

**THE
MACARONI
JOURNAL**

**Volume 61
No. 8**

December, 1979

Macaroni Journal

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Season's Greetings



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The Macaroni Journal

Vol. 61
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 December
 1979

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MACARONI JOURNAL

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Eating Out

As the pasta industry seeks to expand its sales into the Foodservice Industry with its newly published Foodservice Manual, it joins the nation's number one retail employer (jobs for 8 million people) and the industry that ranks first in number of retail establishments.

Facts provided by the National Restaurant Association (NRA) show that

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there are currently 535,000 retail units. Commercial operations have more than 365,000, and institutional establishments have more than 170,000.

Foodservice industry sales more than doubled in the 1970's, rising from \$43.3 billion in 1970 to \$106.1 billion in 1979. The commercial feeding group, representing 85 percent of industry sales, recorded food and drink sales of \$74.3 billion in 1977 and projects \$90.2 billion in 1979.

Restaurants, the industry's largest single sector, contributed more than \$29 billion to total sales in 1977 and are expected to account for \$35.5 billion this year.

Food industry sales equal 4.6 percent of the GNP. Thirty-seven percent of the nation's food dollars were spent away from home in 1976 with an NRA estimate of 40 percent by 1980.

The NRA's 1979 economic forecast, announced in November, 1978, predicted foodservice industry sales of \$105.1 billion, a milestone. And prospects for this year, based on sales in the Janu-

ary-Mary period, look even better. There was a 12.6 percent increase over the same period last year—the gain chiefly attributed to rising menu costs and accelerated growth in personal income. Recognizing that growth should show some slowing, NRA is predicting a real growth figure for 1979 of approximately 1 percent. Sales will be higher than previously thought—growing 12 percent over last year.

The NRA forecasts that the continued growth of competition for the dining out dollar in the foodservice industry heralds the trend of the 80's. It is up to the foodservice industry to cater to what the consumer wants—service and quality—top considerations in choosing a restaurant.

It is expected that the trend for fast, efficiently produced foods will continue, even as the demand for more nutritious fare will accelerate. Also, the NRA Consumer Attitude survey shows that the trend towards ethnic foods will continue to grow and the demand for such eateries within a central location will gain.

NATIONAL MACARONI INSTITUTE MERGES WITH N.M.M.A.

At the 75th Annual Meeting of the National Macaroni Manufacturers Association the membership of the Association and the National Macaroni Institute adopted a resolution to merge the National Macaroni Institute, Inc. into the National Macaroni Manufacturers Association as its product promotion committee activity.

The Constitution was revised so that at the end of 1979 dues of members will be paid quarterly in two parts: Active Members shall pay dues at the rate of 6¼ mils (0.00625) per cwt of flour converted, with a minimum of \$37.50 per quarter on 100 bags per day, and a maximum of \$750 per quarter on 20,000 bags per day for total operations. Figures will be certified to the secretary-treasurer by the Chief Executive of the member firm.

Members will also contribute to the product promotional committee activity at a rate of \$0.175 per cwt on all production paid quarterly.

Loss of Export Market

The National Macaroni Institute was established in 1948 as a consequence of the loss of the export market following World War II. Food producing facilities in southern Europe were devastated during the war, and a quarter of industry output went overseas to this market in 1947 and the first half of 1948. Then, with the Marshall Plan going into effect in mid-year, the export market was abruptly cut off with the government supplying funds for wheat and machinery directly to the Europeans. In order that this slack be picked up the Board of Directors of the National Macaroni Manufacturers Association hired Robert Green to solicit support from 80 percent of the Association's membership for a product promotional campaign at 1¢ per cwt of flour converted monthly. His initial effort was to visit the then 350 firms operating across the country and to report back at the first Florida Winter Meeting that the program had been fully underwritten and was ready to go. The firm of Theodore R. Sills was employed as public relations counsel, the Institute incorporated, and the publicity started.

Part of the thinking in establishing the Institute as a separate corporation was the hope that macaroni manufac-

turers such as the A&P Company and others who did not belong to Associations would support the product promotional effort. This did not come to pass, and essentially the same people who supported the product promotional work of the National Macaroni Institute were the pillars of the National Macaroni Manufacturers Association.

The industry was pleased with the initial publicity garnered by the Sills organization, and in 1952 increased the rate of contribution from 1¢ to 1.5¢. Industry growth kept the program growing with it until 1969 when the rate of contribution was increased to 1.94¢. The upward curve of macaroni sales had leveled off in the late 60's due to competition from combination dinners, but the added revenue fueled another wave of increase during the 70's.

Industry Cooperation

Through the 60's and 70's the Durum Wheat Institute supported by the Durum millers and the North Dakota State Wheat Commission worked in concert with the National Macaroni Institute in the distribution of films, film strips, and a hotel-restaurant-institutions program. The latter activity took the shape of a bi-annual recipe contest with the winners attending a Winter Meeting of the National Macaroni Manufacturers Association, and the grand prize winner touring Europe.

In 1977 the Durum Wheat Institute

and the North Dakota Wheat Commission with the National Macaroni Institute elected to retain Burson-Marsteller, successor firm to Theodore R. Sills, to place regular publicity releases in foodservice publications. During the past year they have been working on the development of a Pasta Foodservice Manual.

Association Began in 1904

The National Macaroni Manufacturers Association was started in 1904 by a group of macaroni manufacturers meeting in Pittsburgh. The first paid executive was M. J. Donna of Braidwood, Illinois, who was hired in 1919 and supported his operation by publishing the Macaroni Journal and conducting an annual convention. The Association was formally incorporated in 1921.

Mr. Green took over as Secretary-Treasurer of the National Macaroni Manufacturers Association in 1949 and became editor of the Macaroni Journal on the demise of Mr. Donna in 1952.

The Association has committees active in national affairs, standards and nutrition, durum relations, and statistics. The Annual Meeting is held in summer. There is a fall meeting in Washington, a Winter meeting in January or February, and a spring technical seminar. Membership is held by 55 active pasta manufacturers who represent 80 percent of the industry production and some 45 primary suppliers as allied members.

CONSTITUTION AND BYLAWS

National Macaroni Manufacturers Association as amended in convention, July 9, 1979

Article I—Name—The name of the organization shall be: National Macaroni Manufacturers Association.

Article II—Objects—The purpose of the association shall be:

- to promote and safeguard the welfare of the macaroni and noodle manufacturing industry, and
- to elevate macaroni products and noodle manufacture to the highest plane of efficiency, effectiveness and public service.

Article III—Membership

Section 1—Eligibility—The membership of the Association shall con-

sist of individuals, partnerships, corporations, associations or other entities engaged in the manufacture of macaroni and/or noodle products and of allied or supporting industries connected therewith. Such membership shall be divided into three classes, namely:

- Active Members**—Limited to those actually engaged in the manufacture of macaroni products and/or egg noodles.
- Associate Members**—Limited to those actually engaged in packaging or marketing macaroni and/or egg noodles but not manufacturing the same.

THE MACARONI JOURNAL

(c) **Allied Members**—Limited to those actually engaged in lines or services connected with the macaroni and/or egg noodle products industry.

Section 2—Application and Election—Membership shall be conferred on applicants who are sponsored by at least one Active Member in good standing and upon receipt of a majority vote of the Board of Directors;

Section 3—Suspension and Reinstatement

(a) **Resignations**—Resignations of Members in good standing shall be submitted in writing to the proper official after payment of dues to date;

(b) **Expulsions**—Members may be expelled for cause by a three-fourths vote of the Board of Directors, or of the Association.

(c) **Suspensions**—Members in arrears for dues for a period of six months become automatically suspended.

(d) **Reinstatement**—Reinstatement of Members can be made only on full payment of any former indebtedness to the Association, application having been duly approved by a majority vote of the Association or its Board of Directors.

Article IV—Privileges of Members

Section 1—Active Members in good standing shall have full membership rights. Only such members shall have the right to vote; sit in executive sessions and to hold office.

(a) Each member shall be entitled to one vote only. If membership 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, subsidiaries it may have.

Article V—Board of Directors

Section 1—Governing Body—The Association shall be governed by a Board of 13 Directors. They shall be active members supporting both the National Macaroni Manufacturers Association and the National Macaroni Institute.

(a) Membership of the Board of Directors shall be limited to one Board Member for any one macaroni company. For purposes of this section, one macaroni company means one corporate entity

or one individually owned company.

(b) The immediate past president shall automatically be a member of the Board.

(c) Past Presidents, still active in management in a dues paying macaroni company, shall hold the status of Board Member Emeritus without vote.

Section 2—Election—The Directors shall be elected at the annual meeting of the Association by a majority of the votes of Active Members present and voting. The term of office of each director shall be for one year. Any vacancies occurring in the interval between annual meetings shall be filled by the Board.

Section 3—Quorum

(a) **Board Quorum**—At any meeting of the Board of Directors a majority of the Board shall be necessary to constitute a quorum for the transaction of business.

(b) **Association Quorum**—At Annual or Special meetings of the Association, 20% of the members in good standing shall constitute a quorum for the transaction of business.

Section 4—Duties and Powers

(a) The Board of Directors shall have the control, management and direction of the affairs of the Association and all the powers thus implied. They shall in all cases act as a Board regularly convened and in the transaction of business, the act of a majority of a quorum present at a meeting duly assembled shall be the act of the Board.

(1) Any Director may resign his office at any time, such resignation to be made in writing and to take effect immediately without acceptance.

(b) The Board of Directors may appoint an Executive Committee of five Directors of whom the President shall be one, to which the Board of Directors may delegate any of its powers. Three members shall constitute a quorum of the Executive Committee.

Article VI—Officers

Section 1—Officers—The Officers of the Association shall be a President; First Vice President; Second Vice President; Third Vice President; Secretary and Treasurer.

Section 2—Election

(a) The Officers of the Association shall be elected by the Board of Directors immediately following the annual meeting of the Association. The election shall be by ballot by a plurality of votes of the Directors present.

(b) The Directors shall elect the officers from their own number only, except that the office of Secretary-Treasurer may be held by one person who need not be a director or member of the Association.

(c) Officers shall hold office for a period of one year or until successors are elected.

(d) Any vacancy occurring in the interval between meetings shall be filled by the Board.

Section 3—Duties—Each officer shall perform the duties customary to his office, unless the Board of Directors otherwise determines.

Section 4—Special Activities—The Board of Directors in furtherance of the purposes and objects of the Association may,

(a) Form, create, organize and establish special departments, committees, subsidiaries and other legal entities outside or within the Association and to appoint, elect or designate officers therefor.

(b) Contact with, employ or engage persons, corporations, associations or others to perform special functions and activities.

(c) May establish, among others, the following special agencies or offices:

- Director of Public Relations
- Director of Research
- Editor of Association's Official publication

(a) The duties of such special agencies and offices; the compensation therefor; and the duration of office shall be in the discretion of the Board.

(b) Any two or more such special activities or offices may be reposed in one person if the Board so determines.

Article VII—Revenue

Section 1—Fiscal Year—The fiscal year of this Association shall begin January 1st.

(Continued on page 8)



the durum people



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(Continued from page 5)

Section 2—Dues of Members—Dues are payable quarterly along with contributions to the National Macaroni Institute promotional program (a) Active members shall pay annual dues at the rate of six and one-quarter mills (\$0.00625) per cwt. of flour converted, with a minimum of \$37.50 per quarter on 100 bags per day, and a maximum of \$750 per quarter on 1000 bags per day for total operations. Figures shall be certified to Secretary-Treasurer by the Chief Executive of the Member firm.

Contributions to the National Macaroni Institute promotional program shall be at a rate of \$0.0175 per cwt. on all production, paid quarterly.

(b) Associate Members shall pay dues of \$250 a year.

(c) Allied Members shall pay dues of \$250 a year.

Article VIII—Meetings

Section 1—The annual meeting of the Association shall be held at such time and place as the Board of Directors shall designate. Written notice of such meeting shall be given Active Members at least 30 days in advance thereof.

Section 2—The President shall call a Special Meeting of the Association upon the request of the Board of Directors or upon the written request of at least 20% of the Active Membership in good standing.

Section 3—The Board of Directors shall meet for organization each year immediately after election at annual meetings of the Association.

(a) The Board of Directors shall meet upon the call of the President or five Directors.

Section 4—Regional meetings may be called by any Vice President or Director for the purpose of exploration and recommendation to the Board.

Article IX—Committees—The following Association Committees shall be appointed by the President with the approval of the Board of Directors.

(a) Convention Committees—To be named on or before the opening day of the Annual Meeting and to serve during the convention period unless otherwise authorized:

- 1. Auditing3 Members

- 2. Nominations7 Members

- 3. Resolutions3 Members

(b) Standing Committees—Chairman of each to be named by the President immediately after the Annual Meeting to serve for his term:

- 1. Membership
2. National Affairs
3. Standards and Research
4. Durum Relations
5. Convention Sites
6. National Macaroni Institute

Article X—Corporate Seal—The corporate seal of this Association shall have engraved thereon "National Macaroni Manufacturers Association" and in the center, the word, "Seal." It shall be kept by the Secretary-Treasurer and affixed to all papers and documents required to be executed under the corporate seal of the Association.

Article XI—Amendments—This Constitution and Bylaws may be amended at any regular or special meeting of the Association by two-thirds vote of the Members present and voting, or by mail by a two-thirds vote of the Members voting.

Pasta Commentary

Cecile Lamalle writes in the New York Post:

Americans are not quite as pasta-oriented as the Italians yet, but we're eating more and more pasta, learning more and more about the different shapes, the different sauces and enjoying this most economical of dishes.

Pasta may be inexpensive, but today it's a very "in" food. It is also very versatile.

First pick the right sauce

Although most Americans tend to take a casual attitude about what pasta goes with what sauce, it is a serious matter in Italy—to eat rigatoni with a pesto genovese sauce would be as wrong as topping frankfurters with ice cream.

Here is a list of pastas and some appropriate sauces, according to a fine Italian cook and her father, a distinguished gentleman who makes his own goat cheese:

- Ziti (thick, shortish tubes): tomato sauce
• Gnocchetti rigati (short, fluted tubes like rigatoni): Ragù Bolognese or meatless ragù

- Lingue di passeri (thin flat long strips): pesto or parsley sauce

- Elbow macaroni or ditalini: clam sauce

- Perciatelli (long tubes): tomato sauce, Ragù Bolognese (the gentleman who makes his own goat cheese told us that perciatelli was the best)

- Fedelini (long, thin): in soup, tomato sauce or Ragù Bolognese

- Fettucelle (somewhat wide, flat): plain butter or pesto

- Fettucine (an egg noodle): most commonly eaten in the New York area "Alfredo" style — from Alfredo's Restaurant in Rome—where the noodles are combined with (for a pound) a cup of heavy cream into which are stirred 2 egg yolks, 4 Tbs. butter and parmesan cheese to taste.

Noodles for Health!

Pasta is a healthy food: two ounces of uncooked pasta will provide us with 10% of the U.S. recommended daily allowance of protein, 35% of the thiamine, 15% of the riboflavin, 15% of the niacin (three of the great "anti-depressant" vitamins) and 10% of the iron.

Pasta is low in sodium and not particularly high in calories: two ounces of uncooked macaroni or spaghetti are 210 calories; two ounces of egg noodles 220.

The average fat content of macaroni and spaghetti is only 1.4%; egg noodles, 4.5%.

An Italian gentleman of our acquaintance lost close to 50 pounds eating nothing but pasta with thin tomato sauce (no fat), fruits and vegetables for a couple of months.

Festa Italiana

There is no end to the sauce you can make for pasta. Ragù Bolognese freezes very well; so does tomato sauce. Pesto can be refrigerated for several months; frozen for much longer. And too, there are many last-minute sauces that you can combine with cans from your larder when those friends show up at dinnertime.

Here are a few:

A can of dried plum tomatoes and a cup or two of cubed mozzarella can be tossed into cooked spaghetti at the last minute with some butter and chopped parsley.

(Continued on page 10)

ASEECO BIN STORAGE SYSTEMS

BIN STORAGE

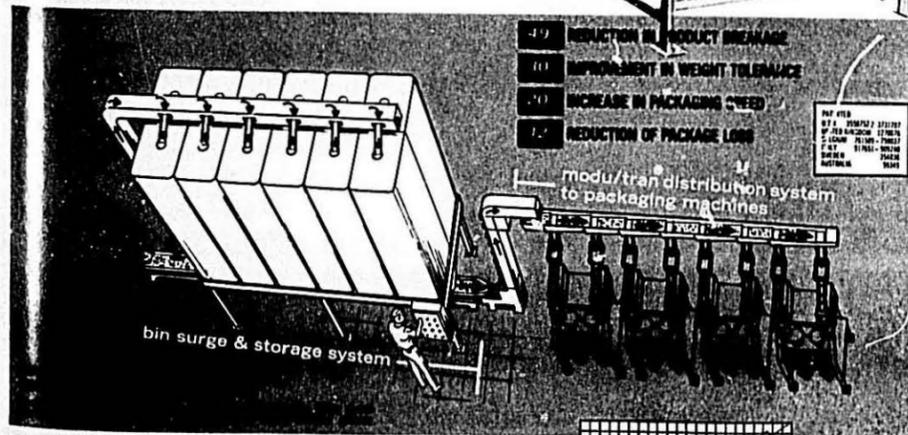
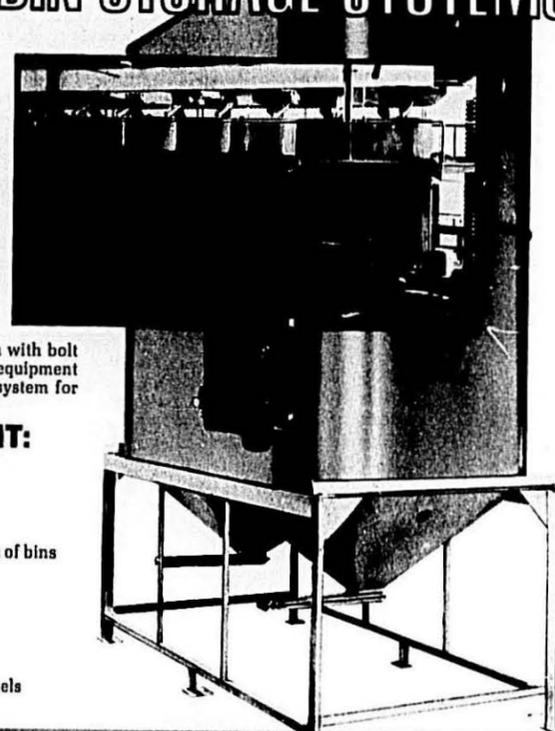
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Festa Italiana

(Continued from page 8)

A can of drained tuna (not the kind packed in water) can be combined with a can of chopped anchovies, some chopped parsley.

Leftover meat can be cubed and added to a tomato sauce.

A can of salmon and a cup or two of peas can be tossed with heavy cream or a can of undiluted cream soup.

A can of mushrooms can be combined with a can of undiluted mushroom soup and some seasoning.

And don't forget that to turn a vegetable soup into a hearty main course, all you need is a handful of macaroni and perhaps a can of chick peas and/or meat sauce.

