

**THE
MACARONI
JOURNAL**

**Volume 58
No. 6**

October, 1976

Macaroni Journal

OCTOBER, 1976

NATIONAL
MACARONI WEEK
OCTOBER 1-7

...son says National Macaroni Week can turn into a horn of plenty for retailers as
...books' recipes for macaroni products call for many related items in the supermarket.

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The Macaroni Journal

October
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Volume 58
Number 6

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National Macaroni Week

The National Macaroni Institute can stick a feather in its cap for the publicity it has garnered for the industry.

This year, National Macaroni Week will be celebrated for the 27th consecutive year—something of a record for a food promotion.

To herald the event the Tenth Annual Macaroni Family Reunion was held for the New York corps of food editors from magazines, newspapers, syndicated columns, supplements and related item advertisers at Tiro A Segno, in Greenwich Village, New York City. Just as macaroni publicity has found favor with the food editors so has this annual event.

The most recent progress report sent to contributors of the National Macaroni Institute who make this wonderful work possible, lists placements in such national magazines as Cosmopolitan, Family Circle, Glamour, Good Housekeeping, McCall's, Parents, Sphere, Tenets, Weight Watchers, Women's Circle, and The Workbasket. Magazine breaks occurred in virtually every major market area.

Newspaper color pages were captioned with such headlines as "Power

of Pasta—Cool Idea for Summer Meals," "Pasta: Easy, Economical, Nutritious," "Tasty Macaroni Salad is Perpetually in Style."

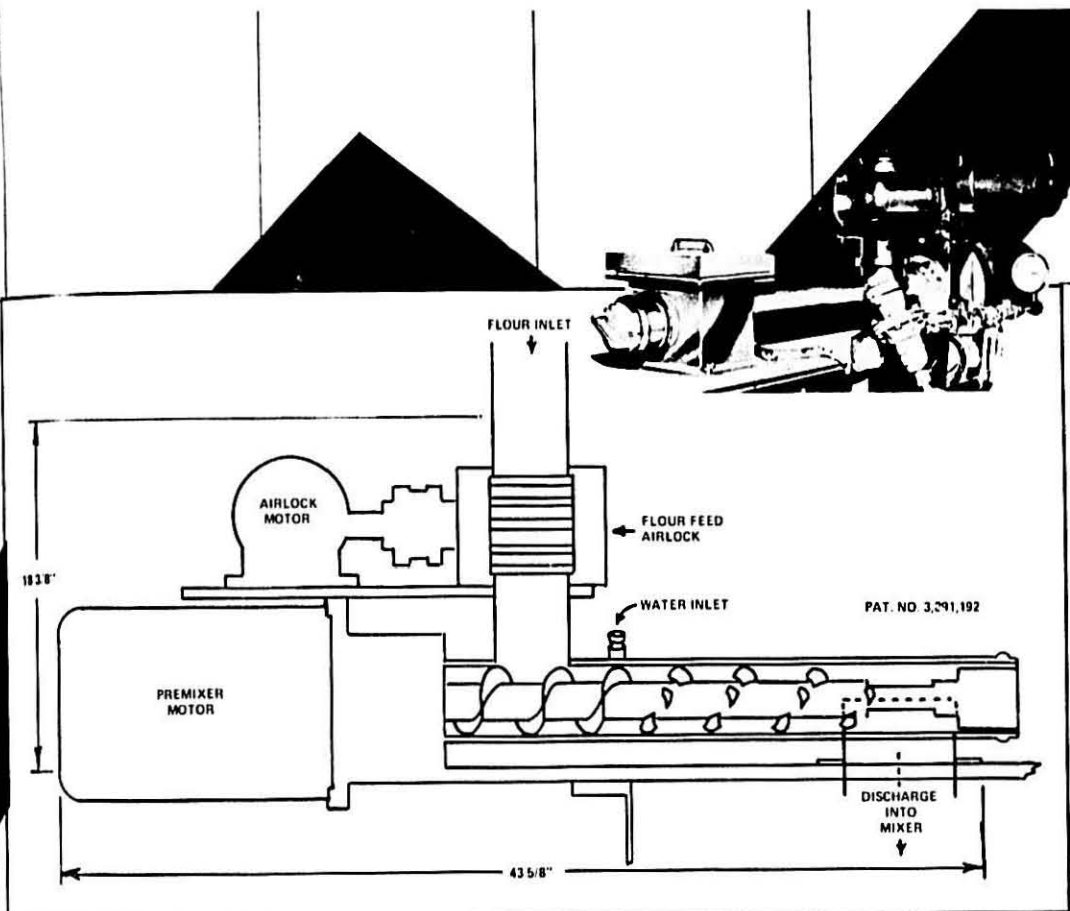
At the end of June Family Weekly, distributed with 311 newspapers with a combined circulation of 10,581,965, noted on its cover: "Too Hot to Cook? Turn Our Snacks Into Full Meals!" "Snacks You Turn Into A Meal" was the caption of the story with photo and recipe for Curried Tuna Jumbo Shells.

Among the columnists, Joan O'Sullivan of King Features wrote: "Come For Pasta: An Invitation Few Can Resist." Copy said in part: "Pasta pleases on all counts. It's economical, easy to prepare, and so popular with everyone that it's perfect to serve when you entertain six for dinner."

Barbara Gibbons of Slim Gourmet had two articles recently: "Slim Gourmet Offers Slim Greek Food That's Good for the Image"—Macaroni and Beef a la Grecque recipe, and "Deflate the Calories with Budget Stretchers" carrying the recipe for Make-Ahead Macaroni Tuna Casserole.

Cooperative publicity has recently been received from Hellmann's Real Mayonnaise.

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MACARONI WEEK—a national publicity effort for macaroni products

Publicity Covers National Macaroni Week in Every Media

National Macaroni Week, October 7-16, 1976, has the theme "Back to Basics with Pasta".

With many of the media and other followers of the economy indicating that the homemaker is specializing in "back to scratch" cookery, and scrutinizing and tightening up her food purchases, we believe that our public education program for macaroni is right on target.

Progressive Grocer madethis interesting comment last fall: "Due to the state of the economy and an on-going trend away from convenience foods, pasta product sales were stronger in the past six months than in any comparable period in recent memory. A food that goes with nearly anything, pasta has been helped by the resurgence of home cooking, the high cost of meat and the price of food away from home. It also seems to have been aided by a kind of competitor—packaged you-add-the-meat dinners. Inflation has hurt these convenience items but has apparently sold more consumers on the idea of using pasta products in casseroles made from scratch. The trend could be described as you-add-everything dinners."

Macaroni products lend themselves so beautifully to this "scratch" cookery and provide the perfect ingredient with which the homemaker can satisfy her creativity for versatile and delicious dishes.

National Magazines will carry macaroni material. Among the early announcements were that Cosmopolitan, in September, would carry a Larry Eisenberg industry story, not a recipe feature.

Weight watchers in October will have a story, illustrated in color, showing shapes, general background information and nutrition in addition to recipes.

Lady's Circle for October has a tentative title for a two-page story "Budget Cooking" with National Macaroni Institute photographs.

Temas, Spanish language publication for October, will use photographs and recipes supplied for an article on "Back To Basics."

Sepia for October will use photo-

graphs and recipes supplied for a story geared to basic pasta uses.

Syndicated Sunday Supplements: Parade—will carry a feature on Macaroni Beef Casserole with photo and recipe.

Newspaper Syndicates: Cecily Brownstone of Associated Press has been supplied with the recipe and photograph of Gloria Katz's Noodle Pudding, which will emphasize that desserts take on a special appeal when made with egg noodles.

Aileen Claire of Newspaper Enterprises Association has the recipe and photograph for Mock Lasagne, pasta perfect for pot luck suppers.

In addition to these will be photo features by Joan O'Sullivan and Alice Denhoff, King Features; Ella Elvin, New York Daily News; Barbara Mora, Westchester Rockland Newspapers; Marie Cooke, Afro-American Newspapers. Other stores will be placed with General Features, Slim Gourmet, Copley News Service, among others.

Newspapers Using Color: Three new photo features—Individual Macaroni and Cheese Casseroles, Spaghetti Beef Casserole and Egg Noodle Chicken Soup are being sent to papers with rotogravure.

Major Market Daily Newspapers will receive black-and-white photographs as well as color with recipes and story material stressing macaroni's benefits and advantages. These are supplied on an exclusive basis to food editors in 219 standard metropolitan areas, with 28 million circulation per mailing.

For Television, a program kit is planned for use during National Macaroni Week with the title: "Score High With Pasta." The kit will include script, for 33 mm color slides, and recipes for the pasta ideas. Also included will be packages of egg noodles, spaghetti and elbow macaroni, plus a four-quart Corning casserole and an individual serving thermos. The kit is offered on an exclusive basis and response is expected to bring 100 or more users.

A special radio script will be sent to 700 commentators of women's in-

terest programs. Disc jockeys will be alerted to National Macaroni Week.

Trade releases will be geared to the Back to Basics theme to trade publications across the country. Related sales will run monthly under the sponsorship of the National Macaroni Institute in Super Market News. Idea number one is to push pasta with ground beef in October and to push National Macaroni Week, October 7-16, to sell pasta, meat, canned goods, vegetable spices, cheese. These placements will have eight weeks lead time so grocers can incorporate these ideas in their advertising and merchandising. The September placement for November idea number two is to push pasta with cheese and December will be pasta with poultry.

An annual special event, the Macaroni Family Reunion at Tiro A Segno, famous Italian cuisine in the village of New York City, saw over 100 members of the New York media from magazines, newspaper syndicates, local newspapers, syndicated Sunday supplements, television and radio mingle with macaroni manufacturers from the National Macaroni Institute who updated them on current trends within the industry.

New pasta references: Pasta Primer leaflet containing the following: What is Pasta? How is Pasta made? Why is Pasta Nutritious? Can Calorie Counters Enjoy Pasta? How to Shop for Pasta; How to Store Pasta; How to Cook Pasta; plus four recipes. These leaflets sell for 5¢ each shipped from Appleton, Wisconsin.

Pasta Portfolio is a 28-page booklet containing: Manufacture of Macaroni Products; High Quality Hard Wheat For Macaroni Products; Semolina and/or Hard Wheat Flour for Macaroni; The Many Shapes of Macaroni; Guide to Buying and Use of Macaroni Products; Basic Directions for Cooking Macaroni Products; Food Value of Macaroni Products; How to use Leftover Macaroni Etiquette of Spaghetti Eating; Macaroni Legends. This booklet sells for 40¢ each shipped f.o.b. Appleton, Wisconsin. Both the Pasta Primer and the Pasta Portfolio may be ordered from the National

Macaroni Institute office in Palatine, Illinois.

For Associated Press
Gloria Katz's Noodle Pudding
(Makes 8 servings)

16 ounces medium egg noodles, about 4 cups
1/2 tablespoon salt
4 quarts boiling water
1/2 packages (3 ounces each) cream cheese, at room temperature
1/2 tablespoons butter or margarine, at room temperature
1/2 cup sugar
1/2 cup milk
1/2 cup apricot nectar
Topping, if desired*

Gradually add noodles and salt to rapidly boiling water so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander.

Immediately, return noodles to pot and add cream cheese and butter; toss until cheese and butter melt. Turn into 11 1/4" x 7 1/2" baking dish. Beat eggs with sugar; gradually add milk and nectar. Pour over noodles. Sprinkle topping over noodles. Bake at 350°F. over 45 minutes. Let stand 10 minutes. Serve hot.

Topping: Stir together 1 cup finely crushed corn flakes, 6 tablespoons butter or margarine, melted and 1/2 cup sugar.

Pasta Perfect for Pot Luck Suppers

Pot luck suppers are an easy and practical way for friends to get together. When it's your turn to supply one of the entrees, try a new Ameri-



Mock Lasagne for Newspaper Enterprises Association

canized version of lasagne. It's simple-to-make, inexpensive, and great-to-eat. Our recipe calls for medium egg noodles, prepared spaghetti sauce, ground beef and cottage cheese. The "lasagne" gets a colorful and flavorful topping of melted American cheese slices.

Here's the recipe!

Mock Lasagne
(Makes 8 servings)

- 1 pound lean ground beef
- 1 tablespoon salad oil
- 1 large onion, chopped
- 2 jars (about 1 pound each) spaghetti sauce
- 16 ounces medium egg noodles (about 8 cups)
- 2 tablespoons salt
- 4 to 6 quarts boiling water
- 1 tablespoon butter or margarine
- 16 ounces creamed cottage cheese
- 3 slices process American cheese, cut in half diagonally

In large skillet, cook beef in oil until lightly browned, stirring frequently. Add onion and cook 2 minutes. Stir in spaghetti sauce; simmer uncovered 5 minutes. Set aside.

Gradually add noodles and salt to rapidly boiling water so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander.

Return noodles to pot and toss with butter. Pour half the meat sauce into

a 13 x 9 inch baking pan; cover with noodles. Pour remaining sauce in center of noodles; spoon cottage cheese on top. Cover and bake in 375°F. oven 30 minutes. Uncover; place American cheese slices over cottage cheese and bake, uncovered, 5 minutes.

National Macaroni Week—Back to Basics Cooking

Casseroles are basic to the time-conscious, cost-conscious cook. Keeping this fact in mind and that we are celebrating National Macaroni Week, October 7-16, we present a new version of spaghetti with meat sauce. An easily prepared tomato-meat sauce is mixed with spaghetti and baked. It makes four hearty servings for about 70 cents each, and is ready for the table in less than an hour.

Another selection for National Macaroni Week is an elbow macaroni and cottage cheese ring seasoned with chives and horseradish. This unusual pasta dish is mixed together in approximately 15 minutes, then popped into the oven for an hour. Wondering about costs on this? About 25 cents a portion. Our costs are based on New York city prices.

When you serve pasta, you serve fine nutrition. Active adults, growing children and teenagers all need carbohydrate in a balanced diet. Pasta is an excellent carbohydrate source.

(Continued on page 10)

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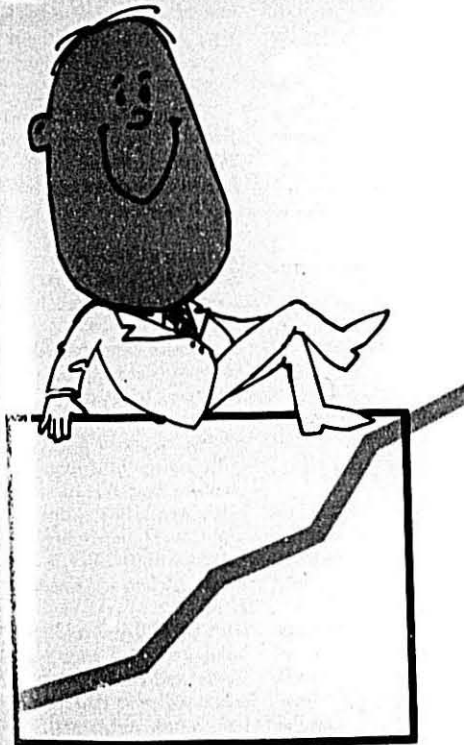
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THE MACARONI JOURNAL

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Spaghetti Casserole



Individual Macaroni & Cheese Casseroles



Egg Noodle Chicken Soup

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Spaghetti Casserole
(Makes 4 servings)

- 1 pound ground beef
- 1/2 cup chopped onion
- 1 clove garlic, minced
- 1 can (16 ounces) tomatoes, undrained
- 1 can (8 ounces) tomato paste
- 1/2 teaspoon sugar
- 1/4 teaspoon oregano
- 1/8 teaspoon pepper
- 1/2 cup water
- 1/2 medium green pepper, diced
- Salt
- 8 ounces spaghetti
- 3 quarts boiling water
- 1/2 cup grated Parmesan cheese

In large skillet, brown meat, stirring frequently. Add onion and garlic and cook 3 minutes. Stir in tomatoes, tomato paste, sugar, oregano, pepper, 1/2 cup water, green pepper and 1 teaspoon salt. Cover and cook slowly 20 minutes.

While meat sauce is cooking, gradually add spaghetti and 1 tablespoon salt to rapidly boiling water so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander.

Combine spaghetti and meat sauce. Spoon into ungreased 2-quart casserole. Sprinkle Parmesan cheese on top. Bake, covered, in 375°F. over 20 minutes or until center is bubbly. Preparation time: about 30 minutes. Baking time: 20 minutes.

