

**THE
MACARONI
JOURNAL**

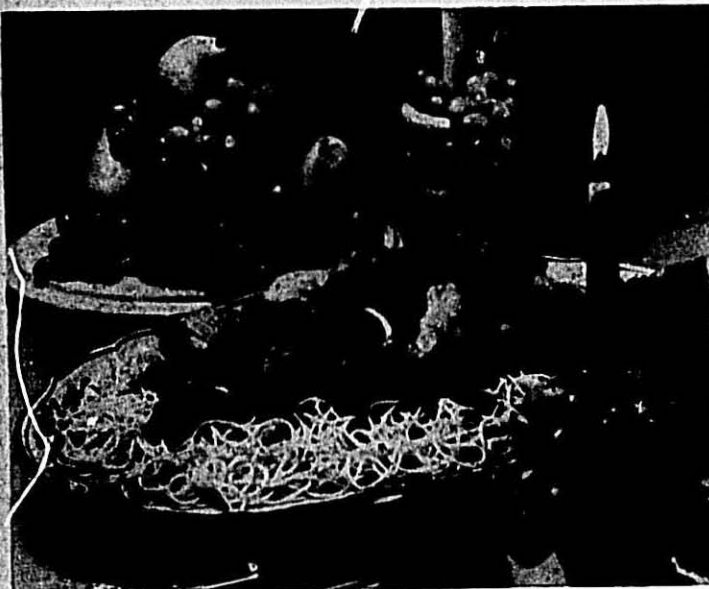
**Volume 61
No. 12**

April, 1980

Macaroni Journal

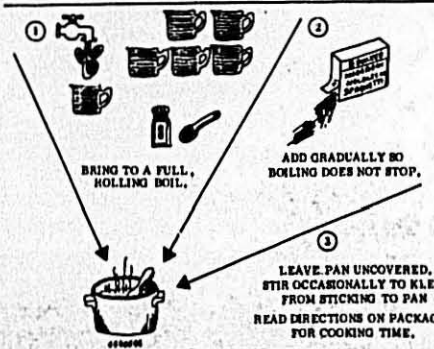
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APRIL, 1980



HOW TO COOK MACARONI, NOODLES, AND SPAGHETTI

Remember:
An 8-ounce package of
macaroni, noodles or spaghetti
yields
4 to 5 cups when cooked.



FOOD TIP

To fit long spaghetti strands into a medium-size pan: Place ends of spaghetti into boiling water. As spaghetti softens, gradually coil it around the pan until it is completely under the water.

To keep food from sticking and from foaming, measure and add 1 teaspoon bland cooking oil.

Shorten cooking time slightly if macaroni, noodles or spaghetti are to be used in a recipe that will need further cooking or baking.

To keep macaroni, noodles or spaghetti from being over-cooked: when "tender", drain at once. Use a colander or strainer if available.



SMART SHOPPER RECIPE

PF 491.E3

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The Macaroni Journal

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No 12
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1980

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100 South Bolinweh Street, Palatine, Illinois. Address all correspondence
regarding advertising or editorial materials to: Robert M. Green, Editor
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History of the Macaroni Journal

The Macaroni Journal began publication in 1919 with the name of Macaroni Journal, Palatine, Illinois as editor of the first paid executive Secretary of the National Macaroni Manufacturers Association. Robert M. Green of Palatine, Illinois was hired in 1948 to establish the National Macaroni Institute, now merged with NAIMA. He was named Managing Secretary of NAIMA in 1949 and became editor of the Macaroni Journal in 1952.

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THE PASTA EATERS

Who eats pasta? Everybody does—but some more than others.

History has it that Marco Polo brought pasta from the Orient and its beginnings are lost in antiquity. Without a doubt the Italians popularized the food even though it is universal.

In the United States the first commercial macaroni manufacturer was a Frenchman, Antoine Zerega. But the Italians popularized the food here in demanding their ethnic items such as olive oil, tomato paste and pasta. Up and down the Eastern seaboard as well as in the port cities of New Orleans, Los Angeles, San Francisco and Seattle you find the Italian influence and you find fancy pastas sold in groceries and served in restaurants. Easterners prefer long goods — spaghetti — Naples style.

As you move towards the Mid-West short cut elbow macaroni takes over as the most popular cut, but nationally racks up about 30% of total sales against spaghetti's 40%.

Egg noodles have another ethnic background. They are favored by the Teutons and Slavs and the Jewish communities in metropolitan areas. They account for about 20% of total national sales.

Another ethnic influence is felt in the Southwest where folded noodles called fideos are loved by the Chicanos.

All the other sizes and shapes make up big numbers in total variety, ranging from alphabets to ziti, but in sales only account for about 10%.

Back in the 1930's the energy trio of macaroni, spaghetti and egg noodles were publicized because of their caloric content. Now athletes like Olympic gold-medal skater Eric Heiden eat pasta for quick energy, but the emphasis is on the protein contribution as well as being a carrier of the vitamin B complex and iron.

Pasta consumption has doubled in the past three decades. It has always been a favorite of children because of its bland taste and interesting textures and because it picks up the characteristics of the sauce or related items served with it.

Heavy users have been found in large families that have a number of children. Pasta has budget appeal — it makes expensive foods go much further.



[The Macaroni Seller of Naples.]

Pasta is used with noticeably greater regularity among families on the Eastern seaboard, including the New York City metropolitan area. Heavy users are least evident in the Midwest. While this region includes some very large cities, the large farm population lowers the overall consumption level when compared to other regions of the country.

In recent years the changes in demographics have had an impact on the grocery business and foodservice industry. With more wives working and fewer children being produced supermarket sales have leveled off as fast food sales soar. The National Restaurant Association quotes the Bureau of Census projections that singles account for 22.3% of households today although they are only 8% of the population.

Pasta must expand its sales to this

market segment in the form of mini-mac recipes, frozen foods (see page 40 "Upgrade Profits") and by seeing more in the foodservice market (see page 28 "We Mean Business".)

Pasta products can utilize the romantic heritage of its Italian background, but today it is as popular as roast beef and fried chicken. It has to be promoted to increase its increasing popularity and frequency of use.

The product promotion committee of NMMA continues the work of the National Macaroni Institute started to pick up the loss of the export market after World War II. This committee oversees the efforts of Burson-Marsteller to publicize pasta in consumer media and in the foodservice field. These efforts are cooperatively supported by the Durum Wheat Institute of the millers and the North Dakota Wheat Commission.

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

Carlo Varesco

CARLO VARESCO
Plant Manager
Golden Grain Macaroni Co.

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Bob Comstock

ROBERT COMSTOCK
Project Manager
Church and Dwight Company, Inc.
Piscataway, New Jersey

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Making the Most of Pasta

Craig Claiborne with Pierre Franey
Writes in the New York Times
Magazine:

If we had to make a list of the major developments in American taste within the past decade, it would most certainly include the discovery that there is more to Italian pasta than spaghetti and lasagna with tomato or meat sauce. During the 1970's many Americans began to do as the Italians do — serve their pasta with a variety of subtle sauces made with vegetables, cream, fish, poultry, game or meat. Here are some recipes for these "new" kinds of sauces, which emphasize toasted peppers, peas and broccoli.



Memo Miel

Linguine con peperoni freschi (Linguine with roast peppers)

- 4 sweet red or green peppers or, preferably, a combination of both
- 1 small onion
- ¼ cup olive oil
- 1½ teaspoons finely chopped garlic
- ¼ teaspoon hot red-pepper flakes
- 1 cup fresh tomato sauce (see recipe)

Salt and pepper to taste

- ¼ cup finely chopped parsley
- 1 pound linguine, cooked according to package directions.

1. Preheat the broiler to high. Place the peppers on a sheet of heavy-duty aluminum foil and broil, turning often, until the skins are burnt all over.

2. Hold the peppers under cold running water and pull off the skin with the fingers. Cut the peppers into strips (julienne). There should be one and one-third cups.

3. Cut the onion in half. Slice it thinly. There should be about one cup.

4. Heat the oil in a skillet and add the onion. Cook, stirring, until onion starts to brown. Add garlic and cook quickly.

5. Add the cooked pepper strips, pepper flakes, tomato sauce, salt and pepper to taste. Cook, stirring gently, until tomato sauce is piping hot. Stir in the parsley. Serve with linguine.

Yield: Four to six servings.

Salsa di pomodoro fresca (Fresh tomato sauce)

- 2½ pounds tomatoes, cored and peeled
- Salt and freshly ground pepper.

1. Cut the tomatoes in half. Cut the halves into two-inch cubes. There should be about four cups.

2. Put the tomatoes into a skillet or saucepan and cook about 20 minutes. This should reduce to about two cups.

3. Add salt and pepper to taste.

Yield: Two cups.



Memo Miel

Rigatoni con broccoli (Tubular pasta with broccoli)

- 1 bunch broccoli, about one and one quarter pounds
- 6 tablespoons olive oil
- 2 teaspoons finely chopped garlic
- ¼ teaspoon hot red-pepper flakes
- ½ cup fresh or canned chicken broth
- Salt and freshly ground pepper
- 1 pound rigatoni, cooked according to package directions.

1. Cut the broccoli flowerettes off the stems. Cut the stems into ample, bite-size pieces (You can use the large stems, too.) Cut away the outer skin. Cut the stems into one-and-one-quarter-inch lengths. Cut the pieces into half-inch slices. Cut the slices into quarter-inch strips. There should be about six cups of stem pieces and flowerettes.

2. Bring a large quantity of water to the boil and add the broccoli. Cook about one to three minutes and drain. Do not overcook. The broccoli must remain slightly crisp. Run cold water over the broccoli to chill quickly.

3. Heat the oil in a skillet and add the garlic. Cook briefly, without browning. Add the broccoli and toss to heat through. Add the hot red-pepper flakes. Add the broth, salt and pepper to taste and bring to the boil.

4. Toss with hot cooked rigatoni and serve immediately.

Yield: Four to six servings.

Pasta con salsa marinara (Pasta with tomato and garlic sauce)

- 6 tablespoons olive oil
- 2 teaspoons finely chopped garlic
- 2 cups fresh tomato sauce (see recipe)
- 1 teaspoon dried, crumbled oregano
- ¼ teaspoon hot, dried red-pepper flakes
- 2 tablespoons chopped fresh basil leaves or 1 teaspoon dried
- 2 tablespoons finely chopped parsley
- Salt and freshly ground pepper
- 1 pound spaghetti or saffron, cooked
- Freshly grated Parmesan cheese.

1. Heat four tablespoons of the oil in a saucepan and add the garlic. Cook briefly, without browning, add all ingredients except the pasta and Parmesan cheese. Bring to the boil and simmer briefly.

2. Toss the cooked pasta with the remaining two tablespoons oil. Serve with the hot sauce. Serve sprinkled with the Parmesan cheese.

Fettuccine con piselli (Fettuccine with peas)

- 1 cup freshly shelled peas or 1-10-ounce package frozen peas
- ½ cup heavy cream
- 1 pound fettuccine
- 8 tablespoons butter, cut into small pieces
- ¾ cup freshly grated Parmesan cheese
- ½ teaspoon freshly grated nutmeg
- Salt and freshly ground pepper

1. Drop the peas into boiling water. If fresh, they should cook about one or two minutes. If frozen, they should cook 10 seconds or just until the peas are no longer sticking together. Drain and run briefly under cold water. Drain again and return to a saucepan. Add cream; set aside.

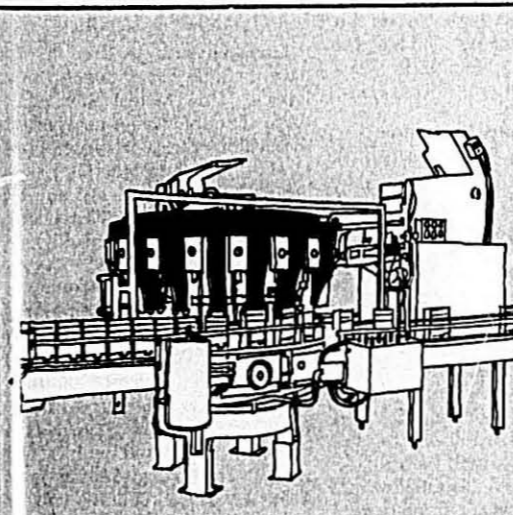
2. Cook the pasta according to package directions. Drain quickly.

3. Put the butter in a hot serving dish for tossing the pasta. Add the hot pasta.

4. Heat the peas in the cream briefly. Add the peas in the cream to the pasta. Add the cheese, nutmeg, salt and pepper to taste. Toss well and serve hot.

Yield: Four servings.

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Rexham

SUCCESSFUL WINTER MEETING

The Winter Meeting was marked by a good weather, excellent turnout, and an interesting program.

President Paul A. Vermeylen reviewed the accomplishments of the past year, noting the merger of the National Macaroni Institute with the National Macaroni Manufacturers Association, the retention of the Washington Attorney, the development of the Foodservice Manual, a good year for Association meetings and programs including promotion and publicity.

A collection of films from Sports Productions, Inc., Box 296, Rumson, NJ 07760 (toll free phone: 800-631-2180) were shown while committees held their meetings for reports to be given the next day.

Standards Committee

Standards Committee Chairman Mickey Skinner reported that the Food and Drug Administration has responded on the Oriental Noodle Petition but has taken no action because of budgetary considerations. Flagrant violators have been told to comply with the standards for oriental noodle labeling. He urged macaroni manufacturers to respond to the Hearing Clerk of FDA noting that egg breakers have been most cooperative.

Mr. Skinner also reported that testimony was given in Atlanta on the Umbrella Good Manufacturing Practices Hearings. He reported that weights covered in Handbook #67 is still being drafted, but the present allowance for moisture loss at 3 percent for pasta is "something we can live with."

He reported that milling tests at North Dakota Mill and processing tests at the Skinner plant on the new variety Edmore-high gluten durum, added extra strength with less breakage and made a much better product. It was not quite as good agronomically as Vic which will probably replace it. Details will appear in the Macaroni Journal.

National Affairs Committee

Counselor Gary Kushner reported for the National Affairs Committee stating that committee members will focus on commenting or testifying at Congressional Hearings on matters of general interest to the food industry and those in particular to the macaroni industry. We will continue coordina-



Paul A. Vermeylen

ting efforts with allied organizations. Mr. Kushner urged that political clout be exercised on the oriental noodle problem and a visitation program with three or four people meeting Congressmen in Washington periodically would help the cause. He reported that federal open dating is not on the docket—there will be no food bill this year, but food will come under scrutiny for campaigning for fall elections.

Durum Relations Committee

Durum Relations Chairman Lloyd Skinner reported that the agronomy program at North Dakota State University underwritten for the past five years by the National Macaroni Manufacturers Association, Durum Wheat Institute, and North Dakota State Wheat Commission has \$7,000 from each partner, will now be increased to \$10,000 per partner for continuation of such work as that which has produced Edmore and Vic, high gluten wheats. Annual contributions to the Crop Quality Council will be increased 5 percent. Vance Goodfellow of that organization gave a brief report on the durum situation which will be reprinted in the Macaroni Journal.

Mr. Skinner announced that registration for the Wheat and Wheat Foods Order Referendum had to be in by February 5. Passage of the 1¢ per bag assessment will generate \$200-300 thousand per year for research and nutritional promotion.

Norman Weckerly of the U. S. Durum Growers Association said the crop in 1979 was good, but there was some frost damage. He looks for acreage to be up in 1980, to be influenced by

hard red spring prices and sunflowers. Sunflower acreage is now equal to durum. He said the embargo had been a shock, but the market had been resilient. He noted there is a threat of war, but otherwise, the market is bearish.

NMI Committee

Nick Rossi, Chairman of the Products Promotion Committee, said the objective of the NMI program is to increase consumption in the domestic market. Contributions to the Institute were up 14 percent in 1979, and the durum mill grind was up 10 percent for the first ten months. 1980 should be a great year.

Bill Henry of the Trade Relations Committee reiterated that good communications and liaison with the trade were essential. He reminded the group of the National Association of Wholesale Grocers meeting in March and the Marketing Institute in May. He observed a high turnover of buyers and declared space allocations for dry pasta needs increasing.

How to Get Rich

Financial analyst Fred J. Young gave a light but thought-provoking talk on "How to Get Rich and Stay Rich" describing a formula written in the book by the same name published in May, 1979, by Frederick Fell, Publishers, Inc., 386 Park Avenue South, New York, NY 10016. The book sells for \$9.95 and is good reading.

Product Promotion

Elinor Ehrman of Burson-Marsteller gave the product promotion report stating that 1979 was the year that pasta met the challenge of inflation on the need for nutritious on-the-go meals, meatless meals, gourmet menus for singles and doubles, as well as pasta for a crowd. A box score of placements and circulation will go out with the Progress Report in the middle of the month, but highlights show that 118 major stories in consumer magazines reached a circulation of 384 million. Eight stories appeared in syndicated Sunday Supplements with a combined total of 1,908 papers with a circulation of more than 130 million. Major market newspaper coverage was extensive and ranged from features like "Pasta Power" to "Pasta Fit for a Pope." NMMA's 75th anniversary was observed at the annual Macaroni Family Reunion—New York Press Party in the fall.



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

Winter Meeting

(Continued from page 8)

1980 starts out with a bang with February's Good Housekeeping Magazine showing 50 Plus Ways to Eat Pasta. Family Weekly, February 17 issue, Food for the Olympics, leads off with our color photo of chicken noodle soup. Weightwatchers will have a major pasta story in the March issue, and Modern Bride will have a full page color of stuffed shells in "Easy Entertaining" in the May issue.

Food editor Marilyn Norton Moore of the Miami News gave us a page plus with a color photo of macaroni, spaghetti and egg noodles in a story "Use Your Noodle—when the palate craves pasta, there's a choice, whatever the size or shape, it's the perfect food."

Copies of the Pasta Foodservice Manual will be sent to each member of the Association. Additional copies will be sold at cost of \$10 plus handling and shipping from New York. Quantities are limited, so if large size orders are required, please let us know so a run can be prepared.

Frymaster Equipment

Crawford Hicks of Frymaster described his equipment for fast food operation. The Spaghetti Magic Machine takes 32 inches left to right and 30 inches front to back. The cost is \$2,000, and they have sold 15,000 in the past five years. Six pounds of dry product yield 15 pounds of wet spaghetti. Key statement: "A system is essential."

Foodservice Panel

Ken Murphy of Catelli Ltd. explained where foodservice pasta fits into the overall business picture. Foodservice business in both Canada and the U.S. is growing in excess of 10 percent annually. As an industry we must insure we obtain our fair share of the foodservice volume. In the retail business the supermarket shelf is your silent salesman. In foodservice it is the menu. We must get macaroni products on all menus.

Catelli's has a special products division. They have designed a foodservice brochure. They have equipped their sales people with information on what pasta is and how it is made, how it is cooked, the importance of timing in rinsing and cooking, and the proof is in the eating. Mr. Murphy's points were illustrated with audio-visual,

and his comments will appear in the Macaroni Journal.

Phyllis Larsen of Golden Grain Macaroni, San Leandro, said we must learn to communicate with people on a new planet—the foodservice business has many segments and variations, and you must learn what the customer needs and wants. She reemphasized the basic points made by Mr. Murphy and suggested a Convention booth at restaurant shows as an excellent way to meet foodservice prospects and make sales.

Gus Capollupo of San Giorgio observed that on a whole foodservice pasta is not as good as at home, but the restaurant is a sampler that piques the consumer's desire to serve the product at home. He observed that various food councils and segments of the food industry are vying for the food dollar, so we must advertise uses and profit potential.

Pasta use can be expanded greatly by emphasizing recipes using other than red sauce. White sauces or vegetable combinations are neglected areas full of opportunity. Foodservice distribution has become big business, he observed, and price is not on top of the list any more. Better quality is required to ensure product performance. Education cannot wait nor be fragmented. Each manufacturer must make his own plan but look to the Association for background assistance.

Customer's Viewpoint

From the customers' viewpoint Mary Duffy of Interstate United says her company has annual sales of \$375 million. She complained that the pasta industry had not been aggressive enough stating, "You must provide us with tools. We need: (1) multilingual recipe cards; (2) cooking instructions; (3) cost-yield information per portion; (4) new ideas for serving; (5) merchandising programs."

Joseph Sciortino, Plantation Sysco, has been in foodservice 23 years starting at Heinz. Ten years ago Sysco didn't exist—today it sells \$1 billion worth of products. Fifty men call on 5,000 customers with 3,000 items. Sales meetings are the vehicle for training people. Restaurants sell by the serving.

David Steadman, editor and publisher of Ideas for Restaurant Profits, caters to white table service restaurants in 17,000 hotels and motels and

5,000 private clubs and military units. He noted that manufacturer must respond to local market conditions. Major concerns include: (1) food costs; (2) customer traffic; (3) energy costs; (4) help training and turnover; (5) the manager works 12 hours a day, 6 days a week and usually grew up in the business. Also, he begrudges time with salesmen.

Look to the innovators. Upgrade your presentations. Side dish alternatives in European and Continental menus. Work with the chef. He is a different kind of animal. A good way is to run contests to create new ideas for new recipes.

Social Program

On the social side suppliers underwrote the Suppliers' Socials preceding dinner each evening. Top winners in tennis were Charles Niskey and Joan Henningsen. Ted Sills bowls for golf prizes were won by Joe Viviano and Kitty Katske.

Our thanks to the hosts of the suppliers' socials:

ADM Milling Company
Shawnee Mission, Kansas
Amber Milling Division
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Zanesville, Ohio
Bender Goodman Co.
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Central Islip, New York
Fold - Pak Corporation
Englewood Cliffs, New Jersey

(Continued on page 38)

THE MACARONI JOURNAL



Anna D'Agostino, of tv cooking and cookbook fame, serves up proof packed pasta at Minneapolis' popular Sammy D's restaurant

The proof is in the pasta!

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

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Amber works exclusively with the finest durum wheat grown by farmers of the northern plains. And Amber grinds this fine durum in its modern efficient mill.

And Amber serves you right...by matching your specs and by shipping when promised. And the consumer gets a break, too, because the proof is in the eating. Call Amber now for your own proof.