Contingencies

To ward off the unexpected, keep the following on your shelf:

- Canned Italian plum tomatoes;
- Cans and cans of tomato sauce;
- Grated parmesan cheese, Romano cheese;
- Mozzarella, already cubed in the freezer;
- Other cheeses, cubed or grated, in the freezer;
- A container of good olive oil;
- Cans of vegetables and white and brown beans and chick peas for soups;
- And last but not least, several different shapes of pasta.

Right Way to Cook

Here, according to the Macaroni Institute, is the Right Way for cooking pasta (The Institute considers 8 ounces of cooked pasta enough for four people. In our household, that amount is doubled.):

In a large saucepan heat 3 quarts water to a rapid boil. Gradually add 2 cups (8 oz.) macaroni or spaghetti, or 8 oz. egg noodles (about 4 cups) and 1 Tb. salt.

With spaghetti, grasp a handful and place one end of the strands in water. As it softens, gently push the pasta into the water until all of it is submerged. Be sure the water continues to boil.

Cook, uncovered, stirring occasionally and gently. Test for doneness; it should be tender yet firm.

Very small pasta may cook in 2 minutes; some large shapes may require 15. Average is 8-10 minutes.

Immediately drain macaroni in a colander. Serve as quickly as possible.

Television Script

From National Macaroni Institute

We are celebrating National Macaroni Week, October 4-13 . . . time to turn our thoughts to pasta. This year marks another special occasion in the pasta world. It is the 75th anniversary of the National Macaroni Manufacturers Association, the trade association for the industry. The organization founded in 1904, is composed of 52 active members who manufacture macaroni, spaghetti and egg noodles.

Pasta meets the challenge as we stretch the dollar, plan nutritious meals, quick-to-cook meals, avoid menu monotony since pasta can be offered so many ways.

Unimac Cookery

Let's see what is on our agenda today. Here is a trio of pasta specialties based on a new concept for macaroni products called unimac cookery. It is geared to two serving units—one for now, one for later. The "eat-one"—"freeze one" entrees require few ingredients, and are designed for today's on-the-go singles and doubles who look for convenience when it's time to eat.

We are also looking at a great spaghetti set . . . an easy-to-use, one-handed colander, serving utensil and a spaghetti measurer to easily gauge how much to cook for two or four servings. If you don't have one of these measures, and wish to cook four ounces of spaghetti, simply hold enough tightly upright in your hand to cover the surface of a quarter.

Looking at these pasta packages is a good reminder of the nutrition elbow macaroni, spaghetti and egg noodles add to our meals. We get energy from the carbohydrate content, and remember, there are only 210 calories in two ounces of uncooked macaroni and spaghetti . . . 220 in egg noodles. Enriched pasta, made from Durum wheat and/or other high quality hard wheat, contains a good distribution of amino acids. Prepared as it usually is with complete protein foods like meat, fish, cheese, eggs or poultry, it is an excellent protein source. There are substantial amounts of the B-vitamins - niacin, thiamine and riboflavin—in addition to iron. Pasta is a low-fat, low sodium, easily digested food.

Pasta Pronto

There are called "Pasta-Pronto" recipes. Only three ingredients are

needed—pasta, cheese and a vegetable. Great idea for those meal less meal days! Do try these refreshing, nourishing salads. If you've never had spaghetti salad-style, it's an appealing menu change.

The suggestions we've seen so far and those coming up are available in this recipe leaflet.

Wondering how to recycle leftover vegetables? Mix them with egg noodles and serve with a cheese sauce. This sauce is a blend of muenster and cheddar cheeses . . . A beautiful complement and vegetable-pasta combos.

Ethnic menus create meal variety! In this specialty, Greek cuisine mixes with our own. Chicken is simmered in a well-seasoned tomato sauce with cinnamon and cloves, then served atop spaghetti. Sprinkle with grated parmesan or romano cheese and garnish with a lemon wedge.

Join in the National Macaroni Week celebration with the recipes we've talked about today. Pasta is one of our favorite foods. Enjoy it often for appetizing, nutritious meals.

Only three ingredients are needed for these nutritious 1-2-3 combos: pasta, cheese and vegetable . . .

MACARONI COTTAGE CHEESE-BEET SALAD (Makes 4 servings)

- 2 cups elbow macaroni (8 ounces)
 - 1 tablespoon salt
 - 3 quarts boiling water
 - 1 container (1 pound) creamed cottage cheese
 - 1 jar (1 pound) sliced pickled beets, drained
- Gradually add macaroni and salt to rapidly boiling water so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Rinse with cold water, drain again.

Mound cottage cheese in center of large platter. Circle with beets. Spoon macaroni around beets. Garnish with chives if desired. Cover and chill until serving time.

SPAGHETTI - CHEESE - TOMATO SALAD (Makes 4 servings)

- 8 ounces spaghetti
- 1 tablespoon salt
- 3 quarts boiling water
- 4 ounces Cheddar cheese
- 1 cup (8 ounces) creamed cottage cheese
- 2 medium tomatoes, diced

Introducing Hoskins Company



Charles M. Hoskins

Glenn G. Hoskins Company was launched in 1941 as a business and technical consulting service to the Macaroni Industry. Over half the industry in North America subscribed to the Hoskins service. During the consulting years substantial contributions were made to the technology and operation of the industry.

Temperature and humidity controls of macaroni dryers were first introduced by Hoskins and then disseminated throughout the world.

Plant operations Forums were held for 13 years. Members of the industry and suppliers discussed technology and theory of macaroni manufacture. The most valuable contribution of these meetings was a free exchange of information which substantially increased the technological competence of the industry.

One of the proudest contributions to the industry was Bob Green, the Secretary of the NMMA, who originally entered the industry through our organization.

We acted as consultants in designing a number of new factories and expanding old factories. This included the Creamette Company, American Beauty, A. Zerega's Sons and Ronco.

In the 1960's the name was changed to Hoskins Company and the nature of the business was changed to a Manufacturers Sales Representative for:

DEMACO, the principal domestic manufacturer of complete pasta production lines.

ASECO, a manufacturer of storage systems and mechanical conveyors for noodles and short cut macaroni products.

SEMCO, a manufacturer of systems for pneumatically conveying and storing semolina and flour.

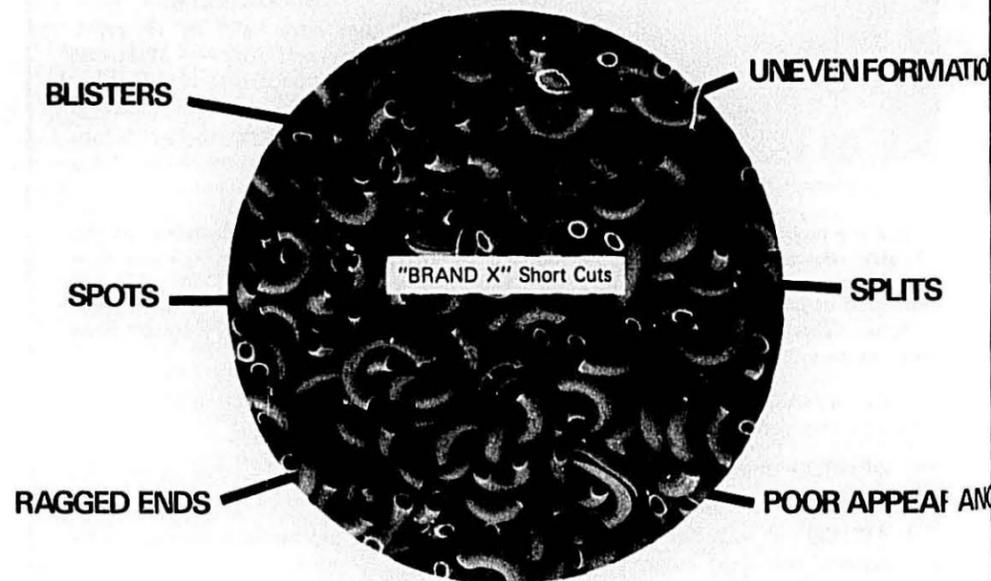
RICCIARELLI, an Italian manufacturer of pasta packaging machines, systems for conveying long spaghetti from saw to packaging machine and specialty machines for making bowties and twisted vermicelli.

CLERMONT, a manufacturer of noodle cutters, noodle sheeters, Chinese noodle production lines, crepe manufacturing lines and related equipment.

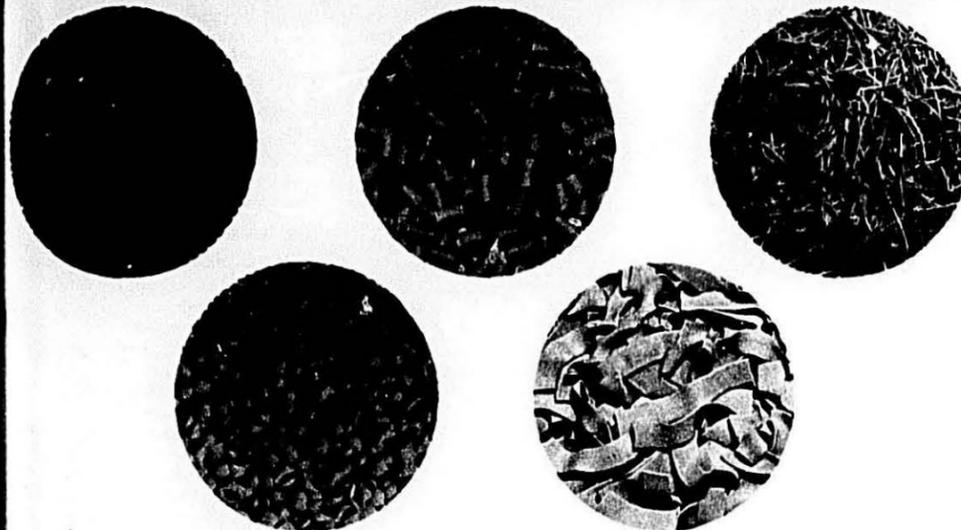
You can't take short cuts if you want Quality.

"Brand X" Short Cuts reflect all the imperfections caused by their hurried system of production via one large extrusion screw that forces the mix through the extrusion die without allowing it to blend into the proper consistency.

Here are the results:



The Demaco Short Cut production system is designed
with Quality -of-the-end-product in mind!



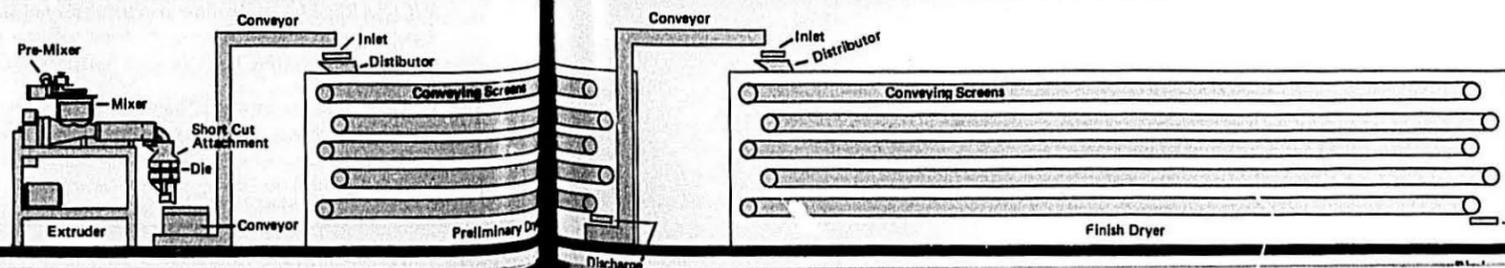
Demaco's 2-headed Short Cut Press (each head with its own extrusion screw) extrudes the mix at a properly regulated, unhurried rate, allowing for a smooth, evenly blended consistency. In addition, Demaco's all stainless steel Pre-Mixer and exclusive Mixer-Extruder (U.S.D.A. approved) prepares the product in advance for:

- ✓ Lightness and Fluffiness (curl)
 - ✓ Color and Uniformity
 - ✓ Wholesomeness and Eye-appeal
- in every production run!

For the full story, contact **DE FRANCISCI MACHINE CORP.**
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This diagram illustrates the simplicity of design of the Demaco Short Cut Line:

- Stainless Steel Pre-Mixer pre-blends for smooth consistency.
- Exclusive U.S.D.A. approved Mixer-Extruder. Most sanitary available.
- Electroless nickel-plated Short Cut Attachment produces most standard small macaroni products as well as Lasagna. Mostaccioli is also easily made by adding a special cutting device for the bias cut.
- Simple, uncomplicated dryer (all U.S. made parts) will provide maximum dependable service; minimum maintenance required.



Spaghetti-Cheese-Tomato Salad

(Continued from page 10)

Gradually add spaghetti and salt to rapidly boiling water so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Rinse with cold water. Drain again.

In food processor with grating disc in place, grate Cheddar cheese and mix with cottage cheese. (Or grate Cheddar cheese with hand grater). On serving dish, arrange spaghetti, cheese mixture and tomatoes.

Start with pasta, and meatless meals can be inexpensive, appetizing and healthful . . . an excellent use for recycled vegetables. . .

NOODLES AND VEGETABLES WITH CHEESE SAUCE

(Makes 4 servings)

8 ounces medium egg noodles (about 4 cups)
Salt
3 quarts boiling water
3 tablespoons butter or margarine
½ cup sliced celery
3 tablespoons flour
2 cups milk
½ cup each:
grated Muenster cheese
grated Cheddar cheese
Pepper

¼ teaspoon dry mustard
½ teaspoon Worcestershire sauce
1½ cups hot cooked broccoli
½ cup each:
hot cooked corn
hot cooked carrots

Gradually add noodles and 1 tablespoon salt to rapidly boiling water so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander.

Melt butter in saucepan; saute celery until crisp tender. Blend in flour, stir in milk. Cook over medium heat, stirring constantly, until sauce boils. Add cheeses, ½ teaspoon salt, dash pepper, mustard and Worcestershire sauce. Cook and stir until cheese melts. Combine noodles and vegetables. Serve with cheese sauce.

Serve an ethnic specialty . . . Spaghetti and Chicken, Greek Style.

GREEK STYLE CHICKEN WITH SPAGHETTI

(Makes 6 servings)

2 tablespoons olive or salad oil
1 chicken (about 3 pounds), cut up

2 medium onions, chopped
2 cloves garlic, chopped
1 can (8 ounces) tomato paste
1 can (16 ounces) tomatoes
¾ cup water
1-inch piece cinnamon stick
2 whole cloves

Salt

¼ teaspoon pepper
4 to 5 quarts boiling water
12 ounces spaghetti
Grated Romano or Parmesan cheese
Lemon wedge, optional

In Dutch oven or large heavy saucepan, heat oil, brown chicken on all sides. Remove chicken; drain off all but 2 tablespoons drippings. Saute onions and garlic in drippings until golden. Stir in tomato paste, tomatoes, ¾ cup water, cinnamon, cloves, ¼ teaspoon salt and pepper. Cover and cook 5 minutes. Add chicken and simmer 15 minutes or until tender.

Meanwhile, gradually add spaghetti and 1½ tablespoons salt to rapidly boiling water so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Remove chicken to serving dish. Serve with spaghetti and sauce. Sprinkle cheese on top. Garnish with lemon wedge, if desired.

Snack-A-Roni

An entirely new way of preparing egg noodles has been developed by the

National Macaroni Institute. Crisp and crunchy, the noodles make a sweet—but not too sweet—snack.

Any one of several kinds of egg noodles can be used to make this intriguingly different sweet snack. Wide noodles, or those called wide-wide or dumplings, or even egg noodle bows could be used.

The noodles are cooked in boiling water, then drained and fried in deep fat. The crisp noodles are then sprinkled or shaken in a bag with confectioners sugar. An alternate would be a mixture of cinnamon and sugar. Crisp, and not too sweet, these "Snack-A-Roni" are delicious with tea or coffee, with fruit or ice cream. They serve equally well between meals or at dessert time.

Egg Noodles "Snack-A-Roni"

(Makes about 2½ quarts, loosely packed)

1 tablespoon salt
3 quarts boiling water
8 ounces wide egg noodles (or egg noodle dumplings)
Hot salad oil for deep frying
Confectioners sugar

Add salt to rapidly boiling water. Gradually add noodles so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Rinse with cold water; drain again.

(Continued on page 16)



Egg Noodles Snack-A-Roni

THE MACARONI JOURNAL

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 608, Social Circle, Georgia 30279
Telephone: 404/464-2652



Snack-A-Roni

(Continued from page 14)

Separate any noodles which may cling together and drop a few at a time into hot fat (375°). Deep fry just enough at one time to cover bottom of fry basket or fryer. Fry about 3 minutes or until evenly and lightly browned. If necessary, separate noodles while frying. Spread on paper towels to drain. Sprinkle, or shake in paper bag, with confectioners sugar. (Or shake with mixture of cinnamon and granulated sugar.) Serve with coffee or tea, fruit or ice cream.

Variation

As a variation of the Egg Noodles "Snack-A-Roni" recipe, here is another unusual new snack food made from — of all things — spaghetti. The spaghetti is cooked as usual; then, after draining, it is fried in deep fat. The spaghetti is twisted into amusing shapes as it fries. A sprinkle of salt and dill weed is the finishing touch. Or if preferred, onion salt is the zesty seasoning. This fun-to-eat, crunchy accompaniment to cold drinks is shown on our Front Cover this month.

Spaghetti "Snack-A-Roni" (Makes about 4 quarts, loosely packed)

1 tablespoon salt
3 quarts boiling water
8 ounces spaghetti, broken in half
Hot salad oil for deep frying
salt and dill weed

Add 1 tablespoon salt to rapidly boiling water. Gradually add spaghetti so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Rinse with cold water; drain again.

Separate pieces of spaghetti which may cling together and drop a few at a time into hot fat (375°). Deep fry just enough at one time to cover bottom of fry basket or fryer. Fry about 3 minutes or until evenly and lightly browned. If necessary, separate spaghetti pieces while frying. Spread on paper towels to drain. Sprinkle with salt and dill weed. (Or sprinkle with onion salt only.) Serve with choice of cold beverages.

Warning: When you think you've made enough, make that much more. The appealing shapes, delightful crunch and tangy flavor are reasons why this unusual snack food will disappear quickly. If there's any left over store in a tightly covered container.

Nissin Noodles Tie-in With Olympic Games

Nissin Foods has been designated by the Lake Placid Olympic Organization Committee as the "official supplier of soup" to the 1980 Olympic Winter Games.

"To show our support for the Olympics, we're planning our biggest fall program to date, featuring our Cup O' Noodles brand in an exciting national consumer premium promotion—"The 1980 Winter Olympics Warm Up," said Mits Arayama, Nissin Advertising Manager.

Backing the promotion will be a record multi-million dollar network television campaign plus a heavy-up spot TV program scheduled for fall and winter.

"Nissin will be featuring a balanced mix of daytime, primetime and late night programming on all major networks," said Pierre Joujon-Roche, of Dentsu Corp of America, the ad agency for Nissin's Cup O' Noodles. "The intensive TV schedule will deliver almost 420 million ad impressions with the network activity alone, reaching 84% of all U.S. households an average of 6.5 times during two five-week flights," explained Joujon-Roche.

On the consumer promotion side, Nissin will offer a self-liquidating program of which Olympic figure skater Jo Jo Starbuck will be an integral part. Consumers will be offered various premiums featuring the official 1980 Winter Olympics logo. A free Winter Olympics will also be available with Cup O' Noodles labels.

