, for example, encouraged many consumers to try the "Hamburger Helper" type of product, which is a major user of durum flour.

"We have a considerable investment in this area, and view the future as good," Howard said. One measure of Multifoods' commitment to this area is the fact it is developing an expansion project which will increase its durum capacity by about 30 per cent, Howard said. They presently have two durum mills in St. Paul, Minnesota and one in Baldwinville, New York.

"We have good rapport with our customers and we have a strong marketing force," Howard said. "We know what our customers' needs are and we intend to continue satisfying them."

Corrugated Forecast

"Continuation of high interest rates and inflation throughout the entire economy" are the reasons behind an updated forecast for 1974 corrugated box shipment growth of only 1.2%.

The revised demand forecast was announced by Lionel D. Edie and Company, economic consulting firm, at an Eastern Regional Meeting of the Fibre Box Association. The trade group represents 90 per cent of industry volume.

The firm's long-term forecast for the \$4.9-billion industry, covering the decade of the 1970's, indicated growth averaging 5.5 per cent per year. After the first four years, the trend is extremely accurate despite annual fluctuations ranging from a slight decline in 1970 to 1973's 10.5% growth.

Egg Production

505 million eggs were produced during May, 1% less than a year ago according to the Crop Reporting Board. Layers on farms June 1 totaled 282 million, down 2% from both a month earlier and a year earlier. Rate of lay on June 1 averaged 64.8 eggs per 100 layers up from 64.1 a year earlier and up slightly from the rate of 64.6 on May 1, 1974. In June potential layers totaled 330 million, down 3% from a year ago. Egg-type chicks hatched during May totaled 51.8 million, 7% below the 55.4 million produced a year ago. Eggs in incubators on June 1 at 41.5 million were 1% below a year ago.

New York Egg Campaign

New York State egg producers are worried about losses from continued low prices. There is also considerable concern at the State Department of Agriculture.

"If the low price trend continues, it could spell disaster for the egg industry and a major segment of the state's economy," Commissioner Frank Walkley declared.

In an effort to keep egg producers from being forced out of business, the agency has begun a campaign urging supermarkets to feature eggs and help move them.

"We are doing this in an effort to restore the natural supply-and-demand balance with eggs in our state," Walkley explained.

He noted that at today's wholesale prices, the State's egg farmers have severe losses, "since it's costing them more to produce the eggs than they are receiving."

For the State's farmers, eggs are the second largest source of income, estimated at more than \$90 million in 1973. Among states, New York ranks 13th in egg production, with more than 180 million dozen annually.

Walkley noted about 80¢ of each dollar earned by egg producers is returned to the State's economy. "Every 10 cases of eggs packed a week creates one job in our state," he said.

New USDA Egg Film

Answers to consumer questions about eggs are given in a new 16-mm color film, "Egg Grades—A Matter of Quality," produced by USDA's Agricultural Marketing Service (AMS). The 12-minute presentation emphasizes the role Federal-State graders play in assuring top quality eggs. The film also provides consumers with information

on egg grades and sizes and is intended for use by home economists, extension specialists, and other consumer educators.

"Egg Grades—A Matter of Quality," is available for sale from the Motion Picture Service, Office of Communication, U.S. Department of Agriculture, Washington, D.C. 20250. Prints are \$67 each. The film can be borrowed from Cooperative Extension Libraries at Land Grant Universities in 50 states and Puerto Rico.



DOB Pizza Appoints Agency

The appointment of Siteman/Brodhead, Inc. as advertising and public relations agency for the DOB Corporation, division of Fairmont Foods Company, was announced by Raymond P. Tavella, vice president and general manager, seated in the above photo. Showing their new client the full-color illustrated advertisement scheduled for the L. A. Times Home Magazine are Siteman/Brodhead's Ron Whyte (right) vice president/account executive and George Beattie (left) vice president/director of public relations.

The DOB Corporation has just opened the largest pizza plant in the world. Located in Orange County, it is producing a half-million pizza shells and 10,000 cases of completed frozen pizzas per day, destined for West Coast and Canadian grocers. In support of the company's merchandising efforts for its prime product, Arrivederci Pizza, Siteman/Brodhead has programmed a campaign opening with a dynamic, full color double page spread in the L. A. Times and a direct mail drive as well as newspapers in other West Coast states and Arizona. Coupons will be featured during the introduction. Later, it is anticipated that radio and TV will be utilized.

