

**THE
MACARONI
JOURNAL**

**Volume 61
No. 11**

March, 1980

Macaroni Journal

0024-8894)

MARCH, 1980



In This Issue:

	Page		Page
10-Plus-Ways to Eat Pasta	3	New Products Programs	24
Grain As A Weapon	4	Sen. McGovern on Nutrition Labeling ...	28
Durum Wheat Improvement	6	Small Business Conference	32
Durum Quality Research	10	Preventive Maintenance	38
Egg Situation	12	Index to Advertisers	42



FOLD-PAK is package appeal

Fold-Pak (formerly Fibreboard) is synonymous with pasta packaging. We make packages for the best pasta manufacturers in the business — (have been doing it for years).



Now with Fold-Pak, a truly employee owned company, you can expect and get a superior package. Why? It's obvious, Pride! We alone are responsible for the package we print, we want to be proud of it. You will be too.

Fold-Pak Corp., Newark, New York 14513/315-331-3200
Englewood Cliffs Sales Office: 110 Charlotte Place
Englewood Cliffs, N.J. 07632/201-568-7800

The Macaroni Journal

Vol 61
No 11
March
1980

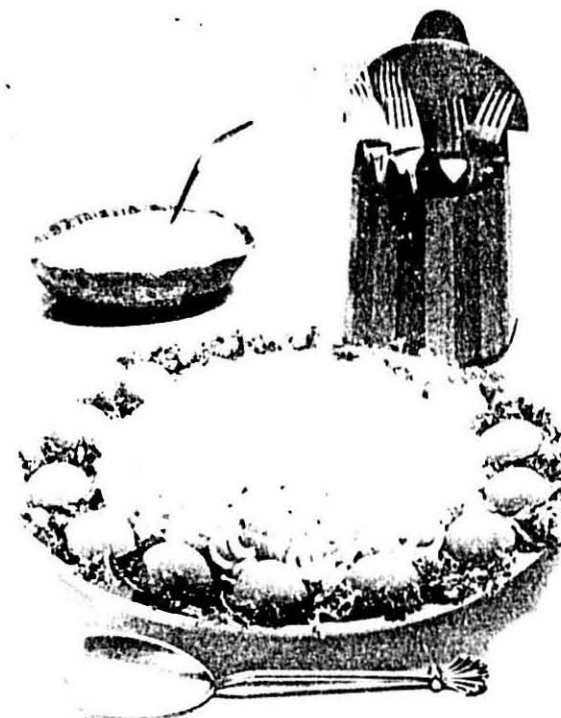
Official publication of the National Macaroni Manufacturers Association
196 South Bothwell Street, Palatine, Illinois. Address all correspondence
regarding advertising or editorial materials to Robert M. Green, Editor
P.O. Box 536, Palatine, Illinois 60067

Officers

President Paul A. Vermylen
Vice Pres. E. R. Thurston, Jr.
Ed. Vice Pres. Joseph P. Viviano
Exec. Vice Pres. Anthony H. Giota
Executive Secretary R. M. Green
Director of Research E. J. Winston

Directors

E. M. (Andy) Anderson
James W. Benson
Vincent DeDomenico
Anthony H. Giota
John D. Herrick
Joseph P. Pellegrini
Emanuele Ronzoni, Jr.
Ralph Sarb
Floyd T. Skinner
Fester R. Thurston, Jr.
Paul A. Vermylen
Joseph P. Viviano
E. John Westerbarg
John Wilham



Cover photos by the author. Photo by the author.

50-Plus Ways to Eat Pasta

The February issue of Goodhousekeeping Magazine has a food feature entitled "50 Plus Ways to Eat Pasta." Plain or fancy, sauced or stuffed, in all shapes and sizes, store bought or home made, we show you how... all absolutely delicious!

Pictured in the first double spread in color: Meat-Sauced Macaroni, Macaroni and Beef Casserole, Spaghetti and Meatballs, Fisherman's Linguine, and Spinach Stuffed Shells.

Second spread shows eleven great homemade sauces: Eggplant and Tomato Sauce, White Clam Sauce, Mushroom Sauce, Bacon, Egg, and Cheese Sauce, Cream, Tomato Sauce, Biscuit, Sweet Pepper Sauce, Brod Clam Sauce, Hearty Meat Sauce, Broccoli Sauce, Mushroom Sauce, Anchovy-Caper Sauce.

Also pictured in full color: Fettuccine Alfredo, Hot Macaroni and Ham Salad, how to make ravioli, cappuletto, and noodles.

GRAIN AS A WEAPON

The Grain Embargo rated cover story treatment from Time magazine. Morton Sosland of Milling & Baking News was quoted as saying: "The United States has shot itself in the foot." What happened?

In response to the Soviet invasion of Afghanistan, President Carter announced on January 4, 1980, that the sale of U.S. agricultural products to the Soviet Union would be suspended, with the exception of the eight million tons of wheat and corn agreed upon in the Five Year Grains Arrangement between the two countries. Citing national security and foreign policy as the reasons for the suspension, the President halted the delivery of the additional 13.7 million tons of grain which had been purchased by the Soviet Union, as well as the sale of any other agricultural commodities. The authority to suspend the export sale of U.S. goods is granted to the President under the Export Administration Act of 1979, which stipulates that Congress has thirty days in which to overturn the embargo, which will be in effect should Congress take no action. Following the President's decision, the Commodity Futures Trading Commission announced that trading would be halted for two days on all three major commodity markets in the United States in order to allow the markets to absorb the impact of the suspended commodity sales. The International Longshoremen's Association (ILA) announced the plans of its members to refuse to load Soviet vessels or goods bound for the Soviet Union.

In order to alleviate the impact of the embargo upon U.S. producers, the Administration has announced a program to purchase the commodities which had been sold to the Soviet Union, above the eight million tons of grain specified for each year of the Five Year-U.S.S.R. Grains Agreement. According to officials at the U.S. Department of Agriculture, the Commodity Credit Corporation (CCC) will offer to purchase from the U.S. grain firms the outstanding contracts for products sold to the Soviet Union. Although these contracts are worth approximately \$2.25 billion and cover sales, of wheat, corn, soybeans, and soybean meal and oil, excluding costs not yet incurred and charges for

transportation and handling, the f.o.b. value of the actual commodities has been estimated in excess of \$3 billion. About four (4) million tons of wheat suspended from sale to the U.S.S.R. will be used for food aid commitments, with Administration plans to expand the CCC credit and PL-480 programs. The USDA is encouraging farmers to place the corn which would have been sold to the Soviet Union into the farmer's reserve, indicating that the 1980 interest cost for the next 12 million tons of corn entering the reserve will be waived. The USDA has also announced that the loan price for wheat will be increased from \$2.35 to \$2.50 per bushel, and from \$2.00 to \$2.10 per bushel for corn. The reserve storage payments will also be increased from \$0.25 to \$0.26 1/2 per bushel for all commodities in storage except corn. In addition, the Administration is instituting a paid diversion program to help U.S. farmers reportedly to plant 3-4 million acres of corn and to reduce the harvest of wheat and other crops this year. According to USDA officials, the purpose of these actions is to isolate from the market the impact of the partial embargo on sales to the Soviet Union and to keep the farmers from carrying an unfair burden from this restriction of trade with the Soviet Union.

Remarkable Resiliency

Grain markets demonstrated remarkable resiliency in the face of the embargo. As expected, the markets remained limit down in the first session after unprecedented two-day suspension of futures trading. The following day markets opened limit down in Chicago and Minneapolis, but only lower in Kansas City, and in all three markets wheat and corn moved steadily upward until the final bell.

Following the Soviet embargo, Outlook and Situation Board of U.S.D.A. produced revised supply and demand estimates, noting that suspension of sales to U.S.S.R. had dampened the export outlook. Export wheat estimate was dropped to 1,325 million bus, a reduction of 75 million bus from September estimate to 1,400 million. Carryover of wheat next June 1 was projected at 954 million bus, up 103 million bus from November estimate.

The American grain industry has reacted with shock, and in instances, bitter criticism, to President Carter. With almost complete accord, spokesmen within grain expressed the opinion that the embargo action is an unwise move which will bring immeasurable but long-range consequences for the U.S. economy, agricultural production and international trade.

Wheat Growers Comment

Winston Wilson, president of the National Association of Wheat Growers, said the Carter administration "cannot be allowed to underestimate the grave consequences" of the embargo action, which, he said, came as "a complete shock" to the nation's wheat growers. Michael L. Hall, president of Great Plains Wheat, Inc., described the President's embargo action as "an incredible blow to U.S. wheat and corn farmers" and predicted that the overall economic impact is that the U.S. will now suffer a record deficit in its balance of trade.

Emphasizing that it is obvious that no one disagrees with the President "about the serious and deplorable situations in both Afghanistan and Iran," Mr. Hall commented, "But on the other hand, the economic national interest of not only U.S. wheat and grain farmers but the total U.S. economy was completely overlooked in the decision taken to restrict grain sales."

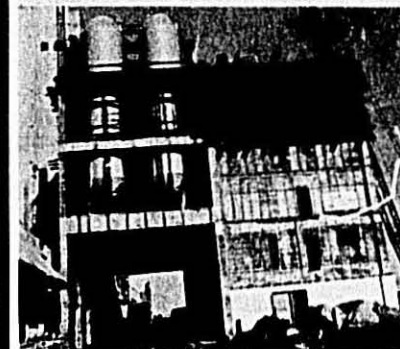
"It is ironic that U.S. wheat farmers, who have worked long and with substantial investment in developing overseas markets for U.S. wheat supply, lose the largest of customers for wheat overnight. Other major customers of U.S. wheat can take little, if any comfort in the embargo action. The virtue of being a reliable supplier of wheat, the basis of food consumption, to the world market has once again been seriously eroded, if not impaired, by the measures announced by President Carter."

Soybean Association

Kenneth L. Bades, chief executive officer of American Soybean Association, commented, "We are deeply concerned about how our international customers will react to this political embargo. They are dependent on U.S. agricultural products. They must be wondering what actions on their part might result in an embargo against them."

(Continued on page 6)

WHO WILL HAVE THE BEST FAST LOADOUT SYSTEM IN 1980?



Could it be the durum people?

the durum people



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

Grain as a Weapon

(Continued from page 4)

"Once again, the U.S. farmer is being asked to share a major portion of the burden in attempting to solve an international political crisis."

Mr. Bader said principal questions to be answered in dealing with impact of the Soviet embargo include the following:

- "What price mechanism will be used to remove commodities.
- "What quantities of grain (or all commodities embargoed) will be removed over what time period.
- "How will the grain reserve be established and who will hold them.
- "What products and in what quantities will commodities be diverted to food aid and gasohol.
- "What plans are being made to adjust farm production for the 1980 crop year."

Farm Bureau

Delegates to the Farm Bureau convention adopted a resolution on the grain embargo action which asked President Carter to "explain to the American people why the actions of the Soviet Union at this time constitute a threat to our national security, and how the embargo of grain sales by American farmers will further American interests and protect our national security."

The resolution added, "Steps must also be taken by the government to equitably compensate the American farmer who suffers economic hardship as a result of the President's action. American farmers should not be required to endure economic hardship primarily to evidence this administration's willingness to confront the Soviet Union."

The Farm Bureau resolution also called for increasing export credits to \$2 billion for the next two years, requiring gradual addition of grain-produced alcohol to fuels with incentives to build new distilling plants, and isolation of grain scheduled for shipment to the Soviet Union with strict price-release provisions.

Several state grain organizations also expressed criticism of the Soviet embargo announcement and/or urged farm program changes to minimize impact of the action.

In a telegram to President Carter, Secretary Bergland and the North Dakota Congressional delegation, Morris Ludwig, president of the North Da-

DURUM WHEAT IMPROVEMENT by Dr. J. S. Quick, North Dakota State University

Progress Report No. 6,
July-December, 1979

by Dr. J. S. Quick
North Dakota State University

Recent Significant Progress

1. Confirmation of outstanding yield and quality performance of 'Vic', released in 1979.
2. Results of the 1979 Uniform Regional Durum Nursery and other yield tests were summarized.
3. Considerable progress was made in transferring strong gluten to the advanced experimental durums.
4. Successful collection of data for three thesis research programs.
5. Initiation of an international study on the effects of the semidwarfing gene, Rht₁.
6. Data collection completed for the heritability of seedling vigor.
7. Considerable selection progress was made in early generation breeding nurseries.
8. Confirmation of excellent processing quality of Edmore, a strong gluten durum, in industry tests.

Grant Objectives and Support

The major objective of the grant is to provide additional support for cultivar (variety) development to allow durum production to compete on an equal basis with hard red spring wheat and other alternate crops. The funds are intended to provide benefits in two general areas: 1) immediate results from short-term experiments and thesis research, and 2) improved cultivars for future production. The short-term results are being immediately utilized to produce new cultivars. Cultivar development is a long-term effort usually requiring 8-10 years for completion following the final cross between two or more parents. The productivity, or return on investment, was summarized with assumptions in progress report no. 5.

North Dakota Grain Dealers Association said the embargo will "deal a severe blow to the agricultural sector of the nation while doing little, if anything, to curb Soviet expansion in the Persian Gulf. No reserves can be totally isolated from the market, and these increased carrying stocks will exert a downward pressure on markets until liquidated."

Four sectors of the durum industry combined resources to provide a five-year supplementary grant to the durum breeding program, beginning January 1, 1976. The sectors and their respective contributions included: 1) the North Dakota State Wheat Commission representing the North Dakota farm producers — \$7000, 2) the National Macaroni Manufacturers Association — \$7000, 3) the Durum Wheat Millers via the Durum Wheat Institute — \$7000, and 4) a group of U.S. durum wheat exporters — \$500 to \$2500.