Another one dish specialty to try during National Macaroni Week is Macaroni-Tomato-Cheese Casserole. Put the ingredients together in about 20 minutes, and relax while the casserole bakes for half an hour. The cost on this one? Plan on about 40 cents a serving (priced in New York City).

Individual Macaroni and Cheese Casseroles
(Makes 8 servings)

- 4 cups elbow macaroni (16 ounces)
- Salt
- 4 to 6 quarts boiling water
- 1/4 cup margarine or butter
- 1/4 cup flour
- 1 quart milk
- 4 cups shredded Cheddar cheese (1 pound)
- 1/2 teaspoon pepper
- 1/2 teaspoon Worcestershire sauce (optional)
- 1/4 cup chopped parsley
- Parsley, for garnish

Gradually add macaroni and 2 tablespoons salt to rapidly boiling water so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander.

While macaroni is cooking, in large saucepan, melt margarine. Stir in flour until smooth. Gradually add milk and cook, stirring constantly, until sauce thickens and boils 1 minute. Remove from heat and add cheese, pepper, Worcestershire sauce and 1 teaspoon salt. Stir until cheese melts. Stir parsley and macaroni into sauce. Spoon into 8 lightly greased individual 12-ounce baking dishes. Bake uncovered in 350°F. over 20 minutes.

Homemade soups belong to back-to-basics cookery. Chicken noodle soup, rich in flavor and nutrition, is one of our suggestions for meals as we celebrate National Macaroni Week, October 7-16. Make ahead and freeze if you wish.

Egg Noodle Chicken Soup
(Makes 3 quarts—8 1/2 cup serving)

- 1 whole broiler-fryer chicken, about 3 1/4 pounds
- Salt
- 3 sprigs of parsley
- 2 chicken bouillon cubes
- 2 cups sliced carrots
- 3 cups sliced celery
- 1 medium onion, coarsely chopped
- 1/8 teaspoon pepper
- 8 ounces wide egg noodles (about 4 cups)
- 1/4 cup chopped parsley

In a large saucepot or Dutch oven combine water, chicken, 1 teaspoon salt and parsley sprigs. Heat to boiling. Cover; reduce heat and simmer 1 hour or until chicken is tender. Remove chicken and strain broth. Return broth to pot; add bouillon cubes and heat to boiling. Add carrots, celery onion and 1 teaspoon salt and pepper. Cover and cook 5 minutes. Gradually add noodles so that soup continues to boil. Cook uncovered, stirring occasionally, until noodles are tender. Meanwhile, cut chicken into bite-size pieces; discard skin and bones. Add chicken and chopped parsley to soup. Heat about 5 minutes. Preparation time: 20 minutes. Cooking time: about 1 hour.

Product Promotion Plans

by Elinor Ehrman, Theodore R. Sills, Inc. at the Annual Meeting

Our results thus far in the Bicentennial Year have continued to grow apace. For purposes of our group meetings, we've collected them, targeting in on three sections of the country.

We've spotted some of our recent color breaks in 10 major markets for you to examine in your group sessions.

Our magazine feature articles continue to accumulate, and we have outstanding magazine placements out of a total of 67 appearing during the first six months of 1976. Our editorial contacts have given us the following advance dates:

- Cosmopolitan—September
- Braniff Place (Airlines Book)—August (color)
- Easy To Do Diet Magazine—Winter issue (color)
- Temas (Spanish language book)—Fall (b/w)
- Ladies Circle—September (color)
- December (color)
- Coed—March, 1977

And now that the Pasta Portfolio Kit is available in quantity, a major effort will go into our Youth pro-



gram, where we will make available the Pasta Primer Leaflets to the 4-H Club Members, and the Pasta Portfolios to the group leaders. This will be handled through our contacts in Washington, D.C., at Extension Headquarters.

And for National Macaroni Week, 1976, we have prepared a Television Kit on our current theme of BACK TO BASICS, which will be in the hands of television communicators for use during the Week Promotion—October 7-16.

We'll have a full report on the Bicentennial Year's results at our next meeting.

Pasta and the Athlete

One of the most exciting aspects of pasta promotion these past few months has been the widening role of macaroni, spaghetti and egg noodles and other carbohydrates as an energy source for active sportspersons.

The April issue of Seventeen called attention to the real heroes . . . carbohydrates, as the best source of quick energy for most sports, and the fact that informed coaches are now downplaying steak and relying more on spaghetti for their training tables. This editorial is backed up by a testimonial from Francie Larrieu, winner of the 1976 Sunkist Invitational Track Meet and holder of five world's records in long-distance running, who says, "On the day of a meet, I usually eat spaghetti or lasagna or some other high carbohydrate dish."

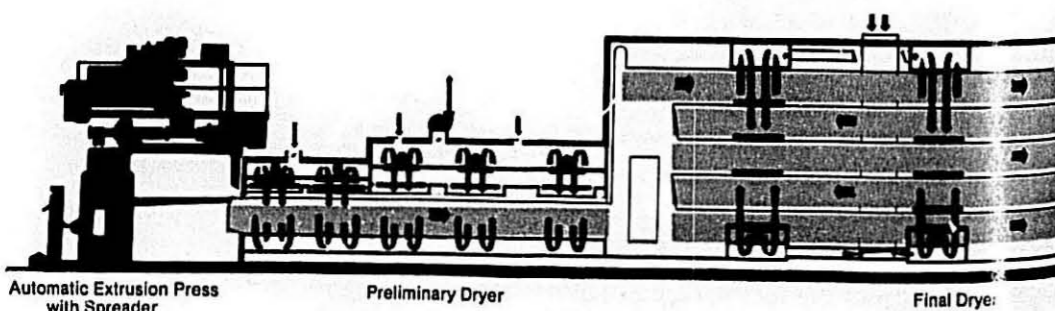
The April issue of Mademoiselle also called attention to the importance of carbohydrates for the athlete with the headline, "Let's Hear It for Spaghetti!"

(Continued on page 14)

National Macaroni Institute—Box Score

Medium	July 1, 1975—June 30, 1976		July-December, 1975		January-June, 1976	
	Total Number	Circulation	Number	Circulation	Number	Circulation
Consumer Magazines— Women's Youth, Romance Better, Farm, Negro, Special Interest	138	378,434,625	67	200,970,786	71	177,463,839
Newspaper Syndicate and Wire Service Placements	140	1,106,143,836	66	572,984,114	74	533,159,722
Daily and Weekly B/W Newspaper Releases	21	546,000,000	12	312,000,000	9	234,000,000
Syndicated Newspaper Sunday Supplements	4	51,015,063	3	40,433,098	1	10,581,965
Color Pages—Independent Newspaper Sunday Supplements and Dailies	150	45,691,231	75	27,625,170	75	18,066,061
Negro Press Releases	8	997,264	4	498,632	4	498,632
Radio releases	4	2,800 stations	2	1,400 stations	2	1,400 stations
Cooperative publicity		55 companies and organizations with 63 uses		39 companies and organizations with 40 uses		25 companies and organizations with 23 uses
Trade releases	3	480 publications	2	320 publications	1	160 publications
Television Kits	1	103 shows	1	103 shows		
New York Press Luncheon	4	releases, press kit,	4	releases, press kit		
Supermarket Consumer Specialists Luncheon	5	releases, press kit Pasta Primer leaflet offer	5	releases, press kit Pasta Primer leaflet offer		
Supermarket Consumer Specialists	4	leaflet offer,	1	Pasta Primer leaflet offer to 60 chains nationwide	1	Release to 100 chains nationwide
Extension Home Economists	1	1,700	1	1,700		

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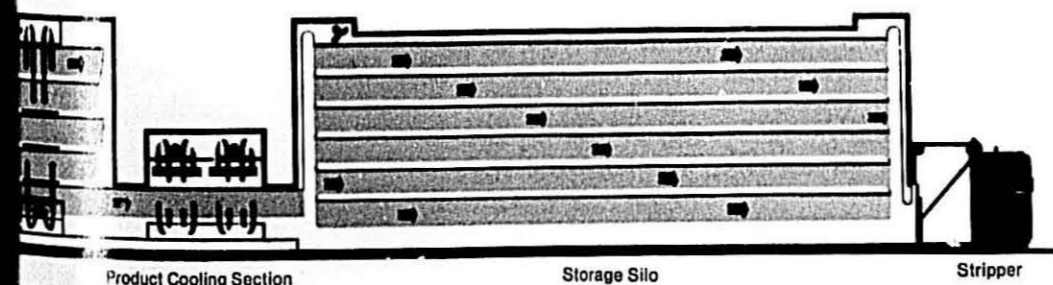
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Product Promotion Plans

We contacted Jim Winston for approval on a modification of our nutritional section of our new Pasta Portfolio, about to go to press, so that we could include a statement on pasta's value to athletes.

On June 11, the New York Times sports pages carried a feature story which started off, "Spaghetti, mashed potatoes and dried fruit will do more for Olympic athletes this year than steak and vitamins." The story went on to say that the average Olympic athlete needs about 5,500 calories a day. A well-balanced diet, high in calories, will provide the needed protein. But things like steak aren't really as effective as people think. What athletes need are carbohydrates."

We contacted the Chief Dietician in charge of menu-planning for the Olympic Games to be held in Montreal during the July 17th through August 1 competition and the training period that precedes it. Ms. Dorothy Shantz told us that pasta will be served each day to some 11,000 athletes, coaches and officials, and menu selections include the following:

- Macaroni and Cheese
- Buttered Noodles
- Lasagna
- Spaghetti with Meat Sauce
- Scalloped Beef and Macaroni
- Plain Egg Noodles

Press Party

For our annual Macaroni Family Reunion luncheon, which is scheduled this year for Wednesday, September 15, at Tiro A Segno, we plan to kick off our 1977 promotion theme with a press kit pointing up athletes' use of pasta, and how the average sportsman can apply this knowledge to one's own eating pattern. Each editor will receive a special Sportsman's Kit giftpack, including a wide-mouthed thermos jug specifically for carrying pasta. Press releases will encourage serving macaroni, spaghetti and egg noodles in connection with sports events, or one's own sports activities.

1977 Theme

Score High with Pasta is recommended as our theme for 1977, which will have a dual significance . . . scoring high with family and guests . . . as well as scoring high in sports

stamina with carbohydrates like pasta.

If we have an opportunity for food-service promotion in 1977, we hope to develop a series of recipes for a variety of pasta dishes to be serviced to sports trainers on every college campus in the country. Other target sports groups would include the 24 National and American League baseball teams who have training tables at Spring training. And also the National and American Football Professional League teams who have training camps in summer prior to the season. To say nothing of our own Little League consumer market.

Our program for 1977 will include many other suggestions for promoting pasta in the world of the athlete, in our effort to raise the public awareness to the energy value of pasta products.

The Pasta Passion

"It's incomparably delicious, can be cooked in an infinite number of ways, and prompts superlatives from world-weary sorts for whom other thrills (orgies, fast cars) have lost all zest. It's pasta, of course, and the way people feel about the stuff borders on mystical," says Lawrence B. Eisenberg, free-lance writer in Cosmopolitan magazine for September.

Mr. Eisenberg quotes Craig Claiborne, food editor of the New York Times, as saying: "You always hear that silly old question about which is the finest cooking in the world—French or Chinese. But if I had to choose just one kind of dish to eat for the rest of my life I'm sure I'd take pasta. I mean, I'm passionate about it. And I like it in the finest ways and corniest ways possible—even meatballs and spaghetti."

Dangerously Delicious

From Gael Greene, New York magazine's resident gourmet: "As one who's always had to think about staying thin, pasta is really a forbidden food for me. Every moment I'm eating it I really shouldn't be. I guess it's like sex-wicked, only it really isn't. What's most delicious is that element of danger."

Mr. Eisenberg goes on to tell about pasta making people, how they make pasta, the enlightening history of pasta, and some preferences of the stars. Among these are the interesting facts that when Elizabeth Taylor is

in Rome she heads straight for Taverna Flavia, where she feasts on fettucini. Rock Hudson is a lasagna freak; Nancy Walker is wild for fettucini; Richard Thomas, John-Boy of "The Waltons," gorges himself on green noodles; while Lee Marvin prefers linguini and clams in garlic sauce on the half shell, and so on and so on.

The pasta variety Alfredo Viazzi, proprietor of three of the most popular Italian eating emporiums in New York, would select for exile on a desert island is Tortellini Della Nonna (meat-filled, life-saver size pasta with a sauce of cream, prosciutto, and tiny peas). Eat it and faint in ecstasy.

Canadian Pasta Promotion

Public Relations Services Ltd.
by Una Abrahamson,

During recent months The Canadian Pasta Manufacturers Association hosted a luncheon in Montreal for Home Economics teachers, the number involved was approximately 300 from this contact there has been a large response for Pasta material for use in the primary and secondary schools.

In early spring The Canadian Pasta Manufacturers Association held a luncheon in Toronto for some of the media of this area. This resulted in a great deal of press coverage as well as several interviews on National Radio Networks. There will be a follow-up luncheon for the media in this area in early spring.

Currently a luncheon is being arranged for the media in Montreal and will be bilingual and will include representatives of press, broadcast and TV.

The Association publishes a recipe leaflet in both English and French (separate editions) called "Pasta Fun". This has now been reprinted several times and all told some 55,000 have been distributed in English. The requests are still coming in.

Our fall plans include publishing of a second leaflet, "Pasta Plain and Fancy", again in two languages. We are already racking up requests, although it is not yet printed.

We have had excellent coverage in the media including a number of radio interviews as well as pick-up of our releases.

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CHARLES C. ROSSOTTI, President
JACK E. ROSSOTTI, Vice President

Butler Tank Trailer Deliveries

A 45,000-pound load of semolina rolls up to a pasta plant just outside New Orleans. Inside a Butler Model 1500 tank trailer, the coarse flour is already well on its way to becoming plates of spaghetti for thousands of at-home diners in the Southeast.

The bulk handling of flour involves numerous operations between mill and consumer, and also thousands of dollars invested in equipment. Efficiency pays off in keeping distribution costs low.

In the case of Seaboard Allied Milling Corp., the nation's fourth largest

Headquarters in Kansas City flour miller, the quest for efficiency has led to the addition of another pair of Butler Trailers to the fleet at its Port Allen, La. facilities—in this case, two brand new Model 1500's.

Seaboard, with headquarters in Kansas City and mills scattered throughout the country, produces several different grades of flour as well as farina for its bakery and pasta customers. With a variety of products to be shipped, it's important to have bulk handling equipment that is versatile for two reasons. They are customer service and operational efficiency.

Semolina, for example, is much coarser than bread flour. In the grinding process, semolina is obtained early in manufacture, while bread flour may require another four or five sieving and rolling operations. Although the latter will pass through a 100-mesh screen, semolina will not. Since Seaboard hauls both grades of flour, its bulk trailer must be able to unload pneumatically the coarse grains of semolina as readily as the fine powder. That means total product cleanliness without clogging.

"Our Butler trailers handle whatever we put in them," said Everett Abercrombie, plant superintendent at Seaboard. "We've had no problems. We've been happy with the trailers' performance in all respects—loading, carrying, unloading and cleaning."

Port Allen Mill

Seaboard's mill in Port Allen, 90 miles northwest of New Orleans, produces about 650,000 pounds of flour and semolina a day for a weekly total of almost 4 million pounds. More than half its production is shipped in the two Butler trailers, which means eight to 10 loads a day.

The trailers can each be fully loaded in only three minutes. With a minimum of pressure inside the holding bin, the semolina is dropped into the trailer parked underneath. In contrast, consider how long it would take a crew to load the same amount of flour in 450 100-pound bags.

"It can vary in a given week, but between 60 and 80 percent of our shipments are in bulk," Abercrombie said. "It's just a lot easier to do so, and faster."

While Seaboard owns the two Butler trailers, it contracts with Molasses Transporters, Inc., a common carrier, to haul the loads to customers in Louisiana and Mississippi.

At National Food Products

One of Seaboard's customers, National Food Products, Inc., usually receives several loads of semolina a day. The firm, located in Harahan, a southwest suburb of New Orleans, manufactures spaghetti, macaroni and egg noodles. It distributes the products regionally to large food chains and wholesale grocers under its Luxury brand name.

"We don't touch the semolina," said Rommy Tujague, vice president in charge of operations for the highly automated plant. Basically, the semolina is unloaded from the Butler trailer pneumatically at a pressure of 10 to 12 psi. It must be blown upward 40 to 50 feet into one of five storage silos, ranging in capacity from 115,000 to 250,000 pounds. The semolina is then conveyed into mixers, where it is combined with water and fortified ingredients. It is then extruded, trimmed, dried and packaged—all by machinery.

