

**THE
MACARONI
JOURNAL**

**Volume 64
No. 7**

November, 1982

Macaroni Journal

(ISSN 0824-8894)

NOVEMBER, 1982



National Pasta Association Greet New York Medi:

Ninety members of the New York press corps lunched with the Board of Directors of the National Pasta Association at the posh Helmsley Palace Hotel in New York City September 15. Cocktails were served in the library accompanied by a trio of seafood appetizers served in pasta shells. The luncheon entree was Pasta Svelta, rigatoni with poached chicken having a calorie count of 375. This was served with a citrus salad and a melon dessert which were created by NPA spokesperson Carlo Middione, a San Francisco chef.

President Joe Viviano gave words of greeting to the food editors and after luncheon conducted a quiz game called Pastability.

He informed the luncheon guests that the pasta industry's promotional theme for the coming year is "PASTA'S ALL THAT... AND ONLY 210 CALORIES." The theme has been selected, Viviano stated, to combat the myth that pasta is a fattening food.

Cited as the food of the eighties, pasta has gone upscale as food authorities, in recent months, have referred to "the pasta avalanche," "... the pasta-rization of the nation," "... a rag to riches change of image." No longer thought of as only meatballs and spaghetti or macaroni and cheese, it now appears on the menus of ultrachic restaurants in appetizers in addition to entrees.

Expanded Efforts

As the Association launches its new campaign on October 1, publicity efforts will be expanded into the electronic media as well as traditional print promotion. Personalities such as Carlo Middione, prestigious pasta chef and author of "Pasta! Cooking It, Loving It," will be appearing on television and radio programs to extol the virtues of American pastas. He will inform audiences of durum-made pasta's merits... how pasta can be used in preparing low-calorie entrees and correct ways to cook and serve pasta. Brynn Thayer, popular soap opera star of "One Life to Live," will sing pasta's praises on TV talk shows. A pasta devotee, Ms. Thayer is quoted as stating, "... We basically eat pasta four times a week. I love it."

The National Pasta Association is composed of leading manufacturers of dried pasta in the United States, and directs its promotional efforts to inform consumer and trade groups of the nutrition, economy, versatility, convenience and flavor advantages of pasta as they relate to today's lifestyles. Emphasis is focused on the low-calorie message that pasta is not a fattening food, and that your family can enjoy pasta every day because it is low in calories. The trade association, originally National Macaroni Manufacturers Association, was founded in 1904.

State of the Industry



Joseph P. Viviano

At the annual New York press corps luncheon held this year at the Helmsley Palace Hotel, NPA President Joe Viviano made the following statement:

The big news in our industry is not so much that people are talking more than ever about (and eating more of) our product, but what they are saying.

The essence of responsible reporting is simply to cite the facts. That's what I'm going to do. The following are direct quotes from well-known food experts who know pasta but do not make their living in the industry.

James Beard calls it "a pasta avalanche." Craig Claiborne calls it 'the 'pasta-rization' of the nation.' Mimi Sheraton calls it "a rag to riches change of image." I could not have said it any better myself.

All of these phrases I just quoted, from respected food experts, appeared in just the past few months. And they document what I'm going to call the **Fortunate Phenomenon** of the consumer's nation-wide passion for pasta.

Major news magazines, as well as women's interest and shelter magazines, are writing about pasta. Related food companies are featuring their products with pasta in the ads to identify with a "winner." Famous celebrities are quoted as pasta devotees including the occupants of the White House. The ultra-chic restaurants, even those specializing in French cuisine, are now serving pasta entrees. Pasta appetizers are more and more common in fashionable menus.

Passion for Pasta

What do you suppose is the cause of this fortunate phenomenon, this passion for pasta? Some suggest that the economy is responsible and that consumers are looking for economical meals. And that they are.

But if it's the economy alone, how do you explain the fact that pasta products have made major and substantial gains in consumption in good times and bad, that this passion has in fact been a long-term on-going love affair? Tonnage of pasta products sold through grocery stores has been going up solidly virtually every year, for years and decades.

You may be aware of the fact that the grocery business has been very flat for a very long time. Specifically, dry grocery food products have increased in tonnage only about .5% over the past five years. That's less than 1% per year and is about equal to the increase in population.

Pasta products, on the other hand, have increased tonnage by 6% over the same period. That means pasta is increasing in sales at a rate of more than three times that of the average dry grocery product in the store. This popularity is strong and growing. In 1981 the growth rate was 2.2% over 1980 and through June, 1982 the rate has increased to 3%.

Incidentally, these numbers are not educated guesses, but reported by SAMI, a grocery industry research service that measures actual case movement out of food warehouses.

If pasta sales increase continually over so many years in all economic conditions, and at a rate so much better than the average food product, the next natural question is, "Why is that?"

I'm glad you asked, because I want to give you the answers.

In the first place, I'm talking about dry pasta products, not boxed dinners, no Oriental noodles, American-made pasta, pasta from durum and other hard wheats.

Here are a few of the reasons.

Pasta: all that **nutrition** — and only 210 calories per serving.

Pasta: all that **versatility** — and only 210 calories per serving.

Pasta: all that **economy** — and only 210 calories per serving.

Pasta: all that **convenience** — and only 210 calories per serving.

Pasta: all that **flavor** — and only 210 calories per serving.

Flavor, convenience, economy, versatility, nutrition — a quintuple treat. These are five good reasons why the consumer recognizes, appreciates and wants pasta products. Why she or he is serving more every year.

And our industry will be promoting — heavier than we ever have in the past — on exactly those themes I just outlined. We think pasta indeed may be the nation's favorite food.

Bountiful Crop

Next a word about the state of our industry.

It's in very good health and we usually measure the health of the industry in terms of crop conditions. As you know, durum semolina is the raw material of choice to make the highest quality pasta products. This is a very limited crop, grown principally in a 19-county area in North Dakota that commands a premium price over other types of wheat.

Last year we had the biggest crop in the history of this country, 180 million bushels, and this year it will be as big, 140 million bushels, still one of the very biggest crops. The quality of this crop is excellent.

What does that mean? The size of the crop, especially two bumper years back, should provide stability in price. Pasta always has been an excellent value in terms of protein, nutrition, and meal values on a cost-per-serving basis compared to other menu possibilities. With the supply ample, we will continue to offer that advantage.

As to quality, farm products are subject to a quality range like any

other products. Sprout damage, rust, insufficient moisture and other conditions determine how good the wheat is for processing. So far there have been no major afflictions affecting this year's crop. Since wheat, water, enrichment and manufacturing expertise are the only ingredients in pasta, the quality of the raw material is **absolutely critical** in the production of the product. We should have no problem supplying quality pasta at traditional values.

Strategic Plan

In other major developments, just in the past two years our industry has created a Strategic Plan for the industry itself. The plan amounts to a road map that identifies the specific direction we want to take, the objectives we want to attain in the major areas of our industry activities. Today, every progressive business worth its salt either has developed or is developing long range or strategic plans — as well as next year's budget. This process works equally well for an industry. So we now have a plan in place that is helping to focus industry attention and activities towards identified goals.

One of these goals is another important development. We are changing the location of the Association's office from the Chicago area to Washington, D.C. The reasons are the same that have led so many other associations to be headquartered in the nation's capitol. Increasingly, association activity interfaces with government in terms of policy, legislation and regulation — and so it only makes sense to be closer to the seat of government.

Imports

Finally, in discussing general industry conditions, I'd like to mention several points about foreign pasta products, which are being imported into this country in increasing volume.

First, there may be some **mystique** about food products made across the oceans and then placed on sale in an American supermarket. The products come from a long distance, a picturesque locale, and carry strange-sounding names, all of which can develop some sort of a special interest. Mystique can be created as much through lack of knowledge, as possession of knowledge, if not more so.

Let's start with the fact that there is no real mystique or secret to the manufacture of pasta products. If you

put the best raw material through modern equipment and operate in a clean plant, you're going to end up with excellent pasta. The quality of American-made pasta products from No. 1 Hard Amber Durum Semolina is superior to those of similar raw materials imported from anywhere, very definitely including Italy. Our raw materials are equal to or superior to Italy's. As a matter of fact, they buy a substantial portion of their supply from American wheat fields.

Italy and other foreign producers are not governed by the stringent sanitary and regulatory conditions that the U.S. government imposes on American manufacturers for the protection of the American public. And so, even if the raw materials were equal, I can assure you that the American-made products are going to be cleaner.

The last point I'd like to make about imports is that the Italian government is subsidizing — to the tune of 6-8¢ per pound — these pasta products imported into the U.S. Obviously, we think this is an unfair situation. We are receiving no subsidy on U.S.-made products, and we want none. We do want fair competition.

Pasta Cooking and Serving Tips from a Pasta Specialist

To guarantee that your pasta is served at its peak in flavor and texture, here is some helpful advice from Carlo Middione, author of "Pasta! Cooking It, Loving It," and a master chef who has spent a lifetime extolling pasta.

A first generation Sicilian-American, Carlo in his youth learned a great deal from his father, an accomplished French Pastry Chef knowledgeable in French *haute cuisine* and provincial dishes.

Later he studied cooking techniques at such famed institutions as Le Cordon Bleu and La Verenne in Paris, and the Cordon Bleu School of Cookery in London. He has conducted cooking tours in England, France, and Italy, and served as the Italian Specialist at Tante Marie's Cooking School in San Francisco. Presently Carlo is the Pasta Specialist at the famed California Culinary Academy, where he was awarded their Honorary Diploma.

(Continued on page 8)

Braibanti

is always



- ★ in assuring confidence to pasta factories all over the world
- ★ with the most advanced technology
- ★ because of experience acquired throughout the world

When there is
 "HIGH" Temperature
 to be considered,
 the preference
 of the customers
 is

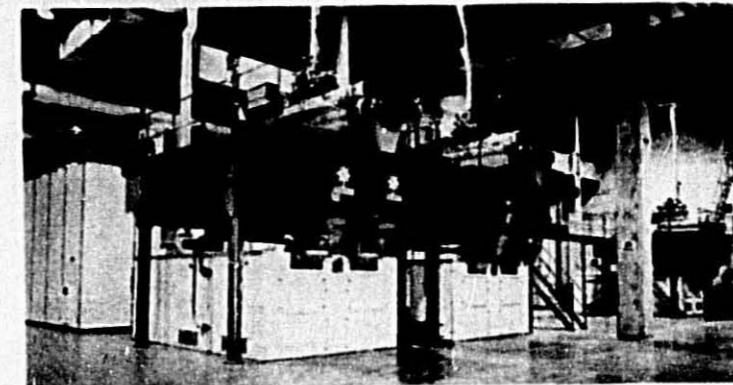
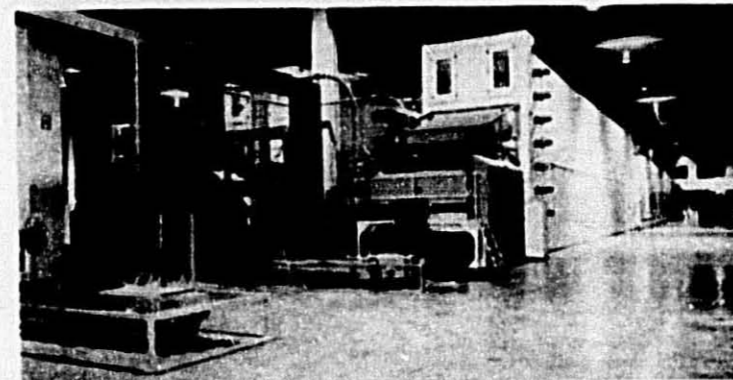
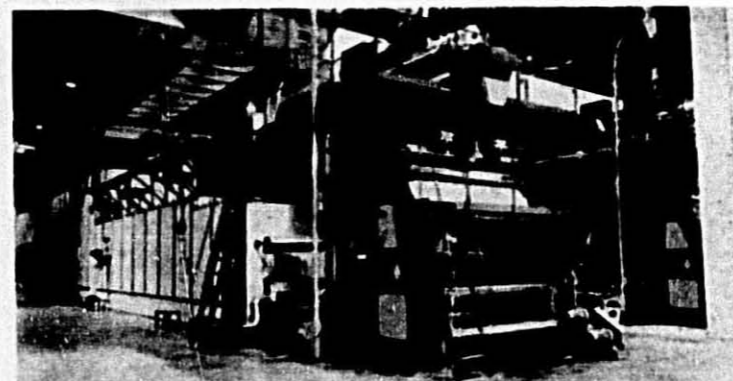


BRAIBANTI "HT" lines

- 48 in ITALY
- 11 in FRANCE
- 10 in U.S.A.
- 8 in JAPAN
- 5 in PORTUGAL
- 5 in SPAIN
- 4 in GERMANY
- 4 in U.S.S.R.
- 3 in VENEZUELA
- 2 in POLAND
- 2 in SWITZERLAND
- 1 in AUSTRIA
- 1 in BOLIVIA
- 1 in CZECHOSLOVAKIA
- 1 in FINLAND
- 1 in GREAT BRITAIN
- 1 in GREECE
- 1 in INDIA
- 1 in IRAN
- 1 in HOLLAND
- 1 in RUMANIA
- 1 in TURKEY

113 of which 53 are for long pasta,
 60 are for short pasta . . .

. . . besides innumerable lines operating at INTERMEDIATE TEMPERATURE



View of the
 new factory of
 PRINCE LOWELL-U.S.A.
 with
 "HIGH TEMPERATURE"
 lines

Braibanti

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

Braibanti corporation

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

Cooking Tips

(Continued from page 5)

thus joining a small select list headed by James Beard and Julia Child.

"Americans make a number of very common mistakes with pasta that are easy to correct" says Carlo. Here are some of his tips:

- 1) In cooking, use about 4 to 5 quarts of water per pound of pasta. This helps the pasta cook evenly and prevents it from sticking together.
- 2) It is unnecessary and undesirable to add oil to the pasta-cooking water. After the pasta is cooked, leftover pasta may be very lightly dressed with oil to prevent sticking.
- 3) To get very long pasta—such as spaghetti—into the pot, grasp a bundle of spaghetti at one end and submerge the other end in the boiling water; as the submerged end of the pasta softens, gradually release your hold. The rest of the pasta will slide into the water without breaking.
- 4) The size of the pasta determines the cooking time. You can use package directions as a guide, but you should still watch the pasta very closely and test frequently. Pasta is done when it is "al dente" (to the tooth), is tender but firm, still biteable but not mushy, and with no taste of flour.
- 5) Boiled pasta to be baked should be under-cooked in boiling, as it will be cooked more, later, in the baking sauce.
- 6) Do not drain and rinse the cooked pasta. Many pasta sauces benefit from blending with a little of the cooking water left in the pasta. Otherwise, the pasta may get too dry and you will end up having to use more sauce than is really necessary, which will increase the calories.
- 7) Pasta to be served with a sauce should be eaten immediately. The sauce should be ready and waiting. The bowls or plates should be hot.
- 8) Tubular and concave pasta shapes are designed to trap sauces. Use them when you want to eat a lot of sauce with each bite. Conversely, a rich sauce should be served with a flat pasta or a shape which will not accumulate too much sauce.

- 9) Americans often use pasta as a mere excuse for eating quarts of sauce. This only supports the myth that pasta is fattening, as most sauces surely are when taken in excess.
- 10) Pasta is made from durum wheat or other quality hard wheat. While Italians are big bread eaters, they never "double up" on wheat products at the same meal. This caution helps keep calories down and the menu light.



Carlo Middione

"Middione talks frequently about developing a sensitivity for taste, and his foods and menus openly and honestly challenge and tantalize that sense." *San Francisco Magazine, June, 1980*

Carlo Middione is a first generation Sicilian-American and a born cook. As far back as can be traced, his family were restaurateurs and culinary artists in Sicily.