List of Previous Reports

- Initial Program Expansion Plan — Macaroni Journal, December 1975
- Progress Report No. 1 — September 1976
- Annual Durum Show — October 1976
- Crop Quality Council Report — January 1977
- National Macaroni Manufacturers Association Winter Meeting — February 1977
- Progress Report No. 2 — May 1977
- North Dakota State Wheat Commission — September 1977
- Progress Report No. 3 — December 1977
- North Dakota State Wheat Commission — September 1978
- Progress Report No. 4 — July 1978
- International Durum Forum — October 1978
- Crop Quality Council Report — January 1979
- Progress Report No. 5 — June 1979

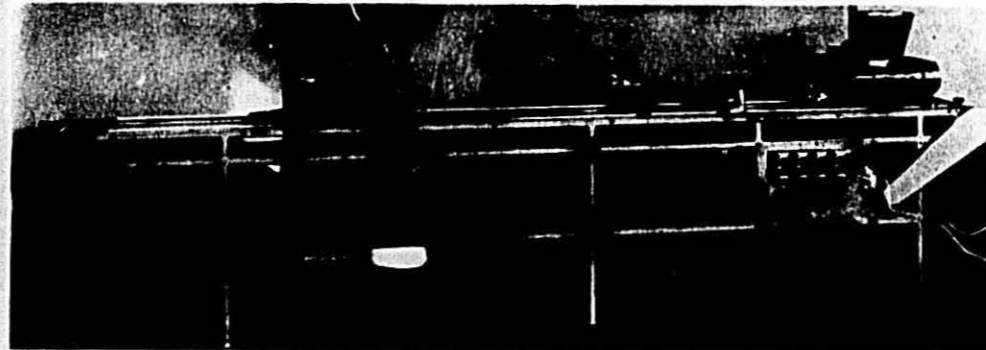
Progress: July 1979 — December 1979

Vic is a new durum cultivar released in January 1979 representing a combination of high grain yield and strong gluten. Its evaluation and commercial seed increase was continued in the summer of 1979. The grain yield and general agronomic performance of Vic was excellent, ranking at or near the top in most trials. Data collected to date indicate that Vic should replace all other normal height durum cultivars. About 50-70% of the North Dakota durum acreage will be planted to the strong gluten cultivars Vic and Edmore by 1983. Relative grain yield performance of Vic

(Continued on page 8)

THE MACARONI JOURNAL

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



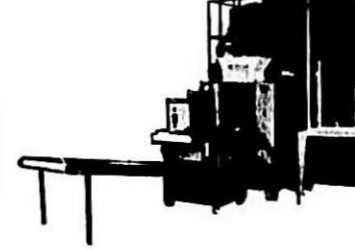
VOLPI NOODLE CUTTER

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



Durum Wheat Improvement

(Continued from page 6)

and check cultivars during 1976-79 is given in Table 1.

Table 1. Grain yield of Vic and check cultivars grown at North Dakota sites during 1976-79.

Cultivar	Langdon North Dakota*	
	Minot	Dakota*
Tests:	16	7
Rugby	55.7	46.3
Vic	57.0	46.5
Edmore	53.6	42.9
Cando	57.9	46.1
Calvin	56.3	43.9

* Mean of station averages.

The 1979 Uniform Regional Durum Nursery (URDN), the final test prior to release, was conducted at 14 locations in four U.S. states and two Canadian provinces. Rugby and Ward had the highest average yields of all entries over all sites and over North Dakota sites. The semidwarf durum did not perform as well as in previous years, probably due to late planting at many sites. New experimental semidwarfs entered initially in 1979 ranked below the mean of entries when compared over all locations; however, they yielded relatively better at Minot, Williston, Winnipeg and Swift Current. When comparing yields over four years, 1976-79, including 54 tests, Rugby, Crosby, Vic and Cando were the highest. The high yield stability of Rugby has been outstanding. The combination of high test weight and high kernel weight in Vic is a significant accomplishment. Disease and lodging resistances remain at a high level.

Considerable progress was made in the continued transfer of strong gluten to advanced experimental durums. All entries in advanced and preliminary yield tests now possess strong gluten. The time period required to change the entire program to strong gluten types has been greatly reduced by the industry grant assistance. This assistance has allowed greater use of the winter nurseries and additional technical assistance in North Dakota trials. The availability of a range of height classes and maturities combined with strong gluten should provide good opportunities for continued yield advances.

This research was successfully conducted on semolina color evaluation

and inheritance. A high positive correlation between yellow reflectance score and pigment content was obtained. This information should facilitate better communication between laboratories which differ in their semolina color evaluation methods. Materials were produced to calculate actual genetic advance for semolina color.

Thesis research to evaluate harvest index (ratio of grain to total plant weight) was carried out in 1978-79. Previous experiments in other wheats have indicated the possible usefulness of harvest index in predicting grain yield in early generations. A unique experimental design (honeycomb) is also being evaluated for F_2 yield estimates.

Research to determine the potential of the four-row spike (head) type (FRS) for yield increase is being completed. FRS in wheat would be equivalent to 12-row barley in kernel number/spike. Plant spacing studies will determine proper spacing for early generation selection. Intergeneration comparisons and correlations between FRS and other spike traits, particularly kernel size, will determine the potential for genetic advance and identify any serious constraints.

Foreign Cooperation

A study has been initiated with CIMMYT (Mexico) and PBI (Cambridge, U.K.) to evaluate the effects of the semidwarfing gene, Rht, on yield and yield components. This gene is responsible for the reduced height of semidwarf durum, and preliminary evidence suggests that the gene also has positive effects on yield, per se. Confirmation of these positive effects would encourage the breeder to increase the Rht, incorporation efforts and further modify the final cultivar height by the addition of modifying genes.

Additional data has been collected to determine the heritability of seedling vigor. Seedling vigor is the ability of a durum seedling to grow vigorously during the first 3 weeks after planting. Additional vigor would provide greater competition against weed growth and other environmental stresses. The semidwarfs are particularly poor in seedling vigor. A high heritability would mean that genetic advance could be made efficiently and rapidly.

Large breeding nurseries were successfully grown during the 1979 summer

in North Dakota fields and greenhouses, and a successful crossing program and generation advance was completed in the greenhouse during August-December. Considerable progress was made for yield improvement, disease resistance, straw strength, maturity changes, improvement in plant type and yield components, earliness, and uniformity for other traits. Much effort is devoted to building improved parents for future crosses to improve yielding ability. Several thousand selections made in the nurseries are being evaluated for quality traits. New crosses have been made to recombine the most desirable traits. Materials were generated for large winter nurseries in Mexico and Arizona.

An extensive cooperative effort by the U.S. Durum Growers Association, North Dakota Mill & Elevator and Skinner Macaroni Company of Omaha allowed the domestic durum industry to evaluate the processing properties of the strong gluten Edmore durum cultivar. The grain was produced and maintained as pure lots during milling and processing. The Edmore cultivar withstood the milling and production process well and went through the drying process with very little breakage. Lasagna withstood the cutting process in much better condition than did previous durum raw materials. These results confirm those obtained in NDSU laboratory tests and indicate that cultivar possession the gluten quality of Edmore and Vic will provide economic advantages in lower processing loss, increased cooking tolerance, and ultimately greater consumption.

Summary

Progress in durum wheat improvement at North Dakota State University during the past six months was briefly discussed. The progress report includes results from our continuing team effort approach involving the Departments of Agronomy, Cereal Chemistry and Technology, Plant Pathology, Soils, and the Branch Stations. The eight most significant results obtained are listed on page 1. Total benefits and economic significance were noted in the previous report, Progress Report No. 5 - June 1979, Mac. J. 61 (No. 5): 18-24.

We are beginning the fifth year of the expanded durum improvement

(Continued on page 10)

THE MACARONI JOURNAL

ASEECO

BUCKET ELEVATOR

The Versatile Bucket Elevators with Space Age Design-Sanitized Buckets (Polypropylene) FDA approved, Sanitary Delrin rollers on chain—reduce friction and wear. Pre-lubricated chain bushings where lubrication is not possible. Sectionalized uni-frame construction permits easy changes in height or horizontal run—allows for ease in cleaning and inspection. Available as standard with conventional frame or sanitary open tubular frame design. Capacities to 4000 cu. ft./hr. Write for Bulletin CAL-50

DELIN ROLLERS

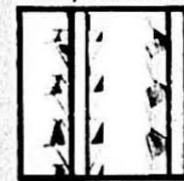


Roll on tracks instead of slide—reduces friction and wear.

USDA APPROVED OPEN TUBULAR FRAME POLY-STEEL OR ALUMINUM



Floor Hopper, Feeder and Lift elevator for feeding overhead hoppers.



Tubular sanitary open frame model permits easy inspection and cleaning. Also available in complete stainless steel construction.

VIBRATING CONVEYORS



Vibrating Conveyors: Ideal for conveying materials gently without breakage. One piece stainless steel trays which are self cleaning meet the most stringent sanitation requirements. All units utilize corrosion free "Scotch Ply" reactor springs which can be washed down plus simple maintenance plus positive eccentric drives. Capacities of up to 2500 cu. ft. hr. with lengths over 60 feet.

bulletin cvc-30

The Modu-Tran II Vibrating Conveyor feeds product sideways as well as in the normal forward direction. This unique development by Aseeco Corporation makes it possible to split a stream of product, to any rates of flow desired, with sanitary esthetically designed vibrators. Units can be installed in series to distribute product to multiple packaging machines or to several use points simultaneously on demand.

bulletin cm/T10

FOR "NON-FREE FLOWING" ITEMS SUCH AS:
 pasta, chex, cereals, cookies, snacks, pet foods, frozen foods, noodles

40% REDUCTION IN PRODUCT BREAKAGE
10% IMPROVEMENT IN WEIGHT TOLERANCE
20% INCREASE IN PACKAGING SPEED
50% REDUCTION OF PACKAGE LOSS

services offered: Plant Engineering and Layout
 Electrical Engineering and Control Panels
 Erection and Start-up

ASEECO Corp.
 8857 W. Olympic Boulevard, Beverly Hills, Calif. 90211
 (213) 652-5760 TWX 910-490-2101

Durum Wheat Improvement

(Continued from page 8)

program. The grant period was originally designed as a five-year program (1976-1980). Significant return on investment has been demonstrated (140:1) with new cultivars, techniques and genetic and quality information, and it has been suggested that the expansion be maintained. Salaries and other costs have gone up 30-50% during the five-year grant period, and to maintain the present effort, contributions of \$10,000 per year per donor would be needed. A 2-year, but preferably a 4-year commitment with annual review would be desirable to allow employment of graduate research assistants and specific research project completions. Research areas designated for new or continued effort would be:

1. grain yield improvement directly and via improved seedling vigor, disease resistance and salt tolerance
2. milling yield improvement.
3. post harvest dormancy (sprout resistance)
4. maintenance of present agronomic, quality and disease resistance advantages.

Our progress in the future depends upon continued long-term funding from government appropriations and the durum industry. The continued increases in funding will help guarantee a continued succession of improved cultivars which will encourage sufficient production, a continuous supply at a reasonable price, and increased consumption. We can be optimistic about the future, and I hope you will provide suggestions for further improvement.

Durum Quality Research at North Dakota State University

by Orville J. Banasik,
Department Chairman
Cereal Chemistry and Technology

A share of the quality research on durum wheat and pasta products conducted at NDSU is funded by an annual grant supplied by the National Macaroni Manufacturers Association. The purpose of the grant is to research constituents of durum wheat and to



Orville J. Banasik

determine how they affect quality during processing. Also, to investigate various processing parameters when problems develop with different durum wheat varieties grown under various environmental conditions. This article is a brief report of the work being conducted at North Dakota State University as a result of the support of the National Macaroni Manufacturers Association.

The release of Edmore durum with its strong gluten characteristics certainly created a keen interest in future domestic supply of this new wheat. Since it will be another crop year or two before any significant quantities of Edmore will be available for commercial use, a study of Edmore durum blended with present durum varieties seemed to be appropriate. Unless Edmore is kept separate from other varieties, it would be several years before its quality would affect the overall quality of the crop. Various blends of the semolina of Edmore and the 1978 durum milling standard were prepared and processed. When 25% of the blend was Edmore, improvement in gluten strength as measured by the Mixograph was noted. Cooked firmness improved linearly as the percentage of Edmore increased. Significant improvement was noted at the 25% level and beyond. The better color of Edmore did not noticeably affect the color of the product until the blend contained 50% or more of Edmore. Other spaghetti and semolina properties were little affected by the addition of Edmore.

Starch Modification

New research started this year involves a study on the effects of starch

modification on pasta quality. Chemically modified starch has a wide variety of applications in the food industry. At the present time, we have no information on the effect that starch modification has on pasta quality. It was felt that research in this area would provide some interesting data on pasta containing starch that has been modified. The types of chemical modification to be employed to provide starches of various physical properties are acetylation, methylation, ethylation, hydroxypropylation and cross linking. Starches will be isolated from durum semolina, modified and reconstituted with durum protein and other materials isolated during fractionation. It is thought that modified starches could have some particularly interesting effects on the processing and cooking characteristics of spaghetti. The modifying agents of acetic anhydride, sodium trimetaphosphate and propylene oxide are approved for food use in the current code of federal regulations.

Two studies involving high temperature drying of pasta are in different stages of completion. One study involves the effect of high temperature drying on various blends of farina/semolina pasta. Physical and chemical properties of the pasta will be assessed. It will be about a year from now before these results are published.

Drying Spaghetti

The second study is a more detailed investigation on the drying of spaghetti. The main purpose of this research is to seek information concerning the quality of spaghetti dried at 40°C, 60°C, 70° and 80°C at various relative humidity levels. The research project objectives are three-fold. The first objective is to develop an optimum procedure for drying spaghetti at the selected temperature levels. The second objective is to process spaghetti from semolina obtained from six varieties grown for two years (1976 and 1977) and assess the effects that high temperature drying has on the keeping qualities of the dried product and changes that can be detected in spaghetti color and cooking properties. The third objective is to examine the changes that take place in the biochemical constituents during high temperature drying. The final report on this work should be available about June, 1981.

THE MACARONI JOURNAL

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 salsicce.

What Mama does with pasta is an art. What we do with pasta at Diamond Packaging Products is an art—and a marketing science.

Like Mama, we know that no two pastas are alike. Each pasta needs its own special kind of package or label to appeal to shoppers' increasingly discriminating tastes.

Like Mama, we've got the experience—over 50 years of providing the leading names in pasta with complete single-source packaging service: mouth-watering graphics, product-protecting structural design, and machine-application engineering.

The ingredients that go into your package's paperboard are going to be right,

too. Because we make the board ourselves—at our Diamond Paperboard Division.

You and Mama know that all pasta is not the same. At Diamond, we know that all cartons and labels are not the same. Let us give you the Diamond recipe for a perfect pasta package. Call (513) 422-2772 today. We're waiting to serve you.



DIAMOND INTERNATIONAL CORPORATION
PACKAGING PRODUCTS DIVISION
407 Charles Street, Middletown, Ohio 45042
Attn: Marketing Dept.

Egg Situation

from U.S. Department of Agriculture

Egg production has remained above year earlier levels all of 1979 and likely will continue above during the first half of 1980. Egg prices have strengthened seasonally this fall, but likely will average below year-earlier levels during the first half of next year.

Output for all of 1979 likely will total about 2 percent above the previous year. During January-October, egg output totaled 4,738 million dozens, up 2.3 percent from the first 10 months of 1978.

This year's gain in output is due to both a larger laying flock and a higher rate of lay. Compared with year-earlier levels, egg production was up over 3 percent in February and March. These gains early in the year were caused by a nearly 3-percent increase in layer numbers and a less than 1/2 percent increase in output per hen. Producer profits declined through the spring and were very low by early summer. As a result of these low profits, the size of the laying flock was reduced. Mature chicken slaughter rose about 18 percent above the year-earlier level during the summer and early fall. This resulted in layer numbers in October being only 0.7 percent greater than a year earlier. Egg production in October was only 1 percent greater than a year earlier as output per hen rose only 0.2 percent.

