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MACARONI
JOURNAL**

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No. 2**

June, 1984

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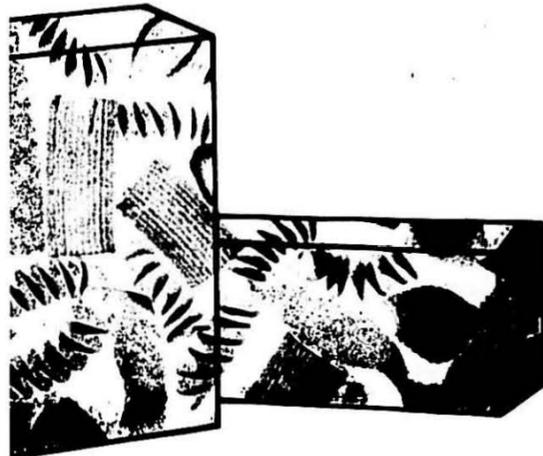
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Pasta Spirit Caught In Florida

The 79th Winter Meeting of the National Pasta Association, under the high spirits of Wednesday, March 29th when a thirty member "Walt Disney World cast" and crew, entertained with a red, white and blue patriotic salute to America in a way that only Disney can do.

More than 200 members and guests assembled at Disney World's Contemporary Hotel in Orlando for the meeting. The fun, dinner, dance and show was preceded by three days of important business.

First Day

General Sessions Monday morning was a three part program examining what the industry is and what the Association has accomplished since the NPA Strategic Plan was adopted in 1981.

Chairman Joseph P. Viviano, Senior Vice President of Hershey Foods, opened the convention with a state of the industry presentation. He concluded with a thorough review of the NPA trade case and showed a video tape of

the M&N - Lohmeyer Report as well as regarding the case.

For the first time, NPA provided a breakfast with speakers and a luncheon presentation of industry information, as outlined by the Strategic Plan. Lunch major activity included the Association's award ceremony, with the highest placement in those areas.

Paul Vermilyen and David G. Galt of Barson Marsteller presented a comprehensive review of accomplishments of the product promotion program. The most significant point made was that through the product promotion program 2.6 billion pasta impressions were achieved through print and broadcast media. These impressive results can only be achieved through the Association individual companies could not duplicate this kind of media exposure for ten times the cost, said Paul Vermilyen, Chairman, Consumer Affairs Council, responsible for the Product Promotion Committee's results.

Barson Marsteller produced two video tapes that are appropriate for internal company use.

Continued on page 4

Pasta Spirit Caught

(Continued from page 3)

Second Day

The next business day was fast-paced and action-packed. The North Dakota delegation was first on the agenda. Mel Maier, Administrator, North Dakota State Wheat Commission, was master of ceremonies and he introduced Norman Weckerly, NPA Board member and representative of the U.S. Durum Wheat Growers Association and Tim Oviatt, Director of Market Analysis, U.S. Wheat Associates, Washington, D.C. Bob Howard, President, Durum Wheat Institute and Vice President, International Multifoods, reviewed the milling industry and the realities of the millers pending trade case.

Charles Riter, market researcher, covered in detail the results of the Wheat Industry Council's baseline study with emphasis on the data specific to pasta consumption and attitudes in the United States. (See May issue.)

Marco Manzini ended the business program on Tuesday with an excellent "nuts and bolts" review of the Italian pasta industry. He is with Pavan equipment company near Venice, Italy.

Jim Carter, who was a seminar leader at last winter's convention, returned again with a session on "The Art of Negotiation." In the course of his four-hour seminar, he had some unlikely marketplace competitors negotiating with each other during the Seminar's exercises.

Social Side

To supplement all the business conducted, several social and recreational events were: the annual golf and tennis tournament, a cocktail cruise around Lake Buena Vista, a special reception at EPCOT Center at the VIP Lounge of the Coca-Cola American Express exhibition, concluding with a smashing dinner dance and show complete with Mickey and Minnie as hosts for the cocktail hour.

Pasta Lovers Diet Cookbook Launched

The NPA endorsed and promoted *Pasta Lovers Diet Cookbook*, by noted author June Roth, was nationally released by publisher Bobbs-Merrill at the recent convention. The author was on hand as a speaker for the spouses

program and to autograph copies. She made TV talk show appearances in Orlando, Tampa and Miami. The book has now been released to bookstores and it should start appearing on the shelves soon.

The NPA is sponsoring an extensive media tour that will take June Roth across the nation to the major cities promoting the book and pasta as a diet food.

From preliminary reviews received from important pasta users, NPA wives, the book is a great combination of sensible "slimmed down" recipes and nutritional information. The NPA has a limited number of copies available for members which includes a message and logo on the inside cover. The bookstore cost of the cookbook is \$8.95.

A special member price has been established for those who would like to order single or bulk copies: 10 or fewer copies, \$5.99 each; 11 or more \$4.99 each; and 52 copies or more, \$4.50 each plus UPS handling charges.

Author's Tour Gets Across Low Calorie Message

The national media tour of Author June Roth, sponsored by the NPA and launched at the Winter Meeting in Orlando, Florida, had produced 8.4 million audience impressions by the end of April.

With the *Pasta Lovers Diet Cookbook* as a platform, Roth has been talking up pasta as a low calorie, nutritious, economical and versatile food. Highlights include a national TV appearance on the *Today Show*, 18 radio and 8 newspaper interviews in major cities around the country for the total audience impression of 8.4 million.

And there is more coming. Stories are expected in newspaper syndicates including *Newspaper Enterprise Association*, *Family Weekly*, *The Star*, and the *New York Daily News* syndicate.

Low calorie recipes and photos were sent to 380 newspaper food editors in major markets. A 135 newspaper book review editors and 110 lifestyle editors have received the book and background material as well.

Roth has been very skillful in putting the low calorie pasta message up front and using it as a vehicle to at-

tract attention to the book. A script of the *Today Show* interview, April 10 was attached to demonstrate how effective a platform a cookbook can be for the pasta message.

Good Morning America Features Pasta

Edith Hogan, nutritionist and representative of the United States Department of Agriculture has been doing a regular series for the *Good Morning America* show for the last year. She does feature segments on seasonal commodities for the program.

On April 20, she did a two-minute program on the many values of pasta in the diet. She recently appeared on a USDA-produced television series called "A Better Way." The program is bicycled around the country to more than 60 radio and television stations which use the USDA service.

Ms. Hogan also serves as an oversight USDA representative for the Wheat Industry Council. The NPA has supported both of her broadcast efforts by providing demonstration pasta and support from Burson-Marsteller.

Congressional Boost

In 1983 members of the Board of Directors agreed to make personal calls on Members of Congress regarding the NPA trade case. Robert Ronzoni, Board member and President of Ronzoni Macaroni, was the most recent Board member to visit Washington. He called on the two members of Congress and the two Senators representing the districts where Ronzoni has operations. As a result of his visit to Congresswoman Geraldine Ferraro who represents the 9th New York District, the location of the largest Ronzoni plant, a letter was sent to Ambassador William Brock, the U.S. Trade Representative, in support of the NPA case, signed by five other Representatives who also represent pasta manufacturing operations. Congressman John LaFalce represents the RHM facilities in Buffalo, Congressman Robert Torricelli represents the A. Zerega facilities, Congressman James Shannon represents Prince facilities, Congressman Frank Guarino represents C. F. Mueller facilities and Congressman Thomas Foglietta, Philadelphia Macaroni.