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CROP QUALITY COUNCIL REPORT
by Vance V. Goodfellow, President

Durum Perspective

U.S. durum wheat production centered in North Dakota with 3,250,000 acres harvested and production of 84,500,000 bushels in 1979, is a success story not to be taken for granted. It is the result of a broad partnership between macaroni manufacturers, durum millers, durum growers, university scientists and allied groups to solve common problems associated with grain quality, stem rust resistance and dependability of durum supplies for processing. This shared interest has significantly contributed to a sound expansion of durum research that has meant increased income profitability and growth throughout the durum industry.

The research records of the last decade — the release of nine new durum varieties, increased yield potential up 15 percent, maintenance of high quality and color with the addition of strong gluten characteristics improving tolerance to cooking and better protection against stem rust infection — are remarkable achievements. For the 1980's a similar vigorous commitment to research must be made by all segments of the industry. The Crop Quality Council represents this interest and will continue to press for adequate research funding assuring needed durum production to meet anticipated domestic and export demand.

Newer Durum Varieties Expand in Acreage

High grower acceptance is again demonstrated by the use of newer durum varieties. The 1979 North Dakota variety survey showed Ward in first place at 39 percent but down from 1978. Rugby held second place at 17 percent of the acreage, an increase of 4 percent. An increased acreage also was shown for Cando, the first semi-dwarf durum that checked in at 12 percent. The three varieties represented 68 percent of the North Dakota durum acreage last year. Edmore, the first high gluten variety released, moved on to the chart at 1 percent. It is anticipated that Rugby will increase in 1980 replacing some of the acreage now seeded to Ward and other varieties.

The newest high gluten variety, Vic, released last spring shows yield potential similar to Rugby and should become a strong competitor when seed becomes available. Approximately 120,000 bushels of Vic will be available for spring seeding about 80,000 acres. 1980 production will be mostly for seed increase thus it will be 1981 before commercial quantities will be marketed.

Winter Seed Increase

The annual increase of experimental durum breeding lines during the winter months in Mexico continues to provide a vital link in developing new commercial durum varieties. Now in its 26th year, the Mexican nursery location has permitted the rapid increase of durum germplasm. Most all durum varieties grown in Upper Midwest states were first increased in Mexico.

The release of Vic durum in 1979 by the North Dakota Experiment Station points to another program success story. Dr. James Quick, durum breeder at North Dakota, has made effective use of the nursery that resulted in the release of Vic six years after the original greenhouse cross in 1973. Vic was grown in the Mexico nursery in the development sequence.

Economic importance of the program to Upper Midwest grain production is highly significant. Dr. Quick, in a recent research report, stated the Winter Nursery Program in Mexico had significantly accelerated durum wheat research efforts resulting in release of new durum varieties. He indicated this allowed producers and other segments of the industry to utilize plant genetic advances more quickly than would be possible without the winter nursery. Additional monetary benefits to North Dakota durum producers were calculated on the earlier availability of seven new varieties for the period 1961-1979 which showed an increased return of 150 million dollars due to higher yield and improved quality.

Dr. Quick predicted that the new high gluten durum types, Edmore and Vic, would add an estimated 118 million dollars in producer income during the next 10 years due to increased market demand.



New variety Edmore durum is served at Spaghetti Break at the Crop Production Conference in Minneapolis. Chef in checkered cap is Mel Maier, North Dakota Wheat Commission; Vance Goodfellow, Crop Quality Council (center); Dr. Jim Quick, plant breeder, North Dakota State University (far right).

Wheat Stem Rust

In a review of grain variety development research in the December, 1979 issue of Cereal Foods World, a publication of the American Association of Cereal Chemists, Dr. Walter Bushuk, University of Manitoba, Winnipeg, stated that "plant breeders have managed to stay ahead of the rust problem." He further indicated that "stem rust is the most serious disease, since it can cause 100 percent loss. It is under control through the use of resistant varieties but the potential for loss is always there. Breeders continue to incorporate more resistance into new varieties."

Scientists at the National Cereal Rust Laboratory, St. Paul, MN, also indicated that without present stem rust resistance in commercial durum and spring wheat varieties, an economically serious epidemic could occur two out of every three years in Upper Midwest production areas. Each year hundreds of durum lines are screened for stem rust susceptibility. The identification of new genetic sources of rust resistance must be sought constantly to "stay ahead of the rust problem." Annual stem rust surveys during the growing season, help monitor changes in rust races that may be potentially destructive to future production. Present commercial durum varieties have excellent stem rust resistance.

Laboratory Funds Restored

Through urging by the Crop Quality Council and others, Congress re-

(Continued on page 14)

WHO WILL HAVE THE MOST MODERN SEMOLINA MILL IN 1980?

Could it be the durum people?

the durum people



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Crop Quality Council Report
(Continued from page 12)

stored \$100,000 for the USDA Spring and Durum Wheat Quality Laboratory at Fargo, ND, that had been cut earlier in the President's budget. The total 1980 budget for the laboratory is \$279,000, the same as in 1979. Durum quality research conducted by the USDA Laboratory compliments the quality work of North Dakota State University's Department of Cereal Chemistry in expanding the practical application of new technology for use by industry.

Current Moisture Situation

Fall top and subsoil moisture in North Dakota was rated much below normal with shortages reported in over 35 percent of the state. Soil moisture was also short over much of Montana. Some snow has been received but amounts have been generally light and high winds have caused soil blowing. South Dakota also reported short moisture supplies in north central and western sections. 1980 crops in these regions will be extremely dependent on good spring and summer moisture. Additional snow now would benefit fall seeded crops and reduce wind erosion. Minnesota soil moisture is considered adequate.

When considering moisture potentials for the 1980 crop, climatologists

tell us we should be guided by the soil moisture present for the months of September through November. These months are referred to as the "re-charge" period when moisture is accumulated in the soil and provides a reserve for the next crop season.

Planting Intentions

Durum plantings were indicated at 4.9 million acres, up 20 percent from last year primarily because of strong prices relative to competing crops. Intentions in North Dakota were up 17 percent and Durum acreage in the Southwest is likely to be nearly double last year.

Crop Quality Council

Earl N. Sonnesyn, vice-president and general manager of grain operations, International Multifoods Corp., Minneapolis, was re-elected chairman of the Crop Quality Council at the organization's 58th annual meeting in Minneapolis. He has served as a director of the Council since 1977.

William W. Hay Jr., vice-president and general manager of flour milling operations of The Pillsbury Co., was elected vice-chairman. J. M. Selover, vice-president of Northwestern National Bank of Minneapolis, was named treasurer.

Elected to the board of directors was Boyd C. Bartlett, senior vice-president, agriculture and consumer products, Deere & Co., Moline, Ill. Vance V. Goodfellow was re-elected Council president and J. Charles Walters was re-elected secretary.

Durum Stocks

Durum stocks included in the all wheat aggregate as of Jan. 1 made up 107,642,000 bus, 8% less than 117,066,000 bus a year earlier and 1% less than 108,415,000 bus held on Jan. 1, 1978.

Durum holdings at the start of 1980 included 87,334,000 bus on farms and 20,258,000 bus in off-farm positions, against 98,694,000 and 18,312,000, respectively, in 1979. October-December durum disappearance was 45,849,000 bus, up 38% from 33,315,000 in same quarter of 1978.

Prince and Italgrani Plan Mill

Prince Macaroni Manufacturing Co., Inc., Lowell, Mass., and Italgrani U.S.A., Inc., the U.S. subsidiary of a major Italian grain company, have entered into an agreement in principle to form a joint venture to build a durum mill adjacent to a grain export

(Continued on page 21)

1979 UNITED STATES DURUM PRODUCTION
U.S.D.A. Annual Summary January 15, 1980

| State | Acreage Harvested | | Yield Per Acre (bu.) | | Production (bu.) | | Prospective Planting* | |
|--------------|-------------------|-----------|----------------------|------|------------------|-------------|-----------------------|----------------|
| | 1978 | 1979 | 1978 | 1979 | 1978 | 1979 | 1980 Indicated | 1980 % of 1979 |
| Minnesota | 98,000 | 77,000 | 38.5 | 37.0 | 3,773,000 | 2,849,000 | 90,000 | 113 |
| North Dakota | 3,240,000 | 3,250,000 | 31.5 | 26.0 | 102,060,000 | 84,500,000 | 3,900,000 | 117 |
| South Dakota | 190,000 | 165,000 | 20.0 | 22.0 | 3,800,000 | 3,630,000 | 240,000 | 137 |
| Montana | 290,000 | 325,000 | 30.0 | 21.0 | 8,700,000 | 6,825,000 | 390,000 | 116 |
| California | 115,000 | 45,000 | 75.0 | 80.0 | 8,625,000 | 3,600,000 | 85,000 | 181 |
| Arizona | 91,000 | 70,000 | 70.0 | 75.0 | 6,370,000 | 5,250,000 | 140,000 | 187 |
| U.S. | 4,024,000 | 3,932,000 | 33.1 | 27.1 | 133,328,000 | 106,654,000 | 4,845,000 | 120 |

* U.S.D.A. figures released January 21, 1980.

1979 CANADIAN DURUM PRODUCTION
(Based on Statistics Canada November, 1979 estimates of production)

| Province | Acreage | | Yield per acre (bu.) | | Production (bu.) | |
|-------------------|-----------|-----------|----------------------|-------------------|------------------|-------------------|
| | 1978 | 1979 | 1978 | 1979 ¹ | 1978 | 1979 ¹ |
| Manitoba | 250,000 | 150,000 | 29.2 | 24.0 | 7,300,000 | 3,600,000 |
| Saskatchewan | 3,000,000 | 2,300,000 | 28.3 | 23.5 | 85,000,000 | 54,000,000 |
| Alberta | 400,000 | 350,000 | 31.2 | 24.3 | 12,500,000 | 8,500,000 |
| Prairie Provinces | 3,650,000 | 2,800,000 | 28.7 | 23.6 | 104,800,000 | 66,100,000 |

¹ As indicated on the basis of conditions on or about November 15.

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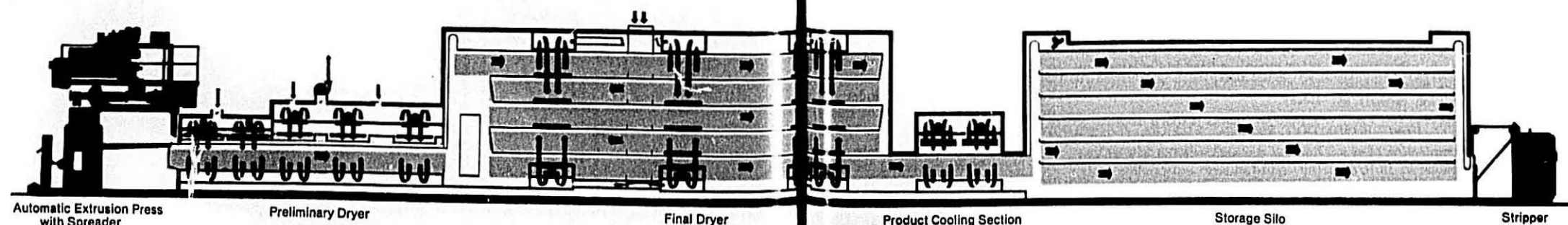
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The Wheat Situation

from the

U.S. Department of Agriculture

Wheat Prices Return to Pre-Suspension Level Record Exports Likely

Wheat prices remain well above a year ago despite the January 4 suspension of grain sales to the Soviet Union. Prices weakened initially but have recovered and advanced above pre-suspension levels in most areas.

To soften the expected market impact of the sales suspension, the Government immediately implemented a number of program changes. The most significant action was the announced intention to purchase 150 million bushels of wheat, including the assumption of contractual obligations on up to 135 million bushels that will not be shipped to the Soviet Union. This wheat would not be resold on the market but would be used to insure future U.S. foreign food-aid commitments.

Other program changes increased the 1979 loan rate from \$2.35 to \$2.50 a bushel and raised the farmer-owned release and call levels. All these actions helped maintain prices at earlier forecast levels. The average farm price is expected to range from \$3.70 to \$3.90 a bushel compared with \$2.98 in 1978/79.

Prospects for a record export season still overshadow the expected increase in wheat carryover stocks. Overseas shipments during June-December were at a record setting pace, totaling nearly 900 million bushels. The suspension of grain sales caused projected 1979/80 U.S. wheat exports to be lowered 75 million bushels to 1,325 million. This exceeds the 1973/74 record season by over 100 million bushels. Despite the projection of record wheat disappearance in 1979/80, yearend stocks are expected to be slightly higher than in 1978/79 because of the near-record 1979 crop.

When winter wheat producers were firming up their planting decisions last fall, farm prices were nearly \$4 a bushel and prospects for 1980 crop prices continued strong. This outlook, coupled with no set-aside requirements in 1980, led winter wheat growers to seed nearly 57 million acres, 5 million more than a year ago and the largest area planted since 1976. On January 1, Durum and other spring

wheat growers indicated they may increase 1980 planted acreage 1 million acres over 1979. Although 1980 winter wheat developments indicate that yields will be down from last year's record, it appears that the 1980 U.S. wheat production may again top 2 billion bushels. Weather still remains the big determination for both the winter and spring crops.

The 1979 world wheat crop is currently estimated at 405 million metric tons, substantially down from 1978's record 439 million tons, but still the third largest ever. Global wheat trade is projected at a record 78 million tons despite recent curtailment of U.S. sales to the Soviet Union.

The Durum Situation

Little Change in Durum Stocks Prices Considerably Higher

Durum stocks on January 1 totaled 108 million bushels, modestly below last January. Increased 1979/80 carry-in stocks mostly offset the 20 percent decline in the 1979 crop, so this year's Durum supply is only slightly below last year's record 200 million bushels (table 3). In the same tone, June-December disappearance was about on par with the heavy use early last year. A slow starting export season, caused by the Duluth-Superior work stoppage, accelerated when loading resumed. A record 17 million bushels of Durum left U.S. ports in November. Mill grind also increased despite prices that reached \$6.00 per bushel during October. For 1979/80, Durum disappearance is expected to reach another record, cutting in the large supply and reducing year end carryover stocks.

June-December exports totaled 55 million bushels compared with 60 million for the same period a year ago. But mid-January outstanding sales slated for future delivery were 9 million bushels ahead of last year. Thus, 1979/80 exports may be near or exceed last season's record (table 3).

Durum market prices declined from an early October high of over \$6 a bushel when Great Lake seasonal export demand ended. Domestic buying was cautious at the \$1.50 October spread over hard spring needed to narrow considerably to induce expanded buying. Durum market prices may be expected to weaken from current levels as the crop year progresses

because of the expected large increase in 1980 Durum acreage.

Favorable prices and no set-aside induced producers to plan a sharp increase in 1980 Durum acreage. Growers intend to seed 800,000 acres more than the 4.0 million in 1979.

Dietary Recommendations

The Federal Government set down a list of seven general dietary recommendations which they claim could improve American eating habits and maintain health.

The guidelines, announced by Secretary of Agriculture Bob Bergland and Surgeon General Julius B. Richmond, urge Americans to eat a variety of foods, especially those with adequate starch and fiber, but avoid fats, sugar and salt.

The recommendations are "purely advisory," Bergland emphasized.

The seven guidelines, published in a small booklet available from USDA, include:

1. Eat a variety of foods daily. In this category, USDA and HEW included fruits; vegetables; whole grain and enriched breads; cereals and grain products; milk, cheese and yogurt; meats, poultry, fish and eggs; and legumes (dry peas and beans).

2. Maintain ideal weight. USDA and HEW specifically urged Americans to eat slowly, prepare smaller portions and avoid "seconds," while encouraging them to exercise, avoid too much alcohol and eat less fat and sugar.

3. Avoid too much fat, saturated fat and cholesterol. Specifically, the federal government urges Americans to choose lean meat, fish, poultry, dry beans and peas, while "moderating" use of eggs and organ meats, such as liver.

4. Eat foods with adequate starch and fiber. Starches should be substituted for fats and sugars, the guidelines urge.

5. Avoid too much sugar. USDA and HEW specifically warned of tooth decay and urged Americans to eat less snacks, jams, jellies, candies, cookies, soft drinks, cakes, pies, breakfast cereals, ice cream, flavored milk and even catsup.

6. Avoid too much sodium. The federal government specifically cited the association between too much sodium intake and heart disease, saying

(Continued on page 61)

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.

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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:

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IMPROVED PASTA QUALITY WITH EDMORE DURUM

by C. Mickey Skinner, Executive Vice President, at the Crop Quality Conference



C. Mickey Skinner
Executive Vice President
Skinner Macaroni Company

The first thing I would like to do is compliment Dr. Jim Quick and his associates at North Dakota State University for the research that they have done in durum. I'm sure many of you may not be aware of the fact that the funding for this development of strong gluten durum was shared by The North Dakota Wheat Commission, The Durum Wheat Institute, and The National Macaroni Manufacturers Association. If these three groups had not joined forces, Dr. Quick and North Dakota State University would not have been able to adequately staff for this research and would be at least two years behind. I would like to make a pitch at this time to those three groups and ask their continued support in funding additional research on durum varieties.

As many of you are aware, semolina is the raw material of choice to produce a quality pasta product. Semolina, of course, is a granular product which is milled from the endosperm of amber durum wheat and contains less than 3% flour. Pasta products made from a good quality durum semolina are characterized by a bright clear, yellow color. The quality of good pasta products depends upon several factors: How the products hold up in cooking; how much water is absorbed; the loss of solids to the cooking water; and, especially, the final firmness. It will be these quality characteristics that I address later in this presentation.

To measure progress, one must have a basis for comparison. I have been actively working in the pasta business for 28 years. During that period of

time, I have seen the technique of producing a pasta product go from an art form to a highly sophisticated, scientific, and technological process.

Some of the things I remember from my early days in the business are conversations between Lloyd Skinner and the late Al Ravarino about product quality. Both of these gentlemen were convinced that if you made a quality pasta product, it would ultimately increase the per capita consumption in the United States. Both men had a dedication to using semolina, but Al Ravarino always felt that the product produced in Italy had a higher quality than that produced in the United States. His measurement of quality was how well the product withstood overcooking. He knew that there was a difference between American semolina and Italian semolina, but he could never put his finger on it. How proud Al would be today, if he could test the product that we have manufactured from Edmore Durum.

Project Goes Back

We have known for some time that Dr. Quick had been working on the development of a strong gluten durum variety. At the Durum Show in 1978, Jim reported that seed for the new Edmore variety was available on a limited basis and that any of the farmers who wished allocation of this seed should make their desires known.

Upon hearing this, I had a discussion with Sam Kuhl, General Manager of North Dakota Mill & Elevator, and asked if it would be possible to purchase enough of the Edmore variety to mill approximately 300,000 pounds of semolina. Some of us had seen pasta products produced from Edmore at the test facilities at North Dakota State University—we were impressed with what we saw. What we did not know was how this new variety would react in the commercial operation. After numerous phone calls, meetings, and frustrations, arrangements were finally made with certain farmers to grow enough Edmore and to keep it segregated from the other varieties.

Finally, in October, approximately 12,000 bushels of Edmore were collected and shipped to North Dakota Mill & Elevator. They processed this new variety through the mill without mak-

ing any significant operational changes. They noted that the berry was larger and plumper than we'd Ward or Cando; but, all in all, they had little difficulty grinding the new variety.

Production Process

When we received the milled semolina, we segregated it at our storage silos and started the actual production process.

In the continuous mixer, we noted that the new variety seemed to absorb more water than the standard varieties. The mixing time was increased slightly by raising the level of the mix in the press. The extrusion pattern on the cut goods product was comparable with standard semolina; but the extrusion of the long goods was a little slower, and there was a greater variation in product length across the stick. The moisture content of the extruded product was 31%, which was no different than our standard moisture. We noted no additional headpressure, although the amps pulled on the main saw were slightly higher. We used a standard drying curve on the test product and found that it was not necessary to make any changes in these drying curves. The finished product had a golden color and seemed to be stronger. The additional strength of the product was proven when it got to the cutting station. It was very obvious, even to the novice, that there was less breakage of the product through the cutter. It was particularly noticeable when the test run of lasagne got to the cutter.

As any pasta manufacturer will tell you, lasagne is the most difficult product to extrude, dry and cut. It is not uncommon to see 15%, 20%, or even 25% breakage or splitting of the product during the cutting process. Our experience with the Edmore lasagne was a breakage of less than 10%. All of this was very encouraging; but, like they say at the Metropolitan, "The Opera isn't over 'til the fat lady sings." The real test would be in the cooking qualities and their resistance to overcooking.

Comparative Cooking Tests

We did some comparative cooking in our Test Kitchen and were pleas-

antly surprised at the results. Our Home Economist was so pleased with the results that she gave the product an excellence in all categories.

We then sent samples of the product to some 40 individuals or firms and asked them to compare this product with the products that they produce or find in their markets. Most of these individuals or firms have replied, and I will now present excerpts from their comments:

The most recurring comment was that the product has more specks than they normally were used to seeing, but they graded it superior to any product that they produced or found in their market.

In one test, the product was boiled continuously for 50 minutes. It started stuffing a little at 35 minutes; but at 50 minutes, it looked quite good. You could pick up a piece of it, and it did not fall apart. The commercial product it was compared to when boiled 50 minutes started stuffing at 25 minutes, and at the end of 50 minutes there was nothing left of the product.

Just to quote other comments made by individuals:

"Thank you for the trial package of high gluten spaghetti. We tried it a couple of different ways, and I can again confirm to you what I told you in our telephone conversation—I believe it is the best I have ever had. It was quite remarkable in that it not only had a better 'bite,' but it also actually had a better flavor than the regular spaghetti, which I tried at the same time and with which I compared it."

"I have tried the Edmore spaghetti and I have been extremely pleased with the flavor and texture. It is by far superior to anything we can buy on the shelves in North Dakota."

The spaghetti provided by you for testing is an excellent product with the exception of the relatively high number of visible specks. I have no doubt that these strong gluten durum wheats are the products of the future and will greatly enhance the overall quality of the products produced by the pasta industry."

"We found it cooked al dente in about 8 minutes, held firm during a ten-minute period before serving, had excellent color, taste good, and was most satisfactory."

"As you can see by the attached report, we have tested the product against our regular thin spaghetti and

found significant differences in the cooking quality. I would appreciate your passing on any information you can about the new variety and its availability."