On November 1, layer numbers totaled 257.8 million, virtually the same as a year earlier, while the rate of lay was up slightly. The monthly rate of lay has exceeded the same month of the previous year since July 1977, with the exception of April and May 1979—when it was even with a year earlier.

Small Production Increase in 1980

Layer numbers may begin 1980 about 1 to 2 percent above the year-earlier level and January-June 1980 egg production may increase by a similar amount.

With first half 1980 egg prices likely to be below a year earlier and production costs higher, producers will continue to be in a cost-price squeeze. These low profit margins in the first half of 1980 could result in layer numbers being near a year earlier by mid-year. Second-half egg production might then be near year-earlier levels.

Egg Price Prospects

Prices for cartoned Grade A large eggs in New York averaged 69 cents a dozen during the first half of 1979, about 11 cents above a year earlier. Prices declined slightly during the summer as output remained well above year-earlier levels. But, at 65.2 cents a dozen, they were still about 2 cents above July-September 1978. Prices began strengthening in mid-October and cartoned egg prices this October-December likely will average 1 to 3 cents a dozen above the 68-cent average in the fall of 1978.

With expected production patterns, combined with an expected slowdown in the general economy in the first half of 1980, the egg price picture for the first half of next year is weak. If output increases as expected, first quarter 1980 egg prices likely will be below relatively high-year-earlier levels and average in the mid-to-upper 60's.

Hatching Use Up, Breaking Use About the Same

Eggs going for hatchery purposes through September were estimated at 375 million dozen, up nearly 8 percent from a year earlier. Eggs used for hatching during this period accounted for 8.8 percent of total egg production, compared with 8.4 percent the previous year. Eggs moving into breaking channels during January-September totaled 526 million dozen, up about a million from 1978. Eggs used for breaking during this period accounted for 12.4 percent of total egg production compared with 12.6 percent the previous year. Weekly reports indicate that breakings have been running well above a year earlier since early October.

1979 Egg Consumption Up

Consumption of shell eggs and egg products for all of 1979 may gain about 4 eggs per person from the 277 eggs (shell equivalent) last year. The 2-percent increase in production and lower exports more than offset the increased hatching use and gain in population.

Durum Markets in January

No. 1 Hard Amber Durum Range from \$4.80 to \$5.30 per bushel, Minneapolis with semolina quoted at \$13.75 to \$14.25 granular 15¢ less, durum flour 40¢ less.

Mill Grind Up

Output of straight semolina and durum flour in the first three quarters of 1979, or January-September, totaled 13,225,000 cwts, compared with 11,508,000 in the same period of the preceding year, an increase of 15%. Average monthly production of straight semolina and durum flour so far in 1979 was 1,469,000 cwts, compared with 1,278,000 a year back. By months, straight semolina and durum grind ranged from a high of 1,872,000 cwts in August to a low of 1,059,000 in June, while the variation a year ago was between a high of 1,506,000 cwts in January to a low of 961,000 in July.

Production of straight semolina and durum flour in the first four months of the 1979-80 crop year aggregated 5,685,000 cwts, against 4,944,000 in June-September a year back, up 15%. Durum grind in June-September aggregated 12,787,000 bus, against 11,217,000 a year ago, up 14%.

Based on these statistics, weighted extraction rate in June-September was 74.1%, against 73.5% a year ago.

Production of durum wheat products and grind with comparisons, follows:

	— 1979 —		— 1978 —	
	Semolina (1,000 (1,000 cwt.)	Grind (1,000 (1,000 bu.)	Semolina (1,000 (1,000 cwt.)	Grind (1,000 (1,000 bu.)
Jan.	1,349	3,012	1,506	3,454
Feb.	1,469	3,201	1,460	3,285
March	1,761	3,860	1,476	3,326
April	1,532	3,389	993	2,237
May	1,429	3,179	1,127	2,591
June	1,059	2,417	1,028	2,162
July	1,252	2,808	961	2,225
Aug.	1,872	4,144	1,487	3,152
Sept.	1,502	3,418	1,468	2,778
Oct.	—	—	1,726	4,012
Nov.	—	—	1,608	3,519
Dec.	—	—	1,452	3,162

Egg Products

January Price Range

Central State Nest Run \$11.4 to \$13.50.

Southeast Nest Run—\$9.90 - \$13.1.

Frozen Whole—40¢ - 49¢

Frozen Whites—25¢ - 37¢

Dried Whole—\$1.63 - \$1.79.

Dried Yolks—\$1.65 - \$1.80.

Runups in the cost of fuel, transportation, labor and raw materials throughout farm-to-retail are to blame for food inflation. And these problems may only worsen in 1980.

THE MACARONI JOURNAL

Len DeFrancisci is standard factory equipment on every Demaco macaroni plant.

What do you want with Len DeFrancisci?

Look at it this way.

A macaroni production line is not something that you order from a catalog, plug in, and forget about.

It's a major project.

Properly, it should be specifically designed for your plant, for the specific location it's going to occupy in your plant, and for the particular environmental conditions it will meet there.

It should be installed with the same skill, and the same care and attention with which it was designed.

And, because it is a major piece of machinery, it should be lovingly attended to by its designers and builders until it is working to perfection — and for as long after that as it remains in operation.

While every machine or vital component is erected and tested in our plant, it has to be dismantled for shipment. When it's set up in your plant, we want to be sure it's set up just so.

We do this — not because we doubt a customer's ability to put one of our machines into operation —

it's just that we want you to get everything out of our machine we designed and built into it.

So Len, Jiggy, Joe DeFrancisci, or someone just as skilled (in engineering, assembling, or production), stays with you all along the line. He's part of the package. He's there to protect your interests and get the machine into profitable production for you soon after it arrives. He's a professional skeptic. He makes sure the macaroni production line does exactly what we say it will. And, when he says it works right, it works right.

This is precisely the way we work. In fact, since we started serving the macaroni industry in 1911, it's the only way we've ever known how to work.

If you'd like to work with people who work that way, why not contact us? Ask us to make travel arrangements for Len or one of our men just like him.



DEFRANCISCI MACHINE CORP.

280 Wallabout St., Brooklyn, N.Y. 11206. 212-963-6000. TWX 710-584-2449. Cable: DEMACOMAC N.Y. Western Rep. Hoskins Co. Box F. Libertyville, Ill. 60048. 312-362-1031.

Promotions at Hershey

Hershey Foods Corporation President Richard A. Zimmerman has announced several promotions in the Corporation's pasta division, effective January 1.

Lloyd E. Skinner, Chairman of the Board of Skinner Macaroni Co., Omaha, Neb., has been named to serve also as Chairman of the Board of San Giorgio Macaroni Inc., of Lebanon, Pa.

Joseph P. Viviano, President and Chief Executive Officer of San Giorgio, has been named President and

Chief Executive Officer of both San Giorgio and Skinner.

W. A. Henry, President of Skinner, has been named Vice Chairman of Skinner. Henry, who recently announced that he is retiring on May 1, 1980, will hold his position until his retirement.

C. Mickey Skinner, Executive Vice President of Skinner, has been named Executive Vice President of both companies with responsibility for Skinner Operations plus commodities purchasing for Skinner and San Giorgio. He will also serve as Chairman

of the Facilities Planning Committee for both companies.

Henry J. Guerrisi, Vice President of San Giorgio, has been named Vice President of Administration and Financial Director with responsibility for finance and human resources of both companies; and Clifford K. Larsen, Vice President of Sales and Marketing for San Giorgio, has been named Vice President of Marketing for both companies.

Alan Pascale, Vice President of Marketing for the Skinner brand, has been named to serve also as Director of Planning for both companies.



Lloyd E. Skinner

Lloyd E. Skinner, whose father and uncle founded Skinner Macaroni in Omaha, Neb., joined that company in 1933. He was named Secretary in 1946, Executive Vice President in 1947 and Chief Executive Officer in 1950. In 1970, he was elected Chairman of the Board. He served as President of the National Macaroni Manufacturers Association in 1957-58, and was President of the National Small Business Association from 1963 to 1967. He has been a director of both associations for 25 years. From 1964 to 1976, he was a member of the board of directors of the Grocery Manufacturers of America. Born in Marinette, Wis., he is a graduate of Creighton University, Omaha.



William A. Henry

W. A. Henry joined Skinner in 1970 as Vice President/Marketing, Assistant to the President and Director. In 1971, he was named Executive Vice President of Skinner and in 1974 was promoted to President and Chief Operating Officer. Henry began his career in New York City in the advertising field. He spent 28 years with Clidden-Durkee, a division of SCM Corp; and was Vice President, Marketing of Durkee's Consumer Foods Group, headquartered in Cleveland, Ohio, prior to joining Skinner. He attended New York University's School of Commerce, is a member of Brandeis University's President Council, and a member of the Grocery Manufacturers of America's national marketing committee.

Joseph P. Viviano was named President of San Giorgio in 1975, when his family's company, Delmonico Foods, Inc., Louisville, became a division of San Giorgio. Both companies had been acquired by Hershey in 1966. Viviano joined Delmonico in 1960, was named Vice President of Operations in 1968, and in 1972 was promoted to President. He is a member of the Young Presidents' Organization and is a Vice President of the National Macaroni Manufacturers Association. He is a native of Louisville, Ky., and a graduate of Xavier University, Cincinnati.



Joseph P. Viviano

Henry J. Guerrisi, whose father built San Giorgio from a tiny pasta business he bought in 1914, joined that company in 1956 following graduation from Villanova University, Villanova, Pa. He was promoted to Treasurer in 1966 and was elected Vice President and Treasurer in 1974. A native of Lebanon, Pa., he has been an officer of a number of civic and church organizations.



Henry J. Guerrisi

Clifford K. Larsen joined San Giorgio as Vice President, Sales and Marketing in mid-1979. Previously he was Director of Corporate New Product Planning with Hershey Foods. Prior to joining Hershey in 1975, he held various new product positions with Riviana Foods, Houston, and Procter and Gamble, Cincinnati. A native of Duluth, Minnesota, Larsen holds degrees from the University of Missouri and Xavier University. He is program chairman of the Association of National Advertisers' New Product Marketing Committee.



Clifford K. Larsen



C. Mickey Skinner

C. Mickey Skinner joined Skinner Macaroni in 1955, serving in many production and engineering capacities, and was Superintendent, Production, Packaging and Shipping from 1972 to 1975. He also was Vice President, Plant Operations, from 1972 to 1976, when he was promoted to Executive Vice President. He has been a director of Skinner since 1972. A graduate of the University of Nebraska, he is a member or officer of numerous civic organizations, and his business affiliations include the National Macaroni Manufacturers Association, the Grocery Manufacturers of America, and the National Cereal Chemists Association. He was born in Dallas, Texas.



Alan R. Pascale

Alan R. Pascale joined Skinner in 1964 as Assistant Advertising Manager, following 14 years with Bozell & Jacobs, an international advertising and public relations agency, where he was an account executive. After promotions to Advertising Manager and Marketing Manager, he was named Vice President/Marketing, in 1974. A native of Omaha, and a graduate of the University of Nebraska, he is president of the University of Nebraska at Omaha Alumni Association. He is also president of the Nebraska Chapter of the Arthritis Foundation.

Hershey Record

Hershey Foods Corp. posted record sales and net income in the third quarter and nine months ended Sept. 30.

Net income in the third quarter was \$17,410,000, equal to \$1.23 per share on the common stock, against \$11,627,000, or 85¢, in 1978. Sales totaled \$14,432,000, up sharply from \$201,374,000.

In the first nine months, Hershey had net income of \$40,237,000, or \$2.84, compared with \$28,114,000, or \$2.05. Sales totaled \$842,219,000, against \$544,071,000 in the previous year.

The current earnings figures include result of Friendly Ice Cream Corp., acquired in February, 1979, and of Skinner Macaroni Co., acquired in January, 1979.

"Although each operating unit of the corporation exceeded 1978 levels of sales and operating income for the first nine months of 1979, our chocolate and confectionery operations continue to be particularly strong," William L. Dearden, vice-chairman and chief executive officer said.

"Unit sales of the Hershey Chocolate Co. rose during the nine months, indicating increased consumer acceptance of our brands at a time when the confectionery industry is experiencing record high retail prices and only nominal growth.

"Looking ahead, we remain very concerned about the impact of inflation on all areas of our business, especially escalation in interest rates and energy costs."

Borden Record

Borden, Inc., posted record sales and earnings in the third quarter ended Sept. 30, despite a slight decline in the Foods Division, according to Eugene J. Sullivan, chairman and chief executive officer.

Net income in the third quarter was \$38,021,576, equal to \$1.22 per share, up 9% from \$34,944,578, or \$1.12, in the same period in 1978. Sales totaled \$1,094,500,605, up 16% from \$941,202,272.

In the nine months ended Sept. 30, net income was \$102,453,719, or \$3.30, off slightly from \$102,844,157, or \$3.30, in the same period in 1978. Sales aggregated \$3,166,446,897, up 13% from \$2,803,166,645.

Mr. Sullivan said the international division, despite an increase in foreign exchange losses, showed a "strong performance" in the third quarter, due principally to improved export operations.

The Foods Division, he said, experienced a "slight" decline due to substantially higher advertising and promotion expenses for new products and lower operating income from confectionery and baking operations.

Operating income of the chemical and dairy and services divisions remained near the year-ago levels, Mr. Sullivan stated.

Chili Tie-in with Creamettes

"Chili MacPepper," a spicy new family "show" starring Hormel Chili and Creamettes Macaroni, will be promoted via four-color ads aimed at 20 million women 18 to 49.

The February issues of Family Circle and Redbook will tempt readers with beautiful green peppers stuffed with Hormel Chili and Creamettes elbow macaroni. The "Chili MacPepper" recipe is part of the ad.

Recipes are also featured on Creamettes packages, while bigger-than-life stack cards will stop shoppers at store display.

The ad agency is BBDO in Minneapolis.

Ragu Sauce Advertising

Full-page, full-color magazine ads by Ragu Foods, Inc. will support the full line of "America's best-selling spaghetti sauces"—Traditional Ragu, Ragu Extra Thick and Zesty, and Ragu Classic Combinations.

The ads will appear in Family Circle, Good Housekeeping, Ladies' Home Journal, Redbook, Woman's Day and McCall's.

The "Italian Mother" magazine campaign is built on Ragu's famous "That's Italian" television campaign—which will continue its traditionally strong national support of the brand.

Themes of the initial ads are the economy of the Ragu spaghetti meals, Ragu's on non-spaghetti pasta, and the quality of the Ragu spaghetti meal.

In Goodhousekeeping

Pasta: which shape is what? Questionnaire in the February issue covers a dozen cuts ranging from cavatelli to ziti. Long goods are most popular in the East; short cuts in the Midwest.