A public relations campaign, which opened with a preview of the giant plant, will initially provide exposure

through newspaper and magazine publicity. The S/B theme describes Arrivederci as "the lavish pizza," which points up the fact that you get more of the good things in this quality pizza: cheeses, meats and the DOB secret sauce.

Fairmont Foods, the parent company, is a long-established major corporation in the food industry, listed on the New York Stock Exchange, with headquarters in Omaha, Nebraska. Siteman/Brodhead is based in Beverly Hills.

Buitoni Gain

Industrie Buitoni Perugina, the Italian-based company engaged in food and packaging in Italy, France, the United States, Brazil and the United Kingdom, showed a 23 per cent increase in volume and a 35 per cent rise in profits after taxes in the 1973 fiscal year. IBP has been a leader in the commercial production of pasta.

For the 1973 fiscal year, the company's worldwide turnover was 190 billion lire (U.S. \$300.5 million), and its profits after taxes were 3,128 million lire (U.S. \$4.9 million).

European Food Situation

Western Europe should have increased grain production—over '73's record production of 136.8 million metric tons. A slight increase in planted acreage plus better soil moisture conditions will contribute to higher yields, weather permitting. Livestock production will probably expand, according to U.S. Dept. of Agriculture's Economic Research Service. Modest increases are expected for pork, milk, and eggs; greater increases are predicted for beef production, as cattle herds increased significantly during '72-'73. The U.S. is expected to supply significant amounts of grains and, especially soybeans during the next year. Copies of "The Agricultural Situation in Western Europe: Review of 1973 and Outlook for 1974" (ERS-F 359) is available from the Division of Information, Economic Research Service, U.S. Dept. of Agriculture, Washington, D.C. 20250.

Far East Dependence on U.S. Food, Dollars Grows

Until the Russian Wheat Deal, India, funded with PL-480 (Food for Peace) dollars, was the biggest U.S. customer for grain. Despite India's push for self-sufficiency, crop failures force India back into the market for U.S. grain this year. Over 8½ billion dollars worth of

(Continued on page 32)

**10
1,000
65,000,000,000,000**

Braibanti
Machinery for pasta production



In 10 years we've installed 1,000 lines, producing 65,000,000,000 pounds of pasta products.

DOTT. INGG. M., G. BRAIBANTI & C. S. p. A.
20122 Milano-Largo Toscanini 1

W
3200 FRUIT RIDGE AVENUE, N W
GRAND RAPIDS, MICHIGAN 49504
PHONE (616) 453 5451
WERNER/LEHARA TELEX 22 6428 CABLE WERNERMACH

Far East Dependence

(Continued from page 29)

U.S. food will have moved into the Far East this year, and increased U.S. farm production is expected to meet Far Eastern demands for food during '74. Japan will buy 25% of the total U.S. grain export; China will be a competitor for wheat, soybeans, and cotton; and Korea has become a cash purchaser for many items. Increased demand from this sector is expected to keep demand for U.S. farm production high, and will offset added production in developed countries. Oil (soy, cotton, coconut) is in demand in many parts of the world: Philippine coconut is short because of lower rainfall in that part of the world.

So You Work in a Food Plant!

A booklet from the Food and Drug Administration

Are all food plants really clean?

- Millions of people suffer from food poisoning every year.
- Health officials estimate about 15% of these illnesses can be traced to food processing plants.

There ought to be a law!

You're right; there are lots of laws: local, state, federal. They all say that food must be clean and safe to eat.

What causes food poisoning?

Bacteria—which are so tiny we can't see them. It can take 25,000 bacteria to measure one inch.

Some bacteria are good; they help make vinegar, buttermilk and cheese.

Some make us sick; they cause vomiting, fever, diarrhea and cramps—sometimes death.

Bacteria are everywhere: walls, door-knobs, equipment, utensils, clothes, and you. Keep bacteria away from food.

