

**THE
MACARONI
JOURNAL**

**Volume 58
No. 3**

July, 1976

Macaroni Journal
JULY, 1976



Cook with Macaroni out-of-doors

PASTA AL FIBREBOARD.

Pasta packaging with a special touch. From Fibreboard and Rossotti. Not just spaghetti in a box, but folding cartons with a flair. Discover the difference our knowledge of your business can make. Call us for help with package design, money-saving combination printing runs, and folding carton questions. Fibreboard Corporation, San Francisco, California. Eastern Carton Operations, 7600 Sylvan Avenue, Englewood Cliffs, N. J. 201-568-7800.




Fibreboard

The Macaroni Journal

July
1976
Vol. 58
No. 3

Official publication of the National Macaroni Manufacturers Association,
19 South Bothwell Street, Palatine, Illinois. Address all correspondence
regarding advertising or editorial materials to Robert M. Green, Editor,
P.O. Box 336, Palatine, Illinois 60067.

Officers

President Nicholas A. Rossi
Vice Pres. L. D. Williams
Vice Pres. Paul A. Vermynen
Vice Pres. Angelo Guido
Executive Secretary R. M. Green
Director of Research ... J. J. Winston

Directors

Eastern Area
Joseph P. Viviano
Anthony H. Gioia
Emanuele Ronzoni, Jr.
Nicholas A. Rossi
Lester R. Thurston, Jr.
Paul A. Vermynen

Central Area:

Alvin M. Karlin
Ralph Sarli
Lloyd E. Skinner
Walter Villaume, Jr.
Eugene D. Williams

Western Area:

Robert DeDomenico
Angelo Guido
Robert William

Canada:

John F. Ronald

All Large:

(Andy) Anderson
S. Ravarino

MACARONI JOURNAL

Subscription rates:
Domestic \$10.00 per year
Foreign \$12.50 per year
Single Copy \$1.00 each
Back Copies \$2.00 each

Macaroni Journal is registered with
U.S. Patent Office.

Published monthly by the National
Macaroni Manufacturers Association
official publication since May, 1919.
Second-class postage paid at Appleton,
Wisconsin, and Palatine, Illinois.

July 1976

In This Issue:

	Page
Cook with Macaroni Out-of-Doors	4
Plant Operations Seminars	6
Sanitation Developments—Microwave Dryer	8-10
Automated Materials Handling	11
What To Do When the FDA Inspector Calls	16
What To Do When the FDA Inspector Arrives	20
Skinner's Warehouse Sanitation Program	26
Milling News	30
Quarterly Durum Report—Egg Supply Adequate	32
Food for Fitness—Corrugated Box Increase	34
Symposium on Nutrition	36
Index to Advertisers	38

GMA Calls Food Investigation Unnecessary and Wasteful

"Why is there a need for another federal fact-finding operation when the data necessary to answer the major questions about the food industry and food prices is already available?"

This was the question posed by George W. Koch, President of the Grocery Manufacturers of America, Inc., in testimony before House Subcommittees on Domestic Marketing and Departmental Operations.

The subcommittees are considering legislation, in H.R. 11995 (Vigorito) and H.R. 12104 (Richmond), to establish a new National commission on Food Costs, Pricing and Marketing. Koch, whose organization represents the producers of the majority of food products in this country, questioned the need for a new commission.

Reviewing the results of a previous National Commission on Food Marketing in 1966, Koch said, "The lack of impact which that Commission had on federal policy and the numerous ongoing food industry investigations now being conducted by federal agencies and the Congress demonstrates no need for another Commission."

Koch outlined the federal food industry investigations in the last decade. These included ten completed studies by the Federal Trade Commission while another ten continue. This is in addition to the FTC's National Food Program, budgeted at \$6 million for fiscal 1976 and 1977.

Additional studies, state Koch, are also being made by the Departments of Justice and Agriculture, the Council on Wage and Price Stability, as well as a multitude of Congressional investigations.

Koch took on the issue of who is to blame for food prices. Citing USDA statistics, he said price increases were "... the result of large increases in packaging, transportation, energy and labor costs."

On a related price issue, he said, "Where there is alleged to be a lack of competition, the Department of Justice and the Federal Trade Commission have acted."

"It does not require a new National Commission to investigate the broad spectrum of competition in the food industry. That has been done, the facts are in."

Cook with Macaroni Out-of-Doors

Campfire cookery is a lot of fun, as more Americans are finding each year with the increase in "rough-it" vacations. The secret of success lies in advance planning of menus, based on recipes using non-perishable foods. You can't run to the corner grocery store for a missing ingredient when your kitchen is a camp-stove in the middle of a forest!

Macaroni products—elbow macaroni, egg noodles and spaghetti—should head the list of foods to pack along on the camping trip. They travel well, keep well, cook easily with no fuss and mix with any meat to form a filling and appetizing one-dish meal. Canned meats, soups, vegetables and fruits, and dehydrated products all are made to order for campsite cookery.

The National Macaroni Institute has developed two savory skilletlets to enjoy cooking and eating out-of-doors: Macaroni Campfire Skillet with canned chicken, and Woodsman's Noodles with canned bacon. Only one skillet needed to prepare either of these—easy on the dishwasher!

Macaroni Campfire Skillet (Makes 4 to 6 servings)

- 1 can (1 pound) small whole onions
- 1 can (1 pint, 2 ounces) tomato juice
- 1 can (1 pound) stewed tomatoes
- 1 envelope (¾ ounce) cheese-garlic salad dressing mix
- 2 cups elbow macaroni (8 ounces)
- ½ cup pimiento-stuffed olives
- 1 can (12 ounces) chicken or 2 cups cubed cooked chicken

Drain liquid from onions into large skillet. Stir in tomato juice, tomatoes and salad dressing mix; bring to boil. Gradually add macaroni; cover and cook, stirring occasionally, until tender. Mix in onions, olives and chicken; heat.

Woodsman's Noodles (Makes 4 servings)

- 1 can (1 pound) imported sliced bacon, cut in half
- 1 can (11 ounces) condensed Cheddar cheese soup, undiluted
- 3 soup cans water
- ¼ teaspoon dry mustard
- 1 can (1 pound) sliced carrots
- 8 ounces fine egg noodles (about 4 cups)

In large skillet, cook bacon until crisp; remove from pan and drain off drippings. Stir in soup, water and mustard; bring to boil. Gradually add carrots and noodles; cook covered 10 minutes. Return bacon to skillet and cook 5 minutes longer or until noodles are tender and bacon is heated through.

On Top of Spaghetti

Cirascopie, magazine of the Chicago and Illinois Restaurant Association, has on the cover of their March issue "On Top of Spaghetti" spelled out in strands of the product. The cover story tells about the fifteen winning recipes of the Pasta Recipe Contest, gives the recipes and pictures them.

The photos include Noodle Pudding with Raisin-Nut Sauce, World's Greatest Seafood Chowder, Fettuccelle a la Tunnelli, Linguini a la Caruso, Lasagne Mornay, Mama Chin's Pork and Noodles, Butterflies Green Dilly-Dilly, Hound Dog Rolls, Baked Lasagne Hawaiian, Pepperoni-Lima Potpourri, Peking Pork Salad, Salad a la Maria. These photographs are available from the Durum Wheat Institute, Suite 1010, 14 East Jackson Blvd., Chicago, Illinois 60604.

Also available is a folder with the twelve award winning recipes available at low cost in quantity, free for single copies.

Spaghetti Hideout

Spaghetti Hideout is allegedly serving full Italian dinners at prohibition prices, according to an impeachable source.

The clever food service management of the Bay Bridge Holiday Inn, right at the entrance to the busy Emeryville Peninsula in California, is packing them in with a menu like this:

The Hold Up—lots of spaghetti and meat sauce, seasoned with wine and mushrooms—\$3.25.

The White Tie Special—fresh made ravioli with meat sauce, flavored with wine and mushrooms—\$3.95.

Chicago Combo—half spaghetti and half ravioli. Wow! \$3.75.

Clam-Up—heaps of spaghetti with clam marinara sauce. \$3.95.

A Little Shrimp—generous help of spaghetti with shrimp marinara sauce—\$4.25.

Pin-Stripe Special—lots of spaghetti with carbonara sauce. \$4.25.

Our source was Charley Ross.

Portrait of Pasta

Anna Del Conte has a new book out called "Portrait of Pasta". Published by Paddington Press Ltd., Continents Publishing Group, 30 E. 42 Street, New York City 10017, it sells for \$5.95.

The book tells what pasta is, how it's made—then and now. Chapter headings include: Pasta through the ages, Pasta's many names, People, Spaghetti fictions, Full goodness, Your figure's friend, Making pasta, Eating pasta, and an index of recipes.

Anna Del Conte was born and brought up in Milan though she is part Neapolitan, an important qualification for anyone writing a book on pasta. She became interested in the history of food at the University of Milan. She combines academic knowledge about food with wide practical experience. She has lived in England for a considerable period of time while she writes in English her books have an European flavor.

Salad Promotion

C. F. Mueller Co., Jersey City, Best Foods, division of CPC International, Englewood Cliffs, N.J., is running a joint promotion for their respective products, Mueller's macaroni and Hellmann's Real mayonnaise. The summer salad campaign will feature full-color full-page ads, featuring three salads in June issues of Family Circle, Ladies Home Journal and McCall's. It will also run in July issues of Women's Day, Good Housekeeping and Better Homes & Gardens. The ads—headlined "Make a la Hellmann's . . . What we everyone finishes"—contain recipes for the salads. A recipe booklet will be available with Hellmann's jars in front of Mueller's displays. Promotional materials will also be available.

September Is Casserole Month

The name has been registered by Hunt's Tomato Sauce who will sponsor the event and are seeking cooperation.

We salute the Bi-centennial year and extend our compliments to our forefathers on the founding of our nation in 1776.

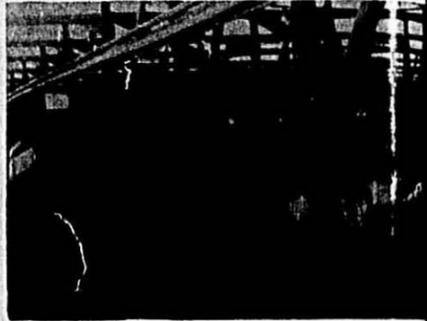
D. MALDARI & SONS, INC.
557 Third Ave., Brooklyn, N.Y. 11215
Phone: (212) 499-3555

America's Largest Macaroni Die Makers Since 1903 - With Management Continuously Retained in Same Family

PLANT OPERATIONS SEMINARS



At Western Globe: Allen Wethmeller, Byron Holtzclaw, and John William.



At Egg City: Noodle makers are awed by 3,000,000 egg prod.

The Plant Operations Seminars conducted by the National Macaroni Manufacturers Association this year attracted larger than expected attendance at both the Sheraton-Universal Hotel in North Hollywood, California and The Dearborn Inn in Dearborn, Michigan.

The California meeting started out with a social mixer, some fifty delegates to the meeting and round-table discussions, plant tour to Western Globe Products on Venice Boulevard, and then to Egg City in Moorpark the following day.

Net Weights

In the meeting discussions on Net Weights, John Michalson, Sales Manager of Triangle Package Machinery Company, mentioned the Model Packaging Law—in Handbook 67 of the National Bureau of Standards in Washington, D.C. as a basic reference. He pointed out the need for keeping good records, an ability to identify lots, machine, moisture content, in order to ascertain where problem product comes from.

He declared that give-away is impractical. That three extra pieces of elbow in a package on each line would total 25,000 pounds annually on a retail value of approximately \$12,500. Better policy would be to maintain strict maximum and minimum limits for weighing—to have checkweighers on all lines, and a replacement program for more accurate packaging equipment. Walter Muskat spoke along the same lines in Dearborn.

Sanitation

The discussion of Sanitation Developments in New Equipment by Charles M. Hoskins of the Hoskins Company and Allen L. Katskee of Microdry Corporation follow this article.

Mickey Skinner of Skinner Macaroni Company, Omaha discussed What To Do When The FDA Inspector Comes To Call, in California. Charles Niskey of San Giorgio Macaroni, Inc., Lebanon, Pennsylvania discussed the same subject in Dearborn. Full presentation of their papers will be made.

