

**THE  
MACARONI  
JOURNAL**

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**September, 1981**

# Macaroni Journal

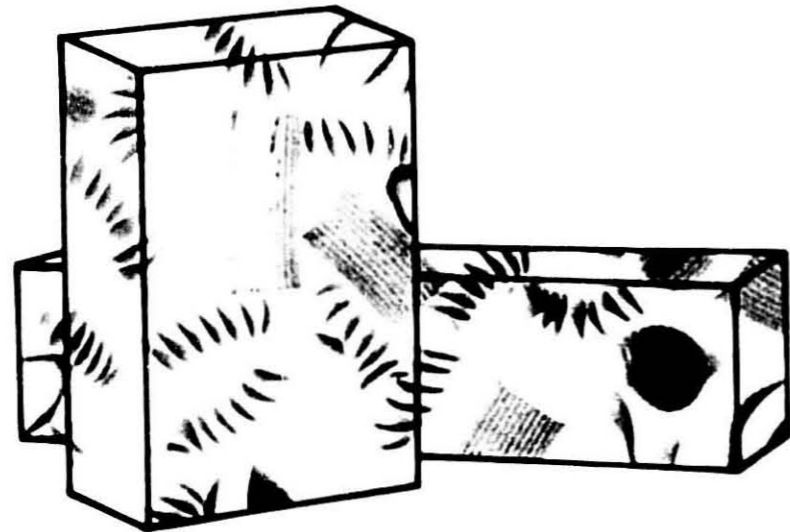
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SEPTEMBER, 1981



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IT'S THE NATIONAL PASTA ASSOCIATION

The National Pasta Association is a non-profit organization... It was founded in 1958... The association's primary objective is to promote the production, distribution and consumption of pasta in the United States... The association is composed of pasta manufacturers, processors, distributors and retailers... The association's membership is open to all individuals and organizations interested in the pasta industry... The association's headquarters are located in Englewood Cliffs, New Jersey... The association's telephone number is (201) 548-7800... The association's website is www.npa.org... The association's newsletter is published quarterly... The association's annual meeting is held in October... The association's awards are presented to individuals and organizations who have made significant contributions to the pasta industry... The association's members enjoy many benefits, including access to industry information, networking opportunities and discounts on pasta products... The association's mission is to ensure the quality and availability of pasta for all consumers... The association's vision is to be the leading authority on pasta in the United States... The association's values are integrity, innovation and excellence... The association's motto is "Quality Pasta, Quality Life"...



Lester R. Thurston, Jr.  
President

## It's the National Pasta Association

(Continued from page 3)

cwt. of raw material converted into finished goods. Other classes of membership are to be defined and a dues schedule established by the Membership Committee reporting to the Board. The immediate new revenues will be expended as follows for the first year: Product Promotion expenditures will be increased from \$186,000 to \$400,000 in line with last fall's membership survey which called for expanded product promotion. Other programs will be expanded from the present \$369,000 to \$339,000. Provision for new staff has been budgeted at \$75,000 for salary, benefits, overhead and travel. A reserve account at 2.5% will be established to provide reserve at \$2,500 annually.

### Plan Committee Commended

President Lester R. Thurston, Jr. commended the Executive Committee which had functioned as the Long Range Planning Committee during the past year for the work they had done under the leadership of Dr. Stevan R. Holmberg, Associate Professor of Management at the American University, Washington, D.C. He said, "We will become an organization that plans and acts on a planned program rather than reacting to crisis as they arise. In this manner we will be in a better position to control our destinies."

### Product Promotion

In the area of product promotion a team from Burson-Marsteller showed the potential in expanded public relations and advertising. It was noted that even though the pasta industry has enjoyed perhaps the best publicity results ever achieved in the past five year period, sales of pasta nationwide have been flat. A SAMI analysis of dry pasta sales through Grocery stores indicates volume growth in 1980 was only five points over 1975, actually less than one per cent a year.

The objectives of increased promotion are (1) to increase the overall consumption of pasta products; (2) counter the misconception that pasta is fattening; (3) increase awareness of pasta's attributes: energy value, nutrition, economy, convenience, versatility, flavor. Strategies will be aimed at medium/light users of all ages, middle income, average family size, across the nation with light users in the South. Public relations strategy will be to associate pasta with sports and recreation, and position pasta as a non-fattening, nutritious energy food.

Examples were given of a Pasta Sports Profile which would correlate sports/fitness programs with pasta/nutrition messages. Advertising would pick up the theme of Pasta Power.

But as we cannot afford advertising at this time the Product Promotion Committee will take the ideas back to the drawing board.

### Opening Breakfast

At the opening Breakfast of Champions, Dr. Phil Smith, Director of the Spa at La Costa, stated that Americans are not a particularly healthy nation. Overweight with consequent attacks in heart trouble, stress and lack of exercise are common problems. Improved health can come from a balanced diet with basic good nutrition and a sensible schedule of daily exercise.

### Stewardship Report

In her stewardship report on product promotion, Elinor Ehrman of Burson-Marsteller said it will be



Elinor Ehrman

Box Score Results	No.	Circulation Total	No. July-Dec. 1980	Circulation July-Dec. 1980	No. Jan.-June, 1981	Circulation Jan.-June, 1981
Consumer Magazine—Women's, Youth, Romance Shelter, Farm, Black, Special Interest	107	351,471,088	53	173,006,432	54	177,463,656
Newspaper Syndicates	143	774,836,999	71	402,150,119	72	372,638,590
Daily and Weekly B/W	18	468,000,000	9	234,000,000	9	234,000,000
Newspaper Releases						
Syndicated Newspaper Supplements	11	164,607,046	6	81,445,402	5	83,164,444
Newspaper Color Pages	154	39,955,241	77	20,428,943	77	19,526,298
Black Press Release	8	977,264	4	498,632	4	498,632
Radio Releases	4	2,800 stations	2	1,400 stations	2	1,400 stations
Cooperative publicity	38	companies & organizations	20	companies & organizations	18	companies & organizations
Trade Releases	3	480 publications	2	320 publications	1	160 publications
Television Kits	1	93 stations	1	93 shows		
New York Press Lunch		Press kit with four releases				
Supermarket Consumers Specialists	2	200 chains nationwide		117,000 recipe leaflets		35,000 recipe leaflets
Extension Home Economics	1	1,700 recipe leaflets				619,567
Foodservice Publications	22	1,389,065	12	769,498	10	619,567
Meals per Day		609,995,000		316,234,000		29,761,000

THE MACARONI JOURNAL

hard to top the break in the July issue of Leader's Digest (18,000,000 readers). The Great American Pasta Time by Jack Denton Scott.

Della Tufto, Nutrition Specialist for the North Dakota Wheat Commission, gave an excellent report of that organization's activities which will appear in the Macaroni Journal.

C. Joan Reynolds, Executive Director of the newly formed Wheat Industry Council described the aspirations of that group in promoting consumption of wheat based foods.

### Anchor Man

Tom Drohan, president and chief executive officer of Foremost-McKesson, Inc., declared that traditions are being challenged by present day conditions and we must move as an industry to meet those challenges. He cited as examples computer to computer ordering; omni-stores replacing supermarkets; tele-shopping, when wholesaling and retailing become indistinguishable; the growth of generics and private label, with the future possibility that retailers will rent space to manufacturers to sell their branded goods.

He stated that pasta is an energy food that contributes to physical fitness and we should sell it as such. He concluded that the adoption of the strategic five-year plan will help us push pasta forward.

### Projects

It was reported that Collier, Shannon, Hill & Scott in Washington, D.C. will continue to pursue the matter of subsidies on Italian pasta imports with the U.S. Trade Representative and that the Association will support the project.

The Standards Committee is developing a protocol for the Food & Drug Administration on moisture loss studies on pasta packaging materials. A survey on materials will be made in three to six cities for one year starting about the first of the year. Questionnaires will be mailed out shortly.

### Suppliers' Socials

Thanks goes to the hosts of the Suppliers' Socials which preceded each evening's dinner function:

A D M Milling Company  
Shawnee Mission, Kansas  
Amber Milling Company  
St. Paul, Minnesota

Buhler-Miag Corporation  
Minneapolis, Minnesota  
Commercial Creamery  
Spokane, Washington  
Cooley Sales Company, Inc.  
Kansas City, Missouri  
The Douglas Company  
Toledo, Ohio  
DeFrancisci Machine Corporation  
Brooklyn, New York  
Faust Packaging Corporation  
Central Islip, New York  
Fold-Pak Corporation  
Englewood Cliffs, New Jersey  
General Mills, Inc.  
Los Angeles, California  
Hoskins Company  
Libertyville, Illinois  
International Multifoods  
Minneapolis, Minnesota  
I T T Paniplus  
Olathe, Kansas  
Kerr Pacific Milling Corporation  
Pendleton, Oregon  
D. Maldari & Sons, Inc.  
Brooklyn, New York  
Microdry Corporation  
San Leandro, California  
Monark Egg Corporation  
Kansas City, Missouri  
North Dakota Mill & Elevator  
Grand Forks, North Dakota  
Wm. H. Oldach Inc.  
Cherry Hill, New Jersey  
Package Machinery Company  
East Longmeadow, Mass.  
Peavey Company  
Minneapolis, Minnesota  
Seaboard Allied Milling Corporation  
Shawnee Mission, Kansas  
Rossotti Consultants Associates  
Fort Lee, New Jersey  
Milton G. Waldbaum Company  
Wakefield, Nebraska



Dr. Stevan R. Holmberg

### Strategic Five Year Plan

The 1980's will bring new challenges and opportunities to the pasta and related industries and the business firms engaged therein. In order to ensure that the National Macaroni Manufacturers Association (NMMA) provides programs and services that are responsive to the diverse needs of its members in the 1980's, the Board of Directors voted to initiate the development of a long-range plan. This action was seen as critical to enhance and help ensure the association's capabilities to effectively meet rapidly evolving member needs and the challenges facing the pasta and related industries during the 1980's.

NMMA's members feel they are likely to face major changes in the 1980's due to higher energy costs, increased costs of transportation, employee productivity, increasing consumer acceptance of pasta products for at-home consumption, inflation, the ability to attract and retain key supervisory/management personnel and worker attitudes towards their jobs and management.

The area of promotion and advertising of pasta and related products was also seen as a major industry challenge in the 1980's. In addition, the increasing use of pasta as a convenience food was seen as a very important future trend.

These and other challenges are likely to be significant to the viability and success of NMMA's members, the pasta and related industries. Hence, they provide the backdrop against which NMMA's objectives and program plans are to be developed in order to achieve the maximum benefit for its members.

The Board of Directors charged NMMA's Planning Committee, chaired by Mr. Lester R. Thurston, Jr., with the responsibility of systematically developing a recommended comprehensive NMMA Five-Year Long-Range Plan. The members of NMMA's Planning Committee and their organization affiliation are:

Lester R. Thurston, Jr.,  
NMMA President  
Chairman of the Board  
C. F. Mueller Company

(Continued on page 6)

## Strategic Five Year Plan

(Continued from page 5)

Joseph P. Viviano  
President  
San Giorgio Macaroni

Anthony H. Gioia  
President  
Gioia Macaroni Company

John D. Herrick  
Chairman  
General Mills Canada, Ltd.

Paul A. Vermeylen  
President  
A. Zerega's Sons

NMMA Staff  
Mr. Robert M. Green  
Executive Director

Counsel  
Mr. Gary J. Kushner  
Collier, Shannon, Rill and Scott

Association Planning Consultant  
Dr. Stevan R. Holmberg  
College of Business Administration  
The American University  
Washington, D.C.

### Mission Statement

NMMA's Planning Committee recommended the following proposed mission statements for adoption.

The purpose of the Association is:

- to serve all phases of the industry by promoting the development and use of pasta and related products for the benefit of consumers; and
- to serve pasta manufacturers and related industries by providing programs and services that will enhance their efficiency and effectiveness.

As reflected in the above proposed mission statement an integral part of this new direction and scope of activities for the association is the parallel recommendation by the Planning Committee that the association's name be changed to the National Pasta Association.

On the basis of the NMMA Planning Committee's analysis of the results of the membership need survey, the Planning Committee identified five areas in which NMMA should focus its efforts over the next five years. All five of these general ob-

jectives are well within the scope of activities specified in the mission statement.

For each of these general objectives areas, the Planning Committee developed a statement which represents the results toward which future programs and services should be directed. The resulting general objective statements were then rank ordered for purposes of identifying their relative importance in contributing to the fulfillment of NMMA's recommended mission statement. The five general objective statements, listed in order of priority, are identified below:

• **Consumer Affairs** . . . to promote the increased sale and use of pasta and related products, to provide consumer education concerning the value, nutritional and other aspects of pasta, and to maintain good trade relations.

• **Government Affairs** . . . to represent the pasta industry before the executive, legislative, and judicial branches of government and to monitor, analyze and disseminate legislative and regulatory information.

• **Technical Affairs** . . . to develop and support activities designed to improve the technical, standards, research and nutritional aspects related to all phases of the pasta industry.

• **Internal Affairs** . . . to attract and retain members, to effectively manage the communication, information, and meetings of the association and to develop education and other programs focused on the operational aspects of the pasta industry.

• **Industry Advisory** . . . To coordinate activities with and receive input and guidance from producers, processors and manufacturers on industry-wide issues and concerns.

### The Organization Structure

#### I. CONSUMER AFFAIRS COUNCIL

- A. Product Promotion Committee
- B. Trade Relations Committee

#### II. GOVERNMENT AFFAIRS COUNCIL

- A. Government Relations Committee
  - 1. Legislation
  - 2. Regulation
- B. Small Business Relations Committee

#### III. TECHNICAL AFFAIRS COUNCIL

- A. Technical and Standards Committee
- B. Research and Development Committee
- C. Nutrition Committee

#### IV. INTERNAL AFFAIRS COUNCIL

- A. Membership Committee
- B. Administration Committee
  - 1. Communications
  - 2. Meetings
  - 3. Information and Statistics
- C. Operations Committee
  - 1. Machinery
  - 2. Manufacturing
  - 3. Distribution
  - 4. Allied Suppliers

#### V. INDUSTRY ADVISORY COUNCIL

- A. Producers Committee
- B. Processors Committee
- C. Manufacturers Committee

The chairman of each of the five councils will report to the Executive Committee. The councils will have overall responsibility for recommending policy, monitoring programs and ensuring that the agreed upon objectives were being accomplished by the relevant committee in their areas of responsibility. A member of the council would serve as the committee chairman for each of the committees which report to the council. Council members would typically hold a top executive position with member firms. Each council would have two or more committees reporting to it. Committees would have specific assignments and responsibilities in their respective topic areas. In contrast to primarily top management at the council level, the committees would largely draw from specialists with member firms related to the committee's topic areas. The new committee format will greatly facilitate bring-

Continued on page 131

THE MACARONI JOURNAL

Skip Peterson, durum sales manager, knows that quality is the number one priority at North Dakota Mill. And when the world's finest durum wheat is milled with the nation's most modern milling equipment, and then shipped by North Dakota's own airslide railroad cars, you

can be assured of top quality durum products.

Skip wants you to deliver the finest macaroni products. To do that, you begin with the finest quality Durakota No. 1 Semolina, Perfecto Durum Granular, and Excello Fancy Durum Patent Flour from North Dakota Mill.