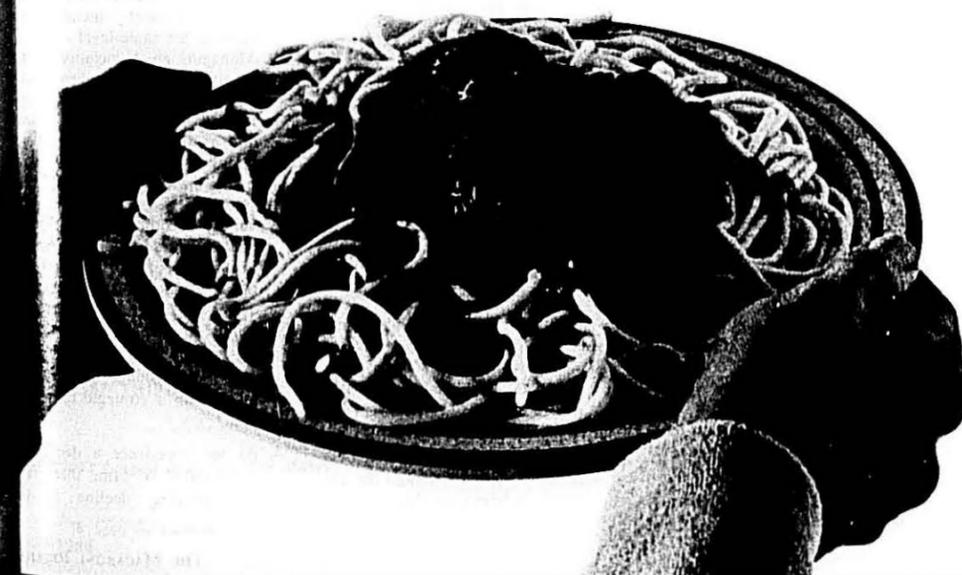
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CATCH THE PASTA SPIRIT

by Joseph M. Lichtenberg, President,
at the NPA Winter Meeting

I have had a year to "Catch the Pasta Spirit" now and it was at this very meeting last year that I met most of you for the first time. The National Pasta Association, that amorphous eclectic group of people who make the world's finest pasta has made an indelible impression upon me during this time.

I have caught the pasta spirit and I hope what you have seen during this sometimes trying period of transition has demonstrated that fact to you.

I want to take this opportunity to express to members and friends of the Association what a great honor it has been to have had the opportunity to work with the members of this industry and to be your representative. It's been a singular honor for me and I trust that as we continue to develop our personal and business relationships that you will never hesitate to provide me with input from your perspective. Regardless of how large or how small a member, whether you are an Associate or Manufacturing member, you are part of the Association and what we are is direct result of what you want and need as members. Service is what we are about. It is the watchword among those who make up the NPA staff.

It is appropriate at this time for us as members to stand back and see how we are doing based on the plan that was fortunately adopted to provide a road map for the 80s. It is our responsibility as stewards of this Association to see how we are doing, to take our temperature, to measure our progress.

Unfortunately, we are a service Association and cannot be measured like each of you are on a daily basis on the amount of dollars contributed to the bottom line. Legally, the NPA is a not-for-profit "business league." By its very nature, it requires a more difficult evaluation process. Without spending too much time on the details, I wanted to take us back and review the ground we have covered, the hurdles we have jumped, the landmarks we have passed on the map.

In July, 1981 the Board approved at LaCosta the long-range plan and



Joseph M. Lichtenberg

objectives. In February, 1982, 24 months ago, the plan was subsequently adopted. It was the first comprehensive strategic long-range plan that was designed to effectively industry challenges and serve member needs in the 1980s and establish bold new directions for the Association. The original plan included an overview of the future challenges of the industry and then addressed each of those challenges and opportunities with a specific plan that was based upon input from members from the comprehensive survey that most of you participated in at the time.

The challenges outlined were these four:

1. Static or declining trend in industry sales in 1970s presented a major challenge in the 1980s. Fortunately, in the past five years, pasta sales have begun to take off. Since 1977, SAMI reports U.S. tonnage has increased by 12.5% while dry grocery tonnage gained only 3.5%. The industry has recorded tonnage increases in the last two years — however, the healthy increases are moderated by one factor—the share taken by "unamerican pasta!" So in 1984, we are facing a similar situation — a fairly static trend for NPA members as a whole, even though the category is humming along at 2 to 4% annually.

2. The second major challenge was to fully integrate the industry by uniting all related firms and industries to promote common objectives. The original plan had a major point of attracting, retaining and providing services for valued-added type members like, canners of wet products, frozen food companies, fresh pasta companies and possibly even retail pasta shops and all of their attendant suppliers.

This attempt at broadening the base of membership has simply not been a priority during the past two years. In fact, given the current circumstances, it is a very difficult objective to achieve because of the uniqueness of our promotion program and the perceived negligible value of a generic promotion program for manufacturers who produce only boxed dinners, frozen food entrees, or canned macaroni products.

3. The third challenge relates to the historical changes in the pasta industry's basic structure. The number of manufacturing firms in the industry has declined significantly. The magnitude of this decline is suggested by the decline in the membership total for manufacturing members from 68 in 1970 to 38 companies as of today. (That is 56 plant entities) Associate members remain at the same level — 50. Managing an Association with a sharply declining membership poses some unique challenges, threats and opportunities. There are a number of implications. Among them, individual companies have larger stakes in the Association — companies with a variety of other food businesses have expanded expectations as to the scope, role and function of an Association and in some cases, use a different ruler than others to measure success. This was one of the principal challenges underlying the initiative to develop a strategic long-range plan.

4. As we experience a decline in the number of firms there is a corresponding decline in the

(Continued on page 8)

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Catch the Pasta Spirit

(Continued from page 6)

number of volunteer members available to actually participate in the Association. Which, therefore, puts more responsibility on the professional staff than has ever been the mandate of the Association before. Volunteers from larger diversified companies often must share their time with other commodity group associations of products in which they have an interest.

These challenges are still with us and, in fact, they have been accelerated in some respects. I have seen a number of rapid changes in our industry just in the twelve months that I have been a part of the industry, and they are significant indeed.

The strategic long-range plan did provide a focus for programs and services which can be accomplished in the mutual self-interest of members that could not otherwise be achieved on an individual company basis.

Organization

We did adopt a new mission statement, changed our name, hired me, moved to Washington and adopted 13 committees and a five council organization approach. As we continue to hone in on the future objectives of the Association, I believe we will have the opportunity streamline the organization a bit, but we now need to renew our commitment to make the committee system work even better than it has in the past. I would like to review with you now the five (5) priority areas for the Association and some of the things we have been able to accomplish as a team.

The first area is:

Consumer Affairs

- Our objective is to promote sales and use of pasta
- Provide education and
- Maintain good trade relations

The flagship program of this Association is the generic pasta product promotion program run by Burson-Marsteller. The results which you will see reviewed in some detail with a new level of excitement later this morning is probably unsurpassed in terms of results. Last year the pasta message was used in publications or in the

broadcast media which reached an estimated 1.6 billion consumers. Since the addition of more money for the electronic media program and the expansion of the news bureau program, these results have been significantly improved over the last two years. Later on, Elinor Ehrman and David Canty will review with you some of the exciting things including the new "Pasta Lover's Diet Cookbook," which we all hope will appear on the best seller list.