Anthony Lord, Los Angeles District Investigator, Food and Drug Administration, said that investigations could be of a routine comprehensive nature or following a specific complaint. In either case weaknesses are pointed out. Inspectors have their own techniques that they are expected to take a guided tour with officials of the company, cover equipment in detail, follow raw material flow from receipt to finished goods, check records on suppliers and lot numbers of materials received, observe employee training and sanitation practices, review microbiological inspections, and observe quality control procedures.

Good Manufacturing Practices

James J. Winston, NMMA Director of Research, reviewed Good Manufacturing Practices being currently negotiated with the Federal Food and Drug Administration. He emphasized the importance of input from all firms in the industry and study of the impli-

cations on economic and environmental costs. Once the industry adopts these measures or the Government forces them upon the industry it will be too late to make comment.

Tours

The plant tour through Western Globe Products was interesting beyond several scores. It is an old plant built in 1911 as the Panama Macaroni Company, contains 45,000 square feet of the original cost, including plumbing and wiring, was \$10,800. It has several lines of production. A new facility being built along side the existing plant and operations transferred from one to the other without a cessation of operations.

Vice President and General Manager John William said: "If you want to know anything about re-viving old plumbing—ask me." He was assisted on the tour by plant manager Allen Wethmeller and Byron Holtzclaw.

The following day a trip was made to Moorpark, California to see J. Goldman's Egg City. This fantastic operation of more than 3,000,000 lbs. was described in detail in the April issue of the Macaroni Journal starting on page 44. It has to be seen to be believed in its full impact. Plant Manager Matt Lonsdale did an excellent job in hosting the tour.

In Detroit

More than eighty delegates attended the Seminar at The Dearborn Inn. Introductions were made at the opening dinner meeting and the



Yankee Noodle Dandy

Pasta, one of the great American foods served since 1776.

We've served the flour since 1902...the finest Durum grown, milled into golden Semolina. Clean, consistent, quality pasta flour.

A Yankee Noodle Dinner. It's a dandy way to celebrate.



ADM MILLING CO.

4550 West 109th Street, Shawnee Mission, Kansas 66211
Phone 613/381-7400

Seminars

(Continued from page 6)

format of program and round-tables were held the following morning.

Alan L. Hoeting, Deputy Regional Food & Drug Director in Detroit, gave his views at the Dearborn meeting.

Peter Kenford of Aseeco Corporation spoke on automating materials handling.

Auto Assembly Plant

In the afternoon the group was interested in the tour of the Ford Assembly Plant and the Hot Strip Steel Mill as well as the Henry Ford Museum and Greenfield Village.

On Friday morning the group went to visit the Prince Macaroni Manufacturing Company plant at Warren, Michigan. They were greeted by President Joseph P. Pellegrino, Vice President Bill Viviano, Plant Manager Hans Bell, Production Manager Pete Canu, Rasheed Ahmed of Quality Control, Farook Taufiq, Director of Quality Control for the corporation, Mario Giannini, Vice President of Production for the corporation, and Sam Palazzolo, Transportation, Warren.

This plant is a clean streamlined operation of seven lines. The original 50,000 square feet was built in 1961 with 10,000 additional square feet added in 1963. In 1970 79,000 square feet were added to the operation and in 1976 a 52,000 square foot warehouse brought the plant up to present size.

The efficiencies of large-scale production were clearly demonstrated and the management complimented for the job they are doing.

Sanitation Developments in New Equipment

by Charles M. Hoskins,
Hoskins Company

We all want to make clean macaroni products free from dirt, insects, micro-organisms and especially pathogenic organisms and poison. This comes from three things: (1) from measures to prevent original contamination from the durum fields to the table; (2) from cleaning and good sanitary practices within the plant to remove potential sources of



At the Prince plant: Bill Viviano, Ted Settany, Marvin and Jim Winston, Rasheed Ahmed

contamination; (3) methods of killing or inactivating undesirable living organisms.

We equipment suppliers strive to provide equipment which will permit you to accomplish these results. You are the experts in cleaning methods using this equipment. In other words, we can give you the tools but you have to figure out how to use them. In the macaroni industry the method of preservation is drying. Micro-organisms do not multiply if the moisture is low enough, although they may continue to live. This drying kills or inactivates the organism and then the remaining ones are killed in boiling water by the user.

Flour Flow

Let us follow the semolina and flour through the factory and see where we can eliminate or kill the insects and bacteria and filth that comes into the plant. When semolina comes in, it is generally very clean but sometimes it contains insects and/or insect eggs. There are undoubtedly micro-organisms and there may be chunks of dough which come from condensation within the car. When semolina is conveyed into the tank it can be sifted. I am getting more requests as time goes by for sifters between the car and the tank. It is an expensive process because the conveying rate is high but it does keep your tank clean and prevents pieces of dough from getting into your process. When semolina is shipped from the mill in the winter-time, tests have shown that in a two-week period even with temperatures below zero, temperature at the center

of the car drops only about two degrees which means you are essentially blowing warm semolina into your tank and it is cold outside. Semolina has 13% moisture in it. It gives off moisture in the bin and can condense the air space above the flour. To prevent this we have ventilated the bin by blowing air into it and clean out the dry air. In an area like Seattle or New Orleans you are essentially blowing a mist of water into the bin and it does not meet the purposes you would like it too. I was just at a meeting of SEMCO and they have developed a policy of recommending that every new bin installed should have a dehumidified source of air to ventilate it. This will virtually eliminate all condensation and build up of dough within the bin. The most common and almost universal way of removing objects larger than the flour or the semolina is to sift as close to the presses as possible. It used to be done by dropping the flour into a gravity sifter and then conveying it away. Now there are available sifters which are pressure vessels. Air simply comes into the top of the sifter, goes through the sifter, out the bottom and continues to convey. This simplifies things.

Egg Handling

Egg products are brought in refrigerated, frozen or dried. Good systems have been worked up with refrigerated and frozen eggs in which the product is mixed and held below 40 degrees and pumped into the press. In general, eggs mixed with water

(Continued on page 8)

SANITARY!

Buhler-Miag macaroni processing equipment is the most sanitary you can buy.

Get Full Details on the new Buhler-Miag extruders and other Macaroni Processing Equipment. Call us or write: Buhler-Miag, Inc., 8925 Wayzata Blvd., Minneapolis, Minn. 55426, (612) 545-1401 / Eastern Sales Office: 580 Sylvan Ave., Englewood Cliffs, New Jersey 07632, (201) 871-0010 / Buhler-Miag (Canada) Ltd., Don Mills, Ontario, Canada (416) 445-8910.

Complete Macaroni Plants by

BUHLER-MIAG



BUHLER-MIAG manufactures other equipment and supplies for: Grain Milling • Bulk Material Handling • Storage and Reclaiming • Chocolate Processing • Snack Foods • Paint and Ink Processing • Brewing and Malt • Plastic Injection Molding

Sanitation Developments

(Continued from page 8)

presents a possibility for growth of bacteria under ideal conditions in parts of the system that require cleaning. By the use of blending dried eggs with the flour before the water is added, bacteria can be reduced and the danger of growth of salmonella can be reduced. The system has to be redesigned for cleaning because egg is hygroscopic which means it picks up moisture in the air and if you let it stay around in the open it is going to cause trouble.

At the Press

When we get into the press we come into the first place that really generates bacterial growth in the plant. The mixer, in particular. DEMACO went into the process of extruding egg rolls a few years ago and we got into the frozen food industry where we had meat products. We designed a press in collaboration with the meat inspection division of the U.S. Department of Agriculture. We developed one that was passed by them in which we use hydraulic drives and made the press completely out of corrosion resistant materials such as stainless steel. The mixers were all welded and the corners were ground to a curvature. The paddles and the shaft were put in holes in the shaft and then welded, ground and polished so there are no cracks and crevices. The vacuum seal where the shaft comes into the mixer were made removable for cleaning. They can be taken off with a couple of thumb-screws. The numerous cracks and crevices in the mixer and the covers of the mixer were eliminated and then we also added a preblender which took the flour and the water and mixed it within half a second and blended it together so there was not free flour floating around in the mixer and free water which could cause it to stick to all surfaces in the mixer. This has made a greatly reduced rate of buildup of dough in the mixer and on the shaft. We found that one of the main sources of contamination even after cleaning was the crevice where the paddle was inserted into a hole in the shaft of the mixer and we found that even after spraying it with alcohol or some other bactericide that we still had an active source of infestation at that point.

Some Cleaning Methods

I would like to describe some cleaning methods: With this new press it can be wiped clean. It can be cleaned with a high pressure jet of water. Or the mixer can be filled up with detergent and run until the dough drops off and this is done in the meat frozen food places. In macaroni plants you can't afford to shut down for two or three hours to clean out the mixer in that method but it is available and technology improved and we can probably develop in-line cleaning if that is to be desired. There is an old practice in macaroni plants of scraping down the mixer about 15-20 minutes. What this does is take a growing infestation of bacteria and puts it into the dough in the mixer. This should be eliminated. If you are going to clean the mixer, clean the whole thing out. Sanitize it and start over. Empty the mixer and clean it out. That of course cannot be done too frequently or you can't produce the product. We are a continuous production. Now with the use of this press. These cleaning methods and standard dryers we have found that week after week after week bacteria count, total plate count can be kept below 2,000.

Extrusion Head

Now let's move one step down the line to the long-goods extrusion head: That is a difficult thing to clean because it has a lot of pockets and tubes in it. We have developed an extrusion head that has one tube going into the extrusion head and then a circular tube to where the dough is distributed with holes that go down on top of the die. The dies are changed like a Schick Injector Razor which you put one die in one end and the other ones go out the other end and you don't have to take off any end plates. This is done with a hydraulic cylinder. It can be equipped with a piston to clean out the dough from the tube so the cleaning of the head is going to be reduced greatly. Furthermore all surfaces in the cylinder and the extrusion head are nickel-plated so that they can be cleaned with water without buildup of rust.

Dryers

In the operation of dryers: Extensive tests on radiofrequency dryers we have built and on standard dryers have shown us that the main thing in

cutting bacterial growth in dryers is getting the moisture down to around 10% or 16% fast. This figure may be two hours. Temperature of drying is mixed bag. It is a complicated relationship. As you go up to 140 degrees (say around 150 degrees) bacteria normally drops although it is not eliminated. When you go over 140 you get an increase of thermal loving bacteria. The fan chambers are accessible in the dryers. You can open a door and walk in. The sides of dryers are small panels that you can lift off and put back on. All cracks and crevices are eliminated where possible. The joints between the insulation panels are caulked so they are practically one solid piece. In the long goods dryer tunnel you can run the sticks on the stick return and walk from one end to the other to clean with a vacuum cleaner. Insects, as you all know, can be killed by sterilization at 140 degrees to 150 degrees. Once a week heat up your dryer and the insects that don't run out onto the floor were those that got killed.

Microdry Dryer and Die Washer

by Alan L. Katskee,
Golden Grain Macaroni Co.

Microdry has developed a dryer that is completely unique. From a physical standpoint, the microdry is all stainless steel inside and out. You can wash it inside and out. You can hose it down. It can take almost any kind of abuse. For dry cleaning it has complete accessibility from all points from the outside. In our Chicago plant we are cleaning 1,400 pounds an hour dryer in six months. It takes us 24 to 26 months to clean a conventional dryer of 250 pounds an hour. The difference obviously is 20 hours. Twenty months at \$6.00 is \$120.00 savings every year you clean a dryer. Multiply that by how many times you clean your dryers in the course of a year.

There are several sanitation features we have put into this dryer along with the fact that we dry macaroni in an hour and a half. One of them is our product guide. For example, in conventional dryers you have to take out the side plates along the inside of the air chamber to get access to the dryer parts between screens for cleaning. Our material

the full length of the dryer heads. The handle snaps down and you snap the handle open and the product falls down and you open the doors and you are into the whole area for vacuuming.

Microwave will kill salmonella, staphylococci positive or negative staphylococci or coliforms and mold. As a matter of fact microwave is used in the areas for bread sterilization. We have run tests on products contaminated with salmonella, run it through a dryer and had it come out completely negative. We have taken counts as high as 500,000 and brought them down to 2600. Obviously, if you follow Good Manufacturing Practices you won't have this kind of problem to begin with, but certainly the assistance that the product you are making with a microwave is going to be from bacteriological contamination will help you sleep better.