"Color of our test results showed that the cooked Edmore spaghetti is naturally yellow. Cooking water for Brand X spaghetti is somewhat more cloudy than Edmore. The texture is the most outstanding characteristic of the Edmore spaghetti, although the Brand X spaghetti withstood excessive cooking very well. The Edmore texture at 20 minutes of cooking could be compared to the texture of Brand X at 10 minutes."

Well, enough of the comments and testimonials. It is not difficult, however, to see why I am so excited about this new variety.

Good News, Bad News

Good news, bad news stories are in vogue today. The bad news about strong gluten durum is that the Edmore variety agronomically is not as good as Ward or Cando. The good news is that the newer strong gluten variety, Vic, developed by North Dakota State University has all of the good Edmore characteristics but is agronomically equal to Cando and Ward.

If I have seemed excited and enthusiastic about strong gluten durum—that was my intent. I am firmly convinced that with the further developments of these varieties there will be a greater difference between the quality producer and the blender, and that the quality producer will have a product that the housewife will absolutely perceive as superior. Maybe then we can get to a point of making a goof proof pasta product.

Prince-Italgrani Mill

(Continued from page 14)

complex at the port of Providence, it was announced by Anthony J. della Selva, executive vice-president of Italgrani U.S.A. Initial plans are for an eight-floor mill with daily capacity of 5,000 cwt and provision for future expansion.

Italgrani plans an export elevator with capacity of about 3 million bus. Cost of the complex is estimated at \$30 million.

The durum mill, to be named Providence Milling Co., will supply semolina for Prince's pasta manufacturing

complex at Lowell, Mass., which is in the process of being consolidated into a single operation with a weekly capacity of 7 million lbs of pasta.

Semolina production in excess of Prince's requirements will be marketed to other pasta manufacturers.

The export elevator will be operated by Italgrani U.S.A., and the complex is expected to be completed by the spring of 1982. Mr. della Selva said at the company's Minneapolis headquarters. Italgrani U.S.A. will originate grain, primarily corn and soybeans from the Middle Atlantic states, for export into world markets. Durum for the milling operation will move by the St. Lawrence Seaway and by rail from the Upper Midwest.

Cando Plant Nears Completion

Work is nearly complete on the 56,760 square feet of roofing that has gone into the construction of the 132 by 430 foot pre-stressed concrete Pasta Plant in the Durum Triangle Industrial Park in south Cando, North Dakota.

"We will be able to produce 168,000 pounds of pasta products per day once we get into full production around mid-summer of 1980" developer Leonard Gasparre told a group of interested local residents, plus Attorney General Allen Olson, at the Townner County Bank recently.

"Depending on the amount of air in the package of the particular pasta product, there will be from four to seven truckloads of the finished product shipped out of Townner County each day, primarily by local independent truckers, if possible," Gasparre explained as he elaborated on the progress of his \$8,000,000 brainchild, a fully integrated pasta-producing plant in the heartland of the Durum Triangle.

The developer pointed out that the roofing, plumbing and electrical work is near completion, windows are being inserted and a new door will soon be installed in the large opening in the northwest area of the wall, after which an attempt will be made to heat the building for further indoor work.

"Our Swiss-made equipment is on the way and should be installed sometime in February and we'll be able to take applications for approximately 150 jobs in late April or early May," Gasparre said.

ADM's own transportation network speeds the flow of wheat and flour—allows total control of product delivery.



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ADM has the largest and most modern transportation network of any milling company in the United States. The figures are impressive by any standards.

This network includes more than 400 hopper grain cars and more than 700 airslide flour cars. ADM owns more than 50 hopper trailers for grain and more than 175 bulk trailers for flour. In addition, the company owns and operates more than 50 river-going grain barges.

ADM has steadily and carefully built up this transportation network to ensure the smooth and uninterrupted flow of grain to its milling centers and the timely and efficient delivery of flour to its customers.

Instead of allowing itself to become heavily dependent on common carriers, ADM's grain and flour shipments are handled by the company's own transportation

network, thereby avoiding potential problems of availability, scheduling, and delay.

The key word in this innovative system is "efficiency" — and it'll work in your favor every time. In this respect — and in many others — ADM Milling Company is unique in the market.

But all you really have to remember is that ADM assumes total responsibility for — and maintains total control of — the quality and availability of its products. And that's a definite advantage to you.

ADM Milling — supplying Breadwinners since 1902.



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| MODEL | | CAPACITY, LBS/HR |
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| PRE-DRYER | FINAL DRYER | |
| TRT | TTT | 500- 2,000 |
| TRNA | TTNA | 1,000- 4,000 |
| TRNC | TTNC | 2,000- 6,000 |
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Efficient Energy-Saving Design

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Smaller, high-efficiency units require less floor space. Circulating air fan motors are mounted inside dryers, utilizing 100% of electrical energy. (New type of energy-efficient motor is available).

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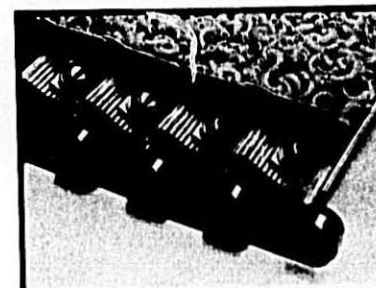
High drying temperatures, in combination with ideal drying time, increase cooking quality of final product.

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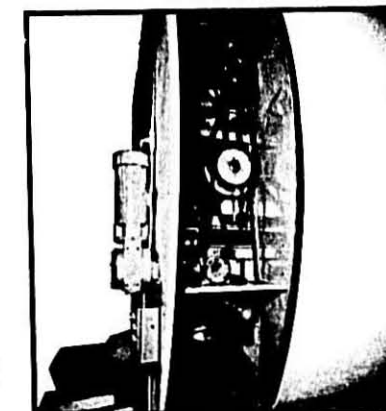
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PASTA PROMOTION UPDATE

by Elinor Ehrman, Burson-Marsteller, at the Winter Meeting

1979 is the year that Pasta Met the Challenge. This was the year-round theme of our Basic Program, and we adapted the slogan to the many segments of our consumer audience on a variety of topics:

Inflation, with pasta the answer to families on a tight food budget the need for nutritious on-the-go meals prepared in a hurry meatless meals, low-calorie meals, low-cholesterol meals gourmet meals and ethnic menus pasta combos for parties, and family style dishes and left-overs menus for single/doubles as well as "pasta for a crowd"

We informed the trade of the year's theme, with a release in the early Spring.

To give you our results by breaking out the media, we totaled 118 major stories in Consumer Magazines reaching a total circulation of 384,000,000.

Supermarket Magazines

So that you will get a better idea of our consumer reach, we have taken magazine classifications, and reported on our performance in each category. The two traditional Supermarket Magazines are Family Circle and Woman's Day which are available at check-out counters in supermarkets nationwide. Here is November's Woman's Day with a Cover Story on "10-Minute Pasta Sauce". This was a speed-up on our 1978 industry recipe booklet of Quarter-of-an-Hour Pasta Recipes. The magazine copy reads: "Put the water on to boil, start the sauce—a main dish in minutes." We had three other major features in this magazine category which ran in January, February and March, stressing pasta's versatility and convenience.

The "Big Three" Women's Magazines are Good Housekeeping, McCall's and Ladies Home Journal. The June's Journal Cover Story on Macaroni and Cheese is geared to nutrition. Story copy: "Here, we've created eight main dishes (4 with meat, 4 without), with enough protein for your entire family meal. And we promise your kids will love every one." Seven other pasta features in this magazine ran throughout the year highlighting pasta in "Terrific Dinners for Working Mothers; After-Ski Parties; 60 Super Salads."



Elinor Ehrman

Total circulation for the category: 45 million plus.

Shelter Books

In the Shelter books highlighting interior decor and design, we chose House & Garden's December cover story entitled "On the Night Before Christmas—Pasta Sauces that Need No Cooking"—6 recipes for easy, festive holiday meals. In April and September, Better Homes & Gardens featured pasta in economy dishes and make-ahead salad meals.

Total category circulation: 17 million

Young Couples

We called this category Young Couples rather than Young married to include Cosmopolitan, Redbook and Apartment Life. These books, targeted to the 20's and 30's age groups, are big on nutrition and diet.

Cosmopolitan's May issue highlights Pasta Primavera with copy: "What the New nutrition is all about—fresh, delicious, no-fuss food. Toss an array of your favorite garden vegetables with steaming hot pasta and serve with a chilled Orvideto. Perfection!" Two other feature articles ran in January and June Redbook on pasta dishes for dieters. April's Apartment Life was a complete 7-page in-depth story on history, nutrition, shapes.

Total category circulation: 11½ million

Romance Magazines

Another popular reading category with this age group are the Romance Magazines. October's True Story carried 4 pages on "The Best of Pasta" introduced by our Cheese and Vege-

table Casserole photo, along with an illustrated chart on shapes, cooking directions, nutrition. Three other pasta features ran in True Love, True Confessions and Personal Romances.

Total category circulation: 2,324,502

Youth Category

In the youth category, September's Seventeen ran a full-page color of Pastitsio as a perfect make-ahead meal and then pop it in the oven after school! A similar story on Spaghetti Primavera ran in 17's July issue. April's Forecast for Home Economics did a complete in-depth story on "Pasta Pronto" covering history, nutrition, proper cooking for classroom use.

Total category circulation: 3,788,759

Black Market

For the black market, a major story in the March issue of Ebony highlighted pasta in an economy meal. The Black Sunday Supplement of Dawn with a 2 million circulation in 38 newspapers, devoted a full page to our National Macaroni Week suggestions.

Total category circulation: 3,264,718

Regionals

The top Regional publication is Sunset which documents Western lifestyles. An article in October issue features four pasta recipes on the theme: Lickety-split is the Microwave Way With Pasta. The March issue of Sunset and January's Southern Living also carried pasta features.

Total category circulation: 4,388,361

Gourmet

In the gourmet class we had three major features this year, two in Bon Appetit. Here is the August issue with Farfalle in a summer salad. In May Bon Appetit featured pasta on its cover along with a Pasta Pronto feature, and Cuisine ran a color story in January/February.

Total category circulation: 2,800,000

Specialty Books

Little Sister publications to the gourmet books are the Specialty Books published by some of the major

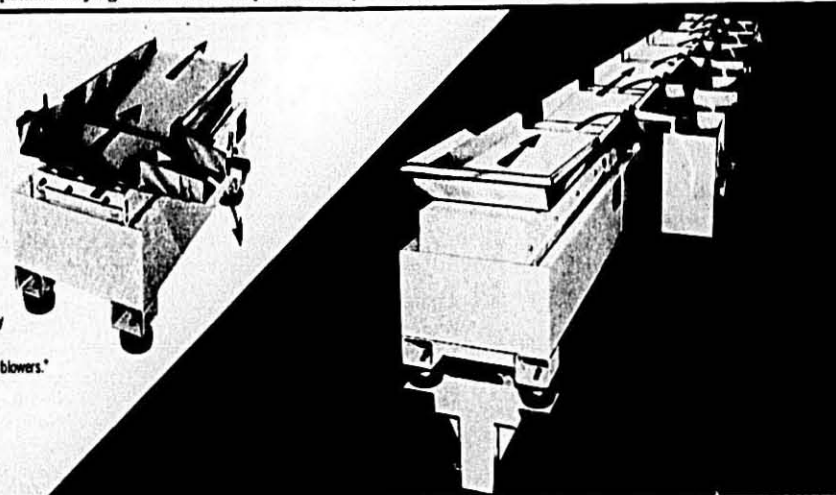
(Continued on page 26)

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Pasta Promotion Update

(Continued from page 24)

magazines such as Woman's Day, Better Homes & Gardens, McCall's. We've been in 5 of these issues in 1979, which are really magazine/cookbooks on such recipe categories as: Woman's Day Simply Delicious Meals In Minutes. Other pasta feature titles: Woman's Day Cooking For Two; Better Homes & Gardens Quick & Easy Recipes; BH & G Holiday Cooking; McCall's Money-saving meals.

Weight Watchers stands alone as the "Bible" for dieters. And we start off 1980 with pasta featured in the January Cover Story of the Weekly Menu Plan with linguine and tomato sauce.

Sunday Supplement

Moving along to syndicated Sunday Supplements. We had a total of 8 placements in Parade and Family Weekly for the year. This feature in the September 16th issue of Family Weekly incorporates three of our pasta recipes in the story entitled Let's Have a Scrumptious Italian Feast. These 8 stores appeared in a combined total of 1,908 papers with a circulation of over 130 million.

This was a big year for the New York press breaks. One in August 5 Sunday Daily News includes four recipes including ziti and rotelle shapes. Other feature breaks included the New York Times "Pasta Power" story October 7 and the pasta 3-page feature in the October 3's New York Post, entitled "Pasta Fit For a Pope," with National Macaroni Institute mention, during John Paul's visit to our city.

In addition to editors of major magazines and Sunday supplements, we spend a great deal of time with the food writers for the great newspaper syndicates servicing hundreds of newspapers nationwide and with huge circulation totals. In the 1979 year, we had articles accepted by 155 newspaper syndicate outlets for a total circulation potential of over 1 billion.

Press Party

Nineteen seventy-nine's Tiro A. Segno luncheon was considered one of the best ever by both hosts and guests. Gloria Marshall did a fine job in developing the menu and organizing this project, which is the traditional kick-off to National Macaroni Week. Here is some playback in the

press:

Bon Appetit in October announced National Macaroni Week, and included the "nibble" recipe which we served with the cocktails at the luncheon.

King Features Nutrition Editor writes: "Each fall I look forward to the Macaroni Family Reunion, a luncheon given by the Macaroni Manufacturers Association. I had to miss it this year which means I missed a highlight of the year: Tasting the new pasta dishes they present. I got the recipes though and I did learn that the Association's president said prices are expected to remain stable during the coming year; that the wheat crop is very good and although some will be exported, there will be more than ample supplies for domestic consumption."

That was before Carter's boycott, so time will tell.

75th Anniversary

This year, as part of our National Macaroni Week celebration, we heralded the Association's 75th Anniversary. We prepared a montage of industry pictures lent us by different manufacturers and featured it at the Tiro a Signo luncheon. We incorporated the 75 theme in our Macaroni Week releases. A good example of how the papers treated the items is in the Birmingham News: "Say Happy Birthday to Macaroni with Low-Cost Dishes." Copy reads Macaroni is having its 75th birthday in the United States this year. The NMMA manufacturers of this popular product, have something to celebrate because macaroni, spaghetti and egg noodles account for a \$900 billion a year industry, and these days that equals some 2 billion pounds a year."

Grocery Trade Press also picked up the 75th Anniversary theme—state publications in Alabama, Montana, Nebraska, Iowa, Oklahoma, etc.

Unimac Cookery

Part of our food news at the luncheon this year was our press kit geared to UNIMAC Cookery, a mini promotion which got a lot of attention. Most of today's recipes are geared to 4 to 6 servings. We developed menus and recipes tailored to the single and double households which comprise more than 50% of our population. Quotes the Memphis Commercial Appeal "It's Half Pasta" story: "When you are

cooking for only one or two, the temptation is great to resort to frozen convenience foods or fast food restaurants." The writer compares our recipe costs with frozen versions at the supermarket, which come in at half the price of the frozen entrees. Grit headlines the story: "Singles, Doubles enjoy Triple Ideas for Pasta."

Our leaflet was offered in quantity by Supermarket Specialists and distributed by such chains as Kroger, First National, Food Fair, IGA. Extension Home Economists indicated use for these leaflets in "Cooking for Two" classes, 4-H Nutrition Classes, Senior Citizens programs.

Pasta Pronto 1-2-3

Another theme which we promoted during 1979 was "Pasta Pronto 1-2-3." This theme featured easy and quick pasta recipes with only 3 ingredients: pasta, cheese and a vegetable. There were headlines in Tallahassee and Baton Rouge color pages.

And good headlines in Richmond News Leader, Oklahoma City Times, Albuquerque Journal.

We again distributed a television Demonstration Kit to be used for National Macaroni Week. Requested by 109 television food personalities, the kit provided the show hostess with a spaghetti colander, server and measure for her on-air demonstrations. The script was a round-up of our year's themes:

Unimac Cookery trio of recipes.

Pasta Pronto Pair — Macaroni — Cottage Cheese — Beet Salad; Spaghetti, Cheese and Tomato Salad.

One was an economy story: recycled vegetables with Noodles and a Cheese Sauce.

Another one had an ethnic theme: Greek-Style Chicken with spaghetti. Cities requesting the TV kit included Los Angeles, Washington, Atlanta, Des Moines, Minneapolis, Lincoln, Albany, Columbus, Nashville, Milwaukee, Fort Worth, etc.

1980

And for 1980, we start out the new year with a fine pasta story.

In February's Good Housekeeping—50-plus Ways to Eat Pasta.

I have it here if you'd like to see how the editor treats both our "store-bought" and "home-made pasta."

Family Weekly — February 17 — issue — Food of the Olympics titles

(Continued on page 28)

THE MACARONI JOURNAL

APRIL, 1980

WINSTON LABORATORIES, INC.

P.O. Box 361 — 25 Mt. Vernon Street

Ridgefield Park, New Jersey 07660

Phone: 201-440-0022

It is with pride that we call your attention to the fact that our organization established in 1920, has throughout its 60 years in operation concerned itself primarily with macaroni and noodle products.

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

We are happy to say that, after 60 years of serving this industry, we shall continue to explore ways and means of improving our types of activities to meet your requirements, and help you progress with your business.

*James J. Winston
Marvin E. Winston*

Pasta Promotion Update

(Continued from page 28)

feature scheduled in this syndicated Supplement which leads off with our color photo of Chicken Noodle Soup. Family Weekly is included with 352 newspapers.

Weight Watchers — March issue — A major Pasta Story.
Modern Bride — May issue — Full-page color of our stuffed shells in "Easy Entertaining" story.

Foodservice

Here are a few examples of media placement this past six months in the foodservice press: Institutions magazine is read by foodservice operators who serve over 30 million meals per day. "Profit with Pasta," a 5-page cover color story ran in the August 1st issue. We worked closely with the editors on this feature, and provided background and copy. The article cites pasta's virtues: inexpensive, economical, simple-to-prepare, versatile. The story states that while meat and produce costs have increased at prohibitive rates, pasta costs remain nearly the same. Equipment for proper pasta cooking is discussed, including the convection oven for baking lasagne, the microwave for reheating and the tilting skillet for pasta and sauces. The article's bottom line: "profitable pasta will continue to be even more popular as food costs rise and American tastes become increasingly sophisticated."

Another of the major foodservice books, Restaurant Business's October 1st issue features pasta in Menu Ideas article entitled "Enticing, Eclectic, Entrees." Copy for the story reads: "Don't forget lasagna, all of the many varieties of pasta with sauce, cannelloni, eggplant, parmigiana." We worked closely with these editors in the preparation of our pasta foodservice manual.

Two issues of Restaurant Hospitality — July and September — include pasta in the magazine's "Foodtalk" section. One, Pork and mushroom stew served over Poppy seed noodles. The other, pasta is featured as an ideal ingredient for the restaurant salad bar-ziti, in this case, combined with red kidney beans and carrots.

A cooperative effort was made with the California Milk Advisory Board menu card set. 10,000 multi-card sets were prepared for the foodservice industry, including our recipe for "noodles Romanoff." Copy calls this dish

National Macaroni Institute — Box Score: 1979

| Medium | Placements | Circulation |
|-------------------------------------------------------------------------------------------------|------------|-------------------------------------------------|
| Consumer magazines — Women's Youth, Romance, Shelter, Farm, Negro, Spanish, Special Interest | 118 | 384,074,997 |
| Newspaper Syndicates | 155 | 1,007,768,713 |
| Daily and Weekly Newspaper releases | 18 | 468,000,000 |
| Syndicated Newspaper Supplements | 8 | 130,366,884 |
| Newspaper Color Pages | 157 | 37,287,760 |
| Black Press releases | 8 | 997,264 |
| Radio releases | 4 | 2,800 stations |
| Network Television kits | 1 | 109 stations |
| New York Press Luncheon | 6 | releases in press kit 93,000 recipe leaflets |
| Supermarket Consumer Specialists | 200 | chains 36,150 booklets |
| Extension Home Economists | 1,350 | 11,475 leaflets |
| Cooperative Publicity | 55 | companies and organizations |
| Foodservice Publications | 22 | 1,456,519 |
| Meals Per Day | | 522,044,180 |

"one with low food and labor cost. A versatile main or side dish for both restaurant and healthcare feeding."

And last, but not least this year, was our completion of A Pasta Foodservice Manual. Two sets of releases have distributed the manual to key outlets in the foodservice industry: (1) to the foodservice press; (2) a special mailing to 200 purchasing and marketing directors of major contract feeders, fast food and chain operations, airline caterers, college and university mass feeding outlets, and to 50 state school foodservice directors.

We look forward to this Manual to open up a whole new market for us in the years ahead. Thank you.

Pasta Foodservice Manual
\$10 per copy
Write Macaroni Journal

WE MEAN BUSINESS by Ken Murphy, Foodservice Division, Catelli, Ltd., at the Winter Meeting

Today we are talking about the present and the future; real growth for our industry will come mainly from the food service segment. My task is to discuss with you just where food service pasta fits into the overall business picture, to explain why I think it is such a vitally important part of the total pasta volume mix.

While I don't propose to formulate a plan that we should follow; I shall at least suggest that a plan of action must be formulated by each of us if we expect to get our fair share of the fast growing food service segment.

The Farmer

The Farmer is a magazine serving the upper Midwest farm families published in St. Paul.

In January Family and Home Editor Mary Gunderson carried a story captioned "Endless Pasta-bilities" illustrated with a transparency from the Durum Wheat Institute showing 19 sizes and shapes of pasta in full color. After giving background, she gave recipes for Spaghettil Pesto, Mastaccioli, Stuffed Manicotti, Fettucelle a la tunnell, Fettucine Alfredo, and Old Fashioned Spaghetti Sauce.

Posters of the nineteen varieties from the North Dakota Wheat Commission are available from the Macaroni Journal at 25¢ each plus 50¢ postage and handling.

The food service business in both Canada and the U.S. is growing in excess of 10% annually.

This business is now worth more than \$100 billion annually in the U.S. and more than \$8 billion in Canada.

