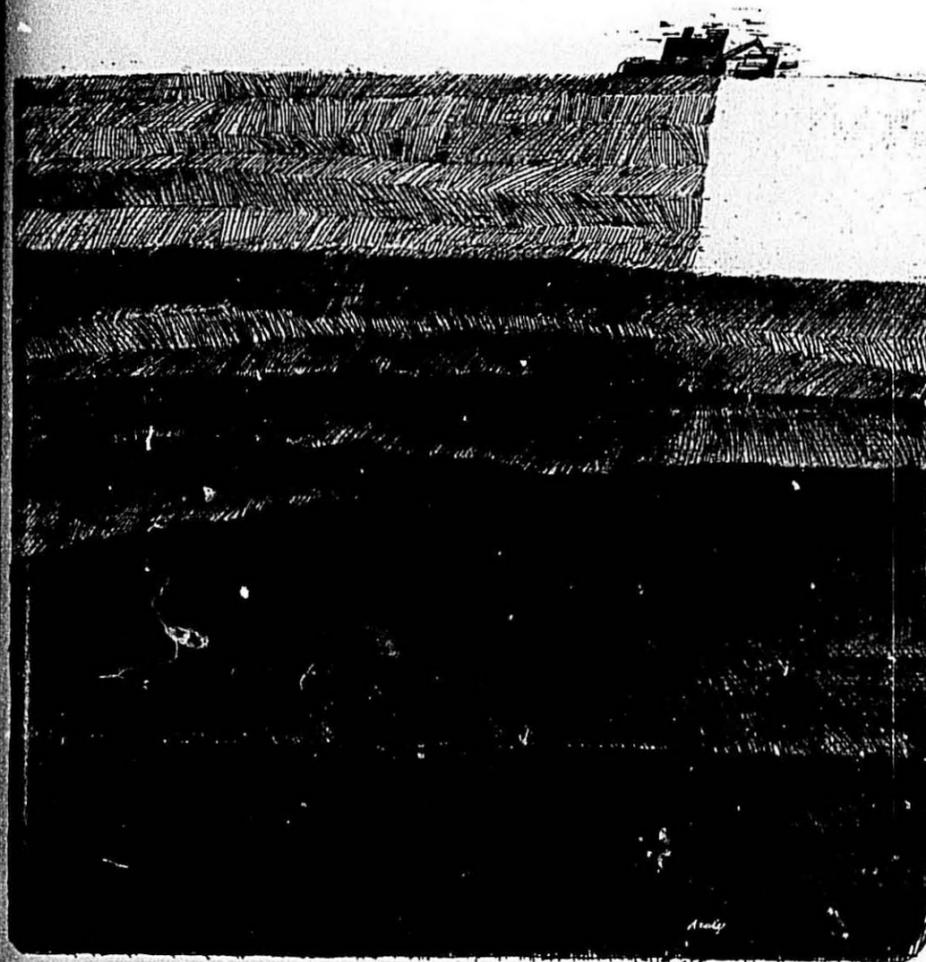


**THE
MACARONI
JOURNAL**

**Volume 59
No. 12**

April, 1978

Macaroni Journal



59th Anniversary Issue



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The Macaroni Journal

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April
1978

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1978

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WINTER MEETING

A fine turnout of convention delegates met at the Diplomat Hotel in Hollywood, Florida to hear comments on creative marketing, action to be taken in Washington, and meeting the challenges of dealing with people.

Greetings from the President and comments of the panelists on Creative Marketing follow.

Second Day

Counselor Harold Halpenny declared economic issues are being decided in Washington rather than in the market place. 1978 is an election year with all Congressmen and one-third of the Senators up for reelection. Their staffs are writing the laws, so you must know these people. Bureaucrats are gaining in power and public interest advocates are in the inner circle. He urged that all businessmen keep abreast of legislation pending in Congress and write letters continuously to representatives to give them a business point of view. He also urged that businessmen get their employees and families involved.

Robert J. Wager of the American Bakers Association gave a summary of the main features of the "wheat and wheat foods research and nutrition education act," Title XVI, Food and Agriculture Act of 1977 and also a probable timetable for implementation. Copies of these documents are available on request. Mr. Wager said that the fattening image of carbohydrate foods can be counteracted by truthful advertising. Americans are getting only 28 percent of their calories from carbohydrates, and the Senate Select Commission on Nutrition says it should be 58 percent. Cotton, potatoes, and eggs all have industry-commodity programs now and are showing sales increases from research and promotion. We urge the macaroni industry to get a representative on the council and see that the industry gets a fair share for its contribution.

Mel Maier, Administrator of the North Dakota Wheat Commission, reported French and Italian durum crops down with the potential for U.S. durum excellent. Harold Hofstrand of the U.S. Durum Growers Association said planting intentions as of January 1 were up one-third after last year's decline. He pointed

to the fact that sunflower acreage is now almost as large as durum.

Vance Goodfellow of the Crop Quality Council reported that the research facilities for spring wheat and durum has been struck from the 1978-79 federal budget. The item is only \$179,000, but it is vital to the area, and he urged immediate contact with Congressional delegates.

Elinor Ehrman of Burson-Marsteller gave the product promotion report for the National Macaroni Institute. A box score of placements for the calendar year 1977 appears next month. She had tables of clippings from all parts of the country representing placements in magazines and newspapers.

She showed slides of the highly successful Spaghetti Safari II and reported that among the several projects approved by the Committee for 1978 is a new booklet to be captioned Pasta Pizzazz—a basic reference piece.

Chris Smith of Burson-Marsteller who has conducted a research study of the Foodservice Market and pasta opportunities therein was hung up by bad weather in New York and arrived in time to make his presentation to the board meeting.

Third Day

Robert L. Siler of Sales Force Companies was also in New York to conduct seminars for the American Management Association and could not get out to appear on our program. Bill Henry, Ernest Ravarino, and Joe Viviano did an admirable job with an impromptu panel on human resources. Bill Henry gave a quick sketch of discussions at the Food Brokers Convention, Ernest Ravarino commented on recruiting policies, incentive plans, and merchandising fringe benefits, while Joe Viviano posed questions on women in management, performance appraisal, salary evaluation, and moving policies. Round table discussions pursued these matters further and proved to be stimulating and profitable.

Winners of the tennis mixer were Mollie Williams and Joe Viviano. The Ted Sills silver bowl golf trophies were won by Sevi Krigel and Mark Hefelfinger for low net. Low gross

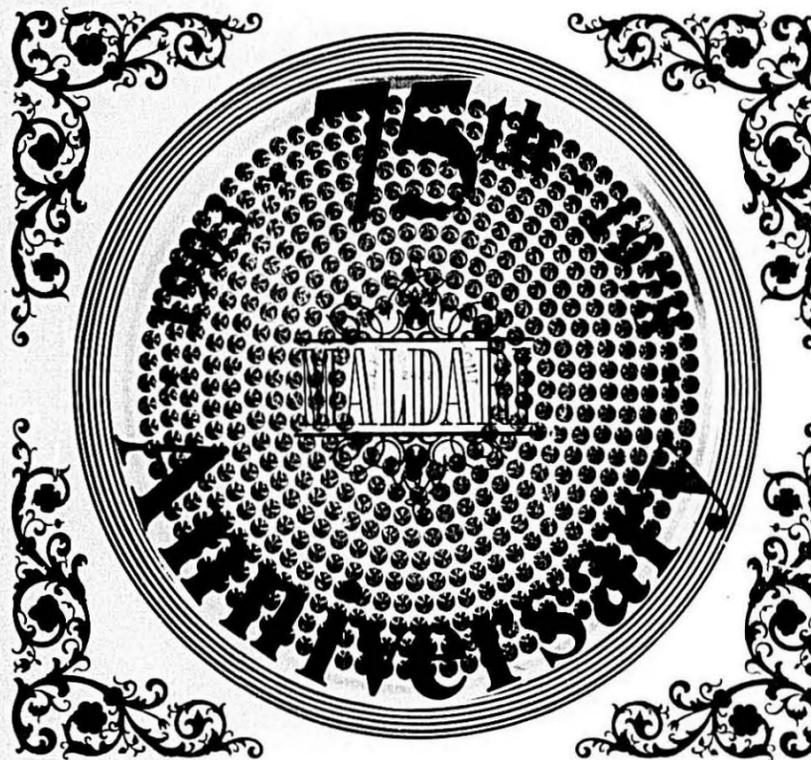
was won by Joe Viviano and Ed Freschi and Mary Ann Hollingworth and Florence Muskat.

Suppliers Socials

Suppliers Socials brought the delegates together each evening before the dinner hour, and thanks was extended to the following hosts:

A D M Milling Company
Shawnee Mission, Kansas
Amber Milling Division
St. Paul, Minnesota
Ballas Egg Products Corporation
Zanesville, Ohio
Buhler-Miag Corporation
Minneapolis, Minnesota
Braibanti Corporation
New York and Milan, Italy
Clermont Food Machines Co.
Brooklyn, New York
DeFrancisci Machine Corporation
Brooklyn, New York
Diamond National Corporation
New York, New York
Fold-Pak Corporation
Englewood Cliffs, New Jersey
Food Engineering Corporation
Minneapolis, Minnesota
Guntert & Pellaton
Stockton, California
Hayssen Manufacturing Company
Sheboygan, Wisconsin
Henningesen Foods, Inc.
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International Multifoods Corporation
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William Oldach, Inc.
Flourtown, Pennsylvania
Peavey Company Flour Mills
Minneapolis, Minnesota
Rossotti Consultants Associates, Inc.
Fort Lee, New Jersey
Schneider Brothers
Chicago, Illinois
Seaboard Allied Milling Corporation
Kansas City, Missouri
Triangle Package Machinery Co.
Chicago, Illinois

(Continued on page 9)



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to the Macaroni Industry*

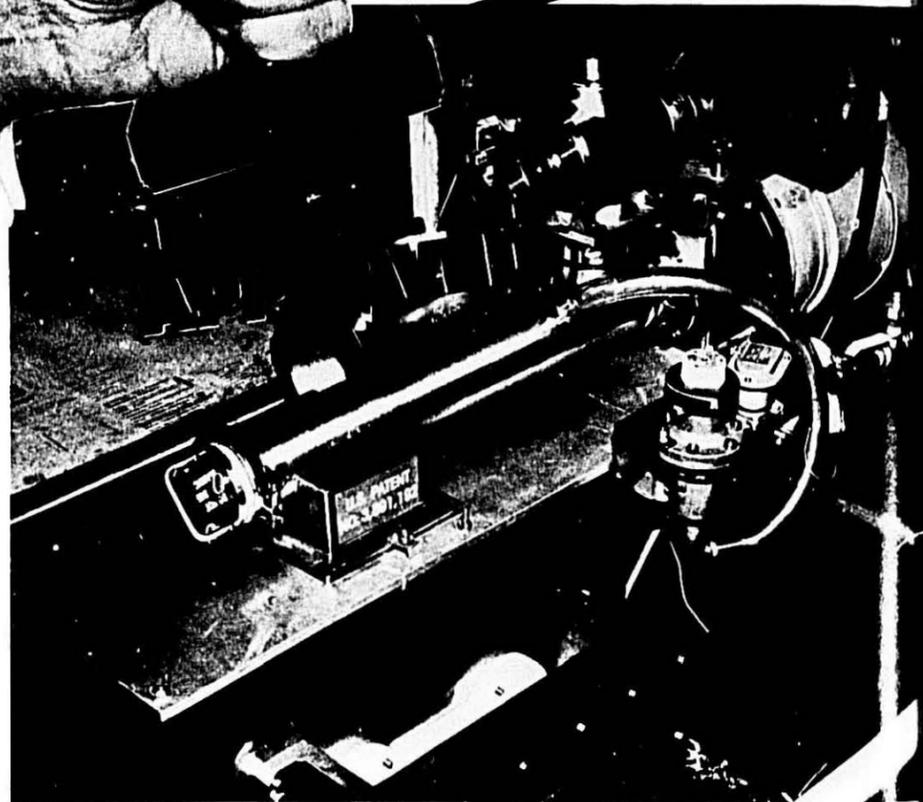


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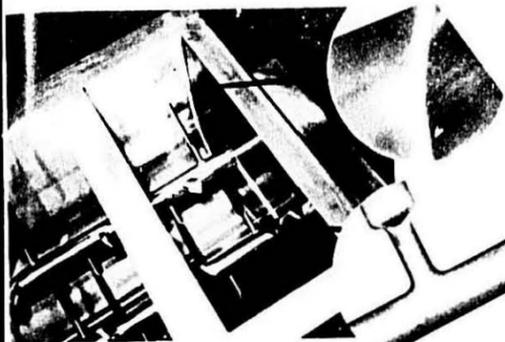
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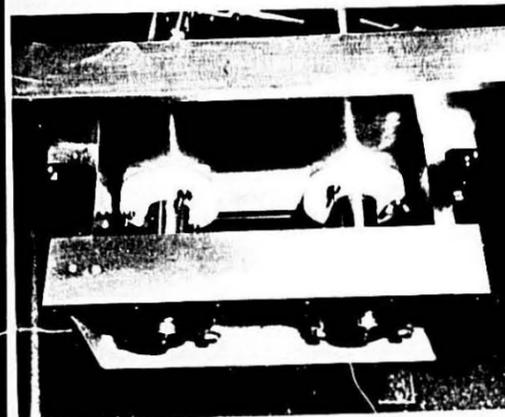
in Federally Inspected Meat and Poultry Plants. Each DEMACO Extruder so approved has the Continuous Macaroni Mixer shown here.



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

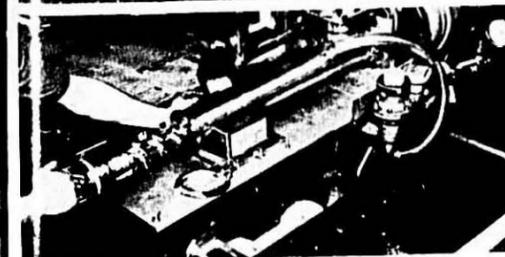
Mixer paddles are welded to the shafts with joints ground smooth as above, to eliminate probable trouble spots. Bearings and the gear box are located well away from the product zone.



OIL LEAK-PROOF!

The mixer shafts come through the stainless mixer end-plates. Delrin spacers seal the product zone. The mixer shafts continue into the gear box, where conventional packings are used.

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GREETINGS FROM THE PRESIDENT

Opening Remarks by Lawrence D. Williams

I extend to each of you a welcome to the Winter Meeting of the National Macaroni Manufacturers Association. No doubt we are all pleased to be in sunny Florida at this time. Frannie and I are extremely happy to be here with you this year—we are very sorry uncontrollable events last year caused us to miss the Winter Meeting.

This morning I'll open this meeting with a report to you on a number of important Association developments and accomplishments during the past year. These are:

1. The monthly Macaroni Sales Index compiled by Ernst & Ernst, initiated a little over a year ago, continues to be a success.
2. The conferences to resolve the operation of the HRI Program resulted in a foodservice research project which was authorized by the National Macaroni Institute Committee this Fall and later this will be reported upon in detail.
3. In the past year your Association held two plant operation forums and these were at San Leandro and Philadelphia.
4. A highlight of the year included Spaghetti Safari II. Twenty food editors were present in durum country at harvest time and they were exposed to milling and macaroni manufacturing operations.
5. There was the 11th Annual Reunion at Tiro A Segno in Greenwich Village, New York City with outstanding attendance.
6. There was an FDA Hearing before FDA and USDA representatives in Atlanta, Georgia, during December at which I and some members of the Standards Committee testified. This Hearing was precipitated by federal regulations concerning net weight and moisture loss in food products. Our presentation was one of many others including the Grocery Manufacturers of America.
7. We had an excellent summer meeting of the Association at Hershey, Pennsylvania. A large number of past presidents of



Lawrence D. Williams

your Association attended this meeting even though many of them are no longer active within our industry. It is my hope their attendance will become a tradition at future summer meetings. Also, at this time I would like to express for the Association our thanks to Joseph Viviano and Dick Zimmerman and all others who participated in the excellent summer program.

8. Last—but certainly not the least important Association development during the past year—we have experienced the unfortunate demise of several of our members. Each of whom we shall miss as a personal friend and a business associate.

Far-Reaching Change
Contemporaneous with important Association developments and accomplishments during the past year the macaroni industry produced changes of a far reaching nature. The significant development has been mergers or consolidation of the activities of a number of companies both large and small. Subsequent to the fall 1976 sales of Mueller to Foremost-McKesson and Gioia to Ranks-Hovis-McDougall other significant transactions have occurred. Ranks-Hovis-McDougall acquired Bravo of Rochester and Ravarino and Freschi of St. Louis. Also, R & F, which had previously acquired EL Paso, New Mill and Red Cross, consolidated further by terminating operations in

El Paso. Pillsbury finalized acquisition of American Beauty and its six plants west of the Mississippi—Prince Macaroni acquired Shreveport Macaroni and Jenny Lee of St. Paul, Wiess Noodle and Ideal Macaroni within the past few weeks have completed their merger.

All this activity relative to consolidations and mergers has necessitated the review of Articles IV and V of the Association's Constitution and By-Laws. Your Executive Committee commenced deliberations as to this matter on Sunday. Article IV presently states that each member shall be entitled to one vote only and if membership is in the name of a firm, corporation or other legal entity it shall be entitled to one vote only, irrespective of number of branches, plants or subsidiaries it may have. Article V concerns the Board of Directors and Section 1, paragraph (d) states that membership of the Board of Directors shall be limited to one board member for any one macaroni company and for purposes of the section, one macaroni company means only one corporate entity or one individually owned company. Any developments and proposals applicable to your Constitution and By-Laws will be reported to you at the earliest date possible. Any proposed changes shall be submitted to you for approval or disapproval as you determine.

Rising Costs

This year 1978 finds our industry continuing to be plagued by rising costs of labor, freight, packaging, marketing, taxes, etc. We therefore cannot falter in continuing our efforts for efficient and profitable operations. Your agenda at this meeting is designed to bring recommended activities to you during the course of the program this morning and Wednesday morning. The issues of marketing, facts and trends, packaging, advertising and merchandising will be addressed head-on today by highly qualified experts. Wednesday morning a highly qualified panel will lead a discussion on standards and evaluating the broker sales force, development of liaison between management and its sales force and motivation of the sales force.

This new year of 1978 continues to pose other financial uncertainties beyond direct cost increases. There is a variety in the financial community domestically and abroad. The constant fluctuation of the U.S. dollar in foreign markets without question affects our domestic economy. The reason to be acquired is that we are not an isolated island. To be profitable we must have continued vigilance to maintain financial integrity. Weather will also continue to affect our operations and provide profit picture uncertainty. In 1976-77 the nation sustained a severe winter but achieved an excellent 1977 durum wheat crop. However, 20% of the crop was lost at harvest time because of weather. The price of durum wheat and the existing surplus of durum wheat diminished. Canada has sold its entire 1977 crop and we can anticipate foreign buyers looking to the United States' supply thus possibly creating further price increases.

Be Prudent—Work Hard

I can only suggest that for this year 1978 we each exercise the most sound and prudent business practices possible to avoid being swallowed up by rising costs, inefficiency and inflation. The profit motive without positive action will not be sufficient in the year ahead to achieve profit success. Desire must be coupled with a rolling up of our sleeves and the expenditure of hard, hard, hard work. During the year your Association will sponsor seminars and meetings tailored and designed to assist all members in achieving a successful and profitable 1978. Plant operations seminars are scheduled for April 4 and 5 at Kent, Washington and on April 12 and 13 at Millersburg, Ohio. Our summer meeting at Del Coronado, California will also be constructive and you can look forward to the same.

Thank you for your attention—enjoy your meeting.

Winter Meeting Suppliers' Socials

(Continued from page 4)

Vitamins, Inc.
Chicago, Illinois
Wright Package Machinery
Durham, North Carolina
Milton G. Waldbaum Company
Wakefield, Nebraska

OPENING REMARKS ON CREATIVE MARKETING PANEL

by Lester R. Thurston, Jr., at the Winter Meeting



Lester R. Thurston, Jr.

The past five years have been a period of unprecedented change in the Macaroni Industry. Beginning with volatile activity in commodity markets, we have seen the course of events reshaping our industry structure. To use the old cliché, the past is prologue. Whatever forces with which we contended in the past, they are gone to be replaced by the challenges of the future.