In the trade relations area, a grocery trade pasta presentation was developed by Ted Settanny's committee and was made available to members last year.

A grocery buyer's product promotion program is being prepared for the next fiscal year. This is a program in which we will communicate on a quarterly basis to the grocery buyers in the United States regarding the supportive promotional efforts that we are making on behalf of our product.

Food marketing Institute invited the NPA to cooperate in a unique program involving the supermarket directors of consumer affairs. At a pasta luncheon which NPA hosted, we used that opportunity to introduce the "Nutrient Profile of Pasta", and will make subsequent mailings of the consumer version and of June Roth's cookbook. Every supermarket chain in the country was offered the creative resources of the NPA staff in preparing pasta promotion pieces for in-store use.

The NPA office serves as a clearinghouse for consumer and business requests of all kinds regarding pasta. It is estimated that we respond to more than 4,000 requests per year.

We hope to exhibit at the school foodservice convention this year and have a pasta bar set up similar to the successful pasta bars that have been used with amazing success in several school systems around the United States.

Pastaville in Minot was a success again this year and is proven that our original concept of providing seed money for such an event and gradually withdrawing it can work. Shown here is this year's celebrity, the mainman from "Cheers."

Government Affairs

- Our objective is to represent the pasta industry before the executive, legislative, and judicial branches of government;

- To monitor, analyze and disseminate legislative and regulatory information.

Our activities have mostly centered around the Section 301 pasta in port case which Joe Viviano covered in great detail a moment ago. While relief hasn't been secured for NPA members - relief from the 32.5% 1913 increase of illegal Italian imports into this country - the U.S. is in private talks with the European Common Market on a compromise that may provide some relief until the suit is finally settled before the GATT.

Projecting 32% increases for six consecutive years, given same base and the number of pounds, causes imports to jump dramatically from 72 to 381 pounds or 19% of the current market.

The Washington office was opened as of July 5, 1983. We have, because of our on-the-scene presence, been able to directly affect the imports suit in our efforts to bring it to the attention of Congress, the White House, USDA State Department. And to work specifically on the question of Ethylene Dibromide and the attendant problems. I can tell you that the proximity of Grocery Manufacturers of America across the river from our offices, the American Bakers Association, the Millers' National Federation, the Food Marketing Institute, the Wheat Industry Council and the Food Group have provided some representation for you as pasta manufacturers that was not possible before, just because of the proximity of our operations.

As a service to members, we publish, legal opinions from Rick Silverman, our General Counsel, on various aspects of food safety.

As An Aside:

EDB - Sanity will prevail in time. The issue is important and all inclusive. The NPA has participated at the highest levels in trying to affect a Federal standard. Our limited testing indicated early on that pasta had a low profile when compared with other commodities.

Technical Affairs

- Our objective is to develop and support activities designed to improve:

- technical
- standards
- research

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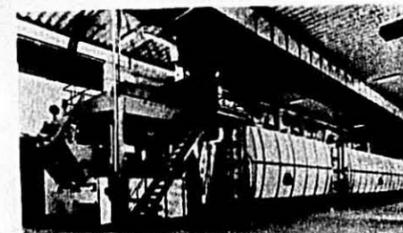
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QUALITY ASSURANCE

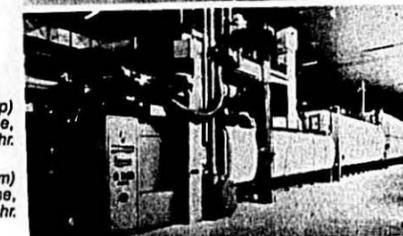
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Catch the Pasta Spirit

(Continued from page 6)

— nutritional aspects related to all phases of the pasta industry.

This has been an area where the NPA has always had an outstanding record. The committee is responsible for the important net weight/moisture loss study, which will be useful with governmental agencies attempting to set standards on moisture loss.

Of course, the ongoing standards of identity, one of the principal concerns of the committee; our activity with EDB testing; defect action levels are the backbone of this committee's day-to-day work.

The genetic durum breeding program funded at North Dakota State University is one of the world's premiere durum breeding programs, which was responsible last year for producing the new variety of durum called "Lloyd."

We underwrite a graduate fellow at North Dakota State University in the Cereal Chemistry Department to continue to add to this important field for our business.

Technical Services are available to members through our outside food chemist who has an ongoing arrangement with the Association.

The important "Nutrient Profile of Pasta" was produced by the Nutrition and Education Committee. This, as I mentioned previously, has been used with the Food Marketing Institute and will be further used this year with the American Dietetic Association, home economists in business and other nutrition-type groups.

Internal Affairs

Our objective is to:

- attract and retain members;
- to effectively manage the communications, information, and meetings of the Association; and
- to develop educational and other programs focused on the operational aspects of the pasta industry.

Our activities include the publication of a weekly newsletter which I trust from the feedback I have been getting, is, being well-received. It is a valuable communications tool for us and we openly solicit your comments regarding its content and its value to your operation.

The Journal is being published on a monthly basis now and will undergo a facelift as we proceed. It is a monthly publication and is a widely read and respected publication.

The planning and execution of the two conventions each year fall into this internal affairs area. We are continually attempting to ensure that these meetings are timely and valuable in a business sense and always accept your suggestions for topics and potential speakers. The Plant Operations Committee has an exciting seminar planned for Boston, April 8-12. It features a tour of the Prince facility and a day-long seminar on marrying production goals and marketing objectives. In addition, we plan to cooperate with the Northern Crops Institute in Fargo, North Dakota on a durum basic course and a harvest field tour in August. Of course, our 80th anniversary, will be celebrated in San Diego this summer.

Next Spring, the Committee is planning the trip to the IPAC-IMA packaging show in Milan and a Fall program run in conjunction with the U.S. Packaging Show in Chicago for operations personnel.

The monthly sales index reporting is a service to members who participate in it. It is undergoing some major revision at this point. The annual wage and policy survey is conducted as a service to members each year.

The annual Washington public affairs meeting will be placed on the Association calendar in 1985.

There is an effort going on now to develop a membership recruitment and retention program. It has been gratifying to me to note the number of people who are interested in membership in the Association. A program will be developed to make our offerings as attractive as possible to potential members.

Industry Advisory

The purpose of this council is:

- to coordinate activities
- with and receive input and guidance
- from producers, processors, and end product manufactureres on industry-wide issues and concerns.

The activities in this area are a liaison with the Millers' National Federation, the Durum Wheat Institute, North Dakota State University, the Wheat Industry Council and the North Dakota State Wheat Commission.

The Association receives monetary and program support from the North Dakota State Wheat Commission and the Durum Wheat Institute in support of our product promotion efforts.

In addition, several of our miller allies have launched positive and effective pasta promotions during the last year which provided considerable benefits for the industry. In addition, many of them have also provided help with graphics and photographs in the new Washington office.

There are several efforts now underway to meet with our Associate members to determine how their interests and our mutual interests can be better served by the Association. This morning we had an informal breakfast with our allied members and began that dialogue.