Bacteria are like people. They need food, water and the right temperature. Bacteria grow faster than people—from one to many millions in just 24 hours.

How does the Worker fit in?

- Workers should keep their work area clean.
- They should use only clean equipment.
- They should wear clean clothes.
- They should keep themselves clean.

When all these things are done you avoid bacterial contamination.

Protect the food and the customer:

- Wear clean clothes—your plant knows what should be worn; fol-

low directions. Don't use your clothes as a wiping rag.

- Cover your hair—hair is covered with millions of bacteria. Nobody likes to find hair in food.
- Take off the jewelry—bacteria hide in and under jewelry. Jewelry is hard to wash and sanitize. Pieces of jewelry sometimes fall into the product.
- Keep your hands away from your mouth, nose and hair—body surfaces are loaded with bacteria.

Personal hygiene is very important.

Wash your hands the right way:

- Use warm water and soap.
- Work between the fingers.
- Scrub your wrists and the back of your hands.
- Clean under your fingernails.
- Wash as often as required—and don't miss!
- Wash every time you use the toilet!
- Sanitize your hands when required.

Process properly:

- Have pride in doing a good job.
- Don't take shortcuts.
- Make sure of correct times and temperatures.
- Keep down time to a minimum.
- Repair equipment—quick!
- Wash and sanitize equipment exactly as directed.

Package carefully:

- Make sure containers are clean.
- Avoid label mixups.
- Seal properly. The package protects the product.
- Handle gently. Protect from damage.

Proper storage protects the product:

- Keep the right temperature, if the product needs it.
- Store away from walls. Make inspection and cleaning easy.
- Protect from damage. This includes moving machinery, insects, rodents and dripping pipes.
- Rotate the stock—"first in—first out."

OSHA

The Occupational Safety and Health Administration (OSHA) is conducting more than double the number of inspections it made last year. Since April 1971, over 130,000 inspections resulting in about 75,000 citations alleging almost 400,000 violations have been made by OSHA. The proposed penalties were almost \$10 million, 70% of which has already been collected by

the U.S. Treasury Department. The wholesale and retail trade industries are experiencing over 600 inspections every month.

OSHA Helps

Two reports in one mail delivery illustrate polarized views of the Occupational Safety and Health Act. One correspondent wrote that he was swamped with work because "our management has been panicked by the stringent requirements of OSHA." This is probably not the first—nor the last—such report, and there is no point in reminding anyone that the National Safety Council's efforts over the past six decades have been aimed at voluntary control of hazards and accidents which would obviate "panic."

On the other side of the coin is a bulletin from the Poultry & Egg Institute of America which reported on an inspection made at one of their member plants. The OSHA inspector pointed out some unsafe practices as well as unsafe conditions, and thereby provided a very useful safety engineering service. For example, he pointed out the danger of men standing on raised roller conveyors and the lack of safety ground wire (three-wire equipment) on portable electrical equipment used in a very wet location. Some of the other conditions he observed were also quite hazardous but relatively inexpensive and easy to correct.

Some of the OSHA inspectors to whom we've talked emphasize the accident prevention service which they have and will continue to offer as competent safety inspectors. So, management has the opportunity to take advantage of the additional experience and observation offered by the outside inspectors.

Water Pollution

"Chemicals, in these days of ecological emotionalism, are being labeled as pollutants—threats to our environment. And perhaps they are—in having made our population explosion possible. Without chemicals, safe drinking water would be as rare as the peregrine falcon, and we could welcome back, as natural results, typhoid, cholera, and the other waterborne diseases that we have virtually forgotten."

—Eric F. Johnson, Executive Director, American Water Works Association.