The measure of our success as an industry and the degree of success each of us achieves as managers will be determined by our response to that challenge.

It is not a unique situation in which we find ourselves. Others before us have reached the same crossroads. One fork leads to growth and progress; the other to decline and decay.

What are the factors that will influence the outcome for our industry and for you allied and associated members in your own area of the business community? You too are engaged in the quest for growth and development. There are obviously many answers to the question. We want to focus today on one critical element.

In 1960, Theodore Levitt, then a lecturer in Business Administration at Harvard Business School and now a famed professor there, wrote an article for publication in the Harvard Business Review. The article has since become a classic in business literature. 265,000 Reprints have been sold since

the original publication and it was again featured in a 1975 edition of the magazine.

The title of the article "Marketing Myopia" reveals the message. Myopia, for those of us who need a brushing up on definition, means "deficiency of foresight."

How can an industry and a company ensure its continued growth. Marketing myopia answers that question by urging organizations to define their industries broadly to take advantage of growth opportunities. Using the railroads as an example, Mr. Levitt showed how they declined inevitably as technology advanced because they defined themselves too narrowly. "To continue growing, companies must ascertain and act on their customers needs and desires, not bank on the presumptive longevity of their products."

Product Oriented Industry

Historically, the macaroni business has been considered a product oriented industry. So much so that macaroni is referred to in some circles as a commodity.

In recent years there has been a perspective trend away from that concept, but in my opinion we have a great opportunity to progress infinitely further and in our best interest we better do it faster.

If we do not seize that initiative promptly, the failure will be clearly perceived for it will rest at the top among those executives responsible for broad corporate aims and policy.

The railroads got in trouble, according to Mr. Levitt, because they assumed themselves to be in the railroad business rather than in the transportation business. The reason they defined their industry wrong was because they were railroad oriented instead of transportation oriented. They were product oriented instead of customer oriented.

We refer to ourselves as being in the macaroni business. In fact, we are in the business of satisfying consumers and in the food category alone we have 18,000 items competing with us for attention and approval.

Having the capacity to produce great quantities of pasta products, we feel the pressure to move the product.

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Fifty-nine years of doing business at the same old stand.

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If it looks good and tastes good. That's good pasta! But good pasta requires good products. Like Amber's Venezia No. 1 Semolina, Imperia Durum Granular, or Festival Fancy Durum Patent flour.

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Again quoting Mr. Levitt, what usually gets emphasized in that situation is selling, not marketing. Marketing, being a more sophisticated and complex process, gets ignored. "The difference between marketing and selling is more than semantics. Selling focuses on the needs of the seller, marketing on the needs of the buyer. Selling is preoccupied with the seller's needs to convert his product into cash. Marketing responds to constantly changing consumer needs and tastes."

Tools of Marketing

Today we hope to stimulate your thinking and focus your attention on essential tools of marketing. We have assembled a distinguished group of professionals and I say that with conviction because I have had the opportunity to work closely with each of our speakers and their organization. Each of us enjoys a client-agency relationship at the present time.

Mr. Philip F. Connolly is a Vice President of the A. C. Nielsen Company Retail Index Division.

Phil first joined the company in 1949. He served as a presentation analyst and subsequently rose to become first assistant manager and then manager of the New York Retail Index Client Presentation Analysis Department. He remained in that capacity until July of 1966 when he moved into Client Service and was promoted to Account Executive in September 1968. Phil was elected a Vice President in 1974 and since that time has had corporate responsibility for a number of important clients, including Mueller, Warner-Lambert and the Best Foods Division of Corn Products International.

Married, Mr. Connolly resides in Cenglers, New York. Phil and his wife, Joan, have reared a family of six boys who currently range in age from 24 down to 9.

Mr. Irv Koons is President of Irv Koons Associates, Inc., a medium sized industrial design firm specializing in Packaging, product design and corporate image through packaging. He is past Chairman of the Package Designers Council and member of the Board of Directors and the Executive Committee.

Irv has lectured for the U.S. State Department, the World Trade Organization and has been consultant on

packaging to the United States Information Agency. He is the author of numerous articles appearing in Industrial Design Magazine, Packaging Digest, Modern Packaging, Graphic Packaging and many other publications.

The firm's work has been exhibited and has won awards in almost every major U.S. packaging and design exhibition, competition and publications, in addition to receiving many honors and awards internationally.

Clients include such firms as Consolidated Cigar Corporation, Joseph E. Seagram & Sons, Clairol, Revlon, Bristol-Myers, L'Oreal, Chesebrough-Pond's, Yardley, Warner-Lambert, Gillette, The Chun King Corporation, C. F. Mueller Company, Thomas J. Lipton, Beecham, Inc., General Foods, Fairmont Foods Company, American Can Company, C.P.C. Inc. and many others.

Mr. Robert S. Marker is Chairman of the Executive Committee of Needham, Harper & Steers, which he joined in November, 1975, having previously been President of the Dallas Herald Company. Prior to that assignment he was Chairman of the Board of McCann-Erickson Worldwide, Inc.

Mr. Marker was with McCann-Erickson for 13 years. He joined the Detroit offices as Vice President and Account Supervisor after a dozen years of varied consumer account experience, both creative and management. He was elected Senior Vice President several months later, appointed Detroit Manager and Senior Management Officer on the General Motors business, then elected Executive Vice President later in 1967. He was elected President in 1968, moving from Detroit to New York, and in 1971 was elected Chairman of the Board.

Mr. Marker has served as President of the New York Board of Trade and on the Board of Directors of the National Outdoor Advertising Bureau.

Bob was born in Nashville, Tennessee, is married and the father of two sons.

Mr. Eugene S. Mahany is no stranger to our Association. He appeared on our program in January, 1975, and we are very pleased to have him address us once again.

Gene is Senior Vice President and Director of Marketing Services of Needham, Harper & Steers.

He is a Summa Cum Laude graduate of Xavier University in Cincinnati and has a Master's Degree in Marketing from Michigan State University. He attended the Marketing Management and Advertising Course sponsored by the American Advertising Federation at the Harvard Business School in 1967.

MARKETING INFORMATION

The Basis for Creative Strategy

by Philip Connolly,
Vice President,
A. C. Nielsen Company,
at the Winter Meeting



Philip F. Connolly

I was asked to talk on the subject of marketing information—a basis for creative strategy. It might be better titled "Knowing your market's problems and opportunities." It is often said that problems are nothing but opportunities in disguise. Hopefully I will be able to point out some of these opportunities to you.

Before examining the dry product market, it may be helpful to investigate some of the activity relating to the general economy and to the major distribution outlets for your products—food stores.

Since the grocery industry is supported by consumers, let's start by looking at what kind of money consumers have to spend. Disposable personal income through the third quarter of 1977 was up by 10%, a very healthy increase. As we all know, however, inflation has been eating

(Continued on page 14)

If you want results, call the durum people.



You can measure the results when you start with the best. The best durum wheat is raised on the prairies of North Dakota, and the North Dakota Mill uses only the best durum wheat for our durum flours. If you want the best results, start with Durakota No. 1 Semolina, Perfecto Durum Granular or Exello Fancy Durum Patent Flour. Call us today — you'll get the results you want. The best.

the durum people



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

Marketing Information

(Continued from page 12)

away the value of our dollar income and with average prices up by 6%, real disposable income was up by only 4%. That is a much less dramatic increase but still better than the net population growth of 0.75% over the same interval.

After factoring out taxes and inflation, American consumers are on a modest uptrend in terms of their ability to improve their standard of living and in terms of their ability to buy our products in grocery stores. Of vital interest to the health of our business is the percentage of this "buying income" spent in food stores—our major point of distribution.

When the final figures for 1977 are in, it is estimated that 11.5% of total buying income will have been spent in grocery stores—\$11.50 out of every \$100. Despite all of the publicity given grocery stores' competitors from fast foods, this grocery store share of disposable income has changed very little in the last six years—it has ranged from a low of 11.5 in 1977 to a high of 12.1 in 1975.

While the percentage of buying income allocated to the grocery industry has not changed dramatically over the last six years, in 1976 total grocery store sales were \$138.2 billion, making grocery retailing the biggest single industry in the country followed by the automotive industry which did \$126 billion in 1976. In 1977, it is estimated that grocery sales will total \$147 billion, a 7% increase over 1976.

Food Prices

Logically, the next subject to discuss is food prices. The Bureau of

Labor Statistics publishes a figure called "Food at Home Price Index" which we'll use because it most closely reflects the inflation factor in grocery store prices. To review history briefly, food at home prices shot up 15% in 1973, another 16% in 1974 and 9% in 1975. In 1976, food at home prices advanced a very moderate 3%. In fact, in the second half of 1976, food prices didn't increase at all (+0.2%) and this trend continued into the beginning of 1977. More recently, however, food at home prices are moving back up, +6.6% for the six months ending September 1977. It is easy to see then that the primary factor in the growth of food store sales has been higher prices. This chart compares the dollar growth shown on the previous chart with the increase in prices to arrive at an inputted tonnage growth rate. The average annual tonnage growth rate from 1972 to 1977 was less than 1%, +83%.

What can we generalize from all of this?

First, thanks to a good year in 1976, the retail grocery industry has now recovered to a tonnage level about 2% above its 1972 pre-recession level. However, population has grown 4% over that same interval, so per capita is lagging.

From 1960 to 1970, our total population increased by more than 1% a year—in fact it increased at a compound rate of 1.2%. However, in the first five years of the current decade, from 1970 to 1975, our population growth has been less than 1%, more precisely it has been only about 0.8% per year. Furthermore, Census experts expect this slow rate to continue through 1980. This means that the food industry in the United States

can't expect to grow very much merely by having more mouths to feed in total.

The Dry Pasta Market

With that background, let us turn to an area of interest to all of us—the Dry Pasta market.

In 1977, estimated sales of Dry Pasta products in the Continental United States food stores reached an all time high of over \$500 million. Indexing the volume to 1970 as a base of 100, we see that the Dry Pasta dollar business has doubled (index of 201) in seven years. Like total grocery store sales, however, the tonnage trend is no where near as dramatic as the dollar trend. Our index for 1977 on a tonnage basis is 117 compared to the index of 201 for dollars.

The average annual growth rate for Dry Pasta on an annual basis (+2.4%), however, did show a better rate of growth than population over the same period—a change in direction from that noted by Bob Wenger of Nielsen when he addressed you in 1971 and pointed out that between the years 1967 and 1970, there had been no expansion of annual per capita sales for Dry Pasta.

What happened to change a per capita trend that had been flat for over six years to one of moderate growth? You will note that the change took place starting in 1973 and has continued through 1977. In 1973, two things happened that helped the Dry Pasta and certain other dry grocery products. First, the consumer price index for food at home shot through the roof and continued to grow at a double-digit rate through 1975 and it was only in 1976 that they started to slow down. In conjunction with that,

we had the famous meat boycott that year. The price index for meat also increased rather sharply from 1972 through 1975, and since then has pretty much stabilized.

So far so good—but how did our industry's performance compare with that of some competitive industries, the manufacturers of other possible meat substitute products.

Here is a comparison of the tonnage trend from 1972 to 1973 for Pasta and seven closely related product categories. You will note that the growth rate for Pasta ranked seventh when compared to these categories. In all fairness, though, we should take into consideration previous performance when comparing trends.

When we compare the 1973 growth rate with the 1972 rate for Pasta and the other seven categories, we see that Pasta ranked third in acceleration of trend.

As noted earlier, the impetus given to Pasta and semi-related category sales by the increase in total food at home and specifically meat prices during 1973 and 1974 and part of 1975 produced some pretty healthy average annual sales gains for some of these categories, including Pasta.

The average annual growth rate for Pasta from 1967 to 1972 was slightly better than 1%, while the annual growth rate from 1972 to 1977 expanded to 5%. The next question is—has this expanded rate of growth continued?

Population Changes

I mentioned earlier that prices, particularly meat prices, started to stabilize during 1976 and have pretty much held the line until 1977. Note that the growth rate for Pasta during 1977 was expected to be only 1% compared to the average rate of 5% from 1972 to 1977. Obviously, the stabilization of prices has had a negative effect on the growth rate of Pasta just as the rise in prices had a positive effect on the growth of Pasta. Of the seven other categories we have been examining, three experienced a slow down in 1977, one showed better growth in 1977 and three showed basically no change.

Since we have already shown that the United States population is expected to grow at only eight-tenths of one percent a year through 1980, we

obviously cannot expect to see Pasta or other markets grow substantially from the availability of more customers. If there is to be any pick up in growth rate, it must come through other methods.

While we cannot expect any growth from population in total, there are some interesting figures in the age makeup of the United States population and its trend. Looking ahead to 1980, there will be increases in three important age components. The fastest growing will be the 20-34 year old age bracket, which is expected to expand by 14% from 1975 to 1980, compared to a 4% growth in total population.

This is a very important age bracket because it includes those just entering the labor market. To quote Peter Drucker, "Twenty years is the lead time between conception and the paycheck."

It also includes those in the family formation stage, and you know what that means—new homes, young children, new appliances, etc. It will probably also mean more new technology appliances, such as microwave ovens.

Directly related will be another growing population segment—the under-5 age bracket, which should increase 9% by 1980—and this also means specialized opportunities for some segments of the food industry.

The other age bracket which is expected to outpace the total is the senior citizen group—those 65 years and older. This group is also expected to increase 9% by 1980, again representing specialized market opportunities.

Behind the Figures

We would like to expand on these population statistics, because although we have cited three obvious changes, the numbers tend to conceal more than they reveal, unless you probe beneath the surface.

First, what's behind the burgeoning population in the 20-34 age bracket? The main force behind it is the baby boom that followed World War II and lasted until about 1962. If we look at the birth dates of those who will be 20-34 years old in 1980, the oldest will have been born in 1946, and the youngest in 1960. That almost exactly parallels the period of

our highest birth rate.

Now, let's think about the individual personalities that will comprise that 20-34 age group just two years from now.

Because they will have been born between 1946 and 1960, they will be our first generation of adults raised in front of the TV screen. They will all have been born after the last "heroic war," if I may use that term. Many will have been raised on modern math, and they will all have been raised in the post-World War II pension plan, medical plan, unemployment compensation society. They will be better educated. If we go way back to before World War II, in 1940, less than 5% of the adult population were college graduates; and a total of 10% had some college.

By 1975, almost 14% of our adult population were college graduates; and a total of 26% had some college. And remember that these are percentages of total adult population. If these figures were percented to the age group we're talking about—20 to 34—I'm sure they would be quite a bit higher. Let's remember also that they will have been raised in the era of the birth control pill and the general popularity of the "zero population growth" concept.

In 1960, there were 118 births per 1,000 women of child-bearing age. In 1976, that rate dropped to 65.6, the lowest rate yet, and even below the 76 per 1,000 rate in 1933, at the bottom of the Depression.

So, the slowdown in birth rate is very, very real; and it can be expected to show up in smaller average family sizes for this 20-34 year old group.

Related to the matter of family sizes, household sizes, etc., is another interesting statistic, with significant implications for the grocery industry. In 1950, only about 11 of all households in the United States were one-person households. By 1975, that figure was up to almost 20%.

Let me add a few more key population statistics.

First, is the trend in the percentage of working wives. In 1950, we had a working wife ratio of 24%. That percentage has increased steadily, and as of 1976 was up to 46%. What's more, there are now more working

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INFLUENCING FACTORS ON THE CONSUMPTION OF DRY PASTA

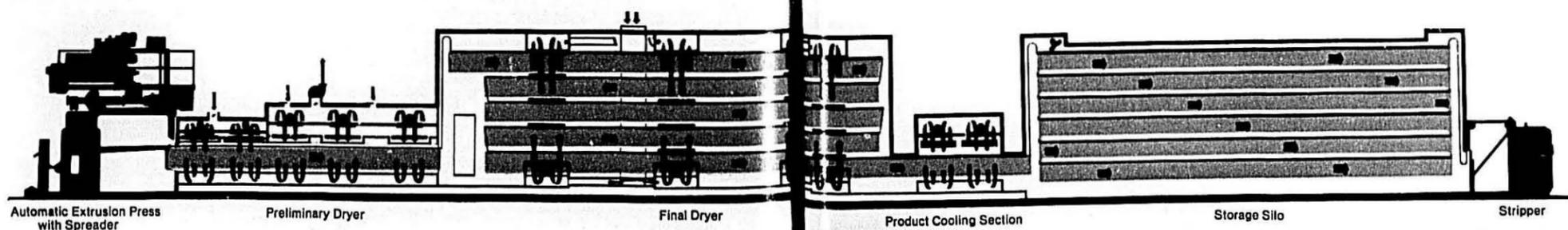
YEAR	DRY PASTA SALES TREND	FOOD-AT-HOME PRICE INDEX	INDEX OF MEAT PRICES	PER CAPITA CONSUMPTION OF MEAT
1971	+1	+2	-1	+5
1972	+0	+4	+11	-1
1973	+6	+15	+25	-7
1974	+3	+16	+2	+8
1975	+2	+9	+8	-4
1976	+2	+3	+1	+7
1977*	+1	+5	-3	+4

* ESTIMATED BASED ON 10 MONTHS DATA

TREND DIFFERENTIAL 1973 VS. 1972 DRY PASTA VS. SEMI-COMPETITIVE CATEGORIES

CATEGORY	1972 VS. 1971	1973 VS. 1972	DIFFERENCE IN TREND
PACKAGED SPAGHETTI DINNERS	-2	+23	+25
SPAGHETTI SAUCES	+11	+23	+12
DRY PASTA	+1	+6	+5
CANNED SPAGHETTI	+7	+11	+4
CANNED RAVIOLI	+30	+32	+2
MACARONI & CHEESE DINNERS	+23	+24	+1
RICE MIXES	+18	+5	-13
NOODLE DINNERS	+50	+35	-15

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Marketing Information

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wives than there are full-time housewives; and that's quite a switch from our historical concept of the average Mrs. Grocery Consumer.

I might add that this working wife figure is a rather strictly defined statistic—these figures represent only the wives of husbands who are also "present and working"—in other words, they represent a second income in the family.

If all of these population statistics haven't been enough to convince you that nothing is constant but changes, let me add one more. In 1976, there were 2.1 million marriages in this country. There were also 1.1 million divorces. Thus, for every two marriages, there was slightly more than one divorce.

I hope we have given you enough to convince you not to be fooled by our almost flat population trend. The total may not be changing that much, but its composition certainly is; and these changes represent both problems and opportunities.

They have led directly to the popularity of the market segmentation concept. No single overall marketing strategy can appeal to the needs of the single-person household for single servings, to the needs of the working wife for convenience foods, and to the needs of the traditional family unit for economy sizes.

I think the education figures also help explain consumerism and the pressure for such things as nutritional labeling and unit pricing. Increased purchasing power—remember a lot of families now have two incomes—plus more education, and a lifetime sitting in front of the TV tube have all combined to produce a greater demand for quality, and greater skepticism regarding product claims.

Population Shifts

Up to this point, we haven't talked about population shifts by piece of geography. I am not going to review the general shift of population to the South and West because so much has been written about it that I think you're all quite familiar with it. But I would like to talk about a different geographic shift in population, because it represents a reversal in trend that I find many people are not aware of.

For years, there has been so much publicity given to the movement away from the farm and into the city that I think many of us have tended to write off rural areas and smaller cities as promising markets. That may have been a safe thing to do in the past, but it may not be wise policy in the future. Right now, someone should write a new song—"How are you going to keep them down on Broadway after they've seen the farm?"

First, let me define the four groups—major metropolitan areas with over 2 million population, metropolitan areas between one-half million and 2 million people, then so-called minor metro areas which are small cities between 50,000 and one-half million, and finally non-metropolitan areas, which would be primarily rural.

Looking at these numbers, from 1950 to 1970, the major metropolitan areas increased population by 107%, or more than doubled in size. The next urban group increased by 106%, then drop on down to the rural areas and three was a 6% decline in population over those twenty years.

However, demographers now say that from 1970 to 1990, the largest cities will grow by only 6%, and medium and smaller cities by 27% and 21%, respectively; the important point is that they expect to see a 17% population gain in the rural areas.