We as an industry must ensure we obtain our fair share of the food service volume.

In the food industry there are two basic areas of consumption:

- Food in home
- Food away from home

The public is turning its collective back on the kitchen, and eating away

(Continued on page 30)

We Mean Business

(Continued on page 28)



Ken Murphy

from home continues to erode the sales base of the supermarket industry — at an ever increasing rate.

The foundation of our current macaroni business has been built around in-home consumption.

The growth experienced by the macaroni industry in the late sixties and early seventies of between 5 and 10% — is today declining to some where around 1 to 3%.

In the future we can expect sales of pasta through supermarkets to be flat or show only modest growth.

Why Away From Home

Food away from home is where the real growth will come from. We must ensure that macaroni products get their fair share of this growth.

What are the reasons for growth in food away from home? There are 3 basic reasons: smaller families; two income families; more young adult singles.

It has now often been said that:

"Food away from home seems to have replaced sex as a source of guilt in our permissive society."

This drastic shift in our eating habits is well under way and our new pasta customers range from fast food outlets to finer restaurants.

The decline in grocery store share of retail food dollar from 82% to 74% between 1954 and 1977 was seen by many food manufacturers, and resulted in a major wave of food service acquisitions in 1978. Most of us are familiar with many or were part of them.

Who are our new food service customers —

- How do we reach them —

Here are some of them:

- Kentucky Fried Chicken (McDonald's)
- Family Restaurants
- Holiday Inn
- Shaby's
- Hotels
- Hospitals
- Schools
- Universities
- Service Restaurants

Too many actually to list — and they are increasing almost on a weekly basis.

Most of us here I am sure, can think of at least ten that are not on this list, that have opened up, in the last three months.

Where do these food service customers usually get their products or how are they serviced?

They do not usually purchase through the familiar channels of distribution such as supermarket warehouses — wholesalers etc but purchase through:

- Specialty food service distributors (Orval Kent)
- Francising Distribution Centers (McDonald's)
- Full Service Distributors (Hotels)
- Central Commissary (Kentucky Fried Chicken)
- Military Distribution Centres
- Government Distribution Centres
- Department Stores Distribution Centres
- Specialties Catering (Airlines)

Therefore in order to expose our products to this channel of distribution we must adjust our coverage patterns or form special food service division.

Opportunities for Macaroni

What are the opportunities for macaroni products within food service.

The opportunities are almost unlimited but we must know how to get at them.

—Macaroni in salads for take out restaurants or fast food outlets.

—Macaroni in soups — cup of soup now common at most fast food outlets.

—Main dishes — we must ensure that spaghetti, elbows and lasagne are part of regular menu.

What is the challenge?
To get macaroni products on all menus.

In the retail business we tend to call the supermarket shelf: our silent salesman,

And we work hard to obtain distribution.

In food service:

The menu is our silent salesman, and we must work just as hard to ensure that macaroni products are on the menu.

Like always with opportunities, come problems, and we have a few to overcome before we are able to get our fair share of the food service volume.

In addition to getting pasta products on the menu and in distribution, we must become familiar with cooking pasta with fast and sophisticated equipment such as:

- Frymasters "Spaghetti Magic" System
- Steam Cooker
- Fryer
- Tilting Skillet
- Convection Oven
- Steam Jacketed Kettle
- Microwave Oven

To Get Your Share

Now, I will attempt to show you what we are doing at Catelli to ensure we get our fair share of food service volume.

We have formed a special product division. Its prime function is to ensure Catelli's continued growth in food away from home segment.

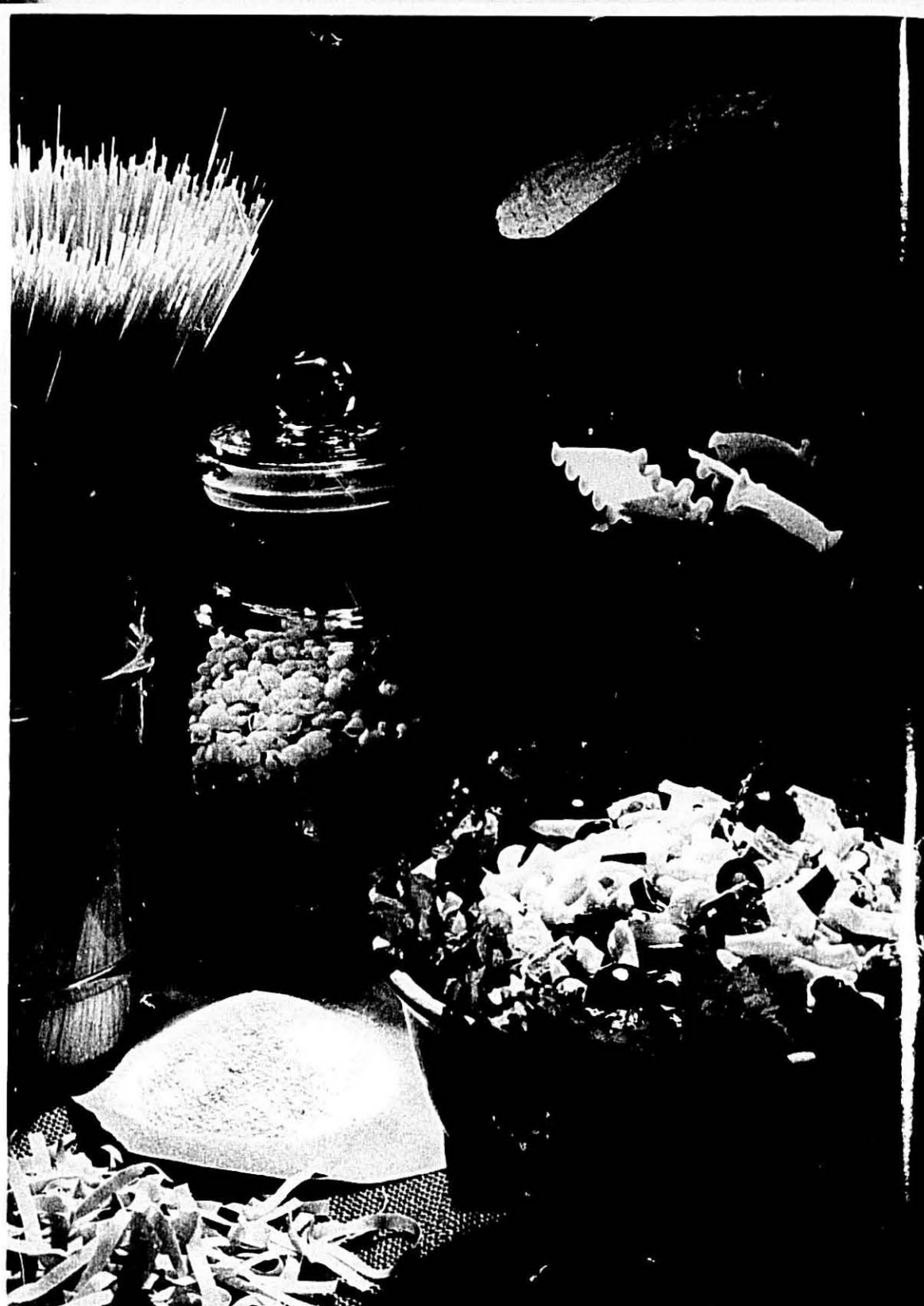
Our coverage patterns are designed to ensure we get into these specialized channels of distribution and obtain listings. We must ensure that both chefs and menu planners are fully informed about pasta products. So that they will plan pasta as an important part of their regular menu.

At Catelli we have designed a food service brochure the first of a number, to communicate to the chefs and menu planners, that macaroni products should be considered as part of their overall menu for three reasons: it is economical; it is easy to prepare; it has a wide degree of acceptance.

Example

Airlines now starting to serve pasta. The brochure contains:

1. Brief outline of cooking instructions for bulk pasta. How much water for each 1 lb. of pasta, etc.
2. Timetable for cooking different macaroni cuts,
 - Spaghetti — spaghetti
 - Long macaroni, elbow macaroni
 - Noodles
 - Lasagna



In Semolina and Durum flour, quality has a color. Pure, flawless gold. The color of King Midas Semolina and Durum flour.

It's the color we get in Semolina and Durum flour because 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.

It's the color *you* get in pasta when you begin with King Midas Semolina or Durum flour, and it's your assurance that you've got the right start toward pasta with fine eating characteristics.

And from the time our golden King Midas Semolina and Durum flour start on their way to becoming your golden pasta, Peavey is following through with the fastest, most reliable service possible. And we're working to be better. Our modern King Midas Semolina and Durum flour mill at Hastings, Minnesota, rounds out a distribution network second to none.

It still comes down to this. We want you to keep putting Peavey in your pasta ... right along with your pride.

the Pure Golden Color of Quality

King Midas Semolina and Durum Flour from Peavey, for Pasta with "The Golden Touch." Pure Golden Color. Great Eating Characteristics.



At the modern Peavey mill in Hastings, Minn., as in all the King Midas Semolina and Durum flour mills, Durum wheat receives all the extra milling, cleaning, purifying



and filtering processes that make Durum run on a Semolina mill something special ... processes that mean pure, golden pasta with fine eating characteristics. And at



the Peavey mills, automation of virtually all processes means that quality levels are maintained — all the way. We wouldn't have it any other way.

Peavey Food Group

Sales Offices: Minneapolis, MN 612/370-7877 • White Plains, NY 914/428-7750 • Chicago, IL 312/569-3640
Oakland, CA 415/763-5252 • Denver, CO 303/289-6141
San Mateo, CA 415/349-2361 • Salt Lake City, UT 801/355-2981

3. We also try to indicate the amount of pasta required to serve: 8-16-24 and 48 servings of the most popular cuts.

In the brochure we simply tell the chefs or menu planners: What pasta is and how it is made, We talk about Catelli quality, Let Catelli show you how to cook pasta, We talk about the importance of timing and rinsing in cooking. Proof is in the eating.

The backcover of the brochure carries two recipe ideas: Spaghetti with tomato sauce, Lasagna.

The recipe indicates how to prepare these for 6-8, or 48 servings.

Display Tray

In order to expose the chefs and menu planners to the variety of pasta cuts available, we at Catelli, have designed a special display tray.

This tray can be easily carried in the normal salesman's brief case, and allows him to show the variety of cuts to our customers. To date this tray has proven extremely successful and has resulted in new sources of volume.

Trade shows offer us many opportunities to reach our customers, but can be extremely costly, if we are to participate in a large number of these on our own.

In order to expose pasta cuts and discuss our customers problems, we at Catelli have gone to a method called: "Share - A - Booth"

This is an arrangement made with our distributors in various areas to display pasta cuts and information at his booth in the local food service show at a reasonable cost.

This also helps the distributor to reduce his cost. We have found most distributors very co-operative in this area.

The "Share - A - Booth" concept has been instrumental in obtaining new volume for both us and the distributor.

In the food service segment, like the retail segment, competition is high and growing almost monthly, as more companies realize the potential, and are fighting to obtain their fair share.

We in the macaroni business must be well equipped to insure our fair share.

National Restaurant Show
McCormick Place, Chicago
May 17-21, 1980

WHAT FOODSERVICE DISTRIBUTORS EXPECT FROM THEIR SUPPLIERS AND VICE VERSA

by Joseph M. Sciortino, President, Plantation Sysco

Foodservice has been my total life since entering the business world some 23 years ago—and I obviously feel bullish about this industry. I've had experience on both the manufacturer side and in distribution—so my comments will be directed toward better manufacturer/distributor relations.

When I joined Heinz in 1957, our industry was virtually uncharted. Institutional Food Manufacturers Association's First Market projection in 1957 was about \$16 billion.

IFMA's latest market projection—1980—was \$100 plus billion dollars.

Reckon that 525% growth qualifies foodservice as a growth industry? It is for some—for others—No!

There are people and companies who know how (and have the top management commitment) to create and capitalize on the growth opportunities in foodservice.

Some of you do—many of you have not!

And that's where the commitment must necessarily start, at the top. If your company considers foodservice an escape valve for excess production capability, you're not there yet.

Opportunity

Let me tell you, it's fun to be involved in an opportunity industry, selling opportunity products, especially if you're an opportunist.

For example, all of you in this room today are in the midst of one of the most dynamic growth situations in the foodservice industry . . . Florida. You are going to have to make a choice . . . Are you going to participate? or let it pass you by!

Let me tantalize you with a few facts about foodservice in the 1980's:

- 25 million more people, half of them trying to move to Florida
 - Twice as many making \$25,000 plus and a median income of \$15,000
 - 50% more "eating out"
 - More nutrition conscious
 - More convenience oriented
 - 40% to 50% of total food being consumed away from home
- Let's look at foodservice today; There are some interesting trends



Joseph M. Sciortino

under way. All under the general heading of "concentration" (or consolidation).

1. Distribution. Consider if you will, the impact of groups in foodservice distribution like NIFDA, CODE, UID, etc. Also consider Corporate Chains like CFS-Continental, consolidated foods, and SYSCO. They're having a tremendous amount of impact in the marketplace. SYSCO, the largest foodservice distribution chain in the business today, didn't exist ten years ago and last year exceeded one billion dollars in revenues. We're looking for our second billion in half the time it took us to get the first.
2. Consider the concentration of the restaurant outlets. Look at McDonald's; Burger King; Denny; Sambo's; and Saga Foods; ARB Canteen; Pizza Hut; etc. As a matter of fact, walk down an street and within one block of the hotel, you will see a half dozen national or regional chain units and while there is some management autonomy locally, corporate strategies dictate control over purchasing policies.
3. Concentration of purchasing in general. Today there appears to be buying groups for everything—schools, hospitals, nursing homes, etc., and they're all trending more and more toward one-stop shop.

(Continued on page 34)

What Foodservice Distributors Expect

(Continued from page 31)

4. Wealth—who would have thought the price of gold would hit its recent level, and some of you might say, so what! Well, the factors causing gold's meteoric rise are some of the same factors that raised your operating costs in the last six months and they'll get a lot worse.

Economic Implications of these trends

Probably the most obvious conclusion related to these trends is that there is generally more sophistication in buying (everywhere). "Karl Klutz" is no longer making the major buying decisions: Instead, you're likely to find a Cornell, Michigan State, Penn State, or Florida State MBA orchestrating the buying decisions. Once upon a time, the kitchen help or the buyer could be influenced with a premium but in this day of concentration of power, it's a different set of influences. Value is the name of the game and let's define value as a combination of quality, service, and price, and in that order. Why? Because you're dealing with people whose income is based on how efficiently they use a company's wealth (capital), that's why! How does all of this impact on you and me — Manufacturers and Foodservice distributors?

1. Manufacturers are the most important part of the economic equation. You are the starting point of a finished product. Your efficiencies in the manufacturing process, warehousing, distribution and marketing will obviously determine your level of success or failure in the marketplace. While there isn't enough time to discuss economics in the various levels of the product cycle (manufacturing, warehousing, distribution, sales) let's emphasize the need to be "lean" and smart.
2. Let's do touch on marketing for a minute and particularly "private label" versus manufacturer brand. I think we can predict with some degree of reliability that the areas most vulnerable to be replaced or duplicated by private or controlled label are the products with very little distinctiveness. Specifically, basic commodity-type products, bought

primarily on USDA type specifications. For example, a 28% tomato paste, California Pack is a 28% tomato paste, California pack; number 3 sieve green beans, etc.

3. On the other hand, I see less vulnerability to manufacturer labeled products where there is some degree of uniqueness (or value added) to the product. For example, specially-formulated entrees (some of the frozen pasta products we carry): A specially-formulated sauce (e.g., tabasco & L & P); a unique baking process, etc. (Chef Francisco's Carrot Cake); and the myriad of convenience foods and processed (e.g., Holly Farms Ready-To-Serve Fried Chicken, etc.)
4. So again, it's decision time—if you commit to the foodservice industry and want to share in its growth: then you must decide how best to market to it.

What Does Plantation Sysco Expect

Now let's get down to the subject that John Hoffman and Gus Cappullo asked me here to discuss—what does PLANTATION Sysco expect from a foodservice manufacturer—and what can you expect in return from Plantation-Sysco?

- Philosophically — we want to establish a partnership. We want to know your goals — objectives — and you, ours — then we want to co-develop a plan to achieve our mutual goals.
- Practically — (in a sales meeting) Be prepared—have samples, materials, etc. Show product and sample everyone.
- Know Your Product — Be able to explain its features.
- Understand our customers' needs and be able to convert your product's features to their benefit.
- Merchandising materials that explain in detail how to use — to sell product — your role is a teacher — of our sales force — we have and know the customers — we need product knowledge and sales technique — teach us!
- Talk Portion Costs Foodservice outlets don't sell cases — they sell portions — talk portion's costs — it's amazing how insignificant that cheap competitive product becomes when the

\$25 difference is spread over 100 portions.

- Be Creative Show product in use (on plate) with related sell items. Don't only sell pasta, sell sauce, cheeses, hors d'oeuvres, dressings, breads, desserts, soups, etc.

Sales Support in the Field

- Continued — on a regular basis
- Professional — know everything about product, pricing, and competition, portion costs
- Bring Samples — a picture is worth 1000 words
- Work With — rather than "ride with"
- "Multiplying Fishes" — consider our 50 sales reps as your potential sales force.

"Icing on the cake" (sales motivation)

- Sales motivation is no longer 50¢ or \$1.00 per case — we have 25 of these per week and can't use them all.
- Creative approaches to premiums — bicycles, trips, etc.
- Is not a premium catalog with points
- Trade promotions that move volume to the trade

User Contact/key accounts

- Appointment
- Major presentation
- Reported results to our sales representatives
- Indicate follow-up — through sales managers.

Support

- Keep us in stock — but not overstocked
- Keep us abreast of market conditions (buying and selling departments)

Accessibility — For Problem Solving

- Immediate attention
- Report on actions taken
- Follow-up
- Eliminate cause

Exposure to new Products/Concepts

If you introduce a new product, I don't want to read about it in a trade magazine! I want to hear about it, see it, and know all about it, so we can take advantage of your advertising.

Return on Investment

- Time — we've got 3000 items
 - Space — our space is limited
 - Dollars — money costs money . . . 1½% per month
- Give us a return on our time, space and dollars.

What Foodservice Distributors Expect

(Continued from page 34)

If you do the above, or a major portion of them, then — we're prepared to offer you:

1. A management commitment to move your product — to the exclusion of others
2. Exposure to almost 5000 accounts weekly.
3. Access to 50 of the most professional salespeople in Florida foodservice.
4. Access to a potential market of 5,000 accounts in south and central Florida

See what I mean when I said earlier — we're interested in a partnership for our mutual advantage?

School Feeding Market Heading for Major Changes in 1980s

Confronted with mounting pressures to cut costs and improve both nutritional value and sensory appeal, school feeding systems are likely to undergo major changes in the 1980s, says a new study by Frost & Sullivan, Inc.

"School feeding operations are characterized by low participation levels at 50% in paying students, high plate waste, low labor productivity, unimaginative procurement, strong escalation of feeding costs, little innovation in systems that contain rising costs and unprogressive business management," the market research firm observes in the 211-page report, *School Feeding Products Market*.

Nevertheless, interviews with managers of school feeding operations as well as others involved in this \$5 billion market suggest that improvements are forthcoming. Among the anticipated changes:

- Great impact of nutrition research, nutrition education and dietary goals on menu design and cooking methods.
- Increased reliance upon partially or fully prepared foods.
- Heightened attention to appearance, taste and variety
- Greater use of central commissaries.
- Increased automation in food production and delivery.
- More systematic analysis of daily costs through cash register and computer systems.

- More bacteriological testing of incoming foods.
- Insistence on skilled business management, particularly in large cities where operations sometimes exceed \$100 million.

Automation

Taking some of these points further, 95.7% of school feeding system managers polled by the firm expect a strong or moderate trend to automatic machinery over hand labor in food preparation; 75% see a strong or moderate move to central commissaries in large school systems; 87.4% look for a stronger or moderate trend to frozen or chilled foods; 70.8% anticipate a strong or moderate move to fresh fruits; 12.6% anticipate a strong or moderate trend to retort pouch, single portion prepared foods; 33.4% see a strong or moderate move to microwave ovens; 83.3% project a strong or moderate trend to disposable utensils; 91.6% see a strong or moderate shift to nutrition experts having a profound impact on meal design; 66.7% expect a strong or moderate trend to ethnic foods; and 79.1% look for a strong or moderate move to fast-foods.

\$5 Billion Market

Among other things, the report points out that the total market for school feeding currently stands at almost \$5 billion, representing 5.3 billion meals a year. This will increase moderately to a projected \$11.2 billion by 1990, equivalent to some 7.4 billion meals.

While school population will fall during this time, the market will be bolstered by increased student participation resulting from improved meals, as well as inflation, a greater emphasis on school breakfasts, and increases in Federal programs—notably support to free and reduced price breakfasts. The Federal government already contributes \$2.4 billion to school meals, and its support is expected to continue to increase modestly.

For further information, contact Customer Service, Frost & Sullivan, Inc., 106 Fulton Street, New York, NY 10038. (212) 23-1080. Report #688.

Hosts of Suppliers' Socials

(Continued from page 10)

Food Engineering Corporation
Minneapolis, Minnesota
General Foods
Pendleton, Oregon

Hayssen Manufacturing Company
Sheboygan, Wisconsin
Henningsen Foods, Inc.
White Plains, New York
Hoskins Company
Libertyville, Illinois
International Multifoods Corporation
Minneapolis, Minnesota
D. Maldari & Sons, Inc.
Brooklyn, New York
Marshall Foods
Marshall, Minnesota
Microdry Corporation
San Ramon, California
Monark Egg Corporation
Kansas City, Missouri
North Dakota Mill & Elevator
Grand Forks, North Dakota
William H. Oldach, Inc.
Flourtown, Pennsylvania
Peavey Company
Minneapolis, Minnesota
Rossotti Consultants Associates, Inc.
Fort Lee, New Jersey
Seaboard Allied Milling Corporation
Kansas City, Missouri
Schneider Brothers, Inc.
Chicago, Illinois
Milton G. Waldbaum Company
Wakefield, Nebraska
Vitamins, Inc.
Chicago, Illinois
Volpi & Son Machine Corporation
East Farmingdale, New York

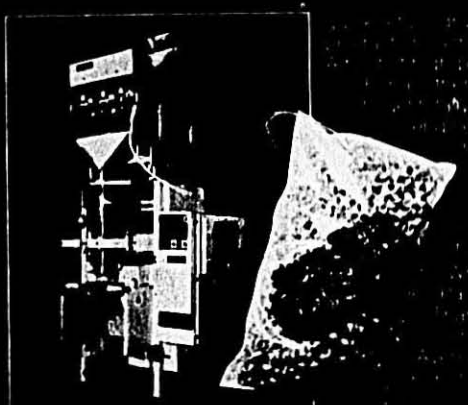
No Evidence that Fertile Eggs Are Better

According to Dr. David B. Mellor, there is no evidence that fertile eggs are more nutritious than nonfertile eggs. Mellor, a poultry market specialist with the Texas Agricultural Extension Service, says that 15 to 20 years ago many egg producers removed rosters from areas where hens were producing table eggs because of the possibility of blood rings developing in the eggs.