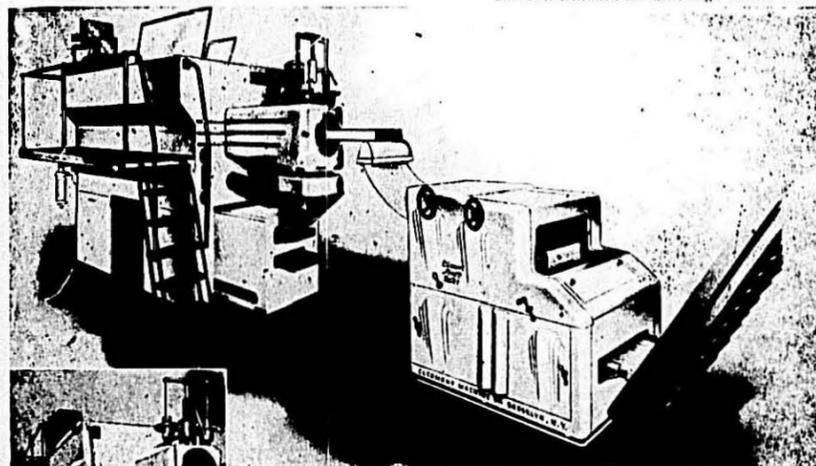
You can spend your way into inflation but you sure can't spend your way out of inflation. We have got to keep government spending at a level that is responsible.

—PRESIDENT NIXON

THE MACARONI JOURNAL

Clermont Unique New VMP-3 Extruded Noodle Dough Sheeter - 1600 Pounds Per Hour

Clermont Extruded Noodle Dough Sheeter VMP-3



Clermont Super High Speed Noodle Cutter, Type NA-4 working in conjunction with the VMP-3 for continuous 1600 lbs. per hour operations.

FOR THE SUPERIOR IN NOODLE MACHINES

IT'S ALL WAYS Clermont!

Machine can be purchased with attachment for producing short cut macaroni.

TAILOR-MADE FOR THE NOODLE TRADE

Available with or without vacuum process

Capacity range - Two speed motor affords flexibility for 1600 lbs. or 1000 lbs. per hour or any two lesser outputs can be arranged.

Large screw for slow extrusion for better quality.

Engineered for simplicity of operation.

Rugged construction to withstand heavy duty, round-the-clock usage.

Matchless controls. Automatic proportioning of water with flour. Temperature control for water chamber.

Only one piece housing. Easy to remove screw, easy to clean. No separation between screw chamber and head.

Newly designed die gives smooth, silky-finish, uniform sheet.

Totally enclosed in steel frame. Compact, neat design. Meets all sanitary requirements.

Clermont Machine Company

280 Wallabout Street
Brooklyn, N.Y. 11206, U.S.A.
Telephone (212) 387-7540

American Airlines Serves Manicotti

Steak and roast beef are still the favorite entrees served by American Airlines, surveys show. But beef's top position is being seriously challenged for the first time—by manicotti.

An Italian pasta filled with ricotta and parmesan cheeses topped with a delicately balanced dressing and a tomato-based meat sauce, manicotti was introduced on selected transcontinental flights in February. It was such a hit from the first day that the airline was forced to double the provisioning. Later it was tried on some medium-distance flights and it scored heavily again.

Now it's being offered on even more flights. And having got the message, American is considering putting pizza on its coast-to-coast trips to offer kids along with hot dogs and hamburgers. The airline also is looking at a tempting cannelloni dish (pasta shell filled with spinach, ground beef and spices and covered with a tomato sauce). Passenger reaction to a succulent egg plant parmesan creation will be tested.

A vendor the airline is not identifying is developing the dishes. "The vendor has not done work before for an airline, so we are training the firm in the unique requirements of preparing and delivering food that will be served later miles above the earth," said Leo J. Charron, American's director of food and beverage service design.

"But," he added, "nobody has to tell them how to cook Italian food."

Ronco Plugs Salad Recipe

A recipe for Macaroni and Tuna Salad is the principal feature of a full-color ad for Ronco Foods' Elbow Macaroni in various Midwestern and Southern regional editions of Family Circle magazine for July.

Lead-in copy says: "Something wonderful happens to macaroni when it's chilled and tossed with tasty salad makings. But it takes real Italian-styled macaroni—like Ronco—to hold its own with other ingredients. Ronco's the macaroni made the Old World way, with No. 1 semolina, to cook up just right. Your macaroni dishes deserve Ronco. And so does your family."

Steak Tie-in Promotion

Steak—everyone's favorite dinner—is the feature of a big three-product summer promotion sponsored by Golden Grain, Kellogg's and Adolph's. The tie-in campaign gets underway with a full-color ad in July Family Circle.