His parents brought this tradition to America more than sixty years ago. Their bakery in Buffalo, a fine restaurant in Los Angeles, and a catering business provided opportunity to perpetuate the highest epicurean standards.

Middione worked with and for his family in these food businesses from childhood and was thus fortunate to receive his practical cooking training very early as an apprentice to highly accomplished cooks. His parents were dedicated to preserving the taste, texture, and freshness of food ingredients in the honest cooking of the authentic Italian tradition. They faithfully maintained the old world methods of

preparing and interpreting the raw ingredients of the table fare. In addition, Carlo's father, who was an accomplished French Pastry Chef, is fully knowledgeable in French haute cuisine and provincial dishes.

Sound theory is an integral part of indigenous Italian cooking, and Middione has continuously supplemented his practical training with extensive studies of general cooking techniques. These include participation in the programs of Le Cordon Bleu and La Vierge in Paris; the Cordon Bleu School of Cookery, London, Ltd.; and many other programs in America and abroad. He has conducted highly successful cooking tours to England, France and Italy.

Carlo Middione serves as the Italian specialist on the faculty of the certificate program of Tante Marie's Cooking School in San Francisco, and he demonstrates and teaches frequently at other cooking locations in Northern California. He is known for his unique menus that tantalize the sense of taste with wonderfully simple, sophisticated foods from all regions of Italy. He appears regularly on Channel 7's AM television show.

In all of his work Middione insists on perfect or nearly perfect foods and he points out at every opportunity that authentic Italian cooking has never abandoned the criteria of unmasked, flawless simplicity which Catherine de Medici transplanted to 16th century France and to which "La Cuisine de Cuisine" has returned full circle today.

In August, 1980, Carlo Middione was appointed Italian specialist on the faculty of San Francisco's prestigious school for professional chefs, the California Culinary Academy. In December, 1981, the Academy conferred on him its Honorary Diploma, thus adding his name to a small select list headed by James Beard and Julia Child. Additionally, he is among the first group of cooking instructors to receive certification by the International Association of Cooking Schools.

In addition to his work as a cooking instructor, Carlo is President and founder of Vivande, Inc. which opened an Italian Porta Via or take-out store in San Francisco on December 10, 1981 that has met with resounding success. His first cookbook, *Pasta! Cooking It, Loving It*, was published in March, 1982 by Irena Chalmers, New York City.

ASEECO

BUCKET ELEVATOR

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

Write for Bulletin CAL-50

DELIN ROLLERS



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

FDA APPROVED OPEN TUBULAR FRAME POLY-STAINLESS OR ALUMINUM



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



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

VIBRATING CONVEYORS



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

bulletin cvc-30

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

bulletin cm/T10

CONVEYING SYSTEMS

FOR "NON-FREE FLOWING" ITEMS SUCH AS:

- potato chips • cereals • cookies • snacks • pet foods • frozen foods • noodles

JW TRAN II

HOW IT WORKS

Material is delivered to a large hopper or bulk bins which is the product container. Upon the demand of the control system in the Modu-Tran II, the product is automatically delivered at a constant rate to the delivery tray. The tray is continuously rotated and moves with product, for the next cycle.

- REDUCTION IN PRODUCT DAMAGE
- IMPROVEMENT IN WEIGHT TOLERANCE
- INCREASE IN PACKAGING SPEED
- REDUCTION OF PACKAGING LABORS

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

ASEECO 8887 W. Olympic Boulevard, Beverly Hills, Calif. 90211
 (213) 688-8780 TWX 910-490-2101

Luncheon Recipes

Orange-Lemon Intermezzo (Makes 6 servings)

- 4 medium navel oranges
- 2 medium lemons
- ½ medium red onion
- 2 tablespoons olive oil
- Freshly ground pepper
- Basil leaves

Peel oranges and lemons removing all white membranes. Slice oranges about ¼-inch thick. Slice lemons and onion about ¼-inch thick. Arrange fruits and onion slices in an alternating pattern in a shallow salad bowl. (Separate the onion into rings, if desired.) Drizzle on olive oil and sprinkle with pepper. Let stand at room temperature for about 2 hours. Garnish with basil leaves and serve.

Calories per serving: 95.

Pasta Svelta

(Makes 6 servings)

- 1 broiler-fryer chicken, quartered (about 2½ pounds)
- 1 cup chicken broth
- 1 large red pepper or green pepper
- 2 tablespoons virgin olive oil
- 4 large cloves garlic, peeled and finely chopped
- 1 cup part skim milk ricotta cheese
- 12 ounces rigatoni (about 6 cups)
- 1½ tablespoons salt
- 4 to 5 quarts boiling water
- 4 tablespoons capers, drained
- 1 large tomato, peeled, cored and diced

Salt and pepper to taste

10 large fresh spinach leaves, trimmed and cut into julienne pieces.

Poach chicken in chicken broth in covered skillet about 35 minutes or until tender. When cool enough to handle, strip the meat from the bones in large pieces. Remove skin. Set meat aside and discard bones. Roast red pepper under broiler until the skin is charred and black. Peel off the skin; remove core and seeds. Cut into quarters; set aside.

Meanwhile, heat oil in small skillet and saute the garlic 2 to 3 minutes; set aside. In a blender, blend red pepper, garlic and oil and ricotta cheese until smooth. Turn into a skillet or Dutch oven large enough to hold chicken and rigatoni.

Meanwhile, gradually add rigatoni and salt to rapidly boiling water so that water continues to boil. Cook un-

covered, stirring occasionally, to "al dente" stage. Drain in colander.

While pasta is cooking, heat the cheese sauce stirring often. Add rigatoni, capers, tomato, salt and pepper to taste and chicken. Add ¾ of the spinach and cook, stirring, until heated through. Serve immediately on heated plates. Garnish with remaining spinach.

Calories per serving: 375.

Melone Al Vino (Makes 6 servings)

- 3 cantaloupe (about 4 to 5 inches across)
- 3 tablespoons dry Marsala wine
- 3 tablespoons Soave or other dry white wine
- Mint for garnish

Cut the melons in half crosswise and remove seeds. Using a melon ball scoop, scoop the melon out around its edge to create a scalloped effect. Remove rest of melon the same way. Turn melon into a bowl. Set the shells aside for later use. Add both wines to melon balls; stir and mix well. Let stand in a cool place for at least 2 hours.

To serve, divide the melon balls evenly and spoon in melon shells. Place each on a dessert plate and garnish with a mint sprig.

Calories per serving: 90.

Pasta Shell Seafood Medley

A pasta highlight at the National Pasta Association luncheon was the trio of seafood appetizers served in pasta shells. Christened Frutta di Mare by Carlo Middione, prominent pasta chef, the cooked shells became individual containers for the different combos.

Smoked oysters, tossed with dill, lemon juice and Dijon mustard, were tucked into some. Chopped shrimp and chives, blended with yogurt, filled others. Cream cheese, mixed with fresh basil, Parmesan cheese, pine nuts and red caviar made a colorful and delicious filling.

Calories for the nibblers ranged from 30 for the cream cheese variety (20 if a lower calorie type cheese is used) to 15 for the oyster selection and 10 for the shrimp-chive shells.

These recipes can be increased easily should you wish to translate them into appetizer or salad courses.

Shells with Dill Smoked Oysters (Makes about 3½ dozen hors d'oeuvre)

- 1½ cups large macaroni shells (about 3 ounces)*
- 1 teaspoon salt
- 1 quart boiling water
- 2 teaspoons chopped fresh dill
- 2 teaspoons fresh lemon juice
- 1 teaspoon prepared mild Dijon mustard
- 2 cans (3¼ ounces each) whole smoked oysters, drained

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

In small bowl, combine dill, lemon juice and mustard. Gently stir in oysters. Place an oyster into each shell. Arrange on a serving plate. Garnish each shell with a tiny sprig of fresh dill, if desired. Garnish with lemon and dill sprigs, if desired. Serve immediately.

*Uncooked shells are about ¾ inch in diameter.

Note: Do not use jumbo shells. Calories per hors d'oeuvre: 15.

Shrimp-Chive Shells (Makes about 3½ dozen hors d'oeuvres)

- ½ pound medium-size raw shrimp
- ½ cup lowfat plain yogurt
- 1½ teaspoons minced fresh chives
- 1½ teaspoon salt
- 1 quart boiling water
- Dash cayenne
- 1½ cups large macaroni shells (about 3 ounces)*

Cook shrimp in boiling water for 1 minute or just until firm. Drain; rinse with cold water. Dry with paper towels; remove shells; devein and finely chop. Combine shrimp, yogurt, chives, ½ teaspoon salt and cayenne. Chill about 1 hour.

Meanwhile, gradually add shells and 1 teaspoon salt to rapidly boiling water so that water continues to boil. Cook uncovered, stirring occasionally, until just tender. Drain in colander. Rinse with cold water; drain again. Pat dry. Spoon about 1 measuring teaspoonful shrimp mixture into each shell. Arrange on a serving plate. Garnish with fresh parsley or watercress, if desired. Serve immediately.

Calories per hors d'oeuvre: 10.

The future of the pasta industry.

Our New Hi-Temp One Short Goods Dryer It Saves Time, Space and Energy.

The DeMeco Hi-Temp One dries any type of short goods in 4½ hours or less at 170°F. And since it doesn't attain drying temperature electrically, the energy savings are considerable when compared to microwave.

Just two-thirds the size of its predecessor, Hi-Temp One saves valuable space.

Non-exotic spare parts can be obtained almost anywhere and clean-up takes but a few hours. That cuts "down time" on Hi-Temp One. The time, space and energy saver from the American alternative to short goods drying—DeMeco.

DeFrancisci Machine Corporation

200 Wallabout Street, Brooklyn, N.Y. 11206 U.S.A. (212) 963-0800 TWX: 710-564-2440

DEMeco

A vital link in the food chain

Caviar Pesto-Cheese Shells Makes about 3½ dozen hors d'oeuvres)

- 1½ cup packed fresh basil leaves
- 2 tablespoons freshly grated Parmesan cheese
- 1 tablespoon pine nuts (pignoli)
- 1 package (8 ounces) cream cheese, softened
- 1 tablespoon red salmon caviar (about ½ ounce)
- 1½ cups large macaroni shells (about 3 ounces)*
- 1 teaspoon salt
- 1 quart boiling water

In a food processor or blender, process or blend basil, cheese and nuts until very finely chopped, stopping and scraping contents several times with a rubber spatula if necessary. Cut up cheese and add to pesto mixture; process until well mixed, scraping container with spatula several times. Gently fold in caviar. Chill mixture about 1 hour to firm up. (Do not prepare too far ahead as basil gets dark.)

Gradually add shells and salt to rapidly boiling water so that water continues to boil. Cook uncovered, stirring occasionally, until just tender. Drain in colander. Rinse with cold water; drain again. Pat dry. Spoon cheese mixture into a pastry bag fitted with a ¼-inch open rosette tip. Pipe about 1 teaspoon mixture into one end of each shell. Arrange shells on a serving plate; spoon a few grains of caviar on top of the pesto cheese of each shell to garnish, if desired. Garnish plate with fresh basil, if desired. Serve immediately.

*Calories per hors d'oeuvres: 30 (if imitation cream cheese is used, calorie per hors d'oeuvres: 20).

Helmley Palace Chef Prepares Pasta Luncheon

To underscore pasta as a chic, international food, the annual luncheon sponsored by the National Pasta Association was prepared by Andre Rene, Chef Directeur des Cuisines at the Helmley Palace.

Born in France, educated and trained in France, Andre was former Chef Directeur of Windows on the World where he was responsible for Haute, Moderne, and Nouvelle Cuisines. He has been the directing or executive chef at such notable hotels as the Plaza, the Pierre, St. Regis-Sheraton in New York, and Four Seasons-Sher-



A Trio of Tasty Appetizers

aton in Toronto. Andre is Executive Vice President of the Societe Culinaire Philanthropique and an active member of many other professional culinary societies.

In 1964, he was selected by the U.S. Department of Agriculture to represent the United States in the International Hotel and Catering Exhibit at the Olympic Exhibit Hall in London. He has received many other awards such as the Grand Prize of the Salon of Culinary Art, the Gold Medal of the Societe Culinaire Philanthropique, and the Medal of Jean-Francois Vatel, Merite Agricole of the French Republic.

Andre prepared pasta dishes created especially for the event by Carlo Middione.

National Pasta Association Offers New Leaflet

A new recipe leaflet . . . Pasta in a Slim Cuisine . . . is offered by the National Pasta Association. It has been designed to make consumers aware of the fact that pasta is not fattening, and that you can enjoy pasta every day because it is low in calories. Each recipe is calorie-counted.

Healthful entrees, ranging from stir-frys, salads and casseroles to stuffed shells and lasagne rolls, are recommended.

The leaflet's content reminds us that pasta, made from durum and/or other high quality hard wheat, is an excellent source of complex carbohydrates—the kind recommended in the U.S. Dietary Guidelines. It offers protein,

niacin, thiamine, riboflavin and iron, and is low in fat and sodium.

To order copies of Pasta in a Slim Cuisine, write the Macaroni Journal, P.O. Box 1008, Palatine, IL 60078. Send 50¢ for individual copies for postage and handling, \$10 per hundred plus freight f.o.b. Palatine.

Food Editors Take Pasta Quiz

With pasta's popularity at an all-time high, the National Pasta Association has given Americans more reasons to eat this versatile and nutritious food. At a recent press luncheon in New York City, guests were introduced to a new quiz game testing the editors' "Pastability." NPA President Joseph Viviano asked multiple-choice questions and editors made their selections. The answers surprised many. Master chef and pasta expert Carlo Middione, author of "Pasta! Cooking It, Loving It" was the answer man. Try the quiz yourself and check your own Pastability.