PROF II

In many ways, a Chimney Sweep's job is the same as poets, playwrights and historians have portrayed centuries. The same kinds of brushes and elbow grease are needed to clean the same kinds of chimneys. In time-honored superstitions associated with the job, observed, such as wearing second-hand top hats for good luck.

But for all the legend and romance surrounding the profession, the Chimney Sweep performs a very modern-day function—a function which makes him popular in 20th Century Yellow Pages and in 17th century plays.

He's a Breadwinner

In the summer of 17th century when most of the about 100,000 chimneys in the city were built for the chimney sweep. What the dates do give us is a sense of the time which will be the use of the months.

Chimney Sweep's activities are not just a job, but a profession. As a profession, it is supported by the fact that most homes have chimneys that will require the services of a chimney sweep at least once a year. The chimney sweep's job is to clean the chimney and to make sure that the chimney is safe to use.

Chimney Sweep's job is not just a job, but a profession. As a profession, it is supported by the fact that most homes have chimneys that will require the services of a chimney sweep at least once a year. The chimney sweep's job is to clean the chimney and to make sure that the chimney is safe to use.

Chimney Sweep's job is not just a job, but a profession. As a profession, it is supported by the fact that most homes have chimneys that will require the services of a chimney sweep at least once a year. The chimney sweep's job is to clean the chimney and to make sure that the chimney is safe to use.

Chimney Sweep's job is not just a job, but a profession. As a profession, it is supported by the fact that most homes have chimneys that will require the services of a chimney sweep at least once a year. The chimney sweep's job is to clean the chimney and to make sure that the chimney is safe to use.

Chimney Sweep's job is not just a job, but a profession. As a profession, it is supported by the fact that most homes have chimneys that will require the services of a chimney sweep at least once a year. The chimney sweep's job is to clean the chimney and to make sure that the chimney is safe to use.

Breadwinners supplying Breadwinners since 1902

ADM

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

Changes at Ronzoni

Ronzoni Macaroni Co., Inc., a family owned and operated pasta manufacturer, announced changes of their Executive Officers. Emanuele Ronzoni, Jr., Chairman and President has relinquished his responsibilities as President of the Company. Emanuele Ronzoni, Jr., now 76 years of age, has spent his entire working career in the family business since its founding by his father, Emanuele Ronzoni, Sr. Under the able leadership of Emanuele Ronzoni, Jr., and his brother, Angelo Ronzoni, now deceased, the company has become one of the largest pasta manufacturers in the country with an impressive brand share of the market.

Mr. Ronzoni will continue to maintain his position as Chairman of the Board, and remain active in the business.

Robert Ronzoni will replace Emanuele Ronzoni, Jr., as President and Treasurer of the Company. Alfred Ronzoni is Vice-President in Charge of Production. Ronald Ronzoni is Vice-President in Charge of Sales. Richard Ronzoni is Vice President in Charge of Prepared Food Division. Emanuel J. Ronzoni is Vice-President in Charge of Transportation. Ralph Ronzoni is Secretary and Comptroller of the Corporation.

Pillsbury Posts 30 Percent Increase

All three major business groups of The Pillsbury Co. posted record sales and earnings as the company achieved a 30% increase in net income and a 53% gain in sales in the second quarter ended Nov. 30.

Net income in the quarter totaled \$34,758,000, equal to \$1.73 per share on the common stock, compared with \$28,788,000, or \$1.53 per share, in the second quarter a year ago. Net sales aggregated \$803,261,000, up from \$523,866,000.

Results for the second quarter include operations of the Green Giant Co., acquired last February. Earnings per share is based on an average of 20,091,000 shares outstanding in the second quarter, up 15% from 17,524,000 a year ago.

"It was our 30th consecutive quarter of earnings and sales increases and we have never had better balance in our business portfolio or better growth prospects for the future," William H.



The Ronzoni Family. (Seated left to right): Ralph, Comptroller; Emanuele, Jr., Board Chairman and President; Ronald, Vice-President, Sales; (back row, left to right): Robert, President; Alfred, Vice-President, Production; Richard, Vice-President, Ronzoni Foods Division; and Emanuel J., Traffic Manager. Visible in the picture is the special plaque in memory of the founder, Emanuele, Sr.

Spoor, chairman and chief executive officer said. "Agri-Products operations produced outstanding sales and earnings in the second quarter." These results, he said, came primarily from grain handling volume and improved margins in both grain handling and flour milling.

Mr. Spoor said significant volume improvements from a year ago were noted in dessert mixes. Totino's frozen pizza and Green Giant frozen vegetables. International operations and all restaurant businesses also performed well, he said.

"We are delighted with the performance of each of our business groups," Mr. Spoor said. "Our consumer businesses, aided by Green Giant, have gained significant momentum; our restaurants are outperforming competition and our Agri-Products businesses are operating at an unusually high level of performance."

Net income of Pillsbury in the six months ended Nov. 30 totaled \$50,417,000, equal to \$2.97 per share, up 29% from \$46,034,000, or \$2.63, a year ago. Sales aggregated \$1,469,000, up 49% from \$986,436,000.

76th Annual Meeting NMMA
Wentworth, June 25-29

Stafford Promoted At Pillsbury

The Pillsbury Co. announced that executive vice president John M. Stafford has been promoted and given responsibility for all of the company's consumer operations in the U.S. and Canada.

Stafford, 43, was formerly in charge of the Green Giant operations, the Totino's frozen pizza business, food service activities and the Canadian consumer food operations.

Stafford joined Green Giant in 1975 as a vice president and was elected senior vice president in 1977. In 1979, after the merger of Pillsbury and Green Giant, he was elected executive vice president and chief operating officer of Green Giant and an executive vice president of Pillsbury.

Stafford will report to Thomas H. Wynn, vice chairman, who said that the move "is a major step in the integration of the Pillsbury and Green Giant consumer operations which began last March."

"By bringing together all of our consumer divisions in the U.S. and Canada under one general manager we expect to capitalize on our gathering momentum and add new efficiency."

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.

ASEECO, 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.

At Pillsbury

(Continued from page 18)

ties to these important businesses," Wyman said.

Wyman also noted that Edgar T. Mertz, group vice president for Pillsbury consumer products, has resigned to pursue other career interests.

American Beauty Gets Western Push

American Beauty Spaghetti, called the No. 1 pasta brand west of the Mississippi, is being promoted via a full-color page in western regional editions of February 1 Family Circle. The ad runs also in January Sunset, and in February Good Housekeeping and Better Homes and Gardens. The ad agency is B.W. Doner & Co. in Southfield, Mich.

General Mills Meeting Goals

General Mills Inc. should attain its fiscal 1980 goal of better than a 10% earnings increase, chairman E. Robert Kinney said in reporting record fiscal second quarter and six-month earnings.

The diversified food concern said earnings for the second quarter ended Nov. 25 were \$61.7 million, or \$1.22 a share, up 21% from \$50.8 million, or \$1.01 a share. Sales grew 10.1%, to \$1.2 billion from \$1.1 billion, the company said.

For the fiscal first six months, net income was \$104.5 million, or \$2.07 a share, up 11.2% from \$94 million, or \$1.87 a share. Sales rose 8.8%, to \$2.2 billion from \$2 billion last year, the company said.

General Mills reported fiscal 1979 net of \$147 million, or \$2.92 a share, on sales of \$3.7 billion.

Only Fashion Fails

Mr. Kinney said the company's five major business areas, food processing restaurants, creative products, fashion and specialty retailing and other consumer products, contributed to sales growth. Only fashion didn't have a fiscal second quarter profit gain.

The company said last year's fiscal second quarter and six-month net suffered a nine-cent-a-share loss because of the recall of its Riviton construction toys. Also, foreign currency losses in this year's fiscal first quarter were offset by gains in the fiscal second quarter, the company said.

The sales growth comparison reflects General Mills' sale of English Snacks, the company's travel business and the closing of the Kimberly Women's Apparel operation. These businesses accounted for \$90 million in sales in the fiscal first six months of 1978.

Food processing increased 4% in unit volume, Mr. Kinney said. Red Lobster Inns, the company's specialty seafood restaurants, reported sales and operating profit for the fiscal first six months 16% higher than last year.

Creative products also achieved an operating profit despite production problems and shortages of microprocessors for computer games, Mr. Kinney said. He said these factors will prevent the division from reaching fiscal 1980 goals estimated earlier.

Fast Entrees

General Mills, Inc. is rolling out nationally with Betty Crocker Side Quick® egg noodles and sauce dishes in four flavors: beef, chicken, butter and cheese. One-pan, range-top preparation is fast and convenient, because they cook in seven minutes, and there's no need to drain or strain the noodles. Each package yields four one-half cup servings. Net weight for each flavor of Side Quicks egg noodles and sauce is: 4.5 oz for beef and butter; 4.3 oz for cheese, and 4.2 oz for chicken. Approximate retail price for all flavors is 64-67¢

General Foods Expands Management Committee

An expansion of the management committee of General Foods Corp. and changes in senior management positions were announced by James L. Ferguson, chairman and chief executive.

Donald J. Keller was elected executive vice-president of General Foods and president of the packaged convenience foods group. Phillip L. Smith was elected executive vice-president, financial and administration. Both were named to the management committee.

Ervin R. Shames was elected group vice-president, coffee and food service, and also becomes a member of the management committee. James C. Tappan was elected a group vice-president and continues as president of European operations.

The addition of Mr. Keller, Mr. Smith and Mr. Shames to the management committee expands the committee membership to nine, including Mr. Ferguson, Ross Barzelay, president and president, international operations; Peter J. DeLuca, senior vice-president and general counsel; Richard Laster, executive vice-president and president, research, development and food-away-from-home, and Douglas A. Smith, senior vice-president, finance.

"General Foods has developed momentum, but we need to make it more substantial and ensure that it will continue," Mr. Ferguson said. "To that end, the senior management will need to be increasingly effective in dealing with strategies and policies, major investments, external development, management development and external issues and relationships."

Mr. Ferguson said he will devote more attention to leading the development of new businesses in the U.S. and around the world, adding that he has named Mr. Barzelay as overall deputy to oversee and coordinate strategic and policy matters for General Foods' existing domestic and international businesses.

Campbell Soup Gains

Net income of Campbell Soup Co. in the first quarter ended Oct. 28 totaled \$33,507,000, equal to \$1.02 per share on the common stock, up 8% from \$30,930,000, or 92¢ per share, in same period a year ago. Sales reached \$621,835,000 up 17% from \$530,000,000.

Newly-acquired businesses accounted for more than a third of Campbell Soup's increase in sales during the quarter, according to Harold A. Shaub, president.

Campbell Soup, Mr. Shaub added, has agreed in principle to sell its Werly's subsidiary to Winmar Company, Inc. subsidiary of Safeco Corp. Werly's runs a chain of Pacific Northwest fast food restaurants.

Multifoods Gains

Net income of International Multifoods Corp. in the third quarter ended Nov. 30 was slightly ahead of last year's record quarter, with earnings for the first nine months also showing an increase.

WINSTON LABORATORIES, Inc.

EST. 1920

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

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

JAMES and MARVIN WINSTON, DIRECTORS
P.O. Box 361, 25 Mt. Vernon St.,
Ridgefield Park, NJ 07660
(201) 440-0022

Net income of Multifoods in the quarter was \$8,610,000, equal to \$1.08 per share on the common stock, compared with \$8,550,000, or \$1.07 per share, a year ago. Sales reached a record \$295,324,000, against \$251,013,000 a year ago. Multifoods attributed most of the sales increase to higher raw material costs passed through to selling prices.

Earnings in the nine months ended Nov. 30 were \$16,787,000, or \$2.07 per share, up from \$16,434,000, or \$2.05 a year ago. Sales for the nine-month period also established a record, at \$797,032,000, compared with \$689,622,000 last year.

"This year's third quarter results," William G. Phillips, chairman, said, "reflect an increase in operating earnings of \$1.5 million, or 9% over those of last year. Our third quarter interest expense rose by 80% over last year which represents 14¢ per common share on an after-tax basis. Earnings were positively impacted 4¢ per share by a lower effective tax rate."

Darrell M. Runke, president, said the Industrial and Consumer market area "had good earnings improvement, led by Canadian operations which showed impressive earnings growth

over last year."

Mr. Runke said that warm weather and lower margins prevented the U.S. Agriculture products division from repeating its record third quarter performance of last year. The Consumer market gains, he noted, were achieved despite "continued softness" in certain product markets.

"In conclusion," Mr. Phillips said, "despite continued high interest rates, we still expect that fourth quarter net earnings and, consequently, earnings for the full fiscal year, will increase over last year. Our sales for the year, moreover, will exceed \$1 billion for the first time."

Average number of common shares outstanding in the third quarter was 8,002,045, up from 7,895,109 a year ago.

Wright Engineering VP

Claude C. Monsees has been named Vice President for engineering by Wright Machinery Division, Rexham Corporation. He will succeed J. C. Petrea who retired February 25 after serving the Durham, North Carolina packaging machinery firm since 1938.

Monsees currently is engineering manager. He joined Wright in 1957

SALVATORE DI CECCO

Exclusive Sales Representative for:

RICCIARELLI FIRM:

Automatic Packaging Machinery in cartons or cellophane bags for:

Long and short goods macaroni

Cereals, rice, dried vegetables, coffee, cocoa, nuts, dried fruits, spices, etc.

BASSANO FIRM:

Complete pasta lines equipment

Rolinox patented processing equipment

Address:

R.R. 1

Richmond Hill, Ontario L4C 4X7
Canada

Phone:

(416) 773-4033

after graduating in mechanical engineering from North Carolina State University.

Wright Machinery is the nation's oldest packaging machinery manufacturer, its start dating to 1893 with the introduction of packaging equipment for the tobacco industry. Today, Wright markets a broad line of form/fill/seal packaging systems, rotary net weighers, and inline fillers to the food, confectionary, bakery, snack and coffee and tea industries.

The Mobil View

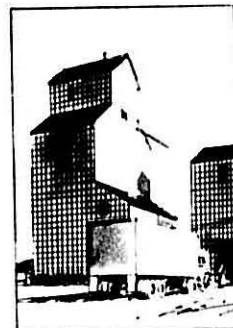
"We live in a pluralistic society, made up of many interests and many diverse kinds of people and groups. And we have what we call a marketplace of ideas.

"The public goes to that marketplace of ideas and samples it and comes away with views and opinions and then it tries to make rational judgments.

"Now if you limit that marketplace of ideas, you exclude the opinions and views of one group. The public is being shortchanged because the marketplace is not filled up . . ."—Herbert Schmetz, vice president, public affairs, Mobil Oil Co.



Pasta Partners.



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

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

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

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



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

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

Peavey

Industrial Foods Group

NEW PRODUCTS PROGRAMS IN A RECESSION

by Stanley T. Burkoff, President W. B. Doner and Company

You mean your new products programs are still going? Haven't you heard there's a recession?