We are already beginning to see this shift reflected in our figures. From 1972 to 1976, total grocery store sales in rural areas increased 60% compared with a 46% increase in urban areas. Furthermore, this pattern has been consistent. For each of the past four years, rural growth has outpaced urban growth, although I should point out that in the calendar year 1976, the rural increase was only fractionally ahead of urban.

Certainly any manufacturers developing a marketing strategy for growth should be aware of these shifts in population—both age and urban versus rural.

New Items

Another area that some manufacturers have used successfully for growth has been the introduction of new items. Surely, this avenue will be used again in the future, perhaps by some in this audience. What does history tell us about the introduction

of new items.

All of the upcoming material derived from a Nielsen Service called the Nielsen Early Intelligence System. The data is based on warehouse movement to supermarket operators across the country—and reflect new listings in chain and distributor warehouses.

A "new item introduction" can be almost anything—new sizes, new flavors, line extension—that gets onto a warehouse listing.

This chart summarizes the trend in the new item introductions over the last seven years using the year 1971 as an index of 100. Except for the year 1972 and a recent decline in the past 18 months, I think you will agree that the number of new item introductions has been relatively flat with minimum change, particularly in the years 1973 through 1975.

It would appear that new item introductions have been the norm in perishable and frozen food categories but that for whatever reason (higher costs of goods, the saturation of colors and sizes as a line extension device), new item listings are declining rapidly in non-consumable categories.

As mentioned above, these figures include all new item introductions, whether it be a new brand or just a proliferation of sizes, flavors, colors, types of existing products.

Within the gross totals, the new brand figures by themselves offer some interesting indicators.

First, just to set your sights a bit, there is an indication of what proportion of all new item introductions are of the new brand variety. The figures, by the way, only cover the last few years—data prior to 1974 is not available.

The percentage of total represented by new brands has been increasing slowly, or at least was, until 1977 when the percentage fell back to a level slightly above that in 1975. In a time period when all new item introductions were either flat or in a modest decline, brand introductions appeared to increase slightly.

Within these totals, we thought you'd be interested in the type of introductions.

First some definitions:

A new brand name—This is the first time a brand name is used by

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The METAMORPHOSIS*

In the old days, the first generation Italo-Americans arrived here and many of them chose the production of Pasta for their livelihood. Though the business was laborious, the procedures were simple—select the best semolina for their basic ingredient—turn out the best looking and tasting product possible, and sell it to as many markets as would place the items on display.

In the course of time, complexities arose. The retail outlets became a jungle of products. Each one created to shout—buy me! Then the macaroni manufacturer became immersed in selling related items—and now completely prepared pasta products are in vogue.

However, a metamorphosis appears on the horizon: Fully appreciating the profit possibilities of the macaroni industry (which has only scratched the surface in America as compared to other countries) the giants of industry here are buying plants; and foreign money from several sources have sent professional buyers to secure the best possible purchases . . . it's happening all around you NOW!

Now! at the height of your business efforts, you must either fight 'em—or, join 'em.

We believe that just about everyone in the Macaroni Industry knows the reputation of Rossotti, which we have achieved over years. Some of those still in the Industry will remember my father and my brother. Therefore, our promise of complete confidence in any situations is a pledge. Regardless of the direction you choose for your business, I believe we can be helpful. All inquiries, of course, will be held in the strictest of confidence. We would be happy to discuss such situations with you.

* METAMORPHOSIS—transform; change of form structure or substance.—Webster.

Charles C. Rossotti, President

George Leroy, Marketing Director

Jack E. Rossotti, Vice President

ROSSOTTI CONSULTANTS ASSOCIATES, INC.

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Fort Lee, New Jersey 07024

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Established in 1898

Marketing Information

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a manufacturer—Taster's Choice Instant Coffee, Bounce Fabric Softener, No Bake Cheesecake Mix, all would be examples of a new brand.

Established brand name in a new market—This would be a diversification attempt by a manufacturer to a new market with a brand name carry-over—examples here would be Vaseline Intensive Care Lotion, Ajax Detergent or Window Cleaner.

Brand extension, same market—An extension into a new segment—examples, Taster's Choice Decaffeinated, Cycle Dry Dog Food.

Although we are again dealing with relatively short-term trends, some patterns do seem apparent.

The brand name extension in the same field concept appears to be increasing as a percent of all new introductions, and the new brand name segment is not only large, but has maintained or modestly improved its share of the total. One fact that emerges clearly is that the movement of an established brand name into a new market is not only smaller than the other classifications but is declining as well. All of this would seem to indicate that the introduction of a new brand name is still the leading strategy in grocery marketing, that brand extension within a market (that is, to a new segment) is increasing and that the transferring of an existing brand name to a new area may have been a short-lived phenomenon.

We would like to turn our attention to consumer promotions for the next few minutes. Back about the beginning of 1972, certain FTC restrictions were put on the use of price packs, and by price packs I mean such things as cents-off deals, bonus packs, etc. The effect was a marked reduction in the use of price pack promotions by manufacturers.

Consumer Promotions

Here you can see what happened. Setting price pack usage in June-July 1971 at 100, the use of these deals dropped by almost 60%—to an index of 41 the following summer. Usage remained at fairly low levels; but, starting in late 1974 and continuing on into 1975, price pack promotions

started to come back, probably concurrent with a cutback in the use of in-ad coupons. By the middle of 1975, they stood at an index of 83; and by the middle of 1976, at an index of 84. In other words, price packs are not quite back up to their old levels, but close to it.

Another major promotional device is couponing, and we can report that the growth of couponing continues without any signs of slowdown. These estimates provided by the Nielsen Clearing House show that total manufacturer coupon distributions—that is, excluding in-ad—have increased from 23 billion in 1972 to 46 billion in 1976—almost doubling within the past five years.

If we divide that 46 billion coupon distribution figure by the approximate 72 million households in the country, then the total number of coupons distributed per household amounted to about 645 in 1976. Of course, these are coupon distributions and they include all forms of manufacturer coupons, including newspaper coupons.

Redemptions in 1976 were estimated to be 2.1 billion coupons, or about 29 per household for the year—still a very sizable figure. To get a picture of what this activity means at the store level, this 2.1 million redemption figure converts to an average redemption rate of about 15 coupons per \$1,000 or annual grocery store sales; or, for an easier perspective, at this rate a \$50,000 a week supermarket would redeem about 1,500 coupons per week.

I think most everyone recognizes the selling power of coupons, but against that power must be weighed the slippage through misredemption, and that slippage must be compared to the slippage inherent in all forms of advertising and promotion. Despite this slippage, couponing clearly remains a very important promotion force.

Why is this so? The reason is that coupons, as a form of sales promotion, offer manufacturers control and flexibility, and they add a follow-through punch to advertising.

Since Bob Marker is going to address the subject of advertising a little later, I would like to move to one final area involved in marketing, and that is the price versus quality aspect.

Price vs. Quality

To this point, here are a few observations from a recent survey we conducted among 1,000 female heads of household.

Among other subjects covered, we asked them, "What is the most important reason for choosing the particular supermarket in which you shop?"

Here are the results:

- 43% said price
- 30% said merchandise selection, quality, etc.
- 27% said location
- 15% said personnel and service

Before someone challenges me, let me quickly acknowledge that these figures add up to more than 100%, because some respondents gave more than one "most important" reason.

When we interpret findings such as these, we tend to immediately jump to the biggest number and say "price is the most important factor." But let's do it in a slightly different way. Over half did not say that price was most important—they chose a store for another reason.

Also, almost one in three said merchandise was most important. In other words, merchandise quality and selection are, in fact, very important. Also, what we don't know is whether among those who mentioned price as most important, how close behind would merchandise quality and selection rank?

My question is this—even though price is obviously important, and always will be in appealing to consumers, is the grocery industry concentrating too much on price, and not enough on merchandise selection and quality? Can retailers and manufacturers work together to do a better job of building excitement into the store, through more attractive in-store promotions, seasonal tie-ins, recipe and menu suggestions, etc.? And should more emphasis be placed not on competing with the fast food operators on the price of hamburger and chicken, but on the truly unusual and interesting meals that can be prepared with the products bought from your favorite supermarket?

A lot of good work has been done in these areas, but we can't help but wonder if we haven't become so preoccupied with price alone in recent

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THE MACARONI JOURNAL

You noodle-makers know everything about noodles, but Henningsen, the egg people, can tell you something new about eggs.



First, we can save you money on eggs you don't put in your egg noodles. We guarantee absolute uniformity, and tightly-controlled moisture content, which is something a hen can't do. Because we guarantee a minimum of 95% egg solids in our whole egg and egg yolk products, they have a built-in safety margin that keeps your egg noodles safely at or over the 5.5 per cent egg solid minimum content set by Federal regulations. So you don't have to pour in a lot of extra egg for good measure when you use Henningsen egg solids. And we pasteurize Henningsen egg solids. We also guarantee that they are 100 per cent salmonella-negative, by test. We homogenize our egg solids for uniformity. We can also tell you ways to save money on the eggs you put into your egg noodles by better methods of handling and blending and storing eggs in your plant. And we know all the ways. After all, we're the egg people. One more thing. You get fast, on-time, dependable delivery of egg solids from Henningsen. And we have local representatives all over the country to help you out on egg problems. After all this, we're afraid to suggest that you use your noodle and buy your egg solids from Henningsen, the egg people. But it is a good idea.

Henningsen Foods, Inc.

The egg people

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Marketing Information

(Continued from page 22)

years that we have taken our eye away from some of the other very important attributes of grocery store shopping.

So much for the factors that will have an influence on all grocery sales in the future. What do we think lies ahead for the Dry Pasta Industry?

As a company, we at Nielsen are not in the business of foreseeing the future. Our function is to measure and analyze what has already transpired. But as one wise man once said—to better foresee the future we must first understand history.

We believe we have here made a fair appraisal of the recent past and should at least try to project the future of the Dry Pasta Industry, at least through 1980.

The Future of Dry Pasta

We have already seen that there was little growth in per capita consumption of Dry Pasta from 1969 through 1972. It was only the inflationary pressures brought to bear on the consumer in 1973 and 1974 that stimulated per capita consumption of Dry Pasta in those years. Since 1974, per capita consumption has grown at approximately 1% per year. Assuming that trend continues through 1980, then Dry Pasta tonnage sales would be 5% higher in 1980 than in 1977. This is not a very impressive growth rate but that is what history says will occur.

There are two other estimates on this chart—one shows an 8% increase, 1980 versus 1977, while the other shows a 15% growth rate. The 8% increase assumes we can stimulate enough interest in this market to pay out at about one-half the annual rate of growth the market enjoyed from 1972 to 1977 while the 15% estimate assumes that we can stimulate enough interest to pay out at an annual growth rate equal to the growth rate established between 1972 and 1977. The choice of whether Dry Pasta annual sales growth returns to the historical flat per capita growth (+0.5% to +1.0%) or to the more recent trends is yours.

Hopefully some of the marketing information exhibited here will help you plan your marketing strategy for the upcoming years.

CREATIVE PACKAGING

by Irv Koons, Irv Koons Associates, New York City



Irv Koons

This business of creativity is sort of hard to pinpoint. What do we mean by "creativity"; how do we

SOME INGREDIENTS FOR STIMULATING PASTA GROWTH

- Educational programs dealing with the health and economic benefits of pasta as either a main course or a side dish aimed at the faster growing segments of the population—20-34 and 65 and over.
- Directing our advertising and promotional programs at the rural as well as the urban market.
- Possible new product introductions.
- Right mix of trade and consumer promotions.
- Do not ignore product mix and quality in favor of price considerations.

recognize it: how do we go about finding "creative" solutions?

Some years back, a major study was conducted to try to find a common denominator for creative genius. The details of the lives of people considered creative giants in the past, were carefully studied and correlated, with particular regard to the underlying psychological factors. The formative years of people such as Leonardo Da Vinci, Beethoven, Edison, Einstein and many others were included in the study. The only common denominator that could be found was hard work. The underlying basis of any creative success is tremendous amounts of work—study, observation, application, trial and error, research, dedication, etc.—without which the inspirational idea cannot be realized or brought to fruition.

The package designer has a strange goal that he aims at as a result of all this hard work and creativity.

Package designers are in the business of destruction. We create in order to have our work destroyed. We are one of the few types of creative artists who are unsuccessful unless our work is destroyed. Our work must attract people. They should admire it, pick it up, take it home, use it and discard it—in order for us to be successful. The criteria for the package designer's

work is not how many awards he has won, or how many exhibitions he has been in. It is how many of his works have been used and destroyed—in essence, how well his work is selling.

Package design is probably the most important folk art of all time. It is art created, not for the elite few, but for the masses. More people see and handle more of this folk art and are more dependent on it—than on any other man-made item in history. The designer has an unparalleled opportunity and responsibility to present works of aesthetic quality to numbers of people that were unimaginable a few years back.

Tacked on to the aesthetic responsibility to the masses and the responsibility to the manufacturer to make certain that the product sells, the designer has an additional responsibility—to the consumer. Children in school are being taught that advertising never talks about negative features of a product; only the good features are emphasized. In a recent survey (Louis Harris Assoc., and Marketing Science Institute of Harvard Business School) over 70% of the public questioned, believed that much advertising is misleading. By a ratio of about 2 to 1, the public felt consumers get a worse deal in the marketplace now, than they did ten years ago. The designer's responsibility to the consumer is to make certain that the package does not mislead. In addition to all of the creative components that must fit together like a jigsaw puzzle to encourage the consumer to buy the product, the package designer must find the space to clearly state any negatives or hazards about the product. Size, weight, ingredients, nutritional information, etc., also have to be part of the creative jigsaw.

Inexpensive Advertising

Let me tell you what is the least expensive of all advertising media today. Packaging. The package is your continual silent salesman. The space is free. And it is always there. Whether the product is bought or not, every time the consumer walks by the shelf that the product is on, it is seen. It should be the most dynamic and effective item in the manufacturer's marketing mix because it is there at the time and place of the buying decision.

Very few packages, or even complete lines of packaging, cost as much

as just one minute of prime-time TV at \$100,000. Very few cost even as much as a minute or two of daytime TV at \$17,000 a minute. With the trend of fewer people watching TV, according to recent Nielsen reports, the cost/ratio of packaging to advertising becomes even more significant.

When we worked with Charles Revson, of Revlon, he emphasized the value of packaging and talked about why he spent more time on packaging than on advertising. He said that advertising could get a person to the point of purchase, but if the package was not right, the consumer would not pick it up and would never get a chance to try the product, and decide whether it was good or not.

Many packages remain in the home for a long time. The user must frequently pick it up, squeeze it, turn it, push it, pour it, or whatever—and must look at it frequently. The package becomes part of the daily life of the user. His aesthetic sensibilities are regularly affected by it. The consumer subconsciously develops his image of the credibility and dependability of the manufacturer and his products through constant exposure to the package. Sometimes the package becomes almost as important as the product. At times, the product and the package are so interdependent that it is difficult to tell which is more important. Let me show you a few examples of what I mean.

Package Must Motivate

All of these grandiose statements about the role the package plays and the necessity for creativity, do not do a bit of good if the package doesn't get off the shelf. The best protected, most convenient and excitingly designed package, containing a fabulous product, is worthless unless it gets off the shelf. The package must motivate the consumer to buy it. It must immediately communicate all of the desirable qualities of the product. After having made the sale, the package should motivate the buyer to use it frequently. It should be designed so that it is a pleasant experience to use. Profits are seldom made on a one shot basis; repeat sales usually are the key. The package should perform in such a way that there is no question as to which brand to buy next time.

Some of the hard work I've been talking about relates to research.

There are many marketing considerations to be taken into account before beginning to create. Consumers are defensive in relation to advertising; they do not believe everything they hear or see advertised. However, they are not defensive in relation to packaging, because they are unaware of being affected or motivated in selecting a brand because of the package. For this reason, the package is a particularly effective selling tool. A package . . . container shape, color and design are communication—not decoration. It is the most effective selling tool because it influences people on a subconscious level. Consumers have not become defensive with regard to non-semantic selling techniques.

Package design and package decisions should not be based on subjective attitudes. There are risks to be considered when making a package change. There could be high risk in the change of a name, or color, of shape of a package design. Research might be needed to help make decisions.

Market Research Essential

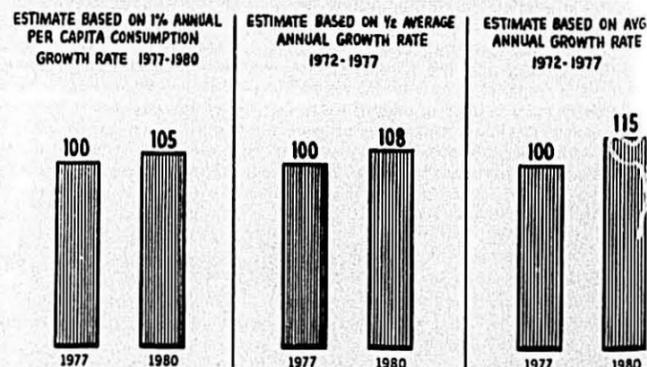
In the final analysis, though, the most important marketing consideration is the consumer—the lifestyle of the person to whom you want to sell. Good market research is essential. A demographic market profile is automatically needed. Psychographics has recently become another important aid to the creative process. Designing for a market segment that has been proven to be traditional or conservative is quite different from designing for an audience that is CHIC, sophisticated and willing to try new things with some appreciation of contemporary art and experimental thinking.

Before we begin to create a package, we must have a full knowledge of the reasons the shopper might have to buy or not buy the product. Designers cannot create in a vacuum; creativity requires a wealth of information to draw upon.

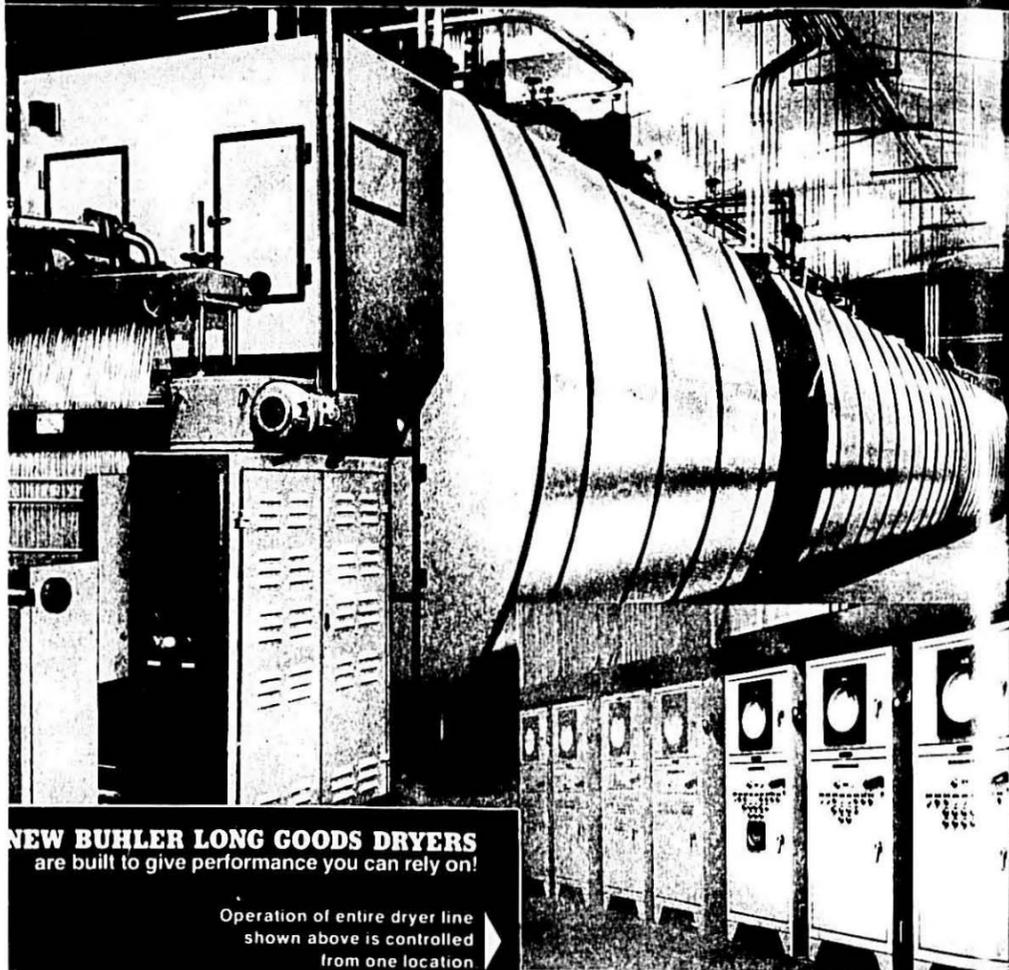
No product will sell just because the product is good. This is a little understood fact although it has been researched and proven again and again. The consumer must have a subjective reason to buy it. The design of the package contributes heavily, along with effective advertising, to

(Continued on page 26)

ESTIMATED CASE SALES - DRY PASTA MARKET



RELIABLE.