- 1) Two ounces of dry spaghetti expands in cooking to a weight of approximately:
 - A. 3 ounces
 - B. 5 ounces
 - C. 7 ounces
 - D. 8 ounces
- 2) A 5-ounce portion of flounder baked with 2 pats of margarine and served with a medium baked potato (with no topping), has about 400 calories.
 - A. 5-ounce portion of cooked spaghetti, served with 4 ounces of tomato sauce, has about:
 - A. 200-220 Calories
 - B. 280-300 Calories
 - C. 340-360 Calories
 - D. 380-400 Calories
- 3) One serving (5 oz. cooked) of pasta has about:
 - A. 180 Calories
 - B. 200 Calories
 - C. 210 Calories
 - D. 230 Calories
- 4) One serving of enriched pasta provides a significant amount (10% U.S. RDA or more) of these nutrients:
 - A. Vitamin A, B vitamins, and calcium
 - B. Vitamin A, B vitamins, and iron
 - C. Vitamin C, B vitamins, and iron

(Continued on page 14)

Pasta Quiz

(Continued from page 13)

- D. B vitamins, protein, and iron
- 5) Pasta products (except egg noodles) are usually made from the coarsely ground endosperm of durum wheat, which is called:
- Semolina
 - Farina
 - Durum flour
 - Rolled durum
- 6) Quality branded dry spaghetti can usually be purchased in the grocery store for about 80-95¢ per pound. Quality fresh pasta usually costs about:
- The same
 - 25-50% more
 - 75-100% more
 - 100-150% more, or higher
- 7) Pasta's largest nutritional component, by weight, is:
- Vegetable protein
 - Vitamins
 - Simple carbohydrates
 - Complex Carbohydrates
- 8) Most of the durum wheat for U.S. pasta comes from:
- Nebraska
 - Italy
 - North Dakota
 - Kansas
- 9) Italians consume about 60 lbs. of pasta per capita per year. Americans consume about:
- 25 lbs.
 - 20 lbs.
 - 15 lbs.
 - 10 lbs.
- 10) Durum wheat (and/or other high-quality hard wheat) is used instead of other kinds of wheat to make pasta because durum gives pasta better:
- Nutritional value
 - Al dente texture
 - Flavor
 - Color
- 11) Pasta (except egg noodles) provides the following nutrients, listed in order of highest to lowest U.S. RDA contribution:
- Thiamine . . . riboflavin and niacin . . . protein and iron.
 - Riboflavin . . . thiamine and niacin . . . protein and iron.
 - Protein . . . thiamine and riboflavin . . . niacin and iron.
 - Iron . . . thiamine and niacin . . . riboflavin and protein.
- 12) "Al dente" is an Italian phrase which literally translates to:
- "Firm Texture"
 - "Cook Rapidly"
 - "To the Tooth"
 - "Soft Texture"
- 13) Eggs are an ingredient in:
- All dry pasta products
 - Dry egg noodles only
 - Dry egg noodles and lasagna
 - Dry egg noodles, macaroni, and lasagna
- 14) The three most widely used pasta shapes in the U.S. are:
- Lasagna, spaghetti, macaroni
 - Spaghetti, macaroni, egg noodles
 - Spaghetti, macaroni, shells
 - Spaghetti, egg noodles, shells
- 15) In the Italian tradition, spaghetti is eaten by:
- Twirling noodles with a fork and a spoon
 - Twirling the noodles using only a fork
 - Cutting the noodles, then picking them up with a fork
 - Picking up noodles with a fork and slurping them
- 16) Pasta is high in carbohydrates, which has _____ calories, by weight, as fat
- The same
 - 3/5 as many
 - 1/2 as many
 - Less than 1/2 as many
- 17) Pasta should be cooked in:
- Slowly boiling water to preserve flavor and nutrition
 - Medium boiling water to keep temperature consistent
 - Rapidly boiling water to prevent sticking
 - Any of the above
- 18) All told, there are about _____ different pasta shapes:
- 50
 - 80
 - 110
 - 150
- 19) Match the sauce with the key ingredient that characterizes it. (select only one ingredient for each sauce).
- Marinara _____
 - Pesto _____
 - Bolognese _____
 - Salsa Verde _____

Survey Finds Generics Handled by Most Leading Food Distributors

- Basil
 - Meat
 - Tomatoes
 - Cheese
 - Cream
 - Parsley
- (Answers Given on Page 48)

Survey Finds Generics Handled by Most Leading Food Distributors

Some 94% of 47 of the top 55 food chains and wholesalers in the U.S. report they now carry some type of generic line, according to a survey issued in December 1981 by Willard Bishop Consulting Economists, Ltd., Barrington, Ill.

The survey, tapping responses from distributors who each gross \$500 million-plus yearly, found 62% of them saying they will increase their generics line.

Most respondents with generics programs indicated they had introduced generics between 1977-80 — 32% in 1977 through 1978 and 41% from 1979 through 1980 — while 21% said they had only debuted their lines in 1981.

How has generics impacted on their product mix? Some 35% of respondents said they trimmed slower movers across the board; 16% said national brands lost shelf space, especially the slow movers, different sizes, flavors, line extensions; 12% indicated packer or private labels were reduced; 12% pointed to losses in the general merchandise category; while a few specific product categories were cited as affected: paper, canned fruits and vegetables, for example.

Generics Dollar Share

Of the one-third of respondents who talked about generic penetration in their product mix, the average sales dollar share was put at 4.6%. All categories where generics are represented. In some categories, generic penetration, of course, was put at 10 to 15% of dollar sales.

Generic's effect on profits was criticized by 30% of respondents, who indicated generics have effectively decreased grocery gross profit dollars, while 24% said their gross profit was not affected, 16% said there actually was an increase in profits (based on higher product turnover), and 30% indicated they didn't know.

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.

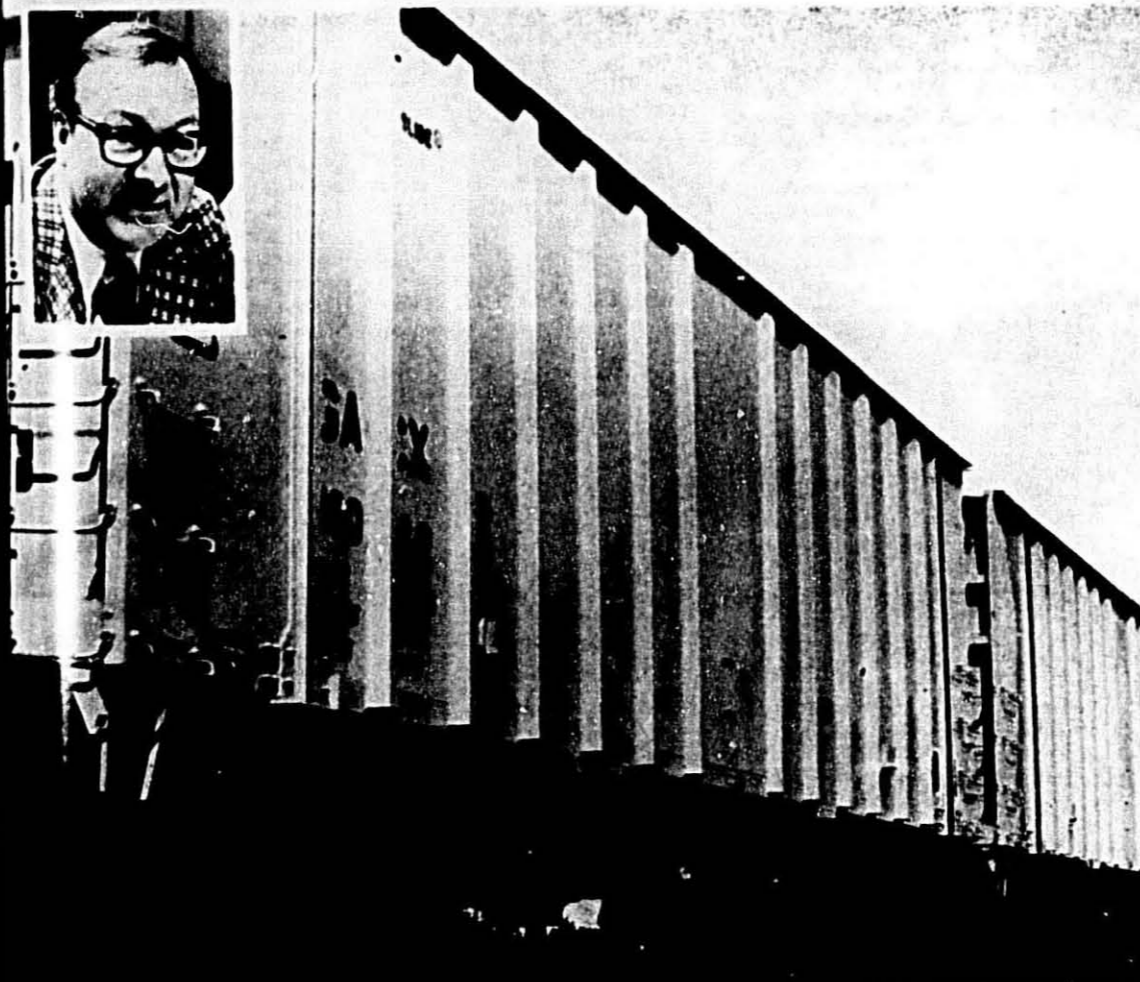
Skip wants you to deliver the finest macaroni products. To do that, you begin with the finest quality Durakota No. 1 Semolina, Perfecto Durum Granular, and Excello Fancy Durum Patent Flour from North Dakota Mill

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

the durum people

NDM
NORTH DAKOTA MILL
Grand Forks, North Dakota 58201
Phone (701) 795-7000

We Deliver Quality.



WASHINGTON MEETING

On Thursday, September 16, some forty pasta manufacturers and millers met at L'Enfant Plaza in Washington, DC, where they were briefed by staff members of the U.S. Chamber of Commerce, agency personnel, and NPA members.

Madelaine Geller of the Chamber's Briefing Center introduced the morning speakers: **Frederick W. Stokeld**, Director of the International Economic Policy Section, said the world recession is an important consideration at this time of strong nationalistic tendencies to protect domestic industries and to encourage overseas exports. It is a complicated situation with the sanctions against technology being exported for the Russian pipeline. The initiative in the Caribbean Basin will impact on agricultural output of Central and South American countries, and many situations that would be black and white on strictly agricultural considerations are now involved in politics and economics.

Mark S. Cahoon, Associate Director for Retirement, Human and Community Resources, said there was good news and bad news concerning social security. The good news is that serious problems with the system are being acknowledged. The three trust funds for retirement, disability, and Medicare have not been interchanged in the past but may have a co-mingling of funds in the future. The bad news is that problems are getting worse, there is the threat of retirement fund running out of money in 1984, and 1982 has been another year of inactivity. A bi-partisan proposal by a 15-member commission is due in December. President Reagan is going to call back a lame duck session of Congress to handle this and budget matters.

E. Clinton Stokes, Associate Director of the Food & Agriculture Division, stated that 301 cases will be discussed by the agricultural group this year. The Chamber of Commerce agricultural committee has 45-50 members who have periodic dialogues with their counterparts in Common Market countries. Next meeting is in early October in Frankfurt, West Germany. Our committees have agri-business personnel as well as growers. The committees from the Common Market are strictly farm organizations and tend to be further off center and less likely to



Congressional Reception: left to right — Armond Saavedra, Senator Alan Dixon, Sal Merikito and Anthony M. Gioia.

compromise. This is the first year in 12 years that U.S. exports have declined, and the basic problem with all commodities is subsidies.

Polly Minor, PAC Director, National Republican Congressional Committee, gave her views on the election outlook. She observed that there are 58 open seats with 21 likely to go Democratic and 21 being newly districted which in many instances causes complications for the incumbent. She is optimistic that GOP will hold its losses to a minimum, because it has better cash reserves than the Democrats. The Chamber's Congressional Action Publication has a special edition on opportunity races in 1982. If there is a race in your district that you want to know about, we will look it up for you if you give us the district number and names of candidates if you know them.

Industry Reports

Standards Committee members Mickey Skinner, Zizi Gibbs, and Jerry Hutton met with Dr. Prince Harrell of the Food and Drug Administration on Wednesday to review net weight protocol. Presently FDA has no tolerance for moisture loss, but it has taken a practical viewpoint in regarding net weight labeling. They first requested a review of protocol in March, 1981, and the Standards Committee has done extensive reviewing and development of an outline to conduct a study as soon as possible. FDA encouraged NPA to conduct this one-

year study in order to support its claim that might be made with state and local agencies. The study will be conducted by North Dakota State University for credibility, will be published in some scientific journal so it has acceptance, and will run for a 12-month period probably starting December 1, 1982.

Mr. Skinner also presented models for sodium labeling. Enriched pasta products must carry such a statement.

Darla Tufto of the North Dakota State Wheat Commission reported there is an excellent crop of durum totaling some 148 million bushels in the United States of which 112 million bushels are in North Dakota. Ninety percent of the crop is in, while some of the late plantings are still to be harvested within the next three weeks. Test weights have been running 60-62 pounds with yields as high as 32 bushels per acre. Production at 14.4 percent is more than a year ago. Falling numbers 382 is lower than a year ago. There was a hard frost in late August, but no sprout damage is reported as yet. Frost may come from the late areas now, but this is not considered to be a sizeable risk.

Joan Reynolds of the Wheat Industry Council reported that the luncheon held with the Surgeon General the week before had been most successful. He lauded grain foods as important elements of the dietary guidelines. The squib in Wall Street Journal was written by a young reporter sitting next

to a nutritionist from Weight Watchers, and hence the derogatory comment which was the only negative note.

Agency Personnel

Frank J. Plason, Deputy Director, Grain and Feed Division, Foreign Agricultural Service, USDA, has spent four years in Rome and two years in Morocco. He reported that the Mediterranean harvest was brought in in June, but figures are not yet available. There were record exports of durum in 1981 of some 81 million bushels, but this will be down in 1982 to somewhere around 75 million bushels. Stocks of 131 million bushels have only 73 million bushels in free stocks. Utilization is expected to be about 50 million bushels, down from 59 million bushels a year ago. Although the production of the U.S. and Canada represents 90 percent of all international trade in durum, Turkey is the greatest durum producer using most of its output for bread. Argentine durum production is dwindling, and most of it goes to Algeria. Algerian production is down, Tunisia is up slightly. Most of the consumption in these North African countries is for couscous. Durum production in Italy is down for the second straight year, but production in Greece has doubled in the past five years. Expectations are for increased world demand this year, because Mediterranean countries will have lower production. However, a strong U.S. dollar may curb the full potential.

Paul Cullen of Collier, Shannon, Rill & Scott, counselors for the NPA, introduced Jan Archibald, Chairman of the 201 Committee inter-agency relation group. They have been watching the cases of poultry, flour, and pasta with keen interest since they have been filed. The European Economic Community at first refused to consult with the U.S. on these matters, so conciliation was applied for. This called for a fact-finding panel that held a hearing in August and will hold a second hearing in October. The lengthy time involved comes about by nit-picky legal arguments on both sides, but the basic difference of opinion is the definition of processed product v. a primary agricultural product. The Europeans have been maintaining that flour and pasta are pure grain and thus entitled to subsidy. There will be a

GATT ministerial meeting in November to discuss their trend of work in the next decade, and the U.S. will again ask: "What does Article 9 really mean?" The administration is for getting clarification on these matters as soon as possible.

Dr. Sanford Miller, Director, Bureau of Food and Drug Administration, was most complimentary to pasta in his comments before the group. He noted that pasta had become more important in nutritional guidelines — was a positive product — was unique in variety in its ability to combine with every other type of food. Current nutritional goals are set forth in the dietary guidelines and will be promoted in nutritional education. The enforcement division of the FDA will be concerned with questions of claims — the label on a product is designed to be an enforcement tool, and statements must be precise. Regulations are for the worst members of a group, but they must apply to all. There are efforts being made to reduce the information burden and make the label more informative to the consumer. Of note is a recent Roper Survey that showed sodium a higher concern than calories. In the question and answer session it was pointed out to Dr. Miller that pasta is not specifically mentioned in the dietary guidelines with other carbohydrates. He said it will be shortly.

Reception

At the Congressional Reception in the evening among guests from the Hill were Senators Bill Bradley of New Jersey and Alan Dixon of Illinois, invited by Armond Saavedra, a member of the government affairs committee.

'Up With Wheat Foods!'

Editorial Comment by
Milling & Baking News

No theme could have been more appropriate for the well-planned and well-executed Wheat Industry Council reception and luncheon in Washington than the one selected — "Up With Wheat Foods!" It proved especially fitting for the official launching of the Wheat Industry Council's nutrition education campaign, in light of the U.S. Surgeon General's address in which he enthusiastically advocated increased consumption of wheat-based foods.

In his comments to an audience dominated by leaders in food and nutrition policy, consumer organizations, and local, regional and national media, Dr. C. Everett Koop summarized the Council's program as "based on a good message that needs a lot of public exposure."