Baked Stuffed Manicotti

The ad pictures a juicy barbecued steak, a side dish of Beef Rice-A-Roni and a tossed green salad with Croustettes. Copy tells how this lavish steak dinner is easily prepared at modest cost. It describes how Adolph's Meat Tenderizer makes round steak succulent, how hearty beef flavored Rice-A-Roni is sauteed and simmered giving the dish a gourmet touch, and how crisp, herb-flavored Kellogg's croutons tossed together with fresh garden greens make a superb salad.

Five print ads, all full-page size and in full color, are scheduled for July and August. Other magazines carrying the campaign are McCall's, Redbook, Good Housekeeping and Woman's Day. In addition, Rice-A-Roni television spots will continue to promote this popular product through the summer months.

Food Stamps

According to government figures, there are presently between 14 and 15 million Americans receiving food stamps. According to Rep. Martha W. Griffiths (Dem., Michigan), the figure could rise to 60 million by 1978, if food prices continue their upward trend.

Most Americans, notes Frank Trafficante, are members of the debt set.

More Firms Use Brokers

The trend toward greater use of food brokers is continuing. Six out of ten manufacturers responding to a Progressive Grocer survey believe brokers will account for a larger share of their companies' sales over the next five years. Only one in ten looks for a decline.

Main reason for the swingover is the high cost of maintaining a direct sales force. With brokers, principals have a known, fixed cost and tighter control.

In selecting brokers today, principals are increasingly interested in the depth and quality of retail store coverage. The length of time a broker has been in business, and specific product experience are relatively less important.

Brokers have long capitalized on their knowledge of the local market and their relationships with buyers.

The greater importance now attached to in-store capabilities reflects the principals' awareness that retail follow-through has become more necessary than ever.

The most fertile new ideas are those that transcend established specialized methods and treat some new problem as a single task.

—LANCLOT L. WHYTE

THE MACARONI JOURNAL



Create a masterpiece.

Today's homemakers are creative — they are inventing and experimenting with pasta dishes that stretch the grocery budget. They insist on quality, starting with the basic macaroni or noodle products. You'll be giving them

quality if you start with durum from the North Dakota Mill. Get in the picture with Durakota No. 1 Semolina, Perfecto Durum Granular or Exello Fancy Durum Patent Flour. Your products will wind up in a masterpiece!

the durum people

NDM

NORTH DAKOTA MILL
Grand Forks, North Dakota 58201
Phone (701) 772-4841

Entertaining With Pasta

A TV KIT prepared by Theodore R. Sills, Inc. and sent to 100 stations contains script, recipes, four color slides, a 10-inch covered Corning Ware skillet, and a package of egg noodles, spaghetti and elbow macaroni. Copy reads as follows:

Guests expected? During these days of spiraling food costs, entertaining menus are planned very carefully. Wise hostesses realize popular pasta is a fine way to begin. Elbow macaroni, egg noodles and spaghetti can be served so many different ways for special occasions—and keep the budget in line. With these thoughts in mind, Home Economists of the National Macaroni Institute have designed a series of recipes for summer partying.

Fine Egg Noodles

How about a great meal in a skillet? Fine egg noodles (or use medium noodles if you prefer) mix with chicken and a beautiful blend of seasonal vegetables—yellow squash, green pepper, onion and tomato. Everything cooks together in a sauce made the easy way with cream of celery soup. Rosemary is a special flavor touch.

An added touch—the very attractive glass ceramic skillet in which the food can be served. The vivid pattern is called "Spice O' Life." It can be used for top of the range or oven cookery, and is available in leading housewares departments.