Today, according to the Texas A&M researcher, almost no table eggs are fertile because fertile eggs are usually more expensive to produce than nonfertile ones. The reason cited by Mellor is that the rooster needs to be fed and usually decreases production when around laying hens. In fact, the rooster is not ever necessary for egg production.

Clean, sound shelled, graded eggs that are inspected are still the best choice, according to the researcher.

You won't find the top name in pasta in any pot.



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Scanners Are Coming

With clerks earning 20c a minute, supermarket chains cannot afford not to install scanners and pass up the 25% increase in front end productivity they offer, James W. Brown, senior vice president, store operations for Ralphs Grocery Co., Compton, Calif.-based company told a communications seminar sponsored by the Southern California Grocers Association.

"From what we've seen, there is no way a retailer can afford to stay out of scanning — not when he can improve productivity by 25% and reduce overall shrink by half a per cent," Brown said.

After five years of testing, Ralphs plan to extend scanning chainwide by the end of 1980, Brown said. The 100-unit chain already has scanners at 50 of its 85 southern California units, he noted.

Dave Friedenberg, president of Big D Ranch Markets, six-unit independent here, said independents such as his firm are beginning to look seriously at scanning. "Only the prohibitive costs are keeping us from going into it now," Friedenberg said. "But almost any independent, if he could afford it, would get into it."

UPC Symbols More Common

More retailers will be encouraged to get into scanning soon, Brown said, "because the bugs have been worked out of the system and because so many items have been source-marked with UPC symbols."

Beginning in January, Ralph's buying department will not accept any merchandise without UPC symbols on groceries, Brown said.

He also noted the chain likes to keep samples of each item it carries, to verify the code numbers. "We have a special department that continually scans all items in the stores to facilitate the front end operation and instill consumer confidence in scanning."

State laws that expire at the end of 1979 require all items to be price-marked: beginning next year, Brown said, customer preference will determine whether Ralphs will continue to mark prices. "We're studying that approach now," he said.

Another panelist—Everett Dingwell, senior vice president, marketing, for Certified Grocers of California, a co-operative—said 35 of the cooperative's members would have scanning installations within six months.

Jerry Lipari, refrigerated food buyer for A. M. Lewis, wholesaler based in Northridge, Calif., said most of his company's customers cannot afford scanning, "although we've started to use the UPC code in our data processing procedures."

Brown cited several problems resulting from the reliance on UPC that scanning requires. "Sometimes manufacturers change their code numbers without telling us. Or they use the same code on a cents-off pack as on their regular pack."

"And there are human errors, as when one manufacturer uses the same code number as another. It's up to the manufacturers to set up a system to correct this problem."

He said manufacturers have to understand that it takes longer to put a new item into the distribution systems when scanning is used.

Annual Reviews

The retailers and wholesalers on the panel said they were beginning to treat annual reviews by brokers and manufacturers more seriously than in the past.

"We've tried to put some real rationale into our annual reviews the past couple of years," said Everett Dingwell, senior vice president, marketing for Certified Grocers of California. "Besides reviewing our sales figures, we like to spend time discussing lead times, promotional strategies and other significant factors, to turn the review into more of an open forum."

Want More Than Sales Figures

Too often an annual review is used as just another sales call, Brown complained. "We don't like them to be used just to get additional business."

As does Certified, Ralph seeks information beyond sales figures in its annual reviews, he added. "But we're also interested in how we compare with the rest of the market, to find out what we're doing wrong. We also look at the deals we're taking and study our formulas for accepting some and rejecting others." Marty Maitino, Western states sales director for Philip Morris, Inc. — complained that some buyers seem unenthusiastic about annual reviews, while higher-level executives are more concerned. "Maybe we're doing the reviews at the wrong

level of management," he said. "There's a lot of apathy at the buyer level about reviews. At the higher levels, here seems to be more enthusiasm."

Transportation

Dingwell said he had given up completely on using railroads. "Service stinks, and it's worse than it was a year ago. We used to receive 35% of our volume by rail. Now it's down to 10% and if we can get it down to 5%, we will."

Only about 12 vendors ship to Certified by rail, he added. "We're telling them to look at the sales they're losing and to make readjustments. Neither they nor we can afford the luxury of having merchandise wandering all over, without knowing where it is or when it's going to arrive."

Upgrade Purchases; Upgrade Profits

Upgrading customer purchases to include more higher-value items, such as frozen food, is the easiest way to increase profits in the 1980s, Gene Pfister, director of marketing at Green Giant Co., told the Eastern Frosted Foods Association meeting at Kiamisha Lake, N.Y.

"You're not going to solve your productivity problems and your profit problems in the 1980s by toying with box stores, warehouse stores or generic labels when you have zero population growth, declining consumption of food per capita and smaller households with increased income," he said.

"The solution is to upgrade your consumers' purchases by selling a higher-valued item, and this can be accomplished by promoting more frozen foods."

Pfister pointed to the 4¢-a-unit profit on a 16-oz can of generic-label corn with a drained weight of 9.7 oz, versus a 23.6¢ profit on a 10-oz can of Niblets-brand frozen corn in butter sauce.

What Pays Overhead?

Citing the same costs for price marking, stocking, checkout and store overhead — with a slight increase in energy costs of about 0.25% — Pfister asked retailers, "Which profit pays for your 21% store overhead?"

In-store bakeries, delicatessens and restaurants don't hold the answer either, according to Pfister. He noted that these departments, although

(Continued on page 42)

THE MACARONI JOURNAL

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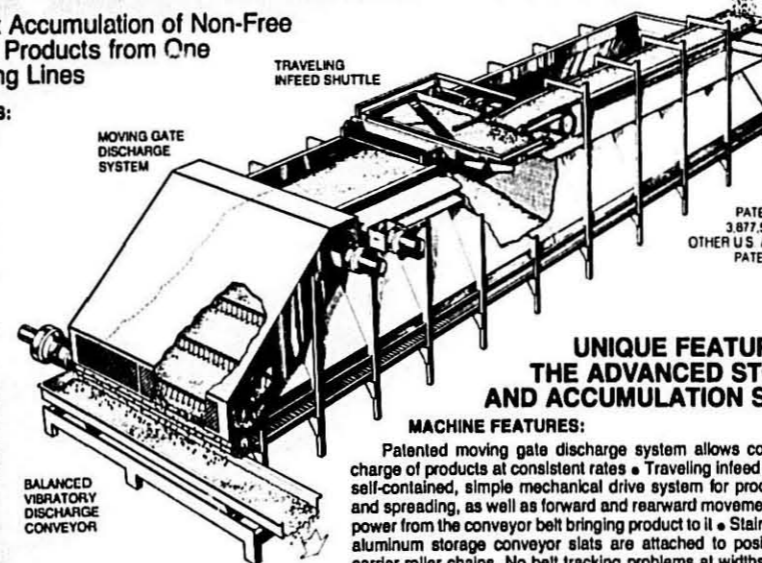
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Upgrade Purchases; Upgrade Profits

(Continued from page 40)

touted for increasing profit, in reality boost labor cost because they are service departments.

According to statistics by Pfister, retailers post \$71 of retail dollar sales per man-hour of labor input for all groceries sold, compared with \$250 of frozen food retail dollar sales per man-hour. Coupled with increased sales per linear foot of shelf space, Pfister told retailers that shifting the product mix to frozen food could improve productivity as much as 350%.

Increased advertisement and merchandising of frozen is justified by consumer trends, Pfister explained. "The consumer is buying more and more equipment or appliances in order to use more frozen foods — 47% have separate home freezers (and 12% have microwave ovens).

According to Bill Felberg, merchandising buyer at Grand Union Co., Elmwood Park, N.J., microwave owners are twice as likely to use frozen food. "One out of five households or one out of four households will have microwave ovens by the end of the year," Felberg added that those ovens use considerably less energy than conventional ovens and cook in "a quarter of the time."

Major Commitments

Felberg cited the major commitment frozen food manufacturers have made to packaging their product in microwave oven trays.

Campbell Soup Co., N.J., was singled out by Felberg because it had established a national microwave information center in conjunction with its Swanson foods division.

According to Patricia Quarles, director of the center, microwave information will be provided without charge through the center in Camden to retailers, consumers, home economists and the media.

Swanson's microwave information center works with an eight-member advisory council, which includes Jane Armstrong, vice president of consumer affairs at Jewel Cos., Chicago, and Monte Thornton, director of frozen food at Publix Supermarkets, Lakeland, Fla.

Felberg advised manufacturers not already participating in packaging products for microwave cooking to

"get into it, because it will grow and grow."

Adapt to Demographics

Frozen food merchandising has to adapt to new demographics, Dennis Daniels, procurement manager at Wakefern Food Corp., told retailers, wholesalers and manufacturers.

"We need a new foundation. Frozen have been one of the largest and best growth areas, but we're looking at a different marketplace now."

That marketplace, according to Daniels, is 42% single-member households, is more than 50% working women and is characterized by a move toward convenience.

"Look at that single-member household and ask, 'Where are they going?' They're going to McDonald's and Bur-



Golden Grain Scholarship Grant

Louis Ober (center), Los Angeles, an employee of Vons Grocery Co., was named winner of a one-year scholarship grant to the University of Southern California sponsored by Golden Grain/Ghirardelli Foods. The \$4,700 grant is for study in the Food Marketing Management Program in the School of Business Administration, said Tom DeDomenico, Executive Vice President of Golden Grain who announced the award.

Congratulating Ober is John Palazzo (left), Divisional Sales Manager for Golden Grain, who said the scholarship grant is one of the things his company is doing to help develop capable young people for food industry careers in management. Executive Vice President Jerry Fahey of Vons Grocery (right) joined in the congratulations.

Scholarships are offered to part-time or full-time employees of retail or wholesale food distributors eligible for membership in the Western Association of Retail Grocers of the United States, Cooperative Food Distributors of America, National-American Wholesale Grocers Association, National Association of Convenience Stores or voluntary associations. Donor companies may also nominate their own employees.

Ober, who was chosen from a large group of applicants by the University's selection committee, will take special courses in Food Marketing, Food Retailing Management, Food Industry Leadership, Analysis, Accounting, Communications and Finance.

ger King. We have to show them that frozen food is a better value."

The selling of the microwave concept, Daniels said, has to start with store personnel, and be carried through with cooperative programs by manufacturers and chains, stressing "quality, convenience and value."

Strategy of Merchandising

John Lagone, metropolitan region director of frozen food, dairy and private label for A&P, echoed the strategy of merchandising the "convenience" of frozen.

A slight shift to more radio and TV advertising is planned for the 1980s, according to Lagone, who added that A&P had earmarked 70% of its ad funds for newsprint and 30% for radio and TV. "Newsprint will continue to dominate," he said.

Of the broadcast media, A&P prefers radio to TV because radio has more of a controlled area than TV, which crosses too many market areas. In the '70s, A&P allocated about eight of 10 ad dollars to newsprint and two to broadcast media.

Although Lagone said there would be more promotion of frozen by A&P, he admitted, "It's a grocery company and I'm a perishables man."

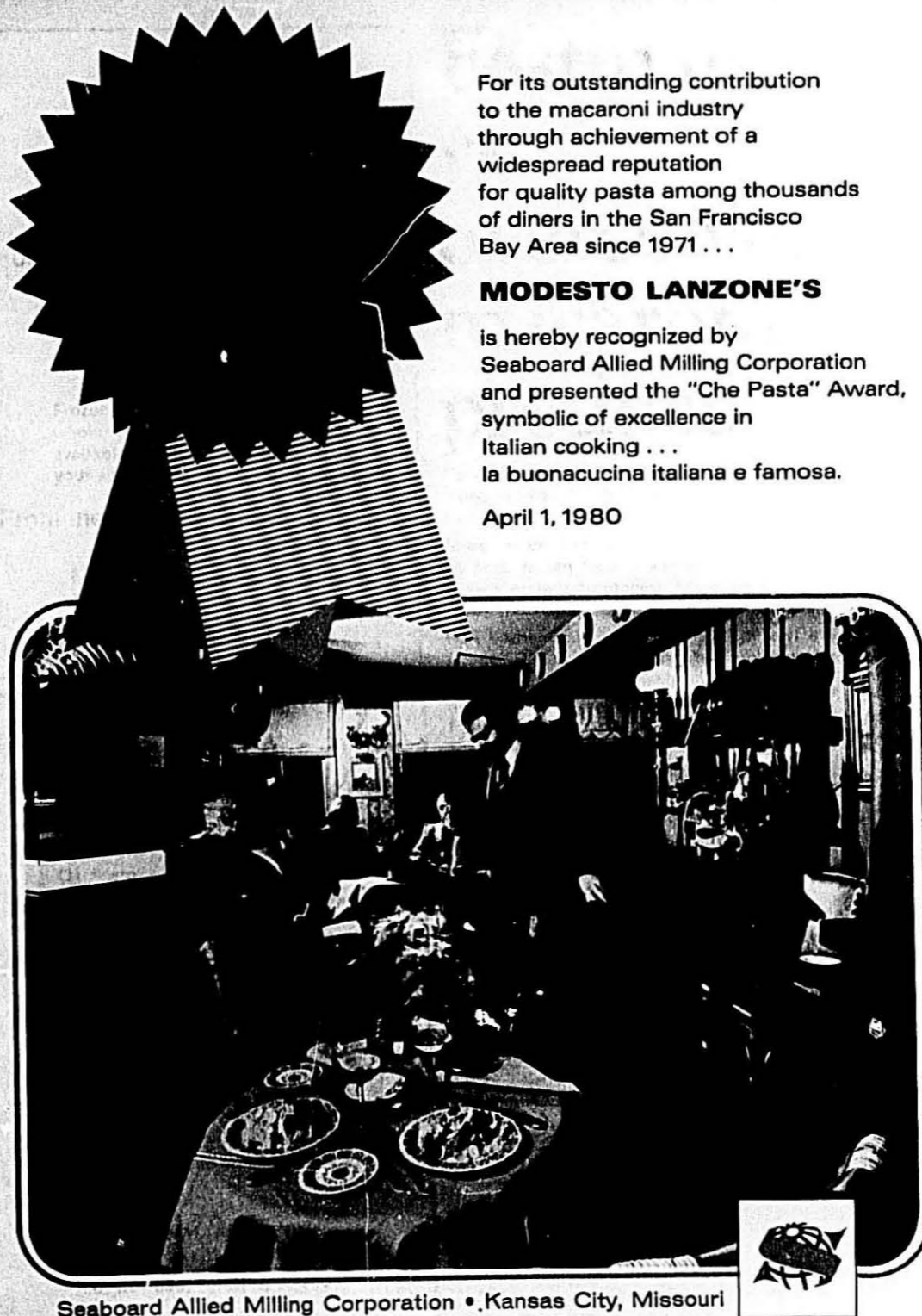
When questions were accepted, retailers and manufacturers said microwave oven manufacturers should accelerate microwave oven advertisements and information, rather than let the burden and cost fall to the food manufacturer and retailer.

Campbell Soup's Sales Rise

Campbell Soup Company's sales and earnings rose in the Company's 1980 fiscal second quarter and first half ended January 27, Harold Shaub, President reported.

Consolidated sales in the second quarter amounted to \$692,424,000, an increase of 16% over second-quarter sales last year of \$595,626,000. Net earnings for the quarter reached \$48,838,000, up from the \$39,400,000 of the quarter last year. Earnings per share increased by 10% to \$1.30, from \$1.18 per share in last year's quarter.

Sales for the six-month period totaled \$1,314,259,000, for an increase of 16% over sales of \$1,128,634,000 in the same period last year. Earnings for the first half increased to \$76,345,000, compared to \$70,330,000 in the first half last year. Earnings per share for the six months increased by 11%



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General Mills Canada, Ltd., Marks 25th Anniversary

For General Mills Canada, Ltd., 1979 was a special year because it marked the 25th anniversary of the Grocery Products Division in Canada. The Grocery Products Division began in 1954 with a product line which was relatively small and new to the Canadian market. In the ensuing 25 years—a measure of time which has been translated into a record of solid achievement—the Grocery Products Division of the Company has become one of the best known food manufacturers in Canada with a wide range of products in numerous marketing areas.

In 1969 John D. Herrick became General Manager of the Grocery Products Division and Chairman of General Mills Canada, Ltd.

The prior 16 years of building for the Grocery Product Division of General Mills Canada, Ltd. set the division in a good position to achieve profitable operation and growth in the seventies. The division's product line grew with the addition of dozens of items that met the new demands of the "new consumer". Products like Ready to Spread frosting were advertising heavily not only as excellent products but also as ones which saved valuable time for the busy homemaker. New ideas in mixes like Betty Crocker Snackin' Cake were promoted with innovation and energy. Granola Bars were marketed aggressively, and successfully, as a "natural alternative". In the plant, efficiencies were implemented that helped the division keep reasonable margins despite higher costs for labor and materials and inherent pressures (and government restrictions) on prices. As a result, the division grew from \$8 million in sales in 1970 to \$42 million in 1979.

Good Relations

Although the results of 25 years of building the Grocery Products Division of General Mills Canada, Ltd. are most visible in the plant facilities, the machinery, the products on supermarket shelves, the financial statements and other tangible monuments that document corporate success, the visibility of these elements cannot obscure the fact that these results are the results of people, because, above all, this is a person oriented company. Of the original small staff that started the

operation in 1954, 13 are still with the division today. As it enters its second quarter-century, the Grocery products Division continues to receive the respect and confidence of the trade that was established in the early years. In addition, the Canadian consumer has come to rely upon the constant high quality and value of their products—and therein lies the real promise for their continued success.

Lancia-Bravo Foods Division

Delivery volume for 1979 was up 22% over that of 1978. Earnings also increased during the year. Unfortunately, both sales and earnings were affected by a 10 week strike at the Lancia-Bravo plant, 6 weeks of which were in fiscal 1979.

Bravo Spaghetti Sauce continued to find greater acceptance by consumers and industrial and food service accounts. Bravo Thick N Zesty, a thick and very delicious new spaghetti sauce which is marketed in a glass jar, was added to the product line during the year. Early results have been very positive. Overall sales growth in the area of spaghetti sauce appears especially good.

Fresh Frozen Pasta

The Rocky Mountain Food Dealer recently carried this story by Kate Shive.

Fifty years ago, L. A. King started a small business in Denver called Mother's Home Bakery. The family owned and operated bakery added a new product to their bakery line some thirty years later and called it Grandma's Noodles. The fresh frozen egg noodles have become quite popular and the company has expanded from a modest family operation to be one of the largest frozen pasta companies in the United States.

Efficient operation allows the company to maintain a family-type atmosphere with an impressive amount of production. At one point in time, the capacity of the facility was 100 pounds of noodles per day. Today, through the use of ultra modern machinery and techniques, the company can produce two tons of noodles per hour.

Grandma's Fresh Frozen Pasta is from special custom milled flours designed specifically for consumer use. All products are made from frozen whole eggs, instead of dry powdered

eggs, to enhance flavor, appearance, cookability and product integrity.

The company's uncompromising quality control standards are maintained at every phase of production from raw ingredients through packaging and shipping.

Bob Piz, President and General Manager, and Bill Fay, Sales Manager, give the company over 80 years combined experience in the food industry. They are proud to report that their products are now being marketed in fourteen areas with an additional four marketing areas to be added in the near future.

Grandma's Egg Pasta products line includes: Grandma's Country Style Wide Egg Noodles, Country Style Linguini Egg Noodles, Country Style Egg Spaghetti; Casa Nova Cheese Ravioli; Nona's Italian Wide Egg Noodles (Pre-Cooked); Nona's Italian Egg Spaghetti (Pre-Cooked); Generic Country Style Dumplings; and Generic Egg Pasta (Frozen or Dry).

New product to be introduced shortly is a frozen spaghetti sauce.

Private Label

Private Label magazine reports SAMI data indicating that the private label share of the pasta category is 17% on an annual basis. High period was 19% in March and low of 16.3% in September.



Rice-A-Roni Goes to the Mayor's Wedding

In place of the traditional wedding rice, guests at the Dianne Feinstein-Richard Blum nuptials showered the bride and groom appropriately with Rice-A-Roni. Feinstein is the Mayor of San Francisco and the whole city was invited to the flower-bedecked City Hall for the wedding reception. Champagne and hors d'oeuvres were consumed, violinists played "Tea for Two" and little bags of Rice-A-Roni inscribed "Dianne and Dick, the San Francisco Treat", were given out. As family and friends greeted the newlyweds and kissed the bride, Rice-A-Roni poured on the proceedings from the 5,000 cheering guests.

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



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

Henningsen Foods, Inc.

The egg people

2 Corporate Drive, White Plains, N.Y. (914) 694-1000

U.S. Wheat Associates Formed

A merger of Great Plains Wheat, Inc. and Western Wheat Associates into a single market development organization named U.S. Wheat Associates, Inc. was completed in Phoenix on Jan. 12 after lengthy and difficult negotiating sessions that failed to reach agreement as to selection of a president and chief executive for the new organization. Applications for president of U.S. Wheat Associates, Inc. were to be reopened on March 3, when a selection was to be made.

The board of directors of the two organizations had earlier approved the adoption of bylaws and articles of incorporation for U.S. Wheat Associates and the Phoenix meeting was planned to complete necessary administrative arrangements and mark the beginning of the merged organization.