"From our standpoint, we can realize a big savings with bulk shipments," Tujague declared. "We save money on transportation, cost of the bags and labor. Of course, the equipment to make all this work in our plant is expensive. Some smaller flour users couldn't afford to buy bulk handling equipment, even though it will save them money, because they don't use a big volume. So they get it in bags."

"But bulk transporting is certainly less expensive, it's faster and it's probably cleaner."

A Real Savings

Indeed, a savings of up to 36 cents per hundredweight can be realized

by shipping flour in bulk rather than bags. That's more than \$150 per truckload. And a totally enclosed bulk handling system—from manufacture to finished product—makes a lot easier to keep the tanks up to FDA standards of cleanliness.

"The important thing is that we have dependable equipment that enables us to meet the needs of our customers. Our Butler trailers help greatly with those needs."

Seaboard Allied Sets Record

Net income of Seaboard Allied Milling Corp. in the fiscal year ended May 29, 1976, established a new record of \$2,743,671, equal to \$2.04 per share on Common stock.

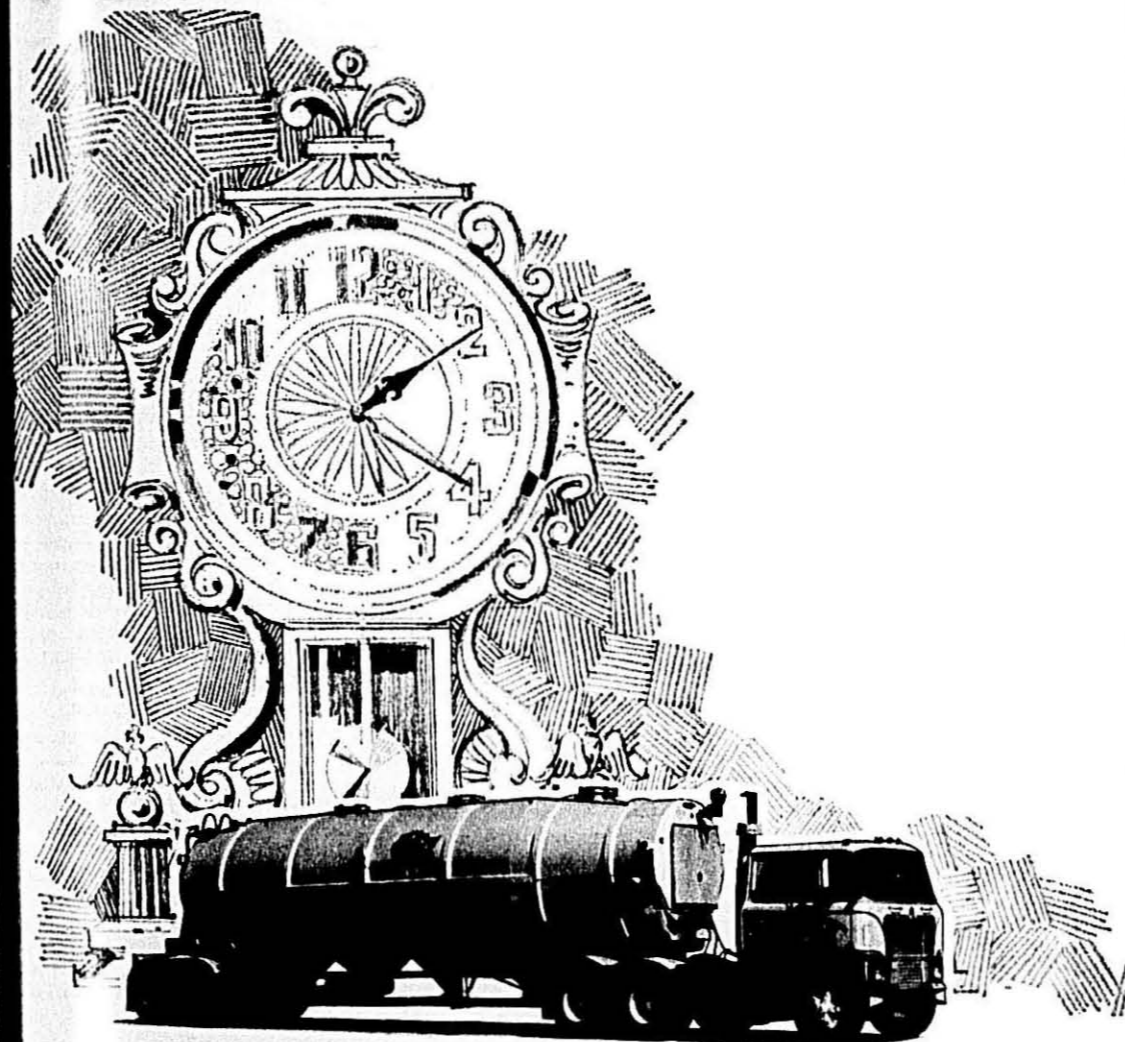
The earnings compare with \$1,601,190, or \$1.19 per share, in the fiscal year ended May 31, 1975, and with the previous record of \$2,632,440, or \$1.96, in the year ended June 1, 1974.

Net sales, the company said, totaled \$297,665,777, down from the record of \$319,580,427 in the 1975 fiscal year and below sales of \$303,114,822 in the 1974 fiscal year.

Income before taxes in the year ended May 29 totaled \$3,893,671, compared with \$3,051,190 a year ago. Income taxes totaled \$1,150,000 against \$1,450,000 in the 1975 fiscal year.

Canadian Harvest

Harvesting of the Canadian spring and durum wheat crops has proceeded very rapidly this year. According to sources in the Prairie Provinces, at least 50 percent of the crop has been combined with 90 percent in the swath, for a record advance in harvesting for early September. Although there have been some minor delays in localized areas because of scattered showers late this week, the forecast for good weather conditions would indicate that the Canadian harvest will continue at this record pace. While it is too early to make an assessment of the protein content of the crop, the over-all assessment is for a very high quality crop with total production well in excess of 800 million bushels (21.8 million tons) of wheat. Because of the record yield of the crop harvested to date, some sources indicate that the 1976 Canadian wheat harvest could even exceed the record harvest of 827 million bushels (22.5 million tons) in 1966.



Super Semolina Service!

Four hour delivery. That's how fast you can get freshly-milled No. 1 Semolina from Seaboard's new Albany mill to your plant in the New York / New Jersey or Boston Metro Area.

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Durum Situation

Economic Research Service
U.S. Department of Agriculture

Acreage seeded to Durum is estimated at 4.7 million, down 2 percent from the record of last year. North Dakota, our leading Durum producing State, planted nearly a tenth fewer acres this year, and plantings in Montana, South Dakota, and Minnesota were also down. But these are offset to a large extent by the expansion of new Durum areas in the West—Arizona, California, and New Mexico. Although acreage will be lower this season, yields per harvested acre are likely to be up in view of the sharp expansion in the irrigated Western area. Thus, the 1976 harvest, as indicated on July 1, is moderately larger than the record 123 million bushels produced in 1975. A crop this size, coupled with a carryover that is double last season's, places our total supply of Durum about a fifth above the 1975/76 level.

Grind Will Rise

Domestic grind is expected to rise moderately above the 1975/76 level because Durum and semolina are now priced competitively with hard wheats and flours. With relatively large world supplies available for export and favorable Durum crops in North Africa and the USSR, U.S. Durum exports may fall under the 52 million bushels of 1975/76. The North African area has accounted for nearly half of our exports in recent years. Commitments for 1976/77 totaled 28 million bushels on July 4 compared with 31 million a year ago.

Durum prices dropped sharply in March and April. Since then, prices have ranged between \$4.00 and \$4.20 while other hard wheats have risen substantially. A year ago, Durum was priced \$1 to \$2 over HRW and HRS but currently is near 13-percent protein hard wheats. Recent semolina prices (100 percent Durum) have been \$2 to \$3 per cwt. lower than last year.

Quarterly Durum Report

Export Demand Slowed—
Production UP—Prices Lower

The Crop Reporting Board on July 1 forecasted durum wheat production at 129 million bushels, which includes production for Arizona and New

DURUM WHEAT

State	Acreage		Yield			Production		Indicated 1976
	Harvested 1974	1975	1974	1975	1976	1974	1975	
Traditional	1,000 Acres		Bushels			1,000 Bushels		
Minnesota	84	87	86	28.0	32.5	30.0	2,352	2,874
Montana	267	375	295	19.0	27.0	27.0	5,073	10,115
North Dakota	3,540	3,960	3,640	20.0	26.5	24.0	70,800	104,940
Dakota South								
Dakota	25	233	150	14.0	18.0	8.0	2,870	4,194
Non-Traditional								
Arizona			319			70.0		22,310
California	3	15	83	50.0	73.0	75.0	150	1,095
New Mexico			18			70.0		1,260
U.S.	4,099	4,670	4,591	19.8	26.4	28.1	81,245	123,182

Mexico. Excluding these two States, comparable production of 105 million bushels is 14 percent below the 1975 record crop of 123 million bushels but 30 percent above the 1974 crop. Including the two new States, yield is expected to average 28.1 bushels per acre compared with 26.4 bushels in 1975 and 19.8 in 1974. The record high of 32.1 bushels was set in 1971. Acreage for harvest is estimated at 4.6 million acres, compared with 4.7 in 1975 and 4.1 million in 1974. Dry weather sharply reduced prospects in Minnesota and the Dakotas. In North Dakota, May temperatures were higher than normal and very little moisture was received. Most of the crop was planted by June 1. By the end of the month maturity was well ahead of both last year and the ten year average. The South Dakota crop has been damaged by dry weather and yields are indicated at the lowest levels since 1959. June rains partly offset the effects of the dry May weather in North Dakota and Montana. Stands are good in Montana. Harvest in Arizona is nearing completion and growers harvested 319 thousand acres of durum wheat with an average yield of 4,200 pounds per acre.

Stocks: The date of the midyear durum wheat report is changed to June 1 from July 1. Therefore, a June 1 stocks report will reflect the carryover of old crop stocks at the start of the marketing year. Historical comparisons for June 1 based on survey data are not available. However, the Economic Research Service of the Department has issued a series of June 1 interpolations. Stocks in all positions on June 1, 1976 totaled 53.9 million bushels. Farm stocks totaled nearly 38.9 million bushels and off-

farm stocks were 15.1 million bushels. **Exports:** Overseas demand remained slow and prices in May weakened to just over \$4.00 per bushel. Durum wheat exports increased to 50.8 million bushels for this past crop year, which was 43 million over a year ago. Market undertone continues soft as rains improved world wheat crop and demand for U.S. durum decreased.

Canadian Situation: Canadian farmers, according to the Canadian Grain Commission, decreased durum acreage to 3,300,000 acres compared to 3,650,000 acres in 1975. Canadian statistics on July 1st show durum crop conditions good and excellent yields are expected. Exports of durum wheat from Canada totaled 54.7 million bushels in the June 1975-May 1976 season, compared to 53.4 million shipped last season. Major importers this year of Canadian durum wheat were Russia with 22.6 million bushels and Italy with 15.3 million bushels.

Wheat Commission Concerned With Falling Prices

The North Dakota State Wheat Commission has expressed its concern to federal government officials that current price levels will not cover all the costs of producing this year's crop, much less the investment made in equipment and land. Market prices the first week in August were at their lowest level since May 1974, the Commission notes.

Commission Chairman Norman Weckerly, Hurdsfield, said the alarming fact is that average production costs are now nearly 24 percent higher than they were in 1974 and

(Continued on page 20)

THE MACARONI JOURNAL

A SEECO BIN STORAGE SYSTEMS

BIN STORAGE

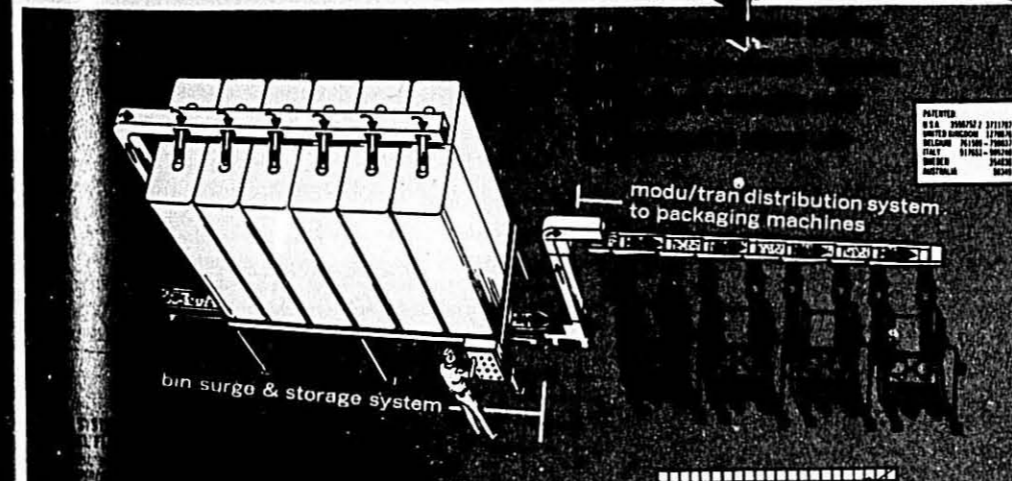
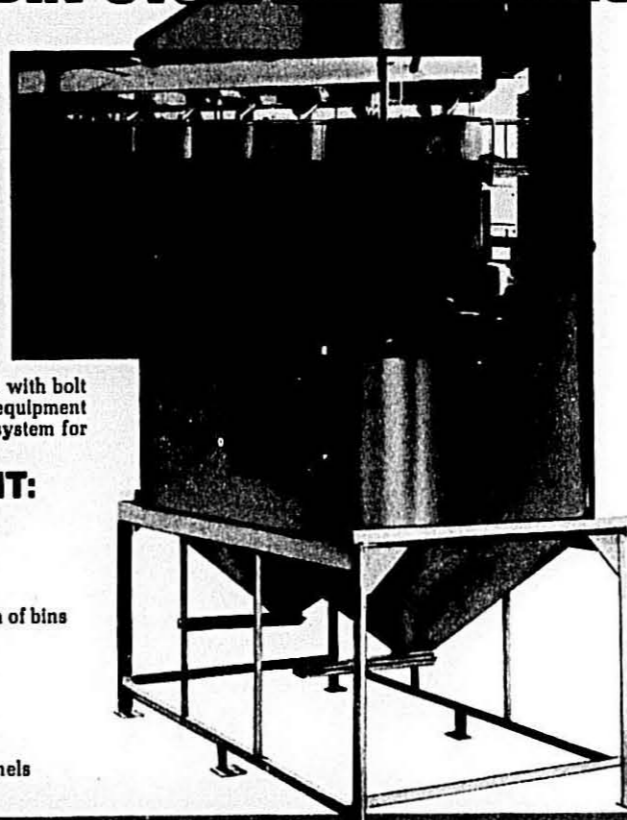
A fully automatic bin storage system for free flowing materials—Product is conveyed from processing into the Aseeco Bin Storage System by means of conveyors. The operator can fill any bin by operating a selector switch at floor level. In a few hours, when the bin is full and a signal is actuated, the next bin can be selected manually or automatically.

Material is discharged from bins on demand from packaging or processing machines. Automatic discharge gates at bottom of bins control material flow into belt or Vibra-Conveyors.

Bins are available in sanitary construction with bolt or weld on support structures. Optional equipment provides for a complete automated storage system for surge storage or overnight storage.

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- Bin Empty Signal System
- Bin full light indicators
- Bin empty light indicators
- Lucite view ports on side and bottom of bins
- Y type multi discharge outlets
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Wheat Commission Concerned

(Continued from page 18)
are continuing to rise. When current prices are compared to cost of production estimates the seriousness of the situation becomes clear.

Weckerly listed examples using country elevator prices for hard red spring wheat around North Dakota. "On August 4, the market price for 14 percent protein spring wheat was \$3.34 per bushel in Minot, \$3.50 per bushel in the Red River Valley and \$3.30 per bushel in Dickinson. The estimated average cost of producing a bushel of hard red spring wheat in North Dakota, according to 1974 USDA data, ranges from \$3.00 to \$3.88. Durum production costs are even higher. It is obvious that the cost-price squeeze is critical at today's production cost and market price levels."