So, we are off and running, ever mindful that every dollar that each of you contributes requires return on that investment.

As each of you draws the bottom line on the performance of the Association, I hope you will remember several things:

—The Association is a "kind of democracy. The staff receives its direction from the Board. It is not arbitrarily set by the Chairman or the paid Executive.

—Each of you sitting in the audience has demonstrated your commitment to the NPA. Regardless of who you are and what you represent, your opinion is needed and valued. You own the Association and as an owner, you have a responsibility to it.

—We are still in a transition phase.

—There's more to come! Join!

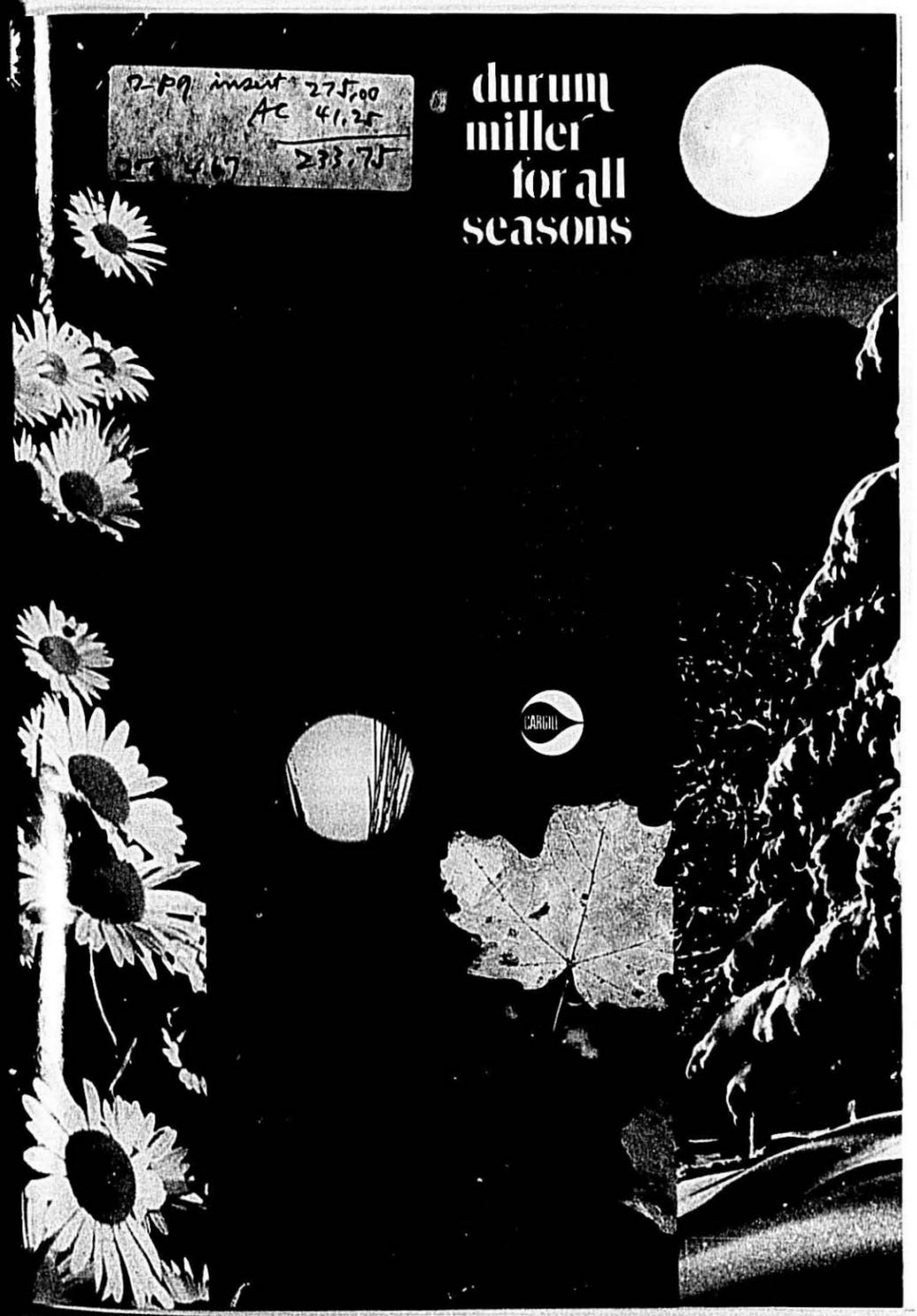
The organization is exceedingly resilient, flexible and has been able to react in a short period of time to the changing concerns of the industry as a whole. As we sit in Washington and each of you are slaying dragons in the ever changing marketplace preoccupied with your need to get more sales, we miss the excitement you face daily—but the staff is earnestly working to "Capture the Pasta Spirit."

NPA 80TH ANNUAL MEETING

Hotel Del Coronado
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EUROPE REVISITED
Spring, 1984



Bob Green and Antonio Maeso Bariego, plant manager, Industrias Riara-Marse, S.A.

April in Portugal—spring in Spain—what a beautiful time to take a trip to Europe.

Fran and I left on March 27. The weather was bad. There was a blizzard in New York which kept us on the ground for five hours delaying our departure for Lisbon.

Lisbon is a beautiful city built on hills overlooking the ocean. We rode the funicular up and down the hill to the park on top of the hill and had a wonderful view of the city.

At the Tivoli Hotel we had an aperitive with Carlos M. Delgado Calapez, son-in-law of C. V. Amaral of Duran, Garcia & Cia, Lda., representatives of Braibanti. Mr. Calapez told us there are fourteen pasta plants in

Portugal producing about 120,000 tons of product, utilizing about 80 percent of capacity. The per capita consumption is about 8 kilos—16 pounds annually. Thirty percent durum is used with seventy percent of soft wheat. Potatoes are the chief competitive carbohydrate and competition is tough.

We traveled by Eurailpass everywhere and saw the beautiful countryside. We were impressed with the acres and acres of vineyards and olive groves in Spain. The grape vines were cut back severely and the new growth has no support. Forthysia and fruit trees were in bloom.

We were impressed with the sights in Seville, Madrid and Barcelona. Fran had her wallet taken at Del Prado in a crowd looking at Spanish masterpieces. But the real joys were in meeting the people and receiving their warm hospitality.

Nabisco Affiliate

Nabisco Brands has an affiliate in Spain and they made arrangements for us to visit their pasta manufacturing facilities in Tordesillas near Valladolid, some 200 kilometers northwest of Madrid. Mrs. Rafael Castellvi, technical services director, came down from Barcelona to drive us from Madrid to Valladolid and then to Tordesillas.

On arrival there plant manager Antonio Maeso Bariego showed us their facilities consisting of two vermicelli lines, one each for short cuts, long macaroni, long spaghetti and nidi—a popular folded noodle product. They also produce baby food in the plant that employs 145 workers.

Brand name Ardilla (Squirrel) holds second spot in the national market. The business was established in 1955 purchased from Julio Fernandez.



Bob Green, Antonio Maeso Bariego, and Rafael Castellvi, technical director, review Ardilla product line.