Die Washer

Microdry has come out with a die washer that actually washes dies and you don't have to repair every die. This all stainless steel washer holds four round dies and two square dies. It will clean off the press in an hour or out of the soak tank in minutes. The principal of the washer is very simple: Instead of having to move the jets to hit the holes, you move the dies. You stand the die on edge. It is on two rubber rollers that turn slowly in front of the jet. It is a slower job of cleaning. We use an expensive pump with exceptionally high pressure. It has a 50 horsepower motor with 1800 pound pressure. We do it for ourselves because we can do an adequate job for us. We ended up with a commercial product. One of the features of it is that when you wash the dies it has a valve attached to it where you can use the high pressure hose to wash mixers, walls, floors, whatever you want to wash with it. It's quite a machine.

Washer

An unusually efficient die-washer for pasta, cereal, dog food and other manufacturing uses, is announced by Microdry Corporation. Golden Grain



Microdry Die Washer.

Macaroni Company in San Leandro, California has proven it in regular service for ten months.

Only about half the size of a conventional die-washer, the Microdry unit is said to have a production rate four to five times greater.

It operates at pressures of 2100 to 2200 p.s.i., or about four times standard die-washer pressure, and uses fixed spray nozzles instead of revolving nozzles.

This pressure reduces cleaning time to about 45 minutes instead of the usual four hours, states Microdry.

Operating only about one-quarter as long as others, it also requires much less water.

The fixed nozzles and fewer moving parts—in the tank are only two moving parts—have reduced wear, according to Golden Grain. In its ten months of service their new washer has required no maintenance, whereas their conventional die-washers required about four hours a week of maintenance.

Other Advantages

Among other advantages cited:
No water leakage.

All parts are standard off-the-shelf items, as contrasted with many conventional washers which use specially made parts. Thus one may expect to wait less time for parts and downtime would be reduced. Also, such standard parts generally cost less than specially manufactured parts, according to Microdry.

For more information write Microdry Corporation, 3111 Fostoria Way, San Ramon, California 94583.

Macaroni production in the U.S. was 25% ahead in the first quarter over the comparable period in 1972.

AUTOMATED MATERIALS HANDLING

by Peter Kenford,
Sales Manager,
Asecco Corporation

Since times beginning man has struggled with the back breaking work of moving materials by hand. During the last fifty years progress has been made toward erasing the burden of hand labor in the mass movement of bulk materials. Mechanized methods of handling have played an important role in the development of food plant technology.

We, at the Asecco Corporation, first became associated with the pasta industry twenty-nine years ago. During this span of virtually three decades, we have evolved techniques, not only for mechanization, but have also pioneered techniques for automation to keep pace with the changes in press and dryer technology as applied to the pasta industry.

As complete automation approaches realization, the systems concept gains ever-increasing importance. Today's presses and dryers can produce mountains of product in short order and packaging can very effectively pack off this product. However, today there exist new problems which are thrust upon the industry by regulatory agencies; problems dealing with sanitation and net weight accuracies of the packaged finished product.

Has the industry kept pace, and is it ready to implement laws which have been promulgated or will be promulgated in the very near future with respect to their operations?

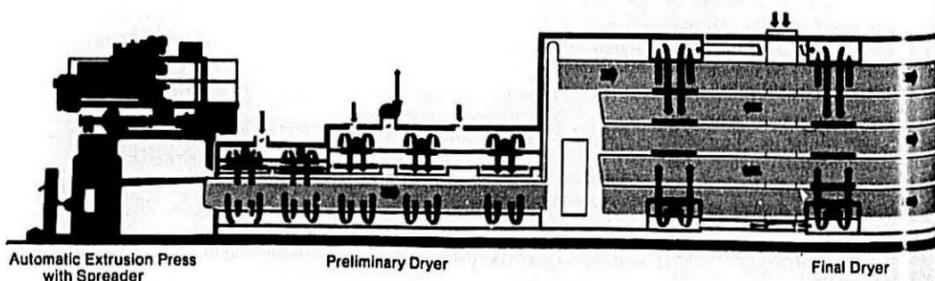
Criteria

Let us analyze the materials handling requirements of the product as it emanates from the dryers. Do your current handling systems meet with the following criteria:

- Do you have sufficient surge storage to bridge the gap between processing and packaging?
- Is the surge storage on a first-in first-out basis?
- Does the equipment meet with today's sanitation requirements with respect to good manufacturing practice?

(Continued on page 14)

ATR: The hotter, faster, cleaner dryer.



Braibanti corporation
60 EAST 42ND STREET-SUITE 2040 • NEW YORK N. Y. 10017
PHONE (212) 682.6407-682.6408 • TELEX 12-6797 BRANY

Drastically reduces the time required in the production cycle.
Higher drying temperatures reduce plate counts to well below industry standards while enhancing product flavor and quality.
Electronic controls sequentially start and stop fans as the product moves by.
Pneumatic controls regulate relationship between time, temperature and relative humidity.
At the end of the final dryer, a power-driven cooling section reduces product temperature to a safe packaging point.
Braibanti ATR—newest in the long line of Braibanti pacesetter Pasta Dryers.
Braibanti, the world's foremost manufacturer of Pasta Equipment.



Plate Counts Slashed.



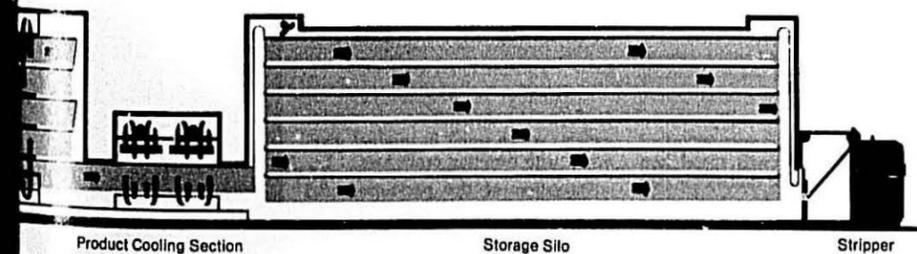
Side Panels Open for Easier Cleaning. Lock Tight to Conserve Energy.



Cooking Qualities Improved. Stickiness Eliminated



Drying Time Chopped.



Braibanti

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

Automated Mats. Handling

(Continued from page 11)

—Can the equipment be readily cleaned or are you utilizing outmoded tote bins and/or containers which do not guarantee first-in first-out and are prone to become possible areas of contamination?

—Do your noodles and specialty cuts become degraded during handling?

Today's accepted methods of storage for noodles and specialty cuts are enmasse conveyors for non-free flowing products with first-in first-out capability; incidentally a technique that Aseco pioneered with their Stor-a-veyor and subsequent accum-veyor.

For short cuts, are you using fixed bin systems with complete infeed and withdrawal versatility on a first-in first-out basis.

Are you using stainless steel contact surfaces for ease of cleaning and for the utmost in sanitation?

Is your materials handling equipment of open design for visual inspection and access, and is it of tubular construction to minimize ledges and crevices, areas of possible contamination and infestation. If not, it will probably have to be in the near future.

Tomorrow we'll visit the Prince Macaroni Plant where you will see handling equipment which does meet the aforementioned criteria.

Proper Feed

The second area of major concern that faces most pasta producers today is the net weights produced during packaging. The delivery of product of packaging machines is very important. You as a producer, will spend hundreds of thousands of dollars for multiples of sophisticated packaging machines but how much attention is paid to the means of feeding them. The most advanced packaging machines cannot perform in a satisfactory manner unless a proper feed is maintained. Proper feed criteria can be defined as follows:

Multiple abilities—

These multiple abilities are:

A. The ability to feed the packaging machine infeed hoppers on demand.



Peter V. Kenford

B. The ability to feed different machines at different rates from one material stream. The rates required based upon the package size.

C. The ability to make sure that all of the packaging machines receive product without the possibility of starvation.

D. The ability to eliminate product recirculation caused by overfeed.

E. The ability to keep product degradation to a minimum.

F. The ability of flexibility, to quickly and directly switch from one product to another.

It must be borne in mind that delivery of the product to the packaging equipment has a direct bearing on the consistency of the net weights produced and the efficiency of the packaging machine output.

Lack of material product at the demand of the packaging machinery causes constant underweights which cause consumer dissatisfaction.

Conversely an overabundance of product on demand causes overweights which result in product give-away with resulting profit loss.

Starvation of the packaging machines, lower the packaging machine efficiency.

Overfeed causes an over abundance of product, more than the machines can pack resulting in carryover which has to be recirculated or manually handled.

There are available today materials distribution systems to packaging machines which meet the above abilities. Based on vibrating concepts, they can for example feed noodles on a continuous modulated basis to several

packaging machines from one stream and in fact eliminate the requirement of product which been a source of product degradation for years. Because of vibratory design they are self cleaning and allow for the utmost in sanitation.

Reduce Costs

The utilization of automated systems such as described can reduce the production costs of pasta significantly by the elimination of manual labor, reduce losses caused by spillage, reduce give-away of product because a proper feed system to the packaging machinery is maintained, net weights, reduce overweights, reduce waste of packaging material and increase the efficiency of the packaging line as a whole.

An unbiased comparison between primitive and modern automated materials handling methods is convincing proof that automated systems are playing a leading role in maintaining our present standard of living. We, the Aseco Corporation, and other manufacturers of equipment for the pasta industry, through our collective efforts in the engineering and development of automated systems concepts for this industry feel that we have shared in the development of the modern pasta production facility today so that it is the most advanced in automation of any production facility in the food industry.



Perfection can only start with palatable pasta products.

Macaroni mastery demands great performing pasta

Macaroni masters know what they want...and demand it: Nutritious, economical, good-tasting pasta products.

Amber Milling can help you deliver top-quality pasta products to your pasta people. Amber knows your pasta operations require the finest ingredients...Amber's Venezia No. 1 Semolina, Imperia Durum Granular or Crestal Fancy Durum Patent Flour.

Only the best durum wheat is used at Amber. Our modern, efficient mill grinds the durum into semolina and flour with a reliable consistency that makes it easier to control the quality and color of your pasta products.

And because we know that demanding customers are waiting for your products, we meet your specs and ship when promised.

For quality and uniformity...specify Amber!



AMBER MILLING DIVISION of THE GRAIN TERMINAL ASSOCIATION
Mills at Rush City, Minn. • General Offices at St. Paul, Minn. 55165/Phone (612) 646-9433



15

What to Do When the FDA Inspector Calls

by Alan Hoeting, Director of FDA Detroit District Office

Welcome to Dearborn. I would like to briefly share some personal comments and experiences with you. I started working for FDA in St. Louis in 1957. I went through a period of reading the law. Then I was assigned to the senior inspector to go on a road trip to a blackberry packing plant down in the Ozarks. My first solo inspection was a spaghetti plant and I must say I found some conditions that caused me some concern, particularly after I collected samples and found out that our laboratory was able to count as many as 108 insect parts in a portion of spaghetti. Later I was transferred to Chicago where I received a letter from my former chief inspector in St. Louis. He said: "We thought you would like to know that the macaroni company pled guilty to four charges as a result of your inspection. They were fined \$500 on each count for a total of \$2,000. This is good work, but you will have to maintain this level in order to earn your keep."

Now 19 years later, we don't go seeking appropriations from Congress based on the number of scalps that we bring in. We have a voluntary education program with workshops and meetings. It is a lot like church—the ones that already believe are the ones that are there, while those in need of saving are still going on their merry way doing what they did before.

A Macaroni Inspection

Now I would like to tell you briefly of an inspection of a macaroni and noodle firm in the Detroit district on April 13 and 15 and 22-23, 1976. 483 noticed unsanitary conditions within the firm. More than 50 flour beetles in the flour handling equipment housing of the machinery and so on. I am not going to tell you that you need to clean your equipment and how to go about your cleaning process, but I would like to tell you what happens to an inspection report of this type. The report will be written and sent from my investigator's office to the compliance office where it will be reviewed by a compliance officer. He will make a determination of whether or not the investigator's conclusions were proper and whether or not the

citations noted were significant enough to warrant further action. In a typical situation a letter will be prepared for my signature as the Director of the Detroit office of the FDA addressed to the president, chairman of the board, or the top official of that particular company that we have been able to identify. The letter will say that the inspector made an inspection and noted the following unsanitary conditions. I want you to tell me within thirty days if it is a marginal situation and what you are going to do to correct those conditions. In most cases the firm usually writes me saying they have corrected all these things. Within one to six months after that inspection there will be a reinspection to see whether or not those conditions have been corrected. If, after the reinspection, we find the same unsanitary conditions we found on the first inspection we issue injunctions or initiate prosecution.