Because of the stalemate that developed over selection of a president for U.S. Wheat Associates, the merger was finally concluded in Phoenix only after it was agreed that neither the president of Great Plains Wheat, Michael L. Hall, nor the president of Western Wheat Associates, Richard K. Baum, would head the merged organization.

Mr. Hall immediately resigned, removing himself from consideration for any position at U.S. Wheat Associates. Mr. Baum was named president of Wheat Associates, Inc. for Asia. Merle Hedland and Eugene Vickers, formerly vice-presidents of Great Plains Wheat and Western Wheat, respectively, were named vice-presidents of the merged organization. Mr. Hedland has interim responsibility for former Great Plains Wheat operations at the Washington office of the merged organization. Mr. Vickers also is in Washington.

Ole Sampson, Chairman

At the Phoenix meeting, J. Ole Sampson, a wheat farmer from Lawton, N.D., was elected chairman of the board of U.S. Wheat Associates, Inc. Mr. Sampson is past chairman of Great Plains Wheat, Inc. and current chairman of North Dakota Wheat Commission.

William L. Hulse of Dufur, Ore., was named vice-chairman. Mr. Hulse, a wheat and livestock farmer, has been a member of the Oregon Wheat Commission for nine years and is a

past director of Western Wheat Associates.

Harrell Ridley of Las Animas, Colo., was elected secretary of the new organization. Mr. Ridley was chairman of the Foreign Marketing Committee of Great Plains Wheat in 1977-78. He is director of Colorado Wheat Administrative Committee.

U. S. Wheat Associates, Inc., the consolidation of Great Plains Wheat and Western Wheat Associates, is supported by wheat producers through their respective state wheat commissions in the 13 states of Colorado, Idaho, Kansas, Minnesota, Montana, Nebraska, North Dakota, Oklahoma, Oregon, South Dakota, Texas, Washington and Wyoming.

In addition to central offices in Washington, D.C., and Portland, Ore., U.S. Wheat Associates maintains foreign regional offices in Tokyo, Rotterdam, Taipei, Cairo, Seoul, Guatemala City, Singapore, Morocco, Manila, Santiago, and New Delhi.

ADM Gains

Archer Daniels Midland Co., in the second quarter ended Dec. 31, posted net earnings of \$27,975,768, equal to 80¢ per share on the common stock, up sharply from \$17,615,464, or 51¢ per share, in the second quarter a year ago.

In the six months ended Dec. 31, net earnings of ADM total \$52,172,096, or to \$1.50 per share, almost double the first half earnings of \$27,687,836, or 80¢, a year ago.

Per share earnings for the second quarter is based on average of 34,748,565 shares of common stock outstanding, against 34,570,448 a year ago, adjusted for a 5% stock dividend in September, 1979. Six month per share earnings is based on 34,732,553 average shares outstanding, compared with 34,569,455 a year ago.

Provisions for federal and state income taxes for the six months of the current fiscal year were \$31,620,637, against \$13,549,451 in the same period last year.

More ADM Stock

Archer Daniels Midland Co. announced plans to sell 3 million shares of common stock has increased the offering to 4 million shares. The new stock, to be offered to the public by an underwriting group managed by

Goldman Sachs & Co., Kidder, Peabody & Co. Inc. and Merrill Lynch White Weld Capital Markets Group, will result in proceeds to the company of about \$146 million, based on the Feb. 1 closing price on the New York Stock Exchange of \$38½.

ADM, in its amended filing with the Securities and Exchange Commission, continues to indicate that proceeds from the sales of the shares will be added to the general funds of the company and will be available for general corporate purposes, including additional working capital, capital expenditures, possible acquisitions of or investments in assets and other businesses, and the repayment of indebtedness originally incurred for general corporate purposes.

ADM for some years has paid a cash dividend of 20¢ a share per year on its common stock.

Gasohol Plant Planned

Plans for construction of an alcohol plant were announced by Archer Daniels Midland Co. to be located at its Cedar Rapids, Iowa, corn refinery. Capacity of the proposed plant has been set at approximately 225,000 gallons per day.

The company stated that the facility is in response to President Carter's request for increased production of alcohol for gasohol, and it is pursuant to negotiations with U.S.D.A. regarding loan guarantees from its program which might be available for partial financing of the project.

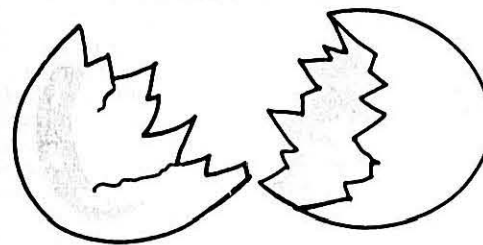
ADM recently completed expansion of its Decatur, Ill., alcohol plant to 150,000 gallons per day capacity. It was expected that the Cedar Rapids alcohol unit will be in production in the middle of 1981.

President Carter's comments of Jan. 4, on a "massive increase" in use of grain for gasohol production had been met with initial skepticism because of the lack of ethanol production capacity.

Current capacity for producing alcohol for use in gasohol is estimated at about 80 million gallons a year, with ADM's Decatur alcohol unit currently representing about 62% of the total for gasohol production in the nation.

In addition to production of alcohol for gasohol, ADM is one of the largest soybean processors, corn millers and refiners and wheat flour millers in the United States.

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NEW DEVELOPMENTS IN PASTA DRYING TECHNOLOGY

by Braibanti & C. S.p.A. — Milano, Italy

It is widely known in the pasta industry that the new technology of drying pasta at high temperatures is spreading all over the world.

The purpose of this brief article is to illustrate the fundamental features of this new technology and also to explore the reasons of its rapid success.

There are four very important attributes of high temperature drying:

1. It is possible to produce good quality pasta, even with low quality semolina. This is an achievement of considerable importance, in view of the fact that the quality of semolina has declined in the past few years, at least in Europe.
2. The economic advantage of reducing the production cycles.
3. Drastic reduction of total bacteria count and elimination of most pathogenic bacteria in pasta. Pasta produced in high temperature dryers can comply with the most stringent bacteria specifications.
4. Sanitary designs of the dryers making it easy to clean with as little labor as possible.

The new process of high temperature drying must meet the following criteria:

- a) The drying process must be performed under such conditions as to harmonize the variable parameters, namely, time, temperature and humidity; resulting in improvement of the quality of product.
- b) The new process must prevent, as much as possible, the negative aspects of high temperature, as for instance: decline in biological quality of protein due to blockage of the essential amino-acids,

particularly Lysine.

In the light of above, we shall examine various aspects of the problem, encountered in high temperature drying.

At the outset, we must point out that with high temperature drying, the quality of pasta products is considerably improved. This has been attested not only by the Braibanti Research & Development Center in Rovereto, but also by the laboratories of several universities. Pasta product dried in ATR (High Temperature Line) has less stickiness, better cooking quality and better color than identical shape product, produced with same raw material and dried in conventional dryers. Thus it can be concluded that it is possible to obtain good quality pasta with semolina having weaker gluten.

During the investigation of the problem of stickiness of pasta, particularly with the electronic microscope (preparing the samples with "freeze fracturing" technique; metalization with platinum and carbon), it was noted that, because of the water absorption, the granules of starch swell and gelatinize during cooking.

If the protein reticulum is not sufficiently tenacious (as in the gluten of poor quality semolina), the swelling of starch will break the protein structure, dispersing the starch in watery phase, resulting in what we call stickiness.

When drying at high temperature, pasta remains in a high temperature environment for relatively long period of time, resulting in partial coagulation of the gluten (as in cooking process of egg whites).

During the cooking process, pasta dried in "ATR" lines does not exhibit stickiness, since the starch being gela-

tinized, is firmly harnessed by the solid protenic structure, as described above.

Above can be illustrated by examining semolina, washed starch, uncooked and cooked pasta dried in conventional dryers, pasta dried in ATR dryer, under electronic microscope.

Duration of high temperature treatment is just as important. High temperature treatment for a short period of time does not induce the above mentioned transformation. On the other hand, high temperature treatment for too long a period results in some negative phenomena, such as the reddish color of pasta caused by a "Maillard" type reaction.

It is interesting to note that during the high temperature drying, the speed of water evaporation from pasta remarkably increases without danger of checking or cracking.

In a high temperature line for short goods (such as ROMET rotary dryer), the drying time for Zita of 14 mm. (9/16") diameter is approximately 5 to 6 hours. Similarly, drying time for Spaghettoni of 1.7 mm. (.070") diameter is approximately 11 to 12 hours.

The reduction in drying time, when compared with conventional dryers, gives various advantages such as the possibility of producing for a longer period of time at the end of the week. It also requires less space for dryers.

As far as bacteriological quality of pasta is concerned, most countries now have very definite specifications for pasta, although it is cooked before consuming.

According to the various studies Salmonella and Staphylococcus are eliminated at 60°C (140°F). This can be easily achieved by treating the

(Continued on page 50)

TABLE I

Microbiological Analysis of 10 Samples Taken from a Line in Which the Drying Temperature Is 160°F. The Values Are Expressed Per Gram of Product and Represent the Average of the Value of Every Single Sample

| | Semolina | At the End of the Mixers | After the Die | At the End of Drying Stage | At the Packaging | After One Month |
|-------------------------------|----------|--------------------------|---------------|----------------------------|------------------|-----------------|
| Total Plate Count Mesophile | 38,000 | 60,000 | 20,000 | 4,500 | 2,000 | 120 |
| Total Plate Count Thermophile | 42,000 | 78,000 | 30,000 | 7,000 | 4,000 | 100 |
| Enterobacteriaceae | 1,000 | 3,000 | NEG. | NEG. | NEG. | NEG. |
| Staphylococcus | NEG. | NEG. | NEG. | NEG. | NEG. | NEG. |
| Sporogenic Aerobe | 100 | 1,000 | 40 | 40 | 40 | 30 |
| Sporogenic Anaerobe | 3,000 | 3,000 | 120 | 100 | NEG. | NEG. |
| Eumycelium | NEG. | NEG. | NEG. | NEG. | NEG. | NEG. |

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Write or call us for samples and specifications.

NATIONAL EGG PRODUCTS CORPORATION
P.O. Box 608, Social Circle, Georgia 30279
Telephone: 404/464-2652



Drying Technology

(Continued from page 48)

pasta at 70°C (160°F). In Table 1, average plate counts of 10 samples taken from "COBRA-ATR" long goods line.

It can be readily seen from the table that the total plate count during the production cycle stays within acceptable levels. Moreover, after one month from packing, the plate count reduces to almost zero.

These results do have a greater value due to the fact that the samples were taken after 4 to 5 days of continuous production, that is when the formation of "hotbeds" of infection would be greater. Obviously, results will improve further, if the raw material is microbiologically cleaner, and if the machines are kept clean.

Furthermore, it is interesting to note that the plate count of pasta obtained with "ATR" lines is irrelevant, compared to the plate count of some other "ready to eat" products.

In conclusion, we believe that we can state that the technology applied in the new high temperature Braibanti lines is another major step forward for the pasta industry.

Thanks is given, for his collaboration, to Professor Ottogalli of the Institute of Agricultural and Technical Microbiology of the Milano University.

International Buys Fish Company

International Multifoods Corp. announced that it has purchased the assets of Bandon Fisheries, Inc., a fish processing company in Bandon, Ore.

The Bandon company, which is located 25 miles south of Coos Bay, Ore., processes and freezes selected fish, shrimp, and crab primarily for export. Last year the company had sales in excess of \$4 million. Terms of the purchase were not disclosed.

Paul J. Quinn, vice president and general manager of Multifoods' International division, said the acquisition of Bandon Fisheries provides a logical expansion of Multifoods' existing base for export sales. The division sells a variety of fish and other seafood species in international markets.

International Multifoods, based in Minneapolis, is a broadly based food company with annual sales of \$1 billion. Its four major market areas are industrial foods, consumer products, agricultural products and away-from-home eating.

Vote on Egg Program Rate Hike Seen

The House soon will authorize commercial egg producers to decide in a referendum whether to increase checkoff rates in a voluntary egg research and promotion program.

The enabling legislation (H.R. 6285) was approved by the House Agriculture Committee and now heads for the House.

The measure also provides for two more consumer representatives on the egg industry board, which operates the research and promotion program under Department of Agriculture supervision.

Under the bill, the current assessment of 5¢ a case, levied on commercial-scale egg producers, would be raised by as much as 7.5¢ a case after Sept. 30, if the producers approve the step in the referendum. In future years the assessment could be raised as much as 0.75¢ a year to a ceiling of 10¢ a case. Producers who objected to the assessment would retain the legal right to refunds of their contributions.

The bill authorizes USDA to impose civil penalties for egg program violations.

Rep. Alvin Baldus (D., Wis.), chairman of the House Agriculture Committee's Dairy and Poultry Subcommittee, said passing the legislation would let producers decide whether they want to expand a program which experience indicates has improved egg demand.

**76th Annual Meeting NMMA
Wentworth-by-the-Sea
June 25-29, 1980**

Big Bertolli Campaign

Bertolli U.S.A., Inc., will be spending over four million dollars in 1980 to promote their line of imported products.

As part of this major campaign, Bertolli will place four national ads in Family Circle. In the March 11 issue, a half-page, four-color ad will feature all Bertolli products—Olive Oil, Red Wine Vinegar, Spaghetti Sauce, and a full line of imported wines.

Headed "Bertolli . . . the flavor's Italian, the please is yours," the ad features a recipe for the ever popular Italian dish, Pasta Con Fagioli. It also offers consumers an attractive stand-up, easel-style recipe binder for only \$4.99 and proof of purchase from any Bertolli product.

Regional Sales Director

James D. Bowers has been appointed regional sales and marketing director of the Marshall Foods, Inc. Egg Products Division.

Bowers, 43, formerly served as western division manager in charge of foodservice sales for Jen's Inc., Duluth, Minn. Earlier, he was vice-president of McGarvey Coffee Company of Minneapolis.

He holds a B.A. degree from Bradley University, Peoria, Ill., and lives with his wife and six children in Blaine, Minn. Bowers' voice is familiar to thousands of sports fans—he is the soloist for the Minnesota North Stars.

More on Egg Cholesterol

In a newly reported University of Missouri study on the effect of dietary egg on human serum cholesterol and triglycerides, 116 male volunteers between 32 and 62 years (mean age 46)—all of whom had normal-range serum cholesterol and triglycerides for 7 years before the study—consumed 2 whole fresh eggs daily in their customary diets for 3 months, and either eliminated eggs for 3 months before or 3 months after the egg-eating period. The serum cholesterol and triglyceride levels at the end of the 6-month test period were compared with the subjects' initial levels on their customary free-choice diets, as well as their levels after the first 3 months of study.

The results revealed no significant increase in mean serum cholesterol, nor was there a significant association of dietary cholesterol intake with either serum cholesterol or triglycerides. While the researchers acknowledged that the results show "high individual variability of serum cholesterol and serum triglyceride response to the daily ingestion of 2 whole fresh eggs within a habitual mixed American diet" . . . they believe that the "data support the suggestion that indiscriminate exclusion of eggs may be a useless preventive measure to maintain low serum cholesterol in all normal healthy men."

The new study reinforces an earlier 6-month study by some of the same investigators in which 114 normal healthy men consumed one whole egg daily for 3 months, after eating no eggs for 3 months. Their average serum cholesterol did not change significantly.

BUYERS' GUIDE

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

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ADM MILLING CO., Box 7007, Shawnee Mission, Kansas 66207. Manufacturers of Comet No. 1 Semolina, Romagna Durum Granular, Goldenglo Fancy Durum Patent Flour, Palermo Durum Patent Flour. See ad page 22-23.

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

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

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

INTERNATIONAL MULTIFOODS CORP., Durum Product Division, 1200 Multifoods Building, Minneapolis, Minnesota 55402. Manufacturers of Duregg Egg Noodle Mix, Como No. 1 Semolina, Capital Durum Granular, Capital Fancy Durum Patent, Ravena Durum Patent, Bemo Durum First Clear and Naples Durum Second Clear. Duregg (TM). General offices in Minneapolis; sales offices in New York. Principal durum mills in Baldwinsville, New York, and St. Paul, Minnesota. See ad on page 64.

NORTH DAKOTA MILL AND ELEVATOR, Grand Forks, North Dakota 58201. Manufacturers of Durakota No. 1 Semolina, Perfecto Durum Granular, Excello Fancy Durum Patent Flour, Nodak Durum Patent Flour, Red River Durum Flour, and Tomahawk Durum Flour. General Sales Office: Mr. V. M. Peterson, Grand Forks (701) 795-7224 See page 13.

PEAVEY COMPANY INDUSTRIAL FOODS GROUP, Peavey Building, 730-2nd Avenue South, Minneapolis, Minnesota 55402. Manufacturers of King Midas No. 1 Semolina, King Midas Durum Granular-King Midas Durum Fancy Patent Flour, Kubo Durum Fancy Patent Flour, Uno Durum Patent Flour, General Sales Office: Minneapolis. W. M. Wingate, V.P. Sales (612) 370-7850; William H. Grady, Sales Manager, (612) 370-7837; Wayne Mosey, Sales Manager (612) 370-7880. District office in New York: Gerald P. Marron (914) 428-1250. District office in Elk Grove Village, Illinois. (312) 640-7122. See ad pages 32-33.

SEABOARD ALLIED MILLING CORP., P.O. Box 19148, 1550 West 29th Street, Kansas City, Missouri 64141. Telephone: Area Code 816, 561-9200. R. G. Myers, Lin L. Lundgaard, Henry L. Sumpter, John LaSpina. Complete line of durum products milled in Albany, N.Y. See ad pages 41-42.

EGGS

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

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

BROWN PRODUCE CO., INC., Farina, Illinois 62838, (618) 245-3301, has been servicing the macaroni-noodle industry for over twenty-five years with a full line of colored egg yolk and whole eggs; special blends made on request. Products are marketed under the brand name of Bake-Rite and distribution is coast to coast. The company is fully integrated with its own feed mills, egg production, and storage facilities and able to quote your short or long term needs.

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

HENNINGSSEN FOODS, INC., 2 Corporate Park Drive, White Plains, New York 10604. (914) 694-1000. Manufacturers of Free Flowing Egg Yolk Solids, Free Flowing Whole Egg Solids, Dehydrated Chicken, Beef, Ham and Turkey products. Sales offices in each of the major cities in the United States, Western Europe, Japan, Mexico and South America. Technical assistance available. Samples sent on request. For information, contact: Vito J. D'Agostino, Michael H. Cruger, Kit Henningsen at White Plains; Mid-West—Frederick W. Hartfelder at (800) 228-2768; West Coast—Mike Nolan at (714) 598-1016. See ad on page 45.

MARSHALL FOODS, INC., Egg Products Division, P.O. Box 1088, Marshall, Minnesota 56258, (507) 537-1451. Spray dried egg yolk, whole eggs and egg whites. Free flowing or standard egg yolks and whole eggs. Color range available for custom drying NEPA 2 to Actual 3. Frozen yolks and whole eggs. Full NEPA range available. See ad on page 43.

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

NATIONAL EGG CORPORATION, P.O. Box 608, Social Circle, Georgia 30279. Telephone: (404) 464-2652. Egg Yolk Solids, Free Flow. Whole Egg Solids, Free Flow. See page 49.

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

SCHNEIDER BROS., INC. 5332 S. Western Avenue, Chicago, Illinois 60609. Mr. Morris Schneider, president; Clifford Schneider, V.P. Sales & Marketing, Chicago, IL; Sandy Seidner, V.P. National Sales, Phoenix, AZ; Don Potts, Sales Manager, Atlanta, GA. Liquid frozen and dried egg products.

MILTON G. WALDBAUM COMPANY, Wakefield, Nebraska 68784. Phone: (402) 278-2211. (800) 228-8176. Egg Processor. Fresh shell eggs, fresh liquid egg, frozen whole eggs or egg yolks. Special package size available. Dark color whole eggs and egg yolks available on contact. See page 47.

MANUFACTURING EQUIPMENT

ASEECO CORPORATION, 8857 West Olympic Boulevard, Beverly Hills, California 90211. Engineers and manufacturers of complete storage systems for noodles, cut goods and specialty items. Product Lines: Aseeco overlapping bucket lifts (elevators), belt conveyors-sanitary, Accumaveyors, vibratory conveyors and scalping screens, modular distribution systems—vibratory and belt, selectomatic bin storage systems, automatic continuous blending systems. Services: Engineering and plant layout for complete macaroni plants from storage to warehouse. Supervision and installation of all equipment. See ad page 27.

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

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

BUHLER-MIAG, INC., 1100 Xenium Lane, Minneapolis, Minnesota 55440; Telephone (612) 545-1401. Planning and engineering of complete macaroni factories: consulting service. Manufacturers of macaroni presses, spreaders, continuous dry-

ers for short goods, noodles, long goods and twisted goods, automatic accumulators for short, long goods and noodles, die cleaners, laboratory equipment. Complete flour and semolina bulk handling systems. Sales offices at 580 Sylvan Avenue, Englewood Cliffs, New Jersey 07632; phone (201) 871-0010, and Buhler-Miag Canada Ltd., 1925 Leslie Street, Don Mills, Ontario, Canada. Phone (416) 445-6910. See ad on pages 24-25.

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

DEFRANCISCI MACHINE CORPORATION, 46-45 Metropolitan Avenue, Ridgewood, NY 11385. Full range of automatic lines of machinery for both short cuts and long goods including lasagna, from 500 to 5,000 lbs. Automatic long goods cutters, automatic sheet formers and noodle cutters. Drying rooms. Die washers, dry egg feeders, hydraulic tube cleaners, and conveyors. Direct canning spreaders for filling spaghetti at a pre-determined quantity directly into cans. Sanitary, hose down, presses. Concentric extrusion dies. Twenty-five pounds per hour. Laboratory Extruders. Pilot and production extruders for snack food and cereals. See ad page 15.

SALVATORE DI CECCO, RR# Richmond Hill, Ontario, Canada L4C 4X7, Tel. # (416) 773-4033. 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., Stamping Machines for Bologna-Style and Noodle pasta. Ricciarelli-Nicolai: Macaroni dies and die-cleaning equipment. Bassano Firm: Complete pasta lines equipment. Rolinox patented processing equipment. See ad on page 39.

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.