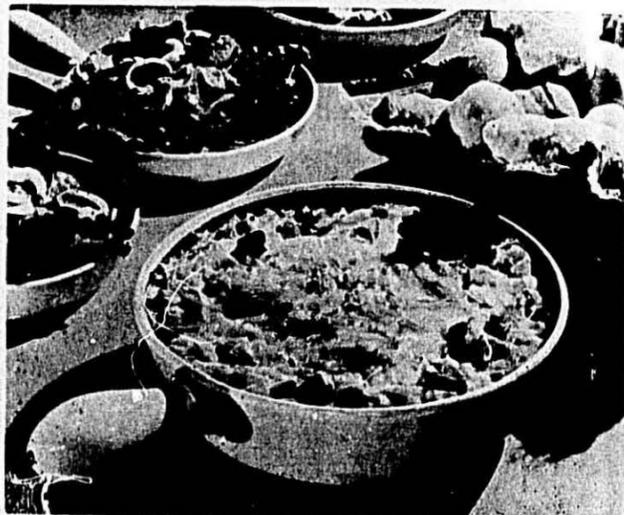
Spaghetti Success

Spaghetti is a guaranteed party success. And don't think you must allow hours for the sauce to cook. Only four ingredients are called for and is ready to spoon over the spaghetti after simmering for only twenty-five minutes. The recipe includes leftover ham, but chicken or beef is equally good, or if you wish, you can make it "meatless." Serve a crisp green salad and cooling beverage with the spaghetti.

Macaroni & Cheese

Try Macaroni and Cheese for another occasion. "Fire" it up with crushed red pepper or chili powder for a change. If you have some dry white wine handy, use in the cheese sauce for a very subtle flavor twist.

The three pasta products we've used so far in our party planning are egg noodles, spaghetti and elbow macaroni. It is forecast we will eat more than two billion pounds of these foods (along with variety shapes) during 1974. This is an all time high!



Great meal in a skillet!

It is obvious as we review those statistics, pasta is a basic food in meal planning. It is wise to remind ourselves that in addition to eating enjoyment, enriched pasta is very nutritious. Teamed with complete protein foods as it generally is—meats, seafood, poultry, cheese or egg, pasta is a fine source of protein. It supplies substantial amounts of the B Vitamins—Niacin, Thiamine and Riboflavin along with Iron. Macaroni products give us energy through the carbohydrate content. This easily digested food is classified as low fat and low sodium.

Homemade Soup

How about homemade soup for another party suggestion? Make it a hearty one like this noodle and ham variety with lots of vegetables. Ladle into bowls and mugs and lend informality to the gathering. Pass an assortment of crackers or breads as accompaniments.

The recipes for these dishes are available from the National Macaroni Institute.

Herbed Chicken

Another suggestion is Herbed Chicken and Spaghetti. The herb mixture of basil and marjoram mixed with parsley, garlic, salt and pepper is used to season both the chicken and spaghetti.

Pasta Vegetable Salads

Pasta vegetable salads are not to be forgotten in our party ideas. Combinations are almost limitless when you start with a base of elbow macaroni. Select seasonal vegetables at the local market or reap the harvest of your own garden. In the recipe from The National Macaroni Institute, mayonnaise, mustard and basil dress the macaroni with radishes, onion and zucchini. Bright red tomato wedges are the garnish.

We've already spoken about Macaroni and Cheese, but how about Spaghetti and Cheese casserole for a switch? This has seasonings of peanuts and green pepper. Sounds different? It is, and graces a buffet table beautifully.

Macaroni Olive Salad is another vegetable salad so perfectly suited to the season. Offer cold chicken or baked ham with this one. Pass a basket of crusty bread. Bake a cake with a mix or pop a frozen pie into the oven. Menu's complete when you add a beverage.

We hope today's program will be helpful as you make plans for summer entertaining.

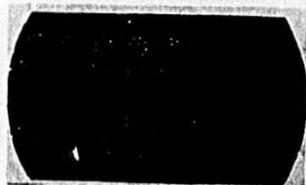
National Macaroni Week will be celebrated October 3 thru 12, 1974. Columbus Day marks the end of the week.



MACARONI MOVES MERCHANDISE. Here's an equation that will appeal to supermarket operators . . . 1.7 billion pounds of macaroni products equals 22.4 billion related items . . . and we tell them about it in trade advertising. Make your monthly contribution to the industry product promotional fund.

NATIONAL MACARONI INSTITUTE
P. O. Box 336, Palatine, Illinois 60067

**Mueller Reduces Die Cleaning Time
By Up To 50%
with a Metalwash Washer**



Close-up view of die illustrates tough cleaning problem.



High pressure reciprocating bed washer accommodates four dies simultaneously. Also accommodates multiple round dies.