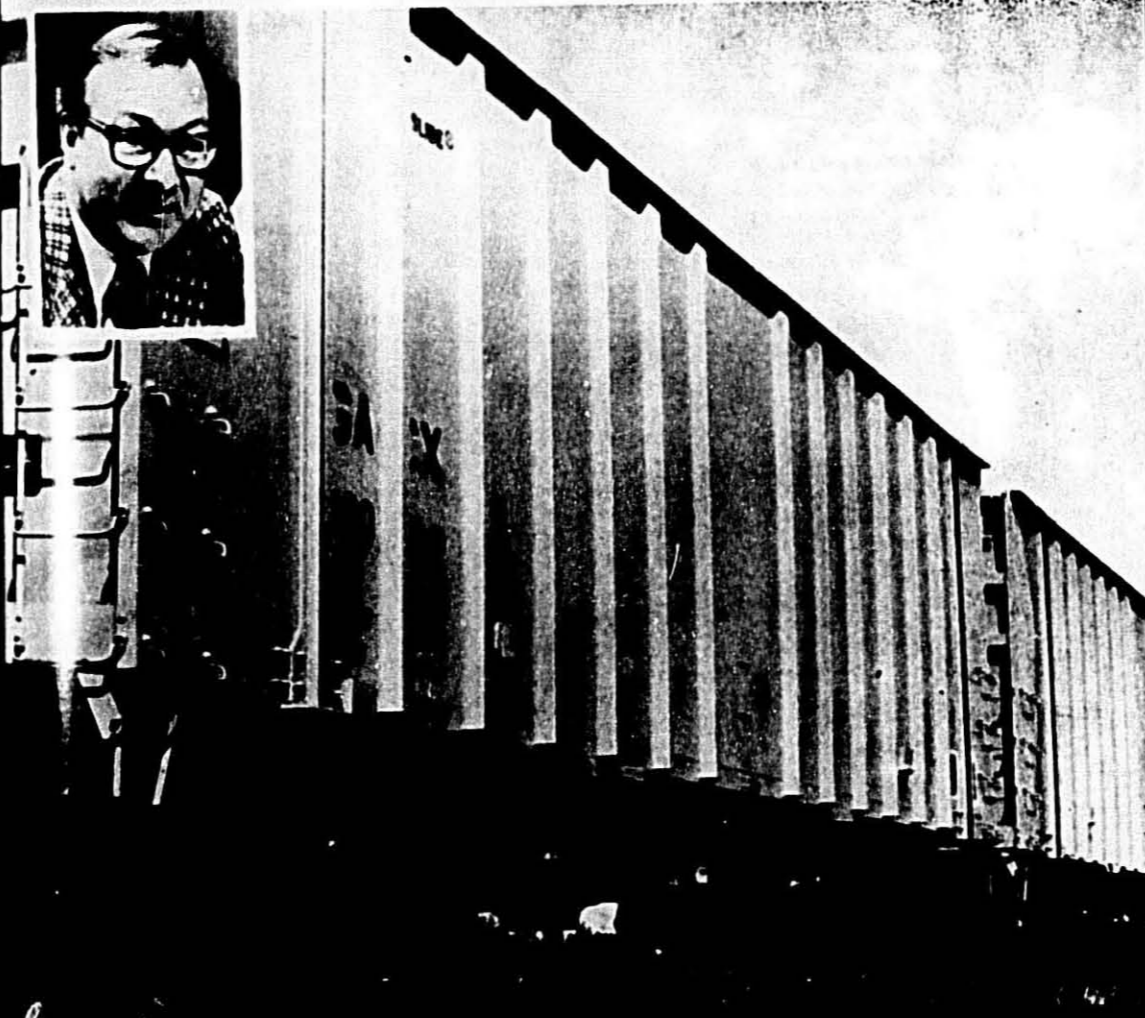
That's why at North Dakota Mill, we say, "we deliver quality"

the durum people

**NDM**

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Grand Forks, North Dakota 58201  
Phone (701) 795-7000

# We Deliver Quality.



**CONSTITUTION AND BYLAWS  
NATIONAL PASTA ASSOCIATION**

as amended in Convention assembled July 13, 1981

**Article I - NAME** - The name of the organization shall be the National Pasta Association (NPA).

**Article II - PURPOSES**

**Section 1 - PURPOSES** - The purposes of Association shall be:

- (a) to serve all phases of the industry by promoting the development and use of pasta and related products for the benefit of consumers; and
- (b) to serve pasta manufacturers and related industries by providing programs and services that will enhance their efficiency and effectiveness.

**Section 2 - RESTRICTIONS** - All policies and activities of the Association shall be consistent with:

- (a) applicable Federal, state, and local antitrust, trade regulation or other legal requirements; and
- (b) applicable tax exemption requirements that the Association not be organized for profit and that no part of its net earnings inure to the benefit of any private individual.

**Article III - MEMBERSHIP**

**Section 1 - ELIGIBILITY** - The membership of the Association shall consist of individuals, partnerships, corporations, association or other entities engaged in the manufacture of pasta products or associated with or having interest in the development of the pasta industry. Such membership shall include the following classes:

- (a) **MANUFACTURERS MEMBERS** - Limited to those actually engaged in the manufacture of pasta products;
- (c) **PROCESSOR MEMBERS** - Limited to those actually engaged in milling or processing raw materials for use in the manufacture of pasta products;
- (d) **SUPPLIER AND SERVICES MEMBERS** - Limited to those engaged in the manufacture of equipment or supplies for use in the manufacture of pasta products as well as those who

furnish services to the pasta manufacturing industry; and

- (e) **ASSOCIATE MEMBERS** - Limited to those who, while not satisfying the criteria for membership in one of the above membership classifications, have interest in the development of the pasta industry.

**Section 2 - APPLICATION AND ELECTION** - Membership shall be conferred on all eligible applicants who, having filed appropriate application forms with the Association's Board of Directors, receive a majority vote of the Board of Directors.

**Section 3 - TERMINATION AND REINSTATEMENTS**

- (a) **RESIGNATIONS** - Resignations of members in good standing shall be submitted in writing to the Association's Board of Directors; however, resignation does not relieve a member from liability for dues accrued and unpaid or other financial obligations owing to the Association as of the date of resignation.
- (b) **EXPULSIONS** - Members may be expelled for cause by a three-fourths vote of the Board of Directors, or of the Association.
- (c) **SUSPENSIONS** - Members in arrears for dues for a period of six months shall be suspended automatically.
- (d) **REINSTATEMENTS** - Reinstatement of members can be made only upon full payment of any former indebtedness to the Association, application for reinstatement having been duly approved by a majority vote of the Association or its Board of Directors.

**Article IV - PRIVILEGES OF MEMBERS**

**Section 1** - Manufacturer members in good standing shall have full membership rights. Only Manufacturer members shall have the right to vote at general annual or Special member-

ship meetings, sit in executive sessions and to hold office.

- (a) Each member shall be entitled to one vote only. If membership is in the name of a firm, corporation, or other legal entity, it shall be entitled to one vote only, irrespective of the number of branches, plants, or subsidiaries it may have.
- (b) Producer, Processor, Supplier and Services and Associate members may serve on and chair Association committees and councils and may vote at meetings of such committees and councils.
- (c) All members shall have the right to be heard at general annual or Special membership meetings.

**Article V - BOARD OF DIRECTORS**

**Section 1 - GOVERNING BODY** - The Association shall be governed by a Board of 13 Directors selected from among the Association's Manufacturer members.

- (a) Membership of the Board of Directors shall be limited to one Board member for any one pasta manufacturing company. For purposes of this section, one pasta manufacturing company means one corporate entity or one individually owned company.
- (b) The immediate Past President shall automatically be a member of the Board.
- (c) Past Presidents, still active in management in a dues paying pasta manufacturing company, shall have the right to hold the status of Board Member in erus without vote.

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

(Continued on page 10)

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

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Roll on tracks instead of sliding thereby reducing friction and wear.

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

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

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

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

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## NPA Constitution

(Continued from page 8)

### Section 3 - QUORUM

- (a) BOARD QUORUM - At any meeting of the Board of Directors, a majority of the Board shall be necessary to constitute a quorum for the transaction of business.
- (b) ASSOCIATION QUORUM - At annual or Special meetings of the Association, 20% of the Manufacturer members in good standing shall constitute a quorum for the transaction of business.
- (c) PROXIES - Proxies shall not be permitted or accepted in any vote of the Association or the Board of Directors.

### Section 4 - DUTIES AND POWERS

- (a) The Board of Directors shall have the control, management and direction of the affairs of the Association and all the powers thus implied. They shall in all cases act as a Board regularly convened and, in the transaction of business, the act of a majority of a quorum present at a meeting duly assembled shall be the act of the Board.
  - (1) Any Director may resign his office at any time, such resignation to be made in writing and to take effect immediately without acceptance.
  - (2) The Board of Directors may appoint an Executive Committee of five Directors including the President and immediate Past President. Three members shall constitute a quorum of the Executive Committee. The Association's Executive Director, Executive Secretary, or other such person who is responsible for management of the Association may serve as Ex Officio member of the Executive Committee. The Board may delegate any of its powers to the Executive Committee including the filling of vacancies occurring on the Board in the interval between annual meetings, provided, however, that a decision of the

Executive Committee to fill such a vacancy must be ratified by a majority vote of the Board of Directors at its next scheduled meeting, at a Special meeting called for that purpose or by mail ballot.

**Section 5 - SPECIAL ACTIVITIES** - The Board of Directors in furtherance of the Purposes and objectives of the Association, may, in addition to performing the duties and services customary to the Board of Directors of a corporation.

- (a) form, create, organize and establish special departments, committees, subsidiaries and other legal entities outside or within the Association and appoint, elect or designate officers therefor; and
- (b) contract with, employ or engage persons, corporations, associations or others to perform special functions and activities.

### Article VI - OFFICERS

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

### Section 2 - ELECTION

- (a) The Officers of the Association shall be elected by the Board of Directors immediately following the annual meeting of the Association. The election shall be by ballot by a plurality of votes of the Directors present.
- (b) The Directors shall elect the officers from their own number only, except that the offices of Secretary and Treasurer may be held by one person who need not be a Director or member of the Association.
- (c) Officers shall hold office for a period of one year or until successors are elected.
- (d) Any vacancy occurring in the interval between meetings shall be filled by the Board or the Executive Committee.

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

### Article VII - REVENUE

**Section 1 - FISCAL YEAR** - The fiscal year of the Association shall begin September 1st.

**Section 2 - DUES OF MEMBERS** - Dues are payable quarterly in accordance with a dues structure to be established by resolution of the Board of Directors, such resolution to be ratified at the Association's annual meeting, at a Special meeting called for such purposes or by mail ballot by a two-thirds vote of the Manufacturer members present and voting at a meeting or by a two-thirds vote of the Manufacturer members voting if by mail ballot.

### Article VIII - MEETINGS

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

**Section 2** - The President shall call a Special meeting of the Association upon the request of the Board of Directors or up the written request of at least 20% of the Manufacturers in good standing.

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

**Section 4** - The Board of Directors shall also meet upon the call of the President or five Directors.

**Section 5** - The Executive Committee shall meet upon the call of the President.

**Section 6 - Regional Meetings** - Regional meetings may be called by any Vice President or Director for the purpose of exploration and recommendation to the Board.

**Article IX - COMMITTEES** - The Board of Directors shall appoint such councils, committees and subcommittees as are necessary to carry forth the purposes and objectives of the Association.

**Article X - CORPORATE SEAL** - The corporate seal of this Association shall have engraved thereon "National Pasta Association" and in the center the word "Seal." It shall be kept by the official responsible for the management of the Association and affixed to all papers and documents required.

(Continued on page 13)

THE MACARONI JOURNAL

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## NPA Constitution

(Continued from page 10)

to be executed under the corporate seal of the Association.

**Article XI - AMENDMENTS** - This Constitution and Bylaws may be amended in any regular or Special meeting of the Association by two-thirds vote of the Manufacturer members present and voting, or by mail by a two-thirds vote of the Manufacturer members voting. Notice of the substance and rationale for any proposed amendments to this Constitution and Bylaws shall be sent to Manufacturer members at least fifteen days prior to any meeting at which such a vote would take place or, if by mail, at least fifteen days prior to the mailing of such ballot.

## Long Range Plan

(Continued from page 6)

ing together the specific types of expertise needed in each committee topic area and will also, very importantly, broaden the base of participation in the Association by encouraging middle management involvement.

Councils will meet at least twice a year - the winter meeting and the mid-year (summer) meeting - and at whatever other times would be appropriate for the discharge of their responsibilities. Committees would meet at times other than the annual and mid-year meetings.

A new fiscal year will begin September 1, 1981, and the assessment basis for pasta manufacturers is a combined membership dues and expanded product promotion at 5¢ per hundred weight of flour used in pasta products.

## Product Promotion Report

1981 will go down as a banner year for publicity. I don't think we will be able to top the article in the July issue of Reader's Digest, circulation 3,300,000.

Authored by Jack Denton Scott, it incorporates much of our release information, beginning with our own celebrity of yesteryear, Sophia Loren. It's nice to know that Sophia is even more glamorous today than she was 25 years ago when she made her famous statement: "Everything I have I owe to spaghetti." The National

SEPTEMBER, 1981

## PRODUCT PROMOTION REPORT

by Elinor Ehrman, Burston-Marsteller,  
At the 77th Annual Meeting

Macaroni Manufacturers Association gets a double mention. It's definitely an upbeat article for pasta and even an editorial error is in our favor. I must call your attention to the following paragraph: "Pasta is NOT a weight builder, unless served with a rich sauce. One of the world's perfect foods, it is low in fat and high in digestibility. Four ounces of cooked pasta contain just 210 calories, about the same as one medium-sized apple." The copy should have read "Two large apples." So, if you are thinking of quoting the Reader's Digest, on the subject of pasta nutrition, be forewarned. No one is perfect. And there are plenty of red faces in Pleasantville.

And now, for a quick-run-through of other promotional highlights for the first 6 months:

### In the consumer program:

This year our theme plays up the low-calorie and versatility aspects of pasta products:

### Eat Light With Pasta

This slogan will be incorporated into our television kit in preparation for National Macaroni Week in October. And it is also the headline of our new leaflet, just out, which includes nine calorie-counted recipes.

Early in the new promotional year we distributed a picture story to the grocery trade headlined Eat Light With Pasta. American Grocer, Food Promotions and bunches of state magazines carried the photo and story reminding retailers of pasta's versatile role in the "Light" eating trend.

In addition, our 1980 theme:

### Pasta Means More For Less

still garners headlines in major publications, and we'll continue to get playback for months to come.

A secondary theme continues to be Pasta . . . Food For Athletes and the nutrition story, incorporating complex carbohydrates significance, is included in all of our press releases.

Tying in with our "Eat Light With Pasta" theme is this cover story in the

June issue of Ladies Home Journal: "Summer Pasta" Newest on the Salad Scene." "Go beyond the old picnic staple-Macaroni with mayo-to the best salad ideas in years: Main dish pastas. Highly imaginative making use of summer's bounty and a wide variety of pastas (tubes, spirals) from family fare to very fancy." Nine recipes. Recipes shown: Tropical Macaroni Curry, Pasta Tonnato, Crab Luigi, Beef 'N Horseradish Salad. Circulation: 5,500,000.

Bride's - June issue - "Pasta for a Bridal Party" - don't hesitate to serve pasta. It's everyone's favorite. Five recipes courtesy of National Macaroni Association. Circulation: 333,470. Bride's-known as the quality book for this special market.

True Story - June. Leaflet offer - "If you're one of the thousands of people who've discovered the benefits of regular physical activity, you know that it should be accompanied by proper nutrition for maximum results in performance. Pasta-Food for Athletes is a leaflet which explains the role of pasta in a healthy, high-energy diet. Easy-to-prepare recipes which feature the goodness of pasta are also included."

Circulation: 1,400,000. We've had several hundred request to date.

Ladies Home Journal - March. Entertaining story on an economy theme "One Pound (of meat, that is) Entertains Eight." Lasagna Rollups recipe.

Good Housekeeping in February and again the March issue - featured pasta in the sections: 30 minute entree - Fettucini Florentine-Franks and Spaghetti. Circulation: 5,138,948.

Cosmopolitan - March. Instant Pasta Magic. Pesto Genovese recipe. Circulation: 2,837,325. Quick and Easy.

Forecast for Home Economics - March. Issue is the Food and Nutrition Special noted on cover - also healthy snacking noted on cover for story-turn anytime snacking in a nutritious food plan. Lasagna chips as a crisp treat-photo and recipe. Circulation: 66,403.

(Continued on page 16)



production

**25** tons per day

length

**55** feet

High temperature

**185°** Fahrenheit

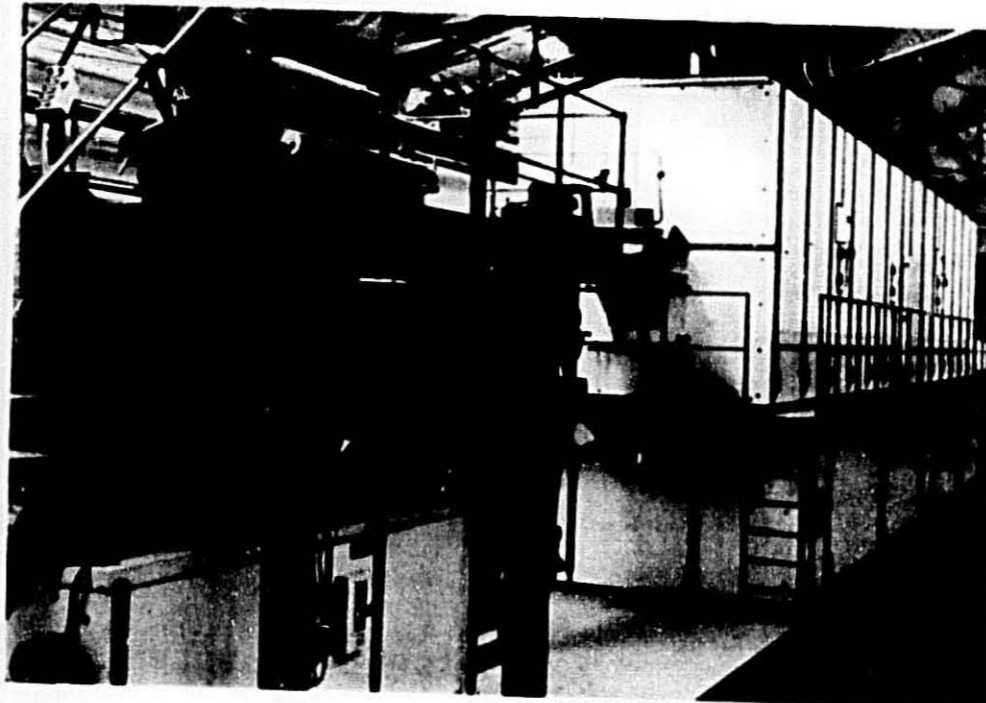
*minimum space  
maximum output!*

# Braibanti

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

**Braibanti** corporation

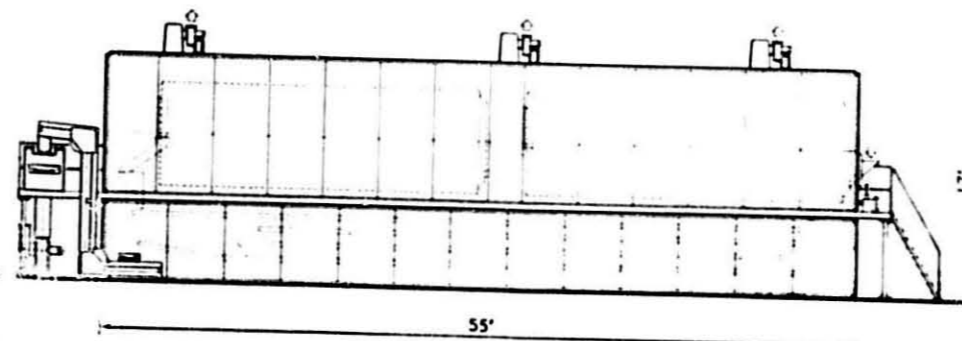
• 60 E. 42nd St. - Suite 2040 • New York, NY 10165 • Phone (212) 682/6407-682/6408 • Telex 12-6797 BRANTY



LUSTUCRU Macaroni Co. - Grenoble, France

BRAIBANTI has in operation a new high temperature drying line for a wide variety of short pasta shapes:

- Cobra 1000 press with two 16" diameter die holders
- Shaker type TM/1000 AT
- 2 Metal rotary dryers model Romet 24/8
- 1 Finish dryer type Teless ATR/17/4
- 1 Cooling shaker



On the syndicated Sunday Supplements' - Parade & Family Weekly for a combined circulation of 83,161,644. Four Family Weekly breaks - January 11, March 22, April 19, May 24; one Parade - January 4. Economy, ethnic foods, 30-minute meals, low calorie are themes. Family Weekly - 357 papers; Parade-129.