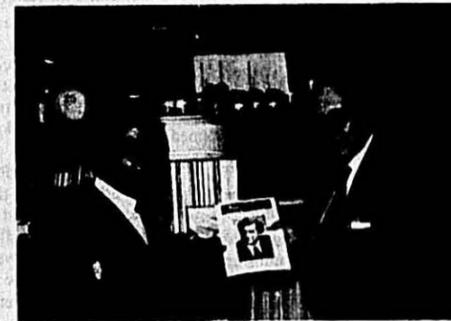
Monsera Pedrogosa, Bob and Fran Green.

Pasta Pedrogosa

In Barcelona we met Mr. and Mrs. Pedrogosa. His grandfather established the business and they live next door to a modern plant in Barbara Del Valles. Segismundo was president of the national association of pasta manufacturers in Spain. He had a collection of Macaroni Journals going back to the 1950's.

Mrs. Pedrogosa, supervises some 45 salesmen selling direct in some twelve provinces of Catalan. We sampled their product and it was excellent. They produce spaghetti, vermicelli, shells and nidi.

They presented Fran with a golden macaroni piece on a gold chain which she wore everywhere. They presented me with a ceramic tile going back to the turn of the century.



Segismundo Pedrogosa shows his collection of Macaroni Journals to Bob Green.

North Dakota Wheat Farmer Discusses Wheat Trade

Although face-to-face wheat trade discussions rarely occur between U.S. wheat producers and major overseas wheat customers in today's complex international marketplace, such an incident did occur to Willard Pedersen, a Northwood, N.D., area wheat producer.

Pedersen, a North Dakota Wheat Commission (NDWC) member, recently returned from trade and market development meetings with leading wheat buying and processing officials in Europe, Africa and the Middle East. Together these regions import about half of North Dakota's annual hard red spring and durum wheat exports.

The purpose of Pedersen's U.S. Wheat Associates/NDWC sponsored travel was to serve as an ambassador for North Dakota wheat producers at trade discussion meetings with foreign buying agencies, flour millers and end-product processors, as well as to evaluate and become better acquainted with USWA overseas market development programs and individual country situations.

"As a new member of this wheat producer funded and directed market development organization (NDWC), and before I went on this trip, I often wondered how effective they were at promoting our wheat overseas," Pedersen said. "Now that I have returned and have had time to look back at these market development programs, I feel every dollar wheat producers invest into developing markets generates a higher return than those same dollars invested in fertilizers or other production input costs."

Pedersen said the market development program employed by USWA differed from country to country. He said the seven countries he visited could be classified as either developed or developing. "Egypt, Algeria and Morocco are developing countries, while France, Romania, The Netherlands and Switzerland are developed as far as their wheat importing and processing technology."

In Developing Countries

In Egypt, Pedersen said the grain was transported to the mills in sacks and there was very little bulk handling of grain. "A major constraint in Egypt is the demand for wheat and wheat products are outpacing the ability of

the milling, baking and distribution industries. Their population increases about one million per year."

USWA/NDWC activities in Egypt include trade teams to the United States, a milling consultant, a storage and handling consultant, a baking consultant and a milling short course.

Pedersen said in Algeria the policy of the government is to increase agricultural trade through bilateral trade arrangements, wheat supply assurances, provision for technical assistance and bilateral balance of trade.

Per capita, consumption of all wheat in Algeria is 400 pounds which compares to about 166 pounds in the United States. Of the 400 pounds of wheat consumed in Algeria, about 240 pounds are durum wheat. "I believe Algeria and Morocco have the most potential for increased exports of wheat grown in North Dakota of any place I visited."

The U.S. market share of the Moroccan wheat supply is 75 percent, and Pedersen said it could possibly go as high as 90 percent this year with an expanded \$244 million in blended credit.

"Egypt, Algeria and Morocco are all developing countries and I was very impressed with the way the U.S. Wheat Associates overseas office staff in this area conducted wheat market development programs," Pedersen said. "It takes a special understanding and talent to be able to work effectively in foreign countries with different languages and cultures."

"The wheat industry in these developing countries must be instructed on how to best utilize U.S. wheat to get a good impression of its quality," Pedersen said. "The special U.S. Wheat Associates and North Dakota Wheat Commission sponsored overseas wheat milling, baking and handling consultants, along with trade teams which will attend short courses at the Northern Crops Institute in Fargo, will increase their understanding of our production and marketing systems."

In Developed Countries

Pedersen said the developed countries he visited had a very sophisticated wheat buying and processing industry. "The flour mills we visited had laboratories which were very extensive and complete. They had equipment to determine pesticide residue, infra-red protein analyzers, micro computers, in-

stron devices to test packaging material, and pilot wheat processing units to check wheat and flour quality," Pedersen said. "My point is that the United States can not expect to ship poor quality wheat varieties into such sophisticated markets."

Pedersen said the French were very impressed with the characteristics of Vic, Edmore and Westbred 881 durum varieties and are looking forward to greater export availability.

Import High Quality

"The European Economic Community is a spring wheat and durum market that demands very good quality because they import high quality wheat to blend with their lower quality domestic wheat," Pedersen said. "The market development services most helpful and requested in these developed countries are market and crop quality information."

"The level of sophistication of market development activities needed by developed and developing wheat importing countries are much clearer to me now that I have returned from this trip," Pedersen said. "Consultants and short courses or technical services on handling and processing U.S. wheat are more essential in developing countries in order for them to better understand the benefits of buying U.S. wheat. Technical assistance was one thing the Algerians requested before buying wheat from any country."

"Credit availability is also very important to these countries where little hard currency is available to import wheat," Pedersen said. "The increase in various export credit in the new farm bill will probably do more for the farm than any of the other provisions."

Pedersen said the developed countries he visited were more quality conscious and are very capable of detecting the quality of wheat shipments. "These countries want more sophisticated crop quality and wheat market information which is unbiased and precise."

Pedersen said USWA, in cooperation with the NDWC, are accomplishing these wheat customers needs through their trade servicing and information efforts like that provided by the Regional Hard Red Spring and Durum Wheat Crop Quality Survey marketing information gained by the many trade teams which visit North Dakota each year; technical assistance

(Continued on page 16)

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Wheat Trade

(Continued from page 14)

given by USWA/NDWC consultants; and the many special projects designed to improve each country's wheat import capabilities.

"I learned that market development does not end once a country buys wheat from us, it only begins," Pedersen said. "Our wheat buying customers constantly seek reinforcement for their wheat buying decisions and we must continue to promote the advantages of our quality wheat and our effective and efficient production and marketing systems if we are to compete with other competitive wheat exporting countries."

North Dakota Wheat Commission Elections

Growers George Kubik, Manning, N.D. and Ole Sampson, Lawton, N.D., have chosen not to run for re-election to the North Dakota Wheat Commission. "Both are valued friends of the NPA and have worked closely with us over the years," said Joseph P. Viviano, NPA Chairman of the Board.

John Rafteseth, Elgin, N.D. was elected to replace Kubik, who served 11 consecutive years on the Commission. Ed Volk, Know, N.D. replaces Ole Sampson, who served a total of 17 years on the Commission.

The NDWC is a wheat producer organization funded through a 5/10 of cent check off per bushel sold. The Administrator of the Commission is Mel Maier.

Monroe Scheflo died in early April in Bottineau, North Dakota after a short illness. Monroe was the dynamic President of the U.S. Durum Growers Association and had a long association with the NPA.