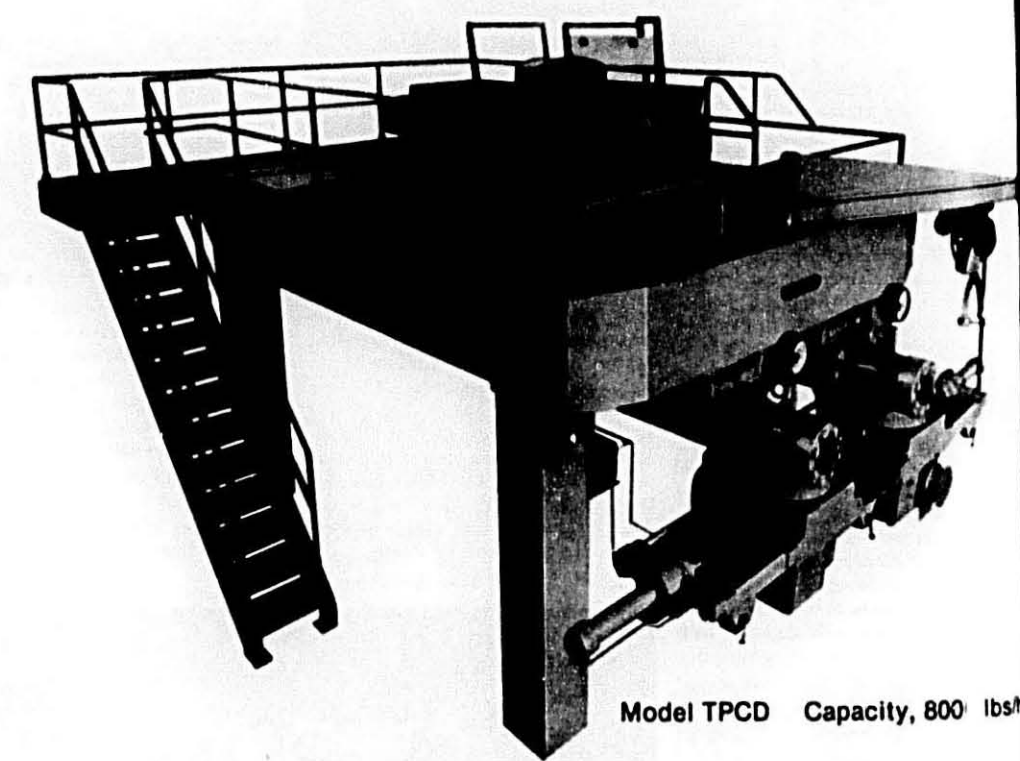
Describing wheat-based food as "a one-stop source" of important nu-



Paul Vermylen greets Virginia Knauer while Joan Reynolds chats with Dr. C. Everett Koop at the Wheat Industry Council reception and luncheon.

BUHLER-MIAG[®] EXTRUDERS.

Performance You Can Depend On!



Model TPCD Capacity, 800 lbs/hr

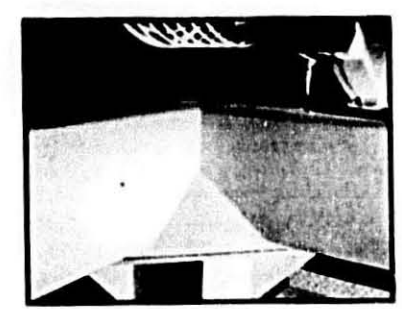
Eight Models — Capacities from 50 to 16,000 lbs/hr

Model	Lbs./hr. Capacity
TPLE (Single Screw) Lab Extruder	50- 300
TPAE (Single Screw)	660- 1,320
TPAD (Double Screw)	1,320- 2,640
TPBE (Single Screw)	1,000- 2,000
TPBD (Double Screw)	2,000- 4,000
TPCE (Single Screw)	2,000- 4,000
TPCD (Double Screw)	4,000- 8,000
TPCV (Four Screw)	8,000-16,000

We can help your profit picture, regardless of your plant size.

Sanitary Design

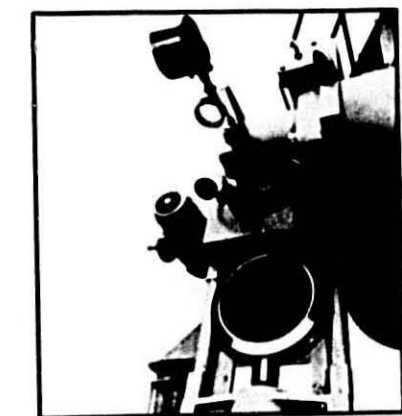
- Structural Members completely enclosed; can't collect dust or dirt.
- Motors and Drives are open, away from product area and easy to service.
- Drive Guards are completely enclosed in oil baths for chain drives. Belt Drive Guards are open at bottom, to prevent dust and dirt accumulation.
- One-piece Unique Trough Design has smooth rounded corners for easy cleaning. Product hangup on mixer walls is virtually eliminated.
- Outboard Bearings on mixer shafts absolutely prevent product contamination by lubricant. Seals may be replaced without removing bearings or shafts.



Press base and belt guard reflect the clean, efficient design and attention to detail in every Buhler-Miag press. Base is sturdy and easily accessible. All joints have smooth welds for easy cleaning.

Easy Supervision and Operation

- Mixer Cover has plexiglass window for easy inspection.
- Variable Speed Drive with remote control for accurate capacity adjustment.
- Time Saving Hydraulic Die Change Device.



Head for round dies: 15 1/4" (400 mm) diameter, with hydraulic die change device (Single screw extruder).

Sturdy Construction

- Time Proven Design assures long, trouble-free extruder life.
- Reliable U.S.-built Drive Components selected for low noise operation.

Product Quality is What Really Counts!

Product quality is yours from BUHLER-MIAG equipment. Your customer recognizes and deserves it. Can you afford to give him less?

Contact us for information on BUHLER-MIAG Extruders and other Macaroni Processing Equipment.



BUHLER-MIAG[®]

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

Up With Wheat Foods!

(Continued from page 17)

trients, the Surgeon General emphasized that "Wheat foods are abundant and inexpensive, yet they are not fattening. You can't ask for much more than that." And the individuals, companies and organizations backing the Wheat Industry Council could not hope for a more positive note on which to launch a program to increase consumption and appreciation of their products.

In one of the strongest official endorsements of wheat-based foods in recent years, the Surgeon General of the U.S. last week said the foods are inexpensive, non-fattening and can be "an individual's best one-stop source" of several essential nutrients.

In addressing a luncheon meeting that marked the official start of the Wheat Industry Council's nutrition education program, Dr. C. Everett Koop praised the industry-financed effort as an important step in improving nutrition in America.

"Wheat-based food," the Surgeon General said, "can be an individual's best one-stop source of carbohydrates, fiber, protein, Vitamin B, and important trace minerals. Wheat foods are abundant and inexpensive, yet they are not fattening. You can't ask for much more than that."

Dr. Koop addressed a capacity audience of more than 170 representatives of the media, nutritional and health organizations, government agencies, Congressional committees, food industry organizations and breadstuffs representatives at a Wednesday, Sept. 8, reception and luncheon at the Hyatt Regency Capitol Hill in Washington. Registration for the event exceeded expectations and the sponsors of the meeting — the American Bakers Association, the Millers' National Federation, the National Association of Wheat Growers and the National Pasta Association — were forced to turn away several last-minute registrants.

As Surgeon General, Dr. Koop, a pediatric surgeon with worldwide experience, is deputy assistant secretary for health in the Department of Health and Human Services. The Surgeon General advises the public on general and specific health matters and oversees the 7,200-member Public Health Service Commissioned Corps.



Dr. C. Everett Koop, Surgeon-General of the U.S., speaks at kick-off of consumer education program of the Wheat Industry Council.



Left to right: Daria Tutto, North Dakota Wheat Commission; Richard Krusz, Breckinridge, MN wheat grower; Pat Henderson, Minneapolis Board of Trade.

SURVEY REVEALS OPPOSITION TO BIG GOVERNMENT

Richard L. Leshner
President
Chamber of Commerce
of the United States



The response to my recent readers' survey on critical national issues has been outstanding. To date, I have received well over 4,000 replies from every corner of the nation, and they are still pouring in.

The results reveal substantial agreement among readers—and pointed disagreement with many policy directions currently popular in Washington, D.C.

To summarize, you told me in no uncertain terms that deficits should be reduced by cutting spending, not by raising taxes; that business tax incentives are important to spur growth and jobs in the private sector; that environmental regulations can be streamlined without sacrificing health standards; that Social Security should be reformed by including federal civilian employees in the system and by considering some curtailment in future cost-of-living increases; and that a constitutional amendment requiring a balanced budget should be passed.

Finally, if the nation responds to the availability of Individual Retirement Accounts the way readers say they have or will, then we are on the verge of an exciting savings revolution in this country.

Here are the complete results to date:

Which course should Congress pursue to reduce large budget deficits that have been projected for the next several years?

1.5%—raise taxes 82.4%—cut federal spending

13.7%—do both 0.7%—do neither

Which view best expresses your own:

3.8%—Congress has already cut spending as much as it can without hurting large numbers of Americans who depend on government assistance.

94.6%—The surface has barely been scratched. Many more billions in wasteful and unnecessary spending could be cut while still maintaining the social safety net.

3. Should Congress cancel or delay the 10 percent tax cut scheduled to take effect for all taxpayers in July 1983?

22.5%—yes 75.4%—no

4. Which view best expresses your own:

10.6%—The business tax incentives enacted last year amount to an unfair "give-away" at the expense of the poor.

84.7%—These tax cuts are necessary to encourage business expansion, speed recovery from the recession and create jobs in the private sector.

5. Civilian federal employees, including members of Congress, are not now required to pay into the Social Security system. Should they be required to participate in Social Security along with the rest of the work force?

89.2%—yes 8.5%—no

6. Nearly all analysts agree that Social Security faces a serious financial crisis. Do you believe that slowing the growth of benefits by limiting future cost-of-living increases should be considered as one measure to prevent the system from possible bankruptcy?

74.4%—yes 23.1%—no

7. With which position do you most agree:

4.1%—Any attempt to remove the confusion and red tape from the current Clean Air Act amounts to an effort to weaken that law.

92.6%—Reasonable reforms can be made to reduce the regulatory burden on business and encourage the creation of jobs without sacrificing clean air standards.

8. Do you believe President Reagan is pursuing the right course by attempting to restore economic prosperity by cutting government spending, taxes and regulations?

94%—yes 4.6%—no

9. Do you support or oppose a constitutional amendment to require a balanced budget?

84.4%—support 12.3%—oppose

10. On January 1, 1982 every American worker became eligible to deposit up to \$2,000 per year (\$2,250 for workers with a non-working spouse) into a tax-deferred individual retirement account (IRA). Have you set up an IRA to provide for your retirement? If not, do you plan to?

38.7%—already have 29.1%—don't plan to
26%—plan to

NOTE: Totals do not add up to 100% because some readers did not respond to every question.



Peavey

*Special
Performances*

Sales Offices

Wash. D.C.	Los Angeles	San Francisco
Atlanta	New York	Seattle
Boston	Philadelphia	Portland
Chicago	Phoenix	San Diego
Dallas	San Jose	Stockholm
Denver	Salt Lake City	Washington

Pastaville Plans

Pastaville USA will be celebrated November 11-12-13 in Minot, North Dakota in conjunction with the International Durum Forum.

Several new events have been added to the year's celebration:

A Pasta Momma contest will be held which is similar to a Mother of the Year contest. Children will write in why their mom should become Pasta Momma. The lucky Mom will reign over Pastaville activities, be the guest of a reception in her honor and receive many gifts including a brand new microwave oven.

Mr. Spaghetti Legs, a new event, has also been added where male contestants model their legs fashion show style. The winner must have legs that are pale and skinny resembling, of course, spaghetti.

Pastalymphics

Dave Osborn, former running back with the Minnesota Vikings and a native of Cando, will be the honorary master of ceremonies of Pastalymphics. Pastalymphics is a series of sports oriented games and contests for students grades three through eight. Over 250 students are expected to compete in the events which have a unique pasta twist to them. Lasagna Leap for example is the high jump over a two foot stack of mock lasagna. Other events include the pasta basket shoot, Pastaville Course, Noodle Jump, Spaghetti Sprint and the Pasta Peddle. The day long competition will take place at Dakota Square Shopping Center on November 13.

The third annual Rigatoni Run, a five and ten kilometer race for junior and senior runners, a speediest Spaghetti Slurpers Contest, will all be held again.

The Pasta Cup hockey game — a match between the Air Force Academy Juniors from Colorado Springs and the Minot Collegiates is a rematch of the two teams.

Pasta World

Returning Pastaville activities include Pasta World, a series of food boutiques serving pasta dishes from around the world; the spectacular Spaghetti Supper held at the Minot Municipal Auditorium serving 3,000 spaghetti meals with musical entertainment.

Throughout the week of November 8 the city of Minot will be decorated with Pastaville USA banners and signs. Display competitions are open to financial institutions, grocery stores and agri-business depicting past scenes.

Schools will be serving pasta to their students during the week.

Minot, North Dakota, in the heart of durum country, becomes Pastaville USA.

Durum Crop Estimate

September crop summary from Department of Agriculture estimated durum outturn at 147,535,000 bus. up 3,355,000 bus from August but 21% below last year's record of 185,940,000 bus. Reduction from year ago reflects sharp cut in acreage, for durum yields this season are estimated at record 34.6 bus per acre, up from previous mark of 33.1 bus in 1978.

Canadian Outlook

United Grain Growers forecasts Canadian Prairie farmers will produce an all-time record output of grain in 1982. The Prairie grain cooperative's predicted 1982 crop of 44.7 million tonnes, if it is harvested, would surpass last year's record of 42.1 million tonnes by 6%.

Cool weather and timely rains during June and July were given as key reasons for the record output. Tillering, tiller survival, kernels produced per head, and kernel weight are all enhanced by these weather conditions, United Grain Growers said.

The Prairie cooperative predicted output of red spring wheat would be 833 million bus, up 9% over last year's 764-million-bu record. Durum wheat production is estimated to be 122 million bus, 17% more than the 104 million bus harvested in 1981.

Durum Trends

Now that durum wheat prices are back to a normal relationship with other classes, if there is "normality" for a market as isolated as durum has been, manufacturers of pasta are rapidly returning to usage of durum semolina as replacement for the blends that had widespread popularity in the past several years of unusually high durum prices. Currently, durum of milling quality in Minneapolis ranges

to a discount under 14 percent protein hard red spring, a price level that not only encourages a restoration of durum semolina usage, but actually serves as a stimulus to maximizing the trend. That is an important shift for the pasta industry, whose product quality is largely dependent on the extent of durum used and whose markets experienced some impact, largely of a negative nature, from the change in flour types in 1980-81 and 1981-82.

Chairman of U.S. Wheat Associates

Harrell Ridley, a wheat producer from Las Animas, Colo., was elected as chairman of U.S. Wheat Associates during the organization's annual board meeting in Duluth, Minn.

U.S. Wheat Associates is the overseas market development arm of the U.S. wheat industry with 12 foreign market development offices worldwide and is supported by per bushel check-off funds from wheat producers in 13 major wheat-producing states including North Dakota. Funding is also provided through contracts with the Foreign Agriculture Services of the U.S. Department of Agriculture as well as third party cooperators.

North Dakota Members

North Dakota producer board members elected to oversee and direct the foreign market development activities of USWA are North Dakota State Wheat Commission board members George Howe, Casselton, N.D.; J. Ole Sampson, Lawton, N.D.; Henry Neshem, Berthold, N.D.; and Don Giffey, Roseglen, N.D.

Depressed Market

"U.S. wheat producers must make a greater effort to promote our own product not only because of a record harvest and a depressed market for wheat, but also because the federal government is reducing its funding and efforts in foreign market development," Ridley said. He said during his tenure as chairman, the objective of USWA will continue to be to increase the levels of U.S. wheat exports through foreign market development activities stressing the unique role of the United States as a reliable producer and supplier of quality wheat.

During his one year term of office as chairman of USWA, Ridley will

preside at meetings of the board and executive committee with the responsibility of developing the organization policies and seeing that those policies are implemented by the organization's staff.