Color pages full page spreads - Appleton Post Crescent Two photos - Spaghetti with Marinara Sauce; Spaghetti Cabbage Roll Dinner. Circulation: 50,160.

Tallahassee Democrat - January 8. Three photos: Slow cooker chicken cacciatore, baked macaroni and cheese, macaroni-ham-vegetable casserole (7 recipes total). Circulation: 47,152.

Memphis Commercial Appeal - January 11. Noodle Zucchini Bisque a winter double page spread.

Major Market Newspapers - the New York area - New York Times - February 22. Continues its love affair with pasta. "More than once we have pointed out that Italian cookery, at long last, is coming into its own in this country. Much of the public has been weaned off the notion that food prepared by a fine Italian hand is spaghetti and meatballs or oven-baked lasagna. The greatest discovery in this direction is that a good many ingredients can be turned into a sublime sauce for pasta ranging from acini di pepe (which means peppercorns) to ziti (which means bridegrooms). Chicken livers and Mushrooms with spinach noodles in color photo; other recipes - Sweetbreads with Fettuccine; Kidneys with Bucatini. Circulation: 1,430,358.

New York Sunday News - May 10 - Blowup - "Pasta doesn't mean just linguine or tagliatelle but embraces a whole world of shapes, tastes and textures that make entertaining with pasta a constant and varied delight. Headline - Put Some Shape in Your Pasta. Twelve serving suggestions are given using tubetti, shells, ziti, rotelle, macaroni. Circulation: 2,125,000.

New York Post - June 3. Quick summer meals - bake ahead pasta's ideal for last-minute gatherings. Six recipes. Circulation: 640,000.

Newspaper Headlines - Highlight economy, ease of preparation, nutrition, low-calorie, microwave. Sampling of papers: Columbus Dispatch, Denver Rocky Mountain News, Syracuse Post Standard, Chicago Sun Times, Albany Times Union, Cleveland Press, Fort Worth Star Telegram, Bridgeport Post, Portland Oregonian, Wichita Eagle, Chattanooga Times.

Newspaper Syndicates - Potential circulation: 372,686,880. Represented are: NEA, AP, King Features, Chicago Sun-Times, Economist Newspapers, Amalgamated Publishers, Afro-American, regional black - Atlanta World, Houston Informer.

And coming up in the next few months; here are some dates to remember:

September 16 - Fifteenth Annual Macaroni Family reunion at Tiro a Segno

October 1-10 - National Macaroni Week - October 1-10 - Or should we call it National Pasta Week?

October Placements: Mademoiselle - "Pasta Toppings-Double page color; Lady's Circle - Economy theme; Everywoman - "The Magic of Pasta" Woman's World - Economy Theme; Associated Press, NEA, TV kit; Supermarket leaflet - "Eat light with Pasta"; Distribution

Moving along to the Foodservice Industry, we serve magazines reaching operators of 6 major segments: Fast Food Chains, White tablecloth restaurants; School Cafeterias; Company Cafeterias; Hospitals; Nursing Homes.

In every category, Foodservice operators are saying over and over again - pasta is the hottest item around "Give us new ideas for pasta; how can we take it out of the Italian kitchen, extend its use and appeal; serve it fast; raise our profits with this low-cost item?" We're seeing pasta specialties appear on menus as appetizer and demi course, entree and side dish (replacing potato) items; Pasta theme restaurants are opening up across the country and pasta is being featured on "Lean Cuisine" menus as a specialty that caters to the current diet trend. This is a big plus that reinforces our ef-

forts to show how pasta can be part of a reduction and maintenance diet.

To answer the Foodservice industry cry for pasta ideas we've delivered our message in the following publications with feature stories and color photos that illustrate what we mean.

The February, 1981 issue of Food Service Marketing presented "The Pasta Takeover", an excellent example of the growing interest for pasta dishes that have versatility. The feature demonstrates how to use pasta's many shapes combined with low cost food items to attain a profitable menu item. Copy reads, "... no longer savored only in Italian spaghetti houses; fast service operations, coffee shops and the dinnerhouse segment of the industry are all realizing the profit potential of pasta-based items." Pasta shells stuffed with tofu and mushrooms, Zucchini lasagne and linguini tossed with almonds and prawns are examples shown in full color. Circulation: 106,689. Meals per day 31,866,000.

Pasta is recognized as a hot new item in Canada, too. "Pasta Possibilities", the main food feature in Foodservice and Hospitality, includes a full page color photo and four recipes in the story that highlights pasta as a priority food in tune with the trend toward light, yet filling, foods. Copy says, "Versatility, compatibility, nutritious, low-cost and quick to prepare... all advantages that can make pasta a regular on the menu." Circulation: 24,000. Meals per day: 6,634,300.

Pasta doesn't go to restaurants only. Schools and institutions get a lot of mileage and creativity from pasta at a price they can afford. Because salad bars are becoming popular in school cafeteria, we developed three new pasta salads to add to the salad bar or to serve as cafeteria line or a la cart selections. Each is a mean in one and was developed to give energy and nutrition with lots of taste and eye appeal. Headline - "Pasta salads lead the lite-line menu." Copy plays up pasta as being hunger-satisfying - a big plus in health-oriented and weight maintenance eating. Pasta manual offered at ends of feature. Circulation: 54,820. Meals per Day: 45,000,000.

We provide pasta information, story ideas, recipes and product for

teing to restaurant business magazines. The results we get are features such as the one you see here in the June issue. With summer salads as the focus, pasta becomes the star. A full color photo that spans two pages illustrates a pasta salad with a variety of dry pasta shapes used as props. The copy points out pasta's cost efficiency, nutritious benefits, ease in preparation, adaptability and variety as all being great advantages to the foodservice operator. Copy plays down the fattening myth while illustrating sophistication with pasta. Recipe for pasta, bean, ham salad included. Blow-up reads - "Pasta has come full circle in its perceived nutritional value. The flavor of pasta blends readily with all types of foods."

#### Instore Magazine

Pasta Salads featured in Instore magazine first issue which just came out.

Two pasta salads are featured in the pilot issue of a new trade publication - Instore - whose focus is on in store retail delicatessen and bakery foodservice. In-Store delicatessens are beginning to surface as an important segment of the foodservice industry that has long been ignored. Addressing itself to raising industry awareness for this segment, the magazine features foods that build profits along with merchandising strategies like cross-merchandising to encourage retailers to get behind the product. The first issue appears as an insert in Supermarket Business.

color photo illustrates how pasta can be an important food in regular and catering delicatessen service. Two lite line salads are illustrated using pasta shells and rigatoni mixed with vegetables and cheese. Copy mentions pasta's versatility, compatibility and low-cal advantage. Blow-up reads, "Pasta salads are an excellent example of an exciting new menu selection."

Circulation: 92,194 - Supermarket Business.

#### Food Service Manual

Pasta Foodservice Manual - Developed as an educational tool with extended use as a selling tool, the manual tells everything the operator should know about using pasta as a profitable food. Information includes how to cook, hold, store pasta; avail-

ability, costs per serving, yields; creative merchandising tips, menu ideas gives operator suggestions for creating his own pasta signature and promotion. Appendix includes manufacturers producing equipment suitable to pasta cookery.

A color photograph illustrating several recipes has been produced for promotional purposes and editorial announcements.

And finally, the new, 6-card Pasta recipe card set has been completed. It consists of 10 new recipes representing both traditionally popular menu items and combinations tying in with the current natural/light eating trend. Great new ideas - spin-offs of popular versions such as Spinach Lasagne, Pasta Protein Salad, Lite Line Salad, Caponata with Spaghetti. They have been developed with applicability for all markets, i.e. white cloth family fast service institution; with merchandising tips that tell the operator how he can benefit from pasta use.

One card is devoted to recipe concepts - How to use pasta with leftovers, as an extender etc. and gives Basic Pasta cooking directions - something most restaurateurs do not know how to do. Most popular pasta shapes, as outlined in the Manual, have been used. Be sure to pick up a set.

#### Coming up for pasta Foodservice.

1. Pasta and the microwave - takes the hottest item around - pasta - and shows how it can be used in microwaves: feature geared to fast service operations. Scheduled for fall issue. **Fast Service**
2. Pasta stars - will feature pasta as the star attraction of a complete restaurant meal. This will be a case history photographed on location in NYC - Looking at Fiorello's: Have made initial contact. Scheduled for fall issue of Food Service Marketing. Pasta mixes with frozen vegetables and other frozen foods to make creative new menu items. We are doing a cold pasta and shrimp salad; Restaurants & Institutions - Fall issue.
3. Showmanship pasta - How restaurateurs make a scene with pasta - low cost item becomes a high priced menu item. Scheduled for Restaurant Hospitality, late fall.

Pasta manuals number sold to date - 355; we've given away another 300! Requests for pasta information - 1,556.



New V.P. at Gooch Foods, Inc.

Harold Wendt, President of Gooch Foods, Inc., Lincoln Nebraska, announces the appointment of Bob Schmohr to Vice President - Administration and Controller.

Mr. Schmohr has served the company, manufacturer of Martha Gooch pasta and related products, for 34 years.

#### Wheat Commission Elects New Chairman

Elmer Dockter, Streeter area farmer, was elected chairman of the North Dakota State Wheat Commission at its reorganizational meeting in Mandan, July 1, according to Mel Maier, NDSWC administrator.

Re-elected to the vice-chairman position was George Kubik who farms near Manning. Dockter and Kubik will hold these positions for one year.

Four Commission members were also elected to represent North Dakota producers on the U.S. Wheat Associates board of directors for the 1981-82 fiscal year. Besides Dockter, these producer members will include J. Ole Sampson of Lawton, Ludger Kadlec of Pisek and George Kubik of Manning.

U.S. Wheat Associates, Inc. is the foreign market development arm for U.S. wheat producers.

## WORK OF THE NORTH DAKOTA WHEAT COMMISSION

by Darla Tufto, Nutrition Specialist

The world is made up of chains—we are links in an ecological chain, we are links in our families and we provide linkages in the industry in which we work. Most chains have a beginning link. In the network of the wheat industry, that's where I am involved. North Dakota provides 80-90% of the raw product for your industry. The North Dakota Wheat Commission in which I am employed is involved in the sales promotion of that product. Today, I would like to acquaint or reacquaint you with the North Dakota Wheat Commission and its function.



Darla Tufto

### Formed in 1959

As the North Dakota Wheat Commission was formed in 1959, the purpose of its link to the wheat industry was to promote, aid, and develop the orderly marketing and processing of North Dakota wheats. At that time the issues facing the North Dakota farmer were surplus crops, production controls, foreign competition. Those problems still exist. First I would like to highlight major administrative and leadership areas of the Wheat Commission and then go into more detail concerning our programs.

The staff of the Commission is directed by seven commissioners. This Commission was organized by dividing the state into six districts. Districts are organized so each represents about equal wheat production. Farmers in each district elect one man to represent them on the Commission. A seventh commissioner-at-large is appointed by the Governor. County representatives and commissioners are elected every four years on staggered terms. The most important part of the law is that it requires all of these commissioners to be active wheat farmers and since they are full-time farmers, the seven commissioners employ an administrator and staff to carry out the programs on a day-to-day basis.

### Funded by Farmers

Our activities are funded directly by the 40,000 wheat farmers of North Dakota. For each bushel of wheat sold, the Wheat Commission fund re-

ceives 3/10 of a cent. The yearly income totals about \$750,000 to \$800,000. In the original act, we received only 2/10 of a cent. The change to increase the checkoff to three mills was made in 1979. This money is sent from local elevators at which wheat is sold to the State Wheat Commission fund. If a producer chooses, he can receive that wheat tax back. Our refund rate is about 1% of all received tax; thus the producers of North Dakota must believe we are doing a good job.

As I stated before, our funds go into the State Treasury, we must apply to the biennial legislature for our funds. This is a built-in system of checks and balances so the farmer is assured that his wheat tax is being spent wisely. In plain terminology, we are under the policies and procedures of the state and they also control our purse strings, but we do not use state tax dollars. We use special fund monies from the wheat producers of North Dakota. Thus, we qualify as a quasi-state agency.

### Five Major Programs

The beginning link of the Wheat Commission has evolved into varied activities. After 22 years there are now five major programs of the North Dakota Wheat Commission. Those programs are International Marketing, Quality Assurance, Transportation, and Market and Public Information, and Domestic Promotion and Nutrition.

Each of these programs touches an aspect of sales promotion. We do not sell wheat. We assist in identifying and maintaining contact with purchasers of North Dakota wheat; we also provide possible buyers with technical information and assistance, emphasizing the superior qualities of our product. I would like to give you a brief overview of our other four programs before I speak specifically to my area of domestic promotion and nutrition.

### International Marketing

International Marketing is the largest share of our budget and promotion effort comprising about 40% of the total Wheat Commission budget. Without the export market, durum prices would probably fluctuate so much from year to year that your purchasing people would be exasperated in trying to project production and price variables. This overseas market is important in assuring a greater consumption of durum wheat. North Dakota wheat is exported to 70 countries in the world and those are valuable markets just as the domestic market is.

We have currently moved into a position as one of the top 10 states in the exporting of agricultural products. Wheat is a large part of these exported products. One of our most activities in the area of international marketing includes hosting several foreign trade teams each year. These teams tour North Dakota wheat fields, farms, and elevators to look at the current year's crop. For those of you who attend the U.S. Durum Industry Tour this summer, that trip is much the same as a trade team tour. The teams who enter North Dakota are potential buyers of North Dakota wheat. They are often in the U.S. as guests of the Foreign Agricultural Service and U.S. Wheat Associates, Inc. U.S. Wheat Associates, Inc. is the overseas market development arm of the U.S. wheat industry. This organization was founded in January, 1980 through the merger of Great Plains Wheat and Western Wheat Associates. We support U.S. Wheat Associates, Inc. financially as well.

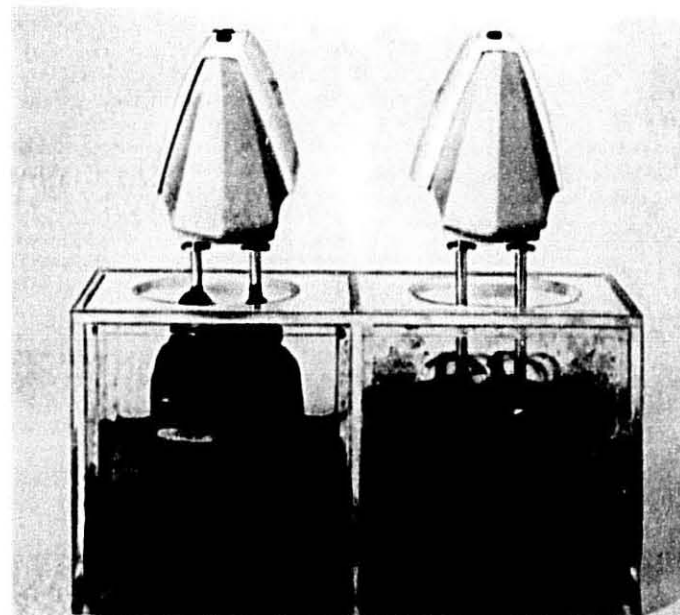
(Continued on page 20)

THE MACARONI JOURNAL

# Our new lubricant won't improve your pasta. Just your profits.

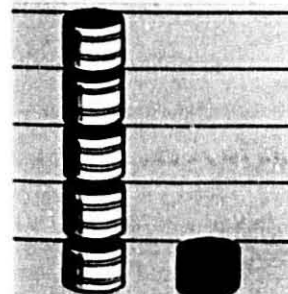
Switching to Demaco's Tech Lube synthetic gear oil from the lubricant you are now using can reduce the amount of power you consume by as much as 15%, and significantly reduce the amount of downtime you experience because of gear-wear and breakdown. It will further lengthen your lube cycles by as much as 500%. It can even decrease the noise your gears make. It has also been approved for use in food machinery by the United States Food and Drug Administration.