Eye-catching "Winter Olympics Village Store" point-of-purchase materials, featuring Jo Jo Starbuck modeling the premiums will be produced for the grocery trade.

Media support will include fullpage color ads in fall issues of national magazines—Family Circle, Good Housekeeping, Ladies' Home Journal and Redbook. Total national circulation will be over 24 million households.

Through this potent tie-in promotion Nissin will not only be supporting the 1980 Winter Olympics, but will also be establishing a public-minded corporate image. "And Nissin will be increasing awareness of Cup O' Noodles by sports enthusiasts," added Arayama.

Hot Diggity Hot Dish

Full page full color advertisement in Goodhousekeeping for October pictures Creamettes macaroni with Oscar Mayer wieners and a can of soup to spray a 2-quart casserole along with the finished dish. Ad also carries coupon to save \$5 on Nordic Ware's 2 Qt. Souffle Casserole.

Weight Watchers

"Lasagna without guilt" is the message of a colorful page and by Weight Watchers International in November 1 and 20 Family Circle—the first in a new series scheduled for major women's service and lifestyle magazines. The ad promotes the 28 different Weight Watchers Frozen Meals that are "specially made for a sensible weight loss program."

Noodle and Sauce Dishes

Four egg noodle and sauce dishes have been introduced nationally by General Mills, Inc. Betty Crocker brand Side Quicks (TM) feature one-pan, range-top preparation. According to company officials, the product cooks in seven minutes with the consumer adding only water. Each package yields four one-half cup servings. Flavors include beef, chicken, butter and cheese.

Consumer Expenditures Study

Supermarketing Magazine's annual consumer expenditures study of grocery products shows a 7.5 percent gain between 1977 and 1978, in the most recent report. Value of total domestic consumption by dollars in thousands below:

1978	\$882,750
Spaghetti	\$370,080
Macaroni	291,360
Noodles	221,310
1977	\$821,930
Spaghetti	\$345,550
Macaroni	274,090
Noodles	202,290

The magazine reports that two-thirds to three quarters of total consumption moves through grocery channels.

Winter Meeting
Key Biscayne Hotel and Villas
January 27-31, 1980

THE MACARONI JOURNAL

Treasurer, Controller Nodded at Skinner

Joseph Meyers has been elected treasurer of the Skinner Macaroni Co. and Brian C. Henderson has been appointed controller, announced William A. Henry, president of Skinner Macaroni Co.

Both Meyers and Henderson will also be members of the Skinner Executive Committee.

Meyers has been with Skinner 14 years, serving as assistant secretary and controller for 11 of those years. Meyers remains assistant secretary of the company.

As treasurer Meyers will act as liaison for financial and legal matters as well as administer the employee insurance, benefits and pension plans.

A graduate of Creighton University and native of Burwell, Neb., Meyers served as a lieutenant in the Navy during World War II and was Omaha controller of the Cudahy Packing Company prior to coming to Skinner.

Meyers has three children. He and his wife, Theresa, reside in Omaha.

Brian Henderson comes to Skinner from Hershey Foods Corp., Hershey, Pa., where he was a senior financial analyst in corporate finance.

As controller of the Skinner Macaroni Co., Henderson will be responsible for all internal accounting, financial transactions, budgeting and various other accounting and control-related functions.

Henderson is a graduate of the University of Delaware and a CPA. He served in both Vietnam and Germany in the Military. Henderson and his wife, Donna, have three children and now reside in Ralston.

Skinner Macaroni was founded in Omaha in 1911 and is a subsidiary of the Hershey Foods Corporation. Skinner markets pasta products in 32 states.

San Giorgio Sales Supervisor

Pete M. Markellos an employee of San Giorgio Macaroni, Inc. for 17 years, has recently been appointed Sales Supervisor at the Delaware Valley office, based in Spring House, Pa., which covers Central Pennsylvania and the Scranton/Wilkes-Barre territories.

In his tenure with San Giorgio, Mr. Markellos has held several positions



File of Product . . . displayed to show the trade in Buffalo, New York. San Giorgio's Light 'N Fluffy Noodles. Discussing the product's success are John Schultz, Sales Manager (left), Warren Ashburn, Director of Marketing (center), and Clifford Larsen (right), Vice President of Sales and Marketing.

including sales representative, territory supervisor in the Allentown-Bethlehem area, and supervisor of the chain division in South Jersey.

A native of Woodbury, N.J., Pete Markellos resides in Clementon, N.J. with his wife Peggy Jean. They have one son, Michael.

San Giorgio Macaroni, Inc. is a subsidiary of Hershey Foods, Inc. based in Lebanon, Pa. The Delaware Valley office is run under the direction of James K. (Jim) Patton, District Sales Manager for San Giorgio.

Buitoni Promotes Two

Anthony Harper and William Mohnacs, New York regional sales manager and Mid Atlantic regional manager, respectively, for the Buitoni Foods Corporation, have been promoted to manager-metropolitan group sales and manager-regional group sales, according to an announcement by Manus M. Gass, executive vice president of Buitoni.

Harper and Mohnacs will undertake responsibilities formerly held by Frank Cassata, vice president of sales.

"Though we are sorry to lose Frank," Gass explained, "I am very pleased that he will be joining the H. C. Boerner organization, our frozen food broker in New York, in the capacity of Vice President of Marketing. I am confident the wealth of food market-

ing expertise and the very extensive background and experience in the sales field that both Tony and Bill bring to their new positions, will insure superior results and attention to detail that our customers have come to expect from Buitoni."

Harper and Mohnacs will each be responsible for all sales of Buitoni's dry and frozen lines in their respective territories; with Harper handling the New York metropolitan area, and Mohnacs the rest of the country.

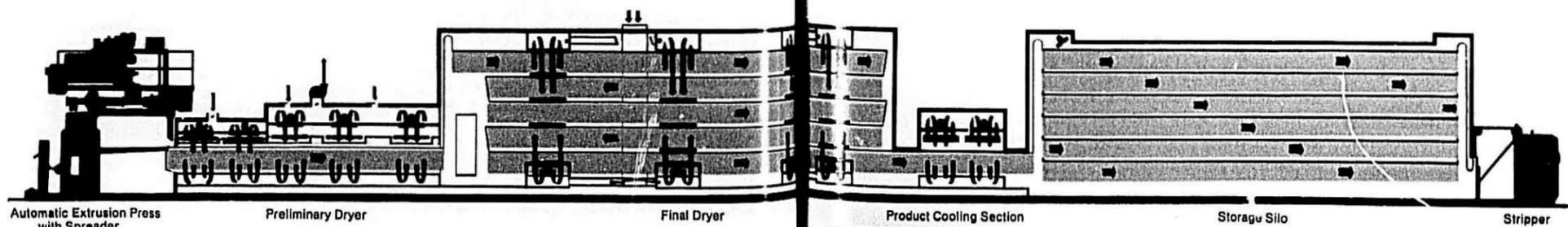
Harper, with Buitoni since 1973, is a former area sales manager for the Beech-Nut Life Saver Corporation. He is a graduate of St. Francis College in Brooklyn, and resides with his wife and two children in Oakland, N.J.

Mohnacs, who joined the company in 1972, is the former sales planning manager for the Maxwell House division of General Foods. He is a graduate of St. Joseph's University, and has studied at Temple University and St. Joseph's Food Academy. He resides with his wife and three children in Woodbury, New Jersey.

Hershey General Counsel

Charles E. Duroni has been elected Vice President and General Counsel of Hershey Foods Corporation, W. E. Dearden, Vice Chairman and Chief Executive Officer, announced.

ATR: The hotter, faster, cleaner dryer.



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Drastically reduces the time required in the production cycle.

Higher drying temperatures reduce plate counts to well below industry standards while enhancing product flavor and quality.

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Plate Counts Slashed.



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The Changing Marketplace

From Kraft, Inc. 1978 Annual Report

One of the new realities in the food industry is a basic shift from historic family eating patterns. This change has been evolving over a period of years; nevertheless, its effect has been dramatic. The traditional family, which included a working husband, his wife and homemaker, and their young children, now represents a smaller percentage of all households in the United States. In its place, we find more couples without children, more young adults living alone, and more elderly persons also living alone, all in addition to the emergence of the working woman. In many cases, the custom of homemade meals, prepared in the kitchen and shared each day by all members of the family, is disappearing from these households.

These social trends are taking place in other Western nations as well as the United States. Combined with accelerated interest in nutrition, weight controls and leisure foods, they have presented unprecedented marketing opportunities to the food industry.

Over the years, Kraft has consistently introduced products that provide added convenience in the kitchen. Kraft Singles slices, Squeeze Parkay margarine, and the famous Kraft macaroni and cheese dinners are excellent examples. The company's major brand names have long been identified with wholesome products that make a significant contribution to a nutritionally sound diet.

Family Reunion Theme

As 1978 began, the largest and most successful promotion of Kraft retail products in company history was launched. The Family Reunion theme emphasized the fact that the Kraft brand name has been associated with the bringing together of good food and families for more than three generations.

Kraft's overall marketing target is eventually to participate in all meals, wherever consumed. Foodservice continues to be the fastest growing segment of the U.S. food industry, with annual sales estimated at more than \$100 billion. Therefore, Kraft's foodservice operation concentrates on the production and distribution of food products and related supplies to all commercial and institutional users.

Distribution Centers

In 1978, seven broadline Kraft foodservice distribution centers were opened, bringing the total to 19. The new offices serve the metropolitan areas of Atlanta, Birmingham, Dallas, Los Angeles, Memphis, New Orleans and Tampa. Kraft broadline districts now cover about 60 percent of the major U.S. markets. The remainder are served by limited-line distribution centers, some of which, in turn, will be converted to broadline operations to serve the metropolitan areas in which they are located. Each broadline center sells and delivers approximately 1,800 food products and supply items. These include many products specially produced by Kraft, as well as top-line items obtained through other leading manufacturers.

Advertising Techniques

The creative use of advertising techniques and media has long contributed to the success of Kraft sales and marketing programs. Maintaining the company's standards of good taste and family entertainment value requires perseverance and ingenuity. The company continues to seek acceptable programs and other advertising vehicles to reach consumers with the twin messages of Kraft quality and reliability.

Conservation Techniques

Among the conservation techniques tested or adopted at various locations during 1978 were: utilization of cooler air drawn in from outdoors for refrigeration at northern locations; recycling of waste heat from process operations to generate additional steam without the use of additional fuel or energy; and continued conversion to trucks with diesel engines, enabling Kraft to drive more than one million additional miles during 1978 alone, while using 600,000 fewer gallons of fuel.

Kraft's long-standing policy of voluntary cooperation with municipalities in matters of environmental control has resulted in keeping local operations in compliance with government regulations, while at the same time producing improvements in water conservation and waste treatment.

Technical Operations Program

The Technical Operations Program, which was put in place during 1977 at locations that produce Kraft brand products, was extended in 1978 to the

company's dairy product locations. This comprehensive quality assurance program goes well beyond the usual analysis and critical control point standards which could become mandatory under pending legislation. This program puts Kraft operating personnel in full command of every step in the production and distribution chain, from on-site inspection of raw food ingredients through processing, packaging, warehousing and delivery. It extends even to continual surveillance by the Kraft sales organization of products in the supermarket, to help assure freshness and peak quality at the consumer's table.

Changes at Chesebrough-Ponds

Charles J. Chapman, a corporate vice president of Chesebrough-Ponds Inc. and president of the company's Packaged Foods Division, has been named president of the company's Health and Beauty Products Division, replacing Robert M. Phillips who has left the company.

George F. Goebeler, vice president of marketing for the company's Packaged Foods Division, has been named president of the division replacing Mr. Chapman. Mr. Goebeler's election as a corporate vice president was recommended to the Board of Directors at its regular meeting in September.

Mr. Chapman joined the company in 1967 as a brand manager and later became a product group manager in the Health and Beauty Products Division. Subsequently, he was promoted to general manager, then president of the Packaged Foods Division. A graduate of Dartmouth College and the Amos Tuck School of Business Administration, Mr. Chapman, his wife and their four children live in Weston, Conn.

Mr. Goebeler joined the company in 1968 as a brand manager in the Health and Beauty Products Division. Subsequently, he was named a group product manager then vice president-marketing for the Packaged Foods Division. A graduate of Iona College and the Wharton Graduate Division of the University of Pennsylvania, Mr. Goebeler, his wife and four children live in Redding, Conn.

Headquartered in Greenwich, Conn., Chesebrough-Ponds is a diversified company.

(Continued on page 22)



After 25 years, it's still number 1.

Twenty-five years ago this year, GATX introduced the Airslide Car.

Based on an extremely simple and ingenious idea, it allowed shippers to unload finely divided commodities, like flour, sugar and starch, more easily and quickly than ever before possible.

Today, 25 years later, the Airslide Car is still the most widely used car of its type in the U.S., with 14,060 cars built to date and additional cars now on order. It continues to be produced annually, to meet a demand that lives on and on.

And no matter how hard transportation engineers try, they have yet to invent a more efficient, economical or reliable covered hopper for finely divided commodities.

This year, GATX proudly celebrates the anniversary of a product with a record that is quite probably unequalled anywhere in the railroad industry:

The Airslide Car, still number one after 25 years.

GATX

General American Transportation Corporation/120 South Riverside Plaza/Chicago, Illinois 60606

Chesebrough-Ponds

(Continued from page 20)

sified worldwide manufacturer and marketer of branded consumer products for the entire family. Among its best known brand names are Ragu, Health-tex, Bass, Weejuns, Pond's, Adolph's, Vaseline Intensive Care, Cutex, Cachet, Wind Song, Aviance, Prince Matchabelli, Pertussin, Q-tips, Aziza and Rave. Worldwide sales for 1978 totaled \$969,833,000.

Spaghetti Sauce

Bertolli of America, San Francisco, this fall will introduce three imported Italian spaghetti sauces in tomato, tomato and mushrooms and tomato and clam flavors. They come in 15 and 32.5 oz. jars. A recipe contest, the grand prize being two-week dinner tour of Italy for two, will support the introduction. More than 3,000 prizes will be awarded nationally.

E.E.C. Clash

At the recent annual meeting of UNAFPA—the organization of pasta associations within the EEC—held in Rome, there was pressure from all member states to influence Brussels in their farm price decision-making, to continue the reduction of the differential of the premium to be paid for hard wheat against soft wheat.

While it was accepted that the likelihood of a freeze on farm prices and no increase in the differential is the only likely possible result one could achieve, this in itself would be a reduction, in real terms, of pasta prices for the next year, and we have to continue applying this pressure. There was a violent clash involving Mr. Freddie Fox, as chairman of a sub-committee dealing with the problem of analysis in preparation for some possible harmonization within the EEC. The Italians, who have taken a negative interest in this subject over the last three years, suddenly tried to disrupt the work in this field, which is likely to be in the final year, by proposing a number of quick actions. But it was clear in everybody's mind that they really tried to wreck the project as such.

It is assumed that the reason for the Italian change of heart at present is due to the fact that their exports of pasta made from a blend of soft and hard wheat are showing them a finan-

cial advantage, particularly in Germany and some parts of France.

Imports into the UK are not showing the Italians the same financial advantage on MCA's at the moment but unfortunately most exporters of pasta tend to make one quality only for export so that a large section of imports into the UK are still of inferior quality.

The final outcome of the annual general meeting was an appeal to Mr. Fox to complete his work during the next 12 months so that the agreed methods of analysis could be approved by the Commission in Brussels as well.

It's the Sauce, Not the Pasta, That Puts on the Pounds

A food scientist at the Festival of Pasta in Pescara told delegates that pasta doesn't make you fat. It's the sauce and all the trimmings that can cause problems.

According to a recent Daily Mirror report, Diana Prataroli said: "Pasta on its own or with vegetables is a complete meal from the nutritional point of view, on the same level as meat." It's rich sauces which add the extra calories.

"The weightwatcher's enemy is too many animal fats. For example, a quarter pound of pasta with ham, oil and parmesan cheese contains 340 calories, of which 200 calories are in the sauce. The same amount of pasta with tomato sauce and spoonful of olive oil only has 200 calories.

The Daily Mirror correspondent added that experts say Italians would suffer physical trauma if they totally ceased to eat pasta, after having consumed it as their staple diet for hundreds of years.

Campbell Soup Gains

Campbell Soup Company's sales and net earnings reached record levels in the fourth quarter and 1979 fiscal year ended July 29, President Harold A. Shaub reported today.

Consolidated sales for the year rose to \$2,248,692,000, for an increase of 13% over sales of \$1,983,659,000 in fiscal 1978.

Net earnings totaled \$132,744,000, compared with \$121,410,000 last year. Earnings per share increased 10% to \$3.98 from \$3.61 last year.

Sales in the fourth quarter amounted

to \$539,297,000, an increase of 9% over sales of \$455,096,000 in the quarter last year. Net earnings in the quarter were \$29,293,000, compared with \$27,714,000 for the quarter in the prior year. Earnings per share increased 9% to 89 cents per share from 82 cents per share in last year's quarter.

Consolidated sales of Campbell's foreign subsidiaries, after elimination of intercompany sales, amounted to \$325,221,000, compared with \$247,039,000 in 1978. Excluding foreign currency translation gains and losses, net earnings from these subsidiaries were \$13,185,000 or 40 cents per share, compared with \$11,686,000 or 35 cents per share a year earlier.

"Nearly a third of the Company's sales dollar increase came from volume increases, exclusive of our newly-acquired businesses," Mr. Shaub said. "Productivity gains again had an important impact on our earnings for the full year."