Exports Slow

The Commission says that according to people contacted in the grain trade, producers in other states and USDA officials, the reasons for the markets current slide are a relatively slow start in export business coupled with another extremely large U.S. wheat crop. The sources noted that the low prices have not provided incentive for producers to sell. Wheat is moving into farm storage or is being stored at country and terminal points. In some areas elevators are at capacity with grain being piled on the ground.

"What it boils down to," Weckerly said, "is that much of the current market weakness can be attributed to the dramatic turn-around in crop prospects in many of the world's wheat producing areas which has greatly increased supplies above earlier expectations. As an example, under early spring drought conditions, Kansas winter wheat production was estimated as low as 250 mil. bu. by local officials. Recent harvest estimates set that production at nearly 322 mil. bu. North Dakotans are harvesting an estimated 270 mil. bu. wheat crop, even though this spring dry weather in various parts of the state caused many observers to believe that production would be reduced dramatically below the 1975 crop figure of 284 mil. bu."

"Worldwide, we have much the same situation," Weckerly stated.

"The USSR crop is turning out to be better than anticipated and Canada expects its second largest crop. A drought in the European Economic Community has brought about a paradoxical situation. The dry weather there has reduced production but has also caused higher protein averages, a fact which will probably lessen the demand for high protein U.S. wheat traditionally imported for blending purposes. Our good durum customers in North Africa are apparently raising a bumper crop themselves this year and may even have durum to export."

Government Contacted

The Commission said that it has contacted a number of government officials. "We want to know at what price level will the government take action," Weckerly said.

Specifically, in messages to the President, the state's congressional delegation, the USDA and other federal agencies, the Commission is asking for export assistance in financing CCC sales and program authorization for P.L. 480 shipments.

"The USDA asked U.S. farmers for all out production," Weckerly continued. "The size of this crop is perhaps most attributable to price incentive this spring and a good, early planting season. Nevertheless, farmers were aware of the assurances by government that markets for their production would exist. That assurance was given in lieu of higher price supports."

The Commission official said that farmers have witnessed government actions in the past, such as sales embargoes and export restrictions, which intended to minimize increases in market prices. "Now wheat producers would like to see some action taken to bolster and maintain prices," he said. "There are some things producers can do to help themselves, however, producers can still expect cyclical recoveries in the current market. These cycles should be watched for and taken advantage of by those who need to market grain to cover input costs. Orderly marketing by all wheat producers can have a positive influence on price," he added.

No. 1 Hard Amber Durum sold in Minneapolis at \$4.70 per bu. March 5, \$3.30-3.35 September 3.

Sales Promotion Pointers

The Importance of Long Range Promotion Planning

At a recent national sales promotion conference, most of the speakers seemed to agree that sales promotion programs seldom get enough long range planning, are seldom evaluated in a consistent and objective way, and are seldom coordinated with the advertising effort. (Said one expert: "Sales promotion is too often dumped on the youngest, most inexperienced guy in the place. At most agencies account men avoid sales promotion like the plague, and creative people welcome it like a case of the shingles.")

Something called the Marketing Science Institute reports a review of two brands over a period of ten years—highly competitive consumer package goods which had equal sales and marketing support at the beginning of the decade studied. One of the brands had consistent consumer franchise-building promotions throughout the ten years, and the other did not and the promotion-minded brand increased both its market share and its profitability over the period of the study. Promotion, they say, made the difference.

Where Promotion Does Its Thing Best

One promotion executive classifies consumer problem-solving efforts into three categories: "Automatic," or buying a product out of habit; "Limited," where the consumer accepts new information about a product and changes buying habits; and "Extensive," where the consumer searches extensively for information because the item in question presents a large risk—a car or a home, for example. Advertising, says this source, is most effective in the Automatic problem-solving situation by creating the kind of brand loyalty which keeps people reaching for the same product. Promotion, he says, is most effectively used for the "switcheroo." (Don't know if quite everyone would agree with him, but that's what he says.)

In McPherson, Kansas, the local Pizza Hut franchisee is advertising a \$500 rebate on any \$8,000 pizza order—which would be about 1,200 pizzas or one for every nine McPhersonites. The publicity they've gotten is priceless, of course.



Stage sports don't kid around when it comes to digging into good tasting, nutritious pasta dishes.

**You can't kid
a real
spaghetti
expert.**

Sure, it has to look good, and of course it has to taste delicious.

But even a 7-year-old "expert" probably doesn't know how pasta gets to tasting so good. That's why it's good to have Amber Milling around. Our milling and quality control experts make sure your pasta operations have a reliable source of semolina and durum flours milled from the choicest durum wheats...Venezia No. 1 Semolina, Imperia Durum Granular, or Crestal Fancy Durum Patent Flour.

Amber also makes it easier to control your production schedule by meeting your specs and making shipments when promised.

When it comes to eating pasta, everybody's an "expert." When it comes to making good pasta products, you're the expert; and when it comes to making good semolina and durum flours, Amber's an expert. Call Amber, now!



AMBER MILLING DIVISION of THE GRAIN TERMINAL ASSOCIATION
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Reversing the Egg Trend

Last year, America's 274 million egg-laying hens produced some 64.4 billion eggs—enough to encircle the earth at the equator 100 times if laid end to end. And by breeding extra hens, the nation's 200,000 egg farmers could increase that output by 20% to 30% in just nine months.

But the main problem facing the newly-formed National Egg Board is not supply—it's demand. In 1945, when wartime meat rationing stimulated egg eating, per-capita consumption in the U.S. was 400 eggs a year. During the past two years alone, per-capita consumption has declined 10% to 275—and that includes eggs hidden in muffin mixes and store-bought eggnog.

The Egg Board plans to spend \$6 million to promote its "incredible, edible egg." A major obstacle: the still-raging egg and cholesterol controversy, which links egg consumption to heart problems. On the Board's side are some recent pro-egg studies and support from the famous heart surgeon, Dr. Christian N. Barnard, who claims that those who recommend low-cholesterol, low-fat diets, "make your life miserable, but they don't know what they're talking about." (Dr. Barnard cites heredity as the major cause of heart attacks.)

On the other hand, anti-egg forces like the American Heart Association warn that one yolk contains 85% of the daily recommended cholesterol allowance. If the Association's suggested limit of three eggs a week were adhered to, total egg consumption would be cut by nearly one-half.

Vaccine Uses Eggs

The Wall Street Journal recently reported that the swine flu threat had sent hatcheries into overtime to produce eggs for vaccine use.

Bob Wills of Frenchtown, New Jersey, expects to deliver 30,000,000 fertile eggs this year, up from the 8,000,000 he deals in a normal year. Eggs sold in groceries are unfertilized.

Mr. Wills is one of six suppliers of fertile eggs used in the manufacture of all types of vaccine. He, in turn, asks his farm suppliers to collect eggs by hand and inspect them individually for cracks and dirt. Amish flocks

Egg Products Under Federal Inspection

Crop Year July 1 through June 30

Shell Eggs Broken 1,000 dozen	1974-75	1975-76
569,376	569,376	567,478
Edible Liquid		
Whole	358,085	360,408
White	203,701	200,428
Yolk	140,906	138,985
Total	702,692	699,821
Inedible Used in Processing		
Whole	412,528	407,482
White	278,324	276,420
Yolk	154,223	154,286
Total	845,275	838,188
Ingredients added		
Liquid for Immediate Consumption	28,888	30,497
Whole Plain	99,289	108,829
Whole Blends	48,456	48,504
White	118,759	116,432
Yolk Plain	20,927	20,079
Yolk Blends	23,015	33,068
Total	310,446	326,912
Frozen Product		
Whole Plain	141,067	138,543
Whole Blends	56,480	53,652
White	39,135	42,584
Yolk Plain	14,074	12,139
Yolk Blends	65,795	59,852
Total	316,551	306,770
Dried Product		
Whole Plain	9,038	8,333
Whole Blends	18,745	20,295
White	16,661	15,104
Yolk Plain	9,169	10,057
Yolk Blends	5,109	4,615
Total	59,172	58,404

around Lancaster, Pa. provide his supply.

The eggs are incubated for a period of eleven days. Scientists have found that the flu virus multiplies best in the fluid that surrounds a living, 11-day-old chick embryo. The incubators are kept as germ free as possible.

There is much hand-work, inspection procedures, and handling to move some 200,000 eggs daily at the hatchery. Mr. Wills is hoping to get an average of 10 dozen eggs for each hen "under contract" to get him through the swine flu season. But while he continues to juggle present operations to meet the booming demand, he is also planning for the regular season beginning next January. "I'm discussing with my farmers which type of hens laid best, and we decide what types they should order in the future," he says.

FTC Cracks Egg Ads

The Federal Trade Commission has ordered the National Commission on Egg Nutrition to stop advertising that eating any amount of eggs does not increase the risk of heart disease.

In a unanimous decision, the FTC also ordered that the NCEI "must disclose in close proximity to its name that it is an organization composed of egg producers and other in the egg industry."

The FTC emphasized that it was not making a decision on a y relationship that might exist between heart disease and the dietary cholesterol contained in many foods, including eggs. The agency also acknowledged that there has been considerable disagreement in the medical community regarding the probability of such a relationship.

Noodle Consumption in Philippines

Consumption of noodles in the Philippines has doubled in the past two years from less than 6% to 12% of total flour usage, according to the Manila office of Wheat Associates U.S.A.

The increase in noodle consumption results from greatly improved noodle quality plus the sudden growth of noodle house chains serving high quality noodle dishes and also selling noodles for home cooking. Wheat Associates said. The increase in noodle outlets is expected to raise per capita consumption of flour in the Philippines, which over the past few years has barely remained stable before gaining 3½ lbs this year.

According to Wheat Associates, over a half dozen noodle house chains were formed in the Philippines during the past year, each averaging three to four outlets.

Although noodles have been known in the Philippines for hundreds of years, quality has generally been poor due to storage problems, Wheat Associates said.

Egg Product Prices

	Central States	Southeast
Nest Run Eggs	13.20	13.50
Jan. 2	12.50-13.80	13.20
Mar. 5	12.30-13.80	12.60
June 4	11.40-12.60	11.70
Sept. 3	16.20-17.85	15.00
New York Dried		
Whole Eggs	1.58-1.68	No Report
Jan. 2	1.49-1.60	1.63-1.70
Mar. 5	1.57-1.62	1.63-1.70
June 4	2.25-2.35	2.25-2.35
Sept. 3		

THE MACARONI JOURNAL

San Giorgio's Ship Comes In

The Italians are known as festive, happy, fun-loving people. So, when the Italian Navy Destroyer, San Giorgio, paid a Bicentennial visit to Philadelphia, the Italian macaroni company of the same did the most natural thing. They threw a party.

After making arrangements with officials of the Italian Navy, executives of the San Giorgio Macaroni Co., Inc., a Lebanon, Pa.-based manufacturer of pasta products, invited officers and associates of the firm and their parent company, Hershey Foods, community leaders, dignitaries and all their families to tour the ship and meet its officers and crew.

More than 200 people—all guests of the San Giorgio Macaroni Company—gathered at Penn's Landing on August 14th to participate in the festivities. Dignitaries on hand for the event included Lieutenant Governor Ernest Kline, the Italian Consul General of Italy, Dr. Onofrio Solari Bozzi, and numerous other state and city officials.

After a guided tour of the San Giorgio and several official presentations, the group traveled to Palumbo's Restaurant, where a luncheon was held to celebrate "San Giorgio's ship coming in."

San Giorgio Macaroni, a subsidiary of Hershey Foods, along with its Kentucky-based Delmonico division, markets macaroni products in every state east of the Mississippi.

Skinner Retires from GMA Board

Lloyd Skinner, chairman of the board and chief executive officer of the Skinner Macaroni Company, has retired from the board of directors of the Grocery Manufacturers of America. During his 15-year tenure on the GMA board, the longest of any board member in GMA history, Skinner was a guiding force in the association's activities.

Skinner participated in numerous programs and activities with the GMA, a trade association whose 150 member firms represent 85% of the nation's grocery sales. His leadership in the GMA's marketing seminars helped expand the program's scope and attendance. Skinner is now recognized as the "Father of the Southern Marketing Seminar."



ON BOARD the Italian Destroyer San Giorgio are (from left) Jerome V. Guerrisi, Vice President, San Giorgio Macaroni Co., Gene Lichter, Pittsburgh Food Broker, Lt. Governor & Mrs. Ernest Kline, and Joseph P. Viviano, President of San Giorgio Macaroni Co. Over 200 guests of the San Giorgio Macaroni Co. were invited to tour the ship with them. The plaque was later presented to the ship to commemorate the day that "San Giorgio" visited "San Giorgio."

Hershey Attorney

Samuel A. Schreckengast, Jr., of Camp Hill has been appointed Vice President, Corporate Counsel, of Hershey Foods Corporation, William E. C. Dearden, vice chairman and chief executive officer, announced today. The appointment is effective September 1.

Presently Executive Partner of the Harrisburg law firm of McNeese, Wallace & Nurick, and a member of the Board of Directors of Hershey Foods, Schreckengast will be responsible for all legal matters pertaining to the Corporation, according to Dearden.

Red Cross Marketing Manager

Alvin Karlin, formerly division manager of Mrs. Grass Division, Hygrade Food Products, has moved to marketing manager for Red Cross Macaroni and New Mill Noodle Companies in Chicago, both divisions of Bavarino & Freschi, St. Louis. Mr. Karlin has 28 years of experience in the food industry.

NMMA WINTER MEETING
February 9-13, 1977
Boca Raton, Florida.

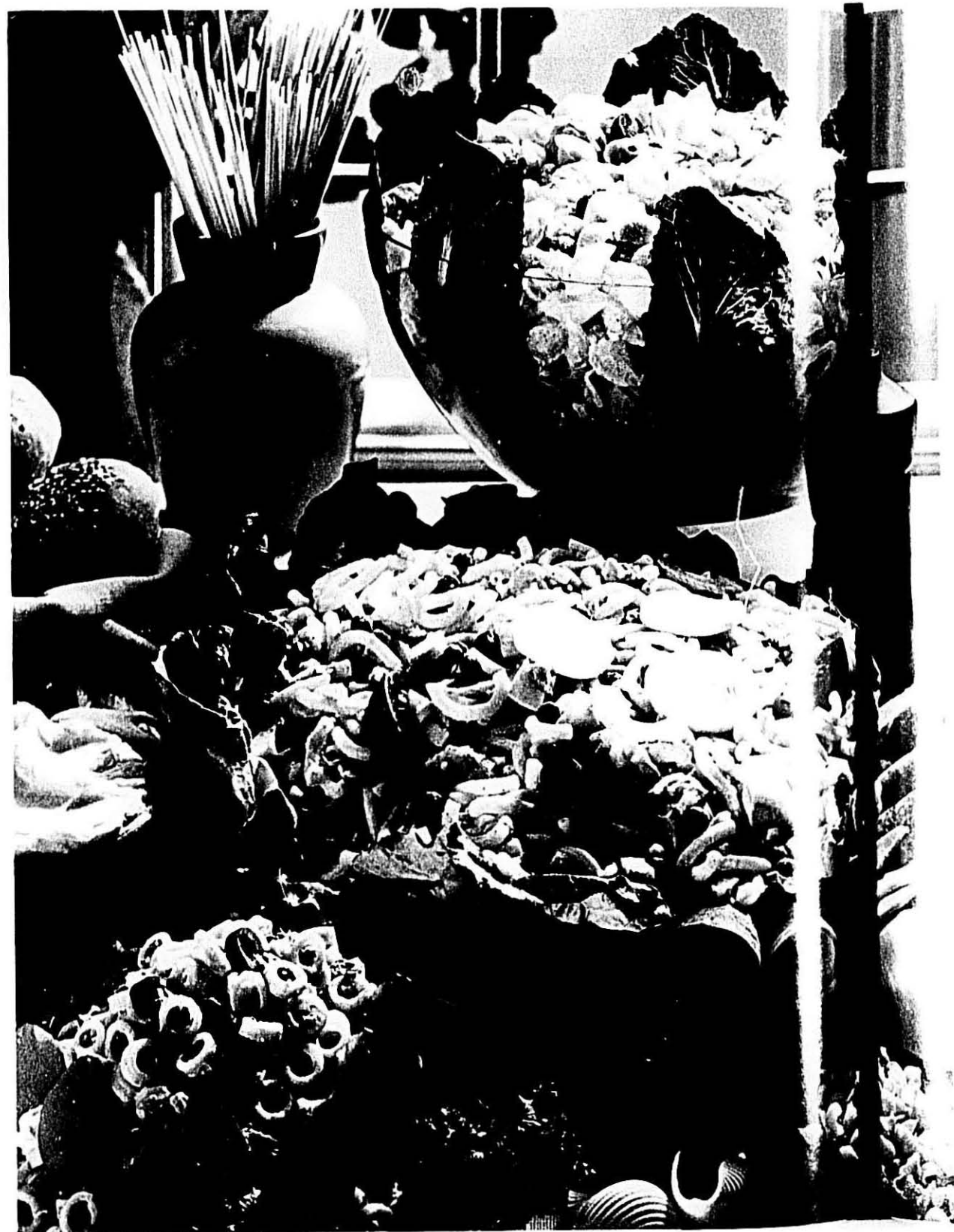


Lloyd E. Skinner

OCTOBER, 1976

23

22



Pasta Masters.