Continuing Violations

FDA said in the Parke case before the Supreme Court, our criteria for prosecution encompass a situation where there are continuing violations. The inference is that they have been told by the inspector what the problem is, they have received written notice and the violations continued after that. The second criteria is that of an obvious violation reflecting conditions so grossly unsanitary that no person under any situation could reasonably not be aware of them. There will be a court action based on the first violation. The other kind of situation that we broadly define is the criteria for prosecution where we can prove intent to violate the law or intent to defraud the public. In those kinds of situations you are dealing with intentional short weight practices, intentional substitutions of ingredients for more expensive ingredients, or situations in the health area where persons are making claims for treatment for an unwarranted benefit. There are a lot of questions raised as to who gets named in any of the legal action. As a matter of FDA policy, corporations will always be named as one of the responsible persons. From there the most responsible people in

that corporation will also be named. We try to start with the president, the chairman of the board. Then we want the plant manager or the director of quality control or sanitation or whoever else has the responsibility of insuring that those conditions don't exist.

Prepare for the Next One

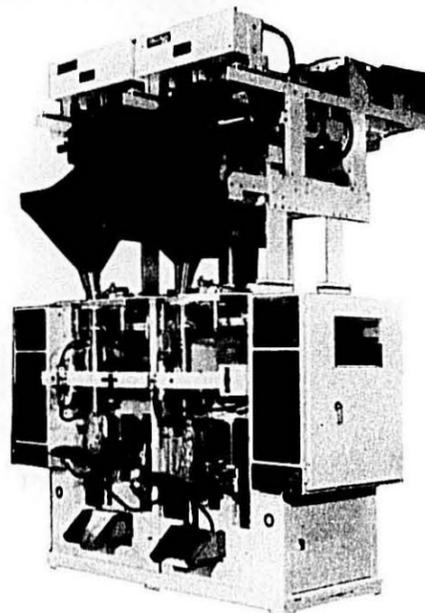
"What do you do when the FDA Inspector comes to call?" My answer is prepare for the next inspection because if you are not ready when the inspector comes to call it is too late anyhow.

I know your industry very much feels the pressure from the government and the consumer. You feel very much like we do in FDA: In many cases Congress is unhappy with us, the consumer is unhappy with us, and your industry is unhappy with us—and you wonder who your friends are. You should be concerned about Good Manufacturing Practices regulations but they will cover what you ought to be doing anyway and any responsible firm will recognize that fact. What disturbs me today is that our entire process of preparing foods or drugs or automobiles or whatever has become so complex and so sophisticated that it is virtually impossible for any one to guarantee that you will not produce a product that will be in violation of some law or regulation. The problem is particularly acute from the standpoint of pesticide residues, of chemical or environmental elements. Look at your procedures so that if a defective product is ever found which is traced back to your plant you can reasonably trace the manufacturing history of that product back to the raw material, the packaging material or what have you, and from that log of raw material trace back to whatever lot the finished product came from because if you can do this and if you can also tie this in with some reasonable lot number or code on the finished product and on the shipping carton, you can greatly minimize the cost and the severity of any recall that you might incur. There are many firms in this country including some of the very large giants that still have

(Continued on page 22)
THE MACARONI JOURNAL

PULSAMATIC

means packaging more product



because operator adjustments are built-in and down-timers like cam shafts are designed out.

Super performance

means continuous production without bottlenecks for adjustments and coaxing, and that's just what Pulsamatic delivers. It's the industry's first form-fill-seal equipment with all integrated solid state circuitry. And that means a packaging machine that virtually thinks for itself, monitoring functions and making split-second fine adjustments as it runs. Pulsamatic makes changing product, pouch size and weight a breeze. You can even fine tune while it operates! And there's more. Pulsamatic tells you how it's doing through color-

coded diagnostic lights that trace every function in sequence. Should a problem occur, it points to the origin. It even identifies which scale made the bag just discharged.

With plug-in printed circuit boards and no cam shafts or limited-life switches, Pulsamatic brings you up close to the ideal preventive maintenance program. And its high-speed poly sealing system further assures smooth and swift production.

Team it with a net weighing system, like our new Flexitron 1600 that guarantees zero underweights, or link it to volumetric, auger or other feeders.

To get the facts on Pulsamatic, the super performer, write: Triangle Package Machinery Company, 6655 West Diversey Avenue, Chicago, Illinois 60635. Or call (312)889-0200

Flexitron 1600 Series net weighing systems • Pulsamatic form-fill-seal machines • hydraulic vibratory conveying systems • and related high performance equipment

TRIANGLE

Producing more with high performance product moving and packaging systems

What To Do When The FDA Inspector Arrives

by C. Mickey Skinner, Executive Vice President, Skinner Macaroni Company

"The FDA Inspector is here to see you". This announcement has touched us all at one time or another in our careers. Your action or reaction is one of panic, doubt (are we ready for an inspection?), or confusion, what should I do?

Hence, some words of advice. As a general guide, I would suggest that you use the same courtesies to him as you would to a guest in your own home. I have heard some people say, "Never treat a Food and Drug man with any courtesy because he might get to like you so much that he will stay longer or make more frequent calls." That's wrong! If your sanitation policies are of a nature that your plant is cleaned regularly, you should not fear an FDA Inspector.

Every pasta company should have a policy that provides for the proper and most advantageous cooperation when an FDA Inspector arrives. Developing such a policy requires a thorough investigation of your company's executive structure and attitude, production methods, and production, packaging and shipping schedules. The items I discuss next may help you in establishing such a policy.

1. Check the Authenticity of the Inspector's Credentials

Make sure the credentials of the inspector are valid. I read recently that an inspector came to a plant to make an inspection and certain things about the inspector didn't add up. The suspicious plant manager checked and found that the inspector was involved in industrial espionage. Each inspector carries a set of credentials with his picture and identification number on it. Ask to see these credentials.

2. Who must the inspector submit his credentials to and at what time during the day?

Be sure that your receptionist or switchboard operator knows who the inspector is to initially see. She should have a list of several people in the event that the primary individual is not there. The inspector will generally come during normal working

hours (8:00 a.m. to 5:00 p.m.) They might, however, knowing that you operate on a 24 hour day, come at some other time. FDA feels that if a plant is in production, it should be subject to inspection no matter what time of day.

3. What is the purpose of the inspection?

Ask the inspector the reason for the inspection. Is it prompted by:

A. A complaint. If so, you may be able to narrow the scope of the inspection by answering questions regarding the specific complaint.

B. Special Issue Inspection—Some here may recall when F.D.A. sent a team to many of our companies at the same time on the same day to draw samples of egg noodles. The purpose was to determine the incidence of Salmonella in egg noodles.

C. Routine General Inspection—Your plant came up on the computer print out and it's your turn.

4. Who is to accompany the inspector?

Often a team is appointed for this task. The team might include representatives from Production management, Quality Control, Sanitation and Maintenance so that matters of policy in these particular areas can be fully and accurately described.

5. What is to be done about observations or claimed violations pointed out by the inspector?

Most firms arrange for a "Red Tag" approach to any such violations noted by the inspector. Steps are taken immediately to correct the observations or at least remedies are started before the inspector leaves. We have found that inspectors are impressed by quick and immediate action.

6. Who is to decide which questions are to be answered?

My advice is answer only those questions that you are sure of. Don't make the mistake of hastily answering a question that you aren't sure of. Tell the inspector that this question should be asked of someone with more knowledge or authority.

7. Who decides which records are to be made available to the inspector?

The only records which are presently demanded are those pertaining to interstate shipment. You can be well assured, however, that the inspector may request many records which you are not compelled to make available to him by present law. The inspector has the right to ask for the records, you have the right to refuse access to these records.

8. Will you permit photographs to be taken?

My advice is that during the pre-inspection interview that you establish clearly whether or not the inspector may take photographs in the plant. We choose not to allow photographs to be taken. If this point is covered prior to the inspection, the inspector, without asking, may get his camera out and start taking photographs of an alleged violation. Tell him in the pre-inspection interview no photographs are to be taken. The same issue comes up on recording devices. Again, we choose not to allow an inspector to use a recorder. He has the right to ask, you have the right to refuse.

9. What should you do if samples of raw material or finished product are requested?

First, make sure that you request a duplicate sample for your own records. Ask why are the samples being taken and make a note of the answer. In the event that samples are taken, it might be advisable to "tag" the stock that has been sampled until FDA laboratory reports are received. If some of the sampled material has already been shipped to a customer, it might be advisable to place a hold on that material. Many customers insist, via sales agreements, that they be notified whenever a sampling by FDA has taken place.

NOTE: Railcars of Semolina are sampled by FDA without the knowledge of the supplier. Consequently, you should advise your people to notify you of any car that is received.

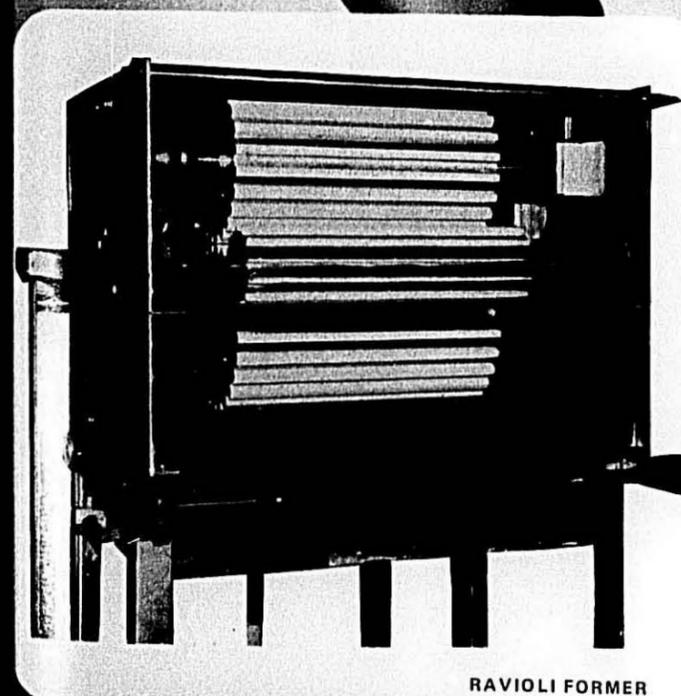
(Continued on page 21)

THE MACARONI JOURNAL

CONTENTS

Ravioli MACHINE

PRODUCES
FILLED RAVIOLI
and
CHINESE
EGG ROLLS!