Demaco's Tech Lube Series TD gear oils start by clinging to the gears, forming a film with a strength of 100,000 psi and an excellent coefficient of friction. This film remains on the gears even after the machine stops — so it's there when the machine starts up again. The gears are, therefore, fully lubricated during the first 12 seconds of operation, which is when 82% of all wear takes place.



Demaco's Tech Lube clings to and remains on the gears even after the machine stops ... to fully lubricate the gears during start-up.

Conventional oils foam and do not cling to the gears ... resulting in excess wear.



Demaco's Tech Lube lubricant lengthens lube cycles by up to 500%.

Due to their superior ability to adhere to gears and resist foaming, these new lubricants have excellent heat transfer properties. Most conventional oils actually insulate

the gears, resulting in heat buildup and carbonization of the lubricant.

Tech Lube oils are specially compounded synthetic metallic lubricants which exceed the American Gear Manufacturing Association's specifications and surpass the requirements of Manufacturers of Transmissions and Differentials.

DEMACO is using Tech-Lube as original equipment in all its new machines, and is pleased to be

exclusive agent for these excellent lubricants in the macaroni industry.

We heartily recommend that you switch to Tech Lube lubricants whether you have our machine or anybody else's.

For complete details call or write Joe DeFrancisci at DEMACO, DeFrancisci Machine Corp., 280 Wallabout Street, Brooklyn, NY 11206 (212) 963-6000.

TECH-LUBE CORP.  
**Demaco**

## North Dakota Wheat Commission

(Continued from page 18)

as do 12 other wheat producing states. U.S. Wheat also receives funding from the Foreign Agricultural Service of the United States Department of Agriculture as well as some money from overseas cooperators. It is the purpose of U.S. Wheat Associates to establish, expand, and maintain markets throughout the world for all classes of wheat grown in the United States. We provide funds and people to see that N.D. wheat captures its fair share of the market.

### Northern Crops Institute

One of the newest programs in the international marketing area is the new Northern Crops Institute at North Dakota State University. The NCI was conceived as a teaching center for foreign millers, bakers, and grain buyers to learn about spring grains and northern crops. This institute received funding from the 1981 N.D. Legislature and we anticipate the building to be finished by the fall of 1982. This building will be connected to the Cereal Chemistry and Technology Building at North Dakota State University. The original conception of the institute was to serve the foreign market, however, we realize now that the institute will also serve the domestic industry. The Northern Crops Institute will have a durum milling and pasta production plant as well as research areas for hard red spring wheat, sunflowers, barley, other specialty crops, and their food products. This institute can serve as a training center for grain graders, millers or domestic industry personnel as well as foreign buyers.

### Quality Assurance

The next link in the chain is the Quality Assurance or Customer Service program. This program supports both the domestic and international marketing efforts in that the information derived from quality assurance provides technical information on protein content, milling characteristics, and moisture levels for each year's crop. This information is printed in the yearly Crop Quality Report and five year Variety Yield Survey.

Many of you have received the Crop Quality Survey. This survey is also distributed widely to foreign

buyers and U.S. grain merchants. This survey is the best source of information on hard red spring or durum wheat from North Dakota. In the future, this will be a regional survey, thus providing more accurate information regarding the entire hard red spring and durum wheat crop.

Another division of the Quality Assurance program is the Wheat Commission contribution as well as the millers' and manufacturers' contributions to North Dakota State University research in the areas of durum and spring wheat variety breeding. The purpose of these programs is to improve our current product. The Agronomy scientists work at breeding new wheats which can meet the market demand. Currently though scientists are working on producing a sprout resistant wheat and durum with a high, stronger gluten level. If any of you are familiar with the newer, stronger gluten varieties of Vic or Edmore durum, the development of these varieties were partially funded by North Dakota Wheat Commission on your monies.

### Transportation

The next link in the North Dakota Wheat Commission chain is the area of transportation. Some of you know that travel to and from North Dakota is difficult enough by commercial transportation but just think if you were a kernel of wheat. Because of our land locked, low population area, transportation systems and options are limited. Truck or rail are the market accesses available to the North Dakota farmer. Generally, the least expensive route to market is rail car to Minneapolis. The North Dakota Wheat Commission employs a traffic counsel and contributes to the Upper Great Plains Institute for traffic research.

The results of transportation research and litigation have resulted in new options of access to markets. Most recent of these new options is the 52-car unit trains which travel to the West Coast.

Current transportation issues concern railroads mainly because that is how the bulk of our grain is moved. Currently our railroads are planning the abandonment of up to 1/3 of N.D. branch rail lines. The consequences of this could mean the closing of small town elevators. These

small towns cannot lose a business such as an elevator and expect to survive. We realize this change is coming as maintenance of the branch lines is costly. We hope to develop alternative methods of rail or truck service and keep these elevators viable. We also continue to work on unit train structure and rates for both east and westbound shipment.

### Market and Public Information

Market and Public Information is the fourth chain link. This area provides for the second point in the duties and power section of the Wheat Commission Act — that point states that we are to publish and disseminate reliable information on the value of wheat and wheat products for any purpose for which they are valuable and useful to both the processor and consumer. This is the program that spreads the news of the other four programs.

The program includes crop and production information as well as nutrition and recipe information for consumers and food service operators. The "Wheat Market Review" provides information on current and future wheat markets. The North Dakota Wheat Commission "Progress Report" provides the North Dakota wheat farmer with information on what we as a Commission are doing with his wheat tax dollars. This publication also serves to provide the news of new developments in the wheat industry. Another service of this program is that of providing speakers for various meetings throughout the state. Without market and public information we would not be a Commission with a purpose.

### Domestic Promotion

And now to the most important part — the link that relates to most of us in this room. The promotion work done in the area of domestic promotion and nutrition. The domestic promotion and nutrition budget is about 11% of the total Wheat Commission budget. Domestic promotion programs reach a varied number of people from school children to commercial bakers. In an average year, we see about 50,000 people in booth exhibits alone.

Where does the domestic promotion program begin? It begins with materials development. To prepare a resource library, we determine areas

of need. Current nutrition concerns and basic demographics help us determine which materials are needed in both the consumer and food service market. We feel that over the past eight years we have established a well rounded library of materials. The types of materials we have available are recipes for both institutional and consumer use with a nutritional analysis of the final product. We have nutrition information on a varied number of subjects from fiber to sodium points; we have classroom education materials and product information for quantity cookery. We also circulate filmstrips and films dealing with nutrition and preparation of wheat foods and the marketing of North Dakota wheat. Many of those AV materials were developed a number of years ago with the help of the Durum Wheat Institute and the National Macaroni Institute.

Materials are developed by the staff but we also utilize students from North Dakota State University. These students are either paid summer interns or dietetics students doing a practicum. They provided added creativity in materials development and gain experience in their field as they prepare for college graduation.

### Distribution

Where do these materials go? They are used primarily in exhibits at a variety of shows throughout North Dakota and the nation. The Wheat Commission exhibits appear in many forms. We have our own standard exhibit which you see here. You are the first group to see this as it is making its premier showing at the N.D. State Fair on Friday. Commission staff usually man these booths; Commissioners are helpful at in-state events where they can be available for questions from other farmers. We feel the shows are important areas of visibility for us. The in-state programs make it possible for the North Dakota farmer to actually see what his or her dollar is doing for wheat promotion. The out-of-state shows make it possible for the rest of the nation to realize how important North Dakota wheat is to their diet.

We work closely with the North Dakota Mill and Elevator at several in-state meetings. We are actively involved in promoting Dakota Maid, a bread flour manufactured by the N.D. Mill.

### On National Scene

On the national scene, we have joined forces with the North Dakota Sunflower Council as a Dakota Product booth. We promote both sunflower and wheat products to dietitians, school lunch personnel and many others at their annual meetings.

The in-state shows we attend are the N.D. Dietetics Association, the North Dakota Education Association, the N.D. Food Retailers Association, the North Dakota Hospitality Show, the North Dakota School Food Service Association, the North Dakota State Fair and the North Dakota Winter Show.

At the national level we exhibit at the American Dietetics Association, the American School Food Service Association, the National Association of College and University Food Service, and the National Association of Extension Home Economists. The materials we distribute at these shows are used all over the country. We feel it is a valuable way to promote North Dakota wheat products to the U.S. We find that working with institutional food service and extension gives us a multiplier effect. First of all we see people who are concerned with both food production and nutrition education and they directly influence others to use wheat products. Second of all, these people take our information back to their local professional organization and refer their peers to our materials resource library.

### Television

There is another area of promotion which reaches the consumer, that is television promotion. Television talk shows are an excellent way to educate the public on nutrition and preparation of wheat foods. Because North Dakota produces specialty wheats used in breads and pasta, those products are the major emphasis of promotion. We utilize television as a medium for promotion for such events as "Bake and Take Day", "International Day of Bread" and "Pastaville". The shows in North Dakota are viewed by a range of 10,000 to 22,000 people per program depending on the area of the state and the type of program given. It is a rare occasion where we can reach that many people at any one event in North Dakota.

In addition to my programs in North Dakota I am doing media work in the Minneapolis area for the Minnesota Wheat Council. This is a joint effort by the North Dakota Wheat Commission and the Minnesota Wheat Council with shared expenses and salary as well as shared publicity and promotion for spring wheat and durum.

Because North Dakota produces a major share of the U.S. durum crop, we have contributed to some type of national pasta promotion programs since 1965 when the film "Macaroni Nutrition and Numbers" was produced by the Durum Wheat Institute and the Wheat Flour Institute. Through the years, the program title and contribution has changed, but the emphasis remains the same. America needs pasta made from North Dakota durum and the ND SWC feels the combined public relations efforts of the producers, millers and manufacturers to be a profitable promotion venture for the N.D. farmer's dollar.

### Product Promotion Committee

As associate of the Durum Product Promotion Committee, the Wheat Commission and staff have participated in the National Macaroni Manufacturers Association fall press luncheon for New York area food editors. That same group has had the opportunity to see North Dakota durum on two different Spaghetti Safaris planned by Burson-Marsteller with the help of the North Dakota Wheat Commission. Another project involving the NMMA, North Dakota Wheat Commission and Minot Chamber of Commerce was Pastaville which Elinor described in detail. Plans are in the making for Pastaville II next fall.

Pastaville has been a tremendous back sell to the North Dakota farmer. It was a visible activity to let them know that the North Dakota Wheat Commission is a working vehicle of wheat promotion in the durum industry.

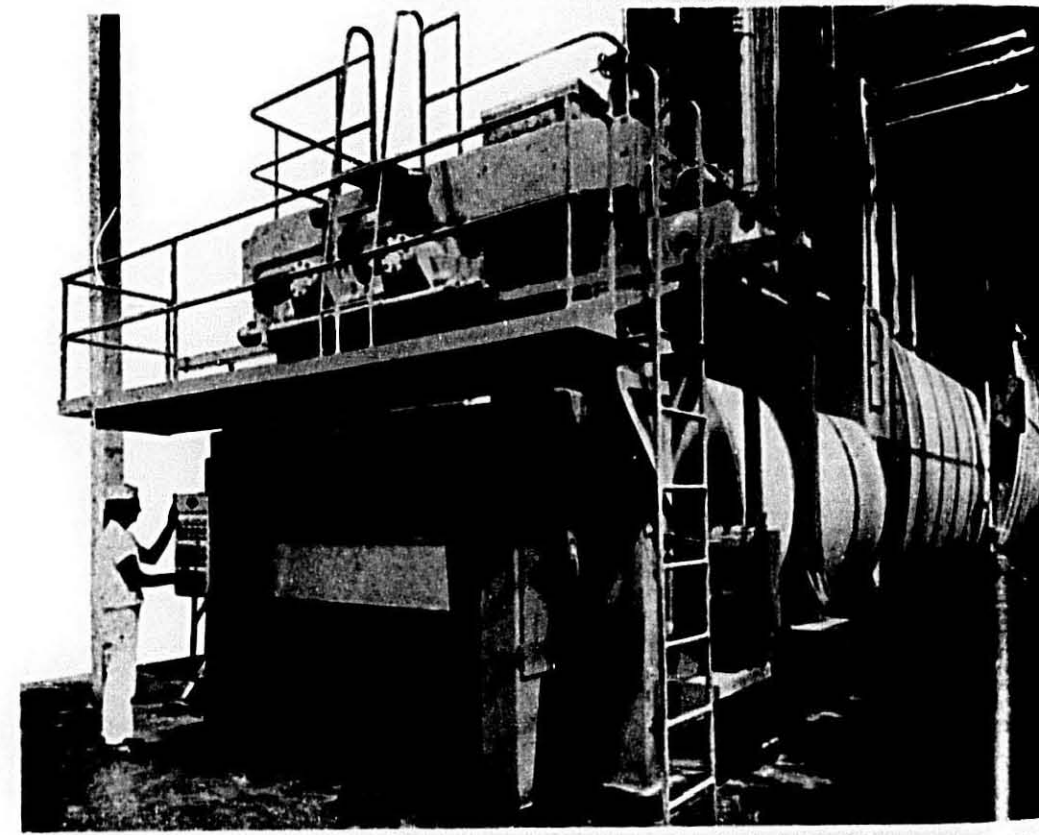
A final area of my program is the many speaking engagements I have in North Dakota. About 40% of the time the request is for information on pasta products. Most often people are interested in new recipes or cooking techniques but I also try to sneak

Continued on page 26

**BUHLER-MIAG**

**LONG GOODS LINES**

# Performance You Can Depend On!



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

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

LONG GOODS DRYERS	
MODEL	CAPACITY
TDEC/TDCA	500 to 1000 lbs/hr
TDCA/TDCA	1000 to 2500 lbs/hr
TDCA/TDFA	2000 to 4500 lbs/hr

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

**Reliable Performance**

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

**Efficient Energy-Saving Design**

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

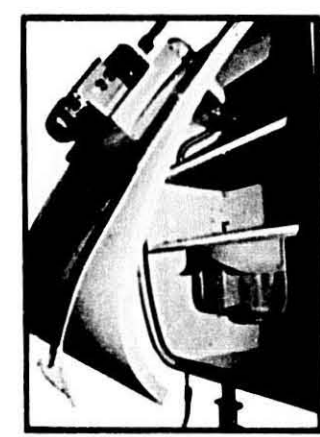
**Bacteria Control**

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

**Top Quality Product**

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

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



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



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



**BUHLER-MIAG**

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



# Peavey

## Sales Offices

Atlanta, GA  
Boston, MA  
Chicago, IL  
Dallas, TX  
Denver, CO  
Detroit, MI  
Houston, TX  
Los Angeles, CA  
Miami, FL  
Minneapolis, MN  
New York, NY  
Philadelphia, PA  
Portland, ME  
San Francisco, CA  
Seattle, WA  
Tampa, FL  
Washington, DC

## North Dakota Wheat Commission

*Continued from page 21*

some nutrition information in the back cover. Even in North Dakota, where durum provides a good amount of income, we hear farmers themselves talking about how spaghetti is fattening and pasta is all starch. In fact, in a recent man-on-the-street trivia column in the Bismarck Tribune, the question of the day was "what high calorie food do you most enjoy?" The first replay was you guessed it - "spaghetti". Obviously that means there is still work to do.

### Changing Organization

Those are the links in the chain of the North Dakota Wheat Commission. We are a changing organization but maintain our five promotion programs - International Marketing, Quality Assurance, Transportation, Market and Public Information, and Domestic Promotion and Nutrition. Wheat production is different from 20 years ago thus wheat promotion is also. A big change in the future for us is the fact that the N.D. Legislature directed us to collect with three other North Dakota commodity organizations by 1983. Thus, we will be under the same roof as the North Dakota Sunflower Council, the N.D. Dairy Products Promotion Board, and the N.D. Beef Commission. This collection is in the interest of the farmer and we feel we will be able to coordinate many services with these other organizations. Our other future plans also include close involvement with the Northern Crops Institute and a better working relationship with the U.S. Durum Growers Association and the North Dakota Wheat Producers Association. We have also enjoyed our close relationship with the National Macaroni Manufacturers Association and are looking for a very successful Pastaville II this fall. Thank you for the chance to be on your program and if you have any questions about North Dakota wheat, don't hesitate to ask.

### Quarterly Durum Report From Grain Market News July, 1981

Durum wheat production on July 1, 1981, was forecasted at a record high 191 million bushels (5.20 million metric tons), 76 percent more than

produced in 1980. The increased production from a year ago is the result of 17 percent more acreage for harvest and better yield prospects in all States which average a record high 33.9 bushels per acre, up 11.5 bushels from last year. By the end of June, North Dakota durum wheat condition was mostly good to very good. In mid-July, the overall crop condition of durum wheat in North Dakota, according to the North Dakota Crop and Livestock Reporting Service, was still above average with 4 percent of the crop turning to ripe, 21 percent in milk to dough stage, 48 percent heading to flowering, 19 percent in boot and 8 percent jointing or earlier.