Frozen Breakfasts

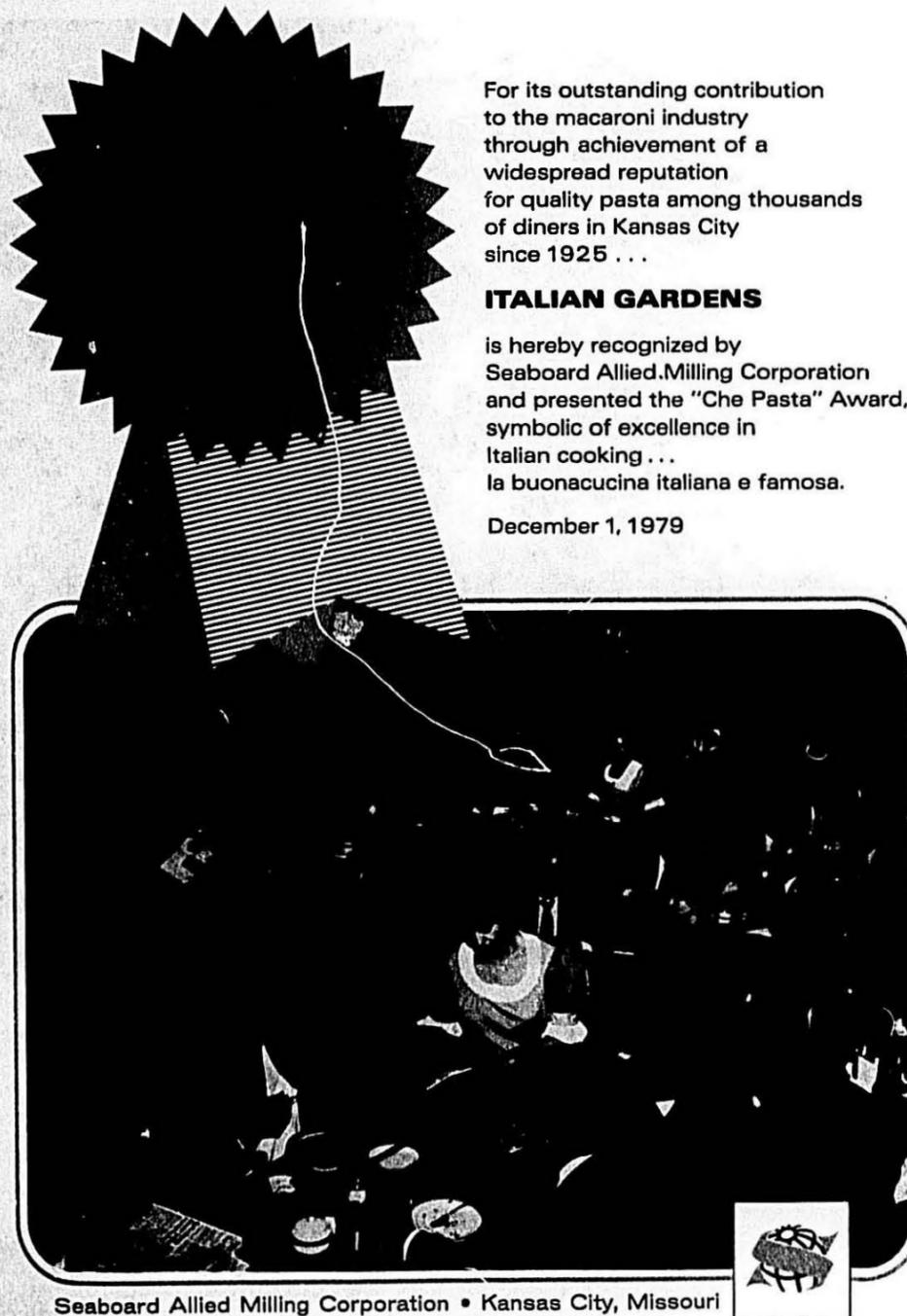
Mr. Shaub noted that Campbell's Swanson Division is entering national distribution with the industry's first line of frozen breakfasts and entrees packaged in paper trays suitable for use in either conventional or microwave ovens. A recent Gallup survey shows that 52% of consumers owning microwave ovens would use more main dish and entree type frozen food items if they were packaged in microwaveable containers. The new Swanson products include three breakfasts and six dinner entrees ranging from Salisbury Steak with Gravy to Chicken in White Wine Sauce. We expect strong consumer acceptance of this new product category.

"We anticipate new products and continued productivity improvements, coupled with consumer demand for established products, to result in another strong year for Campbell," Mr. Shaub said.

Campbell Completes Acquisition of Ohio Pasta Operation

Campbell Soup Company said that it has completed the acquisition of German Village Products, Inc., a Wauseon, Ohio, pasta products manufacturer.

Campbell announced last April that it was negotiating to acquire German



For its outstanding contribution to the macaroni industry through achievement of a widespread reputation for quality pasta among thousands of diners in Kansas City since 1925 . . .

ITALIAN GARDENS

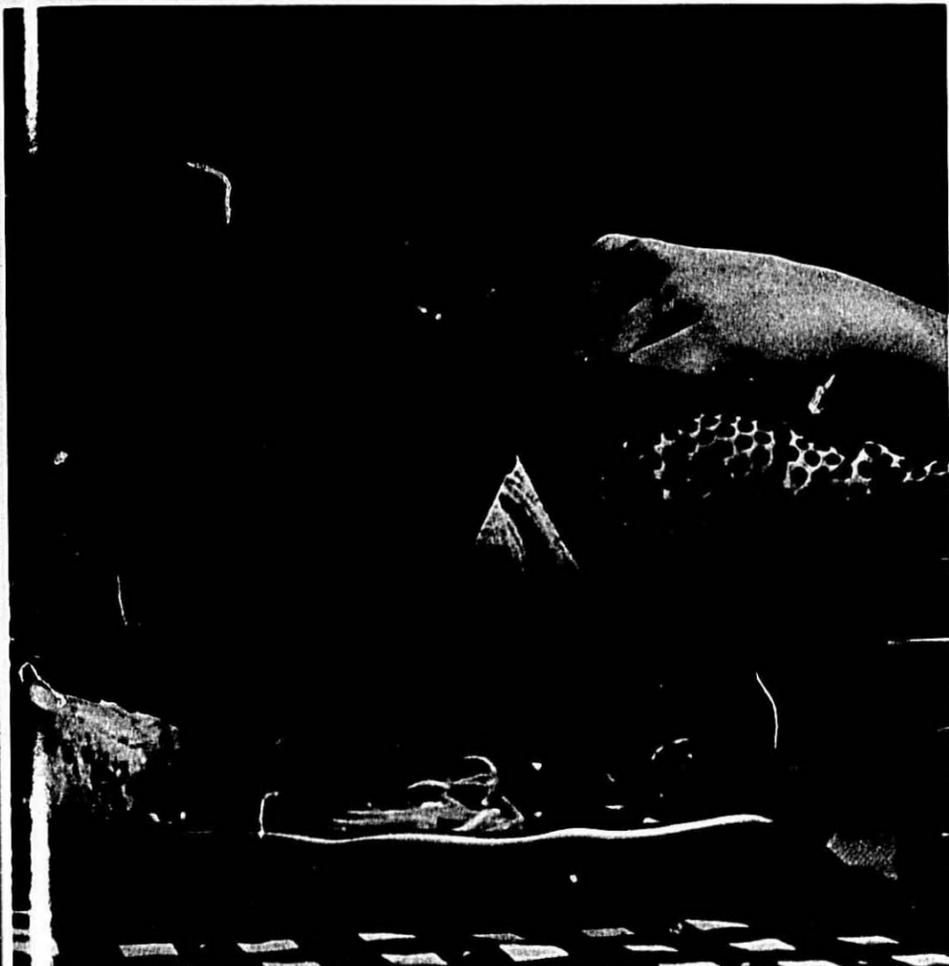
is hereby recognized by Seaboard Allied Milling Corporation and presented the "Che Pasta" Award, symbolic of excellence in Italian cooking . . .

la buonacucina italiana e famosa.

December 1, 1979

Seaboard Allied Milling Corporation • Kansas City, Missouri





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

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

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

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

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



AMBER MILLING DIVISION OF THE GRAIN TERMINAL ASSOCIATION
Mills at Rush City, Minn. • General Offices at St. Paul, Minn. 55165 • Phone (612) 646-9411



Campbell Acquisition

(Continued from page 22)

Village Products, Inc. Consummation of the merger was subject to the negotiation of a satisfactory contract between the two companies and approval of the German Village shareholders. Campbell is paying German Village shareholders \$3.30 a share in cash for their shares in the Ohio firm.

German Village's products are sold mainly to industrial and institutional customers. Annual sales last year were more than \$3 million.

Golden Grain Expands Its Candy Subsidiaries

On July 27, 1979, Golden Grain acquired the assets of the Societe Candy Company for its Vernell's Candy subsidiary. The Chairman of the Board of Golden Grain, Mr. Paskey Dedomenico stated that "The Societe assets were acquired because of its extensive manufacturing capabilities." Golden Grain's candy subsidiary, Vernell's, had outgrown its manufacturing facility in Seattle, and was preparing to expand that Vernell's manufacturing plant. Several problems had arisen in the planned expansion of Vernell's. The major problem was that the facility was within 200 feet of Lake Union in Seattle, and therefore, fell under the restrictions of the newly formed Federal Shoreline Act. "Societe's becoming available when it did saved us considerable time and expense", stated Mr. Dedomenico.

Societe's annual sales of about 10 million pounds of candy used only about 35% of the Societe manufacturing facilities capacity. "That low ratio of use-to-capacity was one of the reasons for Societe's non-profitability", stated Mr. Dedomenico. With the combining of Vernell's and Societe sales it is projected the facilities will now operate at 80% capacity. The remaining unused capacity will allow Societe/Vernell's to expand their marketing areas into Southern California and Texas.

Candy Consumption Drops

Today many of the top executives in the food business feel that entering or expanding into the candy business is a poor management decision. The past decade has seen yearly candy consumption drop from 19.6 pounds per person to 15.1 pounds. Marketing ex-

perts believe this trend may continue due to increasing prices, reduction in the population of heavy consumers age 5 to 13 and the resistance to consumption of sugar products by the general population. Mr. Dedomenico stated that "Golden Grain's marketing department disagrees with the so-called 'experts' and have proved their point with the Vernell's Candy Company, which Golden Grain acquired about 1974. The Vernell's Company quadrupled its sales in the past three years."

Ms. Melody Bryant, head of the Marketing Department, stated, "We were able to take the Vernell's Candy Company, acquired in 1974, and develop a total marketing program, which not only quadrupled sales in the last three years, but more importantly resulted in our customer's candy sales increasing significantly. Some customers have reported tripling of their sales in our line of candy products. However, most customers related to increases of 20% to 35%."

It's Ms. Bryant's opinion that decreasing candy consumption is the result primarily of complacency on the part of the manufacturers, and secondarily on the retailers for not demanding more of the manufacturers. One of the major causes of decreased consumption is that manufacturers have insulted the consumer by manufacturing and selling candy of sub-standard quality. This turns people off to the entire confectionery department. Besides, quality manufacturers are complacent in their packing, merchandising programs, promotional programs, advertising and service.

Consumers Demand Quality

Consumers are demanding a quality product and are willing to pay for it. This is exemplified by the fact that candy stores can now be found in nearly every shopping mall. They sell candy for \$2.88 per pound for jelly beans to \$15.00 per pound for chocolates, as compared to 75¢ and \$7.00 per pound respectively in grocery and drug stores. The only difference is quality.

On the grocery level, candy sales are 83% impulse sales. Repeat sales from the candy department are totally dependent on eating experience, and subsequent Pavlov response next time the consumer passes the candy department. As a result, poor quality candy is the fastest way to kill sales

in a candy department. For this reason the most important department at Vernell's, and now Societe, is the quality control department. That department can make or break the company.

Regarding the Societe/Vernell's acquisition, Ms. Bryant stated that "the new Societe facilities will allow us to expand our line of confectionery products from its present 150 items to almost 250 items over the next three years."

When questioned about which brand name would eventually succeed as the primary brand, Ms. Bryant stated, "the hard candies, gums, mints, and other hanging bag items would eventually be brought under one label, either Societe, or Vernell's. This would be done to make advertising more efficient and effective. At present, an extensive market survey on both brands is being completed in the eleven western states by the Vantage Advertising and Marketing agency. The study should be completed by December 1, 1979."

Bright Future

Ms. Bryant elaborated further... "We foresee a bright future in the candy marketing field for those manufacturers who develop quality products and marketing programs. We believe that commodity will begin to show increased activity when the poor quality products shake out of the marketplace. We believe the expansion of Golden Grain's candy subsidiaries should prove exciting and profitable for Golden Grain. So far, Golden Grain has been accurate in its expansions and acquisitions as noted by its total corporate sales increases, which will exceed 110 million in 1979."

"We feel that's not bad for a small family corporation, which since Mr. Dedomenico became Chairman of the Board, grew from total sales of \$50,000 to 110 million. I guess he made a few right decisions along the way", said Ms. Bryant.

Golden Grain is a family owned company which started out in the Macaroni business some fifty years ago. It now markets over 500 items, including its world famous Rice-A-Roni. The company also has multiple divisions and subsidiaries, including Mission Macaroni, Holgrain, Manteca Bean, Vernell's, Microdry (Microwave equipment), two advertising agencies,

Ghirardelli Chocolate, Ghirardelli Chocolate Shops (fast food), and its latest acquisition, Societe. It now ranks as one of the largest family owned food companies in the United States.

Candymakers Oppose Truck Deregulation

The National Confectioners' Traffic Conference, representing the nation's candymakers and importers, has announced its support of continued regulation of the trucking industry.

In a statement released recently, the NCTC said it opposes total deregulation of the motor carrier industry as "inimical to the best interests of the confectionery manufacturing industry, and the consuming public."

The NCTC is made up of 46 domestic candy manufacturers and includes such well-known brand names as Hershey Foods Corporation, Kraft, Nestle Company, Standard Brands and Wm. Wrigley, Jr. Co.

It added, however, that the NCTC does support some form of re-regulation of the trucking industry "in order

to help bring a stability of rates and service to the consumer."

The NCTC also said it supports retention of the current system of rate bureaus with some modifications and added that the Interstate Commerce Commission should continue to oversee general rate increases. It further stated that the publication of tariffs, either by rate bureaus or individual carriers, should continue.

"The NCTC strongly suggests that any regulatory reform should consider the impact of cost, service and productivity that these changes would have on the consumer," the statement concluded.

Seaboard Earnings

Net income of Seaboard Allied Milling Corp. in the first quarter ended Aug. 31 totaled \$1,982,297, equal to \$1.32 per share on the common stock, off slightly from \$2,043,200, or \$1.51 per share, in the first 12 weeks of fiscal 1979.

Average number of common shares outstanding in the first quarter was 1,487,877, compared with 1,350,845 a year ago.

Sales for the 12-week period totaled \$90,632,285, up from \$81,849,145 a year ago.

"Increased expenses, due largely to inflation without corresponding price increases, squeezed domestic profit margins during the early part of the quarter," Seaboard said. "Towards the end of the quarter an improvement in margins was noted. Overseas, flour price relief was granted in some areas with prospects for increases in other sectors. Consequently, earnings were only somewhat lower."

On a fully diluted basis, earnings per share were \$1.32, compared with \$1.37 a year ago.

General Mills Meets Plans

First-quarter earnings of General Mills, Inc., met management expectations, E. Robert Kinney, chairman, said at the annual meeting of shareholders Sept. 24 in Minneapolis. Mr. Kinney said that General Mills in fiscal 1980 will see significant growth as it attains new records in sales and earnings, and announced that the board of directors had voted to increase the quarterly

(Continued on page 32)

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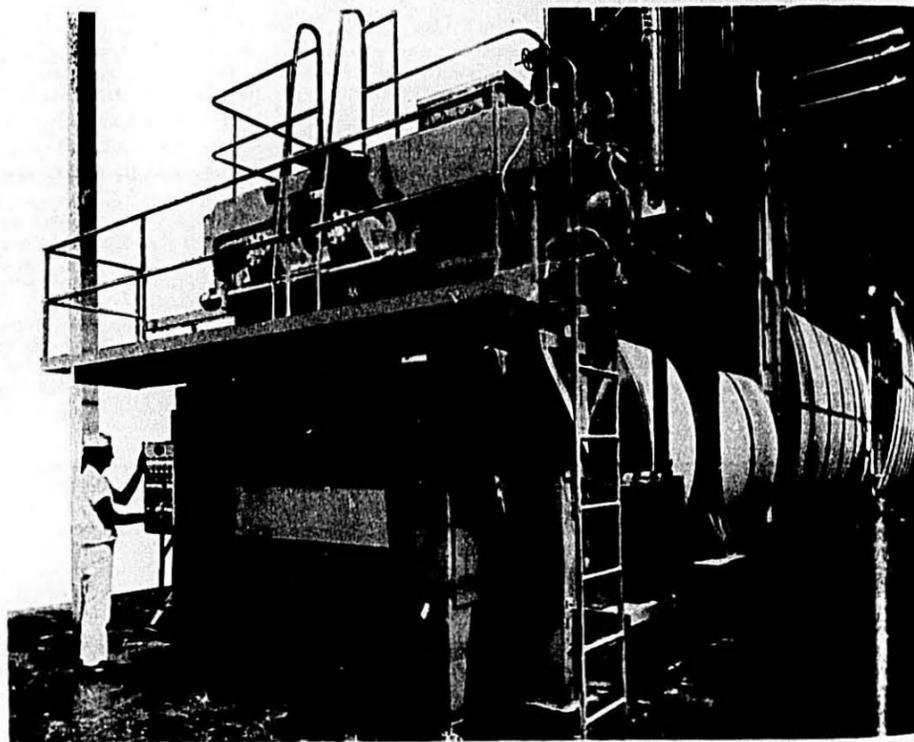
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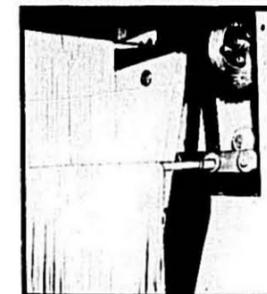
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DECEMBER, 1979

General Mills Meets Plans

(Continued from page 27)

dividend from 29¢ to 33¢ per share on the common stock.

Net income in the three months ended Aug. 26 was \$42,800,000, equal to 85¢ per share on the common stock, off 0.9% from \$43,200,000, or 86¢ per share, in the first quarter of fiscal 1979. Sales totaled \$973 million, up 7% from \$908.6 million a year ago.

In discussing first quarter operating highlights, H. B. Atwater Jr., president, told shareholders that the sales gain reflects disposition of English snack and travel operations and the closing of the Kimberly women's apparel operation.

Mr. Atwater said that with the exception of creative products, all of the company's five major business areas achieved programmed levels of earnings or reported increases over the prior year. Creative products, he said, was nearly \$3 million short of its earnings target.

Food Processing Up

Food processing, Mr. Atwater said, met objectives and recorded a 3% unit volume growth in domestic package and frozen foods. This performance, he said, included volume gains of 6% each by ready-to-eat cereals and consumers flour, 7% by instant potatoes, 10% by baking mixes and 8% by Cor-ton's retail seafoods. Operating profits, he said, grew moderately despite planned major increases in marketing expenditures for new products and geographic expansion and start-up expenses at two new plants.

Restaurant operating profits, he said grew more than 20% in the quarter, recovering strongly from weak customer traffic patterns experienced early in the quarter when gasoline shortages were most severe.

Peavey Annual Report

Flour Milling

Although sales increased as a result of higher wheat prices, flour unit volume was down slightly and profits declined as a result of strikes at two mills during the first quarter, unsatisfactory margins, and transportation problems caused by severe winter weather during the third quarter. Margins improved, somewhat, late in the year and currently are at more satisfactory levels. Labor contracts were negotiated at six mills without work stoppages as the 1980 fiscal year began.

When their new mill at Hastings, Minnesota comes on stream in late fall of this year their nine flour mills will have a total daily milling capacity of 105,000 hundredweights. This represents 10 percent of the estimated daily capacity of all U.S. flour mills.

In contrast to many years of steady decline, domestic per capita consumption of flour has been growing in recent years and reached 118 lbs. per person in 1978. Part of the reason for this improvement is the continuing discovery by the American public of good tasting, high quality, nutritious specialty breads like those produced by Brownberry. Their flour mills have unusual capabilities to produce a broad range of the specialty flours used in this type of bread.

About 22 percent of their capacity is devoted to the milling of semolina and durum flour which is used in the production of pasta products. The pasta market continues its growth during the year as meat and other high protein foods escalated in price and more consumers reacted to the highly favorable price-value relationship of pasta foods. Consumer packaged flour had a most satisfactory year although volume was down because of first quarter strikes.

Outlook

Based on improving flour margins, increased milling capacity, and continuing growth in demand for all segments of their flour milling business, they anticipate improved results for fiscal 1980.

Sadok Heads Milling Division Of Peavey's Food Group

Albert A. Sadok is named Vice President-General Manager of the Milling Division of Peavey's Food Group, Marcus W. K. Heffelfinger, Group Vice President, announced.