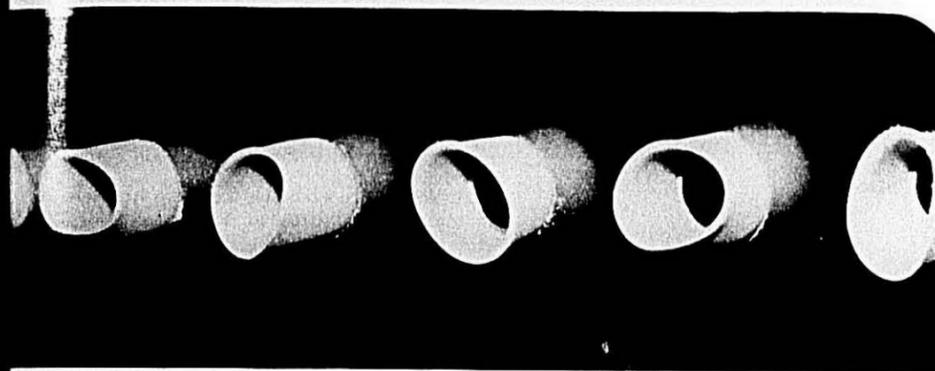
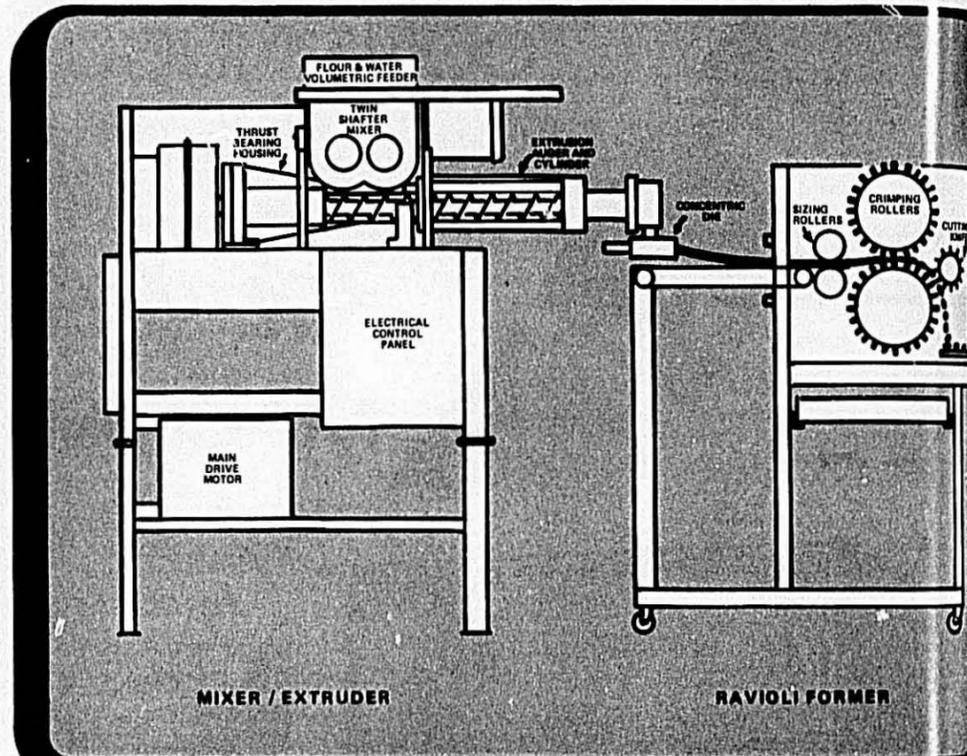


RAVIOLE FORMER

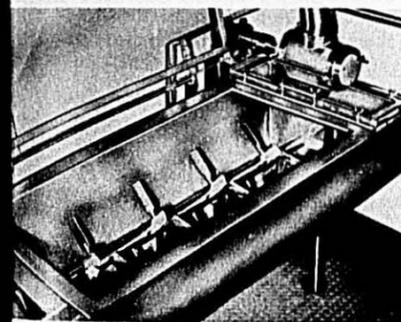
RAVIOLE CORP.

206-1799
206-1831

Demaco's Continuous Motion Ravioli Machine-



DOUGH BEING EXTRUDED FROM SIX-ORIFICE CONCENTRIC DIE.



U.S.D.A. APPROVED

The U.S.D.A. Consumer and Marketing Service Consumer Protection Programs, Equipment Group has approved all of the equipment in the DEMACO Continuous Motion Ravioli Machine.

The DEMACO Mixer (shown on the left) has all welded and ground smooth stainless steel construction which eliminates any cracks or crevices which could harbor bacteria.

Mixer paddles are welded to the shafts with joints ground smooth as above, to eliminate any probable trouble spots. Bearings and the gear box are located well away from the product zone.

Dry powdered raw material and liquid are continuously fed into a two shaft continuous mixer to form dough which drops into an extrusion screw that extrudes multiple tubes of smooth dough through a die plate.

Meat and other filling material is pumped into the inside of this tube as it is formed by means of a suitable continuous flow pump.

In the ravioli former this tube is flattened by

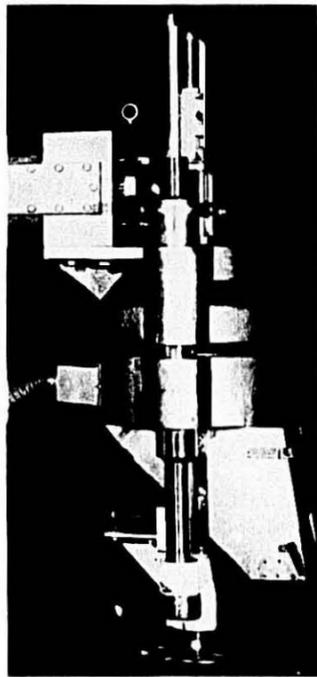
rollers and then passes between two rotating crimping rolls to form pockets and is then cut at the crimp to make pillows with meat or cheese filling enclosed in a dough envelope. If the product is ravioli, fins are extruded on the sides of the tube so that there is a continuous fin around the complete pillow. For Chinese egg rolls, the pillow remains round in cross section and does not have fins on the edges.

500 lbs. per hour consisting of approximately 50% dough envelope and 50% filling;
1,000 lbs. per hour;
2,000 lbs. per hour.

OVERHEAD VIEW OF SIX TUBES OF DOUGH ENTERING RAVIOLI FORMER.

Call or write for factory-trained field representative to assist you in planning without obligation.

Optional Accessories:



Demaco's dependable Short Cut attachment may be used in line of the Ravioli Former.

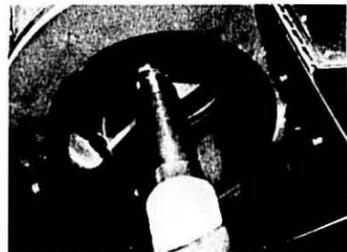
Mounted on a portable stand, this attachment can be hooked up to the Demaco Mixer - Extruder in a matter of minutes.

Using a round die (15/16" outside diameter) and a rotary knife, this attachment will produce most standard small macaroni products such as elbows, ziti, ditali, "O's" or any other product depending upon the skill of the die maker. The only limitation of the existing rotary cutting knife would be products less than 1/64" thick or greater than 4" long. Extruded noodles are also made with this attachment.

You can also make lasagna with this attachment in 4" lengths.

Special cutting device modifications are available for lengths beyond 4".

Mostaccioli is another product that can be made by adding a special detachable cutting device and knife for achieving the bias cut of this product.



ROTARY KNIFE



ROTARY KNIFE WITH PRODUCT

When FDA Inspector Arrives

(Continued from page 20)

an FDA seal on it. You may want to contact FDA before you authorize the car to be unloaded.

Closing Interview

When the inspector finishes his visit to the plant, you should insist on a closing interview. At this time, you should issue his 483 forms—Observations and a receipt of any samples he has taken. You should go over the items by item any observations that are written and make sure you understand them. You should also discuss steps to correct these problems.

Follow up

If samples are taken and you are notified of their status after two weeks, call FDA for a determination. Within two weeks of the inspection, you should make a written response to FDA. The steps you have taken to correct the violations noted during the inspection.

In closing, a good business like yours should be open towards an FDA Inspector. His observations backed by full cooperation with his legitimate requests for information, will go a long way towards bringing about a more favorable evaluation by FDA. If the inspector notes a problem and sees that it is being taken care of before he leaves, he cannot help but be impressed.

It should be kept in mind that FDA inspections are not merely a nuisance to pass your company, but they are a reality that laws regulating the production in this country are being enforced. A full understanding of the law and how it pertains to your operation is essential of all of your management personnel. A reasonable plant sanitation program should be designed, implemented and maintained. These basic facts are understood.

Knowledgeable and detailed, management policy on how you will handle a great regulatory inspection will not only prevent mass complaints, but will help indicate to the inspector that a carefully organized compliance program is being followed to the greatest detail. Can you honestly say that yours is actually true in your plant?

When FDA Inspector Calls

(Continued from page 16)

a great fear of product recall as they are concerned about the image of their company. But it is my considered judgment that the mass of the general public has a short memory insofar as it relates to product recall. The most responsible act that a firm can take once they get into that situation, either innocently or out of negligence, is to be open and frank about the problem. Get that product back as quickly as you can do it and move on from there. Once you start making additional excuses to the public or with the press, they will nail you and tie your name with a defective product for a longer period of time.

Food Safety

James J. Winston, NIMA Director of Research, quotes Dr. Howard Roberts, Acting Director of Food of the Food & Drug Administration, as saying: "Consumer confidence in food safety is at an all-time low in this generation. Public and Political concern about food additives has led the Bureau to rank food additives as number one in sensitivity, although it is ranked seventh with respect to risk to public health."

The Bureau's rankings, based on perceived "risk to public health":

1. Food Sanitation Control
2. Shellfish Safety
3. Food Service
4. Nutrition
5. Chemical Contaminants
6. Mycotoxins and other natural poisons.
7. Food Additives
8. Interstate Travel
9. Cosmetics
10. Quality Control
11. Economic Deception
12. Food Standards

The Bureau's rankings with regard to sensitivity (public and political perception):

1. Food Additives
2. Chemical Contaminants
3. Food Sanitation Control
4. Nutrition
5. Shellfish Safety
6. Economic Deception
7. Cosmetics
8. Food Service
9. Interstate Travel

10. Mycotoxins and other natural poisons.
11. Food Standards
12. Quality Control.

Foreign Macaroni Plants

Buhler-Miag Diagram reports that as a part of the Polish Government's extensive investment program to expand the production of macaroni products in Poland, Buhler-Miag was invited to bid and work with Polimex-Cekop in Warsaw.

As a result the company has supplied a continuous production line for short goods with a capacity of 14.4 tons per 24 hours (especially for soup products with an end moisture content of 6%); another line for stamped short goods with a capacity of 7.2 tons per 24 hours; a third short goods line with a capacity of 15.6 tons per 24 hours; and finally, a short goods production line complete with a silo capable of storing 160 tons of raw material, batch-mixing plant as well as pneumatic flour conveyors for charging the production line. Capacity of this plant: 21.6 tons per 24 hours.

In El Salvador

In El Salvador at Puerta de La Laguna, the flour milling combine Formosa S.A. decided to diversify its activities by entering the macaroni products market. They have erected a new plant Pastas S.A.

Buhler-Miag designed the plant to contain the following:

Reception station for raw materials with a TCBB discharger group for feeding from bags, variable mixing of two components, cleaning by means of a Siftomat, and pneumatic feeding to the press.

Continuous production line for long goods with a capacity of 460 lbs. (210 kg) per hour but expandable to 1000 lbs. (450 kg) per hour. The line consists of a TPAT-135 press, TSS-1500 spreader, TDCA-3-1 pre-drier, TDCA-3-7 final drier, TST stripper and cutter.

Continuous production line for short goods with an initial capacity of 600 lbs. (270 kg) per 24 hours but which could be readily enlarged to twice the capacity. It is fed by a TPAT-135-350 press which can be used for either long and short goods.

(Continued on page 28)

Warehouse Sanitation

(Continued from page 26)

The FDA receives quarterly Exception Reports from Skinner that reflect management's concern for manufacturing and distributing clean and wholesome products to all customers. These reports show the compliance and progress of each center's program. If there are any deviations from specifications or changes in the warehouse diagram—the floor plan showing the location where each item is stored—inspections or control measures, those actions are listed on the report. Deviations can be temporary, inadvertent, or an emergency digression from operations. When two deviations happen in consecutive weeks, corrective measures are made then indicated on the report.

Specified Services

The pest control firm that provides specified services at each center maintains a log containing: (a) an outline of the pest control program including a list of pest control materials employed and an Environmental Protective Agency directive on the use of residual insecticides in food handling establishments; (b) a quarterly quality assurance report; (c) the bi-weekly pest service technician's report; (d) a list of ancillary services; (e) a copy of an article "What to do when an FDA Inspector Arrives at Your Plant."

Skinner's president, William A. Henry, feels that the program is eminently successful and "is a sophisticated extension of a part of our corporate philosophy that simply stated says—good sanitation is good business."

Successful Program

And Skinner's executive vice president, C. Mickey Skinner, states: "The two programs—one in the plant—the second at the distribution center—afford us absolute control over the quality and wholesomeness of our products. Our customers in wholesaling and retailing, including chains, co-ops and voluntaries, and their customers (shoppers) are guaranteed cleaner and safer Skinner products—products that are manufactured from contamination-free, superior quality ingredients under rigidly controlled sanitary conditions. The dual program enables us to make sure that quality and safety are maintained all the way

from the factory to the grocery warehouse. Our costs have been reasonable and our relationship with the FDA has been ideal. We're more than pleased with the total result."

Foreign Macaroni Plants

(Continued from page 25)

The production line consists of a TP-350 F shaking pre-drier, TRTA-7/2 pre-drier, TTTA-5/5 final drier, TBEN bucket elevators, and conveying systems for both feeding and emptying the finished product bins.

The production of both lines is controlled with the aid of the proved TKRF automatic climate control.