Super cool summer salads start with pasta made by Peavey experts from our fine Semolina and Durum flours.

At Peavey, there's a longstanding tradition of searching out ways to make our products perform a little better for you. In our miniature macaroni press and dryer operation, for example, our own pasta experts actually make test batches of pasta so they can precisely analyze its color, nutritional content, and shape retention. We've found this is a proven way to constantly improve our products. We're also very willing to work with our customers on their new product ideas, using our miniature equipment. Naturally, we're very discreet about keeping their secrets.

Another reason why Peavey's such a popular name with pasta manufacturers is the consistently high quality of our King Midas Semolina and Durum flour. We start with Durum wheat from the North Country. Then mill it in our modern, well equipped facilities that were designed specifically for producing the best Semolina and Durum flour available today.

Our pasta masters even develop recipes utilizing pasta in mouth watering new ways, as in the cool summer salads shown here. Recipes are available to you without obligation. Just drop us a line and we'll rush them to you, plus answers to any questions you may have.

Peavey Technology. Continuously probing the future to get better results for you.

Peavey

Industrial Foods Group

Peavey
Sales Offices

Rice-A-Roni Campaign

A big new Rice-A-Roni fall and winter advertising campaign gets under way September 27 with a weighty schedule of primetime and daytime TV spots in 80 major markets. New family-oriented television commercials will tell the Rice-A-Roni story of this San Francisco treat many times every day in each market.

In addition, Rice-A-Roni continues its year-round participation in 22 television game shows on three TV networks.

Topping off the campaign are new appetite-appealing 4-color recipe advertisements running monthly in 13 of the nation's leading women's magazines.

According to National Sales Manager, Dominic Forte, "This is the biggest advertising campaign in Rice-A-Roni history."

Canned Macaroni & Meatballs

A new, ready to heat-and-serve "Franco-American" macaroni with meat product is being introduced nationally by Campbell Soup Company.

Macaroni and Meatballs is the newest addition to the "Franco-American" line of popular canned pasta products. The new product contains enriched tender elbow macaroni and beefy little meatballs in a great tasting tomato sauce.

"This new pasta product is convenient, economical and tasty, and scored high in consumer taste tests," John W. Dodd, Jr., Campbell's marketing manager—canned foods said. "Research indicates Macaroni and Meatballs will complement the existing 'Franco-American' line and broaden consumer appeal of canned pasta products," he said.

A coupon with 7¢ toward the purchase of one can of the new "Franco-American" product will appear in mid-August black and white advertisements in major newspapers with more than 16 million circulation.

Television commercials during August and September will also support the national introduction of the new "Franco-American" product. Point-of-sale material will include can posters, case cards, and shelf talkers.

Mrs. Roth Noodle Company

Mrs. Roth Noodle Company, 7224 Kelly Street, Pittsburgh, has gone out of business.



Campbell Soup Procurement Vice President

Walter B. Stevenson, formerly vice president—transportation of Campbell Soup Company, has been elected vice president—procurement. He succeeds William G. Lewis who had requested early retirement after 42 years of service and who will serve as vice president—assistant to the president of the Company during a transition period.

Mr. Stevenson will have responsibility for the Company's Purchasing, Agriculture and Transportation Departments.

RHM enters U.S. pasta industry with purchase of Gioia Macaroni Co.

Majority interest Gioia Macaroni Co., Buffalo, has been purchased by Ranks Hovis McDougall Limited, London, it was revealed by Anthony Gioia, president and chief executive officer of the macaroni company. Gioia is one of the 10 largest macaroni manufacturers in the U.S., marketing its products in the largest pasta consuming area of the Northeast.

Acquisition of controlling interest of Gioia marks RHM's first venture into wheat foods processing in the U.S. Other RHM subsidiaries in the U.S. are two companies that produce and market vinegar and apple cider—Indian Summer, Inc., Evansville, Ind., and M. Steffen & Co., Inc., Chicago. In Canada, Gattuso Corporation Ltd., a macaroni manufacturer, is an RHM subsidiary.

Mr. Gioia will continue in his position as president and chief executive officer of Gioia Macaroni, and J. M. Semple, a director of RHM, is the new chairman of the board. Other executives and senior employees have

contracts, and RHM has no plans for executive changes, Mr. Gioia said.

RHM is one of the world's leading food companies, with strong emphasis on grain, milling and baking in the U. K. Including overseas affiliates, RHM sales in fiscal year ended Aug. 31, 1975, were £ 793 million (\$1,847,690,000).

Kraftco to Change Name

A plan to reorganize Kraftco Corp., replacing its division structure with operating groups geared directly to specific markets, was announced August 30.

Kraftco would be changed from a holding company to an operating company and renamed Kraft Corp.

William O. Beers, chairman and chief executive officer, also announced the formation of five new U.S. groups. The transition to the new organization will begin Oct. 1. The name change is subject to stockholder approval.

A spokesman for Kraftco said the action is another step in a long transition to make the operation more efficient.

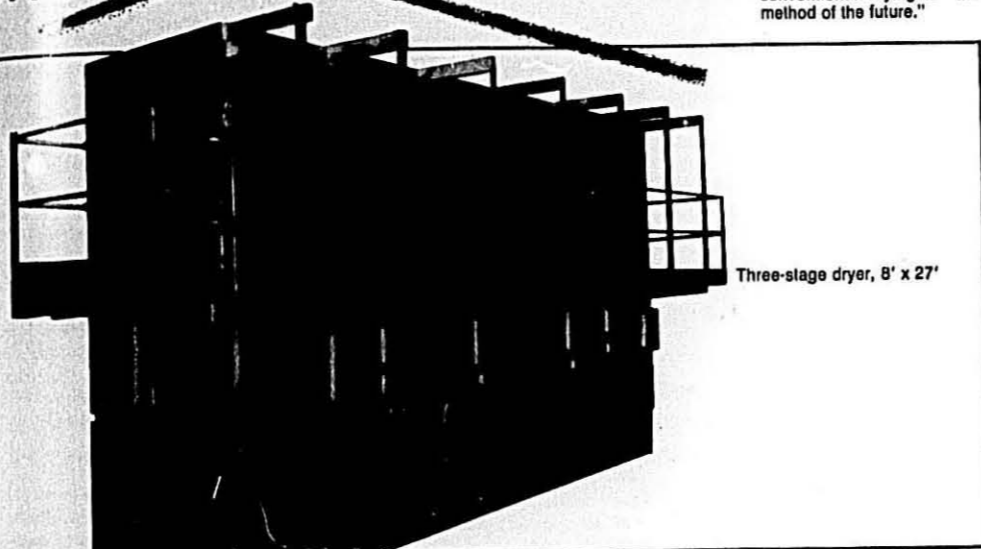
The Glenview-based corporation started as the National Dairy Products Corp. in 1923. The name was changed to Kraftco Corp. in 1969.

The firm sells products in 30 countries. Six month sales were \$2.47 billion and net income \$70.3 million.

The new groups will be the U.S. retail food group, dairy group, food service and industrial group, operations group, and technical services.

Arthur W. Woelfle, president and chief operating officer, said O. Everett Swain, formerly president of Kraft Foods Division, will be executive vice president of the U.S. retail food group.

THE DRYER OF THE FUTURE



Three-stage dryer, 8' x 27'

In a 1973 survey of the entire pasta industry by an independent research firm, 67% of respondents stated that a combination of microwave and conventional drying is "the method of the future."

TODAY'S DRYER

The pioneering is over! The microwave dryer is standard 24 hour/7 day equipment for any size macaroni or noodle plant

Up to 4 times the production in the same feet of floor space (a bargain in itself with construction costs in the \$20 sq. ft. range).

Reduces infestation up to 99.99%. Kills: bacteria, Salmonella, E. Coli, Coliforms, mold, yeast, weavils and eggs.

Most easily sanitized dryer. Hose it down or steam it clean.

Makes a higher looking product; no blanching.

Energy savings reported: 52% less BTU's, 6% less KW's.

Lowest downtime. "We keep an accurate record of all downtime and express it as a percentage of time down to time scheduled. Microdry leads our list at less than 2%" — Pfl. Mgr., leading mid-west operation.

"All future equipment will be Microdry" — Tech. Dir., large pasta plant.

Compared with conventional dryer

Units in these lbs./hr. Capacities: 1500, 2500, 3,000 and 4,000.

Operating today at: Golden Grain, San Leandro (2 units); Golden Grain, Chicago (2 units); D'Amico, Chicago; Catelli, Montreal; Gooch, Lincoln; O. B., Ft. Worth; Lipton, Toronto (2 units); Gilster Mary Lee, Chester, Ill.

Completely fabricated and assembled in our plant. All stainless steel construction. Complete microwave and process control instrumentation systems with the unit — no extras to buy. Personnel generally can learn operation in one day. Continuing consultation privileges with Microdry.



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New! Diewasher by Microdry. More compact; 2000 p.s.i. water nozzle pressures.

OCTOBER, 1976

2030

by Dr. John N. Perryman, Executive Director,
American School Food Service Association

The School Food Service Market

- 1. School Lunch Program**
 - 89,500 schools
 - 26 million lunches daily
 - For the month of February, 1976;
 - 444 Million meals
 - Total lunches last year
 - 4.9 billion at an average of 92.4¢ per meal
- 2. Breakfast Program**
 - 16,000 schools
 - 2.2 million breakfasts daily
 - For the month of February, 1976;
 - 36 million breakfasts served, program is growing rapidly
- 3. Child Care Program**
 - 11,500 institutions
 - 21 million meals a year
- 4. Summer Program**
 - 92 million meals served in the summer of 1975
 - This figure is expected to at least double this year

Summary: School nutrition programs represent more than 10% of the \$50 billion a year food service industry.

Fifty-four years—not a long time actually—as a matter of fact, it is the exact length of my lifetime as I stand before you today. And yet, 54 years is all the time we have to prepare for the world's population to triple. There are 4 billion people on the face of the earth today and at present rates of population growth, there will be 12 billion by the year 2030. With a scarcely adequate grain reserve for 30/day world consumption, this earth receives 200,000 new mouths per day to feed. Malnutrition is on the rise with 15 million children under the age of five dying annually right now of the combined effects of malnutrition and infection.

The basic premise of these remarks is that food, second only to the air we breathe and the water we drink, is the mean common denominator of life itself. Food, in my judgement, has become so critical a natural resource as to hold within its sway during the period of the next lifetime, the hope of our present civilization or its destruction. In the face of so startling a conclusion, it is appalling to note



Dr. John N. Perryman

the United States of America has no food policy either domestically or internationally and blunders on a hit-or-miss basis from shipping scandal to grain deal, from crop failures one year to market over-production the next, from whimsical OMB frugalities to Congressional generosity.

Confusion

Nowhere do I see a better example of this confusion and retrogressive thinking than in the attitude of the present administration toward our child nutrition programs. It is virtually beyond belief, incredible, that after 30 years of successful operation and the serving of something over 100 billion meals to the youth of our nation these programs should be in danger of demise and yet such is the case. There probably has never been a federally funded program with greater breadth of outreach nor more commendable outreach than our child nutrition programs. They have combined the agricultural abundance of our nation with nutritional expertise, with love of children and with honest administration. They have provided the most meaningful experiment in planned human nutrition ever experienced by mankind.

Empirically, we know the results to have been strikingly effective. (Experimentation on a laboratory basis has not been practical, inasmuch as we were unwilling to retain a control group of poorly fed children.) Years of testimony by teachers and administrators record improved health, improved learning ability, decrease discipline problems, increased average

daily attendance where child nutrition programs have been in operation. Perhaps the most convincing evidence comes from Japan where a school lunch program was commenced under U.S. occupation and is continued today as probably the most active outside of the United States. This generation of Japanese is much larger in stature than its ancestors and the Japanese themselves attribute this to the school lunch program. As I visited Japanese school lunch officials last November in an old government building in Toyko, I had to stoop nearly double to get through the tiny door. The well-nourished Japanese of today don't fit those buildings very well either.

Mainstay

Whether we think in terms of health or of education or of money, our school nutrition programs make sense and should be a mainstay of a national food policy. In 1975, our nation—according to the Department of Health, Education and Welfare and verified by the Harvard University School of Public Health—spent \$110 billion on health care. Of this amount, \$30 billion was attributable to diseases to which nutritional factors either played the prime role or were highly contributory. On April 13th of this year, the White House held a meeting on the subject of nutrition to which perhaps 70 of us were summoned. The degree to which nutrition, nutrition education and health were inter-related was emphasized over and over again. One authority addressing that meeting advised that knowing how to eat was really not all that easy a matter—it required real knowledge, concentration, discipline and concern.

Another authority advised that the next real breakthrough in health improvement in this nation would come, not through research scientists, not from the chemical laboratory and not from the inventor but rather from the individual himself. When a friend or loved one is afflicted by a dread illness, it is the human tendency to ask, "Why can't 'they' find an answer?" This speaker emphasized that people must now assimilate the health

(Continued on page 30)

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.

Receives 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.

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P.O. Box 336, Palatine, Illinois 60067

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EST. 1920

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

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- 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

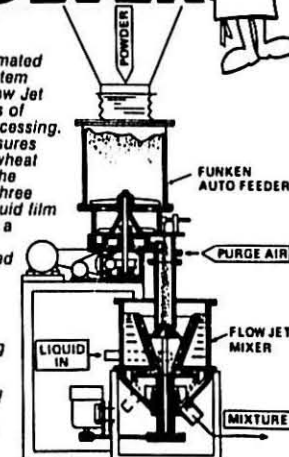
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Noodle processing WITH Continuous Flow DISSOLVER



This continuous, automated noodle processing system using Model MW-F Flow Jet Mixer upssets 100 years of mechanical noodle processing. The Flow Jet Mixer insures that every particle of wheat flour is moistened to the proper viscosity. The three phases—flour film, liquid film & induced air—produce a tasty noodle that far exceeds hand processed noodles.

The remarkable Continuous Flow Dissolver is ideal for moistening and mixing all pasta products: noodles, spaghetti, macaroni. Bon giorno! Give us a call for complete information.



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Licensed by Funken Co., Ltd.

(Continued from page 28)

knowledge that is available and really put it into practice on themselves if we are to materially cut down on the rate of heart disease, stroke, diabetes and very probably cancer itself. Special Assistant to the President on Consumer Affairs, Mrs. Virginia Knauer followed these remarks by observing we as a nation needed to establish new priorities emphasizing food and that the schools had an enormous responsibility in the area of nutrition education. I can attest to this.

Cutback

Yet, at the very time the Administration is pointing with exceeding pride to the extent of its school nutrition programs (as it did at the White House meeting) it is advocating a disastrous cutback. HR 13208 was introduced April 14, 1976 by Congressman Michel of Illinois. This is President Ford's proposal that all child nutrition legislation be terminated and replaced by a Bloc Grant. According to the President's message, the purpose of the Child Nutrition Reform Act of 1976 would be to "consolidate into a single Bloc Grant authority some fifteen funded activities: including National School Lunch, Breakfast, Milk, Supplemental Food, Child Care, Non-food Assistance programs, procurement of non-surplus commodities, and State Administrative expenses.

These programs would not be consolidated—they would all be eliminated for free meals for poverty level children. The current Federal subsidy to the paying child would be totally withdrawn. This means that the working family, the near-poor, the young family with several children in school far from affluent but trying to make their own way in the world, pay their own bills and pay the taxes which make possible the free meals for the poverty children would no longer receive any assistance. Price of school lunches would increase immediately by 30% or more, bringing school lunches to the \$1.00 level in many communities across the nation.