In 1974-75, nearly two out of three manufacturers scrapped their new product development programs. It was a quick and direct way to maintain profits.

They figured (as some of you are figuring now) that the people they had to let go weren't critical to their day-to-day bread and butter business. They'd get rid of the costs of materials and testing entirely. Stopping new products would be one less thing to worry about; it would be a quickie hedge against the recession, no matter how long it lasts.

But, what happens when the recession recedes?

Cutting new product programs entirely turned out to be pretty myopic, in most cases. Fine short term, but costly down the road. The best time for new products coming to market is when we're pulling out of recession. Consumers are spending; competitive new products are at a minimum because the competition cut back, too. Besides, the costs of re-gearing, re-staffing, re-studying after the recession is over can be staggering. What's saved up front can be lost many times over down the road.

The '74-'75 experience leads to one conclusion. Better to keep the new product programs going, but examine ways to reduce their cost.

How can you forecast and what costs can you cut?

Right now, the marketer can be certain of one thing. Uncertainty. He wonders how far down automobile sales will go. And what about unemployment? Can yet another OPEC increase be forecast? What about the political environment? Whose economic policy will we be following? Carter's? Kennedy's? Or a Republican's, one who snuck in while the Democrats battled with each other? What effect will increased social security tax have on disposable income?

Understandably, he finds it hard to forecast. He knows he'd like to reduce costs, but he only wants to shave, not amputate. New product development,

being one of his highest risks, is one of the most likely places. Yet, he looks for signs that the recession will be short, hoping he can hang on, knowing the cost in time, effort, and dollars to give up what he has and re-establish it again.

The marketer who can tough it out can profit disproportionately because many of his competitors will have cut their programs or minimized them greatly, and he will have a greater chance for success in years hence.

Face it. You're not going to be as liquid in the economy ahead. Cash flow problems, the higher cost of money will take care of that. If your programs are energy intensive, energy will be neither overabundant or a bargain. So, here are some suggestions for managing your resources and your more limited capital in the days to come.

Which is the wheat and which is the chaff?

First, try to stay in familiar territory. Concentrate on products and markets akin to your own. Totally new products and markets force you to learn new technologies, require a great deal more marketing time and effort. If you can, stick to essentials. Convenience products, for example, will probably get more resistance to price during the period of the recession.

Second, many companies can minimize new product expense by finding new applications for old products. One of the best examples has been Church & Dwight's Arm & Hammer Baking Soda. As baking started to level off in the early 70's, the product was promoted for its absorbency and cleansing attributes. First, as a bath additive. Then, as a kitchen cleaner. Then, with its most successful positioning as a refrigerator deodorant.

Repositioning older products can be considerably less costly and less time consuming. And, if you look at them in the light of the recession, some may have even better opportunities than they had in up times. Take pasta, for instance. As the recession deepens, there will surely be greater resistance to the cost of meat (during the last recession Hamburger Helper came on strongly for that reason). When that

comes, pasta for dinner will be an acceptable and less costly substitute. Are their opportunities like that inherent in your products?

Now . . . a word from the sponsor

My last suggestion will smack of being self-serving for the advertising industry. Frankly, I don't think it is. I feel quite objective in suggesting that your advertising agencies share your new product marketing responsibilities during these uncertain economic times.

You already have an agency. It has a competent Marketing Department and Marketing Research Department, staffed, in the main, by people who came to the agency from industry. They know the things you know and do because they've been there themselves.

First of all, a fully staffed agency is going to cost you less on new product work than "staffing up" internally. They're already on hand and working for you.

They already know your corporate procedure, philosophies, and people. A working relationship has been established. This will save you time and money.

Their marketing skills can be used as an extension of your marketing department, if you have one, and they can function as your whole department, if you don't. They've done it before. For a wide variety of companies.

The life blood of most agencies is new products, just as it is with many companies. The marketing and market research people have gone through the development process so often they're very expert.

Bringing the agency in early has other fringe benefits

They become so familiar with the project that more efficient service as well as superior creative, media planning, etc., result.

Most major agencies have developed phased new product programs, each phase culminating in a specific go/no go decision. This results in optimum financial risk management for you, and it keeps the program on course as to time and manpower demands.

If the utilization of the advertising agency in new product programs makes sense in good times, it makes even more sense now. Dancer, Fitzgerald, and Sample's New Product News for July 1979 notes, "With fewer new products and less real technological change (which they predict, and I agree, will be the trend) there will be more parity products. Thus, advertising may play an even more critical role in differentiating between products . . . advertising execution may become a brand's only point of difference."

As that comes to pass, the business value of the creative man in the advertising agency becomes as significant as the marketing man. The ultimate challenge to a good advertising agency is creating a credible point of difference for a product perceived as parity. The most critical step in new product development is the positive shaping of that perception. Use of the agency in the entire process affords more time and opportunity to do it successfully.

Good times are just around the corner

Most of all, your agency can help you keep your new product development program alive and kicking. You may come up with ideas that will help weather the recession. You may have products readied for launch when there are signs of better times coming. After all, better times will be coming even if we don't know when. You'll want to be ready for them.

National Safety Council Introduces Loss Control Management Consulting Services

The National Safety Council has introduced loss control management consulting services to small- and medium-sized manufacturing companies to create full-fledged safety programs which the companies can conduct and save profit losses by preventing accidents and injuries.

Vincent L. Tofany, president of the Council, said the new program has already completed a contract with a small Illinois manufacturer employing about 250 people. The Council's Industrial Department has a staff of 15 safety and health professionals, most of whom have extensive industrial experience.

The Council's staff provides on-site review and evaluation of the company's current safety program design or improves its occupational health and safety program and trains its managers and supervisors.

Illness Rate Outstrips Inflation

Tofany points out that illness costs on-the-job are increasing faster than the rate of inflation. For the last several years, he said, the cost of employee lost time due to injuries and occupational illness has been rising at the average rate of 15 percent. Each lost work day injury or occupational illness involving time away from work now costs an employer an average of \$10,000 to \$14,000, he said.

Lost work day cases involving days away from work per 100 employees (200,000 employee hours worked) were 0.9 in the textile field; 1.1 in the chemical industry; 2.0 in the fabricated metal products industry; 3.0 in paper, and 4.6 in food.

The average company will have approximately 2.5 lost work day cases per 100 employees per year.

These statistics are from the National Safety Council Work Injury and Illness Rates 1979 Edition based on OSHA definitions.

Under the consulting program, the Council's safety professionals review a company's loss control organization and administration to determine how effective its approach has been to safety and health management. Record keeping, safety rules and practices, and types of accidents are investigated.

The attitudes of the employees toward working in a safe environment are studied, as are the company's communications in dealing with its accident prevention program and its employee safety training efforts.

Safety-Health Program

A specialized safety-health program manual is tailored by the Council's safety professionals, to meet the exact needs of the company. It outlines such areas as company safety and health policy, general supervisory and management responsibilities, accident investigation, safety committees, communications, incentives, employee training standards, new employee orientation, safety apparel and equipment.

Also, fire protection, housekeeping, industrial hygiene methods, security,

off-the-job safety, audio-visual aids and damage control.

The company is given specific formats for accident and illness records, fire protection equipment inventory, property damage incidents and communications.

An evaluation report gives a summary of the findings and recommendations of the safety professionals. A program manual, containing specific guidelines, provides the company with a workable game plan to improve the effectiveness of its occupational safety and health program.

The Council's safety professionals pay return visits to review the progress the company is making and to provide further direction if needed.

Tofany said the National Safety Council decided to provide its services on a consulting basis as an answer to many requests it has received in the past from executives of small- and medium-sized companies who were concerned about steps they could take to develop a totally integrated effort of loss control.

For Small-Medium Companies

The program is aimed at companies employing from 10 to 1,000 persons, he said. It will save these companies months of efforts trying to do it all by themselves. Once implemented, the Council-created loss control management program starts immediately to save injuries and prevent losses from on-the-job accidents and illnesses, he said.

He pointed out that with a successful safety program, a company can significantly reduce its Worker's Compensation costs.

1980 Decennial Census

How the Census Will Operate in 1980:

Tuesday, April 1, 1980: it's an important date for all Americans. For that day is Census Day.

The date spotlights a national effort for the 1980 Decennial Census. Census questionnaires will already have been mailed to the nation's 86 million housing units. Most will receive them on March 28th. About 90% of those households will be asked to mail back their completed questionnaires. The remaining 10%—primarily those in sparsely settled areas—will be instructed to keep their completed questionnaires until Census takers pick them up.

BUHLER-MIAG LONG GOODS LINES

Performance You Can Depend On!



Long goods line with maximum capacity of 3000 lbs/hr. Line consists of Double Screw Press TDBD, Spreader TSSA, Dryers TDEC-3/TDCA-4/TDFB-11, Stick Storage TAGB, Cutter TST and Stick Return.

Three Standard Models . . . 500 to 4500 lbs/hr

LONG GOODS DRYERS

MODEL	CAPACITY
TDEC/TDCA	500 to 1000 lbs/hr.
TDCA/TDCA	1000 to 2500 lbs/hr.
TDCA/TDFA	2000 to 4500 lbs/hr.

Product quality and consistency sell. Buhler-Miag quality and reliability give you the selling edge.

THE MACARONI JOURNAL

Reliable Performance

- Sturdily-constructed 2- or 4-stick spreaders allow selection of ideal extrusion area for a given capacity.
- Spreader, Dryer and Stick Storage are continuously driven and controlled by one variable speed drive.
- All stick conveying chains and drives are heavy duty and contain automatic tensioners. Dryers have lubricating systems requiring an absolute minimum of maintenance.
- Automatic climate controls ensure proper conditions at every stage. Zones are completely separated, cutting down on required supervision.
- Motors, sprockets and drive chains, in addition to electrical and climate controls, are standard U.S. components.

Efficient Energy-Saving Design

- New dryers are smaller sized. High temperature and high humidity drying requires a minimum volume of fresh air. Fan motors for air circulation are mounted inside dryers, utilizing 100% of electrical energy. (New style, energy-efficient motor is optional). A most energy-efficient design!
- Panels are 1 1/2" thick with polyurethane foam core. Aluminum lining on inside for heat reflection and absolute vapor barrier. No heat bridges.

Bacteria Control

- High temperature drying controls bacteria growth. Dry bulb temperature is adjustable from 100°F to 180°F.
- Dryer is absolutely tight, yet easy to clean, maintain and supervise. Swing-out side panels extend entire dryer length, allowing fast cleanout and service.

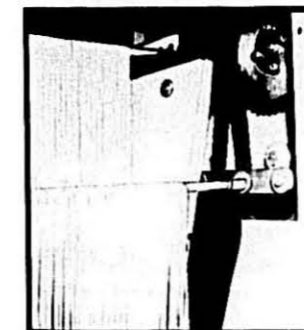
Top Quality Product

- High drying temperatures in both final drying stages improve product texture, cooking quality and appearance.
- Steady, high temperature drying ensures a straight product, ideal for the high speed packers of today. The high humidity drying climate gives the product an appealing golden color.

Contact us for information on Buhler-Miag Long Goods Lines and other Macaroni Processing Equipment.



Super sanitary design for easy maintenance. All-plastic panels swing out for easy access to all machine parts. Extra-thick polyurethane insulation and off-the-floor construction prevent condensation.



Each spaghetti strand travels exactly the same path, so you can count on consistent drying results. Positive control stick elevator keeps sticks from rolling or sliding from transfer point to the drying tiers.



BUHLER-MIAG®

BUHLER-MIAG, INC., P.O. Box 9497, Minneapolis, MN 55440 (612) 545-1401
BUHLER-MIAG (Canada) LTD., Ontario (416) 445-6910

Senator George McGovern Comments on Nutrition Labeling

at the annual meeting of the Food and Drug Law Institute

Nutrition first entered our political vocabulary in the early 1960's. At that time malnutrition was equated only with the problems of the hungry. In 1968, the CBS Documentary "Hunger in America" brought the face of malnutrition into American homes with a heart-rending impact on our national consciousness. The nation found hunger among its people to be simply unacceptable and the Congress responded.

In the decade that followed:

- The Food Stamp Program was expanded to all 3,000 counties and approximately 18 million persons.
- A uniform, national free and reduced-price school lunch program was created in 1970.
- Other feeding programs were developed to reach the very young and the very old.
- A special program for women, infants, and children was launched.

As we became more knowledgeable in the area, we began to enlarge our definition of the word nutrition. We grew to realize that there were two faces of malnutrition in the United States: the problems of underconsumption resulting from poverty, as well as obesity and the problems of excessive consumption.

More specifically, we were told by the Surgeon General that 8 of the 10 leading causes of death in the United States were linked to diet—that diet was a risk factor to be considered.

Polymakers in Washington started to think of nutrition not as a fad but as an important policy area with major implications for both American agriculture and the health status of the nation. It was these factors taken together that led to the publication of Dietary Goals for the United States.

It is important to point out, that we are not talking about unsafe or dangerous foods. Our food supply is the most efficient and abundant in the world. Dietary Goals was intended to aid consumers, who continue to use fewer and fewer calories every day, choose a healthy and well balanced diet as is possible.

I will be the first to admit that we did not fully gauge how dramatic and relatively quick an impact the Dietary

Goals report would have on national policy. Since its publication three years ago, we have witnessed a series of related events including most recently the publication in July of the Surgeon General's disease prevention report, *Healthy People*, and the precedent setting diet and cancer principles announced in October by the National Cancer Institute. Like the *Dietary Goals* report, each of these actions is part of a process that has reaffirmed the most basic principle of our national nutrition policy: the prevention of disease and the promotion of health.

This basic principle is a primary force behind our current nutrition labeling initiative. Nutrition labeling is clearly in issue whose time has come. With approximately 10,000 different food items offered on today's supermarket shelves, of which a majority are processed food products, the buyer is in need of sound, useful nutrition information in order to make a more informed choice.

A survey by Yankelevich, Skelly, and White found that:

"Interest in nutrition . . . is growing in giant leaps and bounds—with 77% of the consumers interviewed indicating that they are more interested in nutrition than they were a few years ago.

"Information about nutrition is more modest, with only 24% of the public indicating they consider themselves to be well-informed on the subject.

Early this year, the Nutrition Subcommittee held preliminary hearings on Nutrition Labeling and Information. These hearings, in conjunction with the testimony from those held by the Department of Agriculture, the Food and Drug Administration, and the Federal Trade Commission, led to the introduction on August 2, 1979, of two companion bills, S. 1651—the Department of Agriculture Nutrition Labeling and Information Act of 1979; and S. 1652—Nutrition Labeling and Information Amendments of 1979 to the Federal Food, Drug, and Cosmetic Act.