Auto-Fog

The Auto-Fog System is a complete program for insect control. It can treat any plant ranging in size from 20,000 square feet to over 50 acres in 10 to 20 minutes. The system produces a fog that gives you the optimum range for effective control of both flying and crawling insects. Because it works by air-blast atomization, instead of heat, the insecticide is dispersed at its full effectiveness without loss of the active ingredient due to thermal degradation. The West Agro-Chemical, Inc., Auto-Fog System eliminates all labor expenses incurred by manual applications of fogging materials since, once the system is installed, you simply push a button and the job is done. The Auto-Fog System is the completely automatic insect control system, equally effective for the application of ULV and conventional fogging sprays. For additional information, or a demonstration, contact Richard Calladonato, Marketing Manager, Food Industries, West Agro-Chemical, Inc., P.O. Box 1386, Shawnee Mission, Kansas 66222, or call (913) 384-1660.

Packaging Problems

Taking a leaf from the successful development of the Universal Product Code, the food industry has formed an Interim Total Industry Committee on Packaging.

Headed by Ray Saari, vice president, Lucky Stores, the group is planning to "define the problems involved in packaging, and point to the direction of possible solutions."

The committee will consist of members of the National Association of Food Chains, Cooperative Food Distributors of America, National American Wholesale Grocers' Association and Grocery Manufacturers of America.

Members will be Fritz Biermeier, vice president, Supermarkets General Corp.; Al Dobbin, vice president, Giant Food; Robert Gal, director special projects, Wakefern Food Corp.; Earl Mason, president, CFA; John Morrissey, vice president, Super Valu Stores; Gerald Peck, executive vice president, NAWGA; Saari, vice president, Lucky Stores; and Ben Janson, director distribution, Ralston Purina.

Poly Pallet Wrap

Pillsbury Co. has begun baling material in a shrunk-polypropylene netting material it developed called Shrinknet in an effort to facilitate handling and reduce damage.

Pillsbury, which is also marketing Shrinknet, said a pallet of flour wrapped with the material at the time of loading and unloading. No special equipment is needed to load or unload it.

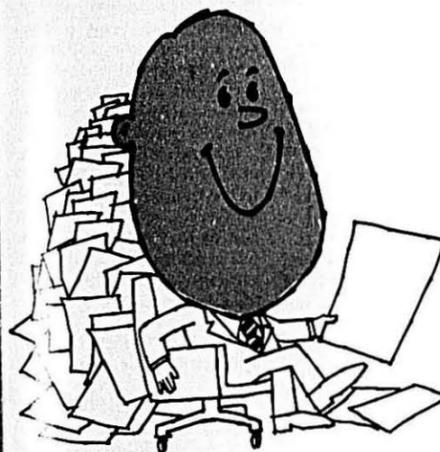
The wrapped bales were tested a year with West Coast wholesaler accounts, and according to Pillsbury, the time needed to unload a rail car was reduced 25 per cent and damage to the bales was reduced 50 per cent. The wrap also aims at reducing rodent and insect infestation, dust and spilling. The company expects to have all flour shipments baled this way by next summer.

Raymond V. Kimrey, vice president and general manager, grocery products, said the company is investigating the applicability of the packaging to other bagged products, such as sugar and dog food.

The West Coast test shipments were made from Pillsbury's Ogden, Utah flour mill where special equipment was installed to wrap the pallet bales.

Theme of the 61st National Conference on Weights and Measures, 12-16, Washington, D.C., is "Measurement: A One-Time Opportunity," sponsored by Bureau of Standards, U.S. Dept. of Commerce.

If you want fan mail, call the durum people.



You'll receive raves about your product if you start with the best quality durum products. And the best fan mail of all will be yours . . . repeat orders. People today are discriminating, they want quality first of all. That's what you give them when you start with Durakota No. 1 Semolina, Perfecto Durum Granular or Excello Fancy Durum Patent Flour. The durum people know. They have quality control.

the durum people

NDM

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

International Multifoods Sales Up

Sales of consumer products totaled more than one-fourth of International Multifoods' business last year for the first time, Chairman William G. Phillips told the Los Angeles Society of Financial Analysts.

He said that the company's annual report will show consumer products sales reached \$215 million or 27 percent of Multifoods' consolidated sales worldwide in the fiscal year ended February 29.

Phillips also told the analysts he expects the company to improve its commonshare earnings by 12 percent or better in the current year, for the ninth consecutive year of improvement.

"We expect to show gains in all four of our markets: Away-From-Home Eating, Consumer, Industrial and Agriculture," he said.

Phillips' optimism for the current year was based on a growing market, an improving economy, continuing trends of increased convenience buying and away-from-home eating, his company's new product developments, concentration on higher margin products and an improved product mix.

The Multifoods chairman said the record consumer sales last year made that category his company's second largest. He also said that Multifoods' Away-From-Home eating sales last year were up 9 percent, paced by a substantial improvement in the Mister Donut chain, which added 52 new shops.

Phillips labeled as "important" Multifoods' move into the seed business in the United States last year with acquisition of an Iowa-based company, and the announced plan to acquire Smoke-Craft, Inc., an Albany, Ore., specialty meat firm.

Multifoods is listed on the New York stock exchange under the IMC symbol.

Peavey Earnings

Peavey Company's third quarter earnings increased 14 per cent to a record high \$3.6 million.

Net earnings for the quarter ended April 30, 1976 were \$3,596,000 or 63 cents per share on sales of \$128,725,000. This compares with net earnings

of \$3,142,000 or 55 cents per share on sales of \$104,076,000 for the same period a year ago.

Net earnings for the nine months ended April 30 were up 3 per cent to \$12,352,000 or \$2.15 per share on sales of \$380,355,000. This compares with net earnings of \$11,970,000 or \$2.11 per share on sales of \$361,930,000 for the first nine months a year ago.

"Earnings in the Industrial Foods, Retail and Consumer Foods Groups more than offset continued lower grain merchandising margins for the Agricultural Group," Peavey Chairman Fritz Corrigan said. "Feed and fertilizer sales, though still below year-ago levels, improved significantly in the last two months," he added.

"Flour sales volume continued strong," Corrigan said, "and sales to the retail home improvement market and building supply field led an earnings advance for the Retail Group."

"Consumer Foods Group performance continues to be very encouraging," Corrigan noted. "Sales of Catherine Clark's Brownberry Ovens fresh breads continue to achieve high consumer acceptance in all markets. Recently introduced Bran Bread has exceeded sales expectations and crouton sales to the retail and food service markets again increased substantially. Consumer, or family flour sales were on plan," he said.

"For the quarter and nine months," Corrigan said, "earnings continued to show better balance between our traditional activities in agriculture and flour milling and our new areas of specialty retailing and consumer foods."

Peavey is a Minneapolis-based food and specialty retailing company with annual sales of approximately \$500 million.

General Mills Alignment

Preparing for the mandatory retirement, at age 65, of James P. McFarland, chairman and chief executive officer, next Feb. 1, General Mills Inc. announced several changes in its top management.

E. Robert Kinney, 59, continues as president and also was named chief executive officer. H. Brewster Atwater Jr., 45, executive vice president, was elected to succeed Mr. Kinney as chief operating officer.

The diversified food company did not name anyone at this time to become chairman when Mr. McFarland retires.

Paul L. Parker, 55, senior vice president, was named executive vice president and chief administrative officer. James A. Summer, 53, remains vice chairman, chief financial and development officer.

Other changes included Donald Swanson, 49, named senior executive vice president, consumer products, and F. Caleb Blodgett, 49, executive vice president, consumer foods.

It's expected that Mr. McFarland will continue as a director after Feb. 1.

G.M. Plant Expansion

General Mills Inc. said it plans a \$25 million expansion of five of its plants to meet increased demand for its food products.

The company said it would increase capacity at its Toledo, Ohio, and Chicago, Ill., packaged-food plants; convert production at its Cedar Rapids, Iowa, plant to ready-to-eat cereals and other convenience products; expand its Tom's Snax Specialty Meat Inc. plant at Corsicana, Texas, to add capacity to its Goodmark specialty meat business.

General Mills said the conversion of the Cedar Rapids plant will result in the transfer of some production to its Toronto soy-processing plant. The cost of the Cedar Rapids conversion will result in a \$3.5 million charge to earnings in fiscal 1976, ending Feb. 30. Earnings will be about \$2 a share for the fiscal year, the company said. In fiscal 1975, the company earned \$76.2 million, or a restated \$1.15 share.

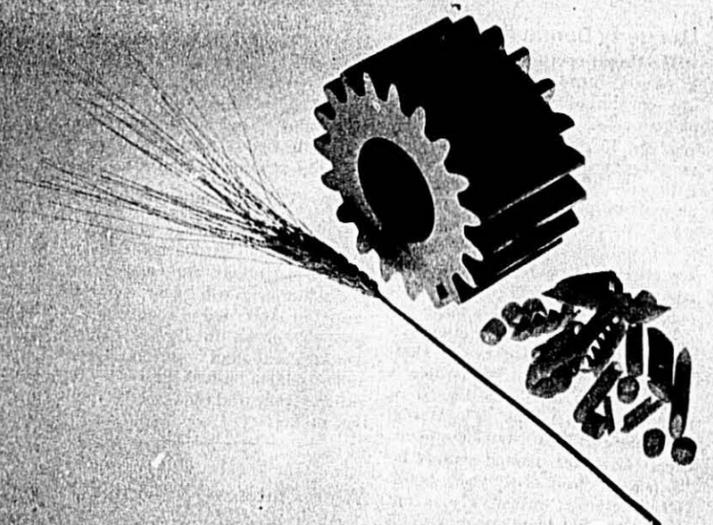
The company said its spending for internally generated funds will reach \$125 million in fiscal 1977, up from fiscal 1976's \$90 million to \$100 million and fiscal 1975's record \$110 million.

Spaghetti Offer

Hunt-Wesson Foods had an offer of a 5¢ savings on two cans of Hunt's Tomato Paste through May. They are offering a free coupon for a full pound of spaghetti with the purchase of two cans of Hunt's Tomato Paste through September.

THE MACARONI JOURNAL

complete
macaroni
plants



hygienics
reliability
quality of the product



GRONDONA

IMPIANTI PER L'INDUSTRIA ALIMENTARE S.p.A.

16149 Genova - Torre Cantore - Via Cantore 8 G - 101

Telefoni: 010 413735 - 413829

GROMAX - Telex Number 27579

Quarterly Durum Report

The Crop Reporting Board on May 1 reported prospective planted acreage of durum wheat totaled 4.7 million acres, 2 percent below last year but 13 percent above the 1974 crop seedings. The indicated acreage is 10 percent below the January, 1976 prospective plantings of 5.2 million acres. The current indicated acreage is still well above the normal durum acreage and would be the second largest acreage since 1930—exceeded only by last year. Total acreage expected in the traditional durum area of the Dakotas, Minnesota and Montana is off sharply but this decline is partially offset by the expansion of durum wheat in Arizona, New Mexico and California. North Dakota growers expect to reduce planted acreage by 10 percent from last year. South Dakota growers expect 17 percent fewer acres and Montana growers 25 percent less. Minnesota growers intend an increase of 10 percent. North Dakota durum by the first of May was 28 percent seeded compared to virtually none a year ago due to cold wet weather. Temperatures were near normal and topsoil moisture in North Dakota was adequate to plentiful.

Prospective Plantings—1,000 acres

	1976	1975	1974
Minn.	115	105	86
Mont.	285	380	270
No. Dak.	3,670	4,080	3,600
So. Dak.	200	240	215
Ariz.	325	—	—
Calif.	90	15	3
New Mex.	20	—	—
	4,705	4,820	4,174

Durum Wheat Stocks

Durum wheat stocks in all positions on April 1, 1976 totaled 70.9 million bushels, 44 percent above last year and 39 percent above 1974 but below the 1970-73 level. Farm holdings, at 52.9 million bushels, were 40 percent above a year ago. Off-farm grain stocks, at 18.0 million bushels, showed a 56 percent increase. Disappearance during the January-March quarter was indicated at 14.9 million bushels, down from the 21.2 million for the same quarter a year earlier.

Exports

U. S. exports of durum wheat during the July-March period totaled 42.0 million bushels. This was a 12.0 mil-

lion increase over the previous year and 10.7 million bushels more than the same period in 1973-1974. Canadian exports of durum, July-March 1975-1976, amounted to 33.6 million, 38.4 million the same period a year ago. Italy and U.S.S.R. were large importers of Canadian durum.