NEW BUHLER LONG GOODS DRYERS
are built to give performance you can rely on!

Operation of entire dryer line
shown above is controlled
from one location

Completely re-designed

with features that make them

THE MOST RELIABLE IN THE INDUSTRY!

New Conveying system never stops.

Product moves slowly and continuously from spreader to accumulator. No starts and stops. Simplified design means greater reliability since there is less wear than conventional stop and go dryers.

Product is consistently excellent

because drying action is always steady. You can count on the product to come out with appealing color and texture. Uniform and straight every time. Ideal for handling with automatic weighing, transporting and packaging machines.

Climate zones are positively separated.

Extremely tight enclosure with Buhler patented "Delta T" control allows high temperature, high humidity drying environment.

Capacity range 500-4,000 lbs/hr.

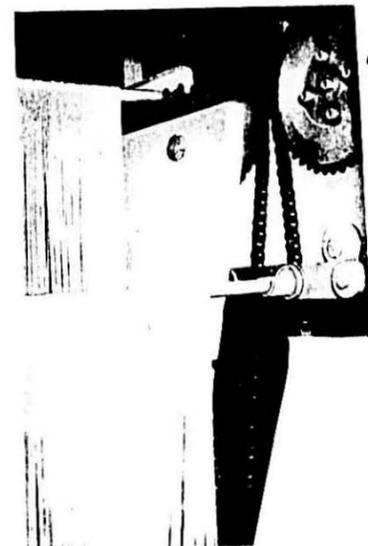
Standard stick lengths 60 or 80 inches.

Ask for details

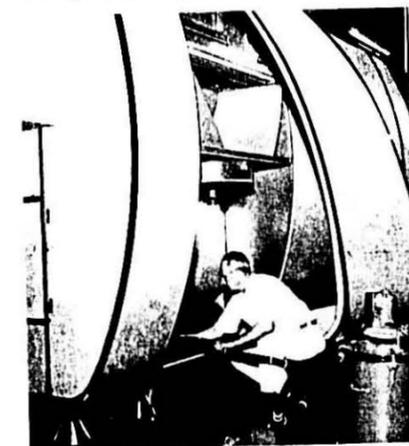
on the built-in reliability of Buhler dryers and other macaroni equipment. Call us or write: BUHLER-MIAG, INC., P.O. Box 9497, Minneapolis, MN 55440. (612) 545-1401. Eastern Sales Office: 580 Sylvan Ave., Englewood Cliffs, NJ 07632. (201) 871-0010. BUHLER-MIAG (Canada) LTD., Don Mills, Ontario. (416) 445-6910.

Complete Macaroni Plants by

BUHLER-MIAG



Each spaghetti strand travels exactly the same path through the dryer. This uniformity is the result of the unique design of the Buhler dryers.



Super sanitary design, easy maintenance. All parts are made of stainless steel for easy cleaning. The design is simple and practical.

the subjective reasons to buy. Package claims have to be believable. Non-verbal symbols and color have more influence on buying decisions than all the copy used to describe the product. For instance, research has shown in over 95% of the time, a person asked to describe a package will first describe its color.

Selecting a Designer

Creativity cannot come from the designer alone. The client has to be creative in his selection of a designer and in working with the designer. This is one of the most important steps in the whole creative process. If you fail here—the whole project fails. You shouldn't necessarily look for a designer who has done work in your product category. Nor should you look for one who has samples that resemble your concept of what the project should ultimately look like.

Where do you find creativity in packaging? We feel that independent package design firms or consultants are the most qualified to be considered. Your designer should be expert in every phase of packaging design— aesthetics, marketing, technical, research, cost, etc. Your designer should be completely free to look in all directions for a solution, without limitations having to do with capabilities of any one particular type of supplier. Your designer should get his information first hand, rather than through a sales department. There are only 6 or 8 large, independent firms specializing in package design and no more than a dozen or two in the medium sized category. The rest operate alone or with a limited staff. I mention size because it could have an effect on who is right for the project. A large project with tight deadlines requires a large enough staff to handle it.

The Cost

How much should creativity cost? What is it worth to you? There are a few design firms that feel they should get a percentage of the profit if they produce a creative solution that sells. Or charge whatever they think the traffic will bear. For the rest of us, prices should work out about the same for the same services offered—salaries and income in the design field are on a fairly equal level. Charges higher than the average usually reflect a firm's higher overhead charges. Be-

ware of prices that come in too low—any designer who competes on prices must have some problems. The final selection of the designer should be based solely on who is the best one to solve your problem. There should be no other criteria. You seldom compare the estimates of surgeons—you just look for the best one.

If the product is good enough to produce, it deserves every chance to succeed. The package will be around for years; advertising can be changed more easily and with less risk.

The key word to working with a designer is involvement. In order to develop the best and most creative solution to a problem, the designer should be involved at the very beginning of the marketing and development process. He or she should be made a part of the marketing team at a very early stage in the development of a product and should become involved in every aspect of the effort.

One of the basic principles of mathematics is that the first step toward solving a problem is to state the problem correctly at the beginning. A qualified package designer may help state the problem before work is begun. When the designer is called in at later stages of development, the client is utilizing only part of the creative thinking he is paying for.

Design Evaluation

Now that all the creativity has been exercised, we come to the problems of design evaluation. Barring subjective evaluations, the original criteria have to be applied to the design to make sure that all of the criteria have been met. And every executive in the company who has any relationship to the product should be involved in the final decision, so there are no surprises, and so that the most experienced thinking in the company will be utilized.

A Nielsen study on new product introduction showed that 67% of product failures in packaged goods could be traced to inadequate packaging. It is sometimes helpful to use one of the methods of design research to help make a decision. However, many methods in use are false, valueless and misleading. Your package designer should know which is which and why. Of course, market simulation tests or actual market testing will be more accurate than other tests in

telling you whether the creativity will pay off or not.

Check List

Finally, let me run through a quick check list of items to be considered in your search for creativity in packaging. The list has been condensed from a 12 page questionnaire/checklist our firm frequently uses when working on new projects.

What is your reason for this product? Is it a new product, a redesign, a line extension? Why is your product better than the others?

Who are the cast of characters to be involved along the way?

Have your schedules and deadlines been realistically worked out?

Do you have all the competitive products and all the pertinent information about them available?

Are there any special features that might be advantageous, relative to the competition? Such as new dispensing methods, etc.

Have you established all of the criteria for success?

Have you pinpointed your ultimate consumer—age, sex, income, psychographics?

Have you detailed the distribution channels and the visibility in your outlets—shelf position, facings, lighting, etc.

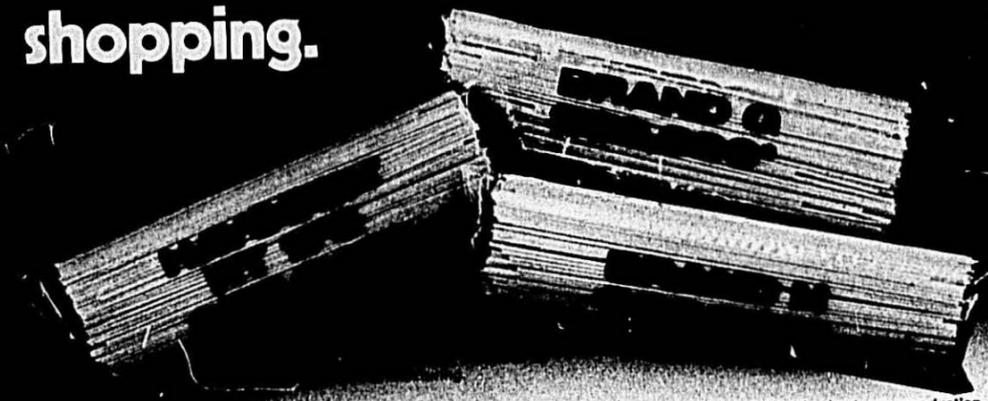
Have you thought about the retailer and making things as convenient for him as possible?

Finally, does your new package have its own personality, individuality and consumer attraction? Does it have memorable value? Will it sell itself in the store and at home?

I hope I've pinpointed some of what goes into choosing for a creative solution in packaging. I haven't answered what we mean by "creativity." However, we can recognize it when the cash register starts working overtime.

Life is a race, reminds Joseph H. Sizoo. Don't whimper when the track is rough and the goal is distant. One day you shall reach it.

Before you buy an automatic spaghetti packaging system, do a little comparison shopping.



Match your packaging to your production.

Until now there were two serious drawbacks to buying an automatic spaghetti packaging system. Complexity and Price.

The Hayssen RT 176 has changed all that. Now you can get a simple, easy to operate, highly accurate automatic spaghetti packaging system which is, quite frankly, an incredible bargain.

A simple, accurate feed system.

The key to the RT 176 is a revolutionary cascading lower volumetric feed system. While it can achieve the same accuracies obtained on expensive, hard-to-handle scale systems, it is as simple to understand as it is to maintain. You don't need a highly trained specialist just to keep your packaging line running smoothly.

... matched to a proven Horizontal packaging machine

The RT 176 features the very same high quality Horizontal Form, Fill, Seal machine proven on literally hundreds of other pouch packaging applications around the world. High speed, high quality packaging over a variety of materials—from cellophane to polypropylene to polyethylene—combined with quick changeover features, assure a simple, versatile, and amazingly rugged packaging system.



HAYSSSEN RT 176...
the simple, inexpensive way to automate your packaging.

Match your packaging to your production.

The design versatility of the RT 176 allows you to integrate your packaging to production and plant requirements. It can be automatically fed from the floor above as the spaghetti is discharged from the stripper cutter. Or, it can be fed from the same floor with an optional bucket elevator system.

Totally U.S. built.

There's nothing quite as frustrating as downtime. And that's exactly why a totally U.S. built machine, backed by an extensive domestic field service organization and local parts supply can be of critical importance to you.

Get the facts.

There's more to the RT 176. Write or call now and we'll be happy to help you do some comparison shopping.

name _____
title _____
company _____
address _____
city _____
state _____ zip _____
 Please have representative call me at _____
M. J.

HAYSSSEN

HAYSSSEN MANUFACTURING CO., SHEBOYGAN, WI 53081, Theford, England, Zingonia, Italy
VERTICAL FORM, FILL, SEAL/NET WEIGHT SCALE SYSTEMS/HORIZONTAL FORM, FILL, SEAL/CUSTOM PAPER INDUSTRY OVERWRAP/PLASTICS FORMING MACHINERY

Good Nutrition Will Help Sell Pasta

by Sal Maritato

Those of us in the durum milling industry have known for years that pasta products represent an inexpensive, yet highly nutritious, value for consumers.

Yet a majority of American shoppers probably are not fully aware of this because they share some widespread misconceptions about nutrition. One such incorrect notion is that starchy grain products, such as noodles, bread and cereals, are particularly fattening.

The task of educating the American public about the value of our products has been made easier recently by the U.S. Senate Select Committee on Nutrition and Human Needs. Among the committee's list of dietary goals is the recommendation that Americans "increase consumption of fruits and vegetables and whole grains."

Late last year, a home economist with the U.S. Agricultural Research Service said that most Americans would have to increase individual consumption of grain products by 69 percent in order to meet these goals. This home economist, Betty Peterkin, also said that men from 20 to 54 should roughly double their average intake of pasta or cereals, as well as dramatically increase their consumption of bread or its equivalent.

Dietary Goals

The foreword to the Committee's revised set of dietary goals states:

"We must acknowledge and recognize that the public is confused about what to eat to maximize health. If we as a government want to reduce health costs and maximize the quality of life for all Americans, we have an obligation to provide practical guides to the individual consumer as well as set national dietary goals for the country as a whole.

"These recommendations, based on current scientific evidence, provide guidance for making personal decisions about one's diet. They are not a legislative initiative. Rather, they simply provide nutrition knowledge with which Americans can begin to take responsibility for maintaining their health and reducing their risk of illness."



Sal Maritato

This Senate report represents a fantastic opportunity for the cereal processing industry which certainly includes those of you manufacturing such products as macaroni, spaghetti and noodles, as well as International Multifoods, high quality supplier of the raw material used for these products. You might say we have a federal mandate to increase sales of our products!

We need to promote the consumption of complex carbohydrates—fruit, vegetable and grain products—to the point where they once again are the primary basis for energy (caloric) intake on the part of consumers.

Need to Combat Myths

Misconceptions such as, "When dieting, avoid starchy foods," get in the way of getting the best nutrition for the least cost, according to the U.S. Food and Drug Administration. Eliminate such carbohydrate foods as pasta from your diet and you cut out very good sources of several B vitamins, vitamin C, and other nutrients," a leading consumer publication stated recently.

Another myth held by many consumers is that carbohydrates, not excess calories, make fat. In actuality, to lose weight a person either has to eat fewer calories or use up more. It's that simple.

Another important fact to keep in mind is that carbohydrates are the sole or primary fuel for many of the body's most important functions. A person's overall health can be jeopardized by a diet which excessively restricts carbohydrates.

Of course, you can only achieve a balanced diet by having several serv-

ings daily from each of the four main food areas—the milk, meat and vegetable groups, as well as the cereal group.

As the American public becomes more aware of the need for grain products, consumer demand will increase. Multifoods is ready to help you meet this increased demand.

We've been supplying premium quality semolina and durum flour for 35 years, and have grown to become the second largest durum miller in the United States. You can count on us for high quality products, dependable service, and helping to raise consumer awareness of the value of your products.

IM Dividends

International Multifoods Corp. declared a regular quarterly dividend of 25 cents per common share, payable April 15 to shareholders of record on March 27.

A regular quarterly dividend also was declared on each series of the company's preferred stock, with the same record and payment dates as the common stock dividend.

Multifoods has paid dividends on its common stock each year since 1923, and its dividend payment has increased annually for the last six years.

Excellent Exports

Despite lags in approval of CCC and P.L. 480 programs, the Agriculture Department's export statistics indicate that to date the 1977-78 marketing year has been excellent for spring wheat and durum exports. Exports including shipments of dollar sales, CCC and PL 480 programs from June 1977-January 1978 totalled 10.4 mil. bu. of hard red spring wheat and 41 mil. bu. of durum. In comparison to the same period in the previous marketing year those quantities represent increases of 24% and 31% respectively. Trade sources pointed to favorable conditions including improvements in PL 480 and CCC credit programs as important factors in maintaining increased export levels for the remainder of the season. At this writing export disappearance of hard red spring wheat and durum is estimated at 150 mil. bu. and 60-70 mil. bu. respectively.

JACOBS-WINSTON LABORATORIES, INC.

P.O. Box 361 — 25 Mt. Vernon Street

Ridgefield Park, New Jersey 07660

Phone: 201-440-0022

It is with pride that we call your attention to the fact that our organization established in 1920, has throughout its 58 years in operation concerned itself primarily with macaroni and noodle products.

The objective of our organization, has been to render better service to our clients by specializing in all matters involving the examination, production, labeling of macaroni, noodle and egg products, and the farinaceous ingredients that enter into their manufacture. As specialists in this field, solutions are more readily available to the many problems affecting our clients.

We are happy to say that, after 58 years of serving this industry, we shall continue to explore ways and means of improving our types of activities to meet your requirements, and help you progress with your business.

James J. Winston
Marvin E. Winston



Pasta Partners.



Peavey and pasta makers. Working together . . . partners in profit. Milling of Semolina and Durum flour isn't a sideline with Peavey. We're more in the total people feeding process than most suppliers to the pasta industries . . . from field to table. Peavey is a leading supplier in both quality products and production capacity for service to customers' total needs. We've been at it over 100 years. And we believe our future growth depends on helping our pasta manufacturers grow.

In fact, pasta is a way of life with many of our Peavey people. Everything we do has one objective. To bring you the finest Durum products. With rich golden color. The color of quality King Midas Semolina and Durum flour.

That's why we begin with the North Country's finest Durum wheat. And mill it in facilities designed specifically for the production of Semolina and Durum flour.

We make pasta in miniature press and dryer operations. And we check the pasta for color and constancy. We also work with our customers on new product innovations . . . creative shapes . . . with this miniature equipment. Confidentially, of course.



We even develop recipes using pasta. Like the dishes at the left. Recipes are available to you with no obligation. Just write to Peavey. Anything that helps make pasta more appealing to the housewife is good for the pasta makers. And good for Peavey.

Today, Peavey is the first supplier of Durum products with a total range of grades and granulations. To match your needs. Plus people who look upon themselves as your pasta partner.

Peavey
Industrial Foods Group

GMA Net Weight Plan

Both the Agriculture Department and the Food and Drug Administration are studying petitions asking that USDA scrap its controversial net-weight labeling proposal and adopt an alternative proposed by the Grocery Manufacturers of America.

GMA petitioned both agencies to adopt its standards during recent hearings on the proposed regulations.

Donald Houston, an administrator with USDA's meat and poultry program, said neither his agency nor FDA had decided whether it would comment on the petition jointly or individually.

Fine Tuning

The GMA proposal runs counter to USDA's proposed regulations, because the industry suggests merely "fine tuning" present weight labeling procedures. The GMA plan would still permit products on supermarket shelves to be "short weight" as long as packages were full weight at the packing plant.

The USDA proposal would require that 1 lb. of corned beef, for example, weigh at least 1 lb. for months, or even years, after leaving the plant. In addition, liquids that normally drain out of a product such as poultry could not be counted as part of the product's net weight.

Meat and poultry industry spokesmen told a USDA hearing panel the price of their products could increase by up to 5¢ a pound, if the agency's proposal were adopted.

Under the GMA proposal, packers would still have to meet full net-weight standards only at the packaging plant. However, the state or local inspector would be given new options to guarantee that a product was not short weight at the plant, according to Mahlon A. Burnette, 3d, GMA director of scientific affairs.

Burnette said a local inspector who suspected shortweight could investigate to determine whether that lot had been inspected at the production plant.

If the random-weight verification tests had not been performed by USDA inspectors, the local inspector could begin a series of moisture tests to check whether the product were shortweight.

Those tests would be based on conventions to be determined by joint

sessions of FDA, USDA and the National Bureau of Standards, according to GMA's petition.

This group would establish a list of foods subjective to moisture loss or gain. It would also establish the normal moisture content of many foods at the packing plant. Tenderloin pork, for example, might have a moisture content range of 75-78 per cent.

The local inspector investigating a suspected shortweight product could consult the list to determine whether the food was subject to moisture loss. If not, the inspector could begin legal action against the producer or handler.

If the product is subject to water loss, GMA sets out procedures whereby an inspector would perform a moisture analysis of suspected products.

FMC Drops Cellophane

Chicago-based FMC Corp., the agricultural chemicals and equipment manufacturer, is bowing out of the \$290 million cellophane business. The company's cellophane operations lost \$10 million over the past three years. With increased competition from lower-cost products, FMC, with about 28% of the market, decided to close its 80 million ton Fredericksburg (Va.) plant after spending \$1.3 million for modernization just last year. The withdrawal leaves Du Pont Co. and Olin Corp. of Stamford, Conn., as the only remaining domestic manufacturers of cellophane. Du Pont notes that current domestic demand is only about 85% of the combined capacities of Du Pont and Olin.

A D M Earnings Down

Net earnings of Archer Daniels Midland Co. in the second quarter of the 1978 fiscal year, the three months ended Dec. 31, totaled \$14,605,533, compared with \$16,877,720 in the same period of 1978. The net for the second quarter of the current fiscal year was equal to 47¢ a share of common stock, compared with 54¢ a share in the previous year, with the shares outstanding a year ago adjusted for the 5% stock dividend in September, 1977, and acquisition of New Era Milling Co. on a pooling of interest basis.

Egg Products

Winter weather was a factor in egg prices advancing in February. Fuel restrictions caused some dryers to reduce output.