Goals

In drafting this legislation, we have sought to meet three goals: first, the consumer's need and desire for ob-

jective and useful nutrition information that is suitable accurate; second the food industry's need for greater flexibility and full participation in the development process; and third, both groups' position that a person has the right to know what is in the food that he or she chooses to eat, as well as the right to select those foods that he or she wishes to eat.

During our hearings, we approached the subject of nutrition labeling in a comprehensive manner by considering it as an information system that includes packaged foods, fresh foods, and restaurant foods. The nutrition and ingredient label and labeling requirements in S. 1651 and 1652 are intended to apply to all packaged foods. Fresh fruits and vegetables, fresh meats and poultry and restaurant foods could provide label and labeling information on a voluntary basis.

At this point, I could describe the specifics of the legislation, but I am sure the panel that follows will discuss my proposal, and others, in much greater detail. Let me take a moment, therefore to elaborate on my intent.

It is important to remember that to this day the Congress has never specifically addressed nutrition labeling. Current nutrition labeling is based on backdoor interpretations of the Federal Food, Drug, and Cosmetic Act—an Act which is essentially a series of "thou shalt nots" because of the very real food and drug safety concerns that it addresses.

But the consumers' need and desire for nutrition labeling is on a totally different plane from that of regulating toxic substances in our foods.

Our hearings have led me to conclude that because the Congress has not taken direct action on Nutrition Labeling, we have over-regulated this matter by overemphasizing the compliance aspect of our food statutes.

I recognize that the public usually associates more legislation with more regulation. But this is not always the case. In this instance, this legislation is aimed specifically at ridding us of overly restrictive labeling regulations that have evolved as a result of trying to use inappropriate statutory

(Continued on page 30)

THE MACARONI JOURNAL



People pleasin' perfection can only start with palatable pasta products.

**Macaroni
mastery
demands great
performing
pasta**

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

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

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

And because we know that demanding customers are waiting for your products, we meet your specs and ship when promised. For quality and uniformity...specify Amber!



AMBER MILLING DIVISION of THE GRAIN TERMINAL ASSOCIATION

Mills at Rush City, Minn. • General Offices at St. Paul, Minn. 55165/Phone (612) 646-9433



Nutrition Labeling

(Continued from page 28)

language to meet an unintended purpose. This legislation addresses the problem of precise regulation by re-directing the focus toward the information function of nutrition and ingredient labeling.

Congress Responsible

At a time when the regulatory agencies are under attack for exercising the broad authorities given to them by the Congress, I think it is imperative that the Congress take responsibility for its earlier legislative action by reforming some of the regulatory laws.

I would agree with the following remarks made recently to the National Press Club by Harold Williams, chairman of the SEC:

"Congressional proposals for easy ways to make regulatory agencies more accountable to the public are doomed by their simplistic approaches to complex issues . . . The only effective means of revising duties of regulatory agencies involves detailed attention to laws the agencies administer and increased congressional and presidential oversight . . . Congressional, business and public concerns have already produced important self-imposed changes by the agencies . . . To achieve greater changes, laws that regulatory agencies administer must be rewritten."

The desire for regulatory reform through legislative revision also pervades the statement made in the Federal Register by the FDA, USDA, and FTC concerning their tentative proposals for revamping food labeling.

In summary, the bills I introduced are directed toward removing the impediments to providing nutrition information on food labels.

Even though there are mandatory nutrition and ingredient label and labeling requirements for packaged foods, I believe that this legislation has eliminated the burdens which might make it difficult for the food industry to provide such information. If not, then we will discover any additional burdens during further hearings on the bills. Furthermore, I believe that the bipartisan support of this legislation by my colleagues indicates that this is reasonable legislation which is ready to be fine tuned for eventual passage.

Let Marketplace Function

The intent of the legislation is to allow the marketplace to function as freely as possible while insuring that consumers can obtain needed and desired information in order to make informed choices. I believe we are in a good position to pass this legislation by the end of 1980. I think consumers and industry alike will benefit and at no additional cost. In fact, the testimony to date indicates that the proposed system could be less costly than the current labeling system.

We are seeking and hope to receive both industry and consumer support for this legislative initiative. I look forward to a continued close working relationship with all interested parties, and anticipate that this legislation when enacted will be seen as a model for matching and appropriate level of regulatory action with legitimate public and private concerns.

Controls on Fortification

Food and Drug Administration will seek legislation from Congress providing "discretionary authority to control fortification of foods when this control is of public health significance," according to position statements by the agency on food labeling issues being addressed by F.D.A., the Department of Agriculture and the Bureau of Consumer Protection of the Federal Trade Commission.

Needs to be addressed in policy

F.D.A. and F.T.C. state that future food fortification policy should address the following needs:

"1—The need to add nutrients to staple foods to correct deficiencies in a clearly-defined population.

"2—The need to avoid adding certain nutrients to foods that are not appropriate vehicles for added nutrients.

"3—The need to maintain the total original nutrient profile of foods by restoring nutrients lost in processing.

"4—The need to assure that substitute foods are not nutritionally inferior to the foods they replace.

"5—The need to require that fabricated foods replacing large portions of the diet or the entire diet have a complete balance of nutrients relative to their calorie content.

"6—The need to prevent misleading

promotions of fortified foods that present no advantages over other foods."

"F.D.A., U.S.D.A. and F.T.C.," it is added, "agree that future food fortification requires appropriate guidance, and they are convinced that such guidance should derive from the legislative authority to control, when public health significance requires it, fortification of foods. The agencies intend to seek this authority."

Regulatory Reform: Searching for Solutions

by Mark Schultz
Regulatory Action Network

Almost everyone, from Capitol Hill to the Carter White House, agrees we desperately need to improve the quality of government regulations, and the regulatory process. The rub comes in finding agreement on the best means by which to achieve these laudatory objectives. On that score, there is a wide difference of opinion—at least, until most recently—depending on whether you are speaking to a representative of a business, labor, consumer, environmental, or legal group.

While sunset and sunrise, legislative or presidential or judicial veto may be one person's panacea, another's might be improved agency management and planning, increased opportunities for public input into the process, expedited proceedings, or closer evaluation of the projected costs and benefits of a proposed regulation and its alternatives.

However, none of these concepts in and of themselves, has engendered sufficient support in Congress to be considered a "consensus" approach to regulatory reform. But, a Senate Judiciary Subcommittee wisely decided to incorporate many of these various regulatory reform measures in an "omnibus bill," developed in consultation with representatives of various business, labor, legal and public interest organizations. Then, on December 19, 1979, the Senate Judiciary Subcommittee on Administrative Law reported S. 2147, the "Culver-Laxalt bill," named after its principal sponsors, Senators John C. Culver (D-Iowa) and Paul Laxalt (R-Nevada).

Key Elements

Specific features of the bill include:

- Establishment of a Regulatory Policy Board to consolidate regulatory

oversight functions in the Executive Branch.

- A requirement that agencies prepare regulatory analyses of proposed rules, examining needs, projected consequences—including costs and benefits—and practical alternatives.

- A requirement that agencies also develop regulatory flexibility analyses designed to encourage the tailoring of rules to fit the size and resources of different businesses, organizations and local governments that are affected by them.

- A requirement that all major federal regulatory agencies be re-evaluated by the Congress and the President over a ten-year cycle.

- Periodic review of regulations to ensure that federal resources are allocated wisely, to determine whether existing regulations are outdated, whether they could be more effectively and efficiently accomplished, or whether they can be eliminated entirely.

- A pro-competitive standard to encourage competition and innovation, requiring economic regulatory agencies, in certain instances, to choose the least anti-competitive alternative when issuing a major rule or policy.

- An improved agency decision-making process, authorizing agencies to adopt "hybrid" rulemaking procedures that resemble legislative-style hearings, rather than simple "notice and comment" procedures.

- Expedited formal hearing procedures to reduce needless delay and rigidity in the decision-making process.

- A uniform, government-wide subpoena process, but no granting of subpoena authority to those agencies which currently do not have it.

- Reforms in the process to select administrative law judges.

Two controversial concepts not contained in this "omnibus" bill are a "congressional veto" provision—empowering Congress to review and veto agency regulations—and an "intervenor funding" provision—authorizing agencies to reimburse witnesses for costs incurred in agency proceedings. The Subcommittee agreed that these legislative goals should be pursued independently of S. 2147.

U.S. Chamber Position

While the omnibus bill, S. 2147, contains many features which the U. S. Chamber can support—regulatory

analysis, better agency management and planning, periodic review of agency regulation, increased opportunities for public involvement—it does contain a number of objectionable provisions as well. Consequently, the U.S. Chamber cannot support the bill in its present form. These include the following:

- Composition of the Regulatory Policy Board. Among those authorized to sit on the Board are six regulators, three from executive branch agencies and three from independent branch agencies. To ensure the highest objectivity, the Board should be composed of no "regulators," but entirely of neutral parties without a vested interest.

Also, the Board would be the recipient of information collected by other federal agencies, but would not be bound by the same strictures against the disclosure of confidential information that are applicable to other agencies.

- "High Noon Provision." The requirement that all major federal regulatory agencies be reviewed by Congress and the President over a 10 year period is a good provision, but one

(Continued on page 32)

INTERNATIONAL EXHIBITION
Packing and Packaging
Mechanical Handling
Food-Processing Industrial Machinery

Milan
18-23 March 1980
Milan Fairgrounds

Section:
MACHINERY FOR THE FOODSTUFFS
INDUSTRY

Mechanics and equipment for the:
soft drinks industry
confectionery industry
dairy industry
oil and fats industry
Processing of fruits and vegetables
mills and animal feedstuffs
Production of bread, "grissini", "biscuits", etc.
Analytical appliances for the foodstuffs industry

Section:
PACKING AND PACKAGING

Section:
MECHANICAL HANDLING

Offices IPACK-IMA - 20149 Milano (Italy)
Via C. Ravizza 62
Tel. (02) 49.53.25-49.53.65
Telex 332134 Ipack I



Regulatory Reform

(Continued from page 31)

which lacks teeth. Unless there is some "action-forcing mechanism" (some sanction for failure by Congress and the President to act), we fear that the existing situation—a lack of congressional oversight—will be left unaltered.

Also, controversial agency reform recommendations, like labor law reform legislation, could be considered under a time agreement barring a Senate filibuster (potentially a very dangerous provision).

• **Regulatory Analysis Requirement.** While the bill requires agencies to analyze the projected costs and benefits of a proposed regulation and its alternatives, agencies should be required to choose the "least costly alternative" or to explain their failure to do so.

• **Subpoena Venue.** The subpoena enforcement section needs to be amended to bar automatic transfers of subpoena challenges to the agency's home court in Washington.

• **Stay of Agency Rules.** By totally shifting review of agency rules to appellate courts, few if any rules could be enjoined successfully by business, pending review. Jurisdiction for stays (injunctions) of new rules should remain in the federal district courts.

Notwithstanding, S. 2147 represents a constructive step in the right direction.

We hope that the criticisms and recommendations which we make relative to S. 2147 will be received in the spirit in which they are intended. They are offered as part of the U.S. Chamber's continuing effort to achieve meaningful regulatory reform and commitment to remove regulatory impediments to economic growth—a commitment clearly shared by President Carter, as evidenced by his March 1978 statement to Congress:

"One of my Administration's major goals is to free the American people from the burden of overregulation. We must look, industry by industry, at what effect regulation has—whether it simply blunts the healthy forces of competition, inflates the prices and discourages business innovation. Wh. never it seems likely that the free market would better serve the public, we will eliminate government regulation."

Nelson Predicts Political Punch for Small Business

"The 1980's will bring a new economic climate and small business will lead the way," Senator Gaylord Nelson (D-Wis.) predicted in a speech before the White House Conference on Small Business.

"This conference marks the beginning of a new political clout for independent enterprise in this country," Nelson told over 2,000 delegates. "Big business and big labor have their say. Now small business will have a voice in this country's economic decisions." The conference delegates will make recommendations on trouble areas.

Nelson warned that the free enterprise system is at stake. "Small business can't survive if we don't release the strangle hold of government regulations, and the oppressive burden of excess paperwork."

The solution, according to Nelson, is a new political voice for small business. The White House Conference is a first step in building a strong small business constituency to work alongside big business and big labor in economic decision-making.

That was one of Nelson's objectives when he first suggested the conference idea to candidate Jimmy Carter in October, 1976. Nelson pursued the idea and introduced Senate Resolution 105 calling for the President to convene a White House Conference on Small Business. President Carter responded on April 5, 1978. The conference, has over 2,000 delegates representing the country's 14 million small businesses.

"Small businesses are becoming known as a distinct type of enterprise," Nelson explained, "instead of some sort of second rate, less established version of big business." As a sector of the economy, independent enterprise has proven to be essential to our economic system. Of the 14½ million businesses in the U.S., 97 percent are small businesses. These "create 90 percent of all new jobs," Nelson told the audience, "and half the nation's innovations. It is responsible for 43 percent of the Gross National Product."

Nelson contrasted the output of independent enterprise with the paperwork burden placed on small business. "If you took the papers and placed them end to end small businesses fill out each year, they would go around the earth six times."

Only a new business climate would create an atmosphere in which entrepreneurship would cease to be an endangered species, Nelson told the conference delegates. The Senator's goal is an environment in which small business could grow and thrive.

Conference Praised

Saying that the White House Conference on Small Business was a tremendous success, Senator Gaylord Nelson (D-Wis.), Chairman, Senate Small Business Committee, called for the Conference to reconvene at a time the small business community deems appropriate.

"For the first time in the history of the country, the American small business community is united," Nelson said.

"More importantly, it is united in its belief that it can succeed in redirecting this country toward a new set of economic priorities which include — and, yes, celebrate — the potential of small business."