Canadian Situation

Durum wheat acreage is expected to decrease by 250,000 acres and if acreage intentions are carried out, prairie farmers will plant 3,400,000 acres to this crop compared to 3,650,000 grown in 1975. Canadian durum wheat stocks on May 1 were at 35.0 million bushels. Last year, the visible supply of durum was 20.3 million bushels.

Winter Increase Harvested

The Crop Quality Council has completed harvest and delivery of 46,000 lines of experimental spring wheat, durum, and malting barley, weighing five tons, from its Mexican winter seed nursery to cooperating upper Midwest and Canadian experiment stations.

The Mexico-based winter seed nursery has been coordinated by the Crop Quality Council for 21 years. U.S. and Canadian plant scientists use the warmer Mexican climate as a winter "greenhouse" to speed development of new disease-resistant varieties of wheat and other grains to improve production for U.S. farmers.

New varieties, which once took 12 years or more to develop, now are achieved in six years in the Crop Quality Council's Mexican winter seed increase program.

Council President Vance Goodfellow says virtually all of the commercially-produced spring bread wheats, durum and malting barley in the Upper Midwest were increased under Council supervision in Mexico.

In mid-July about 30 representatives of the mill and grain industry and state and federal plant scientists, statisticians and economists will tour the Upper Midwest commercial spring wheat area and visit experimental plots. They will be checking fields to obtain information on production potentials for 1976.

The Crop Quality Council was organized in Minneapolis 54 years ago on a non-profit basis by leaders in the

mill, grain trade, railroad and elevator industries to support research for dependable grain production to meet processing needs.

Good Planting Season

Spring was a couple of weeks early this year for the Great Plains and Prairie Provinces in Canada. Spring wheat and durum was planted by the end of May. Although surface moisture was adequate, there was a need for topsoil moisture to help speed germination and growth.

Most observers felt plantings close to announced intentions.

Mediterranean crops were reported in good condition by Great Plains Wheat, Inc. Durum crops in Algeria, Tunisia, Southern Italy, and Canada are reported progressing well. U.S. says the Turkish wheat crop is estimated to hit a new record of as high as 12 million tons enabling the export one to two million tons.

Durum Mill Grind

The U.S. Department of Commerce in its current industrial reports the durum mill grind for 1975-76, 32,993,000 bushels compared to 32,995,000 for 1974. First quarter 1976 was put at 9,661,000 bushels, 12.8% from the previous year.

Egg Supply Adequate

Eggs are adequate with June likely to be only slightly above year's level, but below the 1973-74 June average. Nation's laying flocks produced 5.3 billion eggs during April, slightly above 1975 4% less than the previous month. The number of layers May 1, 1976 was 270.1 million, down 1% from a year ago and 2% from a month earlier. The rate of lay May 1 at 65.1 eggs per 100 layers was a record level for that date. It is the second consecutive month at record rate of lay. Egg-type hatchlings during April, 1976 totaled 50.8 million, up 7% from the 47.5 million produced a year ago. Egg incubators on May 1, 1976 at 1.5 million were 1% below a year ago.

Potato speculators made new gains when they failed to make deliveries of 50,000,000 lbs. of May futures potato contracts.

THE MACARONI JOU



look out your back door!

See that new flour mill in Albany? It features the very latest in plant layout and durum milling equipment and will produce 4,000 cwts of durum semolina a day.

Product quality? You can be assured that thoroughly knowledgeable and experienced durum people are selecting the very finest hard amber durum wheat with uniform color.

So now you get truck delivery of freshly-milled No. 1 Semolina direct from the mill in a matter of hours.

The new Seaboard mill in Albany is just one more step in the company's program of locating modern milling facilities close to the marketplace.

Seaboard . . . the modern milling people.



Seaboard Allied Milling Corporation

P.O. Box 19148,
Kansas City, Missouri 64141

Telephone:
(816) 561-9200

Food For Fitness

Food For Fitness is a feature in a Sports Special April issue of Seventeen magazine.

In an article headed "Breakfast of Champions?", the statement is made: "Champions aren't born, they're made."

"Heard of the steak therapy? The traditional steak dinner or pre-game breakfast to turn players into dynamos is nothing but a high-priced myth. The truth is that an excess of protein does not improve athletic performance. It's carbohydrates that are the real heroes—the best source of quick energy for most sports. Informed coaches are now downplaying steak and relying more on spaghetti, potatoes and pancakes for their training tables."

On page 222 of the magazine, Francie Larrieu, winner of the 1976 Sunkist Invitational Track Meet, who holds five world's records in long-distance running, says: "On the day of a meet, I usually eat spaghetti or lasagna or some other high-carbohydrate dish."

Pasta Pancake (serves two)

- 2 cups cooked spaghetti, drained well (about 3 oz. uncooked)
- 1 egg, well beaten
- ¼ cup grated Parmesan cheese
- ¼ teaspoon salt
- dash pepper
- 1 oz. sliced ham, diced
- 2 tablespoons butter or margarine, divided

In a medium-size bowl, combine all ingredients except butter; mix well. Heat one tablespoon of the butter in a skillet. Place half of the spaghetti mixture in center of pan; press down firmly with spatula to make a ¾ inch-thick pancake. Cook until bottom is golden brown; turn pancake and cook until golden brown. Repeat with remaining butter and spaghetti mixture. Serves two, one pancake each.

Where Nutrition Knowledge Comes from

A nationwide study on "Home-makers' Food and Nutrition Knowledge, Practices and Opinions" (published as Home Economics Research Report No. 39 by the U.S. Department of Agriculture) reveals that 41% of respondents learned about nutrition

in high school. The next highest percentage, 29%, mentioned newspapers and magazines as a source of information, while mothers or grandmothers provided nutrition knowledge for 25%. Grade school was mentioned by 12%, college by 10%, personal experience by 9%, doctor or other professional sources—7%, books—5%, friends or relatives other than mother or grandmother—4%, TV or radio—3%, clubs or organizations—3%, place of employment—3%, other sources—4%, don't know or no answer—2%. (The total is more than 100% because more than one response was given.)

No Yolks

Foulds, Inc. of Libertyville, Illinois, has introduced a product called "No Yolks". Advertised as a cholesterol free egg noodle substitute, this enriched macaroni product with egg whites contains no artificial coloring or preservatives. Emphasizing the protein from the egg whites while eliminating the cholesterol of the yolk is the claim of newspaper advertising.

Dumplets Dinner

Sunset Magazine for May carried the following advertisement: "No need to add meat—so delicious alone it replaces meat—to cut your food bills. New Dumplets Dinner cooks up to a delectable, nourishing combination of tender little enriched macaroni dumplings in a savoury sauce of chicken flavored soup and other flavorings. Not a hamburger stretcher. Great "as is"—and for only about 10¢ a serving. Now at your store. Try it."

Dumplets Dinner from American Beauty.

Hershey Sales Increase

Hershey Foods Corporation announced consolidated net sales from continuing operations of \$158,709,000 for the first quarter of 1976 compared with \$136,101,000 for the same period in 1975. Income from continuing operations was \$14,390,000 or \$1.10 per share compared with \$6,943,000 or \$.53 per share in 1975—or \$6,565,000 and \$.50 per share for 1975 after giving effect to losses from discontinued operations.

According to Harold S. Mohler, Chairman of the Board, "the Choco-

late and Confectionery Division accounted for the major increase in sales, while the Pasta and Candy Divisions enjoyed somewhat higher sales than in 1975." He further stated that sales and income from continuing operations for year 1976 should exceed that of 1975.

New Agency

It was announced at the Annual Meeting of the Mills' National Federation that the Wheat Flour Institute would be separated from that organization as an in-house agency and be a Director for this activity would be located in Washington, D.C. Howard Lampman, present Director, has incorporated as an outside agency with the name of International Institute of Foods and Family Living. He is retaining the staff of the present organization and is taking over the lease for the facilities that runs through next year.

The Durum Wheat Institute, composed of the durum millers, has elected to continue working with the Lampman organization to continue Durum Wheat Notes, handle information services and correspondence and share in the distribution of films "Durum, Standard of Quality" and "Macaroni, Nutrition and Members". Distribution of "Macaroni Menu Magic," a training film for employees in food service operations has been discontinued and prints are being made available to members of the National Macaroni Institute.

Corrugated Box Shipments Expected to Increase

The forecast of demand for corrugated shipping containers has been updated to show a 14.5 percent growth in 1976. This slight increase from earlier projections will also offset the industry's declines of the past two years, with volume reaching 223 billion square feet.

S. Paul Moscarello, vice president and senior economist of Lionel Edie & Co., a New York-based economic consulting firm, presented figures at the Spring Meeting of the Fibre Box Association. He cautioned that "if private demand presses available supply and the federal government fails to avoid pruning its spending and stimulus, we could be in for the inflationary races again."

PUSH PASTA



Invest 1 3/4c per cwt. monthly in pasta production promotion, consumer education, and trade advertising to keep sales up.

Constant promotion of macaroni, spaghetti, and egg noodles by the National Macaroni Institute, keeps these products in the consumer's view.

Recipes and photographs go to food editors of every type of media.

Educational materials and recipe leaflets are distributed to consumers, teachers and students.

Films and film strips are distributed for general use and special television showings.

TV Kits are periodically prepared for program producers.

Cooperation with related item advertisers and publicists is sought and obtained.

Special projects include press parties, materials for Consumer Specialists, background for editorial writers.

Do your Share—support the effort.

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

JACOBS-WINSTON LABORATORIES, Inc.

EST. 1920

Consulting and Analytical Chemists, specializing in all matters involving the examination, production and labeling of Macaroni, Noodle and Egg Products.

- 1—Vitamins and Minerals Enrichment Assays.
- 2—Egg Solids and Color Score in Eggs and Noodles.
- 3—Semolina and Flour Analysis.
- 4—Micro-analysis for extraneous matter.
- 5—Sanitary Plant Surveys.
- 6—Pesticides Analysis.
- 7—Bacteriological Tests for Salmonella, etc.
- 8—Nutritional Analysis

James J. Winston, Director
156 Chambers Street
New York, N.Y. 10007



Put a feather in your Cap!
Send a copy to a key man.

The MACARONI JOURNAL
P.O. BOX 336
PALATINE, ILLINOIS

Please enter one year subscription:

\$10.00 Domestic 12.50 Foreign

Name _____

Firm _____

Address _____

City and State _____ Zip _____

Renewal _____ New Subscription _____

Symposium on Nutrition

Saying that Americans are only "adolescents" in regard to their changing attitudes toward food, Dr. Johanna Dwyer, associate professor, Tufts Medical School, revealed the results of a new Gallup poll on what consumers think about nutrition to an audience of more than 150 national food marketers in San Francisco.

The research, commissioned by Redbook magazine, co-sponsor of a May 13-14 symposium on nutrition in marketing with Botsford Ketchum, San Francisco-based advertising and public relations agency, showed that interest in nutrition is increasing although only 4 in 10 people surveyed have made changes in their eating habits. Those who have, have restricted sugar intake by 50 percent and foods high in cholesterol by 38 percent.

One-half of the women surveyed said they would be willing to pay more for nutrition information, subject of the two-day forum that brought together a cross-section of people from business, consumer affairs, government and education to consider nutrition as a consumer benefit, a government goal and a marketing tool.

After discussion of the issues, the consensus of panel meetings was that consumers are so confused about nutrition that they're often unable to make good use of the limited information available to them.

A surprise outcome of the two-day dialogue that included an update on the nutrition situation, a review of nutrition-oriented marketing programs, and prediction of what's to come, was proposed by Dr. Paul Hopper, General Foods Corporation.

What's to Come

To transfer words into action, Hopper called for Redbook magazine to assemble and convene a committee representing a cross-section of people from the groups represented at the symposium. Purpose of the committee is to seek ways of establishing a nation-wide organization with direct responsibility for developing and implementing a 5-year program of coordinated education of the public on matters of nutrition.

Hopper noted that such an effort may require a totally new entity or may be adequately accommodated within the framework of an already existing institution. "It must be more than a coordinating activity," said Hopper. "To work it must be a proactive, results-oriented program drawing upon the resources of all the country, and communicating with the consumer in one common, unified voice."

Hopper's proposal received endorsement from Martin Fischer, Botsford Ketchum, and unanimous approval from business interests represented at the gathering that focused on nutrition as a marketing tool.