If the Bloc Grant approach is adopted, by the Department of Agriculture's own estimate, 7 million children will drop out of the school lunch program. We believe the figure will be substantially higher. As these chil-

dren leave the program, a vicious cycle will begin. As participation drops, per meal preparation costs will increase, meal prices will increase, more children will drop out, etc. Soon we will have basically reverse segregation with only the poverty child receiving any government assistance and other children economically deprived of this part of their school day. Although large cities may be able to continue their lunch programs because of the high percentage of poverty children they have, many other school districts throughout the nation will close their foodservice operations altogether.

We are spending \$61.4 billion (1974-75) on education below the college level; (\$5.3 billion of which is federally-funded). If our children are not properly nourished to receive this education and are furthermore deprived of the opportunity of nutrition education through our school nutrition programs, the loss can be shocking, whether calculated in human terms or in monetary terms.

I hope we can work together to preserve our child nutrition programs. I hope we may continue to acquaint the youth of America with the nutritional value of a variety of good food. I hope we may work together to achieve a national food policy.

Cause of Concern

The fast food industry is doing us no favor by losing sight of the concept of variety of foods altogether. If they have their way, we will have a whole new generation thinking there is no food other than ground beef and french fried potatoes. All of us who are concerned with food need to work together to convince the people of our nation that food is something more than hamburger—it is our precious means to survival both individually and nationally. Perhaps you feel my repeated reference to food as the salvation of our very national structure is overdrawn. I do not feel it is for the following reasons:

In the first place, the bright hope of the "Green Revolution" has faded. In 1971 when I went as a member of the U.S. delegation to the Second World Food Congress at The Hague, world hopes for food sufficiency were bright. I remember well the enthusiasm of the large delegation from India and their predictions that India would soon rise to the ranks of food exporting nations.

Such predictions have been doomed by disappointing crop yields, by unbridled population growth and by staggering increases in food production costs, primarily as a result of increases in petroleum costs. Figures from our own country are easiest to come by. A Cornell University Study estimates the 245% increase in U.S. corn yields between 1940 and 1970 was accompanied by 310% increase in energy used. A University of Wisconsin study indicates that the U.S. food system now uses about 10 calories of fuel for every calorie of food consumed.

We shall need to lean heavily upon agricultural exports if our nation is to remain solvent. I grieve that none of our Presidential candidates appear to be coming to grips with the horrendous problem which surrounds us.

Recently, I had occasion to visit the vast potato growing areas of southeastern Washington state—thousands of acres reclaimed from the desert by water pumped from the Columbia River. Eighty-thousand dollar overhead irrigation systems irrigate 100 acres in one swoop which high-priced pesticides are sprayed by air-conditioned tractors and airplanes. Farmers have an investment of \$100 to \$1100 per acre in their crop, not counting cost of land. The yield is high but—no doubt about it—food costs in the world are high too. Food economists predict the family spending \$50 a week for food now may be spending \$150 in today's dollars in the year 2000.

One-Hundred Fifty Dollars a week is frightening to most American families; it totally departs from reality when we compare it to the fact that 90% of the children in the public school system of the Philippine Islands come from families with \$100 a year or less in income. How can we ever hope to compensate such figures particularly when we realize that 90% of the world's population growth in the next 50 years will occur in the less-developed world?

Survival

Does this affect our own survival? In a 1975 study by James P. Houck, University of Minnesota, and Wallace Barr, of Ohio State University entitled, "Will There Be Enough?" the following conclusion is reached:

"Careful thinking about mankind"

(Continued on page 32)



Pearls of Pasta

For a rare adornment of pasta flour, we recommend ADM's golden blends of Durum flour and Semolina. Clean. Radiant. Pasta-perfect flour. Precious consistency.

Enhance your treasure with ADM pasta flour. Your customers will think you're a gem!



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(Continued from page 30)

future requires a synthesis of food problems, natural resource problems, energy problems, general economic conditions and world political issues. From the vantage point of the middle 1970's, this kind of speculation is generally pessimistic. The central argument in several of these long-run views involves the inter-action of divergent population growth rates among nations, food and resource scarcities unevenly distributed, and an ever-widening economic gulf between rich and poor nations. Unless offset, the inter-play of these forces suggest the inevitability of growing social and economic disarray leading to military clashes and guerilla warfare among nations and people. Ultimately, the world's social and political order will be restructured."

Beyond doubt, the ways of the United States do affect the world at large. By 1989 we shall have 8 1/2% of the world's population and yet we will consume 83% of the world's natural resources. We in this country consume 1/3 of the world's energy, one-half of the world's gasoline. A study by the Environmental Protection Agency shows 134.8 million tons of solid waste in this country in one year, 22.4 million tons of it from food waste. Our wasteful ways are known and bitterly resented by the Third World.

Third World

By the year 2000, ninety-three out of every 100 babies will begin life in less developed lands. The world population/food balance promises to become critical in years ahead and some 40 developing nations face the prospect of an annual deficit of about 75 to 80 million tons of grain by 1985. Currently, world food production is just a thread ahead of population growth but even so food is so unevenly produced and distributed that some people overeat, some are undernourished and quite a few just plain starve. It is inescapable the world will rely heavily upon the United States in this food crisis because of our productive capacity. Per capita production of grain in the United States is about 2,204 pounds per person, five times the average amount produced annually per capital in such countries as India, Indonesia and Bangladesh. We shall be coveted by our food at

best, over-whelmed by the starving at worst. We need a national food policy.

Third World nations are no longer going to be satisfied with the crumbs of our generosity. They have been shown by the oil-producing nations they do not need to be.

Living in an OPEC World

The thought occurs to me few Americans really understand what it means to live in an OPEC world. We still think only in terms of a bunch of Arabs sitting around raising the price of oil. Actually the Organization of Oil Producing Countries has created the most shattering change in international relations since the capture of the atom. The Third World countries, those with major deposits of raw materials but without much industrialization, have discovered that by banding together to control price and production of their precious natural resources, they have a powerful lever over the industrial giants, we are going to have to learn to accommodate ourselves to a new ball game in world strategy. The days of gun boat diplomacy or John Foster Dulles' brinkmanship are over. We are going to have to learn to fence and joust with OUR resources just as is everyone else in the new world politics. Food can and should be our trump card—food to trade, food to serve the family of man and food to preserve the integrity of our own nation as a force in the world tomorrow. As a viable force in Century III we must have a national food policy.

Judging from my own experiences, America still does hold the golden hopes of men. I am confident that we shall not betray those hopes, shall not trail them in the dust. I am confident America will continue to give leadership in the struggle of man to be free and to be the master of his own destiny.

Inscription from the Statute of Liberty: "Give me your tired, your poor, your huddled masses, yearning to breathe free, the wretched refuge of your teeming shore send these, the homeless tempest tossed, to me; I lift my lamp beside the golden door."

I am confident that the promise of the State of Liberty, so meaningful to the teeming millions of immigrants to

this country, that that promise will indeed be carried by the miracles of today's transportation and communication to ever-widening circles of people on the face of the earth.

Isn't it time we had a national food policy?

Eating Out

The U. S. Department of Labor Bureau of Labor Statistics completed its most recent Consumer Expenditure Survey for 1972-73 (which actually stretched through June 1974). The survey, the first in 12 years, details the challenges and hazards of the only comprehensive source of detailed information on family expenditures and income that can be classified according to socioeconomic and demographic characteristics of U.S. Families. Preliminary data from the part of the survey which involves each family keeping a diary of expenditures for two one-week periods during the survey period. In these data, the average family spent 26.9% of its total food expenditures (less alcoholic beverages) on food eaten away from home. (No wonder supermarkets are beginning to consider the restaurant as their prime competitor). The figures ranged from only 17.5% of the budget for families in the lowest 10% of the income range surveyed, to 34.7% for the 10%.

Closing Gap

The gap between urban and rural families in terms of percentage of food budget spent for eating out is rapidly closing. In this survey, urban families spent 27% of their budget on food eaten away from home, while rural families spent 28.8% of theirs on eating out. Twelve years ago, there was a far greater spread. In terms of type of income, self-employed workers spent 25.6% of their food budget eating out. All salaried and wage earners spent 28.4% of theirs—however—it ranged for a high of 32.5% for professional and managerial personal to a low of 24.9% for laborers and service workers. The surprise was that clerical and sales workers spent a percentage point less than professional and managerial personnel: 32.4% on eating out. Retired families spent only 17.3% of their much smaller food budgets on eating out.

Macaroni Week—Oct. 7-16

THE MACARONI JOURNAL

Problems in Food Services Marketing Research

The \$70 billion food services industry is so complex that it takes highly skilled practitioners to design marketing research studies that will produce meaningful results.

The pitfalls of probing the huge food services market are discussed in the current issue of Marketing Today, newsletter of Elrick & Lavidge, Chicago and San Francisco marketing research firm.

Another article in Marketing Today details the challenges and hazards of carrying out industrial marketing research assignments.

E. Charles Schuetz, E & L vice-president and author of "Dissecting the Foodservice Monster," said many research problems stem from the fact that the foodservice industry is composed of so many different market segments.

The researcher must be aware of these differences and be able to relate them to the issue being investigated when he is developing a sam-

pling plan and when he interprets the results," Schuetz said.

"For example, fast food operators are more concerned about kitchen efficiency than operators of high-priced gourmet restaurants, and their reactions to new concepts for more efficient equipment should be given more weight.

"And the reactions of hospitals to special diet foods are probably more important than those of other establishments."

Other Factors

Other factors that must be weighed are differences in such things as profit motivation, attitudes toward service and food quality, food buying practices, types of patrons served, menu variety and methods of serving foods.

Further complicating the picture, differences may exist between establishments in the same market segment. For instance, the fast-food industry includes hamburger, steak and pizza-oriented operations and carry-out chicken restaurants, each with

special requirements.

"One of the most difficult categories to handle is the commercial restaurant group which dominates the food service market," Schuetz went on. "It is composed of restaurants with widely different requirements in terms of meal price, length of menu, food serving methods and other factors."

Schuetz said one of the researcher's first problems is in sampling, since the researcher must decide which types of establishments will provide the best information.

Another is in identifying the people to interview who are closest to the problem being studied and the most knowledgeable about the issues that affect it.

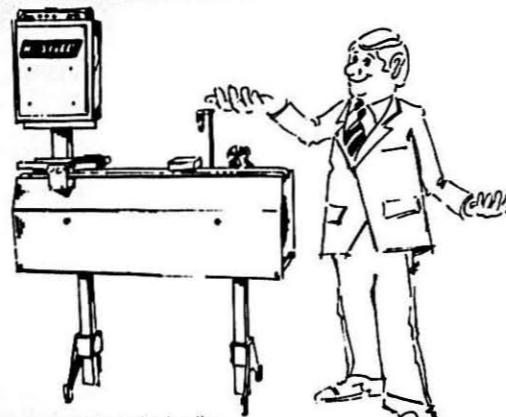
New Product Testing

New product testing also poses problems, since most products must be tested by kitchen personnel to be properly evaluated.

"The test must be explained very carefully to food service people and

(Continued on page 34)

CHECKWEIGHING...THE NEW STANDARD



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THE HI-SPEED ST-71 Checkweigher is the ultimate in simplicity, from top to bottom. Features modern, low-profile design. Open top construction, simplified scale chain drive. Removable side panel, for access to scale and drive. Dual legs with minimum floor contact. All of which means sanitary operation and easy, low-cost maintenance. Only 36" long to fit easily into any packaging line.

SECOND TO NONE in performance too! The ST-71 handles packages, cartons or pouches weighing up to 32 oz. With excellent accuracy and speeds up to 350 per minute. Hi-Speed's advanced single board SD-74 control is standard. Three types of rejects are available: push-off (shown), sweep-off and drop-through. Counters and other options available.

Food Services Research

(Continued from page 33)

they should be given opportunities to try the product themselves and to have other employees try it before they use it in their regular food preparation procedures," Schuetz said.

He also emphasized the importance of understanding food service operators' viewpoints when analyzing results.

"It is often a mistake to combine the responses of different types of establishments," he concluded, "because important differences in their reactions may be obscured and valuable information can be lost."

Industrial Research

In an article, "Industrial Research is Challenging—Confessions of an Executive Interviewer," E. Birch Ripley of E & L's professional marketing staff, noted that the key to obtaining reliable industrial research data lies in reaching the decision maker.

"Depending on the issue involved, the decision maker may be the president, executive vice president, operations manager, chief design engineer, purchasing agent, superintendent of maintenance or others with varying responsibilities," Ripley said.

"Aside from the fact that he is a very busy man, the decision maker is frequently out of town, tied up in a meeting or very involved in running the store."

Ripley observed that often the most helpful person in getting to the decision maker is his secretary, whose cooperation is invaluable.

And he said that once in a face-to-face interview, picking the correct information from the executive's brain often requires ferreting through a maze of extraneous information that he volunteers.

"The ideal interview environment is one in which the respondent asks his secretary to shut off the phones for the next half hour," Ripley said.

"With no interruptions, the executive is in a position to give clear, succinct answers. The difficult interviews are those with so many interruptions that the respondent can't follow his train of thought and the interview moves very slowly."

Free copies of Marketing Today are available from Elrick & Lavidge, Inc., 10 S. Riverside Plaza, Chicago,

Ill., 60606, or 650 California St., San Francisco, Calif. 94108.

Shelf Life Study

Predicting the shelf life of food products subject to off-flavor development long has been a concern of the food industry. Very often, techniques for measuring deterioration have been time-consuming, expensive, and less than satisfactory.

With these problems in mind, a study is being proposed at Battelle's Columbus Laboratories to put nearly 10 years' research in chemiluminescence—the study of light emissions from organic substances—to work on the problem of food degradation. The study would be organized on a group basis, with a number of companies sharing in the costs and benefits.

The joint project will be concerned with measuring the light emanating from unsaturated fats, oils, and other lipids as they oxidize, to determine the quality of food samples and their rate of degradation. To detect this chemiluminescence, researchers will employ specialized instruments and equipment developed at Battelle-Columbus and not available commercially.

"Preliminary contacts with members of the food industry have indicated substantial interest in such a study," says Battelle's Dr. Richard Nathan, program manager for the study. He points out that the joint research should be helpful to participating companies in several areas. It would

- Allow determination of shelf-life of some products that might otherwise be withdrawn from the market prematurely
- Allow measurements of flavor stability of foods, and a measure of off-flavor caused by light deterioration
- Aid in improving the flavor of foods fried in deep fat by developing an indicator of the useful life of the oil
- Allow rapid and simple measurements of the effects on the foods themselves of improved antioxidant chemicals that could replace those presently being used.

These benefits will be important to food companies, as well as those engaged in the manufacturing or use of edible fats and oils, flavoring ingredients, and antioxidants, Dr. Nathan observes.

The proposed research program will provide for a basic study of chemiluminescence and for individual work on a sample of each participating company's products. The program initially is proposed as a one-year study but is expected to develop into a multiyear project. The first year effort requires a minimum of \$45,000 for the 12-month period. Work will begin as soon as at least five companies, each investing \$9,000, have agreed to participate.

Companies are invited to visit Battelle-Columbus and view the instrumentation on an individual basis. Further information about the study or Battelle's work in the field of chemiluminescence may be obtained by contacting Dr. Nathan at Battelle Columbus Laboratories, 505 Kinnear Avenue, Columbus, Ohio 43201, telephone 614-424-6424, Extension 2988.

Factors in Food Buying Decisions

Consumers don't consider only taste when they buy a food item. They also don't consider only price—or convenience—or health.

But these four dimensions are important to the consumer purchase of a grocery product, according to William D. Wells, director of research for Needham, Harper & Steers Advertising.

"It is hard to get an exact fix on the relative importance of these four dimensions because relative importance is likely to vary from person to person, from product to product and from time to time," Wells said at a recent presentation to the Grocery Manufacturers of America and the National Assn. of Food Chains.

"It seems intuitively obvious that certain segments of the population—older people, for example—place relatively heavy weight on the 'good for you' (health) dimension and less weight on the others. It seems equally likely that rich people place less weight on price. And it would not surprise anyone to find that women employed outside the home place greater emphasis on convenience than do women who can spend all day at the store."

Wells also indicated that, in recent years, research has shown that there is increased importance in the price and health aspects, but convenience

(Continued on page 36)

THE MACARONI JOURNAL

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Buhler designs, fabricates and installs all types of macaroni equipment for any size operation. Above, world's largest short goods press (4-screw, 16,000 lbs./hr. capacity) dwarfs 100 lb./hr. laboratory model shown in inset.

Factors in Food Buying

(Continued from page 34)

and taste still have to be weighed in. The difficulty is in judging the importance of one dimension versus the importance of another.