FOOD ENGINEERING CORPORATION, 2722 Fernbrook Lane, Minneapolis, MN 55441. Phone: (612) 544-5055. Design and build custom made machines, coolers, dryers, storage and accumulating systems and diverse equipment. Mr. Ralph Buigess, president. See ad on page 39.

HOSKINS COMPANY, P.O. Box F, Libertyville, Illinois 60048, (312) 362-1031; TWX 910-654-3278 (Hoskins Liby). Western sales representative for DeFrancisci Machine Corp., manufacturer of pasta production lines. Western sales representative for Clermont Food Machinery Co., manufacturer of noodle cutters, Chinese noodle equipment, crepe manufacturing equipment. Sales representative for Semco, manufacturer of bulk flour handling systems; Aseco, manufacturer of finished goods conveying and storage systems; Ricciarelli, manufacturer of packaging machines, long spaghetti conveying systems, howtie machines, twisted vermicelli machines. See ad on page 19.

MICRODRY CORP., 3111 Fostoria Way, San Ramon, California 94583. Multistage drying-pasteurizing using microwave techniques now proven with nearly all types of pasta. Enormous savings in energy, space and time. Also noodle cutters, storage belts, conveyors, die washers. See ad on pages 58-59.

VOLPI & SON MACHINE CORP., SOIAROOK DIVISION, 2043 Wellwood Avenue, East Farmingdale, NY 11735 (516) 293-4010, (212) 499-5922. Distributor of Giacomo Toresani, S. p. A. equipment. Manufacturers of a complete line of pasta and Chinese noodle processing equipment including the cameloni-mancotti line, Volpi noodle cutter, sheeter/kneader/cutter, continuous noodle line. See ad on page 57.

DIES

D. MALDARI & SONS, INC., 557 Third Avenue, Brooklyn, N.Y. 11215. Phone: (212) 499-3555. Extension dies for pasta, cereals, snacks, pretzels, R & D in non-related food fields. See ad page 9.

PACKAGING EQUIPMENT

AMACO, INCORPORATED, 2601 West Peterson Avenue, Chicago, Illinois. Bag forming, filling and sealing equipment for long and short cut macaroni. Low, medium and high speed cartoning equipment for long cut spaghetti and other pasta goods.

CLYBOURN MACHINE DIVISION, a division of Paxall, Inc., 7515 North Linder Avenue, Skokie, Ill. 60076. Phone (312) 677-7830. Vertical cartoning equipment with volumetric or net weight filling. Horizontal cartoners for long macaroni products. See ad page 5.

HAYSS EN MANUFACTURING COMPANY, Hwy. 42 North, Sheboygan, Wisconsin 53801. Horizontal and Vertical form, fill, seal for all your flexible packaging needs; available with Omni-Tare or Digatron* net weight scales for noodles, volumetric fillers for short goods or auger fillers for seasoning. Horizontal machines for packaging long cut spaghetti in all packaging materials, available with LCM feeder for automatic measuring and feeding of spaghetti. Eastern Regional Office: 130 W. Lancaster Ave., Wayne, PA. 19087; (215) 688-3044. Midwest Regional Office: O'Hare Office Center, 3166 Des Plaines Ave., Des Plaines, IL 60018 (312) 298-7220. Western Regional Office: 520 E. El Camino Real, San Mateo, CA 94402; (415) 342-1454.

INDUSTRIAL MARKING EQUIPMENT CO., INC., 4385 Westroads Drive, West Palm Beach, FL 33407. Conveyor line marker for automatic imprinting of conveyor-carried cartons and other containers. Contact Louis J. Kessler. See ad on page 39.

TRIANGLE PACKAGE MACHINERY CO., 6655 W. Diversy Avenue, Chicago, Illinois 60635. Phone: (312) 899-0200. Pulsamatic Vertical Form, Fill, Seal Bag Machines, Flexitron 1600 net weight systems, and CBH vibrato conveyor systems. Pulsamatic Bag Machines may be equipped with auger fillers for seasonings or soft pouch mixes, with volumetric fillers for

short cuts or with Flexitron scales for short cuts and noodles. CII conveyors utilized for distribution of products to packaging lines. Sales offices: 361 Franklin Avenue, Nutley, New Jersey 07110. Phone: (201) 681-0329; 2172 DuPont Drive, Suite No. 24, Irvine, California 92715. Phone: (714) 955-2653; 202 Calceita Drive, Santa Cruz, California 95060. Phone: (408) 428-5161. See ad on page 37.

WRIGHT MACHINERY DIVISION, REXHAM CORPORATION, P.O. Box 3811, Durham, North Carolina 27702. Telephone: (919) 682-8161. Wright Machinery has designed a specialized line of packaging machinery for the macaroni/noodle industry. Form/Fill/Seal systems include the MON-O-BAG Volumetric, an automatic single tube system which permits high speed production when extreme weighing accuracy is not crucial; the MON-O-BAG II and MON-O-BAG III, net weighers employing the Electroflex scales; and the DU-O-BAG III, a net weigher that combines two MON-O-BAGS in one unit. Wright also manufactures the FA IN-LINE unit and the ROTARY NET WEIGHER, for packaging products in rigid containers at high speeds. Call or write Vice President-Sales, Martin D. Cicchelli, for a free technical bulletin. See ad on page 7.

PACKAGING SUPPLIES

COOLEY SALES, INC., P.O. 1157, Shawnee Mission, Kan 66201. Cooley Sales, Inc. represents converters in the printed films industry. We offer up to six colors flexographic printing (line and screen) on single film or laminated structure. We offer new films development and research, complete department facilities for graphic design and/or changes, inventory reorder and prompting systems, warehouse inventory program and raw stock inventory program. We like to become involved with your success.

DIAMOND INTERNATIONAL CORPORATION, Diamond Packaging Products Division, 407 Charles Street, Middletown, OH 45042. Phone: 513/422-2772. Designers and manufacturers of labels, fold-

ing cartons and DI-NA-CAL heat transfer labels. 19 sales offices supported by graphic and structural package designers and mechanical packaging engineers. 5 strategically located manufacturing plants. See ad on page 29.

FAUST PACKAGING CORPORATION, 145 Oval Drive, Central Islip, N.Y. 11722. Creators and manufacturers of multi-color cartons and promotional material for macaroni-noodle products and frozen foods.

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

ROSSOTTI CONSULTANTS ASSOCIATES, INC., 158 Linwood Plaza, Fort Lee, New Jersey 07024; (201) 944-7972. For folding paper board cartons and flexible packaging, representing St. Regis Paper Company. Also consulting in buying and selling macaroni companies. Established in 1898. See ad on inside back cover.

FORTIFICATION

EASTMAN CHEMICAL PRODUCTS, INC., P.O. Box 431, Kingsport TN 37682. MYVAPLEX 600 Concentrated Glycerol Monostearate. A powdered starch-complexing agent to improve firmness and reduce stickiness and clumping in macaroni, spaghetti and noodles during processing and in use. Representatives located in all principal

marketing centers. Call (800) 251-0351 toll free. See ad on page 43.

VITAMINS, INC., 200 East Randolph, Suite 5560, Chicago, Illinois 60601. Phone: (312) 861-0700. Manufacturers of enrichment ingredients used by macaroni manufacturers and flour millers. Also manufacturers of protein supplements including defatted wheat germ and milk proteins of high biological value. Sales representatives: East, Louis A. Viviano, Jr., P.O. Box 374, Plainfield NJ 07061 (201) 754-9031; Midwest, Jack W. Rogers, Chicago, Illinois 60601; (312) 861-0700. West, Joseph P. Manson, 610 Newport Center Dr., Newport Beach, CA 92660. (714) 833-0432.

SERVICE

WINSTON LABORATORIES, INC., 25 Mount Vernon Street, Ridgefield Park, N.J. 07660. Our laboratories, with 60 years of experience, continue to fulfill a vital need of every Pasta producer - Evaluation of product quality. Quality starts with the selection of the best raw materials free of incidental additives such as pesticide residues, pathogenic bacteria, and extraneous matter. Also a continual checking of your egg solid content of noodles and your enrichment concentrations are necessary to insure proper nutrition and compliance with Federal requirements. Have questions concerning nutritional labeling? Know what records must be maintained to substantiate your product claims. The Winston Laboratories Inc. - Specialists in the Chemistry & Bacteriology of Macaroni and Noodles. James and Marvin Winston, Directors. Prompt and Efficient Service since 1920. Phone: (201) 440-0022. See ad on page 29.

Composite Cans

Boise Cascade, Composite Can Division, 13300 Interstate Drive, Hazelwood, MO 63042, manufactures composite containers including the Composite 30# Frozen Food Can.

These containers are used by frozen egg processors who fill these composite 30# cans with high quality yolk and whole egg products, which are then frozen and used in the manufacture of egg noodles and other ma-

caroni products.

Advantages of the composite 30# can are: Container will not rust, ease of use, container can be "cut-away", and two-thirds of a composite container is made from our most renewable resource - trees.

For more information, contact the following sales offices:

Gordon Von Doersten, Business Manager, Food Products; 13300 Interstate Drive, Hazelwood, MO 63042.

David Brookreson or Kurt Lowdermilk, 676 E. Swedesford Road, Wayne, PA 19087. (215) 687-8245.

John Wrightman, Boise, Cascade, Tri-State Towers Bldg., Suite 302, 9575 Higgins Road, Rosemont, IL 60018. (312) 696-4777.

Lee Edmundson, Boise, Cascade, 13300 Interstate Drive, Hazelwood, MO 63042. (314) 344-2246.

John Blachley, Boise, Cascade, 2600 Goodrick Ave., Richmond, CA 94804. (415) 235-9411.

Cooley Sales Co., Inc.

Cooley Sales, Inc. P.O. Box 157, Shawnee Mission, Kan. 66201 (913) 362-6120. Cooley Sales, Inc. represents extruders and converters in the printed and plain films industry. We offer up to six colors in flexographic printing (live and/or screen) on single film or laminated structures. Companies that we represent have converting operations located across the United States for fast and convenient service. Plants are located in Indianapolis, Indiana, St. Louis, Mo., Mission, Kansas, Russellville, Arkansas, San Leandro, California.

Our Cost Savings Information (CSI) Total Program was designed specifically for the Macaroni Industry. This program analyzes your present packaging needs to determine where cost saving techniques can be applied for maximization of your packaging dollar.

Another part of the CSI Total Program is an auxiliary function. We provide inventory prompting and reordering systems, a warehousing program for raw stock and finished goods inventory. We offer new films research and development, design and/or changes. All of these insure the best salable package at the lowest total cost.

The newest line that we are offering to the Macaroni Industry is in

(Continued on page 58)

Coolley Sales Co., Inc.

(Continued from page 54)

pallet unitizing. We have complete lines of shrink and stretch wrap films as well as equipment that save thousands of dollars over conventional corrugated unitizing methods. For example, one of the newest stretch films on the market is saving users 6-9% over existing brand name stretch people such as Mobil, Borden and Exxon.

Coupled with the savings are stronger performance characteristics. Call us for a profit increasing discussion.

As partners in a packaging program, we work on viable, cost effective solutions to your specific problems.

Only, as you succeed, will we.

Volpi Affiliated with Toresani

Volpi and Son Machine Corporation of East Farmingdale, Long Island, New York in affiliation with Giacomo Toresani Spa of Milano, Italy offers a complete line of equipment for the pasta industry.

Their models MR 135 or MR 265 offer the versatility of varied ravioli forms with a block attachment for various tortellini forms. This is called their "Pinzati" unit and is U.S.D.A. approved.

Volpi/Toresani also offers U.S.D.A. approved tortellini machinery (MT 135 or MT 265 models) as well as agnolotti and gnocchi machinery.

A completely automatic system for cannelloni, manicotti and lasagna for small to large production is currently going through the process for U.S.D.A. approval.

As previously highlighted Volpi/Toresani manufactures a completely automatic Continuous Noodle Machine which automatically blends, mixes, kneads and laminates the product sheet before the actual noodle cutting process. This is extremely popular with the Oriental noodle and is just being realized as a blessing by the Italian noodle industry. It processes from 400 pounds to 1700 pounds of continuous, laminated product for the fresh pasta noodle industry all predicated upon customer size requirement.

Volpi and Son also produces a complete line of Conventional Noodle equipment - Mixers, Sheeters, Cutters, Folders and Kneaders in their Long Island plant; as well as a

complete line of pasta related equipment in their Toresani Milano, Italy facilities.

Mr. Joseph P. Volpi, Vice President of the firm as well as Mr. Peter J. Volpi, President lectured on some of their equipment at the Buhler Macaroni School in Zurich, Switzerland in March - sponsored by the N.M.M.A.

The Volpi's invite your inquiries. Their manufacturing facilities are located at: Volpi & Son Machine Corp., SoBrook Division; 2043 Wellwood Avenue, East Farmingdale, L.I., New York 11735 USA. And at: Giacomo Toresani, Spa; 148 Via Luigi Ormato; 20102 Milano, Italy

Some of their Italian equipment was displayed at the IPAC/IMA Fiera di Milano at the International Fairgrounds in Milan this March. Actual production was seen there and any conceivable questions you might have can be answered here.

Please drop them a line or call. The numbers: 516-293-4010 or 212-499-5922 Telex: 647031.

In the U.S. contacts are Joseph P. or Peter J. Volpi. In Italy contact Mr. Nicola Palagiano.

\$2.5 Million Campaign Launches Innovative Pasta

The largest advertising expenditure ever to launch a pasta product has been committed to the introduction of an innovative family of high-protein pastas by Prince Macaroni Mfg. Co., Lowell, Mass. The campaign for Prince Superoni, broke in New York March 3. It will spend more than \$2.5 million in the coming 10 months, there, in New England, Chicago and Detroit.

"Superoni is an entirely new form of a staple food product," says Zal Venet, president, Venet Advertising Inc., the agency which developed the campaign. "It is a pasta that provides the consumer with an alternative to the traditional and most costly protein-rich foods." The TV and radio commercials and newspaper advertisements position the 11 varieties of Pasta Superoni against meat, poultry and cheese.

Observing that Superoni already has total chain supermarket distribution, Mr. Venet stated, "Superoni is a product of the 80's. In a time when shoppers are very budget-conscious,

Superoni provides them with an economical, highly nutritious source of protein. And, it cooks, tastes like a d has all the other positive elements of pasta."

The first flight of the campaign, which broke at the end of February, features a 30-second television commercial, a 60-second radio commercial, a 600-line newspaper coupon advertisement and point of sale. More than \$1 million has been budgeted for the 10-week program.

In the introductory television commercial, a box of Superoni spaghetti is shown in front of a chicken, a piece of steak and a portion of cottage cheese, and the statement is made that Superoni has 41 percent more protein than hamburger. The headline of the newspaper advertisement states, "New Prince Superoni Spaghetti vs. Beef." Cop states that Superoni costs about one-tenth as much as steak per serving; has almost no fat and no cholesterol.

While Superoni has been available on a limited basis, in spaghetti and elbow macaroni form, this is the first time the entire family of 11 products will be available.

Venet Advertising Inc. has been the advertising agency for Prince Macaroni since 1967.

Military Sales Consultant

Skinner Macaroni Senior Vice President of Sales W. E. "Bill" Clark will base his operations out of Oklahoma City, Okla., serving as a military sales consultant for both Skinner Macaroni and San Giorgio Macaroni, according to Joseph P. Viviano, President San Giorgio-Skinner, Inc.

Clark, who has been with Skinner for 28 years, has been in charge Skinner military sales the past five years, a period in which military sales increased 88%.

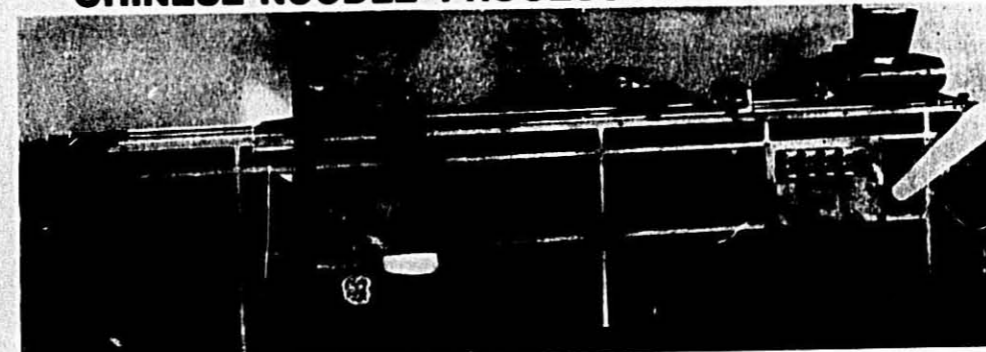
Both Skinner Macaroni and San Giorgio Macaroni are divisions of San Giorgio-Skinner, Inc., a subsidiary of Hershey Foods, Hershey, Pa.

Clark joined Skinner in 1952 as Atlanta Regional Sales Manager for Southeastern states. He later became Assistant Sales Manager and in 1965 he was appointed Vice President/Sales and a member of the Skinner board of directors. He became Senior Vice President of Sales in 1970.

Clark and his wife, Iola, will reside in Oklahoma City.

INNOVATION ~ DESIGN

COMPLETE LINE MANUFACTURERS OF PASTA AND CHINESE NOODLE PROCESSING EQUIPMENT



CANNELONI-MANICOTTI LINE

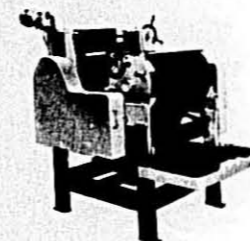
Our newest unit featuring an extruder to form the sheet, and a blanching unit to cook the dough which is then chilled prior to its being automatically filled with meat or cheese. The sheet is then rolled to form a continuous product and is cut to your required length for packaging.

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:

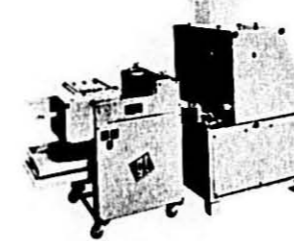
- *Ravioli Machinery
- *Tortellini Machinery
- *Sheeter—Kneaders
- *Also Available Combination Ravioli/Tortellini Extruders

*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.

SOBROOK

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

giacomo toresani



SAVE OVER \$1 MILLION IN TEN YEARS!

WITH EACH MICROWAVE DRYER

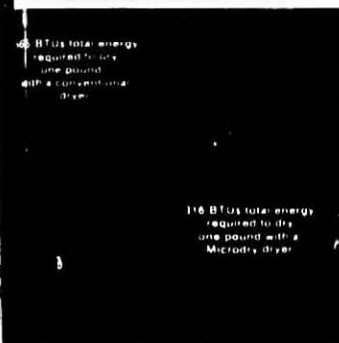
- Up to 4 times the production in the same feet of floor space (a bargain in itself with construction costs in the \$40 sq./ft. range).
- Free production: 5.42% with a 5-day week.
- Save energy. Tests prove over 50% total energy savings compared to some competitive dryers.
- Sanitation savings. Minimum \$100 each cleaning. Most easily sanitized dryer. hose it down or steam clean it.
- Save on installation. Fabricated and assembled at our plant. Up to 5,000 man-hours savings.
- Other factors of increased flexibility, less waste from spillage, more exact moisture control.

A BETTER PRODUCT

Finally we have the capability we've been trying to achieve for hundreds of years—drying macaroni products from the inside out. Until now we have had to wait for the product to "sweat" or "rest" so that the moisture would migrate to the surface, when we could again dry some more... in small stages. We had to be careful not to "case harden" the product so the moisture would not get trapped, thereby causing the product to keep drying on the outside, but not properly, and to "check" at a later date, when that moisture finally did make its escape.

Microdry actually produces a better product than does conventional processing. The superiority is in the cooking strength and bite when ready to eat, and the color enhancement and microbial stability when presented in the package. We will be pleased to submit samples of product made on the Microdry press, same die, same raw material, but dried in conventional dryers and Microdry units. You will readily see the color difference, cook and taste the bite differences. Measure for yourself the stability of each product.

- Kills all weevils—eggs, larvae and adults.
- Kills all salmonella, Staphylococcus, Coli and Coliforms. Greatly reduces total microbial counts.
- Makes a product with rich color.



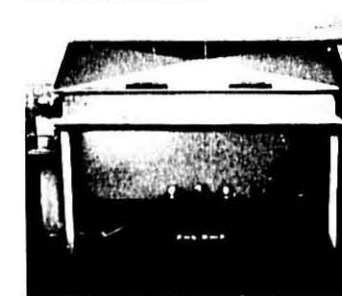
Pasta drying operation from production line comparisons by two processors. Shows total energy used.

WHAT USERS SAY:

- Lowest downtime. We keep an accurate record of all downtime and express it as a percentage of time down to time scheduled. Microdry leads the list at less than 2%.
- Plant Manager of a leading mid-west operation.
- All future equipment will be Microdry.
- Technical director of a large pasta plant.
- "I guess the greatest compliment I can pay to Microdry is that if we were going to install another Short Cut line in our Operation, it would definitely be a Microdry/Microwave Dryer."
- Executive Vice President, pasta manufacturer.

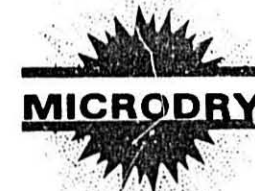
UNITS IN THESE LBS /HR. CAPACITIES: 1500, 2500 AND 4,000 ARE OPERATING TODAY OR ARE ON ORDER FOR:

- GOLDEN GRAIN PLANTS: 7 units
Chicago, Seattle, San Leandro.
- D'AMICO: 1 unit
Chicago.
- CATELLI: 1 unit
Montreal.
- GOOCH: 2 units
Lincoln, Nebraska.
- O B: 1 unit
Fort Worth, Texas.
- LIPTON: 2 units
Toronto, Canada.
- GILSTER MARY LEE: 3 units
Chester, Illinois.
- WESTERN GLOBE: 2 units
Los Angeles.
- PILLSBURY CO (American Beauty Division): 2 units
Kansas City, Kansas.
- SKINNER: 1 unit
Omaha, Nebraska.