February prices:

Central State Nest Run \$9.00 to \$11.70
Southeast Net Run \$9.00 to \$10.50
Frozen Whole 33¢ to 35.5¢
Frozen Whites 24¢ to 27¢
Dried Whole \$1.30 to \$1.48
Dried Yolks \$1.25 to \$1.48

Egg Production

According to the Crop Reporting Board the nation's laying flock produced 5.7 billion eggs during January, 5% more than a year ago. Layers on February 1 totaled 282.7 million, 2% more than the 276.8 million a year earlier but 2% fewer than the previous month's number of 287.8 million. Rate of lay on February 1 averaged 64.0 eggs per 100 layers compared with 62.7 a year earlier and 65.3 eggs on January 1, 1978. Egg-type chicks hatched during January totaled 36.8 million, down 9% from a year ago. Eggs in incubators on February 1 at 34.1 million were 14% below a year ago.

Durum Markets

Wicked winter weather in February created logistics problems and curbed running time for durum mills. Shipping directions were excellent although mills were often unable to meet customers' requirements.

No. 1 Hard Amber Durum ranged \$3.35 to \$3.70 bushel, Minneapolis during February. Semolina was quoted in a range of \$9.10-\$9.50 with granular 15¢ less, flour 40¢ less per cwt.

Mark Heffelfinger to Head Miller's Federation

Marcus W. K. Heffelfinger will become the 43rd chairman of the Miller's National Federation at the organization's 1978 convention. Mr. Heffelfinger, group vice-president of the Industrial Foods Group of Peavey Company, will take over from Donald M. Mennel, president, The Mennel Milling Co., Fostoria, Ohio, at the May 7-11 convention at the Broadmoor in Colorado Springs. Mr. Mennel has been Federation chairman since the 1976 convention.

Our dried eggs are a solid success!

Our customers make breads, cookies, cakes, candies, pasta, mayonnaise, salad dressings and doughnuts. As they are the largest and smallest of companies, we ship in their choice of poly-lined 50 pound boxes and 150 or 200 pound fibre drums. You, too, can have your eggs any way you like them. Choose between spray albumen, spray dry yolk, spray dry whole egg and spray dry blends of which we have four. Our popular NEPCO #10 has a rising quality. If your formula requires a particular blend, call us. We will make it for you according to your individual specifications. We can also provide you with liquid whites, yolk or whole egg shipped in selected temperature controlled tank trucks. You have only to write us or call us. We guarantee you will be well pleased with our eggs, our quality control and our service.

Write or call us for samples and specifications.

NATIONAL EGG PRODUCTS CORPORATION
P.O. Box 47, Social Circle, Georgia 30279
Telephone: 404/464-2652





He's a Breadwinner

Stunt work demands the strength of a finely tuned athlete — the coordination of a ballet dancer — the nerve of a tightrope walker — the energy of a child. When the crew breaks for lunch he may find himself in a deserted ghost town or barricaded on the 17th floor of a building. Rarely, if ever, is he working near a restaurant.

He's learned that the surest way to provide himself with the energy he requires, is to bring it with him. He likes macaroni — always has. Aside from tasting good, he needs the energy it supplies and likes the versatile ways it can be prepared.

He's probably unaware that his favorite brand of pasta starts at the ADM Milling Company. ADM begins with fine durum, milled into golden semolina. The quality pasta blends are then delivered, clean and consistent, to the pasta manufacturer.

At ADM, we don't mind if this stunt man doesn't know about our contribution to his favorite food. After all, we don't know that much about stunt work. What we do have in common, is the pride we take in the work we do. From the milling center — to the pasta manufacturer — to the consumer.

Breadwinners supplying Breadwinners since 1902.

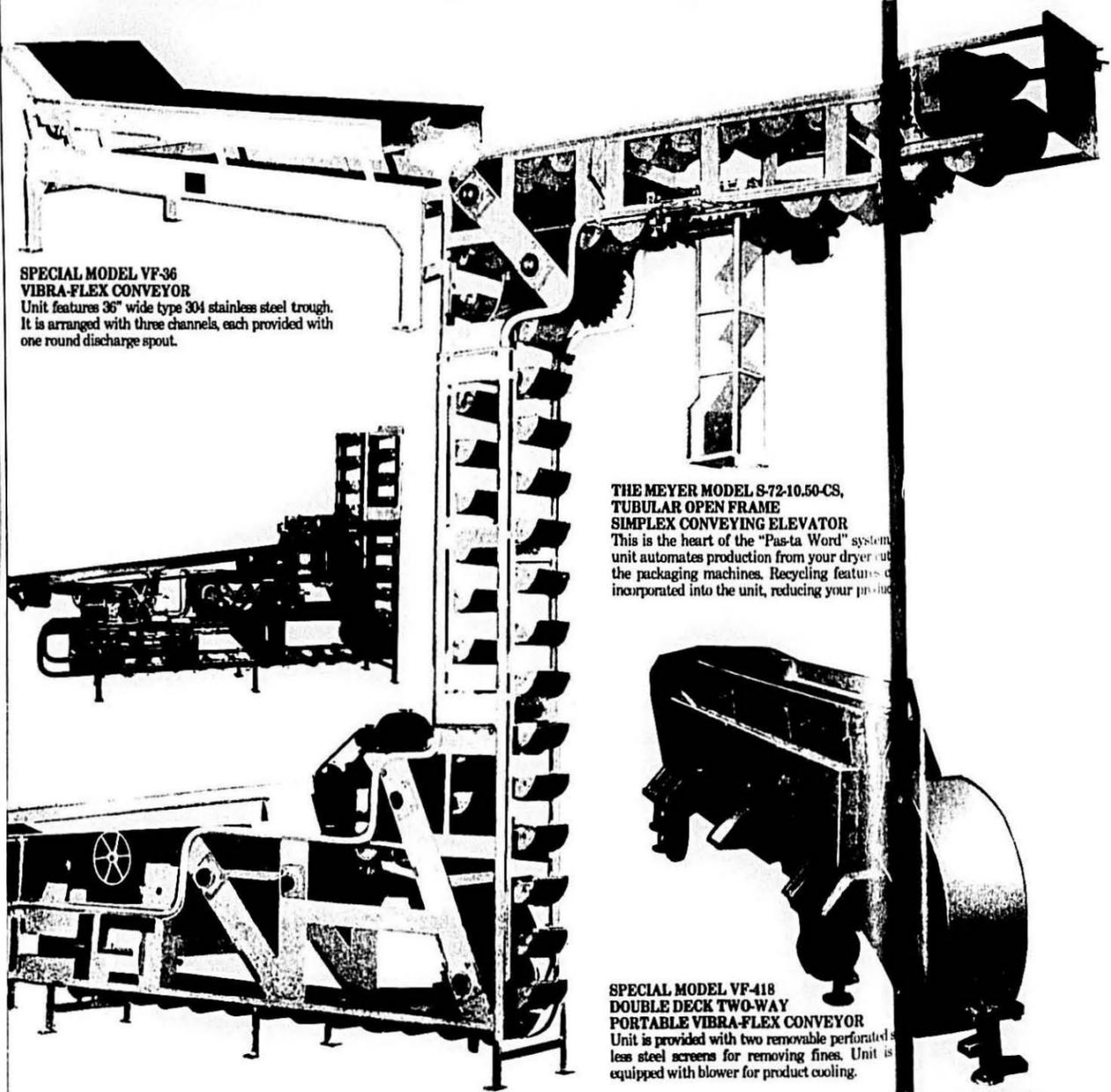


ADM MILLING CO.

4550 West 109th Street, Shawnee Mission, Kansas 66211 • (913) 381-7400

Baker's shortening, corn sweeteners, soy protein for the baking industry.

Introducing the ultimate conveying equipment.



**SPECIAL MODEL VF-36
VIBRA-FLEX CONVEYOR**
Unit features 36" wide type 304 stainless steel trough. It is arranged with three channels, each provided with one round discharge spout.

**THE MEYER MODEL S-72-10-50-CS,
TUBULAR OPEN FRAME
SIMPLEX CONVEYING ELEVATOR**
This is the heart of the "Pas-ta Word" system. This unit automates production from your dryer out to the packaging machines. Recycling features are incorporated into the unit, reducing your production costs.

**SPECIAL MODEL VF-418
DOUBLE DECK TWO-WAY
PORTABLE VIBRA-FLEX CONVEYOR**
Unit is provided with two removable perforated stainless steel screens for removing fines. Unit is equipped with blower for product cooling.

SIMPLEX "Pas-ta word."

People all over the industry are talking about it. They pass the word about the Meyer Simplex "Pas-ta Word" system, the newest innovation in long goods conveying equipment.

The new "Pas-ta Word" system reaffirms the Meyer Simplex reputation for dependability. For more than 50 years, Meyer Machine Company has produced quality equipment — designed and engineered to return the greatest possible dividends in economy of operation, efficiency, gentle handling, sanitation, low maintenance, and a long profitable life.

Reduce your long goods production costs. The Meyer Simplex "Pas-ta Word" conveying equipment can be designed to meet your specific handling needs. Send the coupon today, or call our engineering consultants at 512-736-1811. From cutter to packaging machine, Meyer means profit for you.

MEYER
Machine Company
Specialists in Material Handling Systems

YES Please send me more information about the Meyer Simplex "Pas-ta Word" conveying equipment.

Name _____

Address _____

City _____

State _____

Zip _____

Meyer Machine Company

P.O. Box 5100, 3525 Fredericksburg Rd., San Antonio, Texas 78201

BUYERS' GUIDE

The following firms support the industry's trade association as associate members and/or as advertisers in the Macaroni Journal:

DURUM PRODUCTS

ADM MILLING CO., Box 7007, Shawnee Mission, Kansas 66207. Manufacturers of Comet No. 1 Semolina, Romagna Durum Granular, Goldenglo Fancy Durum Patent Flour, Palermo Durum Patent Flour. See ad pages 34-35.

AMBER MILLING, St. Paul, Minnesota 55164. Telephone: Area Code (612) 646-9433. Manufacturers of Venezia No. 1 Semolina, Imperia Durum Granular, Crestal Durum Fancy Patent Flour, and Kubanka Durum Flour. See ad page 11.

GENERAL FOODS, Igleheart Operation, P.O. Box 1128, Pendleton, Ore. 97801; Phone: (503) 276-6511. Durum products. Mr. Dan Breland.

GENERAL MILLS, INC., Sperry Division, Bakery Flour Sales, Western Region, P.O. Box 10-730, Palo Alto, California 94303. Manufacturers and distributors of Royal and Golden Durum Granulars; Sperry Macaroni Flour; Gold Medal Semolina No. 1; Exalto Durum Clears; Gold Medal Durum Flour. Northern California and Pacific Northwest call: Jean Hassell, Marketing Manager (415) 327-0372; Southern California call: Don Anderson (213) 583-4335.

INTERNATIONAL MULTIFOODS CORP., Durum Product Division, 1200 Multifoods Building, Minneapolis, Minnesota 55402. Manufacturers of Duregg Egg Noodle Mix, Como No. 1 Semolina, Capital Durum Granular, Capital Fancy Durum Patent, Ravenna Durum Patent, Bemo Durum First Clear and Naples Durum Second Clear, Duregg (TM). General offices in Minneapolis; sales offices in New York. Principal durum mills in Baldwinsville, New York, and St. Paul, Minnesota. See ad on Back Cover.

NORTH DAKOTA MILL AND ELEVATOR, Grand Forks, North Dakota 58201. Manufacturers of Durakota No. 1 Semolina, Perfecto Durum Granular, Excello Fancy Durum Patent Flour, Nodak Durum Patent Flour, Red River Durum Flour, and Tomahawk Durum Flour. General Sales Office: Mr. V. M. Peterson, Grand Forks (701) 772-4841; District Office in Stillwater, Minnesota: Ray Wentzel (612) 439-5662; in Haworth, New Jersey: John Tobia (201) 384-3862. See page 13.

PEAVEY COMPANY INDUSTRIAL FOODS GROUP, Peavey Building, 730-2nd Avenue South, Minneapolis, Minnesota 55402. Manufacturers of King Midas No. 1 Semolina, King Midas Durum Granular, King Midas Durum Fancy Patent Flour, Kubo Durum Fancy Patent Flour, Uno Durum Patent Flour. General Sales Office: Minneapolis. William H. Grady, Sales Manager, (612) 370-7837; K. Charles Kolkjen, District Sales Manager, (612) 370-7836; District office in New York: Gerald P. Marron (914) 429-1250. District office in Elk Grove Village, Illinois. (312) 640-7122. See ad pages 30-31.

SEABOARD ALLIED MILLING CORP., P.O. Box 19148, 1550 West 29th Street, Kansas City, Missouri 64141. Telephone: Area Code 816, 561-9200. R. G. Myers, Lin L. Lundgaard, Henry L. Sumpter, John LaSpina. Complete line of durum products milled in Albany, N.Y. See ad page 49.

EGGS

BALLAS EGG PRODUCTS CORPORATION, 40 North Second Street, P.O. Box 2217, Zanesville, Ohio 43701. Sales office in New York City. Packers of pasteurized frozen and spray dried high color yolks for the noodle trade.

BENDER GOODMAN CO., INC., 5 Worth Street, New York, New York 10013. Top Hat Frozen Dark Yolk; Top Hat Frozen Whole Eggs; Sonstegard Foods Dried Yolk; Sonstegard Foods Dried Whole Eggs. J. Talcott Vice President (212) 431-5700.

CUTLER EGG PRODUCTS INC., 612-30 Sedgley Avenue, Philadelphia, Pa. 19140. Mr. Harold M. Cutler—Sales Telephone: Area Code 205, 585-2268. Packers and distributors of frozen eggs and egg solids. Processing plant: Industrial Park Road, Abbeville, Alabama 36310.

HENNINGSEN FOODS, INC., 2 Corporate Park Drive, White Plains, New York 10604. (914) 694-1000. Manufacturers of Free Flowing Egg Yolk Solids, Free Flowing Whole Egg Solids, Dehydrated Chicken, Beef, Ham and Turkey products. Sales offices in each of the major cities in the United States, Western Europe, Japan, Mexico and South America. Technical assistance available. Samples sent on request. For information, contact: Vito J. D'Agostino, Michael H. Cruger, Frederick W. Hartfelder, Kit Henningsen, David Theis. See ad page 21.

MONARK EGG CORPORATION, 601 East Third Street, Kansas City, Missouri 64106. (816) 421-1970. Manufacturers of all Dried and Frozen Egg Products, including Whole Egg Solids, Egg Yolk Solids, and Egg White Solids. Dark color available. Main office in Kansas City. Facilities located in Missouri and Kansas.

JULIUS GOLDMAN'S EGG CITY, 8643 Shekell Road, Moorpark, California 93021. See ad on page 41.

NATIONAL EGG CORPORATION, P.O. Box 338, Social Circle, Georgia 30279. Telephone: (404) 464-2652. Egg Yolk Solids, Free Flow, Whole Egg Solids, Free Flow, Frozen 45% Solids Yolk. 3.0 Color. See page 33.

WILLIAM H. OLDACH, INC., P.O. Box 337, Flourtown, Pennsylvania 19031. Specializing in egg products sale and distribution to discriminating food manufacturers with strict adherence to quality specifications. Liquid-Frozen-Dried.

SCHNEIDER BROS., INC. 315 North Carpenter Street, Chicago, Illinois 60607. Mr. Morris Schneider, president; Clifford Schneider, V.P. Sales & Marketing, Chicago, IL; Sandy Seidner, V.P. National Sales, Phoenix, AZ; Don Potts, Sales Manager, Atlanta, GA. Liquid frozen and dried egg products.

IRANIN EGG PRODUCTS COMPANY, 3330 Woodrow Wilson Avenue, Jackson, Mississippi 39207. Telephone: Area Code 601, 948-6313. Telex 585-401. Processors of dried egg products including free flowing or standard egg yolk and whole egg, complete lines of blended egg products dried to your specifications, and all types of dried egg whites both spray and pan dried, with all products packed under strict quality control. A division of Cal-Maine Foods, Inc. See ad on page 56.

MILTON G. WALDBAUM COMPANY, Wakefield, Nebraska 68784. Phone: (402) 278-2211. Egg Processor. Fresh shell eggs, fresh liquid egg, frozen whole eggs or egg yolks, spray dried whole eggs or egg yolks. Special package size available. Dark color whole eggs and egg yolks available on contact. See page 45.

MANUFACTURING EQUIPMENT

ASECO CORPORATION, 8857 West Olympic Boulevard, Beverly Hills, California 90211. Engineers and manufacturers of complete storage systems for noodles, cut goods and specialty items. Product Lines: Aseco overlapping bucket lifts (elevators), belt conveyors-sanitary, accumaveyors, vibratory conveyors

and scalping screens, modular distribution systems—vibratory and belt, selectomatic bin storage systems, automatic continuous blending systems. Services: Engineering and plant layout for complete macaroni plants from storage to warehouse. Supervision and installation of all equipment. See ad page 51.

DOTT, INGG, M., G. BRAIBANTI & COMPANY, Largo Toscanini 1, 20122 Milano, Italy. U.S. and Canada Office: Braibanti Corporation, 60 East 42nd Street, New York, New York 10017, Phone (212) 682-6407, Telex 12-6797 BRANY NYK. Manufacturers of completely automatic lines for producing long, twisted and short goods. Production lines from 5,000 to more than 200,000 pounds of finished product per day. Pneumatic flour handling systems. All types of specialty machines, including ravioli and tortellini. Free consulting service for factory layouts and engineering. See ad pages 16-17.

ZAMBONI, Via G. Verga, 3 40033 Casalecchio de Reno, Bologna, Italy. U.S.A. and Canada Office: Braibanti Corporation, 60 East 42nd Street, New York, New York 10017. Phone: (212) 682-6407, Telex 12-6797 BRANY NYK. Manufacturers of coiling machines, ravioli machines, nesting machines. Cartoning, weighing and bag packing machines.

BUHLER-MIAG, INC., 1100 Xenium Lane, Minneapolis, Minnesota 55440; Telephone (612) 545-1401. Planning and engineering of complete macaroni factories: consulting service. Manufacturers of macaroni presses, spreaders, continuous dryers for short goods, noodles, long goods and twisted goods, automatic accumulators for short, long goods and noodles, die cleaners, laboratory equipment. Complete flour and semolina bulk handling systems. Sales offices at 580 Sylvan Avenue, Englewood Cliffs, New Jersey 07632; phone (201) 871-0010, and Buhler-Miag Canada Ltd., 1925 Leslie Street, Don Mills, Ontario, Canada. Phone (416) 445-6910. See ad on pages 24-25.

CLERMONT FOOD MACHINE COMPANY, 280 Wallabout Street, Brooklyn, NY 11206. Manufacturers of automatic continuous lines short and long cut pasta; entirely automatic noodle, next and coil lines (no trays); conventional and fast drying cycles with pre-dryer and finish dryers including bucket and cleat conveyors and many other food processing machinery.

DEFRANCISCI MACHINE CORPORATION, 46-45 Metropolitan Avenue, Brooklyn, N.Y. 11237. Full range of automatic lines of machinery for both short cuts and long goods including lasagna, from 500 to 5,000 lbs. Automatic long goods cutters, automatic sheet formers and noodle cutters. Drying rooms. Die washers, dry egg feeders, hydraulic tube cleaners, and conveyors. Direct canning spreaders for filling spaghetti at a pre-determined quantity directly into cans. Sanitary, hose down, presses. Concentric extrusion dies. Twenty-five pounds per hour Laboratory Extruders. Pilot and production extruders for snack foods and cereals. See ad pages 6-7.

FOOD ENGINEERING CORPORATION, 2722 Fernbrook Lane, Minneapolis, MN 55441. Phone: (612) 544-5055. Design and build custom made machines, coolers, dryers, storage and accumulating systems and diverse equipment. Mr. Ralph Burgess, president.

HOSKINS COMPANY, P.O. Box F, Libertyville, Illinois 60048. TWX 910-684-3278; Phone: (312) 362-1031. Sales representatives for: DeFrancisci Machinery Corp., manufacturers of macaroni machines (also Clermont Food Machinery Co., manufacturers of pasta processing machinery); Semco, manufacturers of bulk flour handling systems; Aseco, manufacturers of food conveying and storage equipment.