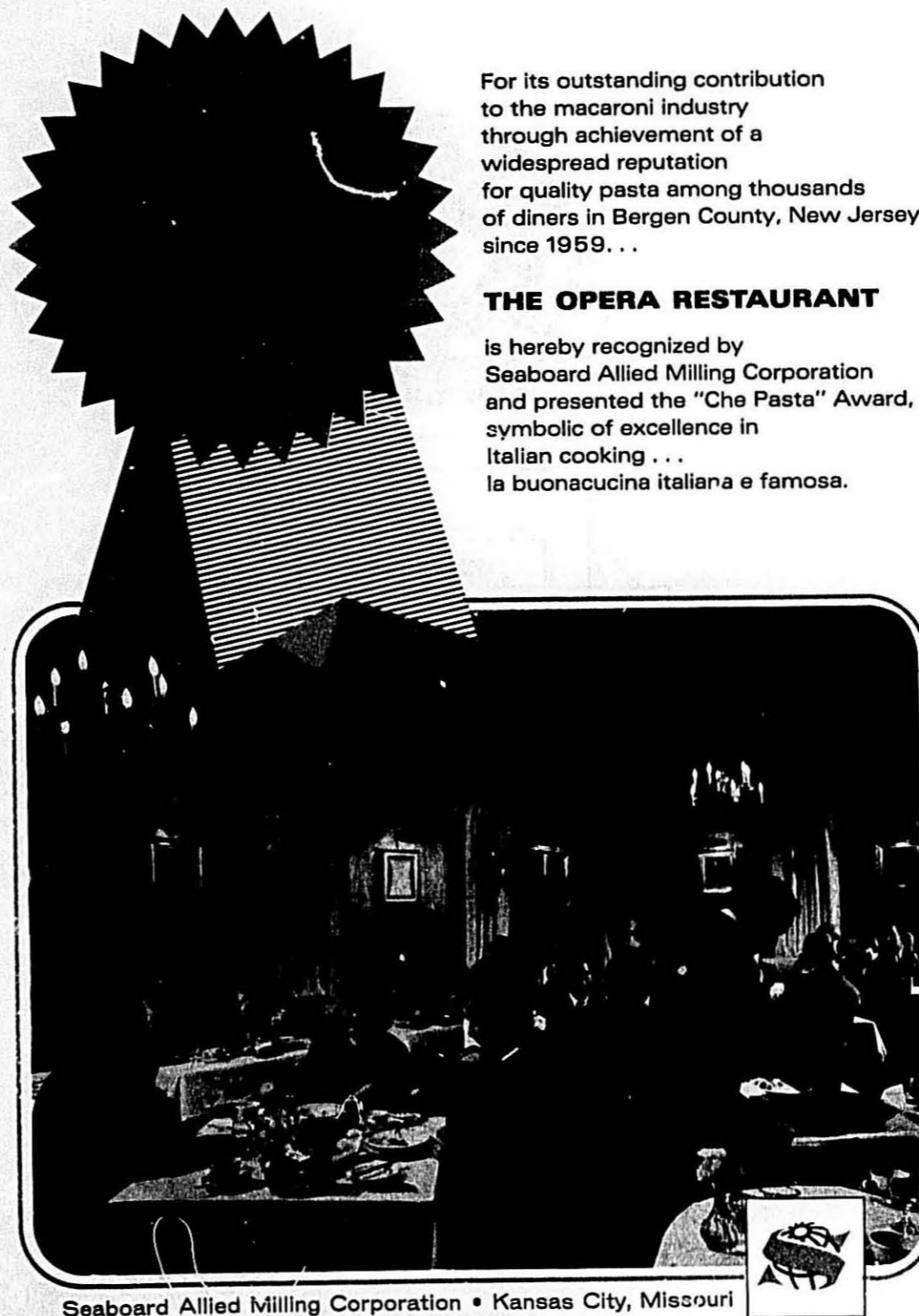
The attending 1625 Conference delegates representing nearly 14 million small businesses did an outstanding job in identifying major concerns of all small business, said Nelson.

Nelson noted that the Conference delegates announced their support of several bills and legislative ideas currently pending in Congress. Among the 60 recommendations to the President and Congress are several sponsored by Senator Nelson. They are:

- (1) S.1435, Capital Cost Recovery Act, which replaces the present complex Asset Depreciation Range (ADR) regulation and significantly shortens the asset life of depreciable property.
- (2) S.653, Small Business Capital Preservation Act, which allows a taxpayer to defer capital gains on the sale of a business in which the proceeds are reinvested into another small business.
- (3) S.2136, Small Business Tax Reduction Act, which would raise the corporate rate schedule ceiling from \$100,000 to \$150,000.
- (4) S.1860, the Small Business Innovation Act of 1979, which provides more Federal funds to small business.

(Continued on page 36)

THE MACARONI JOURNAL



For its outstanding contribution to the macaroni industry through achievement of a widespread reputation for quality pasta among thousands of diners in Bergen County, New Jersey since 1959...

THE OPERA RESTAURANT

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.

Seaboard Allied Milling Corporation • Kansas City, Missouri



. . . just honest-to-goodness extrusion dies
that will perform for you with exceptional
results.

There's no shortage . . . just call us now.



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

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

MARCH, 1980

35

Small Business Conference

(Continued from page 32)

ness involved in innovation and eliminates capital formation, patent, and regulatory barriers to increased innovation.

(5) Key provisions from S.93, the Regulatory Procedures Improvements Act, including requirements for an economic analysis of proposed regulations and a sunset review of regulations.

(6) S.299, The Regulatory Flexibility Act, which empowers Federal agencies to implement a flexible, tiered system of regulation.

(7) Key provisions from S.2040, The Small Business Export Expansion Act, including the establishment of one-stop export service shops in Commerce Department field offices allowing business to get all their export questions answered in one location, and improve SBA financing for exports. In his closing address to the Conference, Nelson concluded:

"Many of you have taken the time to express your appreciation for the benefit you received from coming to this first national meeting of America's small business community. I believe you deserve the credit because you are the people who have made this effort a success. Without you, there would be no conference. Without you, there would be no momentum. You have the ball, and you are ready to run with it. Let us help you to handle the opposition, and we will move down the field together."

NRA Recommendations Adopted by White House Conference

Thirteen recommendations put forth by the National Restaurant Association are among the legislative proposals adopted by the White House Conference on Small Business.

Eleven of NRA's proposals were incorporated in the top 15 of the Conference's 60 recommendations, which now go to the President and Congress for consideration.

NRA's proposals, submitted to the Conference by New York City restaurateur Michael O'Neal, including balancing the federal budget by reducing federal spending and deferring the 1981 minimum wage increases, as well as restoring the 50% tip credit.

"There are over 535,000 food service establishments in the nation, and an

estimated 98 percent of them are classified as small business," O'Neal told the Conference. "So our industry has been deeply involved in the White House Conference from the beginning and has worked to make productive contributions to the Conference."

The recommendations of the White House Conference, held January 13-17 in Washington, D.C., are the products of a year-and-a-half effort that involved more than 30,000 small business owners.

NRA members attending the Conference were briefed by NRA staffers on Sunday, January 13, prior to the event at congressional reception which was sponsored by NRA for Conference participants and those attending a NRA seminar on forming political action committees.

Other incorporated recommendations submitted by O'Neal, an NRA Board of Directors member and chairman of NRA's Small Business Subcommittee, were:

- Replace the present corporate income tax schedule with a more graduated scale for the first \$1 million income; specifically, a 15% rate up to \$50,000 of income, than a 22% rate up to \$200,000 and a 43% rate above \$200,000 income.

- Support legislation to establish the 10-5-3 depreciation.

- Support of "sunset laws" to eliminate outdated and unworkable federal agencies and regulations.

- Impose congressional veto power over regulatory decisions.

- Require federal agencies to prepare impact studies of proposed regulations on small businesses.

- Reimburse court costs and attorney fees for small business defendants who prevail in suits brought by Federal Government.

- Permits deferral of taxes for rollovers of investments affecting small businesses, and further reduce the tax rate on capital gains.

- Expand the Small Business Administration's bank certification program.

Food Service Industry to Become Leading Marketer of Food and Beverages by 1988

The food service industry will overtake the grocery store business as the leading marketer of foods and non-alcoholic beverages by 1988, projects a new study by market researchers Frost & Sullivan, Inc.

Food service's share of the total retail food and beverage market will expand to some 47.5 percent in 1988 from 41.6 percent in 1978, while the grocery store share shrinks to 44.8 percent from 50.7 percent, says the 512-page study, "New Food and Beverage Products Market." Shares of specialty food stores and non-food stores are expected to hold at five percent and 2.7 percent, respectively.

"Food service sales will grow by 120 percent in dollars over the decade, as compared to a 70 percent growth in grocery store sales, reflecting a steady and continuing shift in consumer buying away from the take-home to the away-from-home market," Frost & Sullivan says. "The rise in food service sales also will be influenced by expansion of the institutional sector of food service."

All told, the food and beverage market is projected to jump 92 percent to \$424 billion from \$220.2 billion over the next 10 years, with some 82 percentage points of that growth stemming from inflation.

New Product Development

Reflecting on anticipated trends in new product development, the report observes: "In a broader context, across nearly all commodity groups there will be greatly enlarged opportunities for nutritional positioning of new offerings; for ethnic market segmentation; for geriatric foods; and, for new diet foods. There will also be increasing awareness of the potential in analogs for exciting new product initiatives. Finally, the current menu expansion in food service outlets will define many new product opportunities for smart and alert food and beverage processors."

More specifically, the report looks to "promising and probable" new product initiatives in such items as frozen sandwiches (adaptable for toaster reconstitution); frozen meat entrees; no-nitrite processed meats; extended products; regional and ethnic prepared vegetables; canned salads; flavored breads; semi-sweet sweet goods; nutritionally fortified soft drinks; aromatic soft drinks, coffees and teas; sterile, long-life milk; yogurt beverages; cottage cheese, sour cream and dressings; cottage cheese sundaes and spreads; lowfat butters; powdered butter; fabricated fruit snacks (with nutritional positioning); ethnic canned fruits; prepared omelets for food service;

ice; processed meat substitutes from poultry products; economy size prepared foods; low-cholesterol oils; adult-oriented nutritional hot cereals; whey-based dressings; gourmet soups; dairy cream soup sold from the dairy case; candies from whey; and, soy snack products (nutritionally positioned).

Baked goods, beverages, fish/seafoods, fats and oils and cereals are expected to show the leading sales increases in grocery stores, the study adds.

For further information contact Customer Service, Frost & Sullivan, Inc. 106 Fulton Street, New York, NY 10038 (212) 233-1080. Report #680.

Dinner for One, Please

While people living in single-person households are less than 8% of the total population, they account for 12% of total food expenditures, 10% of at-home food expenditures, and 16% of away-from-home food purchases. Moreover, their portion of the food market is growing rapidly. One-person households increased from 10.9% of all households in 1950 to 20.8% in 1976. The Census Bureau projects that over one-fourth of all U.S. households will consist of only a single person by 1990.

However, single-person households are not a homogeneous group, and they do not exhibit "similar" food-purchase behavior. Living alone is about the only thing they have in common. Obviously, the food purchases of a high-income young bachelor and those of an elderly widow living on a small pension will be markedly different.

Persons living alone spent a significantly smaller portion of their food dollar on meals at home (than multi-person households), and a much higher portion on dining out (twice the per-capita level). They spent less on cereal and cereal products, and more on bakery products. They also spent considerably less on beef and veal for use at home—probably because they dine out more frequently. Their percentage allocation was also higher for fresh and processed fruits, and for nonalcoholic beverages.

New Swanson frozen main courses for single-serving entrees include lasagna and macaroni and cheese.

The 180 Billion Dollar Market
FMI Convention & Education
Exposition, May 4-7, 1980
Dallas Convention Center

Bigger Supermarkets

Supermarkets are getting bigger and space devoted to general merchandise doubled in 1978 over 1977, the newly published Facts About New Supermarkets in 1978 states.

After a drop in new store size in 1977, stores opened in 1978 increased selling space from an average of 19,395 square feet to 21,280 square feet, according to a survey of new supermarkets conducted by Food Marketing Institute (FMI).

The percentage of selling area devoted to general merchandise increased in 1978 in every type of store, with combination stores allocating almost half of the store to non-food items.

Average weekly sales jumped from \$95,000 in 1977 to \$137,843 in 1978, with average sales per square foot of selling area rising from \$4.82 to \$5.64 in new stores over the year.

The average number of checkout lanes increased from eight to nine as new stores opened during 1978. Weekly sales per checkstand rose from \$11,333 in 1977 to \$14,687 in 1978.

The most popular specialty department in stores opened during 1978 was the delicatessen section.

INTERNATIONAL EXHIBITION
Packing and Packaging
Mechanical Handling
Food-Processing Industrial Machinery

Milan
18-23 March 1980
Milan Fairgrounds


Section:
MACHINERY FOR THE FOODS/UFFS
INDUSTRY

Machinery and equipment for the:
soft drinks industry
confectionery industry
dairy industry
oil and fat industry
processing of fruits and vegetables
mills and animal products
production of bread, "cristallin", biscuits, etc.

Section:
PACKING AND PACKAGING

Section:
MECHANICAL HANDLING

Offices IPACK-IMA - 20149 Milano (Italy)
Via C. Pavetta, 62
Tel. (02) 49.52.25-49.53.85
Telex 322134 IPACK I



Preventive Maintenance

From

Triangle Package Machinery Co.'s
with permission

Preventive Maintenance is simply a program for making a routine inspection of equipment to discover and correct minor faults before they develop into major problems.

As simple as that idea is — and it is — today's reasons for a PM program are far more complex. They embody the changing work force, a tighter economy, government regulations and many other challenges we all face.

It turns out that PM is the least expensive way to cope with these challenges.

So once the idea of a PM program has been accepted, the packager can get down to the business of establishing a PM routine.

Actually, developing a routine is almost as simple as the concept itself. The only difficulty you're likely to encounter is sticking to the procedures you've set down.

Schedule — Establishing a preventive maintenance schedule can be a whole lot simpler than it seems. The first place to look for guidance is your operators manual. It should provide general details that will allow you to outline a routine. Keep in mind, though, that the packaging environment can differ greatly, requiring more or less attention. Hours of service can vary, too, so be sure your routine fits your level of operation.

Lubrication — Lubrication isn't simply a matter of providing a slippery surface between rotating and reciprocating parts. That's important, but lubrication does much more. First off, keeping equipment properly lubed reduces wear to a minimum. It also avoids deterioration due to contamination and corrosion. When greasing bearings, for example, be sure to wipe exposed shafts clean before lubricating. You'd be surprised how abrasive those powdery fines can be when they get into the wrong place.

Cleaning — Most packaging applications make good sanitary procedures a must. A clean machine is important to PM, too, but special care should be taken with procedures. Sluice your machine down only where you can. Dry off those areas that should not be subjected to moisture. Keep electrical boxes closed and latched. Ex-

amine seals and replace when there is the slightest question.

Tightening — Check severe duty parts regularly — daily in some cases — for any looseness. Check all fasteners, too. Remember, an occasional tightening, or replacement, could save hours of downtime later on.

Electricals & Electronics — Pre-solid-state equipment relies on contacts and switches, etc., all moving parts subject to wear. Check these regularly and replace them whenever you have the slightest doubt. The cost of production you may never regain.

Solid-state machines have a well-deserved trouble-free reputation. Checking them is just a matter of observing the diagnostic lights on the PC boards which can be changed in moments.

Spare parts — Keeping spares on hand is maybe the most economical insurance you'll ever have (aside from your PM program which costs next to nothing). Many equipment makers offer a space kit while others can suggest a list of items you probably should have on hand.

The above tips are by necessity very general. What is important is buying the concept of preventive maintenance, establishing a routine, and staying with it.

Plant Engineering and Maintenance Show

Almost half (47%) of the companies exhibiting at the National Plant Engineering & Maintenance Show will be demonstrating new, or newly redesigned, equipment or products specifically related to energy conservation, according to a survey just completed.