Reporting to Sadok are: E. Robert Kern, Vice President-Operations; W. M. Wingate, Vice President-Sales; Kenneth N. Hanson, Vice President-Grain Procurement; and O. H. Hendriksen, Credit Manager.

Sadok has more than 34 years experience in flour milling operations and sales. Most recently he was Vice President and Assistant General Manager for Peavey's former Industrial Foods Group.

Winter Meeting
Key Biscayne Hotel and Villas
January 27-31, 1980

IM Second Quarter Earnings

International Multifoods Corporation announced increased sales for the second quarter ended August 31. Earnings for the quarter declined, principally due to the Duluth grain handlers strike.

Net earnings for the quarter were \$4,469,000 or 55 cents per common share which compares with 4,840,000 last year or 60 cents per common share. Sales for the quarter were a record \$260,258,000, compared to \$228,241,000 for the same period last year. This increase in sales represents principally higher raw material costs passed through to selling prices.

For the first six months of fiscal year 1980, net earnings were \$8,177,000 or \$1.01 per common share, up from first half net earnings last year of \$7,884,000 which is 98 cents per common share. Sales for the first six months were a record \$502,308,000 which compares with sales of \$438,609,000 last year.

William G. Phillips, Multifoods Chairman, explained that in addition to the Duluth grain handlers strike, lower than expected results from several of the company's Consumer market areas and higher interest costs affected second quarter results. Mr. Phillips went on to say that "due primarily to the growth of certain businesses, notably the specialty cheese and seed corn business, where more earnings contribution is generated during the fall and winter months, there will be an increase in the percentage of total earnings derived from the company's operations during the second half."

Darrell Runke, Multifoods' President, stated that the sales and earnings of all market areas were up over last year, with the exception of the Consumer area which had lower earnings. "The slowdown facing the Consumer area is being experienced by most packaged food producers. Multifoods expects this situation to improve and to finish fiscal year 1980 with increased earnings and, for the first time, over a billion dollars in sales," said Runke.

Robin Hood Enters Pizza Business

International Multifoods Corp. announced that its Canadian operation, Robin Hood Multifoods, has entered

Canada's away-from-home eating market with the acquisition of nearly all of the Ontario assets of the Pizza Delight and Pizza Patio companies. Included in the purchase of this franchise business are 68 Pizza Delight and two Pizza Patio outlets. The acquisition, for an undisclosed purchase price, was finalized September 27.

Coincident with the purchase, Robin Hood has appointed Karel Geysendorpher as general manager, restaurants, to oversee the new business venture. Geysendorpher, who has had extensive hotel and restaurant experience in Europe, the Far East and Canada, was recently involved in the redevelopment of a major Toronto restaurant complex. He is currently president of the Canadian Hospitality Institute.

Robin Hood Multifoods is a leading food processing company, which produces and markets a wide range of products for consumer, industrial and agricultural markets.

Pizza Delight Corp., Ltd. is Canada's largest pizza chain with over 200 outlets in Canada and 10 in Japan. The company ranks 15th in the food service industry in Canada with sales last year totaling \$42.5 million.

Promotion

David J. Anderson has been promoted to the newly created position of director of administration for the U.S. Industrial Foods division of International Multifoods Corp.

In this position, Anderson will be responsible for quality assurance, mill-feed marketing and personnel administration for the division.

A 1966 graduate of the University of Minnesota, Anderson joined Multifoods in 1970 as personnel director for the King Foods division. Before that, he was a personnel manager for the Fingerhut Corp.



Poolside at Key Biscayne Hotel, Miami, site of the NMMA Winter Meeting, January 27-31, 1980.

Fast Food Trends

With franchise markets becoming more competitive, large fast food franchisors are stressing heavier national advertising programs, stronger marketing strategies, increased use of drive-up window service, expansion into the central city areas and an ever expanding menu base, according to a U.S. Department of Commerce report. These moves are all aimed at enlarging franchising's share of the restaurant business. Sales of franchised fast food restaurants reached \$17 billion in 1977, up 17% over 1976 and sales figures for 1978 expected to jump to \$20 billion. Franchised fast food operations numbered 46,898 in 1976, increased to 52,163 in 1977 and these figures should rise to about 60,000 units in 1978. The highest concentration of franchised units continues to be in California, Texas and Ohio. Employment in fast food franchising was 1,064,618 in 1976 and accounted for 28% of total franchising employment more than any other franchise sector. Fast food restaurant employees account for over 30% of all persons employed in eating and drinking places in the United States.

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WHEAT MARKET REVIEW
From the North Dakota State Wheat Commission

Large U.S. Grain Crop—Lower World Crop Estimate—Transportation Big Factor in Price Direction and in Meeting World Demand

Global production of all grains in 1979-80 is expected to be 5% less than last year's record 1,208 mil. t. (44,382 mil. bu.) world crop. The reduction is attributed primarily to crop shortfalls in Eastern Europe and the Soviet Union. The 1979 Soviet crop estimate has been further reduced to 170 mil. t. (6,246 mil. bu.) as compared to an earlier estimate of 185 mil. t. and a 1978 total Soviet grain harvest of 238 mil. t. (8,745 mil. bu.). World wheat production this year is currently estimated at 400 mil. t. (14,696 mil. bu.) compared to last year's 440 mil. t. (16,166 mil. bu.). World consumption of wheat in 1979-80 is expected to be 420-425 mil. t. causing a drawdown of world stocks and increasing world dependence on exporting countries. Wheat production is down sharply in the USSR this year at 83 mil. t. compared to the 121 mil. t. produced last year. Increased wheat production in the U.S., the People's Republic of China (PRC) and India has reduced the impact of smaller wheat crops in Western Europe, Canada, and Australia to some extent.

Weekly U.S. exports of wheat and corn in the first week of October reached 47.5 mil. bu. the highest weekly wheat inspection figure since October 3, 1976) and 56 mil. bu., respectively, demonstrating the current strength of world demand for U.S. grains. It is interesting to note that nearly 30% of the wheat inspections for that week moved through the Great Lakes ports. At present the U.S. is the only major exporter with large supplies available to the market. The increase in world demand and expanded exports are seen as the primary forces behind this year's higher wheat prices.

Winter Wheat Progress

As the new calendar year approaches price direction will be influenced considerably by the progress of the U.S. winter wheat crop and wheat production in the Southern Hemisphere. Harvest occurs there primarily in December and January. In the nearest term, however, prices have been and will continue to be directly

related to exports and the movement of U.S. wheat and feed grains to port facilities. This year's heavy U.S. corn, wheat and soybean crops have placed some downward pressure on commodity prices and may have trimmed further potential gains as the strain on the entire transportation system in the U.S. continues. Here is the major spring wheat and sunflower production area, the already scarce transportation supply situation is compounded by a heavy buildup of old crop stocks in addition to a large new crop wheat and sunflower harvest.

U.S.	1979		1978
	Oct.	Sept.	
All Wheat (Mil. bu.)	2,114	2,123	1,799
HRS (mil. bu.)	361	367	380
Durum (mil. bu.)	104	107	133
Sunflower (mil. lbs.)	7,656		3,853
N.D.			
HRS	161	167	180
Durum	85	88	102
Sunflower	4,767		2,580

Stocks at High Levels

N.D. wheat stocks on June 1 (beginning of new marketing year) were at an all time high of 210 mil. bu. Hard Red Spring (HRS) and Durum wheat production in 1979 decreased somewhat from last year's levels and also from the mid-September estimate but this year's sunflower production increased dramatically from year earlier levels. N.D. producers are now able to move some grain and sunflower to country elevators since the storage capacity situation has eased somewhat with the reopening of the port at Duluth/Superior. The port elevators at Duluth/Superior are again running at full capacity and ship loadings are progressing well.

During the past marketing year (1978-79) U.S. wheat exports reached a record 1,300 mil. bu. For the remainder of the present marketing year export loadings must average 27 mil. bu. per week in order to fulfill USDA's 1,400 mil. bu. wheat export projection, even though sales commitments and shipments are currently running 30% ahead of last year's performance. The availability of adequate transpor-

tation has become a critical market factor as demonstrated by the logistical problems plaguing our competitor exporting countries and the market restricting setbacks which have occurred recently in the U.S. Further disruptions of the flow of grain to domestic and export markets should surely be avoided.

Provisions of the 1980 Farm Program.

Due to the 1979-80 world wheat supply-demand outlook with world consumption and production moving toward an equilibrium position, USDA decided some time ago to do away with the wheat set-aside program in 1980. It also appears unlikely there will be set-aside program for feed grains due to strong world demand and heavy weekly export inspections of U.S. corn, sorghum and barley. However, a 1980 wheat program does still exist and all wheat producers will be eligible for the program benefits in the form of loans, target price protection and participation in the producer-owned reserve if it is re-opened. The wheat loan rate has been increased from \$2.35 level of the past two years to \$2.50 in 1980. Producers who seed no more than their 1979 wheat acreage plus set-aside and graze out acres will be eligible for target price protection. Those whose acreage exceeds that amount will have to get price coverage allocated on 80 to 100 percent of their wheat acreage. A similar allocation factor has been used in the past.

Because there will be no set-aside program in effect the target price (based on provisions of the 1977 Food and Agriculture Act) may decrease to \$3.07. The target price has been \$3.40 while set-aside provisions were in place. The target price issue will be reviewed early next year with the announcement of a final price level by March 15, 1980.

The issue of re-opening the farmer-owned reserve program for wheat and feed grains is of little significance at present with all grains in the reserve either in release or call status. However, with increased loan rates the "re-

(Continued on page 36)

Nobody serves pasta quite like Mama



When Mama puts together a sauce (a slightly different one for each and every dish), she knows exactly how much of everything to put into the pot—without measuring! A pinch here. A dash there. She gets it right, every single time. Not from instinct. From experience. From years of lasagne, fettucini alfredo... ravioli... rigatoni con salsiccia.

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Wheat Market Review

(Continued from page 34)

lease" price for wheat will also move upward from the present level of \$3.23 to \$3.50 (140% of loan rate). The "call" price for wheat will also advance from the current \$4.11 level to \$4.38 (175% of loan rate). The new release and call rates will eventually apply to all reserve wheat stocks effective June 1, 1980.

A cautious approach to planting is urged in 1980 as excessively large U.S. acreage coupled with optimistic world production prospects may exert downward pressure on prices. Early reports of seeding in the Southern Wheat Belt indicated increased acreage in 1980 although dry conditions are now said to be of concern in some areas.

Quality of North Dakota Spring Wheat and Durum Crop Rated Good.

North Dakota's Hard Red Spring Wheat crop is generally considered to be of good quality. Protein levels compare favorably with last year's crop although test weights and vitreousness are slightly lower. Milling and baking quality is considered good. The durum crop is also rated good. Test weight is down slightly but color, condition and processing quality of the crop is somewhat better than the five year average for N.D. durum crops. Earlier fears of sprout and frost damage have lessened considerably. Although evidence of damage is present in localized areas (both HRS and Durum) the overall quality of the North Dakota crop appears not to have been adversely affected.

West German Wheat Delegation

A six member wheat trade delegation consisting of grain traders, millers and government officials from the Federal Republic of Germany (West Germany) visited North Dakota October 10-13, 1979.

Neal Fisher, NDSWC Marketing Specialist said that West Germany is an important and regular customer for U.S. and North Dakota wheat. Over the past five years the West Germans have imported an average of 17 million bushels of U.S. wheat annually. Approximately half of those purchases were hard red spring and durum, the two major classes of wheat produced in North Dakota.

West German millers import higher protein U.S. wheats to blend with their domestically produced wheat which typically has a lower protein content than U. S. hard red spring wheat. Blending the two wheats enables the millers to produce a higher protein flour with better baking characteristics and in turn allows bakers to place a higher quality product on the retail shelf.

While in North Dakota the team discussed milling technology and observed milling processes at the North Dakota Mill and Elevator in Grand Forks. A farm tour and a country elevator visit were scheduled during the team's journey to Fargo where the delegation attended technical sessions at NDSU. The program at NDSU was cooperatively conducted by the Department of Agronomy and the Department of Cereal Chemistry and Technology and concentrated on the varietal development and wheat quality research programs regarding hard red spring and durum wheat.

The West German Wheat Trade Mission sponsored by the North Dakota State Wheat Commission in cooperation with Great Plains Wheat, Inc., and USDA's Foreign Agricultural Service.

U.S. Durum Sold to North African Countries

Notwithstanding the export sales of European bread wheat to various North African countries because of the payment of export subsidies, U.S. durum wheat was purchased by several of these countries. Algeria purchased 90,000 tons (3.3 million bushels) of No. 3 Hard Amber Durum at prices reported by the Great Plains Wheat Office in Casablanca, Morocco, for 15,000 tons (551,000 bushels) at around US \$306.50 per ton (US \$8.34 per bushel) FOB the St. Lawrence for November shipment; and 75,000 tons (2.8 million bushels) in the range of US \$308.00 to US \$315.00 per ton (US \$8.38 to US \$8.57 per bushel) c&f Algerian ports. Tunisia also reportedly booked 64,000 tons (2.4 million bushels) of No. 3 Hard Amber Durum for shipment in October and November. These sales were reportedly in the price range of US \$251.35 to US \$254.40 per ton (US \$6.84 to US \$6.92 per bushel) FOB St. Lawrence for October and November shipment, with

an additional 20,000 tons (735,000 bushels) at a price of US \$277.00 per ton (US \$7.54 per bushel) c&f Tunisian ports.

USDA Begins Evaluation of Agriculture Structure

Citing a lack of any long term goals and objectives of U.S. Department of Agriculture farm policy, Secretary Bergland has called for an intensive review and evaluation of the "structure" of agriculture and the various factors that influence it. Research is being carried out both within the USDA and at agriculturally oriented universities to determine such issues as number and size of farms, land ownership and control, barriers to entering and leaving farming, production efficiencies as they relate to size of farms and level of technology, influence of government programs, marketing systems and many others. A series of ten public meetings were to be held around the United States in November and December, followed by a national meeting in Washington after the first of the year to give producers and others an opportunity to raise and discuss the various issues. According to Bergland, the results of the study will be used as the basis for developing the Administration's proposal for the 1981 farm program. He indicated that up to this time, farm policy has reflected the mood and the concerns of the moment and change from month to month as the different sectors of agriculture require attention. The USDA indicated that the ultimate goal is to establish a national farm policy and programs that will "best promote the kind of agriculture and rural life Americans want for the future." Bergland also indicated that the Administration was planning to submit no substantive farm program legislation to Congress before 1981.

Durum Prices Soar

A twelve week strike of grain handlers at the Duluth port backed up export shipments until the end of September, just at the time of heavy domestic pasta production.

Export demand ran the price of No. 1 Hard Amber Durum from a \$5 level in June to \$6 during October. Semolina hit \$16.50 compared to \$9.50 a year ago.

Advisory Committee Meeting of Cereal Chemistry and Technology at North Dakota State University

An advisory committee meeting took place at Fargo, ND at the State University. This meeting was attended by representatives of the mills, bakers, malt companies, and pasta industry. Representing the pasta industry were the following: Val Bremer, and Maynard Herman of the C. F. Mueller Co., C. Mickey Skinner, Vice President of the Skinner Macaroni Co., James J. Winston, Director of Research, National Macaroni Manufacturers Association.

This group was welcomed by Dr. Roald Lund, the new Dean of Agriculture, who gave us a picture of the aims of the University and its objective to increase its staff with forthcoming funds.

Professor Leonard Sibbitt reviewed the Cargo Sampling Project for Hard Spring and Durum Wheat and his data indicated that the current Durum Wheat will have a lowered Protein content of about 1% according to current data obtained. 75% of the new crop sampled shows a USDA Grade of 1 with 20-30% showing a USDA Grade of 2 and 3.

Durum Wheat Quality

Dr. V. L. Young elaborated on the function of the Durum Wheat Quality Laboratory and it was gratifying to learn that the newly developed Durum breed of Edmore has excellent gluten quality and hopefully, in about 2-3 years there should be a substantial quantity of this wheat available for industry. Another new wheat development is Dic which also shows excellent gluten quality. However, it will be a number of years before this strain will be in abundance.

Professor Orville Banasik discussed Durum Quality Research which is carried on constantly by the Cereal Technology department with further objectives to continue to develop a strain with good gluten quality and quantity and with resistance to sprout damage. The evaluation of the present crop shows a small amount of sprout damage. However, it will be another month or two before definite results will be known.

The Cereal Technology Department is continuing to research high temper-



James J. Winston

ature drying using temperature of about 180°F. The results indicate that a good product can be produced under laboratory conditions with acceptable cooking qualities. Further study in this area is necessary to determine reproducible data and then to carry on this project if possible, on a commercial scale.

Dr. B. D'Appolonia reviewed his study on Carbohydrate and Wheat sprout damage and some of the data indicates that the amylose component undergoes significant changes during the formation of the sprout damage. The falling number decreases with increased sprout damage due to reduced viscosity of the starch.

Dr. C. E. Mc Donald is continuing to research Protein and Lipids in flour products and this study requires the accumulation of more data which is in progress.

Dr. R. E. Pyle presented a talk on Barley Quality Research and Malt which stimulated interest among the few barley producers present.

Winston Honored

At the banquet dinner, a plaque was presented to Mr. Winston which read as follows:

Presented to James J. Winston
In Appreciation for 17 years
of Service on the Cereal Chemistry
and Industrial Advisory Committee
by

North Dakota State University
Sept. 20, 1979

Technical Study Tour

Seven couples and seven individuals have signed up for the NMMA technical study tour March 16-27, 1980 to the IPACKIMA Show in Milan, visits to macaroni plants of Agnesi in Imperia, Barilla and Braibanti in Parma, Corticella in Bologna. A weekend in Zurich, Switzerland followed by a two-day Macaroni School conducted by personnel of Buhler-Miag, Inc. will offer the following topics:

- Hygiene—requirements of today's plants and equipment.
- Sanitation and prevention of bacteria contamination.
- Bacteria control in the drying process.
- Pasta and dough quality.
- Extruding—design and purpose of all components.
- Dryers: design and purpose of short and long goods dryers.
- Basics of drying theory.
- Quality control.
- Preventive maintenance.

Plant visit to Buhler works at Uzvil and R. Ernst macaroni plant at Kraudolf is planned for final day.

Cost from New York is \$1154 per person, double occupancy; \$230 additional for single supplement; \$620 land rate only, per person double occupancy. Deposits of \$200 are required now; full payment by February 1. Rooms are at a premium for the IPACK-IMA Show so if you are interested, act now. Write the NMMA office, P.O. Box 336, Palatine, IL 60067 for brochure and further details.

Egg Production

Nation's laying flocks produced 5.55 billion eggs during September; layers on October 1 totaled 287 million, both 1% more than last year. Eggs in incubators on Oct. 1 at 35.4 million were down 3% from a year ago.

Egg Products

October Price Range
Central State Nest Run—\$11.40 to \$13.50.
Southeast Nest Run—\$11.40 to \$13.20.
Frozen Whole—41-47¢.
Frozen Whites—31-35¢.
Dried Whole—\$1.68-\$1.82.
Dried Yolks—\$1.62-\$1.74.