MICRODRY CORP., 3111 Fostoria Way, San Ramon, California 94583. Multistage drying-pasteurizing using microwave techniques now proven with nearly all types of pasta. Enormous savings in energy, space and time. Also noodle cutters, die washers, shaker pre-dryers. See ad on page 53.

DIES

D. MALDARI & SONS, INC., 557 Third Avenue, Brooklyn, N.Y. 11215. Phone: 212-499-3555. Manufacturer of Extrusion Dies only. See ad page 5.

PACKAGING EQUIPMENT

AMACO, INCORPORATED, 2601 West Peterson Avenue, Chicago, Illinois 60659. Suppliers of fully automatic macaroni and spaghetti conveying, sorting, high-speed weighing, bag forming, filling and sealing, as well as cartoning, equipment for both long and short goods. Also slow and medium size pouch forming, filling and sealing equipment for powders, seasonings, and other free flowing products.

HAYSSEN MANUFACTURING COMPANY, P.O. Box 571, Sheboygan, Wisconsin 53081; Telephone: (414) 458-2111. Bill Hollingsworth, Horizontal Form, Fill, Seal Product Manager, located at Home Office. Dave Wecker, Vertical Form, Fill, Seal Product Manager located at Home Office. Don Gable, Midwest Regional Manager, O'Hare Office Center, 3166 Des Plaines Avenue, Des Plaines, Illinois 60018; Telephone: (312) 298-7220. Gerry Secord, Western Regional Manager, 520 S. ElCamino Real, San Mateo, California 94402; Telephone: (415) 342-1454. E. T. Melle, Eastern Regional Manager, 130 West Lantania 19087; Telephone: (215) 688-3044. See ad page 27.

TRIANGLE PACKAGE MACHINERY CO., 6655 W. Diversey Avenue, Chicago, Illinois 60635. Pulsamatic Vertical Form, Fill, Seal Bag Machines and Flexitron 1600 net weight systems. Pulsamatic bag machines may be equipped with auger fillers for seasoning or soft pouch mixes, with volumetric fillers for short cuts, or with Flexitron scales for short cuts and noodles. Sales offices: 361 Franklin Avenue, Nutley, New Jersey 07110. Phone: (201) 661-0829; 4500 Campus Drive, Suite 304, Newport Beach, California 92660. Phone: (714) 546-6795; 202 Calcutta Drive, Santa Cruz, California 95060. Phone: (408) 426-5161; 918 West Greens Road, Houston, Texas 77067. Phone: (713) 440-6464; 6655

W. Diversey Avenue, Chicago, Illinois 60635. Phone: (312) 859-0200. See ad page 43.

WRIGHT MACHINERY COMPANY, INC., P.O. Box 3811, Durham, North Carolina 27702. Telephone: (919) 682-8161. Form-fill systems for your flexible package needs. A four page bulletin describing Wright's complete line of packaging machinery for the macaroni industry now available. See ad on page 47.

PACKAGING SUPPLIES

CLOUDSLEY COMPANY, 470 West Northland Road, Cincinnati, Ohio 45240. Flexible packaging converters. Mr. Howard J. Maue. Telephone: (513) 825-4800.

DIAMOND PACKAGING PRODUCTS DIVISION, Diamond International Corporation, 733 Third Avenue, New York, N.Y. 10017. Creators and producers of multi-color labels, folding cartons and other packaging materials; point-of-purchase displays, booklets, folders, banners and other advertising materials. Sales offices in 28 principal cities offer nationwide package design service and marketing consultation. 2 Divisional General Sales Offices for inquiry convenience: Midwestern Area—Middletown, Ohio & Eastern Area—New York, New York. Ten manufacturing plants are strategically located coast to coast. See ad inside back cover.

FOLD-PAK CORPORATION, Van Buren Street, Newark, New York 14513. Eastern Sales Office: 110 Charlotte Place, Englewood Cliffs, New Jersey 07632. Fold-Pak Corporation specializes in the manufacturing of folding cartons for the macaroni and frozen food industry. Manufacturing Capabilities: Offset Printing from 2 to 6 colors, Rotogravure and Flexographic Printing. Die-Cutting, windowing machines and special finishes back up major printing equipment. Mechanical Packaging Systems: In-depth engineering analysis to help assure you of the most efficient packaging system in your plant. This is followed up by continuing service by our engineers. Packaging Design: Professional designers experienced in the pasta and related industries are available for your packaging needs. See inside front cover.

INLAND CONTAINER CORPORATION, 37333 Cedar Blvd., P.O. Box 565, Newark, California 94560. Corrugated containers. Mr. Ernest Cuptill.

ROSSOTTI CONSULTANTS ASSOCIATES, INC., 2083 Center Avenue, Fort Lee, New Jersey 07024. For Folding Paper Board Cartons, representing the Clevepak Specialty Packaging Inc., with plants at Syracuse, New York; Victory Mills, New York; Sandusky, Ohio and Dallas, Texas. The sales offices are in Paramus, New Jersey. Established in 1898. See ad on page 19.

SERVICE

JACOBS-WINSTON LABORATORIES, INC., 25 Mount Vernon Street, P.O. Box 361, Ridgefield Park, New Jersey 07660. Phone: (201) 440-0022. Consulting and analytical chemists; sanitation consultants; new product development; labeling new packaging advisors; pesticide, bacteriological and nutritional analysis. See ad page 29.

FORTIFICATION

EASTMAN CHEMICAL PRODUCTS, INC., P.O. Box 431, Kingsport TN 37662. MYVAPLEX 600 Concentrated Glycerol Monostearate. A powdered starch-complexing agent to improve firmness and reduce stickiness and clumping in macaroni, spaghetti and noodles during processing and in use. Representatives located in all principal marketing centers. Call (800) 251-0351 toll free. See ad on page 45.

VITAMINS, INC., 200 East Randolph Suite 5560, Chicago, Illinois 60601. Phone: (312) 861-0700. Manufacturers of enrichment ingredients used by macaroni manufacturers and flour millers. Also manufacturers of protein supplements including defatted wheat germ and milk proteins of high biological value. Sales representatives: East, Louis A. Viviano, Jr., P.O. Box 374, Plainfield NJ 07061 (201) 754-9031; Midwest, Jack W. Rogers, Chicago, Illinois 60601 (312) 861-0700; South, Faia Sales Corp., Inc., 2750 Oregon Court, Bldg. M-11, Torrance, California 90503 (213) 320-6710; and North, FSC Corp. (formerly Faia Sales Corp., Inc.), Suite H, 2336 Walsh Avenue, Santa Clara, California 95050. Phone (408) 248-9290.

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DURUM WHEAT IMPROVEMENT

Progress Report No. 3, June-December, 1977

Industry Grant Support, 1976-1980

J. S. Quick, Project Leader

Significant Accomplishments

1. Release of a new semidwarf cultivar (variety), 'Calvin.'
2. Release of a new normal height, strong gluten cultivar, 'Edmore.'
3. Results of the 1977 Uniform Regional Durum Nursery were summarized.
4. Confirmation of high yield and strong gluten of an experimental semidwarf durum.
5. An experimental normal height durum with strong gluten and higher yield than Edmore and 'Ward' was increased for possible release in late 1978.
6. Completion of diallel analysis of the relationships between grain yield and its components.
7. Permission granted to the project leader to spend a six-month developmental leave at the Plant Breeding Institute, Cambridge, England.
8. Successful collection of data for three thesis research programs.

List of Previous Reports

- Initial Program Expansion Plan—Macaroni Journal, December, 1975
- Progress Report No. 1—September, 1976
- Annual Durum Show—October, 1976
- Crop Quality Council Report—January, 1977
- National Macaroni Manufacturers Association Winter Meeting—February, 1977
- Progress Report No. 2—March, 1977
- North Dakota State Wheat Commission—September, 1977

Grant Objectives and Support

Four sectors of the durum industry combined resources to provide a five-year supplementary grant to the durum breeding program. The sectors include: 1) the National Macaroni Manufacturers Association, 2) North Dakota farm producers represented by the North Dakota State Wheat Commission, 3) the Durum Wheat Millers via the Durum Wheat Committee of the Durum Institute, and 4) a group of U.S. durum exporters.

The major objective of the grant is to provide additional support for cultivar development to allow durum production to compete on an equal basis with hard red spring wheat and other alternate crops. The funds are intended to provide benefits in two general areas: 1) immediate results from short-term experiments and thesis research, and 2) improved cultivars for future production. The short-term results will be immediately utilized to produce new cultivars. Cultivar development is a long-term effort usually requiring 8 to 10 years for completion following the final cross between two or more parents.

The results reported are those obtained from the total program since the grant funds are used as an integral part of the total effort. The progress reported may include significant contributions from our continuing team effort approach involving the Departments of Agronomy, Cereal Chemistry and Technology, Plant Pathology, Soils, and the Branch Stations.

Progress: June 1-Dec. 31, 1977

The second semidwarf cultivar, Calvin, will be released by the NDSU Agricultural Experiment Station in January, 1978. Calvin compared to 'Cando' has higher test weight, higher kernel weight, more desirable kernel size distribution, slightly higher wheat protein and is slightly earlier in heading. Calvin has a slightly lower average grain yield than Cando and is slightly shorter in height. Calvin has yielded slightly more than Ward and more than 'Rolette.' Disease reactions of Calvin and Cando are similar.

The first NDSU strong gluten cultivar, Edmore, will be released by the Agricultural Experiment Station in January, 1978. Edmore is a normal height durum and compared to Ward has much stronger gluten, higher kernel weight, more desirable kernel size distribution, and slightly higher spaghetti color. Edmore has a grain yield similar to Ward, is slightly taller,

about one day earlier, has slightly weaker straw and is similar in disease reactions.

The 1977 Uniform Regional Durum Nursery (URDN), the final yield test prior to release, was conducted at 12 locations in four U.S. states and two Canadian provinces. Calvin had the highest yield average of all cultivars and was two and seven percent higher than Cando and Ward, resp. Only one experimental out of 17 exceeded Calvin in yield. Improved combinations of test weight and kernel weight were observed, and disease resistances remain at a high level.

Two new selections will be considered for increase and release in late 1978. A strong gluten semidwarf (item 4 in significant accomplishments) has outyielded Calvin and Ward by three and eight percent, resp., over the 1976-77 tests. An experimental normal height durum with strong gluten has outyielded Ward by eight percent over the 1976-77 tests. These two selections represent replacement cultivars for all current cultivars, providing the level of performance is maintained in 1978.

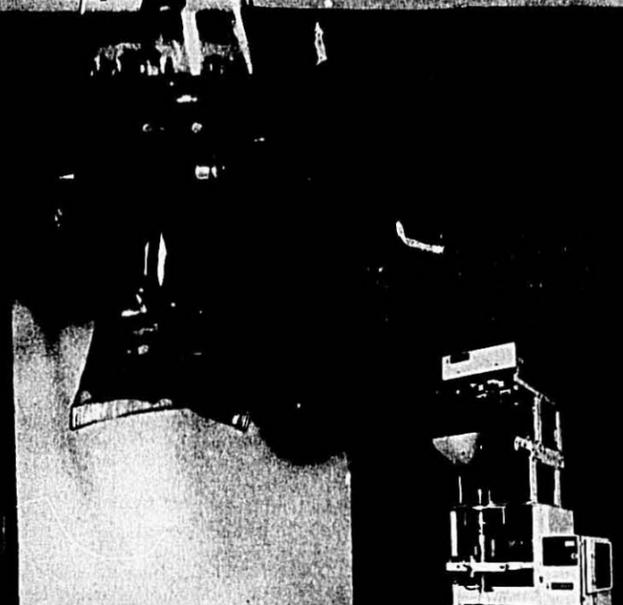
An analysis of the relationships between grain yield and its components was completed using a wide array of durum germplasm from North Dakota and other countries. Significant variability for yield components existed among cultivars and selections, hybrid vigor existed for grain yield and its components, fixable genetic effects for yield were relatively more important than non-fixable (i.e., it is possible to develop pure line cultivars possessing more of the genetic variability for yield), and tiller number was the component most highly associated with grain yield. This analysis will help the program determine the most promising approach to continued grain yield improvement.

The presence of a large competent staff allowed the project leader, J. S. Quick, to spend a six-month developmental leave at the Plant Breeding Institute, Cambridge, England, during October, 1977-March, 1978. This will allow him to participate in the wheat breeding program at the Plant Breeding Institute, one of the most successful in Europe, to learn new techniques and ideas, to conduct short term research projects on durum wheat and to attend plant breeding lectures at Cambridge University.

(Continued on page 44)

THE MACARONI JOURNAL

Meet the bag machine that does a whole lot more than form, fill and seal packages. And it does it all. All by itself.



TRIANGLE

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Durum Wheat Improvement

(Continued from page 42)

Additional support from the North Dakota State Wheat Commission will allow attendance at an International Durum Quality Symposium in France and participation in the International Wheat Genetics Symposium in India. Specific research accomplishments, proposals, and new germplasm obtained will be outlined in future reports.

Thesis Research

Thesis research, currently conducted by Tom Wilson will provide information regarding future breeding procedures for increased yield. Combined data from 1976 yield trials at Langdon are the basis of this research which is expected to be completed in the fall of 1978. The highest yielding lines will be available for further testing in 1978. In addition, Mr. Wilson has been investigating growing methods useful in attaining rapid advancement of successive generations in our winter greenhouse. These results will be useful for possible future application of the single seed descent method of breeding.

Roy Johnston, full-time research assistant supported by grant funds, presented a paper on "Methods of Measuring Semolina Color in the Early Generations" at the annual meetings of the American Society of Agronomy at Los Angeles, CA. From this research it was concluded that 1) the 200 g wheat sample lends itself to the most sensitive testing, 2) a 1-2 gram wheat sample can be useful in a breeding program to distinguish the highs from the lows in a population of F_2 plants from a wide cross and 3) for the best use of time while retaining sensitivity, the 20 gram wheat sample size is recommended. By screening for semolina color in the F_2 generation, we will avoid carrying undesirable material on further. This will enable us to make more crosses and consequently increase the opportunity for crop improvement. Other research by Mr. Johnston is progressing on schedule (see semiannual report No. 1, 1976). The first year of data to partition the genetic variance for semolina color has been successfully collected and is in analysis. Greenhouse crossing is currently going on for the second stage of this experiment. Generations

are also being advanced for an experiment to determine the heritability of semolina color and correlations between semolina color and several other quality traits.

Root development studies of eight durum wheats possessing different growth habits were carried out in the greenhouse. Significant differences in total root growth were noted among the durum wheats. These differences were greatest at 10-12 weeks after planting. These differences were also studied under field conditions during the summer of 1977. A seedling root screening method is also being evaluated for usefulness in the breeding project for determining root development at 7-10 days after planting.

Preliminary and advanced testing at drier western sites (Williston), as described in progress report no. 1, has been delayed by the shortage of definitive guidelines for improved yield and the discouraging response of lines derived from crosses involving parents with higher performance under drier conditions. The completion of thesis research on root development and water utilization mentioned above should help provide information for yield improvement via increased testing at Williston.

Industry Grant

Progress in these and other research areas has been made as a result of increased funding from the industry grant. The additional personnel and operating funds in cooperation with increased state and federal support have allowed a modest increase (10%) in the numbers of materials evaluated in the regular breeding program. More timely planting and harvest operations and basic information in critical support areas will allow continuous improvement. A continuous succession of improved cultivars will encourage high production and a continuous supply of high quality durum at a competitive price. Donors of these grant funds and all interested persons and agencies of the durum and pasta industry are encouraged to provide suggestions and comments on research needs and progress.

The 1977 nurseries were successfully grown at Langdon, but with some hail loss shortly before harvest. All yield trials were lost at Fargo due to variable soil conditions caused by low rainfall and continuous cropping.

Progress was made by selection in breeding nurseries at Fargo and Langdon for various height classes, strong straw, yield components, and earliness. Germplasm sources from many countries were evaluated and incorporated into further tests and hybridization. A considerable increase in number of early generation selections was made for gluten quality evaluation in cooperation with the Cereal Chemistry and Technology Department.

The 1977 field season produced many promising lines which were harvested and planted in the Mexico winter nursery in October. The 1977-78 winter nursery includes over 5000 rows, the largest number of materials ever grown. Utilization of shorter rows and narrower spacings made possible by improved plant type and grouping of similar materials has provided a continuous improvement in space utilization efficiency. Rapid increase and generation advancement are greatly accelerated through the use of a winter nursery.

Letter to the Editor

From:
Dr. J.R.S. Ellis, Senior Scientist
RHM Research Ltd.
The Lord Rank Research Centre
High Wycombe, Bucks, England

Dear Sir:

I was interested to read Mr. S.R.U. Ahmed's article in last October's edition of the Macaroni Journal. This described a laboratory procedure for the detection of common wheat (*Triticum vulgare*) in pasta products, putatively made from durum wheat (*Triticum durum*).

The technique is based on one developed by Gilles and Youngs in 1964 and is also the "official" procedure of the E.E.C. However, for reasons which include those mentioned by Ahmed, European pasta manufacturers now consider this procedure obsolete and are investigating alternatives which are more sensitive, reliable and rapid.

The initiative came from the U.N.A.F.P.A. (Union des Associations de Fabricants de Pates Alimentaires de la C.E.E.). In March, 1976, members of this association met scientists, including Dr. P. Feillet of Montpellier

(Continued on page 46)

Eastman vs. Overcooked macaroni products

Yuck! Let's face it, there's nothing more unappetizing to look at or try to sell than soggy spaghetti, macaroni or noodles.

Macaroni products which stay firmer longer offer tanners, frozen food processors and mass-feeders many advantages. Advantages that will make you happy as well as your customers.

Here's where our Myvaplex® 600 glyceryl monostearate comes in. It's a starch-complexing agent of high purity which enables the macaroni to withstand lengthy cooking periods, retorting, flash-freezing and reheating while resisting becoming sticky or losing "al dente" firmness.

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Ask your macaroni supplier to incorporate Myvaplex 600 in your product.

For further details, call 800-251-0351 free. (In Tennessee, call 800-352-0301.)

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Letter to the Editor

(Continued from page 44)

and Professor P. Resmini of Milan University, at the Ranks Hovis McDougall Research Laboratories in the U.K., to discuss the relative merits of alternative methods.

The main conclusions drawn from this meeting were that techniques based on the electrophoretic separation of proteins were preferable both theoretically and practically. No decision was made to recommend one technique; instead a ring test was devised, whereby European manufacturers would supply samples of known composition to several laboratories for analysis. The techniques being compared are primarily those of respectively Feillet and Resmini.

The latter was not mentioned by Ahmed in his article. I would urge your readers to take note of Resmini's work, particularly his most recent with co-worker Bernardi which quotes a sensitivity of 1%; and to follow the course of the U.N.A.F.P.A.'s critical appraisal of the best current techniques.

Yours faithfully,
Dr. J.R.S. Ellis

Modernization Complete at Peavey Mill in Wisconsin

Peavey Company's commitment to serving pasta manufacturers with high quality durum products has been significantly enhanced with completion of major renovation and modernization at its mill in Superior, Wisconsin.

The multimillion dollar program increases daily capacity at the facility to 12,000 hundredweights, which establishes the Superior mill as one of America's largest semolina and durum flour production units.

The highlight of the mill's operating features is a sophisticated mill control panel, which makes it possible to produce an exact product to match individual customer orders and regulate all phases of production from one central point.

Also part of the project is a new bulk loading system which allows an entire rail car to be loaded in a matter of minutes, when it formerly took hours.

"The Superior mill," said Mark Heffelfinger, Industrial Foods Group Vice President, "is a prime reason

Peavey can continue to claim the top durum milling capabilities in the U.S."

The massive effort began as a 10-year program in 1972 and, according to Heffelfinger, "progressed so smoothly and without any interruptions to customer service that we began realizing full benefit of the improvements within five years."

Other additions are a new grain receiving area, a new electrical system, the mill's second unit has been converted to convey product through processing pneumatically and the renovation of the mill's warehouse.

An advanced environmental system was installed in the mill to maintain temperature controlled, dust-free air in the mill's processing area. As a means of energy conservation, heated air is filtered and mixed with fresh air before being recirculated through the plant. There is also a new service area for employees.

Superior Mill Largest

The Superior mill is now the largest of Peavey's three durum mills—others are in Hastings, Minnesota and Buffalo, New York—and represents the fifth major modernization program in recent years.