Compact. Requires little floor space. Can be placed close to work area.

Problem:

Washing macaroni dies is a weekly function at Mueller's that must come off smoothly and quickly. The existing system requires that the dies be soaked in water first for about 2½ hours before putting them in the washing machine. Half way through the wash cycle, the machine has to be stopped in order to turn the dies over to clean the other sides. Since some of these dies weigh several hundred pounds, turning them over is a time-consuming and dangerous job in itself. Because the existing machine has a piston type pump, periodic packing replacement and gland tightening is necessary to reduce water pressure variation and restore maximum cleaning force.

Solution:

The new system employs a custom stainless steel Metalwash machine which eliminates the pre-soaking requirement and the need to turn the die over—both sides are now cleaned simultaneously with equal effectiveness. To accomplish this, Metalwash assured constant peak pressure by using a centrifugal pump with a mechanical seal that requires no maintenance, and by introducing their unique spray nozzle design which permits a more penetrating spray.

Result:

Up to 50% time savings. Better cleaning quality. Reliable performance.

**INDEX TO
ADVERTISERS**

ADM Milling Co.	7
Amber Milling Div.	13
Asesco Corporation	25
Braibanti-Werner Lebara	30-31
Clermont Machine Co.	33
DeFrancisci Machine Corporation ..	10-11
Diamond Packaged Products Div.	39
Fibreboard Corporation	2
International Multifoods Corp.	40
Jacobs-Winston Laboratories	27
Macaroni Journal	27
Maldari & Sons, D., Inc.	15
Microdry Corporation	19
National Macaroni Institute	37
North Dakota Mill	35
Peavey Co. Flour Mills	22-23
Triangle Package Machinery Co.	17

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Want Ads \$1.00 per line
Minimum \$3.00
Display Advertising Rates on Application

WANTED—One or more 10 inch Gaubert Poly Wrapping Machine for Long Goods. Write P.O. Box 236, Palatine, Ill. 60067.

Corporate Controller

Louis Bono, corporate controller of Golden Grain Macaroni Company has been named a member of the American Institute of Corporate Controllers. This prestigious group, whose membership is drawn from the nation's leading corporations, is headquartered in Washington, D.C.

Mr. Bono has been controller for Golden Grain for 4 years. The company has plants in the San Francisco Bay Area, Seattle and Chicago. More than 200 food products are processed and distributed by the firm. Mr. Bono is a graduate of the University of California. He resides in Belmont, California with his wife and children.

GMA Elects Officers

James P. McFarland, Chairman of the Board of General Mills, Inc., was elected to head the slate of new officers of the Grocery Manufacturers of America, Inc. Mr. McFarland, who will serve as GMA Board Chairman, is joined in the new group of officers by William O. Beers, Chairman of Kraftco Corporation, the new GMA Vice Chairman; Thomas S. Carroll, President of

Lever Brothers Company, who was re-elected Treasurer; and Robert C. Cosgrove, Chairman of the Green Giant Company, the association's new Secretary.

Food Trade Meetings

Sept. 17—N.M.M.A. Washington Meeting, Hotel Washington, Washington, D.C.

Oct. 20-23—National Association of Food Chains, Annual Convention, Las Vegas.

Oct. 27-31—National Association of Convenience Stores, New York City.

Oct. 7-10—PMMI PACK EXPO 74, McCormick Place, Chicago.