There are about 200 professional mountain climbing guides in the U.S. Most are in their 30's. Every one is an athlete, many excelled in another sport before becoming a mountain climber. All were outstanding climbers previous to becoming a guide. Although men dominate the profession, there are a few professional female guides.

He's a Breadwinner

You can't talk a good climb. Either you make it or you don't. Nature is your opponent, gravity her weapon. And you can't psych her out because Mother Nature is not impressed with conversation. From the moment you leave the "ground," climbing a mountain is a totally honest effort.

And it's a zero defect sport. The professional guide understands this, which is why every guide must sincerely enjoy working with clients on a true teaching level. The patience to teach every detail until it is completely learned is paramount. It's not a possibility of falling that's final, most every climber who climbs long enough falls. What's final is a mistake in attention to the proper preparation and use of equipment that could make a fall serious. A good guide will tell you that there is a world of difference between climbing and climbing safely, and that's what a professional guide is all about.

Mountain climbing as a sport has been around for centuries, but it wasn't until the mid-1950's that it became popular enough to draw attention. Today it attracts enthusiasts from all walks of life. Part of the attraction comes from the sport's instant and gratifying feeling of accomplishment. There are no

vicarious thrills from climbing a mountain. You do it. And you receive its exhilaration!

As with most sports, there are degrees of proficiency. Mountain climbing can range from high trail hiking to the true state-of-the-art mountain climbing. A climbing route is graded from one to five, with the fifth degree further divided from 5.1 to 5.12. And the higher the degree becomes, the more the guide must stress all safety contingencies, because as the grade increases, the greater the psychological hurdles that must be conquered—hurdles that can override the climber's ability to hang on and pull through.

Mountain climbing of any degree is an energy demanding sport. One that requires an ever replenished supply of physical and mental strength. Strength that must come from food carried by the climber—sandwiches, snacks, instant preparation foods. The energy foods that are produced by ADM customers— from ADM Milling products.

Just as the professional mountain climbing guide is totally concerned about his quality of instruction, so is ADM totally concerned about our quality of products—a concern that has been responsible for superior products since 1902.

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Preventive Maintenance

From Triangle Package Machinery Co.'s *Packaging in Action*, with permission

Easiest, Least Costly Way to Keep Production Up

You may think nobody intentionally plans downtime, but when a machine breaks down due to lack of preventive maintenance it almost amounts to the same thing.

Preventive maintenance isn't a complex concept dreamt up in an ivory tower on a slow day. Preventive maintenance is simply a program for making routine inspections of equipment to discover and correct minor faults before they develop into major problems. Read that line over again. It really is that simple.

The whole idea of preventive maintenance is to save money, minimize downtime, add safety and extend the operation life of equipment.

Fortunately, preventive maintenance doesn't cost money. It is basically free because, most of all it takes only you to put into practice the knowledge you already have—and a little help from a maintenance schedule we'll talk about next time.

Critical Factors

Now, let's explore why preventive maintenance is more critical than ever before.

First of all, we have a changing work force. Without passing judgments, we can say that the work has changed from "live to work" to "work to live." The results of this new ethic can have a significant effect on your operations.

The economy is another factor. Unless you have an unlimited budget and work force you know you are being asked to do more with less—without the luxury of backup equipment.

A third area is increasing governmental regulations—particularly those that apply to safety. OSHA has carried the safety concerns into your maintenance facilities and operations practices. Part and parcel to this is the increasing awareness of the employee of his rights under these new regulations, with the increasing evidence that an employee may take action should he or she be injured or exposed to danger.

You must be on alert to limit your potential liability by establishing and maintaining programs that monitor compliance with regulations.

People Oriented

How do you handle these problems? You face the facts squarely, and chart your course to avoid obstacles.

So the new preventive maintenance definition include a broader definition in that it becomes a way of life, a concept that plays a role in short and long term decisions.

The new concept requires that you become people oriented. A greater number of people are immune to the pressures of performance and will simply not respond to "hard line" demands. Today, hard management usually results in lost production, low quality performance, increased wear and tear on resources, and in some cases, legal problems.

Begin by becoming people oriented. Through leadership, direct activities in a positive and clear manner, and then you can expect, and you will undoubtedly receive, quality performance. Let people know they're important, too.

This initial step can save you time, money, materials and add to equipment longevity.

Started down the right road with people oriented policies, you now need to think preventive maintenance in your equipment and supplies purchases. Here you want to avoid economic pitfalls by planning—avoid an incorrect selection that, because of poor performance, will cause increased dollar outlays for maintenance, downtime, or in the worst case, complete replacement.

The Payoff

The payoff is knowing what a given system can do for you in your particular operation and by planning a purchase that will do the job, and still have a reserve factor. This factor is the preventive aspect of your selection. Ignoring it invariably leads to higher maintenance and increased operating costs.

In terms of the economy and how you can avoid the pitfalls or unexpected and unbudgeted expenses, a preventive maintenance attitude will let you manage rather than be managed.

Lastly, your preventive maintenance attitude will dictate that you must set up a program of preventive maintenance in the traditional sense. That is, a routine of inspection and correction before minor faults become major crisis.

A changing work force, a tight economy which limits the luxury of backup equipment and supplies, and increasing governmental regulations are among the challenges which you face. Your job is to recognize and then minimize their potential effects on your operation by a preventive maintenance attitude in your daily work and future plans.

New Canadian Representative

A 25-year career in packaging is the resource Chuck Downer brings to Triangle customers and prospects in Canada.

As of August 1st, Chuck's firm, Charles Downer & Company, Ltd., began representing Triangle packaging systems and allied equipment and serving as a clearing house for replacement parts.

Chuck and his staff are eager to make their considerable knowledge available to firms contemplating systems.

You can contact them by writing: Charles Downer & Company, Ltd., 201 Consumers Rd., Willowdale, Ontario, Canada M2J4G8.

But if you're in a hurry call (416) 498-8590.

Fibre Box Handbook

The 15th edition of the corrugated industry's basic reference, the "Fibre Box Handbook," is available from box maker members of the Fibre Box Association, according to Thomas E. Kigin, chairman of the FBA committee aiding the publication.

Kigin, executive vice president of Acorn Corrugated Box Co., Chicago, IL, unveiled details of the book at the Association's Annual Meeting.

Members of the trade group have ordered more than 50,000 copies for distribution to box buyers and users, Kigin said. This brings the total distributed since 1930 to a half-million copies. The first edition was published in 1919; the most recent was in 1978.

The 104-page manual, subtitled "An illustrated reference for designers, engineers, buyers and marketing specialists," is divided into three sections.

Introductory material describes the protective ability of corrugated, and the versatility which can be obtained

(Continued on page 42)

THE MACARONI JOURNAL

You won't see the biggest name in cereal in any kitchen.



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Find out why Triangle is big in ready-to-eat cereal packaging. Big in other industries, too. Write or call for our free Packaging Performance Kit. Triangle Package Machinery Company, 6655 West Diversey Avenue, Chicago, Illinois 60635. (312) 889-0200.

Fibre Box Handbook

(Continued from page 40)

through design, graphics and other techniques. A checklist for box users lists many of the factors to be considered in box selection. Basic data on metric measurements is also provided.

The second section, "The Basic of Boxes," offers definitions of industry terminology, a description of box construction, and illustrations of common box styles. Standardized testing procedures, voluntary standards for manufacturing tolerances, and recommended practices for box storage and the use of adhesives are among other topics covered.

The final section on "Regulations" begins with a guide to the use of the rail, truck and other classifications which govern the selection of boxes for shipment. The basic regulations, with the latest changes, are given, along with summaries of those used less frequently.

The Association members' 550 plants which will be distributing the book are scattered throughout 42 states. They are listed in the classified sections of local telephone directories under "Boxes—Corrugated and Fiber."

The Key Biscayne Hotel and Villas

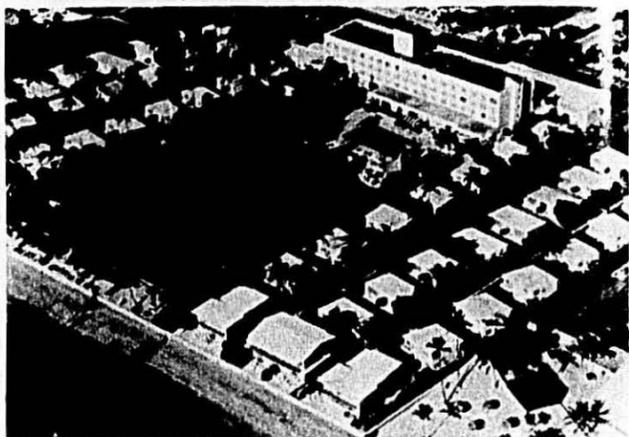
Minutes from Miami International Airport there's an island. An island of towering palms and shimmering beaches. A very private island—yet one that offers a multitude of pleasurable diversions.

The island is Key Biscayne. And it is here you will find the Key Biscayne Hotel and Villas. A magnificent ocean-front resort-estate situated in the very heart of the Key. Nearby are the historic Cape Florida lighthouse, the 18-hole Championship Par 71 Key Biscayne Golf Course, the Crandon Park Marina, Planet Ocean, the Marine Stadium and the Seaarium.

Just onshore, the Gulf-stream coupled with the trade winds . . . a wonder of nature that cools the island in summer and warms it in winter. You will delight in the broad quarter-mile white sand beach that offers an unequalled combination of sun, surf, and luxuriant natural beauty.

The hotel provides a sporting choice of activities within the estate ground. For example, a tennis center with ten courts, including two clay and eight

Key Biscayne Hotels and Villas



Scene of the NMMA Winter Meeting, January 27-31, 1980

all-weather Plexicushion II courts for tireless playing. An 18-hole, par 3 golf course nestled in the area of a swimming pool of Olympian proportions. And relaxation at the Pool Patio Bar.

The hotel offers a variety of dining areas and menus. Breakfast and luncheon on the Patio beside the pool. Elegance and fine food in the Cape Florida Room.

The choice is yours. Either the ultimate luxury of a one, two or three

bedroom villa, with a fully equipped kitchen . . . or a spacious hotel room with a view of the ocean and golf course or island.

To insure a definite reservation, request for accommodations must be received thirty days prior to the official meeting dates of January 27-31. Reservation Department of the Key Biscayne Hotel & Villas is at 701 Ocean Drive, Key Biscayne, Florida 33149; phone (305) 361-5431.



Tennis Center with ten courts, site of the Tuesday Tennis Mixer.

THE MACARONI JOURNAL

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DECEMBER, 1979

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FMI Plans 50 Year Anniversary of Supermarkets

Supermarkets will celebrate the 50th anniversary of the uniquely American self-service grocery store in 1980.

Historians date the supermarket from the depression in 1930 when self-service, which had already been introduced, was combined with mass merchandising and one-stop shopping to create a new kind of retail food outlet.

"The object of this 50-year anniversary celebration is to draw attention to the supermarket as a unique American 'invention' which was developed and has evolved to meet consumer needs," stated Food Marketing Institute (FMI) President Robert O. Aders. "During 1980," he added, "we want to emphasize positive achievements of the supermarket system and talk about the tremendous contribution which the supermarket has made to the American way of life."

Smithsonian Exhibit

The Smithsonian Institution is planning a special exhibit for next August to celebrate the first half century of supermarkets and has documented the advent of original supermarkets. FMI has been asked by curators of the Museum of History and Technology, which will house the exhibit, to help in collecting supermarket memorabilia.

FMI will prepare a communication program to focus public attention on the supermarket as a unique American institution which makes our way of life possible. Mass grocery merchandising and self-service resulted in operational economies which cut grocery prices by 25 percent and provided the convenience which allowed the development of a variety of new life styles.

A motion picture documentary on supermarket history using original newspaper ads, illustrations and photographs gathered from around the country is being produced. FMI also plans publication of a historical book of photographs and illustrations with an informal text on the growth of the supermarket system.

Information Kit

Other elements of the program will include publication of an FMI information kit of facts about supermarket history and operations and creation of a 50th Anniversary logo which will appear on all campaign materials.

FMI member supermarket companies—from independent supermarkets to large food chains—will participate in the commemoration by distributing campaign materials locally and working with local news media and community groups.

FMI is now collecting relics, posters, pictures, etc., which it might be able to use in the strongly graphics oriented information campaign.

The anniversary campaign is the first information program of its type ever undertaken by the industry and is planned to serve as a source of data about development and the future of the nation's 33,000 supermarkets.

Food Marketing Institute, a non-profit organization conducts programs in research, education and public affairs on behalf of its members—food wholesalers and retailers, from corner stores to supermarket chains—and their customers. FMI's 1000 member companies operate 24,000 stores with a sales volume of \$90 billion yearly, half of all grocery sales in the United States. FMI membership includes food chains, independent grocers, voluntary wholesalers and cooperatives in the United States, Canada and about 30 foreign countries.

The Food Marketing Industry Speaks

Grocery sales increased in 1978 but at a slower rate than in two of the three previous years. During the same year the food economy suffered from relatively low production of several key farm crops, due mostly to bad weather, and a sharp decline in beef production.

The newly released annual report on the state of the food wholesaling and retailing business, entitled *The Food Marketing Industry Speaks*, shows that retail sales for 1978 increased 3.4 percent, adjusted for inflation to measure real growth. Increases in 1976 and 1977 were, respectively, 3.9 and 3.0 percent.

As 1978 prices for food at home rose 12.5 percent above the previous year, labor's share of the food dollar hit 46 percent. This figure equaled the farmer's share but was down slightly from 1977, when labor's share of the food dollar exceeded farm value for the first time in history.

Farm Prices Up

Increases in farm prices accounted for about half of the retail food price rise during 1978. Forty percent was due to processing, distribution and marketing costs. One tenth of the price jump was due to higher prices for fish and imported foods.

Net grocery store profits before taxes increased to 1.7 percent, up from 1.4 percent for 1977, with average gross margins for typical supermarkets also up slightly from 22 percent in 1977 to 22.6 percent of the consumer's dollar in 1978. Gross margin is the difference between what the retailer pays for merchandise and the price for which he sells it.

Labor Costs Up

Store labor costs rose slightly in 1978 at 8.5 percent of total sales from 8.4 percent the previous year in real terms. With increasing energy and labor costs, however, productivity in the supermarket fell off very slightly in 1978 measured by sales per square foot. In real dollars, supermarket sales leveled off at \$5.00 per square foot against \$5.24 per square foot the previous year.

Operational Developments

Among significant operational developments, there was dramatic progress in energy conservation efforts and introduction of scanner checkout systems. Ninety-two percent of all stores built in 1978 had built-in heat reclaim systems, recycling heat from refrigeration equipment compressors to heat store space. The number of scanners in operation by the end of 1978—2—was nearly triple those in operation by the end of 1977—206.

The survey of the retail and wholesale industry was based on data furnished by 240 companies as well as information from government and Forbes magazine.

New Approaches Needed

With no further population growth for added sales, the food industry will prosper in the 1980s only if its members abandon their present imitative marketing practices and begin a search for innovative promotional approaches.

This was stated during the NAWGA midyear executive conference by John M. Volkhardt, president of CPC North America, Englewood Cliffs, N.J., and reported upon by Steve Weinstein in

Supermarket News. This theme also occupied much of the attention of a panel discussion that followed the session's three speeches.

Panelists were Volkhardt; Theodore Kheel, mediator and arbitrator of labor disputes; James L. Hayes, president of the American Management Association, and James L. Moody, Jr., president of Hannaford Bros. Co., South Portland, Me. Moody was chairman of the session. Kheel and Hayes also were speakers. The panel moderator was Robert MacNeil, anchorman of the television MacNeil-Lehrer Report.

Potential Dangers

There is potential danger for the industry in the next decade, Volkhardt said. No matter what any company or its competitors may do, he pointed out, the average American will continue to consume the same amount of food as he has historically—1,500 lbs. a year. This factor, he said, can no longer be obscured by a steady population growth that no longer exists.

To maintain growth in such a situation, companies will have to abandon negative, defensive and protective marketing, which is becoming widespread.

In this category he put generics, limited assortment stores, discount pricing and double and triple couponing by retailers, along with a dearth of innovative products by manufacturers, coupled with "me too-ism in promotion and advertising and margin-eroding trade deals."

Promote Increased Value

Volkhardt instead called for a marketing posture based on promoting increased value.

Food companies are not even keeping abreast of their counterparts in other industries, he stated, with only about 12% of total disposable income in this country spent on eating at home, compared with 19% in 1950. The industry has lost its world leadership, in addition, and now copies ideas from Europe and Japan.

Volkhardt was particularly critical of over-reliance on price as a competitive weapon, when surveys show it is the most important shopping factor for only about one-third of all consumers.

"There are those," he said, "who pay more for convenience, there are those who pay more for items with a quality difference and there are those who not only pay more for, but demand, extra

services, extra niceties, extra freshness or extra friendliness."

A 'blockbuster' program isn't needed, according to Volkhardt. "All it takes is a little improvement—a little distinctiveness." As possibilities he mentioned low calorie and other dietic foods with taste appeal, portion control for single persons and weight-conscious eaters or unusual foods for gourmets or for entertaining.

Perhaps part of the problem, he said, is that the industry is too inbred. "We are so much alike. We spend so much time just talking to each other, listening to and researching each other, learning only what we already know. We and our people have the same background and experience, the same schooling and training, have learned the same case studies and have the same motivations and challenges."

MacNeil, the panel moderator, asked if Volkhardt were suggesting that companies should not try to improve their businesses by competitive pricing in these inflationary times.

Volkhardt said he was merely suggesting alternatives to exclusive reliance on price. This was seconded by Clarence G. Adamy, partner in the consulting firm of Adamy-Foley. "Price competition is fine," said Adamy. "But there's also affluence, and not everyone wants price. We must satisfy the others, too. If price were the only factor, this would be a very shoddy and dull world."

Problem with Deals

Volkhardt suggested that reliance on deals can confuse shoppers about the real value of a product. "If they can buy it one time for 29¢ and the next time at \$1.19, they must wonder what it's really worth; probably a dime."

In his opinion, people will always buy a good product if they think the price is a fair one. CPC products, which are not low-priced, are doing better than ever in Puerto Rico, where 80% of the people get food stamps, Volkhardt said.

Moody agreed with Volkhardt on the need for innovators, but pointed out that consumers are influenced by what competitors do, and this cannot be ignored by retailers.

Retailer advertising departments could be doing a better job, he said. "We just hired a man from a New York ad agency, which we wouldn't

have done seven or eight years ago."

Manufacturers can do things to make products more valuable to consumers, Volkhardt noted, but consumers must recognize the added value. It was pointed out that this also is true of scanner-equipped checkouts. The industry tends to measure the success of systems in terms of checkout rings per minute, said Moody.

But the important factor is time spent at the checkout. If there's a bottleneck in the bagging process, the number of rings per minute is unimportant, he said.

Volkhardt suggested that a supermarket might use a slogan, such as "Watch the time you spend at the checkout counter. If we don't get you out in 5 minutes, you get \$5 off on your order or a free bag of groceries."

The CPC executive was critical of some types of couponing. Couponing is an excellent form of promotion for introduction of a new product, he said. "But it doesn't make sense for an accepted product. We're betting on the wrong horse, especially in view of theft and misredemption."

Product Innovations

There have been product innovations in the past decade, he said, in response to a question by MacNeil. He mentioned advances in frozen food, such as sauces, butter and boil-in-bag, and products for "exotic" cooking, such as Japanese, Chinese and stir-fried products. If emulsifiers can be developed with good taste and fewer calories, there could be a major breakthrough, he said.