Heffelfinger noted that the Group's ability to maintain the highest standards of product quality and sample testing is enhanced by Peavey's modern durum lab, "which is also available to our customers for testing and new product development," he said.

Peavey's sixth and most extensive rebuilding program is currently under way at its mill in Hastings. During this three-year \$15 million effort, now in its second year, production and efficient customer service continue uninterrupted. The project involves a new mill containing one whole-wheat, one rye and two hard wheat flour production units. All new milling equipment will be installed, increasing wheat flour production to a total daily capacity of 13,000 hundredweights.

"The substantial capital improvement program in the Industrial Foods Group is a demonstration of our commitment to continue high product quality and service," stated Peavey President and Chief Executive Officer William Stocks. "We view the domestic and the worldwide flour markets as strong and relatively stable and we firmly believe the renovation and up-

grading of our flour milling facilities will serve our growth interests and the interests of our customers," he said.

Stocks also noted Peavey's Industrial Foods Group earnings achieved the second highest earnings in the Group's history in fiscal 1977. In addition, in the year closed July 31, 1977, Peavey specialty retailing and consumer foods activities continued their rapid expansion and again reported record earnings. Total company earnings for the year were \$13.2 million on sales of more than \$494 million.

Peavey Announces 2nd Quarter, First Half Earnings

Peavey Company announced net earnings for the second quarter ended January 31, of \$2,917,000 or 50 cents per share on sales of \$123,437,000. This compares with net earnings of \$2,536,000 or 43 cents per share on sales of \$115,248,000 for the second quarter a year ago.

Net earnings for the first six months were \$6,411,000 or \$1.10 per share on sales of \$249,928,000. This compares with net earnings of \$5,972,000 or \$1.03 per share on sales of \$249,209,000 for the same period a year ago.

"Earnings were aided by a lower income tax as a result of higher investment tax credits," Peavey President and Chief Executive Officer William G. Stocks said. "As the same time," he added, "severe winter weather throughout most of the country in January, hurt earnings in every operating area of the Company."

Stocks indicated that for the first six months, Peavey's Consumer Foods and Retail Groups had significant increases in both sales and earnings. Peavey's Agricultural Group returned to profitability for the first half as export markets for grain continued to strengthen.

Though flour volume increased, Industrial Foods Group sales were down 13 percent as lower wheat prices were reflected in lower flour prices. Earnings for this group were down sharply from the excellent levels of a year ago because of reduced margins.

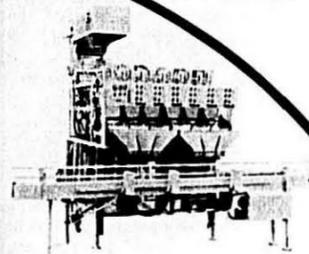
Commenting on the remainder of the year, Stocks said he expects current sales and earnings patterns to continue. While the Industrial Foods

(Continued on page 48)

THE MACARONI JOURNAL

packaging automation

FIVE MACARONI/NOODLE IDEAS



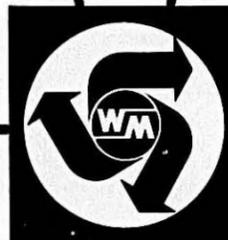
MODULAR NET WEIGHER WITH INDEXING CONVEYOR

For packaging rigid containers at speeds from 30 to 90 packages per minute. Offered in multi-headed designs of from 2 to 6 scales to work with existing carton units or available as complete system with carton machine.



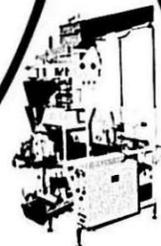
DU-O-BAG III

Versatile, high production system that combines two Mon-O-Bags in one unit. Delivers up to 120 form-fill bags per minute. Each side has its own controlled feed and can accommodate up to three scales.



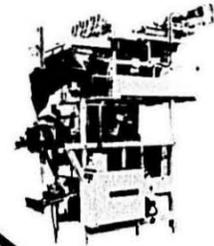
ROTARY NET WEIGHER

For high speed packaging of a variety of macaroni/noodle products in rigid containers. Allows the packager to maximize speed without compromising accuracy. Available with 12 or 18 scales.



MON-O-BAG[®] VOLUMETRIC

Single tube form-fill-seal system for packaging elbow macaroni, small shells, and short-cut noodles. Excellent speed when weight accuracy is not the prime requirement.



MON-O-BAG[®] NET WEIGHER

Employs an automatic single tube form-fill-seal system with a fully controlled feed system and two or three Electroflex[®] scales. For macaroni/noodle product that can be handled on vibratory feeders.

WRIGHT MACHINERY COMPANY, INC.
Durham, N.C. 27702 U.S.A. □ Tel. (919) 682-8161

Peavey Company Report

(Continued from page 46)

Group will have difficulty matching the earnings of a year ago, the Consumer Foods, Retail and Agricultural Groups should be improved over the second half of last year.

Quarterly Durum Report

According to the Crop Reporting Board's Annual Summary, durum wheat production in 1977 totaled 80 million bushels, 41 percent less than last year's record high of 135 million bushels. The 1977 national average yield of 26.4 bushels per harvested acre was 3 bushels less than last year. In the traditional northern durum producing States, the average yield of 24.6 bushels compares with 24.8 bushels in 1976. Seeding of durum wheat got off to an early start, and farmers in South Dakota planted about 90 percent of the acreage by May 1. North Dakota growers were nearing completion of seeding by June 1, well ahead of average. The crop made good growing during June in the northern States with development averaging one to two weeks ahead of normal. Good progress in harvesting was made in early August. However, cool, damp weather set in about mid-August, causing delays in combining and some sprouting in windrowed grain.

Stocks: Durum wheat stocks on January 1, 1978 amounted to 110 million bushels, 14 percent less than last year's 128 million bushels. On-farm durum stocks totaled 82 million bushels, 75 percent of the total durum stocks. Off-farm storage of durum amounted to 28 million bushels. Disappearance of durum wheat during the October-December quarter totaled 30.1 million bushels compared with 22.5 million bushels a year earlier.

Exports: U.S. exports of durum wheat during the June-December period totaled 38.3 million bushels, which increased 8.9 million in comparison to the previous year.

Canadian Situation: Acreage of durum wheat in the Prairie Provinces in 1977 decreased 1.8 million acres compared to 3.5 million seeded in 1976. Yields were down estimated at 26.1 bushels per acre compared to 30.0 bushels per acre in 1976. The November estimate of last year's crop was 46.9 million bushels compared with 105.0 million in 1976. The visible

supply of Canadian durum on January 4, 1978 amounted to 24.0 million bushels compared to 25.2 million million bushels the same week last year. Canadian exports of durum wheat June-December 1977 totaled 58.4 million bushels. Algeria, Italy and Russia were the largest importers, taking 52.3 million bushels.

Wheat Agreement Negotiations Begin

Representatives of wheat importing and exporting countries gathered in Geneva, Switzerland, to begin negotiations for a new international wheat agreement. The negotiators are faced with the monumental task of achieving international cooperation in the trade of wheat. Key issues, include pricing provisions, provisions for reserve stocks development and management, and production and consumption adjustments to maintain stability in the world wheat market. Another controversial issue is the possibility of including feed grains in the agreement. The first few days of the conference will be basically planning and organization but it is ex-

Planting Intentions: As of January 1, 1978, acreage was indicated at 4.2 million acres, down 1 million. Growers in the Southwest showed a slight increase in planting.

State	1,000 Acres	1976	1977	Indicated 1978	Percent 1978/1977
Arizona	325	89	95	107	107
California	90	30	85	283	283
Minnesota	95	85	92	108	108
Montana	300	230	300	130	130
North Dakota	3,710	2,600	3,500	135	135
South Dakota	210	145	100	69	69
Total U.S.	4,748	3,183	4,172	131	131

DURUM WHEAT—Statistical Reporting Service, U.S.D.A.

State	Area Harvested			Yield			Production		
	1975	1976	1977	1975	1976	1977	1975	1976	1977
Traditional	1,000 Acres			Bushels			1,000 Bushels		
Minnesota	87	93	82	32.5	29.5	34.5	2,828	2,744	2,828
Montana	375	295	220	27.0	29.0	22.0	10,125	8,555	4,840
No. Dakota	3,960	3,620	2,470	26.5	25.0	24.5	104,940	90,500	60,510
So. Dakota	243	160	136	18.0	10.0	24.0	4,374	1,600	3,260
Nontraditional									
Arizona*	319	85		75.0	72.0		23,925	6,120	
California	15	80	28	73.0	80.0	75.0	1,095	6,400	2,100
New Mexico*	17	4		70.0	74.0		1,190	290	
U.S.	4,680	4,584	3,025	26.4	29.4	26.4	123,362	134,914	79,960

* Included in Winter Wheat prior to 1976.

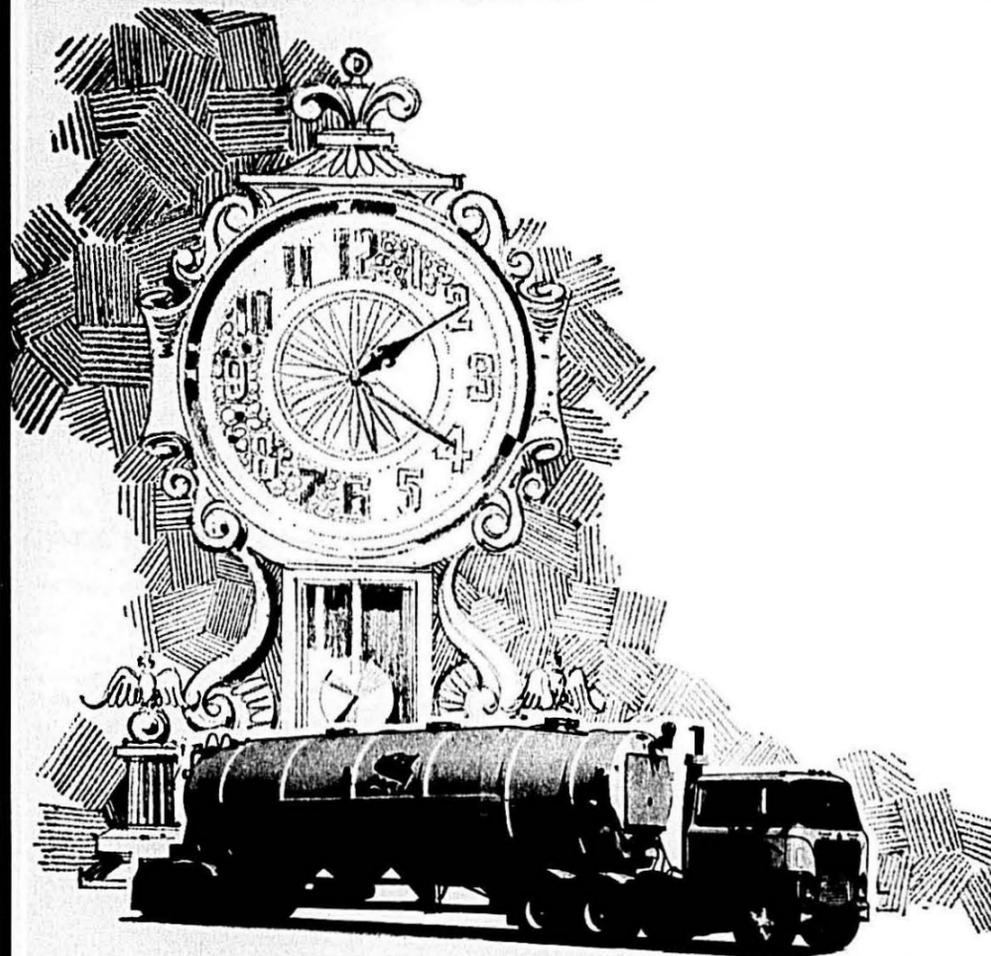
pected that it will not take long before the lines of debate over the crucial issues are drawn. The United States is represented by a large delegation numbering over twenty, led by Assistant Secretary of Agriculture Dale E. Hathaway. Others include representatives of the U.S. Department of Agriculture, State and Treasury Departments, The Special Trade Representative, the Congress, non-government wheat and feed grain producers, producer and trade organizations, and a consumer representative. The negotiations are expected to last for at least six weeks.

Federal Funding Cut Protested

The North Dakota State Wheat Commission sent a telegram to U.S. Secretary Bergland and the state Congressional delegation expressing its extreme disappointment and concern with the deletion of funding from the Administration's FY 1978 federal budget request for the regional Hard Red Spring and Durum Wheat Quality Laboratory located at North Dakota State University.

Mel Maier, MDSWC Administrator, said the funding deletion would be a tremendous setback to hard red spring and durum wheat programs which have been in effect for over fifteen years. "North Dakota's wheat

(Continued on page 52)



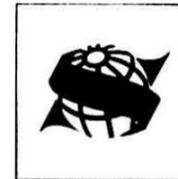
Super Semolina Service!

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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Aseeco is an Acronym for Automated Systems

Through its efforts in the engineering and development of automated systems concepts for the food industry, Aseeco Corporation feels that it has shared in the development of this industry to where it is the most advanced in automation in the world.

Such a feeling is rightfully justified for it has been Aseeco's creed for over two decades that a product no matter how well and economically made today can be made better and more economically through automation.

Aseeco is an acronym for Automated Systems and Equipment Engineering.

The Aseeco Corporation is comprised of an integrated team of highly competent technical professionals who devote all of their time and efforts to the development, design, fabrication and sale on an international scope completely automated integrated process systems for widely diversified food industries.

Aseeco Represented Internationally

Operating out of their Beverly Hills Headquarters, Aseeco maintains representation, not only throughout the United States, but also internationally, with representation in Canada, the United Kingdom, France, Australia, Japan, New Zealand, Iran, Switzerland, and Venezuela.

The Aseeco Corporation's endeavor is primarily that of an engineering company which designs, manufactures and erects automated integrated process systems. The standard product line is comprised of Aseeco overlapping bucket elevators, sanitary belt conveyors, vibrating conveyors, select-o-matic bin storage systems for free flowing materials, accumaveyors which are moving belt storage systems for non-free flowing materials, can and bottle conveyors, modu/tran vibratory distribution systems, automatic continuous blending systems, dehydrators and dryers.

The Aseeco Corporation is actively engaged in providing systems both process and bulk materials handling for the following diverse food production facilities; frozen french fry plants, potato chip and snack food plants, potato processors (dehydrated), the macaroni and noodle industry, the nut industry encompassing peanuts, pecans, almonds, walnuts, pistachio

nuts, vegetable dehydrators, candy and chocolate manufacturers, cookie and biscuit bakers, pet food manufacturers, both dry and semi-moist, cereal manufacturers, pizza pie manufacturers, sugar refineries, to name but a few.

Many of the above are marketed as individual pieces of equipment and the client can adapt them to his line or process. However, Aseeco also will contract the complete design of a modern functional automated process system, wherein Aseeco will interface the above pieces of equipment together with other equipment to accomplish a complete process function efficiently and economically. When Aseeco is commissioned to perform an entire project, the services which Aseeco offers are plant engineering, layout and mechanical, electrical engineering and control panel design, machinery selection and procurement, evaluation of sub-contracts and bids, site selection and construction supervision, erection and installation of machinery, plant start-up and final adjustment, training of operating and maintenance personnel, plus service after sale.

Pioneered Techniques for Automation

The Aseeco Corporation has evolved over the last twenty years, techniques, not only for mechanization, but also pioneered techniques for automation to keep pace with the changes in technology as they are applied to the various facets of the food industry in which Aseeco is involved.

The prerequisites of most automated production facilities for the production of food products can be analyzed as four basic functions. They are raw materials storage, processing, bulk storage and distribution to packaging with subsequent warehousing.

Aseeco vibratory conveyors and overlapping bucket lifts play an important role in moving raw materials which are friable and easily damaged to raw materials storage in a gentle manner without product degradation. Withdrawal from storage to processing is being accomplished on Aseeco belt conveyors, vibrating conveyors, overlapping bucket lifts and feedometers, which proportion the product in the proper ratios as required.

Packaging Married to Production

An area of special expertise of the Aseeco Corporation is bulk storage and distribution of processed product to the packaging machines. In a properly automated plant, storage of bulk product has to be considered so that packaging capability can be married to production. Programming has to be developed and storage capacity introduced to bridge the gap between production and packaging machinery.

The delivery of product to packaging machines is very important. A typical installation will involve a capital expenditure of thousands and thousands of dollars for multiples of sophisticated packaging machines, but how much attention is paid to the means of feeding them. The most advanced packaging machines cannot perform in a satisfactory manner unless a proper feed is maintained. Proper feed criteria can be defined as the following abilities:

- The ability to feed the infeed hoppers upon demand.
- The ability to feed different machines at different rates from one material stream or product.
- The ability to ensure that all packaging machines receive product without starvation.
- The ability to eliminate product recirculation caused by overfeed.
- The ability to keep product re-gradation to a minimum.
- The ability of flexibility to quickly and directly switch from one product to another.

Aseeco had evolved designs which fulfill the above criteria and abilities to produce a properly functioned modern facility.

For the bulk storage of non-free flowing products such as noodles and speciality cut pasta, the accumaveyor was developed. This unique bulk storage system comprised of an in-mass belt with an automated infeed device which can trace the peak of loading which ensures first-in first-out product flow on a continual basis bridging the gap between the processing rate and the packaging rate.

For free flowing products, Aseeco developed the select-o-matic bin storage system for automatic storage

(Continued on page 52)

ASEECO BIN STORAGE SYSTEMS

BIN STORAGE

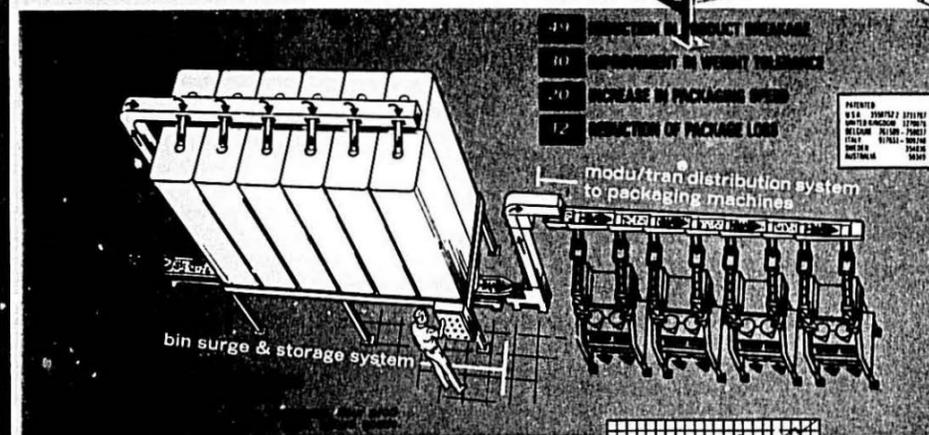
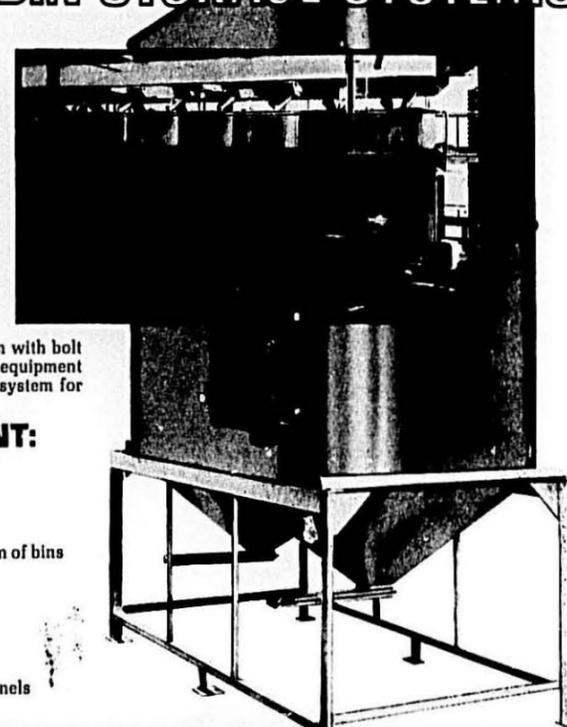
A fully automatic bin storage system for free flowing materials—Product is conveyed from processing into the Aseeco Bin Storage System by means of conveyors. The operator can fill any bin by operating a selector switch at floor level. In a few hours, when the bin is full and a signal is actuated, the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

OPTIONAL EQUIPMENT:

- Bin Full Signal System
- 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
- Spiral lowerator chutes
- Multi-station infeed conveyors
- Under bin collector conveyors
- Pneumatic control panels
- Electrical Control and Indication panels



services offered: Plant Engineering and Layout
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(213) 882-5700 TWX 910-480-2101



Aseeco Systems

(Continued from page 50)

and withdrawal on demand. This system is comprised of a series of multiple bins with high and low level controls with special infeed conveyors and control logic which automatically can shift from one bin to another when the bins are topped with product. Withdrawal works on the same basis, that the withdrawal arrangement is performed automatically when one bin is emptied and another bin is then brought on-stream without any monitoring from operators.