### Stocks

According to the Crop Reporting Board, U.S. old crop durum wheat stocks in all positions on June 1, 1981, were 90.8 million bushels (1.66 million metric tons), which was about the same as last year's 61.0 million bushels (1.66 million metric tons), but 29 percent less than two years ago. This year's farm holdings accounted for 74 percent of the total or about 45.2 million bushels (1.23 million metric tons) compared with 48.7 million bushels (1.32 million metric tons) or 60 percent of the total durum stocks one year ago. Off-farm stocks totaled 15.7 million bushels (426 thousand metric tons) compared with 12.3 million bushels (336 thousand metric tons) last year. April-May disappearance this year totaled 22.4 million bushels (610 thousand metric tons) compared with 24.7 million bushels (673 thousand metric tons) last year. June 1980-May 1981 disappearance totaled 109 million bushels (2.95 million metric tons), which was 17 percent less than the 131 million bushel (3.58 million metric ton) disappearance a year earlier.

### Exports

U.S. exports of durum wheat for the past crop year totaled 51.8 million bushels (1.4 million metric tons), which decreased 27.5 million bushels in comparison with the previous year's figure of 79.3 million bushels or 2.2 million metric tons. The value of the U.S. dollar overseas continued to show strength which made grains less attractive to foreign buyers. The largest importer was Italy with a total of 206.7 thousand metric tons. Al-

geria, France, Netherlands, Tunisia and Venezuela combined took another 606.6 thousand metric tons. Durum exports out of Duluth/Superior since the opening of the shipping season through July 17, 1981 totaled 10.1 million bushels compared to 17.2 million bushels one year ago, a decrease of 6.7 million.

### Canadian Situation

Durum wheat, according to Canadian statistics based on June 1st findings, increased to 3,750,000 acres compared to 3,100,000 acres grown in 1980. The visible supply of Canadian durum in licensed storage and in transit on July 8, 1981, amounted to 694.7 thousand metric tons, 11.8 thousand metric tons greater than last year's figure of 682.9 thousand. Canadian exports of durum wheat in June 1980-May 1981 period increased to 2.1 million metric tons compared to 1.7 million metric tons during the same period one year ago. Algeria, Italy, Poland and the U.S.S.R. were the largest importers taking a total of 1.9 million metric tons.

### Canada Sets Durum Payments

It was announced by Senator Hazen Argue, minister with responsibility for the Canadian Wheat Board, that the initial price to farmers for 1981 crop No. 1 Canadian western spring wheat, in-store, Thunder Bay, for the marketing year beginning Aug. 1, will be \$4.75 a bu (Canadian funds), down 50¢ from the adjusted initial payment for the 1980 crop. The initial payment to farmers for 1981 crop No. 1 Canadian western amber durum will be on a parity with spring wheat, at \$4.75, down \$1.75 from the adjusted initial payment of \$6.50 for the 1980 crop.

Translated to U.S. dollars, the initial payments on No. 1 Canadian western spring and No. 1 Canadian western amber durum will both be \$3.94 a bu, against the adjusted initial payments for the 1980 crop at \$4.11 and \$5.40, respectively.

It had generally been expected that a lower initial payment would be authorized for the 1981 crop, but the drop was greater than many private predictions. Initial payment for 1980 crop spring was first

*Continued on page 34*

THE MACARONI JOURNAL

# How To Comply With The New Copyright Law

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## THE PASTA'S PROLOGUE

by Thomas E. Drohan, President and Chief Executive Officer,

Foremost-McKesson, Inc., at the 77th Annual Meeting



Thomas E. Drohan

I consider it a singular honor to have been invited to say a few words to you this morning, and I'm most appreciative of Les' and Bob's invitation to be your anchorman. I do recognize that anchors can often be planted in shifting sands, and that the closer to the lunch hour its gets, the more unstable those sands become. So the sight of so many personal friends from the industry out there is a doubly welcome reassurance. Under the assumption that they won't all leave before I'm finished, I'll promise to build my castles with as much dispatch as possible.

The title of my speech, "The Pasta's Prologue," is, of course, taken from "The Tempest," and the pun will, I hope, give no great offense to those among you who are Shakespeare buffs, although I must admit that when I submitted the pun to my editorial board at home, it elicited a rather narrow spectrum of reaction... from the hoot of derision to the groan of dismay - with the exception of my younger son, who is only nine years old, and therefore, presumably still believes in me.

But pun aside, the title did seem particularly appropriate to me because my topic is, roughly, the future. And whether one is observing the foot prints of literature, the test tubes of science, the genes of human life, the crucibles of business, or wherever it can be said that progress has happened, the past is truly prologue

to that future. The pasta industry, far from being an exception, an aberration, or a genus unto itself, is almost prototypical.

I'd like to comment on three main points: First, how the traditions of our industry are being challenged by the conditions of our future; secondly, some of the early images of that future as their outlines begin to take shape, however vague they may be at the moment; and third, the much clearer and compelling need I see that we move as an industry to meet these challenges.

While my background has indeed been basically in food marketing for the past past twenty-eight years or so, lest I be accused of sailing under false pretenses, I will disclaim at the outset any pretense of being a "macaroni maven." The things I want to discuss are universally applicable, and I'm sure you would all agree that this food business of ours is a small universe indeed.

### Tradition

Pasta's prologue in these United States was in many ways a heritage shared by other industries: entrepreneurial immigrants, strangers in a strange land who began almost spontaneously to do something unthinkable today - without so much as a feasibility study, a discounted cash flow analysis, an environmental impact report or a smidgen of advice from a paid consultant, these people actually went ahead and made macaroni. Marketing was something you did with a small shop and a pushcart. Advertising was something you painted on the side of a building.

Many of these pioneers succeeded, built their businesses, supported their families. They even managed to buy homes of their own, to send their kids off to educations that they had never dreamed of having themselves.

This scenario is really a high incidence phenomenon of American business history. You don't even have to go outside of the food business for

many other examples - mayonnaise, milk, the baking industry, the supermarket itself. They all share this heritage, and each has in varying degrees its own tradition - which is simply the honor the present rightly accords to the past that created it.

I suppose that what sets the pasta industry somewhat apart is that for so long after other segments began to merge, to conjoin, and to be absorbed as free-standing businesses, the pasta companies continued, and still do, as independents, as regional, or as local entities. I needn't retrace what's happened in the industry since 1978 when Foremost bought the C. F. Mueller company, or describe the rash of recent acquisitions by what one of my friends of long-standing in the industry calls "Those Giovannis-come-lately." Suffice it to say that now we have a melange of enterprises - huge, publicly - owned corporations, and medium and smaller independents, all vying with each other in the same marketplace. In a sense, it's a microcosm of all American industry. And to me it's a very exciting microcosm indeed! But the first point I want to make is that no matter who we got here, whether we were born into it, married into it, bought into it, or fell into it, we all belong to an industry with an enviable and an honorable tradition. And the best way of honoring that tradition is to make sure that this wonderful business continues to flourish. I think I can say without presumption that those of us in the larger corporations have no less dedication to this industry and to its traditions than those who labor mightily - and well - in the smaller, and in many cases, family-owned businesses.

But if all of us share this enthusiasm, I believe we also must share that broader responsibility to build our industry together. That, after all, is the underlying function of this association - to transcend the competitiveness of the parts and to enhance the future of the whole. The strategic, long-range plan we are being asked to support is, I firmly believe, a huge step toward that future.

The next year and the next ten years have one thing in common. They both begin today! In the spirit of underscoring the importance of this "shifting of gears" - as I perceive the association's new plans and attitudes - I thought you might be interested in some of the retailing and marketing changes with which Foremost-McKesson - not as a foods company, but as the nation's largest wholesalers of drugs, health and beauty aids, liquors, wines, and chemicals - is grappling as we make our long-range corporate plans. They're the same momentous issues which each of the parts of this association, as well as the whole, must face in the future.

### Asimov's Predictions

I had the good fortune recently to hear Miss Ann Landers speak. One of the things she said that I wished I had was that "Life is what happens to you while you're making other plans." There is no doubt that the pace of life's events has stepped up incredibly. Yesterday's science fiction is today's ho-hum. For instance, in 1977 - just four years ago - the famed science fiction writer Isaac Asimov made some startling predictions about the nature of the retail scene, and how it will look in 100 years. Among other interesting changes:

**Prediction:** Milk and juice will be delivered to the super store in tank trucks. Customers will bring their own containers, and the beverages, including milk, won't be refrigerated, and won't spoil. Even alcoholic beverages will be vended in this manner.

**Here Are Facts:** Aseptic non-refrigerated processing of juice and milk is now a reality outside of the United States; aseptic packaging of juice is about to begin in Florida; aseptic long-life packaging and distribution of non-refrigerated milk is sweeping Canada and is about to be introduced in the southeast; aquaviva, our own patented machine, already requires that the customer provide the container.

**Prediction:** The pharmacy will not exist as we know it today. All drugs will be incorporated into food products (especially marked, of course) for easy ingestion. The pharmacist will be a thing of the past. The "food center" will also be the drug center.

Doctors will prescribe diet A or diet B, all sold in the supermarket by the doctor's prescription.

**Items:** There are a number of examples where supermarkets are already offering full prescription services through an in-store pharmacist; regulation of food and drugs are both concentrated in one federal agency; Johnson and Johnson has been working for years on a "medifood" concept, Foremost Food Group R&D has participated; will non-prescription food bars, and balanced infant formulae be the ancestors of this new medi-foods genre?

**Prediction:** The year 2025 - that's 44 years out - will see the "drive-in" market, a kind of computerized convenience store. The customer will call the store by using his own computer, and make his list. The order will automatically be picked off the shelves of a computerized warehouse, packed and ready for pick-up.

**Here are facts:** Computer to computer, our retail drug customers are already doing exactly this; some bank and S&L systems already handle computerized money transfers; experiments are already underway in the United States where customers review items on their home TV screens, and order by computer number; Foremost-McKesson has a company-wide computer system, including 3rd party payment expertise, which is now running us \$55,000,000 per year. We will soon be bouncing signals from one computer in California off a satellite in space to another computer in Michigan. I mean we're actively working on this project right now!

### Archaic Supermarkets

One of Mr. Asimov's predictions is that the supermarket will become archaic, related as it is today to the concept of food marketing only. The super store of tomorrow will be a one-step trip - food, drugs, liquor, general merchandise. Museums will reproduce quaint replicas of the A&P's of the '60's.

There is no doubt that the traditional lines of demarcation between the food, the drug, and the wine and spirits retail store are already becoming blurred. Mr. Asimov's predictions are directed primarily toward the way that blurring will look from the

perspective of the supermarket. The same kinds of influences are operative on the drug, and department store retailers. Drug stores go into auto supplies, and food departments, departments stores and fast food and gourmet shops, and the lines of delineation grow fainter, and less and less distinguishable. While most observers of the retail scene agree that the ego-oriented specialty shops, whose personal service, expert opinion, and customized attention are part of the merchandise, will continue to make economic ripples, the wave of the 80's is the food-drug-liquor-general goods retailer in an outlet being termed the super-store. I think a better term would be "omni-store." It's this omni-store which represents a real challenge to all food marketers.

Fueling all of these changes is, as always, an admixture of financial and social ingredients, including the perception of higher energy costs, the disappearance of adequate margins in grocery staples, the rise in real estate values, and the basic stock of every new economic soup, the shifting patterns of consumer values and habits. The size of the U.S. household has been shrinking dramatically, and so has the number of trips to the supermarket. Twenty-four percent of today's grocery bill goes for items which weren't even handled by the food store in 1965. The dollar value of time has become a prime consideration to today's shopper, who shops less frequently, but spends more per stop.

### Teleshopping

As if all that were not enough, I'd like to show you now a few slides which I recently presented to our board of directors as we discussed our planning for the future. They describe another, almost Orwellian development which I predict will have tremendous impact on the future of retailing in this country. It's called "Teleshopping." What is it?

To illustrate this concept, imagine yourself sitting at home in your living room. You are thinking about doing some shopping, but you don't need to leave your living room because your television has been adapted for two-way communication and is connected through the telephone to a large computer.

(Continued on page 32)



# 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 superior bite, the cooking strength and the color enhancement and microbiology when presented in the package. We will be pleased to submit samples of product made on the same press same die same raw material but dried in conventional and Microdry units. You will readily see the color difference, cook and taste the bite differences and measure for yourself the standard sluff off each product.

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

## WHAT USERS SAY:

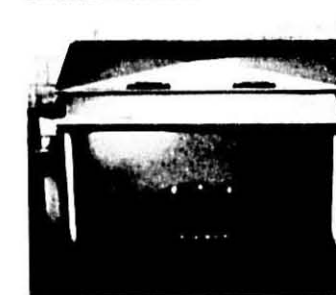
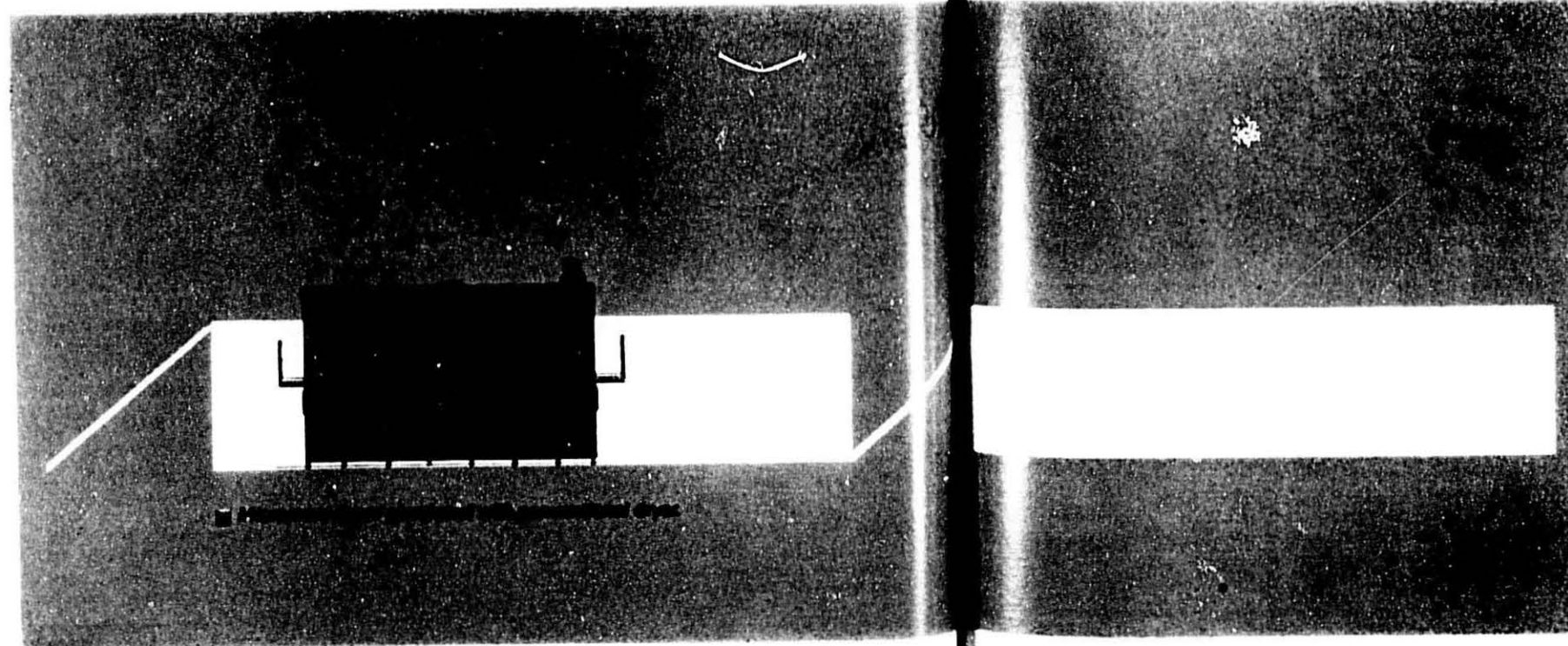
- Lowest downtime. We keep an accurate record of all downtime and express it as a percentage of time down to time scheduled. Microdry leads the list at less than 2%.
- Plant Manager of a leading mid-west operation.
- All future equipment will be Microdry.
- Technical director of a large pasta plant.
- 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

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Chicago, Seattle, San Leandro
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Chicago
- CATELLI 1 unit  
Montreal
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- O B 1 unit  
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- 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



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



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

MICRODRY Corp. World leader in industrial microwave heating



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San Ramon, CA 94583 415-837-9106

## The Pasta's Prologue

(Continued from page 29)

A full typewriter keyboard or a small remote control numeric key pad can be used to communicate directly with the computer.

You push a button that automatically dials the computer and connects your television up for accessing any of the many data banks of information or services available.

For example, here is the first page of the list of data bases. You can select news by entering A "1" on your key pad, or a "\*" sign for more categories. Since you are interested in shopping, you push "2."

The television screen responds with a list of merchandise "shopping" categories that are available through this "teleshopping" service. Let's say we want to buy a lawn mower, after a few more screens that further define your shopping requirements, you find yourself in the lawn mower section of the Sears catalog which you can peruse in as much or as little detail as you need to make your selection.

When your selection is made, you would complete the sale by telling the computer the quantity you want, and how you wish to arrange delivery. The computer would already know your name, address, Sears charge account number, and whether the purchase would be within your current credit limit.