Wells said a new measurement technology called "conjoint analysis" may help food manufacturers and retailers keep up with the changing values of consumers.

"The data for a conjoint analysis study are gathered by forcing respondents to make trade-offs among product attributes," he explained.

"Specifically, we ask respondents a series of questions, which require them to give up something desirable in a product to get something else—something they want. The trade-off data are analyzed by a statistical procedure that produces importance weights—numbers that show how important each attribute is in making brand choices within the product category."

The use of such a technique, Wells continued, could help manufacturers avoid "dumb mistakes."

"Dumb mistake No. 1 is offer consumers a new food product that doesn't differ from existing brands on any of these basic dimensions. . . ."

"Dumb mistake number two is to offer a product . . . that is a significant improvement on one dimension but a devastating disimprovement on another."

New Era for Supermarkets

"We are entering a new and as yet unexplored cycle" of the super market business in the United States, Michael J. O'Connor, president of Super Market Institute, told the annual meeting of the International Association of Chain Stores in Rio de Janeiro.

The dilemma facing American super market management, O'Connor told this gathering of executives from around the world, is "to adapt to the growing complexities of this business, and world in which we live, without losing sight of our fundamental role in society—to serve the needs of the customer."

"Some have lost sight already and have failed. Others will follow. It is not easy to maintain a clear perspective in times such as these," O'Connor said.

Tough Competition

He predicted that in the next three to five years "we will see the most difficult competitive battles ever witnessed in our business."

Among major problems now affecting the super market business in the U.S., O'Connor listed the difficulty of raising capital, a decline in population growth, increasing government interference, declining public confidence in business, shortages, transportation increases, and steadily increasing cost of operation.

"In general, growth has become much more difficult due to all of the above factors, but even more important, is the simple fact that we now have more super markets than there are customers to fill them," O'Connor said.

"The market for super markets in the United States today is indeed saturated," he said.

Future Developments

O'Connor listed the following among the most significant future developments he expects to see in the super market business:

- A new promotional approach to fill what he called "a promotional vacuum."

- Automation to become a fact of life in U.S. super markets and food distribution warehouses within five years in response to labor contracts that have brought wages of super market checkers (including benefits) to \$18,000 annually in St. Louis and could raise the wages of an order-selector in a warehouse to \$50,000 by 1985.

- Super market managements will have to become "as efficient in community relations as they are in operating stores."

- The industry will have to work with government "in ways we in the U.S. have never done before" to find solutions to transportation problems.

- "You will see the United States taking a total systems approach to food distribution. It is true that we have carefully studied most of the links in the food marketing chain and developed them reasonably well, but the interface between those links has much room for improvement," O'Connor said.

Pasta is an October best seller, running at 119% of year's average movement.

Return on Investment

Super market operators are being told more and more that they have been keeping careful watch on the wrong set of figures—sales, margin, and net profit. Not that they are wrong, say financial experts, they tell only part of the story, and the basic number that tells all is return on investment.

At the recent Super Market Institute convention in Dallas, sessions centering around the subject were filled to capacity, and attendees learned some additional hard facts about r.o.i. Among the points made by session leaders: super market companies are strong on operating results reporting, but weak on balance sheet management. This is dangerous because it covers up a less-than-happy r.o.i.

Minimum Goal

It's estimated that less than 25% of the trade yields a 12% return on investment (defined as profits after tax divided by net worth). This figure is widely regarded as a minimum goal for any healthy company. In fact, at another SMI session the same morning, covering broad trends in the industry, SMI Research and Operations Vice President Willard R. Bishop estimated that for 1975 "the return on net worth of the supermarket industry was 9.2%. This figure is somewhat lower than the 1974 figure. For comparison with other industries, the return on net worth for the companies in the annual Business Week report was 11.8% for 1975.

Financial experts at the SMI sessions stressed that margins and net worth "only one step in getting to the real measure"—r.o.i. In fact, taken separately they can be downright misleading, as when a company's return is below average but his return is above average, thanks to higher asset turnover and lower leverage—factors reflected in r.o.i. and not in net worth, by multiplying profit by asset turnover by leverage factor, you come up with—you guessed it—return on net worth.

Consumer's Food Dollar

According to USDA July, 1976 figures:

Middleman	32¢
Labor	33¢
Farmer	35¢

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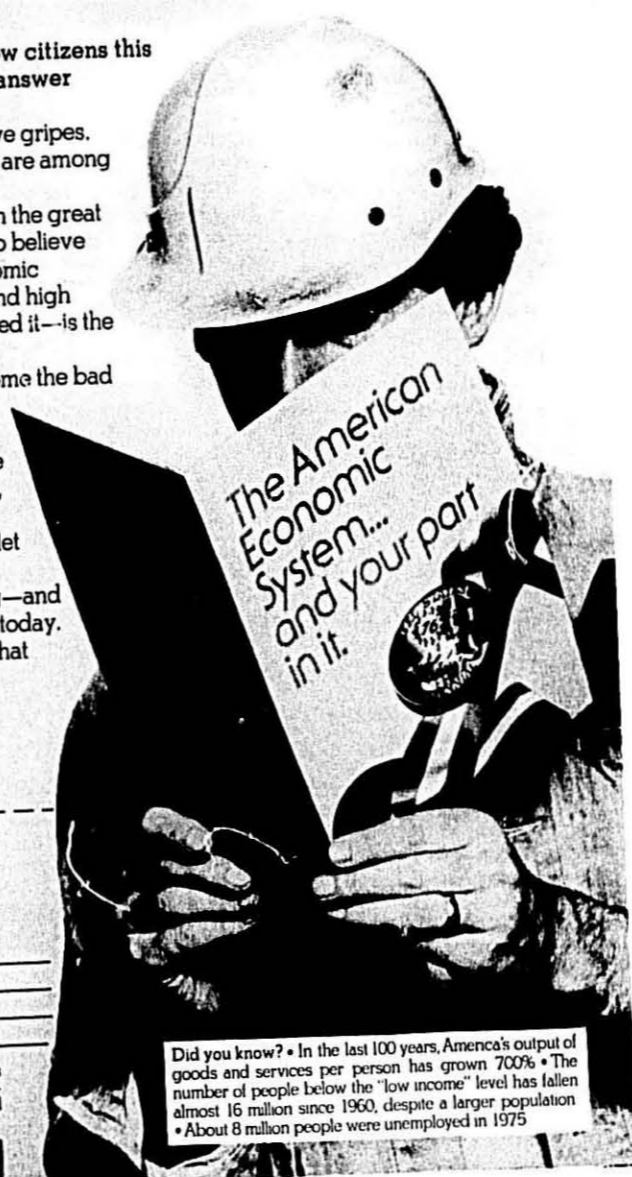
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Did you know? • In the last 100 years, America's output of goods and services per person has grown 700% • The number of people below the "low income" level has fallen almost 16 million since 1960, despite a larger population • About 8 million people were unemployed in 1975

New Superior Performance Cellophane

A new extra high barrier cellophane designed to provide superior performance on all types of printing, laminating and packaging equipment has been introduced by the Film & Packaging Division of FMC Corporation.

Designed RS-800, it features an improved base sheet coated on both sides with a new type of PVdC (Saran) for increased moisture-proofness. A special release treatment has been applied to one side to prevent sticking to sealing jaws. Items such as snacks, cookies, crackers, pastries, candy, pasta products, cheese, nuts, tea and coffee, processed meats, produce, pharmaceuticals, cosmetics and other products which must be protected from moisture gain or loss can be packaged at high speed under a wide variety of machine conditions with this film.

Robert E. Purcell, vice president and general manager of the Film & Packaging Division, describes the new cellophane as a major breakthrough in terms of barrier properties, printing, laminating and packaging machine performance. At the same time, he notes, it retains the excellent greaseproofness, clarity and sparkle characteristics long associated with this premier packaging material.

Unique Treatment

The unique jaw release treatment on one side of RS-800 has no adverse effect on the film's printability. Either side can be printed with excellent ink coverage, anchorage and flex resistance by flexographic or rotogravure methods with standard ink systems used on polymer coated cellophanes. In addition, drying temperatures can be reduced substantially below those normally required for this type of film. This can result in heat energy savings or higher printing speeds.

The exceptionally strong coating anchorage of RS-800 makes it ideally suited for thermal, adhesive or extrusion lamination to itself or to other extensible or non-extensible flexible packaging materials.

Of particular interest to end users is the fact that the new cellophane performs equally well on all positive or push feed types of packaging machines. It gives quick, strong crimp or lap seals over a wide range of

sealing temperatures, and moves easily over metal machine parts with little or no drag or static buildup.

FMC RS-800 cellophane is produced in rolls up to 56" wide and in three thicknesses designated by yield codes 250, 230 and 210.

Complete details are available from any FMC Film sales representative, or by writing to FMC Corporation, Film & Packaging Division, 2000 Market St., Philadelphia, PA 19103.

For A Sound Energy Policy

The Mobil Oil Corporation, 150 E. 42nd Street, New York, N.Y. 10017 has a booklet available called "Year of Energy Action". It suggests specific actions needed for sound energy policy:

1. The nation's objective for the coming decade should be substantially greater energy self-sufficiency. This means increasing domestic production of conventional crude oil, natural gas, and coal. The resources are there. They must be developed.

2. A return to a free market for oil and natural gas should be a near-term goal. In achieving energy self-sufficiency, there is no effective substitute for incentives at the right level. If higher energy costs bear too hard on the poor, they can be offset by tax relief or other means. But arbitrary and misguided controls that delay development of additional supplies will only worsen unemployment and other problems of the poor.

3. Timetables on environmental objectives must be related to energy needs and other national priorities. There is no unbridgeable gap between additional energy supplies and a cleaner environment.

4. For the longer term—1990 or there about—we should aim for some surplus in domestic energy supplies, as the best guarantee of reasonable prices.

5. To help minimize dependence on foreign oil, we must conserve energy by eliminating wasteful use of it. But we should distinguish between cutting out fat and cutting into muscle. To retain the muscle—a dynamic economy that creates jobs—we will need more energy.

6. The price of newly discovered natural gas should be decontrolled, to provide economic incentive for finding more gas and discouraging

wasteful use of this fuel. This can be done now.

7. The Atlantic and Pacific sectors of our outer continental shelf should be opened up to exploration on an orderly, continuing basis. Environmental controls on drilling should continue to be strict, but excessive restrictions and litigation should not be allowed to hold up needed projects.

8. U.S. companies should be encouraged to search for oil and natural gas throughout the world. Our government should continue to give U.S. companies the same tax treatment that other major countries accord their companies operating abroad.

9. Construction of deepwater terminals enabling the largest tankers to deliver foreign oil to the U.S. should continue to be expedited. Such facilities ease harbor congestion and assure the most efficient delivery of the imports we will need for at least another decade.

10. Provision should be made for security stockpiling of oil to help tide us over if another supply disruption occurs.

11. Public transportation should be improved through the development of a comprehensive National Mass Transportation Program. It must take into account all of the nation's transportation needs and provide enough money to do an adequate job nationwide.

12. Goals and scheduled programs should be set for commercial development of alternate energy sources—primarily coal in liquid or gaseous form, nuclear and solar energy, and oil from shale—so they can carry an important share of the energy load.

We have been urging people for some time to think about these goals. Now, it's time to move toward a national energy policy.

Conserving Energy

Energy used for heating represents about 18% of the nation's energy consumption. The National Bureau of Standards estimates that approximately 40% of the energy used for heating is waste.

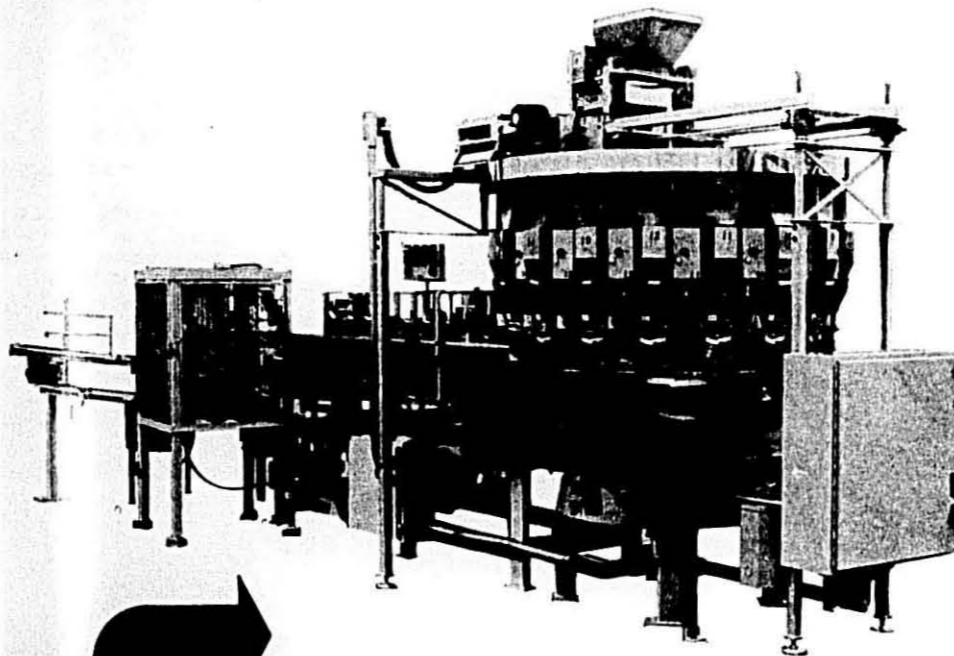
Energy consumption for illumination, according to NBS, can be effectively reduced by 15% in most existing buildings by turning off lights when not needed.

A new Wright capability- MACARONI PACKAGING

Macaroni short goods yield to Wright packaging machinery capability. This new Rotary Net Weigher and cartoning system weighs and packages macaroni at speeds of 200 per minute. Faster because there are more weigh heads. More accurate because there's more time to weigh. And, the continuous motion of this system vs. standard stop-and-go motion means less wear, less maintenance. Minimum floor space, too.

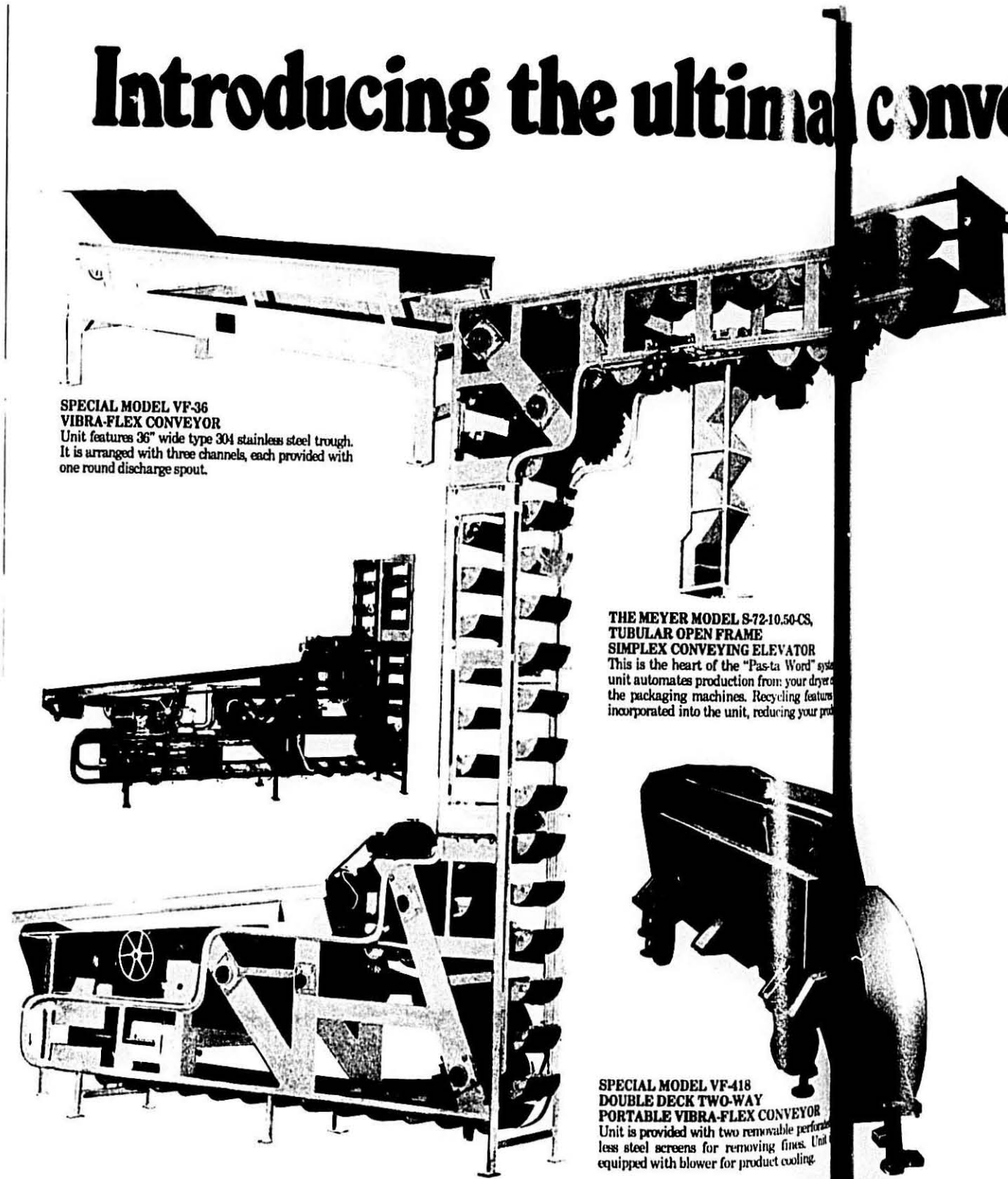
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Packaging Now and Tomorrow

Packaging was once barrels and flour sacks. But even though the art has come a long way since then, it is still in a state of almost continual change.