The modu/tran distribution system was developed by Aseeco for the simultaneous conveying and distribution of product on demand to multiple packaging machines. This system is unique in that it has the following advantages: Instantaneous delivery eliminates starvation which improves production rates in packaging machine net weights. The system eliminates recirculation which causes product degradation. Product is delivered on a true first-in first-out basis which ensures fresh quality. The system can feed multiple discharge stations with diverse charge requirements. Any number of discharge stations can be shut down without affecting the remaining stations in the system. The system is modular in concept in that it can be easily extended by the future addition of modules to serve additional capacity requirements.

The foregoing proprietary innovations together with Aseeco overlapping bucket lifts, belt conveyors, vibrators and scalping screens, engineered as complete systems concepts with an inherent logic electrical control console have all played an important part in automation.

Lower Costs

The utilization of these automated systems have reduced the production costs of food products significantly by the elimination of manual labor, reduced losses caused by spillage, reduced give-away of product because of proper feed system to packaging machinery is maintaining net weights, reduce waste of packaging materials and increases the efficiency of packaging machinery and production machinery as a whole.

An unbiased comparison between primitive and modern automated ma-

terials handling methods is convincing proof that automated systems are playing a leading role in maintaining our present standard of living.

Cut Protested

(Continued from page 48)

quality maintenance and improvement efforts would be seriously jeopardized," Maier said and added that wheat market development programs initiated by the state's wheat producers would also suffer.

Dr. William Shuey, head of the regional laboratory, noted that the laboratory closing would mean that over \$750,000 worth of milling and testing equipment would be lost and that taxpayers in North Dakota and other Northcentral states would have to foot the bill to re-equip the program at its present level. He pointed out that the NDSU Cereal Chemistry and Technology Department also utilizes the jeopardized equipment and facilities in the department's wheat quality testing work.

In its telegram the NDSWC urged a strong effort to help reinstate funding for "continued operation of this most essential wheat quality laboratory." The NDSWC noted that it is contacting producer groups and the private food stuff industry to line up additional support for reinstatement of the funding for the regional laboratory.

Kraft's Net Income Rises

Net earnings of Kraft Inc. in the fourth quarter and fiscal year ended Dec. 31 increased 13% and 14%, respectively, over the prior year. Net per share in the year was up 13% from a year ago and in the fourth quarter was up 14%.

Margins Improved

William O. Beers, chairman, said the improvement reflected "improved margins, a substantial recovery in the international division and a lower effective income tax rate." He said that cheese sales tonnage showed a slight increase, while volume gained from margarine, salad dressing, citrus products, prepared dinners, confections and specialty chemicals. He said profits were helped by the company's withdrawals from certain fluid milk markets which had been unprofitable.

Campbell Soup's Sales And Earnings Rise

Campbell Soup Company's sales and earnings rose in the Company's 1978 fiscal second quarter and first half ended January 29, Harold A. Shaub, President, reported.

Consolidated sales in the second quarter amounted to \$517,471,000, for an increase of 6% over second-quarter sales last year of \$489,234,000. Net earnings for the quarter reached \$34,267,000, compared with \$31,220,000 in the quarter last year. Earnings per share increased by 9% to \$1.05 from 96 cents per share in last year's quarter.

Sales for the six-month period totaled \$964,216,000, for an increase of 4% over sales of \$928,585,000 in the same period last year. Earnings for the first half were \$61,252,000, compared with \$55,471,000 in the half last year. Earnings per share for the six months increased by 10% to \$1.87 from \$1.70 per share.

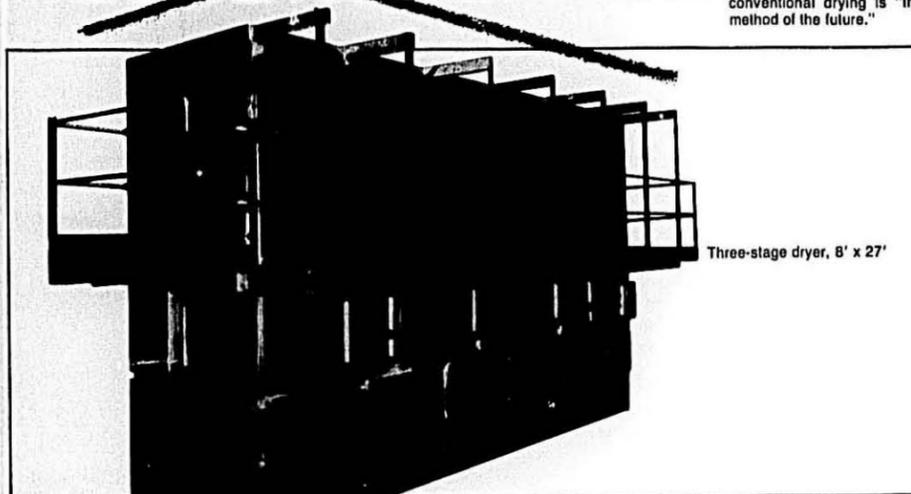
Unit sales of the Company's products in the second quarter were virtually even with a year ago, with the product sales mix and price adjustments accounting for the gain in sales dollars, Mr. Shaub said.

Severe winter weather across much of the United States in recent weeks has created disruptions in distribution of products from many of the Company's plants, Mr. Shaub said. Production interruptions have been experienced in varying degrees at plants located in Arkansas, Connecticut, Illinois, Maryland, Nebraska, New Jersey, Ohio and Pennsylvania, but no significant effect on the Company's financial results for the current fiscal year is currently anticipated, he noted.

Two new Campbell's "Soup for One" varieties—Burly Vegetable Beef, and Full Flavored Chicken Vegetable—have recently entered national distribution and two new Campbell's condensed Soups—Beef Mushroom, and Creamy Chicken Mushroom—are currently being placed in national distribution.

A new Hanover Trail Restaurant will be opened by Campbell's Restaurant Division in March at Harrisburg, Pennsylvania, while groundbreaking for an additional Hanover Trail unit—the Company's eighth, slated to open next August—will take place in Reading, Pennsylvania.

THE DRYER OF THE FUTURE



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."

Three-stage dryer, 8' x 27'

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 richer 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%" — Pitt. Mgr., leading mid-west operation.

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

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



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.



MICRODRY CORPORATION

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415/837-9106

Industrial Heating With Microwaves

The accelerating interest in methods of saving energy has spurred interest in industrial heating with microwaves. Energy savings from 10% to 583% have been reported by large manufacturers, according to Microdry Corporation, a world leader in this field. Added to this is the possibility of reducing heating time and space requirements as much as 75%, plus some unique benefits such as the almost complete elimination of infestation in organic products.

Microdry Corporation have done developmental work for production of many items, and have this information available. They also offer two methods for developing production techniques for other products.

One way is to hire Microdry's fully equipped and staffed service center to test process feasibility. The center has 915 megahertz equipment of various types, i.e., conventional cavity ovens, special ovens for bulk materials, and higher intensity units for thinner materials. They can do hot air pre-heating or drying. The facilities also include analytical and testing equipment, such as moisture meters, scales, balances, vacuum ovens and incubators.

Second Approach

The second approach is to lease or buy continuous process research- or production-size units from Microdry. The largest research size is a 10 kilowatt, 915 megahertz model, adequate for some production lines. The other research sizes are 2450 megahertz models in 2½ KW and ½ KW sizes. All are said to provide completely safe operation that is interlocked and monitored. A wide range of conveyor speeds is offered and end-of-belt handling is not required. The complete electrical hot air systems have automatic regulation (steam is optional in the larger unit). Side door allows testing of large samples. Tunnels are of stainless steel. Power is adjustable from 0 to maximum. Prices, F.O.B. San Ramon, California, are \$30,000 for the 2½ KW, \$34,000 for the 5 KW and \$65,000 for the 10 KW. 90 day delivery.

The units usually can be installed, tested and complete instruction given to operating personnel within two days, claims Microdry. Service de-



Microwave Heating

partment help is available for troubleshooting and to help solve technical problems.

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

Cut OSHA Rules

The U.S. Labor Department has announced it plans to scrap some 1,100 regulations promulgated under the controversial Occupational Safety and Health Administration.

Eula Bingham, head of OSHA, proudly declared that the action marked the first time in history that a federal bureaucracy had decreased

rather than increased the number of rules it enforced.

The rule cancelling came after the agency was severely criticized for establishing dozens of "Mickey Mouse" regulations.

Approximately 62 million workers are affected by the job-related safety and health regulations promulgated by OSHA. In addition, five million employers are covered under the rules.

U.S. Labor Secretary Ray Marshall said most of the rules being withdrawn had no effect on the safety of the workers.

The public will have 90 days to comment on the proposed reduction in departmental rules.

TAXPAYER'S LIABILITY INDEX

(prepared by)

National Taxpayers Union, 325 Pennsylvania Avenue, S.E., Washington, D.C. 20003

Debt or Liability Item	Gross Cost	Your Share
Public Debt	\$ 701,000,000,000.00	\$ 14,020.00
Accounts Payable	\$ 81,000,000,000.00	\$ 1,620.00
Undelivered Orders	\$ 266,000,000,000.00	\$ 5,320.00
Long Term Contracts	\$ 13,000,000,000.00	\$ 260.00
Government Guarantees	\$ 190,000,000,000.00	\$ 3,800.00
Insurance Commitments	\$ 1,629,000,000,000.00	\$ 32,580.00
Annuity Programs (Including Social Security)	\$ 4,650,000,000,000.00	\$ 93,000.00
Unadjudicated Claims and International Commitments	\$ 53,000,000,000.00	\$ 1,060.00
TOTAL	\$7,583,000,000,000.00	\$151,660.00

Skinner Promotions

Richard Lorimer has been named National Sales Manager and William F. Henry has been named Director/Marketing & Sales Services of the Skinner Macaroni Company in Omaha, Nebraska.

Lorimer has been with Skinner for nine years and was National Field Sales Manager prior to his promotion.

Henry was Manager/Marketing Services before his elevation. He has been with Skinner Macaroni for two years.

The responsibilities of Lorimer's new position are the administration and management of the Skinner Sales Department, including the Skinner sales force and food broker network.

Henry is responsible for company advertising, sales promotion, marketing research and related activities.

San Giorgio Sales Manager

John Schultz, of Briarcrest Gardens, Hershey, has been named sales manager of San Giorgio Macaroni, Inc., a Hershey Foods company. The appointment, effective February 13, was announced by Joseph P. Viviano, president of the Lebanon-based pasta manufacturer.

Schultz most recently served as field sales manager, and prior to that was Philadelphia district manager. He joined San Giorgio in 1969.

In his new position Schultz will be responsible for direction of all San Giorgio brand and Delmonico brand pasta sales.

He is married to the former Rosemary Dirken and they have two children.

San Giorgio, one of the country's leading pasta producers, has plants in Lebanon and Louisville, Kentucky, where the company's Delmonico division is located.

Wright Named

John Wright, Edmore, North Dakota, a past president of the U.S. Durum Growers Association, was one of five wheat farmers in the country to be named to the Board of the Wheat Food Foundation, a national organization formed to promote the usage of wheat and wheat food products. Created by the Department of Agriculture Act of 1976, the Foundation will become operative when ratified by end-product processors some time in the near future.



New Dough Skin Processor

Clermont Food Machine Co., Brooklyn, N.Y. announces their Dough Skin Processor which produces up to 600 round dough skins, 4" to 9" in diameter, per hour.

The dough skins which are used for Manicotti, Crepe Suzettes, Blintzes, Egg Rolls, etc., may also be produced in squares and other shapes by simply changing the dough discs. Thickness of the dough skins is controlled by the consistency of the dough mix.

The Processor operates automatically and requires only one operator to monitor the production run.

Descriptive color brochure and engineering data sheets available on request from the manufacturer: Clermont Food Machine Co., 280 Wallabout St., Brooklyn, N.Y. 11206

Jacobs-Winston Laboratories Move

Jacobs-Winston Food Laboratories, a leading food analysis firm, has moved into a 12,000 square-foot facility on Mount Vernon Street in Ridgely Park, New Jersey after operating for nearly sixty years in New York City.

The firm conducts chemical and bacteriological examinations and said the move to New Jersey was partly necessitated by the need for a facility equipped with new, extremely sensitive and sophisticated equipment.

"Also the proximity to Rutgers University offered an advantage since our staff is always updating its training, particularly at the University's fine food science department," the firm added.

74th NMMA Annual Meeting
July 9-13, 1978
Del Coronado

CLASSIFIED

ADVERTISING RATES

Want Ads \$1.00 per line
Minimum \$3.00

WANTED Manager with shift supervisory experience plus expertise in macaroni drying. Good opportunity to become plant manager. Write P.O. Box 336, Palatine, IL 60067.

QUALITY PASTA PRODUCER

Will manufacture and package to your specifications noodles and macaroni under your label. Excellent location assures economical access to all major Midwest markets. Further details by writing Box 336, Macaroni Journal, Palatine, IL 60067.

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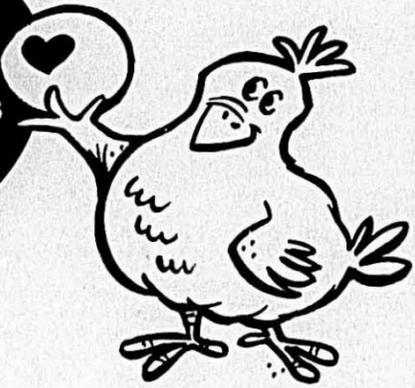
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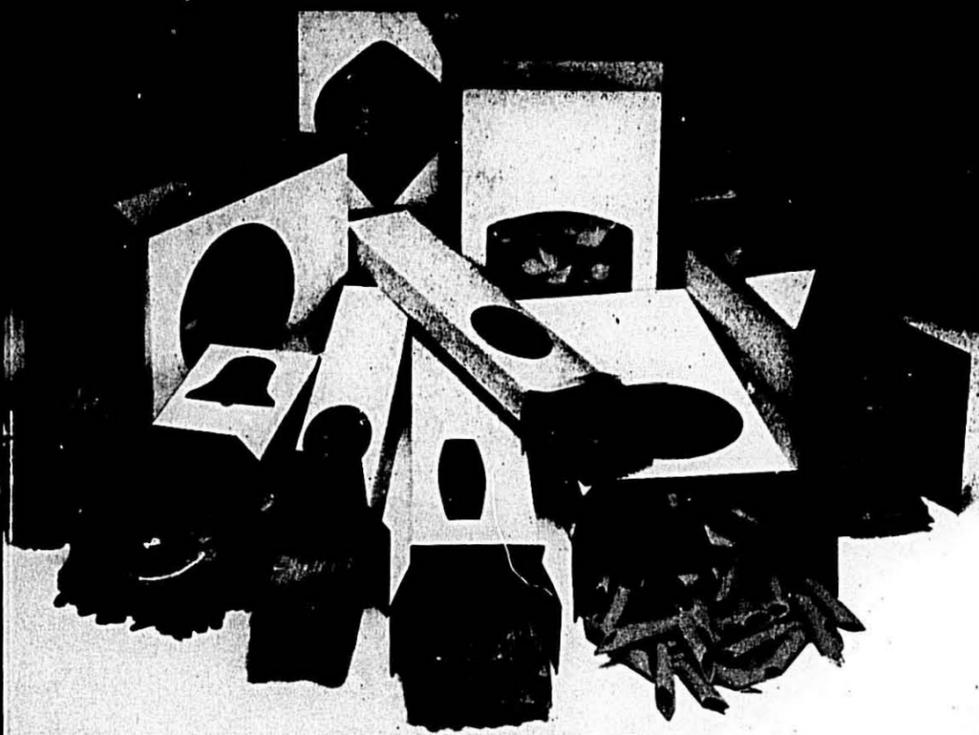
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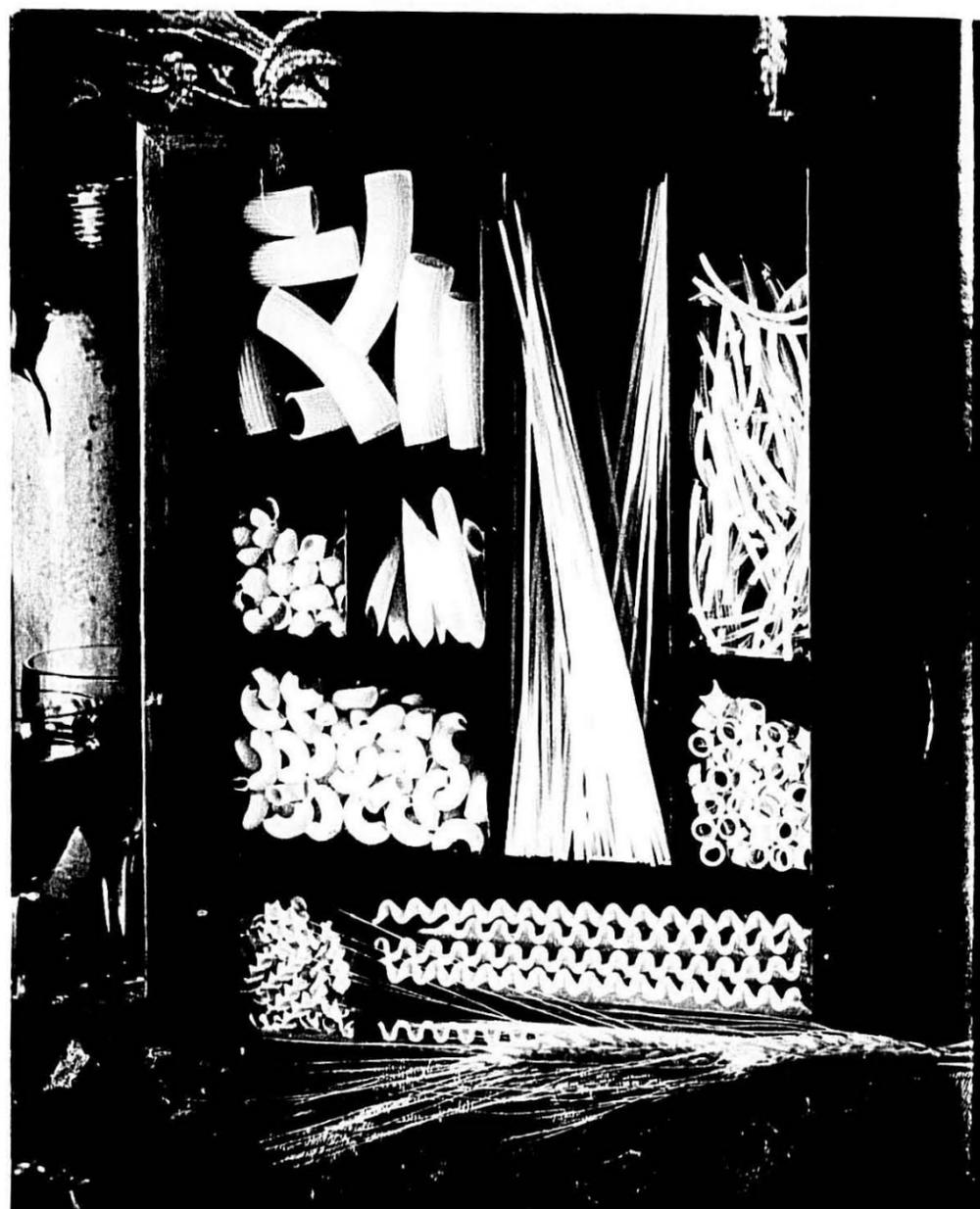
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