Canadian Intentions

All-wheat plantings in Canada are expected to be 33,155,000 acres in 1984, down 2% from the record 33,847,000 last year, according to Statistics Canada. The estimate is based on a March 15 survey of farmers' intentions. A big cutback in acreage for spring wheat other than durum more than offset increases for durum and winter wheat. Spring wheat area is placed at 27,780,000 acres, down 5% from 29,332,000 in 1983. Winter wheat seedings are estimated at 1,175,

000 acres, up 16% from 1,015,000 a year ago, and durum area is placed at 4,200,000 acres, up 20% from last year.

New Durum Mill

New England Milling Co., has set mid-June as the target for the start-up of a new 6,000-cwt durum mill in Ayer, Mass., according to John C. Miller, executive vice-president of Italgrani U.S.A. Inc., Minneapolis. The new company is jointly owned by The Prince Company Inc., Lowell, Mass., and Italgrani U.S.A. It will be jointly managed by the two companies.

Equipment for the new mill is being supplied by Berga Impianti Cereali, Treviso, Italy, with construction by Jarvis Corp., Salina, Kansas. New England Milling will supply semolina for Prince, one of the nation's largest pasta manufacturers. Prince has pasta plants in Lowell, Mass.; Warren, Mich., and St. Paul, Minn.

Vice-Chairman Elect

Robert M. Howard, International Multifoods Corp., Minneapolis, was elected as vice-chairman of the Millers' National Federation at the M.N.F.'s 82nd annual convention at the Hyatt Regency Maui. It is expected that Mr. Howard will succeed Richard Kraft Jr., Star of the West Milling Co., Frankenmuth, Mich., when Mr. Kraft completes his service as chairman two years from now. The M.N.F. board, itself reconstituted, approved a number of governance changes, including the new concept for the Federation of having the vice-chairman be in line to become chairman. Mr. Kraft took over the helm from James J. Feeney, General Mills, Inc., Minneapolis, chairman for the past two years.

Multifoods Earnings Cut

International Multifoods Corporation announced that earnings for the fiscal year ended February 29, 1984 were \$32.9 million or \$4.03 per common share on sales of \$1.07 billion. Earnings in the prior year were \$35.5 million or \$4.32 per share on sales of \$1.12 billion. Unit volume was up three percent over a year ago.

Chairman and Chief Executive Officer William G. Phillips said, "The most significant factor affecting results

this year was the devaluation of the Venezuelan bolivar which was principally responsible for a reduction in earnings from Venezuela of 76 cents per common share. Operating results from Venezuela this year were excellent as our major market position continued to expand on good unit volume growth. However, worldwide Consumer and Industrial market segment sales and earnings declined principally due to the reduction in dollars reported from Venezuelan businesses." Fourth quarter earnings were \$8.1 million or \$1.00 per common share on sales of \$284 million. During the comparable period a year ago, earnings were \$9.8 million or \$1.20 per share on sales of \$291 million. Fourth quarter unit volume was up three percent compared to the prior year.

Strong Consumer Products

President and Chief Operating Officer Andre Gillet said, "Particularly strong Consumer product performances for the year were posted by Reuben and Smoke Craft specialty meats in the United States, and Bick's and Rose pickles and relishes, oat cereal and poultry meats in Canada. Unit volume increased four percent in Venezuela. However, increased marketing costs for family flour and peanut butter in the face of stiff price competition reduced U.S. and Canadian Consumer earnings."

"In our Industrial market," Gillet continued, "volume gains in the United States and Venezuela were outstanding this year. We had excellent earnings increases from U.S. and Canadian bakery flour, strong Canadian results in bakery mix and durum, and a good U.S. export flour performance. In the United States, declines in bakery mix, durum and grain merchandising reflected reduced margins."

Agriculture Segment Up

Earnings in the Agriculture segment were up. Feed results were strong in the United States and Canada. Good volume gains led to increased dollar earnings from Venezuelan poultry operations despite the devaluation. A turnaround in Lynks seed and vet supply helped overcome disappointing results from pet food operations.

Improved results in the Away-From-Home Eating segment included increased earnings from Mister Donut in the United States, primarily due to

(Continued on page 18)

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International Multifoods

(Continued from page 16)

significant growth in new shop openings, and the previously announced gain of 50 cents per common share from the sale of the Mister Donut franchising business in Japan. An ambitious program of new restaurant concept development and testing, and modifications to the Boston Sea Party format, are being implemented as investments for future success. The associated costs contributed to a substantial decline from U.S. restaurant operations, though recent trends in customer counts are encouraging.

ADM Net Down

Net earnings of Archer Daniels Midland Co. in the third quarter of the current fiscal year lagged behind a year earlier, and the net for the first nine months of the fiscal year also was reduced.

In the three months ended March 31, ADM's net earnings totaled \$22,949,000 equal to 25¢ a share on the common stock, against \$25,725,000 or 31¢ a share, in the same 1983 period. ADM had 90,546,000 shares outstanding in this year's third quarter, against 82,966,000 a year ago, adjusted for the 5% stock dividend in September 1983.

Included in the earnings for this year's third quarter was a gain of \$2 million, or 2¢ a share, from sales of investment securities. In the same three months of last year, earnings included a gain of \$13 million, or 6¢ a share, from sales of investment securities.

For the first nine months of the 1984 fiscal year, July-March, ADM's net earnings totaled \$84,048,000, equal to 95¢ a share on the common stocks. That compares with net income of \$86,634,000, or \$1.07 a share, in the same period of the 1983 fiscal year.

ConAgra V.P.

The board of directors of ConAgra, Inc., has named Thomas L. Manuel executive vice-president of ConAgra Flour Milling Co. Mr. Manuel will retain his current responsibilities as general manager of two other ConAgra companies. Omaha-based ConAgra Feed Ingredient Merchandising Co. and Fruen Oat Milling Co., Minneapolis.

"Tom Manuel has been a top-notch leader of two of our businesses, and I

am very pleased that he is now taking on additional responsibilities in the flour milling company," said R. F. (Bud) Morrison, president and chief operating officer of ConAgra Grain Processing Companies. "His involvement will allow me to devote more time to growing and building our grain processing businesses."

Mr. Manuel joined ConAgra in 1977 as general manager of the Feed Ingredient Merchandising Co. He was named vice-president in 1979, and was given the additional responsibility of general manager of Fruen Oat Milling in 1982.

Prior to joining ConAgra, Mr. Manuel was with Cook Industries, Inc., as manager of feed ingredient merchandising. He was graduated from the University of Minnesota with a degree in economics and business administration.

Egg Outlook

(From the U.S. Department of Agriculture)

Egg production in first-half 1984 is expected to average 3-5 percent less than in 1983, primarily because of the reduced size of the laying flock. This, along with continued strong consumer demand, will result in egg prices probably averaging well above January-June 1983.

At 5,655 million dozen, egg production in calendar-year 1983 was down 2 percent from 1982 and contained the decline that started in 1981. Egg producers have not had a sustained period of profitable operations since 1979 and have been looking for ways to cut costs. One method chosen has been to keep old hens in the laying flock for more than one laying cycle in lieu of selling spent birds. This retention has reduced the need for pullets as replacements in the national flock.