The show, to be held at McCormick Place, Chicago, March 24-27, is devoted to keeping the nation's industrial plants operating efficiently, protecting the health and safety of employees, controlling pollution, maintaining security, and conserving energy.

The increasing emphasis on energy conservation, however, is reflected in the large number of exhibiting companies which will be demonstrating new, or newly redesigned, equipment and products for conservation.

The survey also revealed that 52% of the companies believe energy conservation will be a major factor in products their companies introduce over the next three years. Exactly half (50%) said that energy conservation

currently is a principal concern of their research and development (R & D) programs.

About 700 companies will be exhibiting at the show, which has been held each year since 1950 and is the second largest annual industrial show in the country. About 20,000 machines, pieces of equipment, other products and services will be demonstrated at the show. They cover a wide range: air conditioning, heating, humidification and ventilating equipment; transportation equipment; security and fire protection products and services; maintenance equipment; production equipment and furniture and office fixtures.

Record Year for Paper

Louis F. Laun, president of the American Paper Institute, a trade group representing the pulp, paper and paperboard industry, said that paperboard production rose about 5% from last year to an estimated 64.7 million tons, a record. Consumption, meaning production plus imports but minus exports, he said, rose about 4% to more than 70 million tons.

Wood-pulp production rose 4.5% this year to about 50 million tons. The U.S., he said, exported an estimated 2.7 million tons of market pulp this year, 10% more than last year. Waste-paper used in paper and paperboard mills rose to a record 15.5 million tons, a 5% gain from last year.

Mr. Laun also said that industry capital expenditures this year were about \$4.8 billion, 40% ahead of the \$3.5 billion spent in 1978. A large part of the dollar increase reflects the high cost of new pulp and paper-making machinery, pollution abatement and energy-conservation facilities in addition to replacement of facilities.

He said that if forecasts of a 3% decline in real gross national product materialize in 1980 "the pulp and paper industry should do no worse than the economy as a whole and could do better if consumers rely on fewer imports.

Diamond to Acquire Brooks-Scanlon

Diamond International Corp. agreed in principle to acquire Brooks-Scanlon Inc. in a transaction valued at more than \$100 million.

Under the agreement, holders of Brooks-Scanlon common stock would

choose between receiving \$48 for each share or the equivalent in Diamond stock. Brooks-Scanlon has about 2,147,000 shares outstanding.

The two companies said it's expected that at a maximum of about 45% of the Brooks-Scanlon shares could be exchanged for cash to ensure the expected tax-free nature of the transaction can be preserved.

They said: "Each share of Brooks-Scanlon would receive \$48 worth of Diamond common stock based on prices of Diamond common stock prior to the merger, but in no event less than 1.104 shares or more than 1.350 shares of Diamond common stock be issued for each Brooks-Scanlon share."

The merger is subject to various conditions, including approval of a definitive merger agreement by both companies' directors, and approval of the merger by holders of both concerns. If the merger is completed, Brooks-Scanlon would operate as a division of Diamond, with Michael P. Hollern continuing as president.

Brooks-Scanlon is a Bend, Ore., forest-products company with annual sales of about \$90 million. Diamond is a forest-products company with interests in home-building materials, packaging, matches and machinery. Its annual sales total more than \$1 billion.

TV Spokesman

James Karen, who has been the "Pathmark Man" for the past decade, marks his 10th anniversary as the supermarket chain's representative on TV. He is shown here receiving a framed cartoon commemorating the event from Mel Venet, left, head of Venet Advertising, Inc., Pathmark's agency. According to Mr. Venet, Jim Karen holds the record for the longest-running spokesman for a retail operation on television.

Venet, headquartered in New York, has been Pathmark's agency since the day the chain was formed in 1968, and Mr. Karen has been its only representative on TV. Venet specializes in food accounts and food merchandising.

A constantly-employed, successful actor on stage, screen and television, Mr. Karen made his Broadway debut in "A Streetcar Named Desire" and was recently seen in "The China Syndrome." On TV, he has appeared in specials



Zel Venet, left, president of Venet Advertising, with James Karen, the Pathmark Man.

and series ranging from "As The World Turns" to "Lou Grant." One of the funniest disasters he ever experienced was in a soap opera where he played a surgeon about to go into the operating room. A few seconds later he was shown holding up a bloody piece of meat for his commercial sponsor. They cut him out of the soap opera immediately.

North Dakota Elects Four to U.S. Wheat Associates

Four members of the North Dakota State Wheat Commission have been elected to serve on the soon-to-be-created U.S. Wheat Associates Board of Directors, according to Ludger Kadlec, Pisek, Chairman of the Commission.

Mel Maier, Administrator, reported that besides Kadlec, J. Ole Sampson, Lawton; Herman Schmitz, Williston; and Elmer Dockter, Streeter were chosen at a recent meeting of the NDSWC. Maier said, "The two regional foreign market development organizations of Great Plains Wheat and Western Wheat Associates, which North Dakota has supported for several years, are combining their resources to form U.S. Wheat Associates." The two parent organizations of GPW and WWA met in mid-January, dissolved their respective organizations, adjourned and reconvened as U.S. Wheat Associates, Maier explained.

Kadlec said the four North Dakota representatives, along with those from twelve other wheat producing states in the Great Plains and Pacific Northwest, will set policy and give direction for the overseas market pro-

motion efforts of U.S. Wheat Associates. He added, "North Dakota's financial contribution will be based on average production in relation to the other member states if the proposed bylaws are adopted." "The creation of U.S. Wheat Associates should be viewed as a step forward in our overseas market development efforts for U.S. and North Dakota producers," Kadlec added.

Greyhound Picks President

Greyhound Corp. named Robert K. Swanson, a 47-year-old executive vice president of General Mills Inc., to be its president and chief operating officer.

The appointment gives Mr. Swanson the inside track on eventually succeeding Gerald H. Trautman, 68, who relinquishes his role as president but will stay on as chairman and chief executive officer through August 1982. Mr. Trautman, who became chairman in 1970, has indicated that he probably will retire then, a company spokesman said.

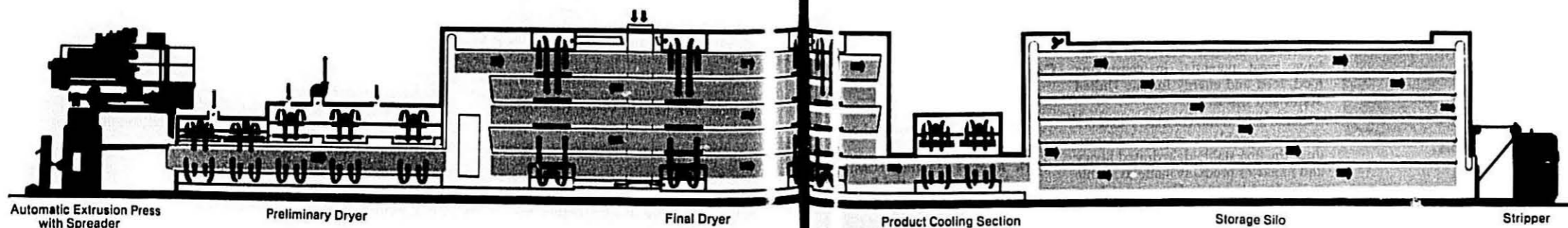
Greyhound has been looking for a president since last May when it convened a special search committee. In 1978, the then heir apparent to the top post at Greyhound, James L. Kerrigan, was ousted as head of the company's Greyhound Lines Inc. unit because of differences between him and Mr. Trautman. Mr. Kerrigan, 49, is currently running Trailways Inc., which he and a group of investors bought from Holiday Inns Inc. last August for \$100 million.

Mr. Swanson, who joined General Mills in 1956, has served in a variety of executive posts there, including chairman and chief executive officer of General Mills Europe Ltd. Recently, he has been responsible for General Mills' world-wide accessories, apparel, creative products and specialty retailing groups, Greyhound said.

He also served as head of Benson Advertising Agency in London, the British affiliate agency of Needham, Harper & Steers Inc., from 1969 to 1971, returning to General Mills afterward.

Greyhound, a diversified concern with interests in bus transportation, food services and leasing, said Mr. Swanson was formally elected at a board meeting in February, when his appointment became effective.

ATR: The hotter, faster, cleaner dryer.



Automatic Extrusion Press
with Spreader

Preliminary Dryer

Final Dryer

Product Cooling Section

Storage Silo

Stripper

Braibanti corporation
60 EAST 42ND STREET-SUITE 2040 • NEW YORK N. Y. 10017

PHONE (212) 602.6407-602.6408 • TELEX 12-6797 BRANY

Distinctly reduces the time required in the production cycle.

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

Electronic controls sequentially start and stop fans as the product moves by.

Pneumatic controls regulate relationship between time, temperature and relative humidity.

At the end of the final dryer, a power-driven cooling section reduces product temperature to a safe packaging point.

Braibanti ATR—newest in the long line of Braibanti pacesetter Pasta Dryers.

Braibanti, the world's foremost manufacturer of Pasta Equipment.



Plate Counts
Slashed.



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



Cooking Qualities
Improved.
Stickiness Eliminated



Drying Time
Chopped.

Braibanti

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

INDEX TO ADVERTISERS

	Page
A D M Milling Co.	16-17
Amber Milling Co.	29
Asseco Corporation	9
Breibantl Corporation	40-41
Buhler-Mieg Corp.	26-27
DeFrancisci Machine Corporation	13
Diamond Packaged Products Div.	11
Di Cocco	21
Fold Pak Corporation	2
Hoskins Company	19
International Multifoods Corp.	44
IPACK-IMA	31-37
Malderi & Sons, D., Inc.	35
North Dakota Flour Mill	5
Peavey Company	22-23
Rosotti Consultants Associates	43
Seaboard Allied Milling Corp.	33-34
Volpi & Son Machine Corp.	7
Winston Laboratories	21

CLASSIFIED

ADVERTISING RATES

Want Ads \$1.50 per line
Minimum \$5.00

WANTED: Demeco used presses, spreaders, die-washers. For information write P.O. Box 336, Palatine, IL 60067.



Elmer Glabe

Elmer Glabe Nominated for National Science Medal

Elmer Glabe, president of Food Technology Laboratory, has been nominated for the National Science Foundation's prestigious Medal of Science award.

An inventor and researcher in food science for many decades, Glabe is also president of Food Technology, Inc. and Food Technology Products, both affiliates of Food Technology Laboratory. All are based in Chicago.

National Medal of Science

Established in 1959, the National Medal of Science has been awarded by the President of the United States to American scientists and engineers for their "outstanding contributions to knowledge in the physical, biological, mathematical, or engineering sciences."

Nominating Glabe for the Medal is the American Council of Independent Laboratories (ACIL), a professional society of over 230 member laboratories in the United States. Activities cover testing, analysis, research and development, in the fields of chemistry, physics, biology, electricity, mechanics and engineering.

Glabe is named as inventor or principal inventor on 88 United States and Foreign patents. His discoveries and developments in food science cover wide and diverse areas of foods and feeds.

Many Contributions

One of Glabe's most important contributions to food science was his discovery of Sodium Diacetate. This safe and non-carcinogenic compound, effectively, and at low cost, prevents the growth of dangerous molds in foods and feeds. The discovery of Sodium Diacetate is of considerable significance in light of mold's destructive capacity. Up to 15% of the United States' annual corn crop has been lost due to mold-poison contamination, so powerful that tens of thousands of animal deaths and unknown numbers of human deaths have been attributed to consumption of mold-produced poison in grain and animal feeds.

Glabe's discoveries in these areas have great potential in conserving food, feed and energy for the United States and the world.

Glabe solved the chemistry and engineering problems required to produce the first stable dehydrated honey and molasses products made available to the food industry. Conversion from sticky (wasteful) liquids to efficient cost-saving powders has brought wide use in baked foods, dry mixes, and other applications in the food industry throughout the United States, Canada, Western Europe, and Japan.

To produce new and useful food products for a very large clientele in the industry, Glabe has held that there is no limit to ideas and their applications. In referring to consumers, he says "People eat with their eyes, therefore it is necessary to transform

nutritious ingredients into food products people recognize as attractive and tasteful." He and his staff have often applied this principle. One example is macaroni and pasta products from Amoco's protein-rich microbial product from oil-well gas. A wide array of similar applications of these two principles is firm support for his nomination for the award.

During the early days of the Food and Drug Administration, Glabe helped draft the Standards of Identity for a variety of foods. He has continued to serve on a national scale as Chairman of the Food, Drug and Agriculture Committee of the American Council of Independent Laboratories, from which he received the Award for Outstanding Service to independent laboratories in 1972.

Glabe was graduated from Illinois Institute of Technology in 1942, earning top honors in all departments, and already possessing his first patent.

Founding Member

Glabe is a founding member of the Institute of Food Technologists, the international society of food scientists. A member of Food Engineering Hall of Fame, Glabe has published widely in scientific literature and the food industry trade press. His papers cover widely diverse subjects—dehydrated honey, dextrins, mold investigations, soybean derivatives, fiber for food, and many others. He is a member of the American Chemical Society, the American Association of Cereal Chemists, and the American Society of Bakery Engineers.

Coming Events:

Technical Seminar—
IPACK-IMA Show
BUHLER Macaroni School
March 16-27

76th Annual Meeting N.M.M.A.
Wentworth-by-the-Sea
Portsmouth, New Hampshire
June 25-29

N.M.M.A. Washington Meeting
Mayflower Hotel, Washington, D.C.
September 18

National Macaroni Week
October 9-18

International Durum Forum
Ramada Inn, Minot, North Dakota
November 11-12

N.M.M.A. Winter Meeting
Boca Raton, Florida
February 4-8, 1981

THE MACARONI JOURNAL

PROBLEMS - EXPERIENCE

With more than half a century of experience we believe we might be able to help if you have any problems in our areas of experience.

PACKAGING

—we believe we have undoubtedly modernized more packages than any other sources. We constantly continue our updating processes.

PROMOTION

—we have not only conceived many promotional plans, but we have studied many that others have launched throughout the country. We believe we can help promote your products that you have by study, and recommend additional products that might be promoted in your trading areas.

MARKETING

—rather than depending entirely on advertising dollars, we can show you modern marketing methods which will help capture more of your market. We have done it for others.

MERCHANDISING

—We can point the way towards new profitable products and lay out merchandising methods.

We have experience in these areas.

Charles C. Rossotti, President

George Leroy, Vice President and Marketing Director

Jack E. Rossotti, Vice President

ROSSOTTI CONSULTANTS ASSOCIATES, INC.

158 Linwood Plaza

Fort Lee, New Jersey 07024

Telephone (201) 944-7972

Established in 1898



1551

*We make regular inspections during the growing season
to give you the finest in the field. We're Multifoods.*



 INTERNATIONAL
MULTIFOODS.