Ridley has farmed in Colorado for over 40 years growing both irrigated and dryland wheat and raising cattle and hogs. He has served on the Colorado Wheat Administrative Committee for several years and served as its President in 1979-80. He was a director of Great Plains Wheat and following the merger of Great Plains Wheat with Western Wheat Associates has served as Secretary and most recently as Vice-Chairman of the board of U.S. Wheat Associates. Ridley has also served on the Bent County ASCS Committee and the Colorado Grain Marketing Task Force.

Europe Speculates GATT Decision Against U.S.

While no one is predicting the outcome with any degree of confidence, recent advices in Europe have indicated that the General Agreement on Tariffs and Trade (GATT) ruling in the complaint brought by U.S. government against European Community subsidization of flour exports may go against the U.S. position. Issuance of the so-called "draft report" was expected in September.

The U.S. case in turn was prompted by a so-called Section 301 complaint brought by the Millers' National Federation, the U.S. milling industry's trade association.

According to one report in Europe, the GATT panel is leaning toward the arguments of the Community's defense of its export flour sales policies, namely that the U.S. has not taken into account its extensive financing of flour exports under the P.L. 480 Food for Peace program, and that wheat flour is a heterogeneous product that has no fixed market price, and that, therefore, a subsidized price level is difficult to determine.

Indeed, a good deal of European speculation tends to concentrate on the expected course that U.S. agricultural export policy will follow in the event the GATT panel rules against the U.S. complaint on Community flour exports.

NOVEMBER, 1982

ConAgra Report

Net income of ConAgra, Inc., in the first quarter ended Aug. 29, totaled \$8,480,000, equal to 55c per share on the common stock, up 8% from \$7,570,000, or 60c per share, in the first quarter a year ago. Net sales aggregated \$612,407,000, up 18% from \$520,138,000 in the first quarter a year ago.

Average shares of common stock outstanding in the first quarter was 15,030,000, compared with 12,614,000 a year ago. The increase is due to the merger of Peavey Company into a wholly-owned subsidiary of ConAgra. Peavey's results were included in the final month of the first quarter.

Grain processing and merchandising earnings in the first quarter, ConAgra said, were below last year due to weakness in the grain merchandising industry. Noting that ConAgra and Peavey had recently consolidated their flour milling businesses in ConAgra Grain Processing Companies and their grain merchandising businesses in Peavey Grain Companies, ConAgra said, "Significant gains in productivity and efficiency are expected."

During the quarter, ConAgra said, Banquet Foods increased volume and earnings and began national rollout of three new chicken products. Singleton Seafood increased volume and had good earnings while Country Skillet Poultry's earnings were above a year ago but below expectations. "The broiler chicken industry," ConAgra said, "needs to continue reducing the supply flock to achieve firm prices and stronger profitability."

ConAgra said Peavey Retail Companies achieved good earnings gains, and United Agri Products, the agricultural chemicals business, continued to increase sales and improve its position despite a weak farm economy.

Peavey Milling to Omaha

In an internal announcement Peavey Company said its milling headquarters and staff functions would be transferred from Minneapolis to the Omaha, Nebraska, headquarters of the parent company, ConAgra, Inc. A realignment of the flour milling and grain merchandising operations of ConAgra and Peavey, bringing together businesses in the same industries, was announced in August.

The internal announcement set Nov. 30 as the date for the shift of milling functions to Omaha, and indicated that a review of staff functions and personnel needs in the milling operations was under way. A similar review is under way for consolidation of grain operation functions, with this business to be headquartered in Minneapolis. Under the realignment announced last month, Roger F. (Bud) Morrison, president and chief operating officer of ConAgra Grain Companies, will manage the combined flour milling business and Lewis A. Remele, group vice-president, grain and milling group, Peavey, will manage the combined grain merchandising business.

Peavey Presidents

The board of directors of Peavey Company, wholly-owned subsidiary of ConAgra, Inc., last week elected presidents for its expanded grain operations and its retail businesses. Lewis R. Remele was elected president of Peavey Grain Companies and Jerome W. Trebbli was elected president of Peavey Retail Company.

Both executives will continue to report to George K. Gosko, president and chief operating officer of Peavey.

Peavey Grain Companies consist of Peavey's domestic and export grain merchandising operations, barge transportation and commodity futures brokerage, as well as ConAgra's grain merchandising operations, which include Minneapolis-based Atwood-Larson Co. and Burdick Grain Co., and St. Louis-based ConAgra Grain Merchandising Co.

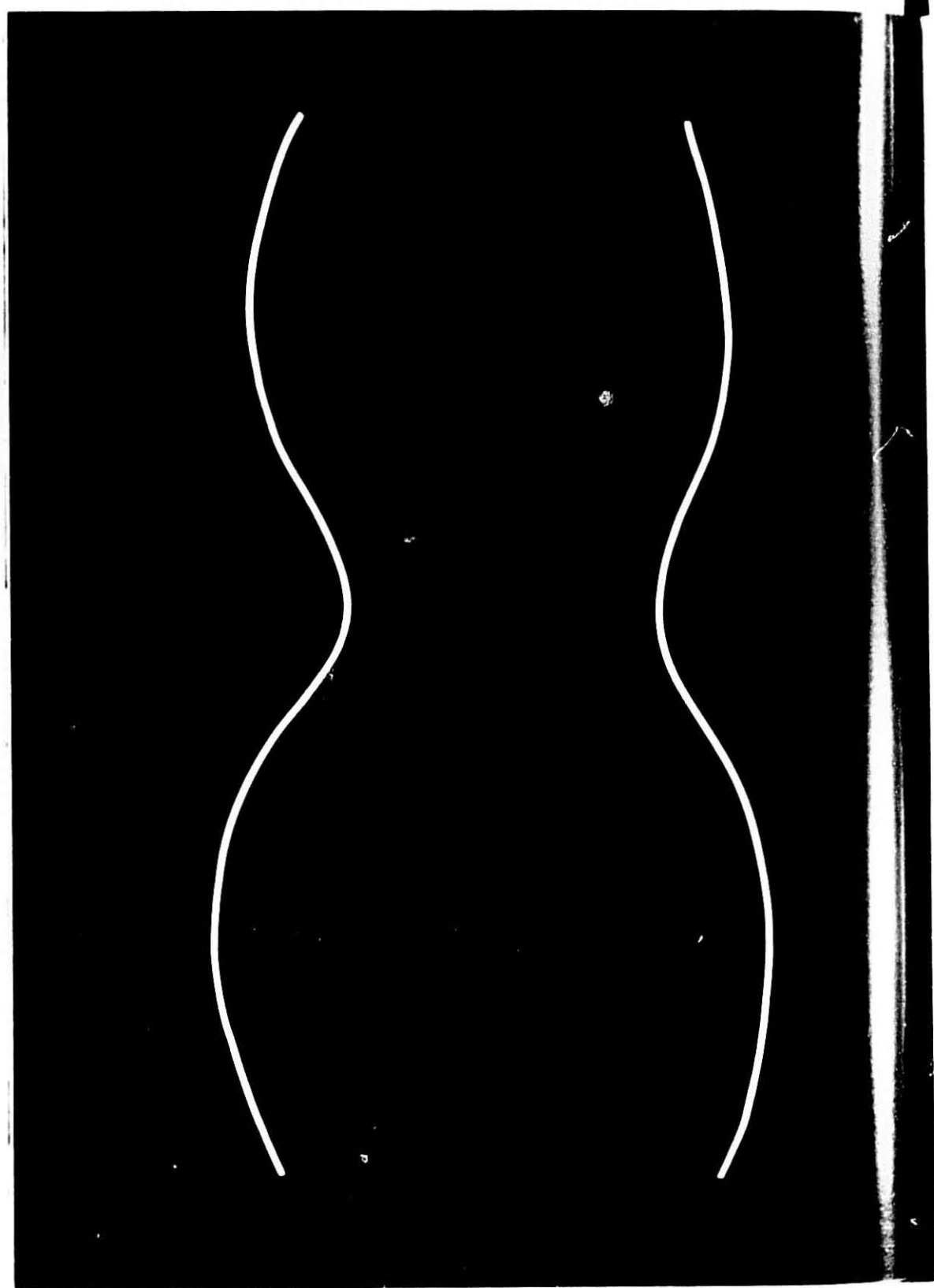
Peavey Retail Companies consist of more than 200 retail outlets in 16 states and Canada in four specialty retailing categories: fabrics, farm stores, building supply stores, and work and outdoor clothing.

Multifoods Posts 15 Percent Earnings Gain

International Multifoods Corp. reported a 15-percent increase in earnings for the second quarter ended Aug. 31, 1982.

Second quarter net earnings were \$8.1 million or 98 cents per common share on sales of \$266.6 million. This compares to earnings of \$7.0 million

(Continued on page 28)



Pasta draws a fine line

Most everything about
pasta is positive.

ADM's pasta is made from the finest wheat flour, and is available in a wide variety of shapes and sizes. It's the perfect choice for your next meal. ADM's pasta is made from the finest wheat flour, and is available in a wide variety of shapes and sizes. It's the perfect choice for your next meal. ADM's pasta is made from the finest wheat flour, and is available in a wide variety of shapes and sizes. It's the perfect choice for your next meal.

Pastas – let's tell it like it is.

ADM

ADM also supplies quality shortening, corn sweeteners, L-L lysine, proteins, dough conditioners and vital wheat gluten for the pasta and baking industries.

Multifoods Gains

(Continued from page 25)

or 87 cents per common share on sales of \$278.8 million for the same period a year ago.

Results for the first six months of fiscal 1983 showed an improvement in earnings of 17 percent to \$13.4 million or \$1.62 per common share over first half earnings for fiscal 1982 of \$11.4 million or \$1.40 per common share.

Multifoods' President, Darrell Runke, in announcing the results said that "we are pleased with the continued strong performance of our Venezuelan operations, which was one of the keys in the outstanding operating gains posted by our Industrial, Consumer and Agriculture market segments. Not to be overlooked," Runke added, "is the continued success of our management team's program of inventory and receivables control as reflected in another significant reduction in interest expense."

Runke also said that net earnings for the quarter were reduced by 23 cents per share due to the estimated impact of the recent devaluation of the Peso on the Company's joint venture in Mexico.

Industrial Segment

Discussing performance in the Industrial segment, Runke noted that "in the U.S. and Canada, bakery mix showed gains in unit volume and earnings, but bakery flour continues to struggle as does the export flour market."

Excellent results in the Consumer segment were attributed principally to gains from consumer flour products in non-U.S. operations. Also of particular note, according to Runke, were "sharply increased sales and earnings from our U.S. Feinberg specialty meats organization and good overall improvement in glassgoods and cereals in Canada."

"The good news about the upward trend in the Agriculture segment is the improved earnings of our U.S. feed operations," Runke reported. "We remain extremely cautious about a short-term strengthening of the U.S. agricultural economy, but our new products and marketing strategies may be beginning to pay off."

In the Away-From-Home Eating segment, earnings were down. Custo-

mer counts in the domestic Boston Sea Party restaurants, as well as restaurants in Canada, continue to be negatively affected by economic conditions.

William G. Phillips, Multifoods' Chairman and CEO, commenting on the situation in Mexico said, "the impact on the second quarter represents our best estimate based on the current available facts concerning currency exchange. We are convinced that our agri-business joint venture is sound operationally and financially, and that our Mexican partners and managers are doing a good job in dealing with the present uncertain economic conditions."

In summarizing the quarter, Phillips said, "I am quite pleased by our earnings gain in this difficult economic environment."

"First half results have been good," Phillips added, "and we remain confident that our well balanced product lines and diversity of geographic sources of earnings will deliver our 15th consecutive year of improved earnings next February."

Pillsbury Net Up

Net earnings of The Pillsbury Co. in the first quarter ended Aug. 31 totaled \$25.6 million, equal to \$1.18 per share on the common stock, up 3% from \$25 million, or \$1.16 per share, in the first quarter of fiscal 1982. Last year's first quarter results included a gain of \$3.7 million, or 17c per share, from the sale of Wilton Enterprises.

Average number of shares outstanding in the first quarter was 21.7 million, up from 21.6 million in the first quarter of 1982.

Sales in the quarter aggregated \$806 million, up 9% from \$741.5 million in the comparable period a year ago.

Commenting on the results for the quarter, William H. Spoor, chairman and chief executive officer, said, "The 29% gain in our first quarter pre-tax earnings, after adjusting for Wilton, was attributable to improved operating performances from each of our business groups."

"We are convinced that the combination of our balanced food portfolio, financial strength, first class facilities and a proven management team will give us our 12th consecutive year of increased sales, earnings and dividend payments," he said.

Record Year for General Mills of Canada, Ltd.

All time record sales and net earnings were reported in the General Mills Canada, Inc. Annual Report for the year ended May 2nd, 1982.

John D. Herrick Chairman of the Board, said the success was due to "Improved market share performance, increased operating efficiencies, and successful new product introductions" in all divisions.

Consolidated Sales were \$202.5 million an increase of 5.2% for the diversified consumer products company and net earnings before an extraordinary loss item were \$9.5 million, 27.6% greater than last year. An extraordinary loss reduced net earnings to \$7.7 million and was due to the disposition of the Regal Toy operation which was sold in the best strategic interest of the Creative Products group.

Operating highlights included a substantially increased share of market for the Big "G" line of ready-to-eat cereals; significant distribution expansion of the Lancia pasta and Bravo sauce products; the successful introduction by Blue Water Seafoods of four new products; the eight consecutive year of sales growth by Eddie Bauer outdoor apparel retail stores and the introduction of more than four new products by Parker Brothers including electronic games and Canadian version of Monopoly.

Lancia-Bravo Foods Division

An independent measuring service verified that consumer sales of Lancia pasta continue to grow faster than the market, which grew an encouraging 5% this past year. This strong market growth is the result of increasing consumer interest in pasta as a nutritious and tasty alternative to other main meals, plus consumer recognition that pasta offers top value for their money. Lancia continued to gain in distribution outside the large Ontario market, where it is the leading brand. Market share gains were particularly strong in Western Canada and Quebec, despite competition for both domestic and imported sources. Significant progress was also made in export markets.

Lancia pasta is made with semolina from 100% Canadian amber dur-

(Continued on page 30)

CLYBOURN CARTONERS meet a wide range of needs

VERTICAL CARTONERS

Clybourn cartoner features:
• handle hard-to-feed products • carton size changes
• sift-proof sealing • tuck or seal end style cartons
A comprehensive assortment of options and accessories makes it possible for us to satisfy a wide range of cartoning requirements



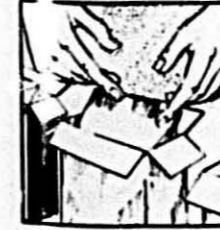
Volumetric Filling
Ideal for most free-flowing products such as powders, granules, flakes, macaroni and rice.



Net Weight Scales
For free-flowing, multi-shaped products such as specialty pasta, pet foods, wrapped candies and products with frequent density change.



Auger Filling
Recommended for hard-to-feed, semi-free-flowing products like ultra-fine powders and mixes with shortening.

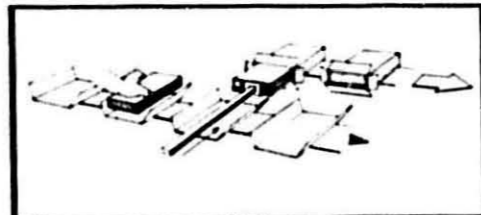


Hand Loading
Ideal for operations where product changes are frequent and production volume varies widely.