The industry does not do a good job of telling the public how much product introductions cost, said Hayes, and the fact that not all new products "fly."

It is possible to "sell" nutrition today, Volkhardt said. But good taste and smell are important. Unfortunately, he said, the medical profession has not dealt with nutrition. There is no consensus about what is needed.

"But there is a consensus that natural foods are not necessarily better and that additives aren't necessarily bad; they can be quite beneficial."

Scanning Imperative

Supermarkets doing \$40,000 a week or less will be the only ones without scanning in five years, a Ralphs Grocery Co. executive predicted at the National Deli Seminar in San Diego.

(Continued on page 48)

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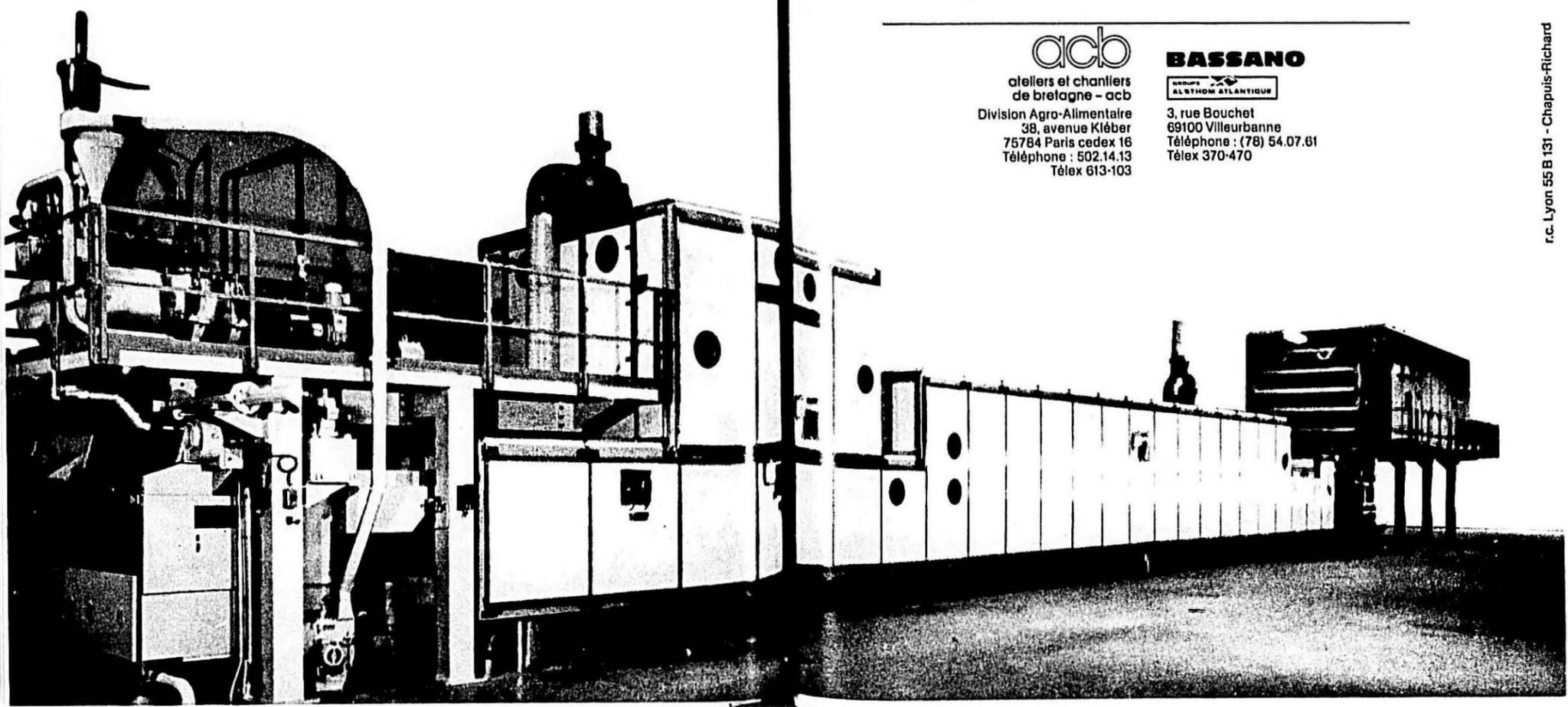
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Scanning Imperative

(Continued from page 45)

Scanning will be one of the changes retailers will have to adjust to if they hope to be successful in the 1980s, according to Stan Coop, vice president, groceries, for the Compton, Calif.-based chain.

"Those who are not prepared for change should resign now and make way for those willing to face the challenges of change," Coop declared. "We must constantly try the untried and condemn those unwilling to meet the new needs of the future."

Ralphs will be scanning in all stores sometime next year," Coop said—the second full-scan operation in the U.S. (The other is Giant Foods, Washington).

Suppliers will have to understand the impact scanning will have on retail strategy "and the effect of the scanning information on marketing decisions," Coop said.

Marketing Changes

He discussed some of the marketing changes scanning will allow retailers to make, based on his company's experience:

- Scanning will allow operators to develop tailor-made plans for each store, based on area demographics.
- Retailers will be better able to determine the effectiveness of promotional devices—such as coupons, cents-off packages and special displays—through quicker and more accurate feedback.

- When evaluating new products, "what used to take three or four months to measure will take three or four weeks now, and it will prove more accurate than other methods."

- Shelf alignments and space allocations will be adjusted for a more profitable profit mix.

- Retailers will be able to determine the right prices to change, "and we will be able to tell at precisely what point prices meet consumer resistance," Coop noted.

"The marketing expert of the '70s, without the kind of information scanners will generate, will be out-of-date in the '80s," Coop declared.

The food industry is moving into an era of accelerated change, he continued. "To be a leader during such an era, you must act, not react."

Winter Meeting
Key Biscayne Hotel and Villas
January 27-31, 1980

Fleming Unifies National Ad Drive

Fleming Cos., the nation's second-largest wholesaler, launched a retail advertising campaign in which Fleming's central ad services provided a 18-page four-color circular supported by TV and radio spots, and each division filled in prices.

Four million circulars were distributed by its voluntary groups and corporate supermarkets throughout eight operating divisions. A total of about 1,000 supermarkets in 20 states participated, according to David Dunphy, director of sales promotion for Fleming Foods.

Super Savings Spectacular

The promotion is the first major, unified advertising effort by Fleming, Dunphy said, adding, however, that 10 or 15 years ago Fleming, then much smaller, did have some combined promotional activity. The booklet, carrying illustrations of Pat and Shirley Boone standing behind a cart loaded with merchandise, has a front cover reading: "Pat and Shirley Boone invite you to our Super Savings Spectacular . . . the most fantastic sale in town."

According to a spokesman for Fleming's Thriftway group, the cost to stores is no more than the usual four-page circular.

Dunphy stressed that each division had determined its own prices and promotional campaign. "We give them the tools and they, with their retailers, determine how they want to use them. Each division determines retail prices and prints the black plate in the circular." Each division chose whether to use the circular as a newspaper insert—as in Topeka or Wichita—or in a mailing, as in Thriftway's program, Dunphy explained. "Five 30-second commercials—generic spots—and 30- and 60-second radio spots were taped at headquarters." He said the spots had been planned around a general theme of aggressive pricing, national-brand items and emphasis on quality perishables and meat.

Shop & Save with Boones

"After each spot," he said, "the local announcer will lead in with, 'Shop and save with the Boones at . . . the local operator's store.' Each division decided what type of media support would be most effective in its area.

The Spectacular Savings theme will be used by Fleming for the remainder

of the year, Dunphy said. P-O-P kits are supplied for in-store reinforcement of the theme.

Over 40% of Fleming's whole sale business last year came from its voluntary groups, which operated under the names of IGA, United Super, Piggly Wiggly, Thriftway, Miniwax and Dixie Dandy.

Fleming's Dixieland, corporate units and voluntary groups from the following divisions are participating in the promotion: Lincoln, Neb.; Kansas City, Mo.; Joplin, Mo.; Topeka, Kan.; Oklahoma City; San Antonio; Wichita, Kan., and Philadelphia.

Promoting Private Label Sales

A case of salad dressing is worth one trip point; canned apricots net two.

The prize won by Roundy's Better Foods retailers who rack up enough points—each worth 10 cents—is a trip for two to . . .

This year it was Hawaii—worth 20,000 trip points (\$2,000). Next year's qualifiers will visit Spain. And the regional food chain, whose private label sales have hit record highs since the program started, sees it as an ongoing merchandising tool.

"We started running a trip six years ago to create additional volume for our private label program," explained Al Patin, Roundy's merchandising manager, at headquarters in Milwaukee.



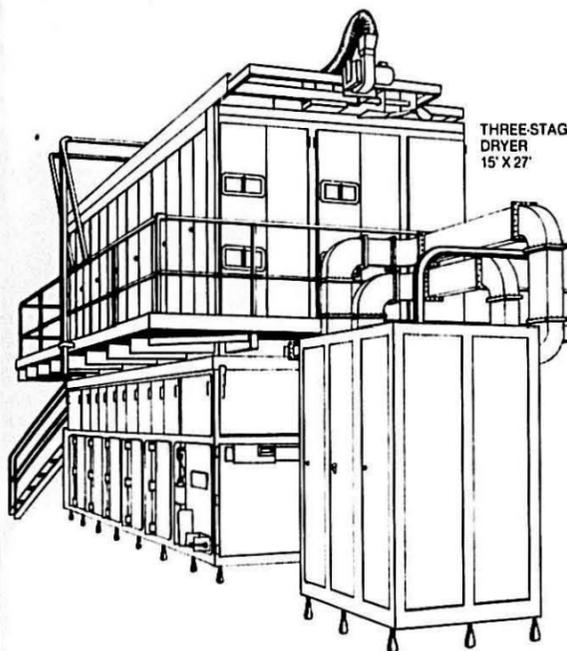
Alfred L. Patin

Several factors have contributed to the record growth of the line, which includes over 700 items. "But the trip has been one of our greatest tools."

The destination is normally announced one year in advance of the departure date. "Then, the qualifying period runs 35-45 weeks, usually ending about a month before the trip," Patin said.

THE MACARONI JOURNAL

TODAY'S DRYER



THREE-STAGE DRYER 15' X 27'

UNITS IN THESE LBS./HR. CAPACITIES: 1500, 2500, 3000 and 4,000 ARE OPERATING TODAY AT:

GOLDEN GRAIN, San Leandro, California 2 units

GOLDEN GRAIN, Chicago, Illinois 2 units

D'AMICO, Chicago, Illinois 1 unit

CATELLI, Montreal, Canada 1 unit

GOOCH, Lincoln, Nebraska 1 unit

O.B., Fort Worth, Texas 1 unit

LIPTON, Toronto, Canada 2 units

GILSTER MARY LEE, Chester, Illinois 2 units

WESTERN GLOBE, Los Angeles, California 1 unit

SKINNER, Omaha, Nebraska 1 unit

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 \$40 sq. ft. range).

Reduces infestation up to 99.99%. Kills bacteria, Salmonella, E. Coli, Clostridium, mold, yeast, weevils and eggs.

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

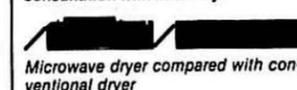
Makes a richer looking product; no blanching.

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%" - Pat Mgr., leading mid-west operation.

"All future equipment will be Microdry" - Tech. Dir., Large pasta plant.

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 with Microdry.

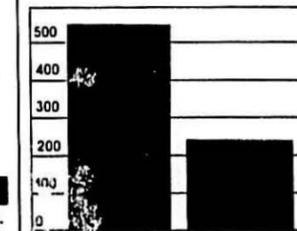


Microwave dryer compared with conventional dryer

MICRODRY Corp. World leader in industrial microwave heating



Dept. 3111 Fostoria Way
San Ramon, CA 94583, 415/837-9106



Pasta drying operation from production line comparisons by two major processors



NEW! Diwasher by Microdry. More compact; 2000 p.s.i. water nozzle pressures.

Promoting Private Label Sales

(Continued from page 48)

Any of the chain's 170 retailers can qualify by accumulating the pre-determined number of trip points, available only on certain items.

"They have to be on those items on which we've given special allowances," Patin said. The products are included in Roundy's regular merchandising program, which offers several 'in-store features' each week. These are products on which the retailer is offered a better-than-usual deal, which in turn lets him pass on savings to customers.

A one-page flyer notifies retailers of the specials, including cost, quantities, suggested retail price—and for qualifying items, the number of trip points given per case.

Most of the incentive items are private label ('Old Time') products, "but sometimes suppliers will offer a special too." One week last summer, for instance, retailers were offered four trip points per case of Milky Way, Snickers, or Three Musketeer 'Fun Size' candy bars.

"We keep the retailers posted each month as to how they're doing," Patin said. "We send them mailings regularly to promote the trip."

Those retailers who earn more than the needed number of qualifying points can apply them to the next year's trip, the planner added. "It's an ongoing program."

Retailers are asked to sign up for the trip at the start of the qualifying period. "But they can continue to sign up all year. As long as they end up with the qualifying points they need, they can earn the trip."

Attendance Handle

The sign-up method gives Patin a handle on how many will attend. "We get cancellations from some who originally sign up, and we get additions, so it evens out."

"If we aren't getting the numbers we want, we'll sometimes go out and talk with the retailers. We'll encourage them to try to qualify for the trip."

The "numbers" Roundy's get on the trips range from 160-225 qualifiers and guests. "We encourage them to bring their spouses. However, we only allow people on who are over 18 years old," Patin added.

"The attendance depends upon where we're going, and what the costs are."

While costs vary by location and trip length, the \$2,000 tag on this

year's trip for two to Hawaii is typical. The trip ran eight days and drew 160 persons.

"We take the cost of the trip to us, and add a small markup to take care of inflation and administrative costs.

"It's a good value. If they would go out and try to buy the trip, they wouldn't be able to get it for the same price."

"The trip includes everything except maybe a lunch and incidentals. It covers ground transfers, tipping, and everything else."

Yet a small number of qualifiers each year opt for the cash award offered in lieu of the trip.

Destinations have included the Bahamas, Mexico, and Jamaica. Trips have run five to eight days in length and have been taken during the winter months.

As for the structure of the trip itself, "we try to put together an itinerary that allows some personal time, as well as pre-determined group activity."

"We set up business meetings—with 'meaty' sessions—as part of the trip. They'll include our own input as well as outside professional speakers."

Socializing Benefits

And Roundy's allows time for socializing, which has proven one of the most beneficial byproducts of the incentive programs.

"We've got a line of communication with our retailers that we didn't have before," said Patin, who said that the company sends eight-to-10 couples along as hosts each year.

"And it's gotten the retailers to know each other better. Now, when two people have a problem area, the one person knows the guy on the other end of the telephone. It's easier for them to work things out."

"And it's cemented our relationship with our retailers."

Plus Discount Stores

More than 50 "Plus" discount food stores, reportedly offering savings of up to 30% in name brand and private label items, are scheduled to be opened by Plus Discount Foods, Inc., a subsidiary of the Great Atlantic and Pacific Tea Co., in a 150-mile radius around its Florence, New Jersey warehouse.

An estimated 850 grocery products will be stocked in the new stores. Almost half of the products in stock will

be national brand labels with the other half Plus private label brands processed in A.&P.-owned facilities.

Plus discount stores are a counterpart of the 800 Plus stores operated by the Tengelman Group in West Germany. Tengelman acquired 42% of A.&P. stock earlier this year.

A.&P. said it will be able to pass on low costs to consumers by offering a limited assortment in only the most popular sizes and in addition by reducing operating costs in the stores.

Customers will be required to select their purchases from cartons and pack groceries in boxes which the stores provide. Use of paper bags from the stores will cost an additional 3¢ per bag.

Checks and distributor coupons will not be accepted, but food stamps will be honored.

The stores will utilize 17 part-time employees and two full-time managers, in contrast to the 50 to 75 employees used in conventional supermarket chain stores. Signs on all sections will indicate prices, replacing prices on individual items. Plus store hours will also be shorter than conventional supermarkets and the stores will be closed on Sunday.

Limited Assortment Concept

"The limited-assortment concept of providing low prices by reducing operating expenses has a particular appeal to bargain-conscious shoppers. Fritz Teelen, president of Plus Discounts Foods, said.

"Our customers will also realize additional savings as we feature products purchased in special buys from our suppliers," he said.

According to A.&P., there is possibility that another 150 stores could be put into operation in a large area by next year.

One pound packages of elbow macaroni or spaghetti reportedly sell for 33¢ compared to 39¢ for most other stores.

Americans Eat Better

Americans spend about \$17.5 billion for one of the world's best bargains in terms of dollars spent and benefits received. That amount of food packaging materials is the equivalent of only 8.5 cents out of every food dollar spent for food in this country.

Without packaging at least \$26 billion worth of food would be lost through rot and decay.

INNOVATION ~ DESIGN COMPLETE LINE MANUFACTURERS OF PASTA AND CHINESE NOODLE PROCESSING EQUIPMENT



CANNELONI-MANICOTTI LINE

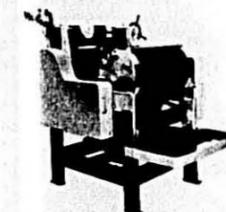
Our newest unit featuring an extruder to form the sheet, and a blanching unit to cook the dough which is then chilled prior to its being automatically filled with meat or cheese. The sheet is then rolled to form a continuous product and is cut to your required length for packaging.

A precooked Lasagna strip or strips can be made without using the fill apparatus — and cut to your required lengths.

COMPLETE LINE OF PASTA EQUIPMENT FEATURING:

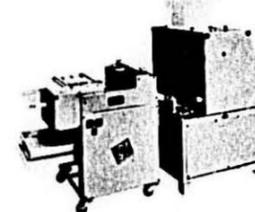
- *Ravioli Machinery
- *Tortellini Machinery
- *Sheeter-Kneaders
- *Also Available Combination Ravioli/Tortellini Gnocchi Machinery Extruders

*Are U.S.D.A. Approved



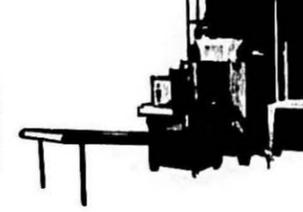
VOLPI NOODLE CUTTER

Large production Noodle Cutter for Chinese Noodles featuring five sets stainless steel cutters to your specifications (instantaneous removal of same for cleaning purposes); automatic length — cutting and folding/stacking to your specifications as well as automatic dusting.



SHEETER/KNEADER/CUTTER

Takes your mix and sheets, kneads and cuts in one operation.



CONTINUOUS NOODLE LINE

Press a button and you're producing 600 # to 1750 # per hour of noodle automatically — blending, mixing, kneading, sheeting, cutting and folding in one Continuous Line.

VOLPI & SON MACHINE CORP.

SUBROOK

2043 Wellwood Avenue, East Farmingdale, L.I., New York 11735
(516) 293-4010 • (212) 499-5922 • TELEX: 647031

Represented on the West Coast by, Smith & Green, 407 Dexter Avenue North, Seattle, Washington 98109, Phone: 206-682-2611

giacomo toresani



FDA Proposes Revisions to CGMP

The Food and Drug Administration has proposed revisions to its rules governing the more than 77,000 U.S. food processing, manufacturing and warehouse facilities.