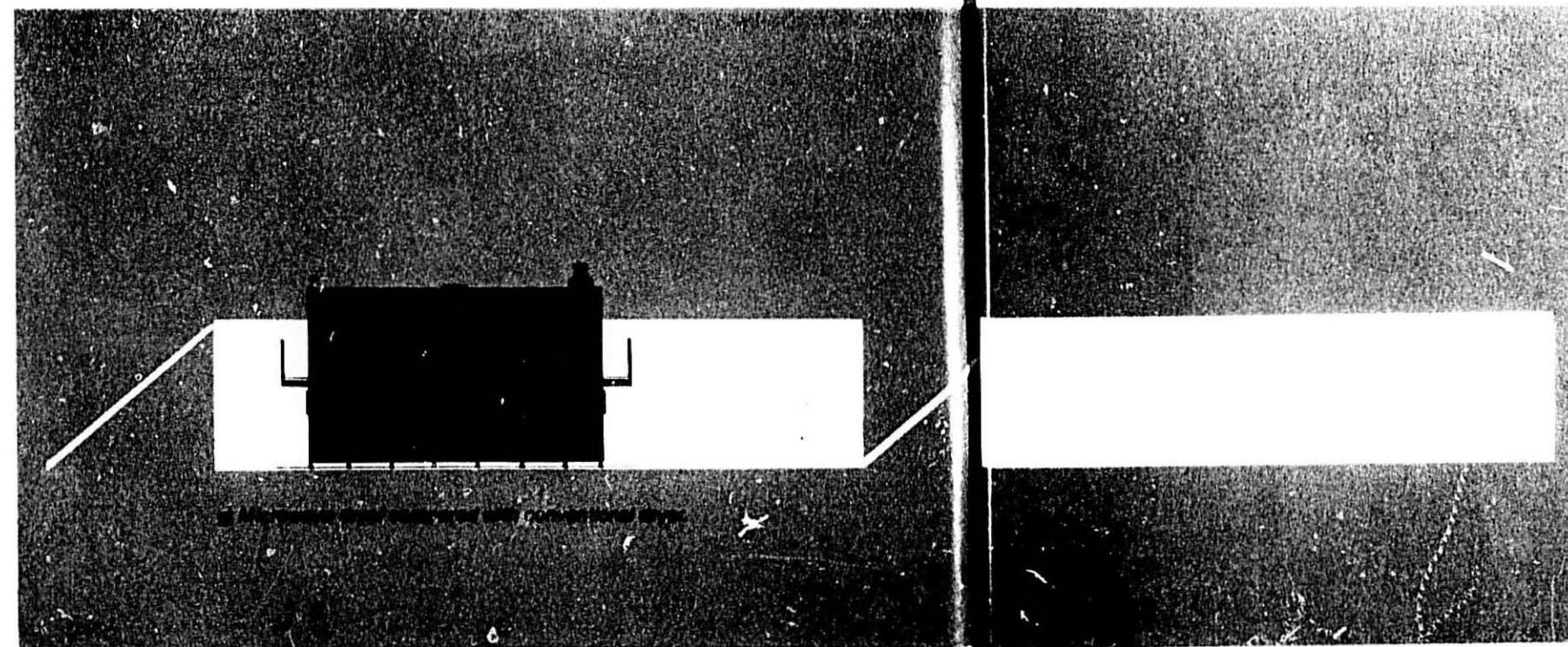


■ Die washer by Microdry. More compact. 2,000 p.s.i. water nozzle pressures.

MICRODRY Corp. World leader in industrial microwave heating



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



Opportunities for Increasing Sales

by Sal Maritato

A few years ago, many of the consumers who fully understood the nutritional value of pasta products were those of us in the pasta producing and durum milling industries, wheat farmers and some home economists.

Now, pasta and other wheat-based foods are the popular choice of increasing numbers of health-conscious Americans interested in good nutrition and better eating habits. The reason is simple: Industry-wide groups and government organizations are currently debunking widespread misconceptions about nutrition and, in fact, are recommending that Americans "eat foods with adequate starch and fiber" to make sure they get enough essential nutrients in their diets.

Multifoods has been a strong proponent of a 10-year effort by wheat farmers, flour millers, bakers and pasta producers to develop an industry-wide, funded program for research and nutrition education on behalf of wheat-based foods in the United States. Assuming a successful March referendum, the Wheat Industry Council will launch the proposed program in July of this year.

Pasta Products Promoted

Plans call for the Wheat Industry Council to be composed of five representatives from each of the following groups; end-product manufacturers — bakers and pasta producers; processors — millers; producers — wheat farmers; and consumers. Included among the representatives will be pasta producers, durum farmers and millers with durum products capacities.

In an effort to promote the consumption of pasta and all wheat-based foods, flour and semolina used by end-product manufacturers will be assessed at the rate of one cent per hundred-weight for the first year. Based on current production figures, that assessment could yield more than \$1.5 million in education and research funds. And pasta products stand to benefit along with other wheat-based products.

Dietary Guidelines

Pasta products received another boost recently from the U.S. Departments of Agriculture (USDA) and

Health, Education and Welfare (HEW) in their new "Dietary Guidelines for Americans." Among other things, the guidelines suggest that Americans would be wise to increase their intake of "complex carbohydrates," which include whole grain breads, cereals, pasta and other grain products.

The departments' revised set of dietary goals states:

"Eat more complex carbohydrates daily: Substitute starches for fats and sugars. Select foods which are good sources of fiber and starch, such as the whole grain breads and cereals, fruits and vegetables, beans, peas and nuts."

In announcing the new guidelines in February, Secretary of the Agriculture Bob Bergland said, "These are general recommendations and within them individuals make their own choices from a variety of foods. The guidelines developed by scientists at USDA and HEW give the public consistent and substantiated nutrition information. With them, people can make reasonable and confident decisions in selecting the best foods to fit their nutrition needs."

The timing could hardly have been better. The Wheat Industry Council is about to get underway with its new education program and American consumers have been made more aware of the need for grain products in their diets. Demand for macaroni, spaghetti and noodles will increase as myths about carbohydrates are dispelled. Multifoods is ready to support this unique promotion opportunity for the industry to help meet the increased demand for pasta products just as we have for nearly 40 years. During that time, we have grown to become one of the largest durum millers in the United States by supplying premium quality semolina and durum flour, and dependable service to our customers.

Long-Term Growth

While the domestic demand for wheat-based products looks promising, the same may also be true of foreign demand. Consider, if you will, that the world population is now about four billion people and that it is estimated that currently anywhere from one-half to one billion people do not receive enough food to live. Add to these figures an estimated world

population of six billion people by the year 2000 and the figure swells to a possible one and a half billion people underfed at the turn of the century.

According to recent government statistics, 70 percent of the world, in terms of population, is a "net importer" of food, producing only 40 percent of the world's food. Clearly a large demand for food exists and provides a major source of industry growth in the years ahead.

Overall, we are entering a decade of new opportunities for increased sales, expanded education and research. It is a decade calling for greater action and effort on our part to meet the increasing need for good nutrition worldwide.

New Vice President

Wesley C. Baker, vice president and general manager of the U.S. Agricultural Products Division, has been elected a senior vice president of International Multifoods effective March 1.

In related action, William C. Glover, who has been vice president and general manager of King Foods Division, assumes the new position of vice president and general manager of Supersweet operations in the U.S. Agricultural Products Division.

David D. Weiss, King Foods vice president — production, has been named division vice president and general manager of King Foods Division, which produces and markets portion-controlled frozen meat products for the food service industry.

In his new position, Baker will continue to have overall responsibility for Multifoods' formula feed and retail operations, animal health and veterinary supply operations and seacorn operations.

Glover, in his new capacity, will be responsible for Supersweet formula feeds and animal health operations as well as the Agricultural Products Division engineering function.

International Multifoods, based in Minneapolis, is a worldwide food processing company with annual sales of \$1 billion.

Semolina sold in a range of \$12.75-\$14.30, Minneapolis during the first two months of 1980.

Dietary Recommendations

(Continued from page 18)

Americans should limit intake of salt and salty foods.

7. If you drink alcohol, do so in moderation.

The dietary guidelines are an outgrowth of similar but more drastic dietary goals issued in 1977 by a now-defunct Senate Select Committee on Nutrition and Human Needs.

For more than two years, Senator George McGovern (D-S. Dak.) and some colleagues in Congress have been urging more stringent federal action.



Communicating with Another World

by Phyllis Larsen,

Golden Grain Macaroni Company

Foodservice is another world. But the people there aren't too different from us. Oh, they all dress in white, but they think like we do. You're going to have to give foodservice people knowledge, service, and you've got to communicate with them.

There is a National Restaurant Association Convention — and none of you are there. This is a good place to communicate with foodservice people. Keep it simple. They listen to the first things you say then they may turn you off.

Give them the basic facts. What is macaroni? And what macaroni is not. No additives, no color, no preservatives, no salt except in the cooking water, no fat, low cost form of protein, enriched with B vitamins and iron, carbohydrates are in favor now with the Nutritional Council. Macaroni is a bland product good for anyone's diet.

A macaroni chart might be a good piece to give out. Show them what sizes and shapes are available. We used line drawings with brown ink on amber yellow paper. Simple cooking instructions and nutritional information is given — just the basics. Have it sized to fit into your salesman's books and a catalog envelope for mailing.

Recipe cards are very important. 5x8 is standard in the foodservice industry. Different colored stock attracts pick-ups. School lunch recipes are for 96 or 100 servings.

In advertising, consider the Chef's magazines. Your ad should tell what you sell in a glance with the name of the company in big letters. Recipes work very well in School Lunch publications.

Visual aids are important. "Macaroni Menu Magic" came out fourteen years ago as an educational film and it is well worth reviving. Free distribution to schools and universities would be great. A set of slides would be very educational, such as a tour through a macaroni plant.

Spread the knowledge of macaroni products. Participate in foodservice conventions. Give them simple aids on how to cook macaroni, how to reheat it, how to have a good product.

There are buyers and there are sellers. Let's be successful sellers.

Peavey Second Quarter, First Half Earnings Up Sharply

Peavey Company announced record sales and earnings for the second quarter and six months ended January 31, 1980. Net earnings for the second quarter were \$6,345,000 or \$1.12 per share on sales of \$193,463,000. This compares with net earnings of \$4,100,000 or 71 percent per share on sales of \$142,472,000 for the same period a year ago.

Net earnings for the first six months of fiscal year 1980 were \$13,025,000 or \$2.30 per share on sales of \$384,160,000. This compares with net earnings of \$8,251,000 or \$1.43 per share on sales of \$286,599,000 for the first half of fiscal year 1979.

Earnings for the second quarter and six months were impacted by a write-off of the unamortized portion of goodwill recorded in the 1975 acquisition of U.S. Floor Systems, Inc., amounting to \$1,369,000 or 24 cents per share.

Peavey Chairman and Chief Executive Officer William G. Stocks said: "As in the first quarter, virtually all operating areas of the Company contributed to the improved second quarter performance with increased grain and flour volume again being the key factor."

Stocks said earnings of the Agricultural Group were substantially ahead of last year as grain volume continued to reflect strong export and domestic demand.

Flour Volume Increased

The Food Group continued to experience improved flour volume and earnings as well as increased sales and earnings from grocery products in the second quarter. Retail Group sales and earnings continued to improve during the second quarter led by the Farm Store and Fabric divisions. The Building Supplies division had improved sales while earnings were about even with last year.

"Given our strong first half, we remain confident that earnings for the full year will show substantial improvement over fiscal year 1979," Stock said. "However, the Russian grain embargo has introduced an element of uncertainty into the outlook for the balance of our fiscal year, particularly for the fourth quarter," he said. "The likelihood of near-term reduction in both U.S. grain exports and farm income could mean earnings won't reach levels anticipated before the embargo."

Wayne L. Bildahl Joins Campbell Soup

Campbell Soup Company has announced the appointment of Wayne L. Bildahl as Vice President—Marketing of its Canned Food Division.

Mr. Bildahl previously served as division vice president and general manager of the Kimberly-Clark Corporation's U.S. Consumer Business Division.

At Campbell, Mr. Bildahl will be responsible for marketing all products in the Company's Canned Food Division — including Campbell's line of Red-and-White Condensed Soups, Chunky Soups, "V-8" Cocktail Vegetable Juice, Pork & Beans, and Franco-American products. His Campbell appointment was effective February 25.

**CLASSIFIED
ADVERTISING RATES**

Want Ads\$1.50 per line
Minimum \$5.00

FOR SALE: Demeco used presses, spreaders.
For information write P.O. Box 336, Palatine, IL 60067.

Obituaries

Sidney S. Waldbaum

After a lengthy illness Sidney S. Waldbaum of Grand Island, Nebraska died in December at age 67 in Omaha. Sidney had been involved in the egg industry since 1933 when he began his career working for his father Sam with the S&W Waldbaum Company, New York City. In 1941 he founded his own company, The Twin Rivers Co., Grand Island, Nebraska. In 1967 he joined the Milton G. Walbaum Company, Wakefield, Nebraska. He is survived by his wife Fern, sons Howard and Douglas, and daughter Carol, his brother Dr. Milton G. Waldbaum of Omaha, Nebraska, and his sister Mrs. Roslyn Altschiel, Cedarhurst, New York.

Robert T. Witherall

Robert Thomas Witherall, 44, of Ridgewood, New Jersey, a sales administrator with Thomas J. Lipton, Inc., Englewood Cliffs, died of a heart attack February 9. Surviving are his wife, H. Maxine, three sons, R. Thomas Jr., Michael J., and Theodore James, all at home; and two brothers, Peter of Wilmington, Del. and Donald of Concord, Mass.

Hershey Tops \$1 Billion Sales

Hershey Foods Corporation announced that its sales for 1979 surpassed \$1 billion for the first time in the Company's history. Its 1979 earnings also set a record.

Consolidated net sales for the year totaled \$1,161,295,000 compared with \$767,880,000 in 1978. Net income for the year was \$53,504,000 (\$3.78 per common share) compared with \$41,456,000 (\$3.02 per share) in 1978.

Net sales for the fourth quarter of 1979 were \$319,076,000 compared with \$223,809,000 for the same quarter in 1978. Net income for the fourth quarter was \$13,267,000 (\$.94 per common share) compared with \$13,342,000 (\$.97 per share) in the same period of 1978.

Results of operations of Friendly Ice Cream Corporation, acquired in

early 1979, have been included in the consolidated results of Hershey since the beginning of February, 1979. Friendly's results were not included for the same period of 1978.

"All operating units of the Corporation shared in our 1979 growth," said William E. Dearden, Vice Chairman and Chief Executive Officer. "The major contributor was Hershey Chocolate Company, whose record sales and earnings were highlighted by solid gains in market shares during the year."

"Sales continued strong in the fourth quarter, although not at the rate of the previous three quarters," Dearden said. "In the fourth quarter of 1978 sales surged because of anticipatory buying as a result of announced price increases for our chocolate and confectionery products."

Million Dollar Gift

Creighton University has received a \$1 million unrestricted gift from Mr. and Mrs. Lloyd E. Skinner of Omaha. The Rev. John J. Callahan, acting president of the Creighton Development Foundation, said the gift is the largest so far in the Challenge for Century II campaign to raise \$70 million for Creighton and St. Joseph Hospital.

Mr. Skinner is chairman of Skinner Macaroni Company.

Kraft TV Special

During the third week in April, half the households in America will be sold by Kraft related-item recipes on the Special: "The Lion, The Witch, and the Wardrobe."

TV Magazine will give 20,000,000 households an instant shopping list with some sixteen recipes printed in TV Guide next to the Kraft TV Special program listing.

No. 8 of the 16 is a Mostaccioli recipe calling for Velveeta Cheese, hamburger, onion green pepper, tomatoes and tomato sauce, salt pepper and oregano.

Recipe store folders are available along with other point-of-purchase materials.

**What's Up, Down
In Living Costs**

Although consumer prices increased 13.3 percent on average from December, 1978, to December, 1979, numerous items soared even faster.

Items that rose 13.3% or more—

| | |
|--------------------------------|----------|
| Fuel oil | Up 61.8% |
| Gasoline | Up 52.5% |
| Air fares | Up 30.5% |
| Hamburger | Up 24.6% |
| Train fares | Up 22.6% |
| Round steak | Up 22.2% |
| Bananas | Up 21.9% |
| Natural gas | Up 20.1% |
| Tomatoes | Up 20.0% |
| Coffee | Up 19.6% |
| Sirloin steak | Up 17.0% |
| Auto-finance charges | Up 16.3% |
| Mortgage interest | Up 16.1% |
| Bus fares | Up 16.0% |
| Hotels and motel rooms | Up 15.7% |
| Auto parts | Up 15.6% |
| Taxi fares | Up 14.9% |
| Laundry and dry cleaning | Up 14.3% |
| White bread | Up 13.3% |
| Snack foods | Up 13.3% |

Items that rose less than 13.3%

| | |
|----------------------------|----------|
| Automobile-body work | Up 12.6% |
| Hot dogs | Up 12.6% |
| Automobile tires | Up 12.2% |
| Restaurant dinners | Up 12.1% |
| Property insurance | Up 11.3% |
| Electricity | Up 11.2% |
| Cereal | Up 11.1% |
| Hospital room | Up 11.1% |
| Milk | Up 11.0% |
| Apples | Up 10.5% |
| Children's shoes | Up 9.8% |
| Cheese | Up 9.8% |
| Cola drinks | Up 9.7% |
| Dental services | Up 9.7% |
| Newspapers | Up 9.3% |
| Seafood | Up 9.1% |
| Cosmetics | Up 9.0% |
| Cookies | Up 8.6% |
| Wine | Up 8.5% |
| College tuition | Up 8.0% |
| Automobiles | Up 7.4% |
| Magazines | Up 7.1% |
| Eyeglasses | Up 6.1% |
| Cigarettes | Up 6.1% |
| Automobile insurance | Up 5.4% |
| Whiskey | Up 5.4% |
| Sofas | Up 4.5% |
| Property taxes | Up 3.7% |
| Eggs | Up 3.6% |
| Used cars | Up 2.2% |
| Women's dresses | Up 1.6% |
| Local phone calls | Up 1.7% |
| Television sets | Up 0.9% |

Items that declined in price—

| | |
|---------------------------|------------|
| Chicken | Down 0.8% |
| Long-distance calls | Down 0.6% |
| Women's sportswear | Down 1.2% |
| Men's coats | Down 1.3% |
| Lettuce | Down 5.2% |
| Pork sausage | Down 5.6% |
| Ham | Down 8.4% |
| Bacon | Down 12.7% |

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

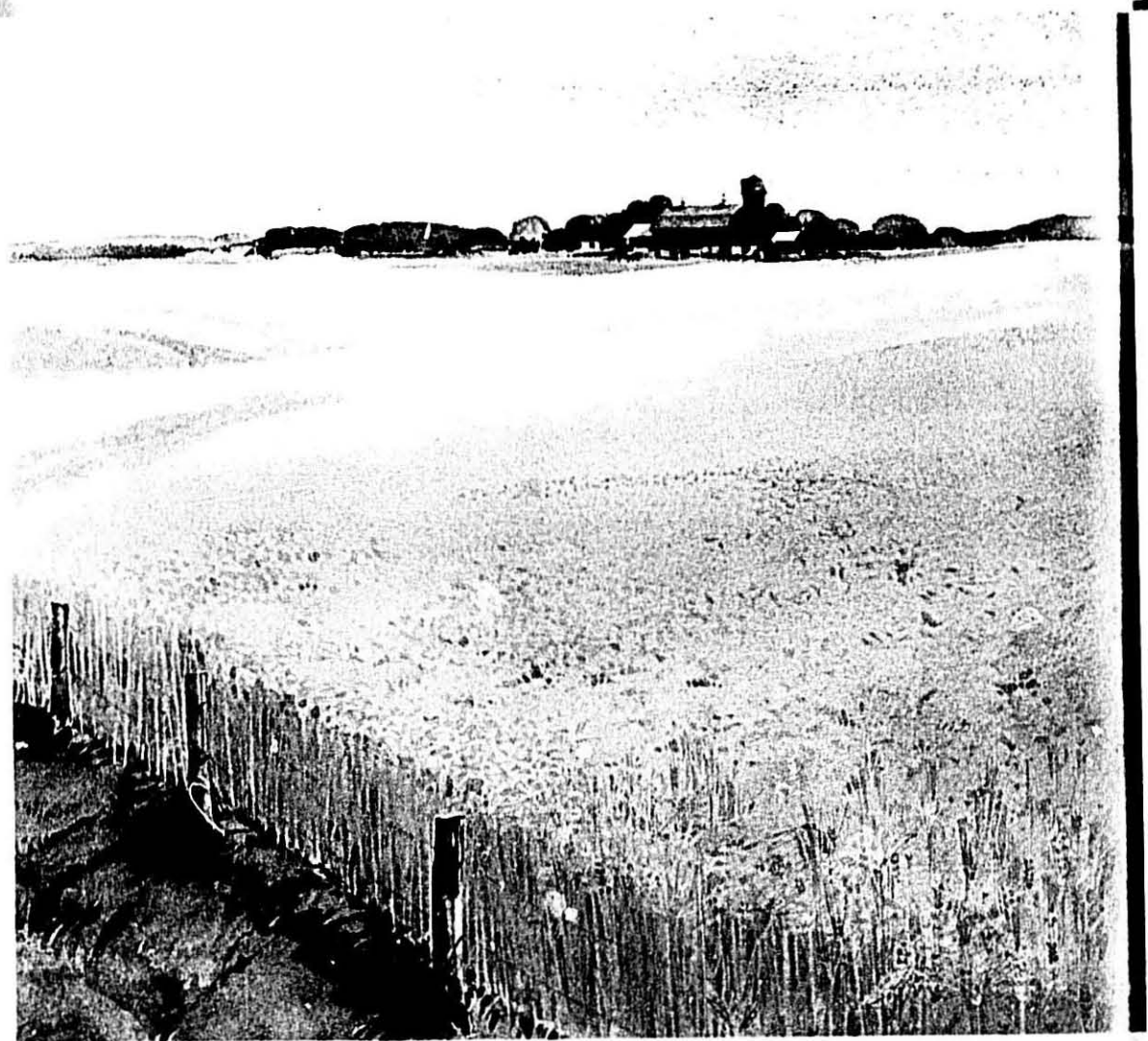
Jack E. Rossotti, Vice President

George Leroy, Vice President and Marketing Director

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