When the signup by grain farmers for the payment-in-kind program was announced in early 1983, the price of laying feed ingredients began to rise, and producers sold many of their hens. The summer drought further increased feed ingredient prices and with little rise expected in egg prices, producers only kept their more productive hens. During June-August 1983, the average number of layers on hand was 4 percent below the same months in 1982—the same decline as in March-May but 1 percent more than during De-

ember-February. Egg production declined only 2 percent during March-May and June-August because producers had held their less productive hens and the rate of lay was up 1 percent from the year before.

During October-December 1983, egg production declined 4 percent from the year earlier, while the rate of lay was the same. Contributing to the decline was an outbreak of avian influenza, which caused 4.9 million layers to be destroyed before the end of the year. As egg prices improved, producers outside the quarantine area began selling fewer of their less productive old hens, and the number of hens during December was down only 3 percent from the previous year. However, the holding of more old hens and the unusually cold weather, caused the rate of lay to be down.

The hatch of egg-type chicks has been above year-earlier levels since last September, with the exception of November. The hatch in December was 10 percent above December 1982 and 4 percent above December 1981. In January 1984, the hatch was 11 percent above 1983. Producers are ordering more replacement pullets in response to higher egg prices and to replace the hens lost to the flu. However, since it takes 5 to 6 months for replacements to begin laying, enough pullets will not be available to expand layer numbers sharply until at least mid-1984. While producers will likely continue delaying sales of old hens, the current low numbers, the unexpected losses caused by the flu and fewer replacements will mean that the laying flock will likely average below last year during first-half 1984. As a result, 1984 egg production is expected to be below 1983. During first-quarter 1984, egg production may be 4 percent below 1983's 1,433 million dozen. Spring weather may improve the rate of lay, and if producers can limit the spread of the flu, layer numbers should stop declining relative to 1983. As a result, egg production in the second quarter is expected to be only 2 percent below the 1,405 million dozen in 1983.

Egg production in second-half 1984 is expected to improve relative to 1983 as more replacement pullets gradually replenish the laying flock. Egg prices are likely to continue strong, prompting a continued larger hatch of egg-type chicks. During the third quarter, egg production may be 2 percent below

last year, but production is expected to be 1 percent above 1983 in the fourth quarter.

Egg Prices to Remain Strong

Egg prices were low relative to cost of production during the first half of 1983 but improved in the second half. Higher egg prices and stable production costs resulted in improved returns for producers.

During fourth-quarter 1983, the price of cartoned Grade A large eggs in New York averaged 91 cents per dozen, up from 68 cents in 1982 and the highest fourth-quarter price since 1960. Given the strong wholesale prices, the strength of the dollar, and available supplies from other countries, it is not surprising that egg exports declined, but that they only declined 60 percent from 1982.

During fourth-quarter 1983, egg prices were strengthened by demand for breaker eggs. Normally, breakers take surplus eggs at a discounted price during the year to build stocks for the prime baking season in the fall. Recently, however, reduced egg supplies caused breakers to compete with retailers for breaking stock. Stocks of frozen eggs in commercial warehouses on January 1 were down 55 percent from last year.

During first-quarter 1984, prices of cartoned Grade A large eggs in New York have been very strong, especially in January. Prices are expected to average \$1.03 to \$1.07 per dozen, up from 86 cents in first-quarter 1983. Prices are being strengthened by the avian influenza, which has created the possibility of smaller output than actually occurred, and reduced production used by the smaller flock and colder weather.

Egg Back on Sunny Side

By Jane Palmer

Omaha World-Herald Food Writer

Eggs have returned to favor. They always were the choice of chefs for classic recipes and the standard for nutritionists for evaluating other protein foods.

Now health-conscious individuals can enjoy eggs without gloomy concern about the high cholesterol levels in the yolks.

Physicians still advise variety and moderation in diets, but they now say

that a metabolic error, not cholesterol in the diet, is usually to blame for a high blood-cholesterol level.

They liken the situation to diabetes, where an abnormal blood sugar level indicates an irregularity but insulin is the problem.

"Disease State"

High blood-cholesterol levels indicate a disease state that should be treated, but cholesterol in the diet is usually not the culprit, said Omaha cardiologist Richard R. Miles.

Cholesterol is so vital to body functions—everything from brain cells, eyes and liver to Vitamin D and sex hormones—that it can be made from any food substance, fat or carbohydrates.

"The body will build cholesterol even if you don't eat any of it," Dr. Miles said.

In healthy individuals, cholesterol is produced at safe levels, but a small percentage of people produce more cholesterol than needed.

A high blood-cholesterol level does not always lead to heart or circulatory problems, but it is associated with high risk, he said.

Metabolic

"It's a metabolic disease; it's not just what they ate," Dr. Miles said.

He suggested that everyone have his blood cholesterol checked by age 18 and seek treatment if it is abnormal.

"There is no question that people who have this should be treated," Dr. Miles said. "For people who don't have abnormal cholesterol levels, we don't know enough about cholesterol to say for sure that the manipulation of dietary cholesterol is going to be important."

"The Surgeon General of the United States took five years to prove conclusively that smoking increased the risk of arteriosclerotic disease (hardening of the arteries) and heart attack. Researchers have been arguing about cholesterol for 50 to 60 years. I think we would have settled it if it (cholesterol) was a major factor."

As a cardiologist, Dr. Miles said Americans should be far more concerned about smoking, high blood pressure and lack of exercise than about cholesterol.

FDA Sodium Labeling Final Rule

The Food and Drug Administration (FDA) published its long-awaited final rule governing declaration of sodium content of foods and label claims for foods on the basis of sodium content April 18, 1984. The effective date of the rule is July 1, 1985 although voluntary compliance may begin as of the date of publication, advises Richard S. Silverman, NPA General Counsel of Collier, Shannon, Rill and Scott in a memorandum to the Association.

In general, the rule requires quantitative sodium labeling in three instances; establishes definitions and criteria for use of terms relating to sodium content ("descriptions"); establishes compliance criteria and provides for the inclusion of potassium content information on a voluntary basis. *Federal Register* (49 Fed. Reg. 15510, April 15, 1984) contains a statement of policy on the appropriate use of comparative labeling statements relating to sodium and the declaration of sodium content in isolation.

When FDA orders a complex and/or controversial rule, it often publishes an extensive preamble setting forth the Agency's basis for the rule and detailed discussion addressing relevant comments submitted in response to the proposed rulemaking. The sodium rule is no exception—it contains a 23-page preamble. The importance of this preamble cannot be overestimated for it provides much guidance relating to interpretation of the rule. Under FDA's Administrative Practices and Procedures Regulations, such guidance constitutes advisory opinions of the Agency on which the regulated industry can rely unless and until such guidance is formally repudiated by the Agency or overruled by a court.

Complete Copies Available

Copies of Silverman's memorandum, which contains a summary of the major provision of the final rule, a summary of the preamble and a copy of the *Federal Register* are available from the NPA office free for manufacturing members and \$4.50 (the cost of copying the 45 pages) to others.

The following briefly describes some of the requirements of the new rules. They are extracted to provide the reader an idea of the rule and are in no way conclusive. Please request com-

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Sodium Labeling

(Continued from page 19)

plete document which includes the details, footnotes and citations.