Modular and retortable packaging, two and three piece cans, polymers, polyethylene, polypropylene, high and low densities—all these words are now part of the lexicon of the packager. The base of knowledge of the packaging manager gets broader and more complicated as new and better materials are introduced.

October 25-29

Staying abreast of these new developments and materials is no easy task. But at the Packaging Assembly being held concurrently with the International Packaging Exposition October 25-29 during National Packaging Week in Chicago's McCormick Place, 20 different Assembly sessions are planned to cover every important facet of packaging from new materials and techniques to cost-effective packaging and the problems of pilferage.

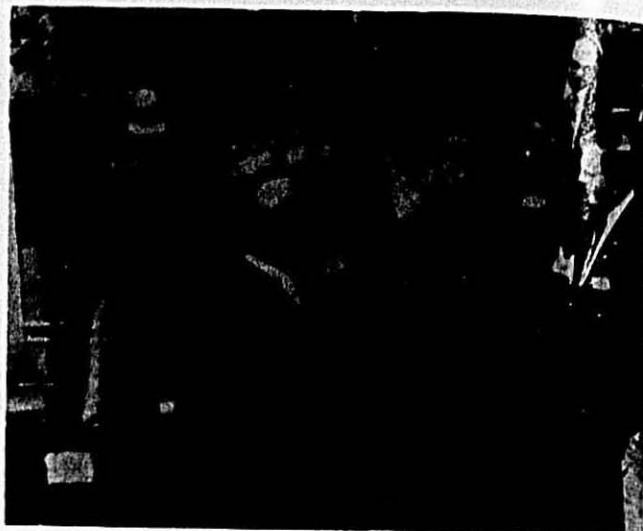
Directed by the American Management Associations, the NPW Assembly will feature acknowledged packaging experts and practitioners chairing and participating in the individual sessions.

The concurrent sessions, designed so attendees can move from one session to another and visit all sessions that interest them, represent a change for virtually one-on-one discussions of specific problems, trends and techniques with chairmen and panelists.

Among the many topics which will be the subject of concurrent sessions are: New Developments and Future Trends in Paper and Paperboard Packaging; Managing the Packaging Function in Today's Economy; Retortable Pouches for Food Products; New Developments and Future Trends in Glass Packaging Materials; and Packaging for the Overseas Market.

Three Thousand Machines at Packaging Show

About 80 percent of the more than three thousand packaging and packaging-related converting and materials handling machines exhibitors say they will show during the five-day National Packaging Week this Octo-



At the Packaging Show

ber 25-29 in Chicago's McCormick Place will be operating during the show, a recent survey conducted by the Packaging Machinery Manufacturers Institute reveals.

With replies from 56 percent of the record-number of 445 exhibitors, PMMI Show Committee Chairman Jack Bodolay of Bodolay Packaging Machinery, Inc., Lakeland, FL summarized the up-coming show this way:

"Our survey indicates that the 1976 show will be the biggest, most important display of packaging machines and materials ever assembled anywhere in the world exclusively for packagers.

"We also have projected a value for the materials and machines actually to be in the hall on display of \$39.98 million—and that, too, is more than 30 percent larger than the last show."

Bodolay said such figures were important to packagers in gauging exhibitor interest in the show and, therefore, how important the show may be for them to attend.

"We can already tell by the inquiries from packagers that their interest is running very high, too," Bodolay added.

"We expect to break the 30,000 figure in paid attendance this year," he predicted.

Many Operating Machines

One aspect of PMMI-managed shows which has always been of par-

ticular importance and value to packagers is the high percentage of operating machines at the show.

"We encourage close cooperation between our materials suppliers and machinery builders," Bodolay explained, "to insure that the operating machines use materials also displayed in the show. This way, if a packager has a problem or wants to discuss operation in detail, representatives of the materials and machinery companies can get together with him while observing the operating machine or machines at the same time."

"It's a very efficient method of getting answers to questions and solutions for problems," he emphasized.

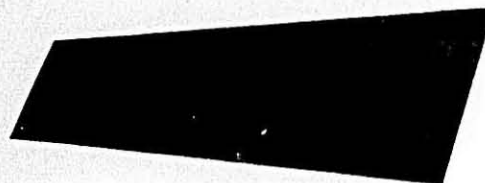
Twenty Seminars

In addition to the show, there are more than 20 seminars planned as part of the National Packaging Week Assembly running concurrently in McCormick Place.

The Assembly—managed by the American Management Association with assistance from the Packaging Institute/USA, the Society of Packaging and Handling Engineers and other packaging associations—offers both morning and afternoon sessions as well as luncheon programs.

A third important event held during National Packaging Week is the Packaging Education Foundation's annual fund-raising banquet honoring its Packaging Man of the Year and inductees into the Packaging Hall of Fame.

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Lively Spaghetti

The following article, written by Lydel Sims, appeared in *The Commercial Appeal, Memphis, Tennessee* on April 25, 1976.

Question: What's worse than finding a drop of spaghetti sauce on your napkin?

Answer: Finding half a drop.

That switch on the old worm-in-the-apple gag of vaudeville days hit me with squishy force on a recent evening when I looked down at my napkin in an Italian restaurant.

Half a golden greasy blob perched precisely on the edge of the napkin. The lights were low and my pants were too dark to see the other half. All the same, I knew.

It is high time for the world to

quit hiding its head in the sand where spaghetti is concerned and look the pasta in the puss.

That stuff has a life force of its own. On the plate, it lies dormant. Don't let that fool you. It's only poised for the strike.

On the fork it writhes, it snaps, it backlashes. At the instant the final strand enters your mouth, it flicks drops of tomato sauce with the malicious force of a mule's kick.

Ignoring the fact won't help, though cleaning establishments may applaud. Bibs are useless; no bib in the world can block a sauce-drop fired by the tail end of a piece of spaghetti from the swift completion of its vengeful mission.

Plop, plop, gee whiz, oh what a mess it is.

Twisting the fork, even with the help of a spoon to shape the slippery mass, won't do the job. You twist and you shape, and then you lift your fork—and those wretched ends spring into action.

Cutting the spaghetti into little bite-size lengths won't help either. Cut spaghetti drops, flicks and spatters too, and besides, you've ruined the taste.

What we must do is recognize a national problem and take traditional steps toward a solution. We need probing, surveying, experimenting, funding.

There are various directions we can go, once we establish our priorities.

The Government could establish a National Spaghetti Taming Association (NSTA) to deflick spaghetti ends.

After all, science has found ways to take electric charges out of rugs, car seats and fresh-washed clothes. Surely we have the know-how to rearrange spaghetti molecules to make them less squirmy without affecting their taste.

The approach might be through the sauce rather than the spaghetti.

Let us offer a national prize to the person who can invent a delicious tomato sauce that is colorless, greaseless and guaranteed to leave no mark.

Or we could honor spaghetti's will and right to live, put it on the endangered-species list and protect it from greedy people. After all, you do have to give it credit for spunk.

But the most positive approach of all might be to recognize the untapped and boundless energy in spaghetti and try to harness it.

Surely a National Spaghetti Extraction Administration (NSEEA) could, with only marginal success, find a way to use spaghetti to great dynamos, power automobiles and light whole cities.

The gastronomic loss would be tremendous, but these are perilous times and we face grim alternatives. Our power sources are declining rapidly. And in the final analysis, who would be brave enough to eat spaghetti in any form when the lights go out over the world?

Strega Nona

This children's book (for ages 5-8), retold and illustrated by Tom de Paola, published by Prentice-Hall, Englewood Cliffs, N.J., \$6.95, was reviewed in the *New York Times* by Norma Malina Feld.

In this variation on "The Sorcerer's Apprentice", Strega Nona, an Italian witch, possesses a magical cooking pot that produces pasta, rather than frogs, princes, water or stone. She is both feared and respected by the townspeople. Her supernatural powers include such marvels as curing a headache with oil, water and hairpin; making potions for husbands hunting girls; and, most important of all, getting rid of warts.

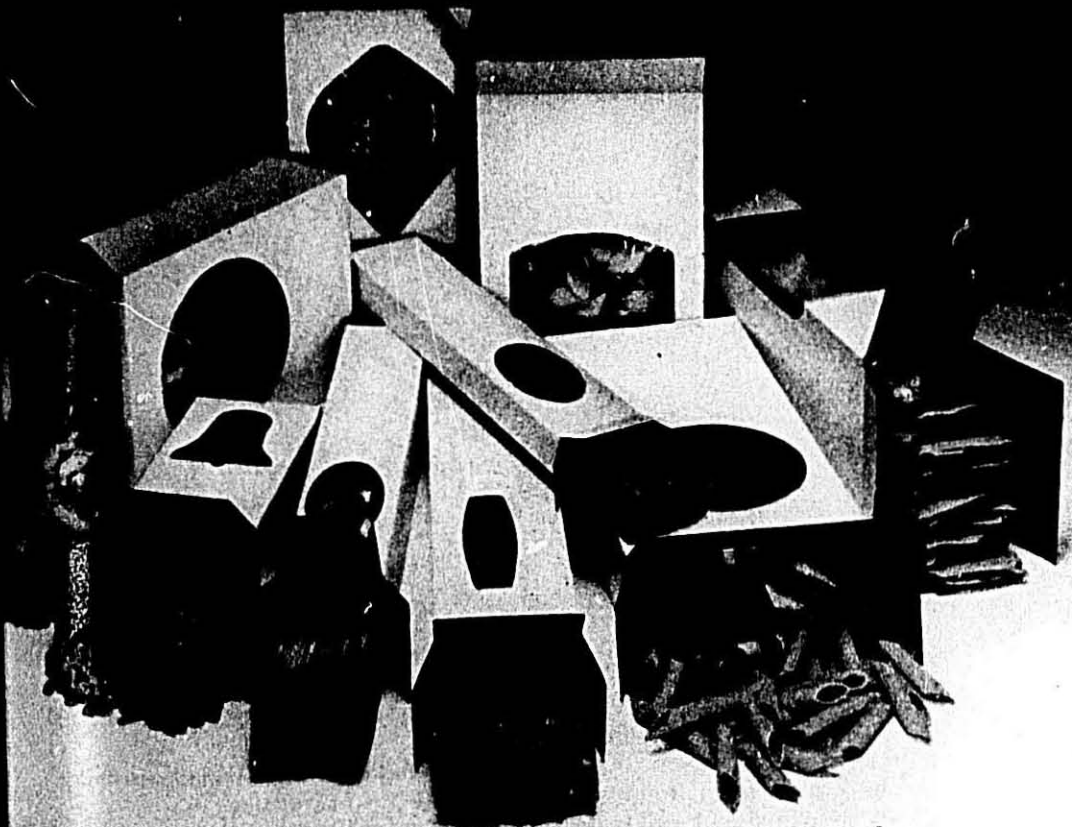
But witches don't stay young forever, so Strega Nona hires her nephew Anthony to help take care of her house and garden. Everything is fine until Anthony sees the witch sing to her pot to make pasta. Unfortunately, he does not witness the old lady's blowing it three kisses to make it stop.

As soon as Anthony has the chance, he says the magical words and invites all the village people to share the pot's unending supply of pasta. Pasta and more pasta oozes out of the bewitched pot, much to Anthony's dismay, who is powerless to stop the flow. At last Strega Nona returns to the scene and saves the town and townspeople from being buried alive in noodles.

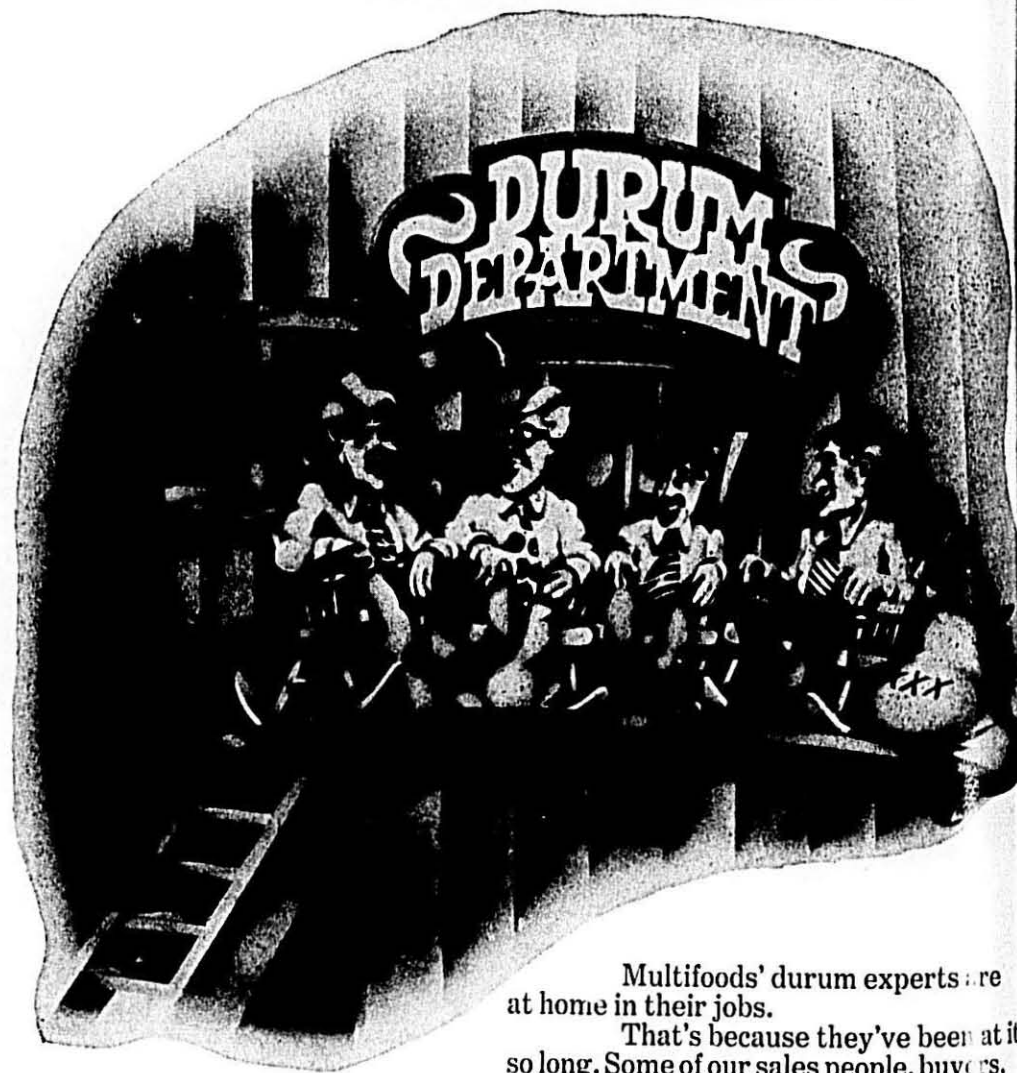
What happens to Anthony? As the old witch says, "The punishment must fit the crime". So Anthony must eat all the leftover pasta. De Paola's illustrations aptly capture the whimsy of this ancient tale. And while his simple line drawings clearly reveal the agony and ecstasy of pasta power, the muted colors create just the right ambience for a quaint Mediterranean village.

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