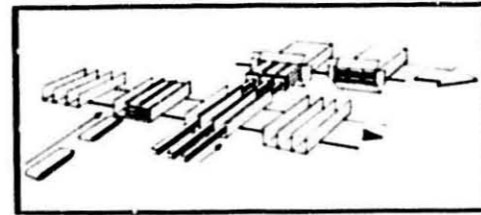
Plus Others
We also offer automatic bottle, can and pouch loading. Tilt tray conveyor makes it possible to feed into the carton irregularly shaped products. Clybourn Vertical Cartoners are available in speed ranges from 50 to 400 cartons per minute. Speed varies with model and carton dimensions.

HORIZONTAL CARTONERS

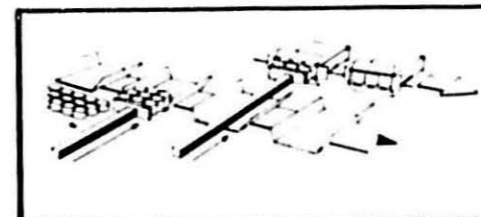
Intermittent Motion and Constant Motion Horizontal Cartoners are available with the following features: • tuck or seal end style carton • three-dimensional carton adjustability • vertical or horizontal form, fill, seal tie-in with automatic collation from single or multiple lanes.



Hand Loading of Trays



Pouch Collation



Container Collation

Built to meet your product and production line specifications, Clybourn horizontal cartoners package a wide variety of products such as: bottles, blister packs, bearings, chewing gum pouches, pencils, pens, bakery, frozen and snack foods, spaghetti and many other type of products.



Clybourn
Machine Company
7515 N. Linder Ave.
Skokie, IL 60077 312/677-7800
a division of Parallel, Inc.

Lancia-Bravo Foods

(Continued from page 28)

um wheat, the best wheat for pasta in the world. The reward for this policy of using only premium raw materials and maintaining consistent product quality is evidenced by market acceptance and position.

Like the pasta market, the spaghetti sauce market continues to grow at a rapid pace. Bravo spaghetti sauce, which is made from an original authentic Italian recipe, continues to be the market leader in Ontario. Record shares were achieved in Western Canada and Quebec as expansion plans were executed successfully.

The Lancia-Bravo Division offers the most extensive line of Italian-style foods. As both Lancia pasta and Bravo sauce continue to expand nationally, the company looks forward to increased volume through additional distribution gains, improved market share and innovative new products.

Coca Cola Acquires Ronco

The Coca-Cola Company Foods Division, a leading producer and marketer of fruit juices and beverages, has acquired Ronco Foods Company, a firm that manufactures pasta.

Eugene V. Amoroso, president of the Foods Division, announced that the Ronco purchase has been completed and the company has operated as a subsidiary of the Division effective September 17.

The purchase of Ronco represents the Foods Division's first entry into manufacturing and marketing of solid foods. Currently, the Division markets juices and fruit drinks under the brand names of Minute Maid, Hi-C, and Snow Crop, along with Maryland Club and Butter-Nut coffees.

Based in Memphis, Tennessee, Ronco Foods Company manufactures a full-line of high-quality pasta products including noodles, macaroni, and spaghetti that are distributed in more than 20 states principally in the south and southwest. Founded by the Robilio and Cunco families in 1920, Ronco Foods operates a manufacturing facility in Memphis and employs approximately 150 persons.

In making the announcement, Amoroso said, "Ronco has been a well-managed and consistently profitable operation that sells high quality pro-

ducts which have excellent consumer acceptance and brand recognition.

"We feel this acquisition provides us with another growth opportunity in both consumer and foodservice markets."

Creamettes in Joint Ad with Kikkoman Soy Sauce

Creamettes Macaroni and Kikkoman Soy Sauce will mount an exciting tie-in campaign this fall featuring a four-color, full-page ad inviting readers to try the recipes for "Savory Beef 'N Macaroni Casserole" and "Stir Fry Beef and Spaghetti."

The ad appeared in the October 5 *Family Circle*, October *Working Mother*, and September *McCall's* and *Woman's Day*.

Point-of-sale materials were available through both Creamettes and Kikkoman sales representatives.

The recipe illustration and directions in the ad were featured on Creamettes Macaroni seven-ounce packages, along with 10¢ store coupons for Kikkoman during August and September.

Creamettes Macaroni is the most widely distributed pasta in the U.S. and Canada. Kikkoman is the leading brand of soy sauce in the U.S. and Canada.

Tie-ins have been featured by both companies lately because of their popularity with retailers. Two sales groups can provide display and merchandising ideas with increased effectiveness — and help merchandisers sell more related items.

Creamettes sells a complete line of Spaghetti, Egg Noodles and other pasta items. Besides Soy Sauce, Kikkoman offers Teriyaki and other sauces.

The ad agency for Creamettes is Martin/Williams in Minneapolis. Grey Advertising in San Francisco is the agency for Kikkoman.

Prego Spaghetti Sauce

A new Prego Spaghetti Sauce variety is joining the three already popular Prego flavors on supermarket shelves in New York and Philadelphia.

Prego Marinara Spaghetti Sauce is being introduced into these two eastern markets this month. The new product is formulated with no sugar or sweeteners, is 100% natural, and tastes great over pasta, as well as chicken, veal and seafood.

"Prego Marinara Spaghetti Sauce represents a substantial volume opportunity in the New York and Philadelphia markets," according to Marty Buchalski, marketing director for Campbell's U.S. Division Grocery Business Unit. "These two markets account for 68% of all marinara spaghetti sauce sold in the United States," Buchalski said.

Prego Marinara Sauce comes in three sizes, 15¼, 31¼, and 46½ ounces. In product testing, Prego Marinara was judged by consumers to be highly superior to competitive brands.

Marketing support for the introduction included a major newspaper advertisement on Sunday, October 3. In addition, *Family Weekly* Sunday supplement coverage will be provided in areas without the inserts. These ads will carry a 20¢ coupon good toward the purchase of one jar of any size or variety of Prego Spaghetti Sauce.

Campbell Soup Sales Up

Campbell Soup Company posted increased fourth-quarter and 1982 fiscal year sales and earnings.

Net sales for the 1982 fiscal year ended August 1 rose 5% to \$2,944,779,000 from \$2,797,663,000 last year. Net earnings for the year were up 16% or \$4.64 per share versus \$4.00 last year.

Sales for the fourth quarter rose 10% to \$666,683,000 from \$607,291,000 in the same quarter last year. Net earnings for the quarter were up 18% to 94¢ per share versus 80¢ per share in last year's fourth quarter.

Sales volume was up over last year by 3% for the year and 12% for the quarter. International sales were down 10%, when converted from foreign currencies, principally the strong U.S. dollar.

R. Gordon McGovern, President, attributed the strong results primarily to improved operating earnings per year from Campbell U.S., Pepsico Farm, Vlasic Foods, and the America Divisions. McGovern noted that prices for Campbell U.S. branded products have remained relatively unchanged since April 1981, and that Campbell had continued the increased level of marketing during the year. Marketing expenses for fiscal 1982 were up 29% or approximately \$60 million, with advertising expenditures alone increasing 43%, up \$31 million.

HOW TO S-T-R-E-T-C-H YOUR PACKAGING DOLLAR...

J15571647 D
WASHINGTON, D.C.

RALPH RIGATONI RECOMMENDS—

Call Today and Find Out
COOLEY SALES, INC.
913-362-6120
LITTLE ROCK MARKET MISSION #5 56202

MACARONI JOURNAL

Keep up with the fast moving macaroni-egg noodle business. Read the publication every important macaroni and noodle maker in the United States and Canada. Send in your subscription today.

P.O. BOX 1008
PALATINE, ILLINOIS 60067, U.S.A.

Please enter one year subscription: \$14.00 Domestic \$17.50 Foreign

Name _____

Firm _____

Address _____

City and State _____ Zip _____

Renewal _____ New Subscription _____

FAMILY BUSINESS COLUMN

by Frank M. Butrick, Akron, Ohio

PART VI — THE DAUGHTER AND THE BUSINESS

Many business owners look at their family and discover that a daughter is interested in the business. Some of them accept this with equanimity, rising gracefully to respond to the idea of a woman some day running their businesses. And others do not—and should.

In no way is this a plea on behalf of women's lib or so-called equal rights. It is not necessary since there has always been a certain proportion of women in business. Most of them hold less than executive positions, but so do most men. Yet others have worked into traditionally masculine jobs, with perfectly fine results. Twenty-five years ago I knew a midwestern industrial distributor with an all-female sales force. Unfortunately, after a few very successful years, the owner was killed in an airplane crash. His wife took over the business, fired the ladies and replaced them with men and continued on almost as successfully (if not quite so spectacularly). But this one business alone is an example of ladies at both selling and management levels.

And in smaller businesses of all kinds there have always been lady/owner/managers. Widows, daughters of owners, and even an occasional entrepreneur. Except in certain lines of retail selling they have always been a minority. But it does not really surprise us to find an occasional wife (widow) or daughter who is in sales, or is a truck driver — or winds up running a food-processing plant or a sporting-goods store. So if your daughter wants to run your business some day, will take the time to prepare herself for the task, and is willing to accept the long hours, hard work, and responsibility involved — then why not? Really, the key question is does your daughter really WANT to run the business — enough to accept the impact of that decision on her life — and if so, for HOW LONG will she want to run it? There is a great deal of noise about sex discrimination, but what it really boils down to is this:

A woman's place is in the home — IF that is where she WANTS to be. If she wants to be in your business, then that is her place.

Of course, there are obstacles, but these are mostly habit and tradition, rather than fact. The largest obstacle seems to be the lady's family. A man can become a father without losing a single day's work. He can raise children, own a home, remodel and tend to it, tinker in his garden, go fishing—and still work full time at running his business. And it is true that if your daughter marries and becomes a mother, her children and her work will interfere with each other. Still, the inconvenience of a few pregnancies does not preclude a woman's working in a company, nor should it prevent her from heading it up. Between nursemaids and nursery schools and day help, she can work full time, the same as a man. And if she loses a day now and then because she is a mother, so what? Few businesses require 100% attendance — not if they are properly managed.

Your Daughter As An Executive in Your Firm

Now, where does this leave the woman who wants a career in your business? Hers is still a difficult role. First, she must sell herself to you — and that is a major task, because the tradition-bound father (and mother!) all too frequently look at their daughter as "their little girl", and just do not take her seriously as a potential successor. Her first obstacle is YOU! Even if you give her a chance, she has a hard row to hoe. To succeed in an essentially masculine business environment, she must step away from the female world, to neutralize the traditional male/female roles. This may mean downplaying her physical attractiveness since otherwise this will overshadow most men's reaction toward her. And she must adopt masculine behavior patterns so that she can play the business game by men's rules; business still IS a man's world. The

truly successful women fits into it rather than trying to change it. Many women have managed this very successfully, but the key is not merely ability to compete, but ability to learn, adopt and then compete by men's rules. That may not be very fair or inviting to your daughter, but that is the business world as we find it today.

The male objection to most women in business is not because women are incompetent or cannot manage or compete, but because some do not play by the established rules. Thus the male dismissal of women as "too emotional, helpless, overbearing, disinterested", and so on. Men do not object to working with women business executives who are executives first and women second. But in adopting masculine behavior patterns, your daughter must avoid a trap — that of ending up with a caricature of the worst, rather than the best. Some women think they display independence and strength of character by outrageous behavior — loud, strident, abrasive, and abusive. They have completely missed realizing that civilized society is based upon ancient, established rules of behavior — that the true measure of social development is politeness, not aggressiveness.

After my talks I frequently have men come up to me to disagree on one point or another. But not once, as such an exchange of viewpoints is really unpleasant. Yet women also agree with me and I would estimate that a full third of them are actually abusive. Such behavior will not be created by most men. There are differences between confidence and aggressiveness, between being forceful and obnoxious. Your daughter must recognize these lines and not run off the very men whose respect she hopes to acquire.

Further, the woman in business must be able to operate independent of masculine assistance, at least as much as men are independent of each other. When she uses her feminine charm or takes advantage of masculine chivalry,



Photo: "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



she loses, because she is taking unfair advantage. She must remember that among men, favors are repaid — or are no longer granted; every man is expected to stand on his own feet, without leaning on his co-workers. She must be equally independent — or remain a 'helpless' female.

If your daughter does not want to play by these masculine rules, then she will have to create her own and play as she chooses — but she better plan on replacing all her key men with key women when she takes over, and her relationships with male customers, suppliers, and advisors will be dubious at best. Men will always object to a female "boss" — as they object to a male "boss". But many women have become successful executives in a predominately masculine business world, merely by deciding they wanted the rewards badly enough to earn them fairly.

Your Daughter as Wife and Mother

But none of this is terribly difficult. Any women who wants to join the business world can easily meet these simple requirements. A much more serious problem, however, is at home. Ironically, if your daughter faces any real problem in becoming your successor, it is more likely to come from her husband than it is from her father or her ability to take on a "man's job". If your daughter marries, her husband will have a profound effect upon her ability to run your business. Does he come in, too? If so, in what capacity? Second fiddle to his wife? Can they be partners in management without rivalry, or without one getting the upper hand to the disadvantage of the other? Or will she want him to take over the company? A son-in-law is an entirely different matter from a daughter as successor.

I am reminded of a business now owned by the founder's daughter, where the son-in-law is also involved. To save his ego, she made herself vice president (although she owns the place), and elected her husband as the president. They married when she was working in the office and he was an ambitious cub salesman. Ironically, in this case, both have developed into excellent managers; either one could run the business very well. But as it is, they both try to run it. Unfortunately, they operate not as partners but as

rivals and competitors. Trying to outdo each other, they have pushed the business to an extremely large size, and they are considered a great success.

But if you get either of them aside over a martini or two, you soon find that there is more frustration and bitterness than there is satisfaction. The rivalry and arguments at work have, inevitably, spilled over into their private life and both are trapped, with no hope for improvement and no escape. Most people would not consider theirs a very good life.

And if the son-in-law stays out of the business and pursues his own career, what happens when he is transferred to another city — or accepts a position with some distant firm? Or goes into business for himself and wants her help? Will he jeopardize his own career and his future for his wife's career — and YOUR business? The family business can build a son's life, but will it build your daughter's life — or destroy it? In the final analysis, only the daughter can determine the answer to this knotty question.

Nonetheless, never rule out your daughter as your successor, because other daughters have taken over their father's business at his retirement or death, with remarkable success. One which comes to mind is a midwestern macaroni products and Italian food specialties company. The founder (now retired) had only one child — a daughter. From the very beginning she was fascinated by the business; she and her father were very close and he helped and encouraged her to keep up that interest in the family business through her teens and four years of college. She returned to the business with an business degree from a good college and her father started her on a well-organized training program which included working in all of the various departments, learning every job — from bottom to top.

During her early twenties she also married. Her husband was a teacher and is now the high-school principal. When her father's health failed, he moved her quickly into the top post of his business. With his help and that of an elderly shop superintendent, she took over smoothly. Today, the business is thriving — growing and making money. The daughter is a happily married career woman, the mother of three children, looked after during the

day by a housekeeper. This is merely one example that demonstrates how a daughter can "follow in father's footsteps", even in a so-called masculine industry. I have met dozens of others.

This daughter wanted to run her father's business, studied for the job, practiced, took over and succeeded — because she wanted to. Also give her credit for picking a husband who could advance in his home town so their careers would not conflict. So if your daughter really wants to run your company — wants to badly enough to work and prepare for it, and marries the right husband — then she will probably be a great success, quite as good as a son. And quite possibly better.

So in the final analysis, your daughter could become an excellent successor for you. But you will have to teach her, the same as you would a son. And you must not try to keep her as "daddy's little girl", because she will have to learn to carry her own weight and fight her own battles, just as would a son. For practical purposes, it IS a man's world, and your daughter-successor will have a difficult time finding her way into it. But you harm her, not help, when you try to shield her from the rough and tumble of reality. Just give her a fair chance and she will probably do very well indeed — as long as she picks the right husband and organizes her personal life so as to accommodate her career as an entrepreneur.