### Viewtron

Ladies and gentlemen, the slides you are looking at are real. They describe the viewtron system which was just offered to residents of Coral Gables, Florida, last year. Viewtron is a joint venture between Knight-Ridder newspapers and AT&T. Sears, Penny's, Service Merchandise Corporation, B. Dalton and Grand Union are among the host of suppliers or retailers who are already providing tele-shopping via Viewtron. There are a number of other experiments planned this year, the next in San Diego. But anyone with a home computer — an apple or Atari — hooked into "the source" knows that practically this same service is already available nationwide.

In a recent Harvard Business Review article on tele-shopping, profes-

sors McNair and May concluded that the wholesaling and retailing functions in "teleshopping" would "become so fused as to be practically indistinguishable." The basic operations would be breaking bulk and delivering to the consumer, thus shifting more of the promotional responsibility to the manufacturer and supplier. Package sizes would be standardized, and impulse sales would be handled through the "show room" technique successfully used by the large catalog houses today.

While a complete analysis of the economic viability and the impact of "teleshopping" is beyond my scope today, and while we don't really know when or how fast it will be here, there is no doubt in my mind but that it will be — after the Omni Store — the second major retailing force with which Foremost-McKesson and every other purveyor of consumer products, including pasta, will have to deal in the '80's. One must ask whether in this environment the retailer will become a wholesaler; or the wholesaler will become a retailer. And where does either trend leave the manufacturer?

I hope that I've made my second point: That there are some momentous changes coming on the retail scene which will have a direct bearing on the future of our pasta industry.

### Retailers' New Concept

And these changes don't all have to do with hardware. Our retail customers, having already experienced some success with generics, are beginning to step back from their cash registers and conceptualize their function. And do you know what that new concept is? They are "purchasing agents for the consumer." Indeed, no less an entity than the FTC believes that retailers may eventually use their shelves to display their own brands and lease shelf space to manufacturers who want to maintain their names. Now there's a challenge to tradition.

This changing environment, I believe, will demand a much clearer definition on our part between a commodity and a differentiated product. It gives added weight and a real sense of urgency to the concept of recognizing what are the new per-

ceived values of the consumer — not only in terms of what motivates his mode of shopping, but what motivates his mode of eating — not only smaller packages, less ceremony, greater convenience, but a new respect for food itself, food as energy, food as nutrition — all those things I see on your agenda for macaroni products! It will underscore the importance of new forms of our products — cold pasta preparations the consumer can brown bag, vitamin and protein-enriched pasta, low-calorie macaroni, new main dish meals. More importantly, it emphasizes the business opportunity in the "new look" of dry pasta. An energy food that contributes to physical fitness, reduces calories of simple sugar intake and represents an opportunity to stretch the family food budget. In another sense, it will put a premium on consumer franchise, and, I believe, relegate a broader group of "all others" to the "one free with three" mentality of the commodity.

### Long Range Planning Needed

But above all, it underscores right now the need for a strategic, long-range plan for this industry, and I congratulate the members of the association for their recognition of and response to that need. I think that the plan can help us meet these new challenges, can unite us on industry-wide problems, the opportunities of basic research, and put us on at least an equal footing with other important and competitive contributors to our economy. The more we can do together, the more cost-effective our campaign will become. I urge you to join in forging closer ties with the association, to support the new publicity programs, and to give these efforts the local and regional carry-through that will add up to a national impact.

In summary, I speak today not so much to you, but from among you, for the strengthening of our industry's tradition is truly a common cause. We're facing some fascinating days of change together, and I hope you share my conviction that when they look back from the future, the next generation will say that the past, indeed, was prologue.

THE MACARONI JOURNAL



Fussy customers always give good reviews when the cook serves up good-tasting, wholesome noodle dishes.

**The cook with  
fussy customers  
has to use  
her noodle.**

Sometimes the people hardest to please are sitting right around the family table. So the smart cook really uses her head...and serves up good-tasting noodle dishes.

But the best noodle dishes begin long before they reach the table. They begin on the farms of the northern plains, where the nation's best durum wheat is grown.

From this durum wheat, Amber Milling mills fine pasta ingredients...Venezia No. 1 Semolina, Imperia Durum Granular, or Crestal Fancy Durum Patent Flour.

At Amber Milling, we're serious about pleasing our customers. We know you're fussy about quality. So we deliver semolina and durum flour that makes it easier for you to please all your "fussy" customers. Specify Amber!



**AMBER MILLING DIVISION of THE GRAIN TERMINAL ASSOCIATION**

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



### Canadian Durum Payments

(Continued from page 26)

announced at \$3.75 a bu as of March 1, 1980, subsequently adjusted to \$4.25 in July and then to \$5.35 in January 1981. Durum initial payment for 1980 crop was also at \$3.75 in March 1980, increased to \$5 in July and then to \$6.50 in January 1981. The levels announced for 1981 crop conform to recommendations made to the government by the Canadian Wheat Board as a "safe level assessment."

### Canadian Council Advertises Bread

Plans for a national bread advertising campaign — the first in 13 years — were unveiled by the Bakery Council of Canada at its recent annual meeting in Toronto. Major milling companies are joining Canadian bakers in funding the \$350,000 program, which will be conducted under the theme of "Don't Forget the Bread."

"We hope that we can make inroads in changing consumer perceptions on the value of a product which represents more than \$1 billion in sales each year," Joseph J. Beerman, Council president, said at the convention at the Hotel Four Seasons Toronto. "We cannot take it for granted that Canadians look at bread and bakery foods and recognize the quality, nutrition and economy inherent in them — unless we keep pounding home the story."

Mr. Beerman, president of Multi-marques, Inc., Montreal, said he hopes that the financial support devoted to this year's program "is only the beginning." He added, "We look for increased support by all those who will benefit from the program — that is, all bakers in Canada — as it develops in the future."

### Turkey to Buy U.S. Wheat

Turkey, generally a minor wheat exporter, is expected to buy 400,000 mt to 450,000 mt (14.7 to 16.5 mil. bu.) of U.S. wheat according to European grain trade sources. Total purchases may range from 1.2 mmt to 1.5 mmt (44.1 to 55.1 mil. bu.) this year in an effort to meet its export commitments of a similar volume. An average-sized Turkish wheat harvest of an estimated 13.5 mmt (496 mil. bu.) is com-

pleted. However, the government is having difficulties in securing wheat for export from producers due to dissatisfaction with the set domestic prices. A similar situation occurred several years ago and pushed the Turkish government into the U.S. market. However, once U.S. wheat was purchased, the Turkish producers released their crop to the government and the government in turn promptly cancelled sales contracts with U.S. exporters for an estimated 500,000 mmt (18.4 mil. bu.) resulting in severe financial losses to the exporters.

### For Export

El Salvador, under P.L. 480, booked 500 tonnes No. 2 amber durum at \$5, f.o.b. Gulf, July 16-31.

### Pilot Flour Mill, Noodle Plant in China

The U.S. wheat industry, represented by U.S. Wheat Associates, Inc., will build a pilot flour mill and a pilot noodle plant in China, it was announced June 30 at a press conference in Beijing by Richard E. Lyng, Deputy Secretary of Agriculture, who headed a joint government-industry grain team on a tour of that country.

The two installations will be primarily for training programs, providing the latest in technology, Mr. Lyng said. U.S. Wheat Associates, Inc will plan and coordinate the construction of the new plants with officials of China's Ministry of Cereals, Mr. Lyng said.

Fred Schneider, U.S. Wheat Associates, Washington, said that plans for the mill and noodle plant "are in very preliminary stages." The pilot flour mill with daily capacity of about 150 cwt most likely will be in Beijing, while the noodle plant is being considered for Shanghai, he said. Mr. Schneider is preparing to move to Hong Kong, where he will be in charge of a new office for U.S. Wheat Associates.

### French Connection Split

A break-up of Rivoire et Carret-Lustucru Holding, a company which had combined two of France's leading pasta manufacturing companies,

is described in a recent issue of Canadian's World Food Report. The dissolution of the holding company ended 12 years of association between Lustucru and Rivoire et Carret through the holding company which held 70% of both companies.

"Animosity over the split has led to a pending court case," said World Food Report. "Before their association, Lustucru was owned by the Carter-Millon family and Rivoire et Carret by the Cohen-Skalli family. Both still effectively run their respective companies and it is thought they will now revert to their original holdings."

"The two companies are of roughly equal size, with annual sales in the range of \$60 million to \$62 million. They have broadly similar product ranges."

"Lustucru is the slightly smaller company of the two. It specializes in the production of egg-based pasta, holding over 50% of the market with its 23 varieties, ahead of Panzani (BSN-Gervais Danone). Along with Taureau Aile (Unriz) and Uncle Ben's (Mars), Lustucru also holds a large share of the pre-cooked rice market, with 28% of the prefluffed segment. It also produces eggs, pasta and rice-based prepared dishes, prepared sauces, sauce mixes and lemon juice."

"At the same time, Lustucru operates what is claimed to be Europe's first high-speed retort pouch line, producing vegetable and fruit items. Its capacity is said to be 30 million sachets a year, although it currently operates at far below that level."

"Recent product innovations include the introduction of France's first line of pasteurized pasta."

"Rivoire et Carret also produces some egg-based pasta, holding around 3.4% of the market in 1980, but mainly manufactures ordinary pasta. It is second in this market with 15%, behind Panzani with 38%. Rivoire et Carret also produces a range of prepared foods, sauces and couscous."

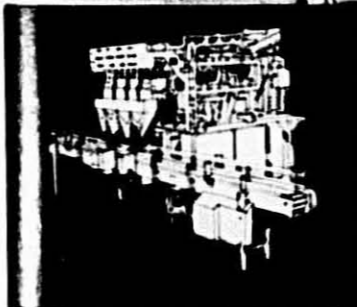
"Unlike Lustucru, which has only a distribution subsidiary in Germany, Rivoire et Carret has manufacturing interests outside France. Rivoire et Carret Espana produces pasta and distributes rice and prepared dishes, while Ets Famo, based in Casablanca, Morocco, produces pasta, couscous and biscuits under the Famo and Arba names."

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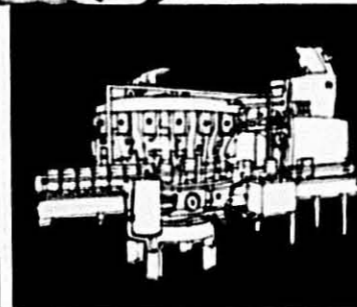
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### WRIGHT MACHINERY DIVISION

### Pillsbury Gains

The Pillsbury Co. in the fiscal year ended May 31 posted record sales and earnings for the 10th consecutive year, it was announced June 25 by William H. Spoor, chairman. He pointed out that the company's Consumer Foods business led the record results in fiscal 1981 with substantial gains over the previous year.

"Our balance in three primary segments of the food industry has again enabled Pillsbury to achieve record results despite a disappointing performance in the Agri-Products Group," Mr. Spoor said.

Mr. Spoor said earnings of the Agri-Products Group were sharply lower than the exceptional results of a year ago due to an unfavorable industry environment for the grain merchandising division. Feed ingredient merchandising, he said, yielded significantly increased operating profits over a year ago.

Pillsbury's fiscal year results were boosted by a 20% gain in net income in the fourth quarter.

Net earnings for the year totaled \$119.6 million, equal to \$5.95 per share on the common stock, up 14% from 104.7 million, or \$5.22 per share, in fiscal 1980. Net sales aggregated \$3,301,700,000, up 9% from \$3,032,000,000. In fiscal 1979, Pillsbury had net income of \$83.5 million, or \$4.62 per share, on sales of \$2,166,000,000.

The fiscal 1981 net includes a \$12.2 million net gain, or \$4.7 million after taxes, from the sale of technology for overseas development and the net proceeds from settlement of antitrust claims against folding carton manufacturers, less a provision for loss on closing certain vegetable processing facilities.

The fiscal 1980 net includes a \$6.6 million gain, or \$3.4 million after taxes, from sale of the company's ownership in an affiliate and an insurance recovery related to an involuntary conversion.

Earnings before taxes on income in fiscal 1981 totaled \$201.9 million, up 5% from \$191.8 million in fiscal 1980. Taxes on income in the year ended May 31 was \$82.3 million, off 6% from \$87.1 million a year ago. Pillsbury said the reduction relates to the settlement of an Internal Revenue Service audit.

Net income of Pillsbury in the fourth quarter of fiscal 1981 totaled \$30.4 million, equal to \$1.51 per share, up 20% from \$25.4 million, or \$1.26 per share, a year ago. Sales aggregated \$861.9 million, up 6% from \$810.6 million in the final quarter of fiscal 1980.

#### Consumer Foods

In reviewing fiscal 1981 operations, Mr. Spoor said the Consumer Foods business "achieved excellent results, particularly in the dry grocery products division. In frozen foods, Totino's pizza gained significantly in volume and profit and strengthened its number one market share position."

"Our canned vegetable business posted dramatic improvement over the previous year, and refrigerated products also recorded increased operating profits."

The International Group's consumer foods businesses also posted record operating results, with particularly strong performances by Latin American and European subsidiaries, Mr. Spoor said.

#### Restaurant Sales

The Pillsbury chairman said restaurant operations registered gains over the prior year but at diminished pace. Burger King opened 272 new units during the year, bringing the total to 3,022 units. Steak and Ale, he said, continued its leadership in the dinner house segment, and added 14 Bennigan's restaurant units, increasing the nationwide total to 46. Poppin Fresh Pie Shops had an excellent increase in profit for the year, Mr. Spoor said.

Noting the June 2 sale of 1.5 million shares of Pillsbury common stock, Mr. Spoor said, "Net proceeds of approximately \$60 million from the stock sale will improve Pillsbury's equity base and provide additional funding for our growth strategy."

#### Pillsbury International

John L. Morrison has been named vice president and general manager of Pillsbury's International group.

Morrison formerly was general manager, Pillsbury Mexico and general manager, Pastas Cora, S.A., Mexico City. He joined Pillsbury in 1975 as assistant treasurer. Before

that he was vice president at Kide r, Peabody & Co., Inc. in New York.

Morrison has a bachelor's degree from Yale University and a Master of Business Administration from Harvard University Graduate School of Business Administration.

#### Hershey Has Strong Second Quarter

Hershey Foods Corporation announced record consolidated sales and earnings for the second quarter ended July 5, 1981. Net sales were \$296,439,000 compared with \$283,958,000 for the second quarter of 1980. Net income for the quarter was \$14,376,000, or \$1.02 per common share, compared with \$11,743,000, or \$.83 per common share, for the same quarter last year.

Net sales in the first six months of 1981 were a record \$679,650,000 compared with \$615,717,000 in the first half of 1980. Record net income in the first six months was \$35,509,000, or \$2.51 per common share, versus \$24,996,000, or \$1.77 per common share, for the same period last year.

"We are genuinely pleased with our results for the second quarter, especially in view of the very strong second quarter posted by the Company in 1980," said William E. C. Dearden, vice chairman and chief executive officer.

Dearden continued, "We also were well satisfied with Hershey Chocolate Company's results in the face of significantly increased competitive pressures on sales. New brands, especially Big Block and Reese's Pieces, showed sustained vigor. Operating margins also improved significantly over the second quarter of 1980."

"Friendly Ice Cream Corporation had particularly strong second quarter sales resulting from a combination of menu price increases and volume increases due to new restaurant openings, new menu item introductions and promotions, as well as the continued impact of the restaurant modification program. Friendly also experienced increased operating margins," Dearden said.

NMMA Washington Meeting  
Hotel Mayflower  
September 17, 1981

THE MACARONI JOURNAL

### Managing for Growth

The annual report of Foremost-McCesson, Inc. carries the caption: "Managing for Growth: Foremost-McCesson's Strategy for the '80's."

Their 1981-85 goals are to increase earnings at a rate of 15 percent a year, achieve an 18 percent return on beginning equity, maintain a debt-to-capital ratio in a range of 30-40 percent, and increase dividends generally in line with earnings growth. To finance this growth, they expect to generate \$600-700 million for investment.

The success of their 1976-80 program demonstrated that a large multi-industry can with appropriate strategies renew itself dramatically. The emphasis of the new five-year plan will shift from consolidation and internal efficiencies to outward looking growth thrust based on the expansion of the products and services of their current businesses and through carefully selected acquisitions.

#### Strategy

Their strategy is based on a set of priorities that places emphasis first on the expansion of four principal businesses — drugs, food, wine and spirits, and chemicals. Cutting across these groups they see the company as being engaged in two distinct categories of business activities: proprietary products and services and value-added distribution.

Their proprietary products and services consist of well-recognized brand names and established market franchises. They include Mueller pasta, Foremost dairy products, sparkless and other bottled water brands, Arco All protectant for automotive and home applications, Liqueur Galliano Mount Gay rums, a number of wine labels and the prescription class services of Pharmaceutical Care System.

The report states: "Given our capital resources, our diversity, and the position of market leadership we enjoy in all of our major business segments, we have a wide choice of options as we pursue our goals."

"One way to think about our priorities is that they represent a strategic direction of growing outward in expanding concentric circles from our current strong business core."

"We are creating a climate where creativity, intelligent risk-taking, and innovation can flourish. To foster such a climate we have created a fifth major operating group whose primary focus will be to identify and develop new businesses with a potential to make an important contribution to the corporation in the next five years."

#### RHM Profits Up

Pre-tax profits of Ranks Hovis McDougall Ltd. in the six months ended Feb. 28 increased 4% over the previous year on a 6% rise in volume.