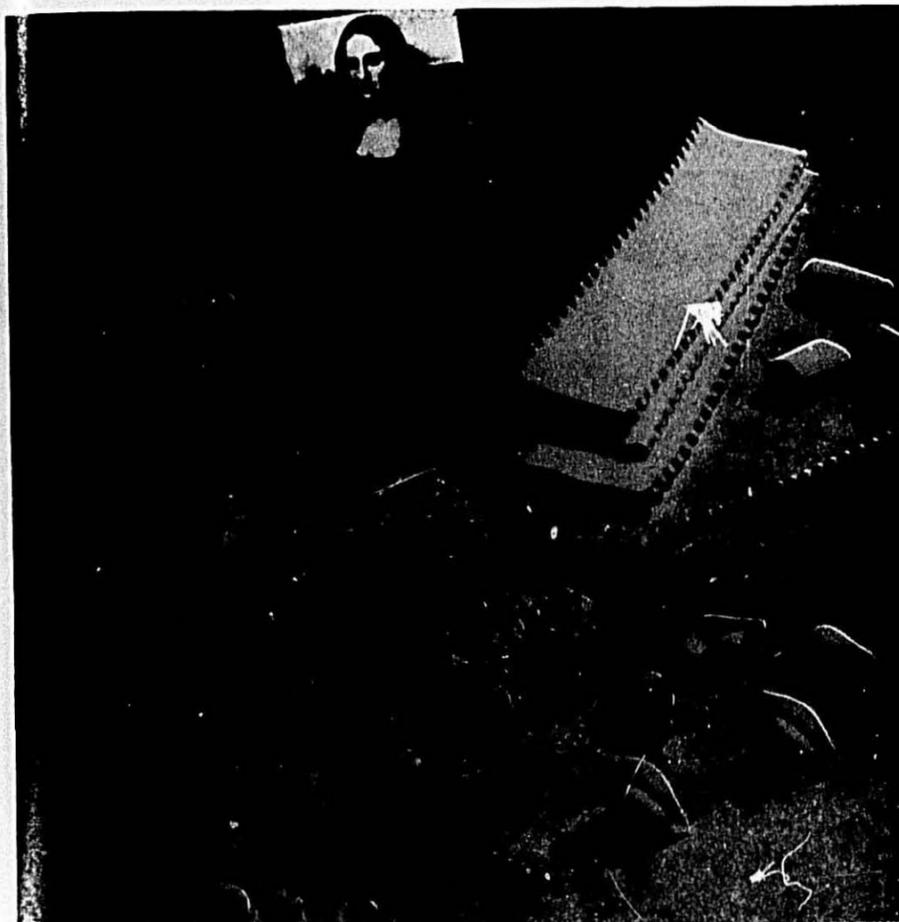
Dec. 6-11—National Food Brokers Association, San Francisco.

Jan. 29-Feb. 2—N.M.M.A. Winter Meeting, Doral Country Club, Miami.

Feb. 16-22, 1976—IPACK-IMA, Milan, Italy.

Groovy

"We really groove on macaroni!" writes James W. Morgan, St. Joseph's Indian School, Chamberlain, South Dakota.



LITTLE MASTERPIECES

Macaroni, spaghetti, vermicelli, lasagne, ziti, shells, linguine, mafalde, tripolini, orzo—and many, many more.

They're all pasta—they're all different—and they're all masterpieces made by artists with a true love for and dedication to their profession.

Diamond employs its own brand of artistry in developing a frame for these

pasta works of art—creative folding cartons, labels, streamers, shelf-talkers and point-of-purchase displays.

Let us show you how your artistry can be enhanced by our kind of creativity. Just call (212) 697-1700

DIAMOND INTERNATIONAL CORPORATION

PACKAGING PRODUCTS DIVISION
733 Third Avenue, New York, New York 10017



**Okay.
Who put egg in the noodles?**



Sal Maritato did.

So now when you buy Multifoods' new noodle mix called "Duregg" — all you add is water.

We've gone ahead and added the egg solids to Multifoods' top-quality durum flour.

A number of our customers have already ordered "Duregg" in hefty lots.

Here are a few reasons why you should:

- Duregg eliminates time-consuming, in-plant blending of flour and egg solids with expensive machinery.
- Duregg is ready when you need it. No thawing,

less chance of contamination, and less time and mess.

- Duregg eliminates the need to re-freeze unused egg.
 - Duregg assures a consistent blend.
 - Duregg eliminates the necessity to inventory two ingredients. Storage and record keeping is reduced.
 - Duregg simplifies delivery. Now it's one source — Multifoods.
 - Duregg lowers your manpower requirements.
- Enough said. Order your Duregg with a phone call.

Duregg is a registered trademark of International Multifoods Corp.



INTERNATIONAL
MULTIFOODS
DURUM PRODUCTS DIVISION
GENERAL OFFICES, MINNEAPOLIS, MINN. 55402