NEXT MONTH—we treat the subject of your son-in-law as a successor for your business.

This article is condensed from a chapter in the author's book, *THE FAMILY IN BUSINESS*, to be released by the IBI Press, Box 159, Akron, OH 44309.

MACARONI JOURNAL will be printing key chapters from the book — the first ever devoted exclusively to the personal relationships within the privately-owned business, during the forthcoming months. If you have a situation upon which you would like Mr. Butrick's comments or advice, you may contact him through MACARONI JOURNAL, or by writing the IBI Press in Akron, or calling him at 216-253-1757. There is no cost or obligation — but if you write, be patient. His heavy travel schedule precludes quick replies to his correspondence.

CUSTOM DESIGN

— AND BUILT —

COMPLETELY AUTOMATED

"CONVEYOR
SYSTEMS"

FOR

SPAGHETTI

FROM STRIPPER ★ ★

★ ★ TO PACKAGING

INCLUDES:

Bucket Elevators

Horizontal Conveyors

Chimneys — 10" or 20"

90° or 180° Curves

"S" Curves

Cutters

Special Equipment Designed
and Built

MORGAN & ASSOCIATES

6507 Twin Oaks Drive
Kansas City, Missouri
64151

Phone (816) 741-8096

Serving the Industry over 20 Years

Salvatore and Alessandro Di Cecco

Exclusive Sales Representatives for:

RICCIARELLI:

Automatic packaging machinery in cartons or cellophane or polyethylene bags for:
Long and short cuts pasta, cereals, rice, dried vegetables, coffee, cocoa, nuts, dried fruits, spices, etc. Bundling machines and Bologna stamping machines

NICCOLAI:

Dies and die-washing machines
High-resistance bronze-aluminum and extra-light aluminum-titanium alloys
Ecologic water-recovery and decantation tanks

BRAMBATI:

Systems for pneumatic conveyance and blending of semolina and flour
Storage for noodles and short-cut pasta
Dry pasta mill grinders

AGNELLI:

Machines for the production of ravioli, cappelletti, tortellini, lasagne and noodles

Consulting Services Free of Charge

Address: R.R. 1, Richmond Hill, Ontario L4C 4X7,
Canada
Phone No. (416) 773-4033, Alternate No. 898-1911
Telex No. 06-984963

WINSTON LABORATORIES, Inc.

EST. 1920

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

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

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

The Lucky 13

Follow these tips for good customer relations and good customer service and you'll improve your skills, enjoy your job and bring credit to your department.

1. **Know your business.** For many customers you are the business, and their whole image of the business — for better or for worse — hinges on their contacts with you, your knowledgeability about your business and how it applies to them. This makes you one of the most important people in the business. Did we ever claim otherwise?

2. **Know the customer's business.** If you don't, ask questions. Listen to the answers. No customer will object to your interest in his or her business needs; in fact, they'll welcome it. And the knowledge you gain will stand you in good stead. To say nothing of the appreciation your customers will feel for your concern.

3. **Anticipate your customers' problems.** Knowing your customers' business also means being able to anticipate their problems if a shipment is late or their order is delayed — and to notify them as far in advance as possible so they can take remedial or preventive action. Which is far better than waiting until it's too late.

4. **Solve at least part of the problem.** You may not be able to solve the customer's problem all in one fell swoop, but you can give "first aid" to help reduce the inconvenience or actual cost to the customer. Particularly where time is important, don't waste time trying to place blame, but instead get to basic facts and start the wheels moving for a solution.

5. **Make promises realistically.** Whether it's solving a problem, handling a complaint, promising delivery on a customer's order, or following through on a customer's request, never make a promise or set a date for completion unless you are certain it can be met. If there's a chance it will not be met, let the customer know in advance.

6. **Be a team member.** Know whom to call on in your firm for help in specific matters, whom to refer customers to on special inquiries. In short, know your team, and function as a team member. Let customers know that the whole team is working on their behalf. And don't destroy the team

image (which customers like) by blaming others when things go wrong.

7. **Help the customer become a hero.** Whether it's an emergency order, a problem of his or her own making, or whatever, the surest way to get and keep customers is to make them heroes in their own companies or among friends and family. Help customers save face, prestige, even their jobs. It's one of the great rewards of your job.

8. **Feed your customers ideas.** If you know of new products or applications, special deals or promotions and the like, and it's within company policy for you to do so, feed the information to your customers, not necessarily as a sales pitch, but rather to keep customers informed of services and products and applications which will help them do their jobs better.

9. **Be truthful.** The one thing no company or individual can afford to lose is credibility. Customers count on you to provide accurate information. Often, their plans are based on what you tell them. Willful exaggeration, misstatements, even careless inaccuracies in answering their questions — any of these is likely to be taken as a serious breach of good faith.

10. **Use your time productively.** Customer service work consumes a lot of time — looking up information, calling customers back only to be told to call back later, missing customers' calls when you yourself are tied up, and so forth. Many callbacks can be avoided by getting — or giving — all the needed information on the first call. Having all the information, files and appropriate forms at hand also saves time, as does being courteous but businesslike in your calls and keeping them brief and to the point. The same is true for letters and memos you write: include all the facts, but avoid big words and technical jargon. If you use files frequently, try to get as much information as possible on a single trip rather than running back and forth for each item. In short, invest your time wisely and enjoy the dividends!

11. **Innovate.** If you think a job can be done better and more efficiently, let your supervisor or department head know how you would go about it. The best ideas for improving operations come from the people who are performing those operations every day — which means you. Don't be modest!

12. **Communicate fully and clearly.** Observe the Golden Rule of customer communications: "Do not communicate simply so that you can be understood; communicate so that you cannot be misunderstood." Persons like yourself who work with customers spend an average of five-plus hours a day communicating — which amounts to some 23 days a month or about 275 days a year. With that much practice, you ought to be the best! (And you probably are.)

13. **Serve, and serve willingly.** All of us who work in business are here for the customer's convenience, because it is the customer — and nobody else — who pays the bills. We may not always be able to give customers exactly what they want — but we can always give them our best in attitude, performance, interest, follow-through and concern that they are satisfied in their transactions with us, so much so that they not only keep coming back to do business with us, but also tell others about us via word-of-mouth advertising which is the kind of recommendation we want.

Restaurant Growth

The National Restaurant Association project improved real growth and moderating menu prices for 1982:

Foodservice industry sales are projected to reach \$136.7 billion in 1982—a 9.7 percent increase over 1981;

Real sales, adjusted for inflation, will advance 1.3 percent—well above 1981's more modest increase of .4 percent;

Performance by different sectors of the foodservice industry will be mixed. Real sales in the Commercial Group are forecast to rise 1.7 percent while Institutional Group real sales decline .7 percent;

Transportation foodservice and fast food restaurants will post the largest real sales gains in the industry.

Eating places, which account for about 60 percent of sales, are projected to record a sales increase of 10.4 percent in 1982.

Menu prices will continue to moderate, rising 8.4 percent in 1982—almost a full percentage point below the 9.3 percent increase during 1981;

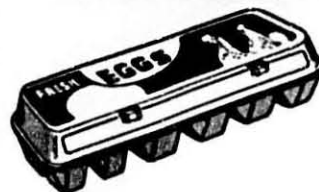
As inflation slows and the consumer's economic situation improves, real eating place sales are projected to register a 2 percent gain in 1982.

GOOD EGGS MAKE GOOD PRODUCTS



get on the BANDWAGON

DRIED ★ LIQUID ★ FROZEN ★ SHELL ★ HARD COOKED



EGG CORPORATION
of America

GENERAL OFFICES:
583 BROADWAY, P. O. BOX 119, WESTWOOD, N. J. 07675
PHONE (201) 644-6700 TELEEX 134348

**Quality
product...
when
you need it!**

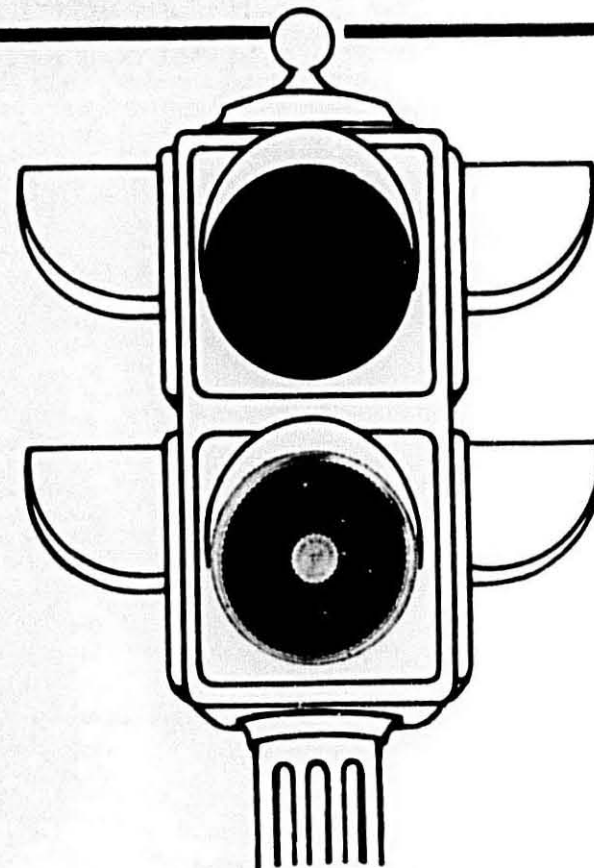
- Bulk truck delivery of No. 1 Semolina direct from the mill in a matter of hours.
- Lead-roll coating for super-accurate weights.
- No damage costs as a result of stacked up tons.
- Complete control of loading and unloading schedules.

For year-round super semolina service...



**Seaboard Allied
Milling**
DEPARTMENT OF CARROLL, INC.





STOP

- | | | |
|--------------------------------------|-------------------------------------|--|
| <input type="checkbox"/> Dough Rings | <input type="checkbox"/> Breakage | <input type="checkbox"/> Raggedness |
| <input type="checkbox"/> Roughness | <input type="checkbox"/> Collapsing | <input type="checkbox"/> Poor Shape |
| <input type="checkbox"/> Splits | <input type="checkbox"/> Poor Color | <input type="checkbox"/> Uneven Wall Thickness |

Recondition your extrusion dies NOW!



Call or Write for Details

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

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

School Lunch Is Big Business

The nation's 25 largest school systems spent \$326.7 million on food in the 1980-81 school year. Topped by New York City at \$56 million, some 301 school districts spent over \$1 million each for food in that year, according to research by Information Central for the new 1982-E3 edition of *School Foodservice Who's Who*.

The largest number of million-dollar school food programs is in booming Texas, says the *Who's Who*. That Sunbelt state boasts 44 such school districts, followed by California with 30. Florida and North Carolina each have 19 super districts and Louisiana, 17.

Research for the Directory, which lists foodservice data on nearly 1800 public school and Catholic parochial systems with enrollments over 5000, shows that except in certain Southern States, the percentage of school systems offering some type of non-subsidized a la carte foodservice ranges be-

tween 75% and 95%. The \$1.5 million food program in the Garland, TX school system is entirely independent of federal money, notes the introduction to the Directory, which adds that a la carte programs are "of growing importance as federal support declines."

Designed to help the food/foodservice marketer locate his prime prospects in the 30+ million meal/day school market, the 1982-3 *School Foodservice Who's Who* covers the largest school systems which control 65% of enrollment and 70% of total food purchases. Schools are expected to spend over \$6 billion on food for meal programs in 1982.

The typical Directory listing includes name of the key foodservice executive, food purchasing power at the local district level, as well as number of lunches, breakfasts and other meals served per day. In addition, special programs — summer foodservice, elderly feeding, daycare/headstart, fast food menus, a la carte service, vege-

tarian offerings and salad bars — are detailed.

The 1982-83 *School Foodservice Who's Who* costs \$125 per copy; it may be ordered from the publisher, Information Central, PO Box 67 Kirkland, AZ 86332. Information Central has published three previous editions of the *School Foodservice Who's Who*.

A detailed study of what foods are offered on lunch and breakfast menus in each state is also available from Information Central, which points out that "schools, the largest institutional foodservice sector, were not covered in the recent USDA/Foodservice Industry Study. Our study should help the marketer fill that critical information gap." The *School Foodservice Market Report & Menu Study* may be purchased separately at \$175 or at \$135 in combination with the new *School Foodservice Who's Who*.

Opposite Page . . .
Gooch Foods Television Advertising

The 25 Largest School Food Service Operators

Rank	School District	Enrollment	Annual Food Purchases (\$000,000)	Type A Lunches	AVERAGE MEALS PER DAY	
					Breakfast	Other
1	New York City	1,000,000+	556	509,136	98,986	NA
2	Los Angeles	550,000	46	370,000	180,000	85,000
3	Chicago	450,000	29	252,856	67,239	13,968
4	Dade Cty (FL)	230,000	17.8	137,252	28,711	13,772
5	Philadelphia	235,000	16	85,000	21,000	33,000
6	Detroit	210,000	14	110,000	15,000	NA
7	Hawaii	168,000	14	140,000	20,000	10,150
8	Houston	195,000	12.6	99,208	30,043	60,000
9	Polk Cty (FL)	63,000	10+	45,000	200-300	NA
10	Cleveland	76,000	10	60,000	22,000	9,000
11	Dallas	134,000	9.9	75,000	22,000	12,000
12	Memphis	109,000	9	75,000	17,000	90,000
13	Hillsborough Cty (FL)	112,000	8.9	73,456	27,101	6,900
14	Fairfax Cty (VA)	125,000	8	53,000	1,300	19,000
15	Broward Cty (FL)	126,166	7.5	69,591	6,442	2,827
16	Prince George Cty (MD)	116,300	7.2	68,000	11,000	23,000
17	Newark	67,500	6.2	40,000	12,000	NA
18	Orleans Parish (LA)	82,600	6	65,000	10,000	100
19	Montgomery Cty (MD)	96,000	5.7	40,000	6,500	25,000
20	St. Louis	60,600	5.7	33,222	16,962	3,500
21	Mobile Cty	64,544	5.6	42,123	10,983	2,559
22	San Diego	111,000	5.5	50,000	12,000	30,000
23	Duval Cty (FL)	99,022	5.5	66,001	15,176	NA
24	Buffalo	49,800	5.4	33,100	13,250	3,100
25	Palm Beach Cty (FL)	70,000	5.3	50,000	10,000	NA

Source: Information Central Research.

Note: Enrollment for Los Angeles, Dade County, Dallas and Newark not furnished. From 1979 U.S. Govt. Publications.



PUT A SMILE ON A PASTA LOVIN' FACE



WOMAN NO. 1: I put a smile on a pasta lovin' face. Martha Gooch does it every time.



WOMAN NO. 2: I put a smile on a pasta lovin' face. They love to eat it... I love to cook it.



CHRIS SINGS: Martha Gooch



puts a smile



on every face



(SFX: CLAPPING)



cause a smile's how you feel



when you taste that taste



(SFX: CLAPPING)



so let Martha Gooch put a smile



put a smile on a pasta lovin' face



Put a smile on a pasta lovin' face.

SAVE OVER \$1 MILLION IN TEN YEARS!