Known as Current Good Manufacturing Practices (CGMP), the proposed revisions would update requirements for food production in such areas as sanitation, equipment, product coding, warehousing, distribution, and recordkeeping.

FDA enforces these rules by regularly inspecting plants where foods are made or stored. Any food made or stored in a plant that does not meet CGMP requirements is subject to FDA regulatory action.

FDA originally issued food CGMP regulations in 1969. The proposed revisions reflect changes in sanitary and processing procedures that have occurred since that time.

One important revision will strengthen the ability of firms to retrieve products during a recall. The proposal requires each product to be coded with a lot number and mark identifying the plant where it was made. Although many companies already are coding their products, this procedure is not now mandatory for most foods. Under the proposal, the code would have to be easily visible on an unopened package.

The proposed CGMP's also will strengthen the requirements for recordkeeping. They require that manufacturers and warehouses keep records for two years or for the shelf life of the product, whichever is shorter. Currently there is no requirement for how long records must be kept.

Because of the broad-ranging effects the proposed regulations could have on the food industry, FDA held public hearings in Chicago, San Francisco and Atlanta. NMMA President Paul A. Vermeylen, James J. Winston, Director of Research, and Maynard Herman of the C. F. Mceller Company attended the Atlanta hearing representing the pasta industry.

A report on the proceedings will appear next month.

Small Business Gets FDA Help

Food and Drug Administration is implementing a new small business

assistance program by providing service desks in four regional offices specifically for small businesses.

F.D.A. employees at the service desks will advise and assist small businesses in complying with F.D.A. regulations. Sherwin Gardner, acting commissioner, said the program responds to President Carter's directive of June 14, 1978, that regulatory agencies give special assistance to small businesses.

Through the service desks, F.D.A. will help small business understand agency rules, obtain information, fill out applications and, on invitation, visit a small company to discuss its concerns.

Two of the regional offices with service desks will help small businesses on food matters. These are the regional offices in Atlanta, Ga., and in Chicago, Ill. The other two offices, in New Jersey and California, will deal only with medical devices.

A second part of F.D.A.'s small business assistance program is to encourage small manufacturers to comment on proposed agency rules and to serve on advisory committees. The commissioner's office has established the position of "coordinator" for small businesses to insure that small business views are reflected in agency rules and to coordinate F.D.A.'s activities in this area.

About Labels on Meat And Poultry Products

Frankfurters, canned spaghetti and meatballs, frozen turkey potpie, chicken soup, chili con carne, pizza with sausage—these are a few of the prepared meat and poultry products that are subject to Federal (or comparable State) inspection and labeling requirements.

Any prepared food product containing more than 3 percent meat or at least 2 percent poultry comes under government inspection rules. This means that such products must be prepared under Federal (or State) inspection supervision and that their labels must contain certain information. If the products are to be sold interstate, the inspection must be Federal.

All labels for meat and poultry products must be submitted to inspection officials for approval in advance of their use. Inspectors in the processing plants verify that the products being produced do, in fact, conform with the approved labels.

The U.S. Department of Agriculture's Food Safety and Quality Service (FSQS), which administers the meat and poultry inspection program, is now considering whether present labeling is adequate or whether additional mandatory information should be included on the labels.

USDA Requirements on All Labels

The following information must appear on all labels of meat and poultry products: product name; ingredients (if there are two or more); net quantity of contents; USDA inspection mark; and the name and address of the manufacturer, packer, or distributor.

- **Product name** must be the name as defined by a standard, the common or usual name, or descriptive name. It cannot be false or misleading. FSQS sets minimum meat or poultry requirements for a long list of products. For example, a product to be labeled "beef with gravy" must contain at least 50 percent cooked beef; "gravy with beef" must contain a minimum of 35 percent cooked beef.

- **Ingredients** must be listed in order with the ingredients present in the greatest amount listed first and so on down to the least. Spices and flavorings may be stated simply as "spices" and "flavorings" without naming each.

- **Net Quantity** must be an accurate measure of the contents, stated in pounds and/or ounces. The weight of the container is not included.

- **A USDA Inspection mark** must appear on all packaged meat or poultry food products—soups to spreads—that have been federally inspected and approved for whole sale. State inspection marks are required on State inspected products.

- **The firm name and address** may be that of the manufacturers, packer, or distributor of the product

Other USDA Requirements

- **If products are perishable**, Special Handling Instructions must go on the label. Examples are: "Keep frozen" and "Keep refrigerated."

- **Nutritional information** is not mandatory, but some processors voluntarily put it on their labels. When used, nutritional information is based on an individual serving. The label will state the size of a

(Continued on page 54)



Christmas Seals from the past for the future.

When the American Lung Association was founded 75 years ago, TB was a death sentence. Today it can be cured. Thanks to millions of generous Americans and miracles of modern science. But the same technology which provided medicines against TB also created new threats to the lungs. In our workplaces. In products we use daily. In the very air we breathe. Give to Christmas Seals. Then and now, it's a matter of life and breath.

AMERICAN  LUNG ASSOCIATION

75th Anniversary
The "Christmas Seal" People

Meat and Poultry Labeling

(Continued from page 52)

serving in common household terms such as ounces, cups, pieces; the number of servings in the container; the calories and the protein, carbohydrate, and fat content per serving; and the percentage each serving provides of the U.S. Recommended Daily Allowance (U.S. RDA's) of protein and important vitamins and minerals.

- **Open Dating** (a calendar date on packaged food) is not mandatory. When used, however, it must be easily read and understood. The date may represent the last date the product can be sold, the last date the processor thinks the product will be at peak quality, or the date of packaging or processing. The packer must indicate what the date represents. Examples are: "Use by Dec. 8," "Sell by Dec. 8, 1979" and "Best if used by 12-8-79." Time beyond "sell by" dates is provided for home storage and use.

- If a photograph or drawing is on the label, it must accurately represent what is inside the can or package. For example, if five slices of meat are shown, there must be at least five slices of meat inside the container. If a product is shown in a serving dish or with a garnish not part of the contents, the picture must be marked, "Serving suggestion" or "Suggested serving."

- **Country of Origin** must be shown if the meat is imported. This applies to meat and meat products sold in the United States in the same form as imported. Examples are canned corned beef and canned ham. However, imported meat used as ingredient in a meat product manufactured here loses its identity. For example, foreign beef that is combined with domestic beef in producing frankfurters or other types of sausage is not identified on the label.

- **When nitrite is not used, "uncured"** must be part of the product name for meat products — such as frankfurters, bacon, and ham — traditionally cured with nitrite. The statement, "no nitrate or nitrite added," must also be on the label, for example, "Uncured Franks—No Nitrate or Nitrite Added." And unless such nitrite-free meats are preserved by other methods—such

as thermal processing, drying, fermenting, or pickling—their labels must include the warning: "Not preserved—Keep refrigerated below 40°F at all times."

Other Items on Some Labels

- **Computer Symbol.** This symbol consists of a rectangular block of vertical bars over a code number. This symbol automatically registers the name and price of the item at special checkout counters now in use in many supermarkets across the Nation. The cashier passes the symbol across a scanner which reads the number and transmits it to a central computer. The name and price of the item are electronically flashed on a screen next to the register and printed on the customer's receipt.
- **Recipes or Directions for Use.** These are not required and not tested by USDA.

School Lunch Rates Increased

Federal payments to states for the school lunch and breakfast programs have been raised to reflect a 6.68% advance in the Consumer Price Index for food eaten away from home during period November, 1978, through May, 1979. The new national average payment for school lunches is 17.0¢ per lunch, up 1.25¢. States and territories are authorized to pay schools up to 23.0¢ per lunch. Special assistance payment for lunches served to needy children has been raised from 71.5¢ to 76.25¢ for a free lunch, with the maximum reimbursement states may pay raised from \$1.0225 to \$1.0825 for a free lunch.

Forty-three states have established a maximum reduced-price lunch charge to children of 10¢ or less, and these states will also receive special assistance reduced-price payments of 66.25¢ per lunch served. The remaining 13 states charge the maximum 20¢ for reduced-price lunches and will receive 58.25¢ in special assistance for each reduced-price lunch served.

For the school breakfast program, the national average payment was raised from 12.75¢ to 13.5¢ per breakfast. The additional average payment for each reduced-price breakfast was increased from 23.75¢ to 25.5¢, while the additional average payment for a free breakfast increased from 31.75¢ to 33.75¢.

Product Liability Bill Gets Carter Backing

Legislation designed to help companies obtain product liability insurance has received administration backing and awaits action in Congress.

Developed by a Commerce Department task force, the proposal would permit the formation of groups to make insurance available to companies now unable to afford it or get it.

The legislation has the support of industries with product liability problems, but is opposed by the insurance industry, which contends that exempting such groups from most state regulation would lead to unfair competition with established insurance companies.

Groups could be formed by manufacturers, distributors, and retailers. Commerce Department officials envision these groups providing complete insurance for companies that, even with good records, are unable to get insurance, and first-dollar coverage for companies that have been forced to accept high deductibles.

Industry experts say such groups might have trouble obtaining reinsurance for three reasons: Lack of a track record for the reinsurers to examine; no provision in the legislation for mandatory insolvency funds; and perhaps too much reliance on reinsurance.

Depreciation Proposal Gathers Support

A bill designed to stimulate private investment has picked up enthusiastic support on Capitol Hill.

Introduced by key members of congressional tax-writing committees, the bill has 145 cosponsors in the House, where hearings are expected soon.

The bill, The Capital Cost Recovery Act of 1979, is intended to promote private investment by streamlining and simplifying the depreciation of buildings and equipment. Buildings and their structural components, other than residential rental property, could be depreciated fully in ten years; machinery and equipment in five years; and automobiles and light trucks, up to \$100,000 a year, in three years.

The proposed changes would help small businesses, most of which find the present asset depreciation range system too complicated to use.

NORTHRUP KING SAYS "..."

"Our Clybourn cartoners helped us meet the demands of an expanding market, yet control manpower costs through automation.

"We depend on the accuracy of our Clybourn cartoner with net weight scales to carton grass seed. For packaging corn, peas and beans, we get very uniform performance from the two Clybourn volumetric filling machines we are using. These machines require very little maintenance. We are now adding automation equipment to a Clybourn machine that has served us for more than 11 years!

"We especially like the compactness and simplicity of the Clybourn design, which saves space and makes operator training easy."

Bill Morin

BILL MORIN
Plant Superintendent
Northrup King Co.
Minneapolis, Minnesota

If your product packaging could benefit from the same accuracy, uniformity and dependable operation enjoyed by Northrup King, join the family of satisfied Clybourn customers.

For more information, or a quote, call or write us today!



CLYBOURN MACHINE COMPANY
a division of Paxell, Inc.
7515 N. Linder Avenue
Skokie, Illinois 60077
(312) 677-7800

GOLDEN GRAIN SAYS "..."

"We Prefer Clybourn... to carton all our products!"
"We have eight Clybourn cartoners at work in Illinois and several more on the west coast. We use them to package our complete product line including macaroni and cheese, Rice-A-Roni®, Noodle-Roni® and more."

"Our Clybourns range in age from 12 years to recent deliveries of two fully-automatic vertical cartoners with volumetric fillers. All the machines are operating efficiently. Our oldest Clybourn is still running at original speeds and delivering the accuracy we require."

"We prefer Clybourn for its simplicity of design, dependability, and the quick service we get when needed... And we'll be buying more Clybourns in the future."

Carlo Varesco
CARLO VARESCO
Plant Manager
Golden Grain Macaroni Co.

If your product packaging could benefit from the same accuracy, sift-proof seals and dependable operation enjoyed by Golden Grain, join the family of satisfied Clybourn customers.

For more information, or a quote, call or write us today!



CLYBOURN MACHINE COMPANY
a division of Paxell, Inc.
7515 N. Linder Avenue
Skokie, Illinois 60077
(312) 677-7800

ALBERTO CULVER SAYS "..."

"Clybourn cartoners are dependable! We've been running one of our Clybourn vertical cartoners with a volumetric filler for over 10 years... in eight different locations... and it's still running well."

"We are running Sugar Twin®, a granulated sugar replacement, on our Clybourn cartoners. The machines adapt to a variety of carton sizes and require little maintenance. When factory service is needed, Clybourn is right there to help."

Morris Binder

MORRIS BINDER
General Manager, Operations
Alberto Culver Company
Household/Grocery
Products Division
Melrose Park, Illinois

If your product packaging could benefit from the same accuracy, sift-proof seals and dependable operation enjoyed by Alberto Culver, join the family of satisfied Clybourn customers.

For more information, or a quote, call or write us today!



CLYBOURN MACHINE COMPANY
a division of Paxell, Inc.
7515 N. Linder Avenue
Skokie, Illinois 60077
(312) 677-7800

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CLASSIFIED ADVERTISING RATES

Went Ads \$1.50 per line
Minimum \$5.00

Lester S. Swanson Dies

Lester S. Swanson, 74, retired vice-president of Peavy Company, died Oct. 11 in Minneapolis.

Mr. Swanson retired from Peavy in 1970 after 42 years with the company, including 30 years in the durum division. He was vice-president of that division upon his retirement.

Mr. Swanson was a native of Wisconsin and had lived most of his life in the Minneapolis area.

He is survived by his wife, Marion A. Swanson, a daughter, Mrs. Joan Grady, Minneapolis; three brothers, and three grandchildren.

Lloyd Skinner Honored

Lloyd Skinner, chairman of the board of Skinner Macaroni, was honored by the City of Hope recently with its National Idealism Award.

One of only six Nebraskans to be so honored, the award recognizes persons for leadership within their own industry or profession and for efforts toward community betterment.

Mr. Skinner's award was presented by Nebraska Governor Charles Thone at a recognition dinner that raised over \$23,000 for the City of Hope.

The City of Hope is located in Du-

nte, Calif. and is a free, non-sectarian medical center specializing in care and research of the major catastrophic diseases such as cancer, diabetes, respiratory diseases, heart disorders and genetically related conditions.

At Pillsbury

Pillsbury Co. has named Mary Allen Jenks vice president of consumer affairs. Jenks was vice president of consumer affairs and services at Green

Glant Co., which merged with Pillsbury in February.

At Borden's

Eugene J. Sullivan has been named chairman and chief executive of Borden, succeeding Augustine R. Marusi, who has retired.

Sullivan, who has been president of Borden since 1973, will retain that title. Marusi will continue as a director of Borden.

U.S. POSTAL SERVICE
STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION
(Required by 39 U.S.C. 3685)

1. TITLE OF PUBLICATION: **Macaroni Journal**
2. FREQUENCY OF ISSUE: **Monthly**
3. LOCATION OF HEADQUARTERS OR GENERAL BUSINESS OFFICES OF THE PUBLISHERS (Not printers): **19 S. Bothwell, Palatine, Cook County, IL 60067**
4. PUBLISHER (Name and Address): **National Macaroni Manufacturers Association**
5. EDITOR (Name and Address): **Robert M. Green, 19 S. Bothwell, Palatine, IL 60067**
6. MANAGING EDITOR (Name and Address): **Same as above**
7. OWNER (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual must be given.)
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None
9. FOR COMPLETION BY NONPROFIT ORGANIZATIONS AUTHORIZED TO MAIL AT SPECIAL RATES (Section 132.122, PSN) The purpose, function, and nonprofit status of this organization and the exempt status for Federal income tax purposes (Check one)
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Robert M. Green, Editor
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Robert M. Green, Editor
PS Form 3526 (May 77)

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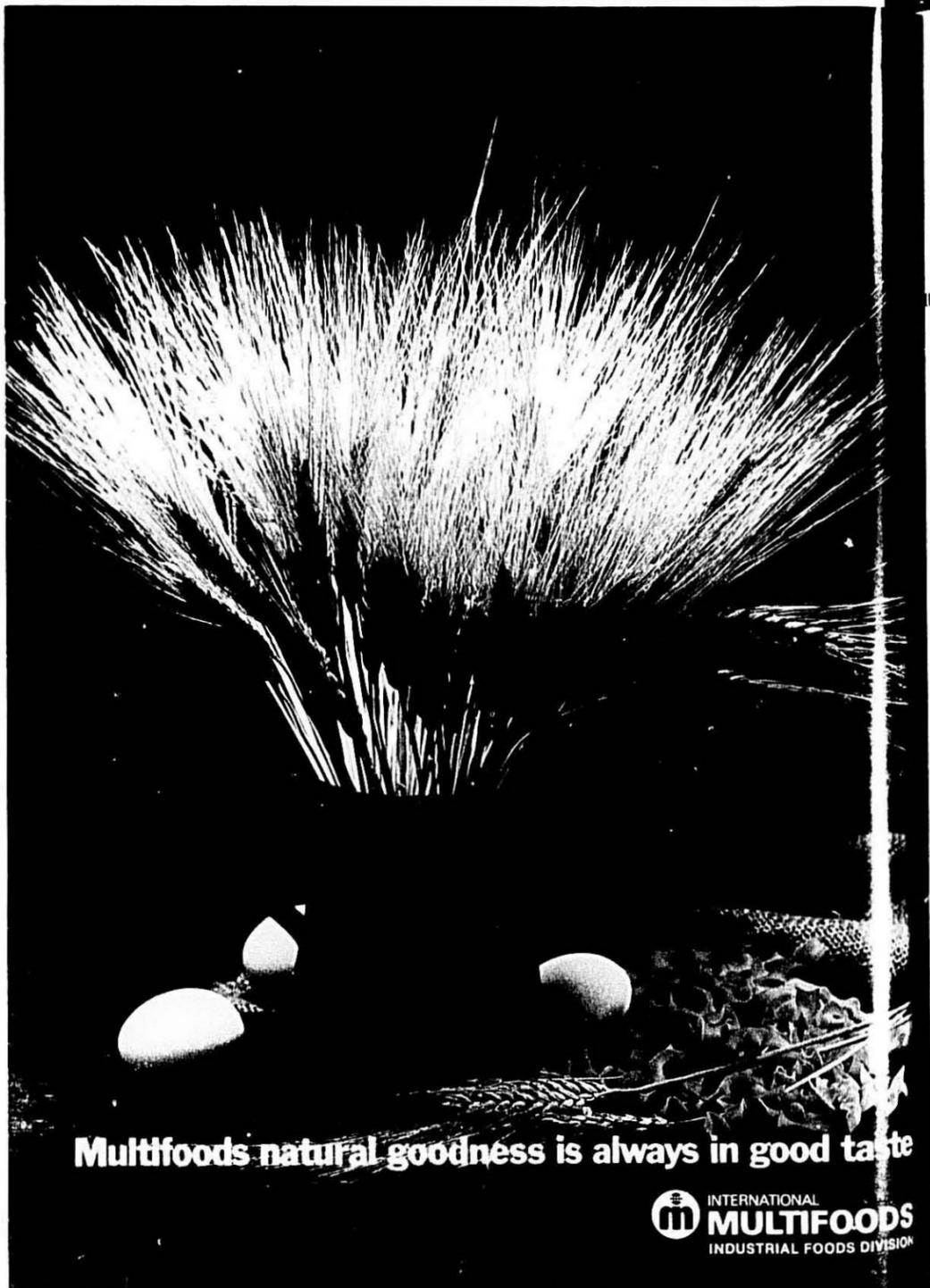
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