RHM's pre-tax profits for the first half of the current fiscal year amounted to £21,655,000 (\$41.6 million), against £20,767,000 (\$39.9 million) in the same period of the previous year. Profit attributable to RHM ordinary shareholders, after taxes and other expenses, totaled £14,252,000 (\$27.4 million), compared with £12,153,000 (\$23.3 million) in the same period of the preceding year.

Turnover of the group, which is a leader in flour milling, bread baking and other food operations, for the six months ended Feb. 28 totaled £783 million (\$1,503 million), against £740 million (\$1,421 million) in the preceding year. The volume was a net figure after the deduction of £129 million of sales within the group "for further processing," which mainly comprises flour sales to the baking division.

Rationalization costs, for plant closings, in the first six months of the 1981 fiscal year amounted to £765,000 (\$1,468,000), compared with £406,000 (\$780,000) a year earlier. Interest costs in the first six months of the current year totaled £8,079,000 (\$15.5 million), compared with £9,445,000 (\$18.1 million) in the same period of last year. The interest cost was down 14%.

#### Chairman's Comments

Peter W. J. Reynolds, the chairman of RHM, commented on the first-half results as follows: "Factors contributing towards the profit improvement included better results from the Bakeries and from our Grocery interests partially offset by lower profits from the Cereals Division. Interest charges were significantly reduced mainly as a result of continued

improvement in our cash management and the disposal of certain assets. Other sectors of the group achieved profits in total slightly below those of last year."

Looking to the immediate future, Mr. Reynolds said, "Despite continuing severe competition, it is expected that group profit before taxation for the second half-year will exceed that for the comparable period of the previous year."

For the full 1980 fiscal year ended Aug. 30, 1980, RHM had pre-tax profits of £32,024,000, including £11,257,000 in the last six months.

#### ADM Net Up

Net income of Archer Daniels Midland Co. in the fiscal year ended June 30, according to preliminary unaudited figures, totaled \$175,981,000, equal to \$2.68 per share on the common stock.

The earnings figure is a new record and represents a 52% gain from the previous year's net income.

The per share earnings figure is based on average of 65,699,000 shares outstanding. In the 1980 fiscal year, ADM had net income of \$115,958,000, equal to \$2.03 per share, based on 57,053,000 shares outstanding. The latter number is adjusted for a 5% stock dividend in November 1980 and the 50% stock dividend in the form of a three-for-two stock split in March 1981.

In the fiscal year ended June 30, 1979, ADM had net earnings of \$56,415,000, or \$1.63 per share.

A change in accounting for certain inventories to the last in, first out (LIFO) method reduced net income for the 1981 fiscal year by \$10,600,000, or 16¢ per share.

#### Egg Products

July price range from U.S. Department of Agriculture.

Central States Nest Run \$11.70 to \$13.50.

Southeast Nest run \$11.70 to \$13.50

Frozen Whole 42¢ to 46¢

Frozen Whites 22¢ to 26.5¢

Dried Whole \$1.72 to \$1.92

Dried Yolks \$1.93 to \$2.05.

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And it's time somebody set the record straight by affirming the weight-conscious and waist-conscious public of the real nutritional value of pasta products. Enriched pasta products can provide a significant portion of an individual's Recommended Daily Allowance of niacin, riboflavin, thiamine, iron, and vitamin B.

Pasta products are also excellent sources of complex carbohydrates. The new HEW and USDA dietary guidelines suggest that increasing the intake of complex carbohydrates is a positive health measure.

Plus pasta products can help a person lose weight and waistline inches by providing the bulk necessary to quiet hunger pangs.

The caloric fact is that pasta products compare favorably in calories with yogurt. The chart below shows the actual comparison.

**How pasta dishes compare with yogurt**

	PASTA (Serving — one cup)	YOGURT
MACARONI	hot 155 calories cold 117 calories	100 — 100 cal
MACARONI & CHEESE	hot 288 calories	100 — 100 cal
NOODLES (EGG)	hot 200 calories	100 — 100 cal
SPAGHETTI	hot 155 calories	100 — 100 cal
SPAGHETTI TOMATO SAUCE & CHEESE	hot 190 calories	100 — 100 cal
SPAGHETTI TOMATO SAUCE & MEATBALLS	hot 258 calories	100 — 100 cal

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### Bill Would Eliminate "Zero-Risk" Food Rule

A bill under consideration by the Senate would eliminate the zero-risk, or absolute-safety, requirement for food substances that pose insignificant risk to humans.

The bill's chief sponsor, Sen. Orrin Hatch (R-Utah), has said food safety decisions "cannot be directed at achieving absolute safety or eliminating all risk but rather at identifying and eliminating those risks that are significant rather than trivial."

#### Delaney Clause Questioned

The legislation would not do away with the controversial 1958 Delaney Clause, which bans all use of food additives found to cause cancer in humans or animals when ingested—regardless of the level of risk.

However, the scope of the clause would be reduced. It would apply only to food additives that carry a high cancer-causing risk.

Besides eliminating the zero-risk requirement, Hatch said, the Food Safety Amendments of 1981 would:

- Revise existing statutes to establish a realistic food safety standard.

- Use the best available scientific judgment to resolve questions about the safety of food substances.

- Give the Food and Drug Administration flexibility in deciding how to regulate food substances based on the risks and uses associated with the substances under examination.

Major reforms included in the legislation were suggested by such groups as the National Academy of Sciences, the American Farm Bureau, the American Meat Institute and the National Food Processors Association.

#### Major Laws Affected

Laws that would be affected by the bill include the Food, Drug and Cosmetics Act of 1938, the Federal Meat Inspection Act, the Poultry Products Inspection Act and the Egg Products Inspection Act.

Regulatory procedures for food additives, such as preservatives, and color additives would be improved and simplified so that beneficial new food additives could reach the market quicker.

Provisions applicable to the approval of animal drugs would also

be revised and simplified.

Sen. Jesse Helms (R.N.C.), a co-sponsor of the bill, has applauded the proposed abolishment of the zero-risk standard.

"History has shown that there is no such thing as a food supply with zero risk," Helms said. "Whether the food is as natural as a potato or as man-made as saccharin, risks are involved in consumption." Helms pointed to potatoes as containing the potential toxin solanine and to saccharin, which is defined as a carcinogen under the Delaney Clause.

#### Approval Could Be Revoked

Another provision of the bill would authorize the FDA to revoke existing approved food and color additives for safety reasons even if they have been used by consumers for many years and no reasonably practical substitute is available.

However, before revocation could occur, the agency would have to consider such factors as a food substance's nutritional value; consumer cost if a substance was taken off the market; the item's availability and acceptability to consumers; and its use in dietary management or for health-related purposes.

All food safety decisions would be based on an assessment of the human risk involved in ingesting a substance.

All proposed food safety regulations and tolerance levels would be subject to scrutiny by an impartial food safety committee. The committee would include members from, for example, the National Academy of Sciences.

While the FDA would not have to abide by the committee's conclusions, it could not implement any regulations regarding the substance in question until the committee has discussed the issue.

Also under the legislation, basic foods such as grains and oats that are used extensively throughout the country in food would be excluded from the definition of food additive and defined as raw agricultural commodities and spices. Basic foods processed by methods that do not significantly alter their general properties would also be excluded from the definition.

Items that contact food, such as packaging materials, would no longer

be defined as food additives. Instead, they would be regulated under a system patterned after the toxic substances control law.

The National Food Processors Association says the aim of the provision would be "to reduce substantially the regulatory requirements relating to substances that migrate from food-contact surfaces such as cans or boxes in extremely small amounts, if at all."

In addition, instead of being banned immediately, a substance found to be violating the food additive or other food safety provisions of the law could be phased out of the marketplace gradually. Such phaseout, however, would be legal only if the FDA determined that continued use of the substance did not pose a hazard to the public and that it served a valuable purpose.

Food containing unavoidable environmental and natural contaminants—such as traces of pesticides, the potato's solanine or contaminating substances required in the production of a food which cannot be eliminated even through the most excellent manufacturing processes—could be prohibited. However, this could be done only if the contaminant existed in much greater amounts than what was deemed safe for public health.

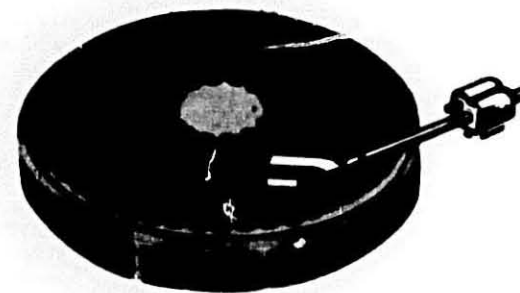
#### Measure Recognizes Variations

In introducing the bill, Hatch said it "recognizes that different standards should apply to different categories of food, such as substances inherent in basic foods, environmental contaminants in food and discretionary additives." The senator said his bill seeks to "assure that the FDA and (the Agricultural Department) will not arbitrarily require the banning of important sources of nutrition."

Hatch emphasized the bill should be regarded as the beginning and not the end of amending food safety laws. He said the legislation is designed to "present broad principles" that may result in "rationality and flexibility" being applied to food safety decisions.

"Only then," Hatch explained, "can the American people rely on a regulatory process which makes sense and which will assure the safety of our food supply."

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### Scanning Can Reduce Coupon Fraud

Coupon scanning will go a long ways toward clearing up some of the problems connected with coupon redemption, but practical considerations prohibits its being put into practice in the near future, Jarvis stated at the third annual Food Industry Executives Council Consumer Affairs Forum.

Robert Dills, director of trade relations for General Foods Corp., said that until recently, patent dispute had prevented implementing coupon scanning. While that issue has been resolved, scanning equipment in stores is not capable of scanning.

We would welcome the scanning of coupons," he said, noting that UPC symbols already are on many coupons.

Cliff Jennewein, vice president, sales for Best Foods, Englewood Cliffs, N.J., said it would be "well beyond" 1990 before there are enough scanners in operation to justify coupon scanning, and even then many small operations would be without it.

Stephen D'Agostino, chairman and chief executive officer of D'Agostino Supermarkets, New Rochelle, N.Y., said retailers would be encouraged to install scanning if they no longer needed to have item pricing as well.

#### Consumers Dubious

However, Karen Burstein, chairman and executive director-designate of the New York State Consumer Protection Board, said consumers do not believe price savings to be made by eliminating item or unit pricing would be passed onto them.

"They don't believe introduction of scanning will do more than give supermarkets the opportunity to manipulate them further, as far as they're concerned," she said.

Sloane asserted that item pricing costs each customer \$4 a year. This figure was denounced however as "nonsense" by Bernard Paroly, president of Pathmark Supermarkets.

#### Other Issues

Also discussed at the forum was Government regulation, referring to the Delaney amendment, Sherwin Gardner, vice president, science and technology for the Grocery Manufacturers of America, said an "accept-

able risk" policy should be adopted. Burstein added, however, that the term "acceptable risk" yields "innumerable interpretations," and said consumers should be well-informed of possible risks.

Gardner noted that GMA had a "long list" of regulations that it would like to see either revised or eliminated. "The message got through to regulators some time ago" that the public would like to see a backing away from too many regulations and a move in that direction is already underway, he said.

He also called for a change from the present system of testing carcinogenic substances by feeding massive doses to animals.

#### Multiple Prices

Martin Sloane, a syndicated columnist said he received a "tremendous flood" of letters from consumers complaining about multiple prices on items. At one time, he said, this was considered an embarrassment by retailers, and it still should be, he said.

Be sure there are enough items on special and give a good raincheck, Sloane advised. "Show that you care. That's really what we're looking for." Sloane objected to a recent Newspaper Advertising Bureau survey that indicated retailers can boost volume on items at regular prices by promoting them. If this policy is followed, he said, consumers will begin to question retailers' ads. "You don't want to dissipate the impact of your ad."

Sloane added that manufacturers leave themselves open to problems when they distribute cents-off packages, because they cannot control the retail price.

He said "smart" manufacturers put full addresses on their packages so that consumers can write to them, while "the ones who are really smart" put on toll-free telephone numbers.

### Deregulation & Distribution Costs: Good for Some, Not So Good for Others

Contrary to popular belief and political rhetoric, transportation deregulation has not automatically resulted in reduction of physical distribution costs or cost-savings to the general public. Indeed, if the history of airline deregulation is any indication of what lies ahead in surface freight

transportation, the outlook for any firms is anything but optimistic.

This is the view expressed in the March issue of Davis Database, a newsletter published by the management consulting firm of Herbert W. Davis and Company, Englewood Cliffs, N.J. The firm specializes in marketing, physical distribution and the computer sciences, and its newsletter makes these added points:

- Despite predictions, distribution costs continue to rise in most firms and are starting to make serious inroads on profits.
- While newly-available options like liberalized private carriage seem, on the surface, to offer cost-reduction opportunities, for some companies the savings are likely to be more than offset by negative impacts on procurement and customer service practices.
- A small but solid percentage—about 25 percent—of manufacturing firms have actually reduced distribution costs from 1979 to 1980, but not so much by "spectacular" changes in their distribution systems as by constant monitoring of distribution costs and performance and adjusting their distribution systems to meet the changing conditions that are practically endemic to transportation and distribution today.
- Although energy costs are a major component of distribution costs, to index selling costs to fuel, or energy costs as public utilities do could be disastrous for manufacturing firms in a more competitive environment.

The newsletter outlines a number of steps the individual firm can take in strategic distribution planning to overcome the types of problems outlined above. These relate to locations, warehouse and distribution center operations, order processing and information systems, production and inventory planning, and possible changes from delivered pricing to FOB shipping point terms with freight charges collect.

Single copies of the Davis Database for March are available from Herbert W. Davis and Company, 111 Charlotte Place, Englewood Cliffs, N.J. 07632, 201-871-1760.

### Canadian Food Stores Move to Metric

Canadian Minister of State Charles Lapointe has reconfirmed his government's commitment to the conversion of scales in retail food stores. In accordance with the government-ordered metric transition, all scales in retail food stores must begin conversion to the metric system by 1982-01-01, completing it within two years.

The Canadian government expects the conversion will boost their international trade, since nearly every nation has accepted the metric standard. The importance of trade to Canada cannot be underestimated, since exports comprise nearly one-third of Canada's GNP.

The conversion-by-deadline directive to the Canadian food industry is not expected to have drastic effects, since over 60 percent of the pre-packaged foods sold in Canada are already in metric sizes.

#### Some Want Delay

Some Canadian food retailers, however, with the support of Conservative Member of Parliament Bill Domm of Peterborough, Ontario, have demanded that the Canadian government postpone the mandatory metric conversion order. Their claim, based on studies done in Domm's district, is that the cost of the conversion in food stores could run as high as \$200 million, and that the consumer will ultimately have to pick up the tab.

But the retailers' biggest complaint is that the metrication program would not increase the country's food export and would hamper trade with their non-metric neighbor, and biggest trading partner, the U.S. Kathi Sackler, manager of consumer affairs for Loblaws Companies, Ltd., recommends that "the timing of retail scale conversion in Canada be set to coincide with the conversion of the industry in the United States."

Countering the delay, however, Lapointe emphasized that this is the last major metric conversion event to affect the general public, and that it is a timely, logical last step.

#### Not Waiting for U.S.

D.R.B. McArthur, chairman of Metric Commission Canada, also addressed the question of waiting for U.S. conversion. Many sectors of the

Canadian economy, he pointed out, have already completed conversion without constraints by the U.S. timetable. The Canadian balance of trade must emphasize exports to many other metric countries, he added.

In reference to the fresh produce, valued at approximately \$950 million, imported from the U.S. McArthur pointed out that over 90 percent comes in bulk and are retailed by the unit, the dozen or the pack, and don't get weighed. Those that do, can be sold by the 100 g or the kilogram without difficulty, so there is little reason to wait for U.S. conversion in this area.

McArthur also cited a 1980 Gallup poll which surveyed Canadians on retail food scale conversion. Fifty-nine percent of the population favored legislated conversion by a certain time, and 65 percent supported the completion of conversion, most of them by 1982.

### Uniform Communications System

Drafts of message and communications standards for the Grocery Industry Uniform Communications System have been released for industry review and comment, it was announced by Leonard Lieberman, Executive Vice President and Chief Administrative and Financial Officer, Supermarkets General Corporation, and Arthur Woelfle, President, Kraft, Inc., Co-Chairmen of the Joint Industry Committee directing the development of the system.

#### Computer to Computer

The Uniform Communications System will make possible computer-to-computer interchange of orders, invoices and a range of other routine business messages among distributors, manufacturers and brokers.

Woelfle and Lieberman also announced that test transmission using the system are planned for the fall and that companies participating in the tests have already started preparing for them.

The companies undertaking these first test transmissions are: Chesbrough-Pond's, Inc.; Dow Chemical Company; Giant Food Inc.; Kraft, Inc.; Nabisco, Inc.; The Proctor & Gamble Company; The Quaker Oats Company; Ralph Grocery Company; RMI, Inc.; Safeway Stores, Inc.; Sales

Force Companies, Inc., Super Valu Stores, Inc., and Wetterau, Incorporated.

"The drafts of both the message and communications standards are publicly available. We welcome comments on them from both grocery industry and non-grocery industry sources," Co-Chairman Lieberman said.

#### Impressive Accomplishment

"We are highly pleased both with the impressive accomplishments of the technical committees in developing the drafts and with the speed with which they have worked. The project, despite its complexity, is moving and is ahead of schedule," Woelfle commented.