WITH EACH MICROWAVE DRYER

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

A BETTER PRODUCT

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

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

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

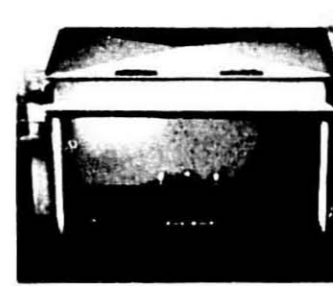
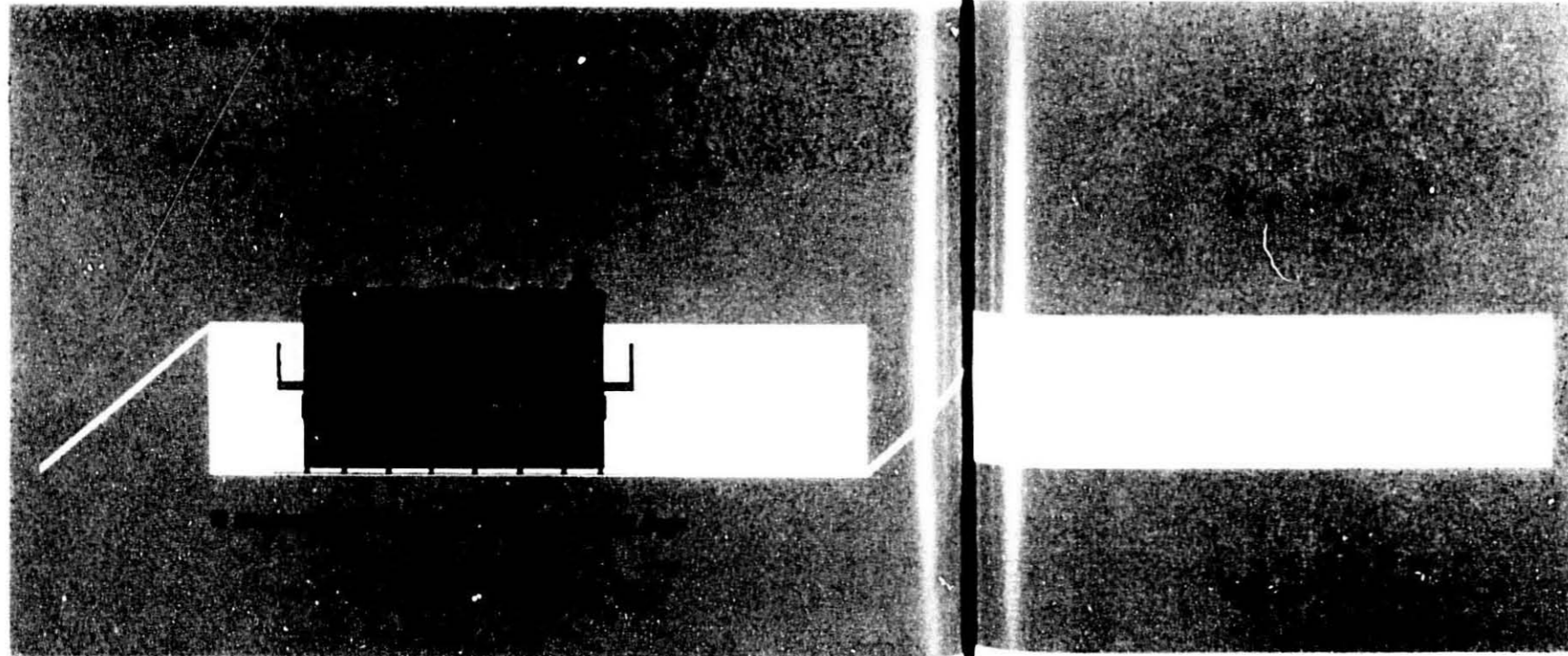
WHAT USERS SAY:

- **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

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

Microdry drying operation from production line comparisons by two processors. Shows total energy saved.



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

MICRODRY Corp. World leader in industrial microwave heating



3111 Fostoria Way
San Ramon, CA 94583 415 837 9106

National Pasta Association Winter Meeting

February 20-24, 1983

Marriott's Marco Beach Resort
Marco Island, Florida

Just off the west coast of Florida on unspoiled and "undiscovered" Marco Island, Marco Beach Resort claims 3 1/2 miles of white sandy beach.

A new guest room tower — each room with a balcony or terrace, most overlooking the pool, the beach, the Gulf of Mexico — doubles the room count to 742.

The 40,000 sq. ft. of function space includes a 20,000 sq. ft. ballroom, spacious enough for 1,900 attendees, yet divisible into eight separate rooms. In total, the hotel offers 20 separate meeting rooms.

After sessions, groups can enjoy three freshwater pools, 15 Har-Tru tennis courts, 36 holes of championship golf, or sport fishing and sailing.

The hotel is accessible via Marco Island Airways and Air Florida Comuter from Miami. From Marco Island Airport (15 minutes away), Naples Airport (25 minutes away) or the Ft. Myers Regional Jetport (55 minutes away) we will whisk you to this delightful tropical enclave via complimentary transportation.

Plant Operations Seminar
Hotel Constellation, Toronto
March 21-22-23, 1983

79th NPA Annual Meeting
Silverado, Napa, California
July 16-21, 1983



BUITONI FOODS ATTENDS NFDA CONVENTION

Rico Paglies and Bob Horne (pictured left to right), Region Managers for the Buitoni Foods Corporation, attended the National Food Distributor's Association convention in Miami. It was the first time that Buitoni utilized a display booth, and they found their participation to be successfully informative to the trade.

San Giorgio-Skinner Names Director of Marketing

Alan F. Geoffrey was recently named Director of Marketing for San Giorgio-Skinner Company. Clifford K. Larsen, Vice President of Marketing, has announced.

San Giorgio-Skinner Company is the pasta division of Hershey Foods Corporation.

In this position, Geoffrey will be responsible for the marketing of San Giorgio and Light 'n Fluffy brands. Donald E. Herr, previously Director of Marketing for these brands, has assumed a similar position for the division's Skinner and Delmonico brands.

Before joining San Giorgio-Skinner Company, Geoffrey was a marketing manager for Kraft Inc., Philadelphia, and an associate product manager for National Liberty Marketing, Frazer, Pa. Prior to that, he was an instructor of marketing at the University of Hartford, Hartford, CT and a systems analyst for Shell Oil Company in New York City and Houston, TX.

Geoffrey earned a bachelor of arts degree in economics from Duke University and a masters in business administration in marketing from the Wharton School, University of Pennsylvania.

Food Brokers Association Picks New President

The Executive Committee of the National Food Brokers Association has announced the selection of Charles F. Haywood as Association President, effective January 1, 1983. He will succeed Mark M. Singer, who will be retiring following thirty-six years of service with the National Food Brokers Association. Mr. Singer will become President Emeritus and will work as a consultant to NFBA and its new Chief Executive Officer.

Mr. Haywood has been serving as Executive Vice President and Chief Operating Officer of NFBA for the past year. He joined NFBA in 1968 as Director of Management Development, assuming the position of Vice President later that year. He is a graduate of the University of Maryland with a B.S. degree in marketing and business management. He has also completed the six year course in organization management sponsored by the U.S. Chamber of Commerce.

Before joining NFBA, he was the United States Wholesale Grocers Association and directed their Institutional Division. He has held various marketing positions with the dressograph Multigraph Corporation and the American Greetings Corporation and was in the U.S. Army from 1958-1961. He was selected as one of the outstanding young men in America by the U.S. Jaycees.

Founded in 1904

Founded in 1904, the National Food Brokers Association represents over 2,500 food broker firms throughout the United States and in 14 countries abroad. NFBA membership is limited to firms representing sellers who sell food, grocery and related products to the wholesale, retail, food-service, and industrial fields. NFBA members meet the Association's high standards of ethical operations. Most of the processed food, grocery and related products are sold in this country through food brokers.

At the end of the year, the Association will be moving to its new headquarters building now being completed in downtown Washington, D.C.

Look Who's Selling Rice-A-Roni on TV

(Opposite Page)

Rice-a-Roni, far and away the top seller among rice mixes, is launching a massive television advertising program this fall on network, cable, and spot-TV in prime time evening hours. Included in the heavy Rice-a-Roni television line-up are outstanding shows with the stars pictured here: a variety of programs featuring news stories, news interviews, high adventure, fun show, serial dramas — a total of 7 different network shows.

In addition to this, commercials featuring Rice-a-Roni will appear each week day on Daytime, the new women's cable network. Further, Rice-a-Roni is continuing its participation in 9 leading television Game Shows.

Crowning this powerhouse schedule is a concentration of individual Rice-a-Roni evening TV spots in the nation's top 30 markets. Night or day, anytime you turn on your television set this fall you will likely be greeted by Rice-a-Roni's bright, colorful, musical commercials.



INDEX TO ADVERTISING

	Page
A D M Milling Co.	26-27
Amber Milling Co.	33
Aseco Corporation	9
Erilbanti Corporation	6-7
Buhler-Mieg Corp.	18-19
Clybourn Machine Co.	29
Cooley Sales Co.	31
DeFrancisci Machine Corporation	11-12
Di Cecco	35
Egg Corporation of America	37-38
Fald Pak Corporation	2
International Multifoods Corp.	50
Malderi & Sons, D., Inc.	41
Morgan & Associates	35
North Dakota Flour Mill	15
Peavey Company	22-23
Rossotti Consultants Associates	49
Seaboard Allied Milling Corp.	39-40
Winston Laboratories	35

CLASSIFIED ADVERTISING RATES

Want Ads \$1.50 per line
Minimum \$5.00

WANTED: Demeco used presses, spreaders. For information write P.O. Box 1008, Palestine, IL 60067.

FOR SALE: Clermont wooden type noodle dryer 24". Contact Steve Colby (312) 341-3200.

S. Rasheed Ahmed, M.S., consulting pasta food scientist, 4835 Nathan West, Sterling Heights, MI 48078, telephone 313-979-7774 — specializing in total quality assurance and sanitation programs, ingredient formulation and improvement, egg products, generic products, private label accounts, formulation of cheese sauce for macaroni & cheese dinners, high protein products, GMP and FDA regulatory compliance, specification development, creative problem solving.

Microwave Survey

In the rush to save energy and boost production and quality, a new survey explores use, interest and future of microwaves in industry. It confirms International Microwave Power Institute statements about growing interest.

It is based on response from manufacturers, consultants and research personnel. Each had requested a free, non-sales booklet: "What You Should Know About Industrial Microwave Processing." The survey, was mailed with the booklet and asked 20 questions. This may be the first industry-wide survey with international overtones covering the current state of the art (of 1759 inquiries to date, 247 are foreign).

Since ratio of response was low (to date 252, or 14%), results cannot be considered definitive, yet certainly are indicative.

Production, energy, space and time savings, as reported (see graph), parallel those in the pasta industry where microwave processing has been used for years.

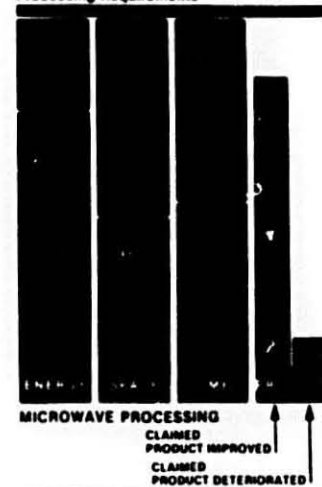
While microwave power is accepted in the food industry, surprisingly, the chemical, petroleum, rubber and plastics industries show even greater interest.

Eighty-five percent of all respondents described their problems with conventional heating methods. Making up this 85%, 19% cited time and production loss; 18%, various costs; 14%, product deterioration; 10% energy consumption; 9%, temperature control; 5%, space; 3%, hazard and pollution; 3%, maintenance and only 3% stated "no problems with conventional heating."

Only 4% of all respondents now use industrial microwave processing, mostly to avoid product deterioration from conventional methods (only microwaves can make the inside of a product hotter than the surface). Their secondary reason is cost savings.

Eighteen percent of all respondents have tested microwave heating. Of the 40 reporting results, 20 said "good"; 10, "not good"; 10, "still evaluating".

Line Represents 100% of Conventional Processing Requirements



Graph shows response from those that use or have tested microwaves.

However, their testing often was inadequate, using small batch type industrial test units with conveyors. This may be why, out of the 25% saying "not good"; results, 60% still are considering microwave processing. 30% said "not at this time," 30% gave no answer and none report that they have lost interest.

Forty percent of all respondents are considering microwave use and 18% "possibly", 3% "not at this time" and only 10% said "no", 29% did not answer. The high incidence of those "considering" may be due in the first place to their interest in sending for the booklet.

The survey was by an independent survey firm. The booklet was produced by Microdry Corporation of San Ramon, California as an industry service. Without using brand names it tells the advantages, disadvantages and limitations of microwave processing. Available free from Svenson & Associates, 45 Webb Road, Watsonville, California, 95076, U.S.A.



Quiz answers

from page 14

- 1) B
- 2) B
- 3) C
- 4) D
- 5) A
- 6) D
- 7) D
- 8) C
- 9) D
- 10) D
- 11) A
- 12) C
- 13) B
- 14) B
- 15) B
- 16) D
- 17) C
- 18) C
- 19) D

- A. Marinara 3
- B. Pesto 1
- C. Bolognese 2
- D. Salsa Verde 6

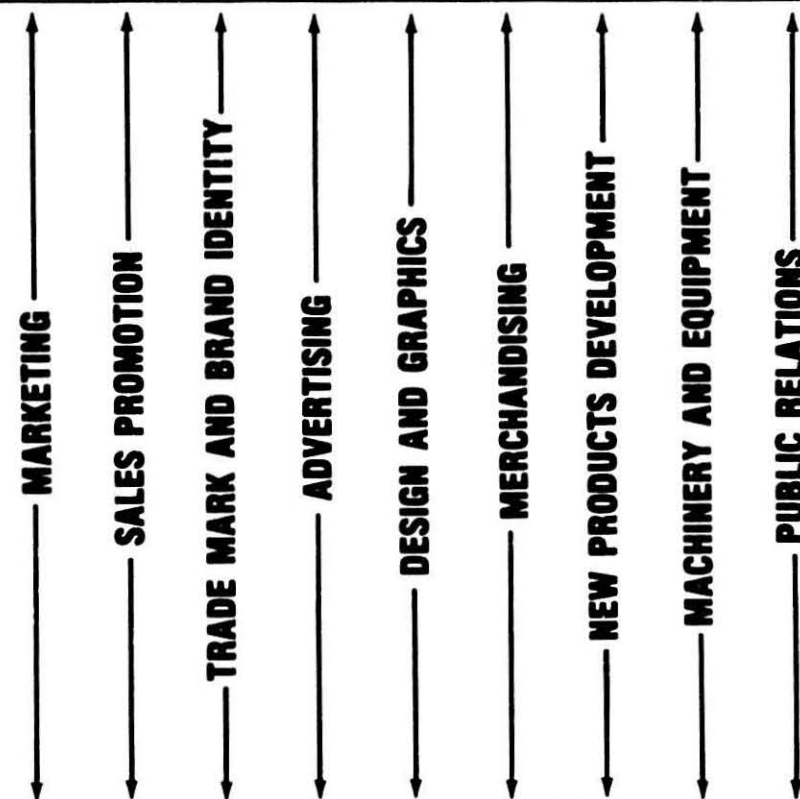
THE MACARONI JOURNAL

ROSSOTTI

SPECIALIZED CONSULTANTS TO THE FOOD INDUSTRY

SINCE 1898

OBJECTIVES BUILDING A CONSUMER FRANCHISE FOR YOUR BRAND



PRODUCT AND PACKAGE

We have experience in these areas

ROSSOTTI CONSULTANTS ASSOCIATES, INC.

158 Linwood Plaza

Charles C. Rossotti, President

Fort Lee, New Jersey 07024

Jack E. Rossotti, Vice President

Telephone (201) 944-7972

Established in 1898



Our reputation for quality builds your reputation for good taste. We're Multifor 's.



 INTERNATIONAL
MULTIFOODS