Carlo Vittorini, publisher of Redbook, said he welcomed the challenge implicit in Hopper's proposal and would examine the feasibility of assembling an action-oriented group to consider nutrition problems.

Does Food Advertising Defeat Nutrient Labeling?

The Senate Select Committee on Nutrition and Human Needs is supporting the FTC staff proposal for required nutritional information in food advertising—a proposal, by the way, which was rejected by the FTC commissioners. (Food industry people, of course, agree with the commissioners.)

The McGovern committee and the FTC staff base their support on a study which asserts that "Without advertising disclosure, massive food advertising may well undermine or even defeat the intended purpose of nutrient labeling . . . (because) in the absence of information to the contrary from an authoritative source, consumers believe that the heavily advertised name brands are good products, high in nutrient value."

The McGovern committee and the FTC staff feel the educational job required is something which should be done by the food manufacturers via their advertising. And they feel consumer pressure is building up on this issue; a forthcoming Department of Agriculture study showing poor nutritional buying habits will increase this pressure, they predict.

Dr. Frederick Stare's new book, "Panic in the Pantry", lays to rest many untruths about food.

"THE FOOD INDUSTRY IS LINED UP TO FIGHT WORLD WAR III IF NECESSARY"

On the other side of the issue have the food industry and the FTC commissioners. "The food industry lined up to fight World War III if necessary" to prevent application of the FTC's proposed rule to all food ads, says one observer. The Consumer Research Institute (an industry-backed group) used the term "information overload" in criticizing the FTC staff proposal. It would be costly to manufacturer and to consumer, C.R.I. psychologists, and consumers would not actually be helped.

Dr. Frederick J. Stare agrees. He is opposed to most of the details of the proposed FTC rule on nutrition advertising. It is too complicated, too detailed, and in many cases preposterous. "Among other things," he says, "the proposed rule is farfetched." Among other things, the head of Harvard's Department of Nutrition objects to the concept that food must have 35% of the U.S. RDA of a nutrient to be termed an excellent source of that nutrient. "The percentage is too high. Such a rule would prevent an 8 oz. glass of milk from being referred to as an excellent source of calcium or protein, which is; an excellent source of Vitamin D in the case of fortified milk, which is."

A Generation of Nutrition Neglect?

The acting director of the Federal Bureau of Foods defines the Federal nutrition labeling objective as being to provide nutrition information to those consumers who can use it, who want to use it, and to create increased nutrition awareness among all consumers. "A great deal remains to be done, however," Dr. Howard R. Roberts adds, "to raise the overall level of nutrition knowledge. In fact, America has to make up for a generation of nutrition neglect in our schools, colleges and medical schools."

Dr. Roberts' statement is backed up by recent surveys of the level of consumer nutrition knowledge. An FTC survey indicates many of the consumers studied thought they knew a great deal more about nutrition than they actually did. For example, many thought that food made from scratch is more nutritious than canned or frozen foods, and that natural vitamins are better than added vitamins.

MACARONI PROCESSING & HANDLING EQUIPMENT



Company

P.O. Box F
LIBERTYVILLE, ILLINOIS 60048
Area Code (312) 362-1031
TWX 910 684-3278
Hoskins Liby

Dear Sir:

Hoskins Company proudly represents to the Macaroni Industry the SEMCO pneumatic flour handling systems.

SEMCO features fixed or portable unloading from hopper car or truck.

SEMCO completes the system through storage to mixer and extruder.

SEMCO offers a pressure system, a vacuum system, or a combination of both.

SEMCO produces mixing, scaling, and blending components as well as complete systems.

SEMCO provides design, manufacture, installation, and start-up of your flour handling system.

SEMCO assures you of dust free and efficient systems which are in constant use by macaroni manufacturers throughout North America and overseas.

Call Hoskins Company -- specialists in the Macaroni Industry -- for complete evaluation of your requirements. We will be pleased to visit your plant at your convenience.

Yours very truly,

HOSKINS COMPANY

Albert B. Green
Albert B. Green

INDEX TO ADVERTISERS

A D M Milling Co.	7
Amber Milling Co.	15
Asseco Corporation	27
Braibenti Corporation	12-13
Buhler-Miag, Inc.	9
DeFrancisci Machine Corporation	21-24
Diamond Packaged Products Div.	39
Fibreboard Corporation	2
Gondano S.p.A.	31
Hoskins Co.	37
International Multifoods Corp.	40
Jacobs-Winston Laboratories	29
Maldari & Sons, D., Inc.	5
National Macaroni Institute	29
North Dakota Mill	25
Peavey Co. Flour Mills	18-19
Seaboard Allied Milling Corp.	33
Triangle Package Machinery	17

CLASSIFIED ADVERTISING RATES

Want Ads\$1.00 per line
Minimum \$3.00

Display Advertising ... Rates on Application

FOR SALE—Hydraulic Tote Bin Dumper, 2,500 lb. capacity, Class 2-GPG explosion proof motor and controls. Excellent condition. Call or write A. G. DeFallo, U.S. Macaroni Co., East 601 Pacific, Spokane, Wash. 99202, (509) 747-2085.

FOR SALE—83 page book on Macaroni, Noodles, Pasta Products by James J. Winston, \$8.00 postpaid if check is sent with order. P.O. Box 336, Palatine, Ill. 60067.

FOR SALE—Complete equipment for manufacturing macaroni and spaghetti must be moved. Can be sold as a complete package or will sell separate items. For details, J. Werler & Co. Ltd., 238 Princess Street, Winnipeg, Man., Canada. Ph.: (204) 942-0831.

Humanitarian Award to Golden Grain

The Humanitarian Award for outstanding service to church and club-women of America was presented to Golden Grain Macaroni Company of San Leandro, California, at a meeting of Luncheon Is Served Consumer Advisors in Tucson, Arizona recently.

A plaque honoring the company was presented to Thomas DeDomenico (center) Vice-President of Golden Grain and Dominic Forte (right), National Sales Manager, by Gene Pizzato, Vice-President of Luncheon Is Served. Picture at right.



First Lady Betty Ford has a happy time choosing among three Ghirardelli chocolate sundaes. Recently in San Francisco, Mrs. Ford visited the Ghirardelli Chocolate Manufactory in Ghirardelli Square where she indulged her taste for chocolate sundaes and was presented with the "World Biggest Chocolate Bar." With Mrs. Ford is Vincent DeDomenico, executive of the Ghirardelli Chocolate Company. Ghirardelli is a division of the Golden Grain Macaroni Company.

Golden Grain received the award for its major contribution toward helping women's organizations raise over \$5,000,000 in the past six years for worthy causes in the United States and Canada.

As a prominent participant in Luncheon Is Served during this period, Golden Grain helped PTA groups, Hospital Auxiliaries, Heart Fund Drives, Cancer Society, Business and Professional Women's groups and many church organizations.

Funds raised help to purchase X-ray machines and other hospital equipment, send poor children to camp, provide nursing scholarships, raise monies for church needs and missionary work, provide food baskets for the needy and emergency funds for disaster stricken areas.



"We are very proud to accept this significant award," said Tom DeDomenico. "We will continue to help these clubs raise money for their favorite charities. The need is great and I know of no better way of showing these women's groups that Golden Grain really cares."

Rossotti's Honored

Charles and Betty Rossotti grace the cover of a special issue of the American Review, published in New York.

A biography of the family firm, Rossotti Lithograph Corporation, the son of the father Edward and his sons, Alfred and Charles, who made their name a packaging specialist in foodstuffs. They are credited with developing the window package for macaroni and noodles products.

They were reknowned in the macaroni industry for their fabulous Rossotti Buffets at industry conventions. They were also known as hosts of Tiro A Segno—New York Rifle Club where their father had been a founder and where macaroni manufacturers went to eat macaroni.

Married in 1939

In 1939, Charles married Betty Ossola, daughter of the principal J. Ossola Company, packers and contributors of Torino brand foods. Betty has had her own business career as the head of Vicki Enterprises of America, importing premium catalog houses.

The Rossottis have two sons: Charles, Jr., president of the American Management Systems, Inc. of Arlington, Virginia, specializing in electronics and computers—and Edward, a political science professor at the American University in Washington, D.C.

Charles presently heads Rossotti Consultants Associates, Inc. in Freeport, New Jersey, offering services in sales promotion, new products development—management by experience.

Oriental Advertising

Smart Cookie adds variety to your menu without spending a fortune. Soup, side dish, main dish suggestions from Ho Ho Ramen—a product of Legend Enterprises, Inc. Modesto, CA. Now that's using a noodle, Oriental, that is. In West Coast Sunset Magazine for May.

THE MACARONI JOURNAL



Packaging is more than a Box

When it comes to pasta, the choices are many... macaroni, spaghetti, vermicelli, lasagna, ziti, and numerous more.

When it comes to packaging, Diamond International is your logical choice. Diamond packaging

is designed to provide your product with creative folding cartons, plus labels, streamers shelf-talkers and point-of-sale displays... Diamond can be your one-stop, one-source for packaging and merchandising aids.

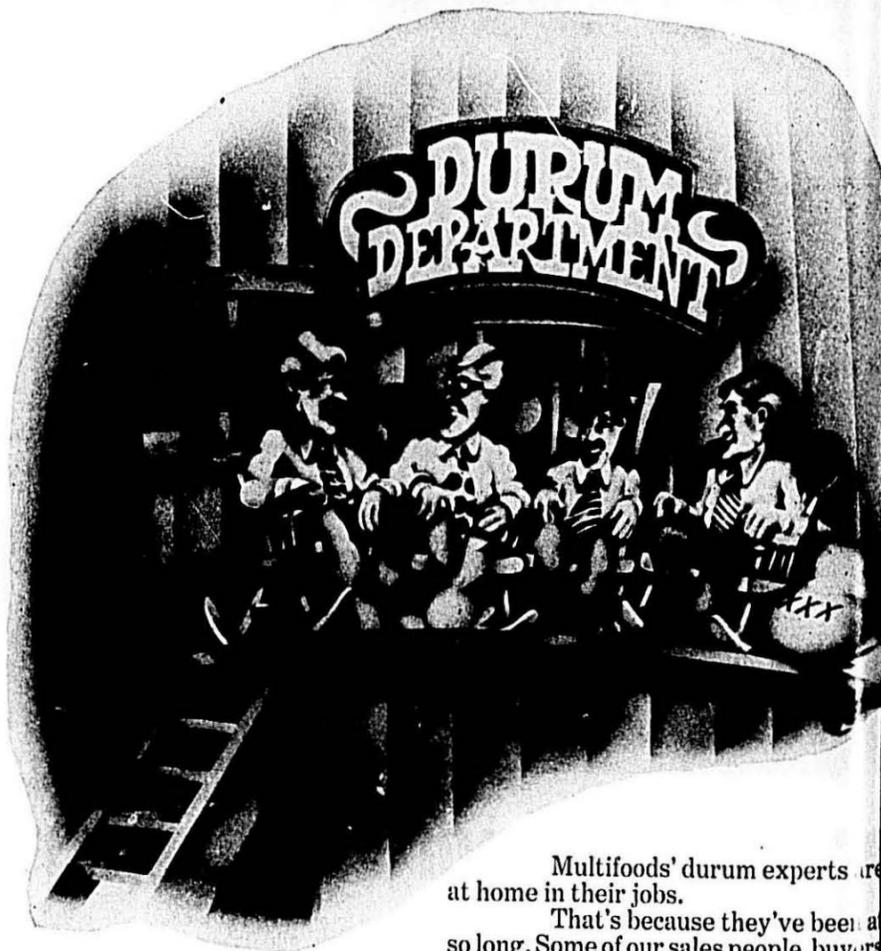
We're in the middle of it all!



DIAMOND INTERNATIONAL CORPORATION

PACKAGING PRODUCTS DIVISION, 733 THIRD AVENUE, NEW YORK, NEW YORK 10017 AREA CODE: 212 - 697-1700

Old folks at home



Multifoods' durum experts are at home in their jobs.

That's because they've been at home so long. Some of our sales people, buyers, millers and technical people have made durum their business for 20, 25, even 35 years.

These people are "old folks" in their jobs, even though they're not old in years. They know their business like you know yours.

Their experience makes for fewer defects... in your business and in ours.

Order your durum products from the old folks at home. Call us at 612/340-3583.

"Working with you toward zero defects."

m INTERNATIONAL
MULTIFOODS
Multifoods Building • Minneapolis, Minnesota 554