The draft standards are titled "U.S. Grocery Industry Uniform Communication System Draft Message Standards Manual, Volume I" and "U.S. Grocery Draft Industry Communications Standards Manual, Volume II." They can be purchased for \$25.00 each from the Transportation Data Coordinating Committee (TDCC), 1101 17th Street, N.W., Washington, D.C. 20036.

Development of UCS is being financed by CFDA, FMI, GMA, NARGUS, NAWGA, and NFBA. Accordingly, members of these associations can obtain a complimentary copy of each manual from TDCC.

### DPSC Food Operation Changes Name

The food support operation of the Defense Personnel Support Center (DPSC) has been redesignated as the Office of the Commander, Subsistence Field Activities and Director, Subsistence.

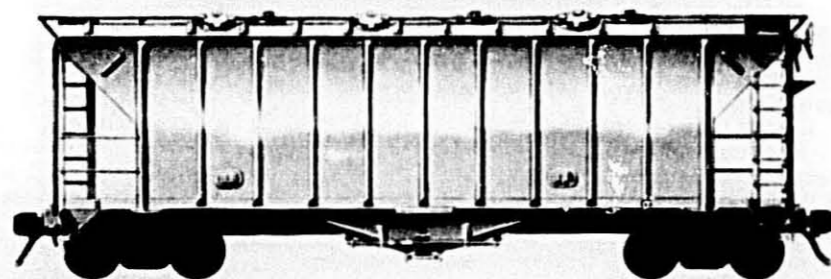
Replaced is the title, Office of the Deputy Commander for Subsistence and Commander, Subsistence Field Activities.

Army Brig. Gen. Leo A. Brooks, DPSC commander, said the redesignation streamlines the command structure.

Navy Capt. James E. Miller, continues as the senior subsistence operating official with the title, commander, Subsistence Field Activities and director, Subsistence.

The senior civilian position, held by Mrs. Kathleen Fitzgerald, has been changed from staff director to deputy.

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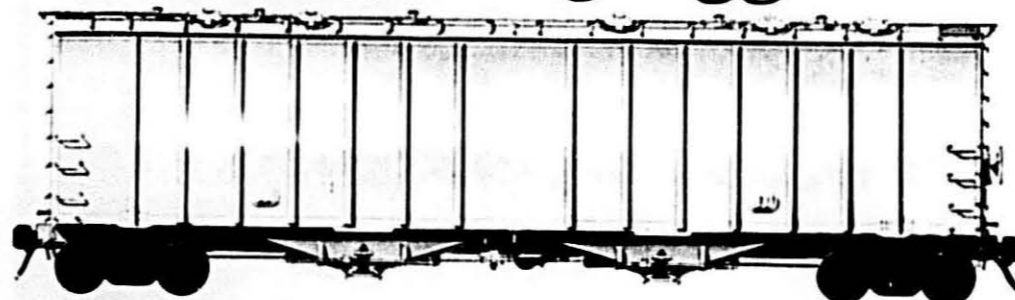
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## Foodservice Industry Sees Real Growth

Restaurant Association President William F. Regas of Regas Restaurant, a distinctive dining place and lounge in Knoxville, TN, says he is "highly optimistic about the future of the foodservice industry during the first half of the 1980s" following release of the Association's 1981 forecast of \$122.7 billion in industry sales.

This marks a 10.2% increase over 1980 and a real growth projection (adjusting for price increases) of 0.3%. The performance of eating places is expected to be even better, up 10.6%. It is the first return to real growth for the industry in two years.

Regas warns that the beginning of the 1981 recovery in foodservice "will be slow with sales moderated for a while by continued inflation," but long term demographic and social trends continue to favor foodservice. The industry currently captures approximately 40% of the total food dollar, up from 33% in 1970. Based on demographic trends, NRA believes that if long-range economic forecasts for a slowdown in the rate of inflation and renewed growth in personal income are on target, the proportion of the food dollar spent on food away from home will approach 50% by 1990.

### Demographic Trends

Those demographic trends which will be most beneficial for the foodservice industry include increasing numbers of working wives, more affluent two-income households, smaller families and a somewhat older population. Census projections indicate that these demographic groups, who tend to spend more for eating away from home, will continue to become more numerous.

Here are further data from NRA's 1981 Foodservice Industry Economic Forecast:

Accounting for nearly 60% of the industry's total sales, eating place sales will advance 10.6% for a real growth of 0.6%. Real growth declined by an estimated 1.5% for eating places during 1980 and was down 1.8% in 1979. Among eating places, limited-menu restaurants will post the strongest gains with predicted real growth of 2.3% in 1981.

For eating places, menu prices in 1981 are expected to advance 10%, close to the 10.1% gain in 1980 but more than a full percentage point off the pace of the 1979 increase.

The U.S. Department of Agriculture forecasts sharply higher grocery store prices in 1981, up 13%, so eating places will enjoy a more favorable competitive position with many consumers since menu prices are not expected to rise quite so rapidly. The NRA calculates menu price changes based on projected increases in costs for food, labor, energy and other restaurant operation costs.

Food and drink sales for the Commercial Group will be up 10.3% in 1981 to \$103.5 billion, from \$93.8 billion this year.

Institutional Feeding Group sales will advance 10% to \$18.5 billion but real growth for the segment will be down slightly, off 0.2%.

The largest predicted gains for 1981 industry-wide are for intramural foodservice and restaurant facilities at recreation and sports centers. Food contractors in the airline industry, for example, are expected to achieve the strongest gain of any food service sector as sales rise 15%. At recreation and sports centers, foodservice is expected to record strong real sales gains of 2.5% for contract feeders and 2.7% for non-contract locations.

Military Group sales will increase only 8.1% for a real loss of 1.9%. This is primarily due to increased inflationary pressures on armed forces personnel.

Lodging industry foodservice sales are expected to rise 11.1%, led by gains of hotel restaurants.

The NRA's 1981 foodservice industry forecast, prepared in consultation with the research firm Malcolm M. Knapp Inc., is the most comprehensive such project ever undertaken by the Association. Real sales growth figures are given for every industry segment.

### People Problems In Foodservice

Although the food service industry deals daily with people, "we are not people oriented," proclaimed Angelo Fortuna, staff vice president of ARA Services at the recent spring seminar of New York University's Center for

the Study of Foodservice Management.

He made the point after asking the approximately 100 people at the session if they felt they had received proper orientation for their positions.

This failure to properly orient new personnel is the biggest indictment of the foodservice industry today, he continued.

Discussing the topic, "How to Inspire Optimum Performance: Management by Expectancy," Fortuna told the foodservice managers that they must remember they are managing "groups of individuals and not groups."

As a staff vice president at ARA, Fortuna told the group that he had found a great dedication by the foodservice personnel in the firm's \$1.7 billion food operation. (ARA also is engaged in other activities and has total sales of approximately \$3 billion.)

In managing, the executive stressed, "look for a little bit of improvement, not a major change... because only fools strive for perfection." Also, he added, "if you don't have the power, or perception of power, you can't manage or lead."

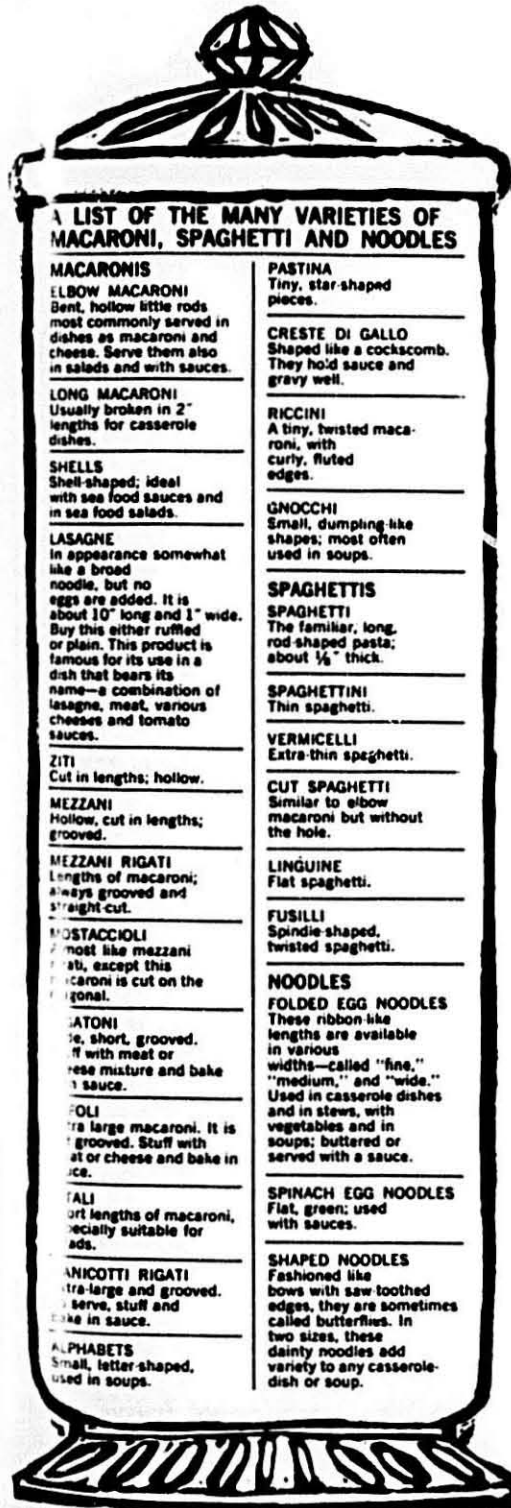
### Basic Concept

The one basic concept in the management is based on predictability, Fortuna believes and illustrated it by saying that scheduling of labor and buying of product was all based against predictions of what will be needed.

In fast food there is a structure and mechanism, but in institution and hospital foodservice this prediction is totally different, he pointed out because of the nature of the patients.

A manager in the foodservice industry is both a "rewarder-punisher" and the difficult part is how to use this most effectively. "You must be attendant to the feedback from your employees as related to your goals," he warned, "and set moderate risk goals for yourself."

He also cited an example in his own company of a person who was head of a division in foodservice who had been successful in other executive positions but was unable to cope because "basically he didn't like foodservice." So, he warned, "unless you like the business, get out now."



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### Buitoni Names Heffron Marketing Manager

Tom Heffron has joined Buitoni Foods Corporation as a marketing manager - dry products. It was announced recently by William P. Smolka, Buitoni Vice President of Marketing and Sales.

In his new position, Heffron will be responsible for product management of the Buitoni High Protein Pasta and Pasta Romana product lines.

Prior to joining Buitoni Foods, Heffron was a marketing manager with the Pillsbury Company with product management responsibilities for Pillsbury Plus two-layer cake and Frosting Supreme ready-to-spread frosting.

Previously, Heffron was an assistant product manager at Hanes Hosiery, Inc.

A graduate of the University of Virginia, Heffron earned his MBA from the Colgate Darden Graduate School of Business, University of Virginia.

Buitoni Foods Corporation manufacturers and markets a full line of quality Italian dry pasta products, sauces, pizzas and frozen entrees.

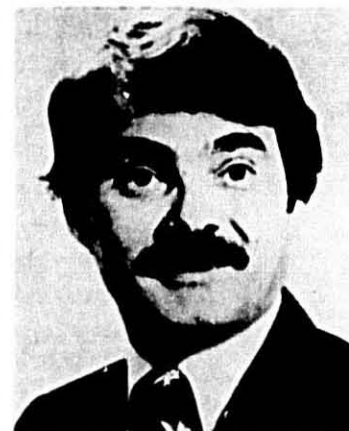


Eric Perlman

### Golden Grain Soup to Climb Mount Everest

On August 10, an American expedition of 14 men and one woman left San Francisco for a remote part of China and Tibet. They propose to climb the east face of Mount Everest, highest mountain in the world. The east face of the mountain, on the Tibetan side, has never before been climbed. In preparing for the ascent, veteran mountaineer Eric Perlman, a member of the Mount Everest Expedition, visited the Golden Grain Macaroni Company to arrange for a supply of prepared soup mix. Over 1,000 packages of Golden Grain soup will accompany the expedition.

San Francisco investment banker



Tom Heffron

Richard Blum, the expedition leader, said that the planned climb is more than an expedition. It is an official Chinese-American Friendship Mission endorsed by the city of San Francisco and the Chinese government. Advisor to the expedition is Sir Edmund Hillary, who made the first ascent of Mount Everest in 1953.

### Pasta Pilaf

Gabriele Macaroni Products, Inc., of City of Industry, California is introducing four flavors of Pasta Pilaf: Herb & Spice, Italian, Spanish, and Chicken.

The product is made of whole wheat soy Rosa Marina plus the seasoning. Cooking instructions call for two cups of water boiling in a saucepan. Two tablespoons of butter are added to the boiling water, contents of the package and seasoning envelope.

Stir, cover pots and simmer for 15 minutes over low heat. Stir again and serve. Can be served with chicken, turkey, beef, fish or lamb.

### Inn Maid Noodles Sold

Paul Reining of Millersburg, Ohio has sold his interest in Inn Maid Products to Lancaster Colony, producers of glass, plastic and food products. Inn Maid will be part of the Marzetti Salad Dressing Division. Plant personnel remain intact with Homer Arnold plant manager.

### Durum Estimate Up 76% from 1980

The 1981 outturn of durum is estimated at a record 191,193,000 bushels, up 76% from 108,395,000 bushels in 1980 and 79% more than the 1979 harvest of 108,654,000 bushels.

For spring wheat other than durum, the 1981 crop was initially estimated at record 526,217,000 bushels, up 42% from 370,020,000 bushels in 1980 and 23% above the 1979 crop of 426,172,000 bushels.

International Durum Forum  
Pastaville II, Minot, ND  
November 9-16, 1981

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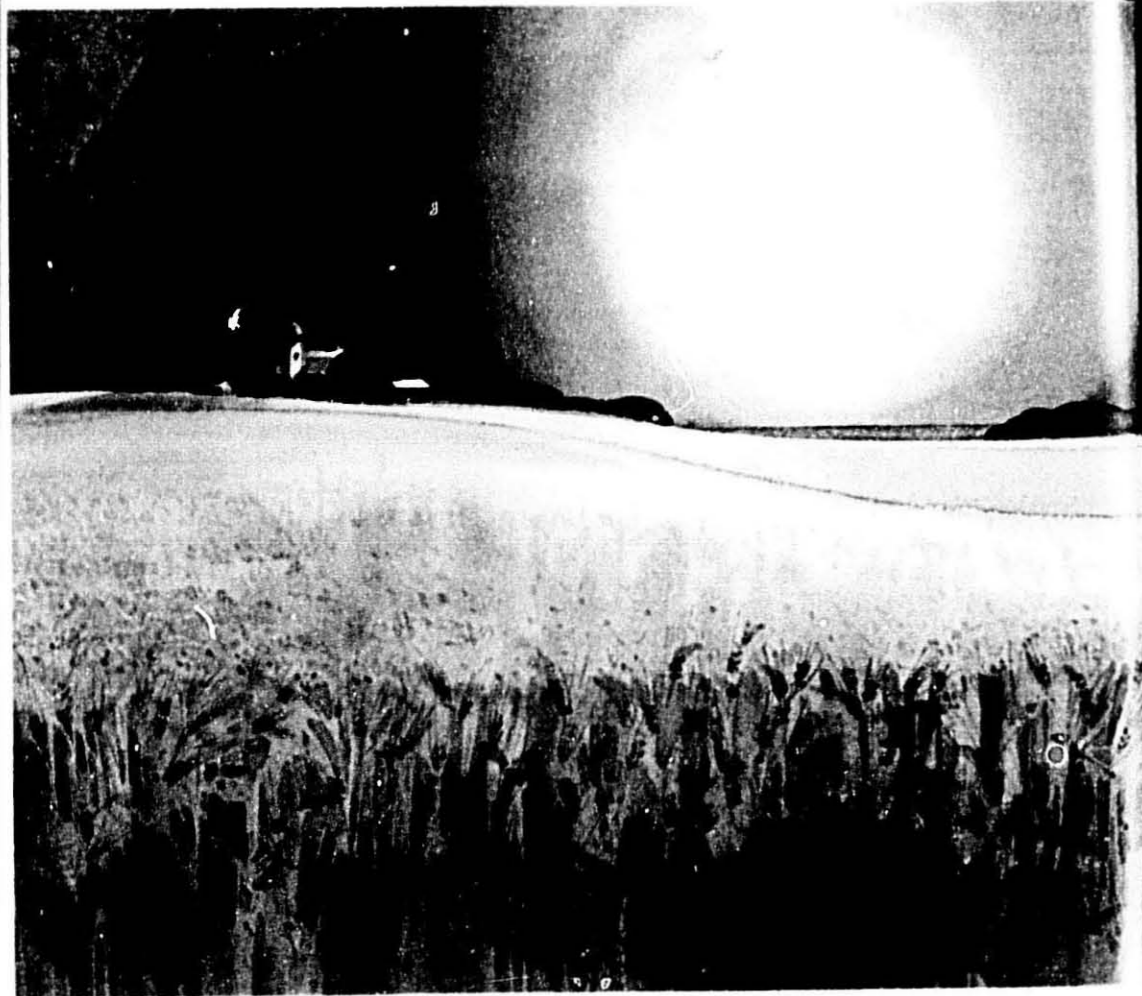
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