Quantitative Sodium Labeling

Under the final rule, quantitative sodium information is required in the following situations:

a) Where a food bears nutrition labeling (whether voluntary or mandatory). Such product must include on the nutrition information panel a "statement of the number of milligrams of sodium in a specified serving (portion) of the food . . . immediately following the statement on fat content (and fatty acids and/or cholesterol, if stated).

b) Where a food does not bear nutrition labeling if any defined descriptor is used in the labeling of the product or when any other statement about sodium content is used in labeling. The quantitative sodium information must be set forth on the principal display panel or on the information panel of the food label and must be stated in terms of milligrams ("mg") of sodium in a specified serving (portion) of the food, i.e., "Contains _____ milligrams sodium per _____ serving (portion)."

c) Where a food purports to be or is represented for special dietary use in restricting the intake of sodium. This criteria is met when claims are made on the label or in labeling that indicate or suggest that the food is useful in satisfying such a dietary need. FDA considers certain sodium claims or representations to be for special dietary usefulness. Therefore, foods bearing such claims must bear labels declaring the quantitative sodium content of such food. The information must be stated in terms of mg of sodium in a specified serving or portion and must appear on the principal display panel or on the information panel of the food label.

It should be noted that foods bearing only defined descriptors without more specific claims of dietary usefulness in regulating sodium intake are not, by virtue of that fact alone, a food for special dietary use. As a practical matter, however, this is a distinction without a difference because, in either case, quantitative sodium labeling is required.

Declaration of Sodium Content

Quantitative sodium content may be expressed as zero when the serving

(portion) contains less than 5 mg of sodium. When the serving (portion) contains 5 to 140 mg of sodium, it must be rounded to the nearest 10 mg increment.

Descriptors and Other Sodium Related Claims

The final rule establishes definitions for sodium related descriptors that may be used on food labels, as follows:

Descriptor	Sodium Content Per Serving
1) "Sodium Free"	less than 5 mg
2) "Very Low Sodium"	35 mg or less
3) "Low Sodium"	140 mg or less
4) "Reduced Sodium"	75% reduction

Use of the defined descriptors must use them in a manner consistent with the final rule.

Comparative Claims

The final rule does not directly regulate the use of label statements to show comparative sodium reductions. FDA has, however, announced in the preamble a policy governing the use of comparative claims. This policy is designed to ensure consumers are not misled by inconsequential reductions of sodium. Thus, a comparative label statement is appropriate only when there has been at least a 25 percent reduction in the sodium content of a food relative to the food for which it is a replacement.

When a comparative sodium claim is made for a product, the labeling also must provide quantitative sodium information. Significantly, however, comparative claims do not trigger full nutrition labeling or comparative statements about other nutrients as long as other nutrients in the food remain unchanged.

The rule is substantially similar to the 1982 proposal and it is too early to assess whether the FDA will be sued by either a regulated industry or consumer group who disagree with the final decision.

Information Brief

Time passes so quickly that often manufacturers lose track of dates and record-keeping requirements. The U.S. Food and Drug Administration requires of all food manufacturers that a copy of a current nutritional analysis be on file and kept by management at the point of manufacture. A current nutritional report is considered to be one made within the prior twelve months.

For the pasta industry, this usually translates into having two composite samples analyzed i.e. egg-containing pasta (noodles) and non-egg containing pasta samples. Composites must consist of 12 retail packages and the samples can be composited either at the plant or in the testing laboratory.

Analysis is usually reported on a two ounce dry serving size. However if another portion size is desired, this should be specified.

Data for sodium, in particular, has been found to be reported incorrectly, especially on packaging material which gets reprinted without the incorporation of changes.

Winston Laboratories, Inc. has offered to review your nutrient data format at no charge to verify the correctness of reporting increments.

It is recommended that management check their records to insure compliance with these regulations.

Healthy Preferences

In a recent NRA/Gallup survey, six out of 10 respondents reported either eating more fruit, vegetables, or whole grains, or eating less refined sugar, animal fats, or salt. Consumers 25 years and older, especially women, appear to have made more conscious changes in eating patterns than younger respondents. Also, adults in upper-socio-economic groups were more likely to have changed eating habits. Seven out of 10 college graduates and 67% of respondents earning at least \$31,000 reported eating more nutritious meals at home. Moreover, those who had made changes in home diets were also more likely to have changed their dining-out eating habits. More than six out of 10 who said they were eating more nutritiously at home also reported changing their diets when dining away from home.

Fish and seafood are popular items for consumers concerned with eating nutritiously; 20% of respondents said they were eating more seafood. Ordering salads and vegetables more often was also listed by a large number — 18% — as a way they were changing away-from-home eating habits. Specific changes also included using less salt and ordering low-salt entrees in restaurants. The latter was particularly appealing to senior citizens — half the respondents 65 and older indicating they would order a low-salt meal.

Pasta Makers in America

The Creamette Company—The Irish Contribution



James T. Williams

James T. Williams of Minneapolis was an Irish farm boy, born and raised in Minnesota. At the age of 17 he left home to sell groceries and improve his business education by attending business college and taking courses from the University of Minnesota instructors.

In 1908 at the age of 32, he purchased an interest in the Northwestern Macaroni Company which later became the Mother's Macaroni Company, and within three years he had bought out the company and assumed the duties of president. It was at this time that he started a long series of experiments in creating a thin-walled quick cooking macaroni which he named "Creamettes," the Cream of the Crop.

This new item had much sales success to such an extent that the business name was changed to The Creamette Company in 1916. In 1941 the company opened its Canadian plant in Winnipeg. In 1975 it opened a new plant in New Hope just outside of Minneapolis, one of the most modern facilities in the world.

Actively Interested in Industry

Mr. Williams was vitally interested in the industry as well as his own company, and during World War I the macaroni industry doubled in size as macaroni imports were cut off from Italy, and plants sprang up all over the country. He was elected President of the National Macaroni Manufacturers Association in 1917 and helped the industry cope with wartime regula-



James, Sr., Louise, James, Jr., George, Peggy, Bob and Larry.

tions and the "save wheat" campaign that directly affected consumption.

During his term of office which ran to 1921 the Board of Directors hired its first full-time paid executive, M. J. Donna of Braidwood, Illinois, a part-time newspaper reporter, school teacher, and state employee. Mr. Donna was given the challenge of putting out an industry trade publication called the Macaroni Journal and putting on the annual convention.

In 1920 Dr. Benjamin R. Jacobs was hired from the chemistry bureau of the U.S. Department of Agriculture to establish a quality control and testing laboratory for a self-policing program of the macaroni industry. He was largely responsible for drawing up the Standards of Identity later promulgated by the Federal Food & Drug Administration for macaroni products.

Mr. Williams' constant interest in merchandising and selling was indicated by the fact that as early as 1923 he was host to the National Retail Grocers Convention in Minneapolis. As an officer of the Minnesota Retail Grocers Association in its early days,

his work in building regional groups laid the foundation for his active continued participation in national organizational affairs.

Consistent Advertising

Consistent advertising was one of the foundations of the Creamette success. An early ad which found favor not only with retailers but with his competitors stated: "Facts every retailer grocer should know about macaroni products—the principal food of the American dinner is fish, meat, or macaroni. If meat or fish is served, it is bought from the butcher, and you only sell the trimmings for the meal. If macaroni is served, you not only sell the macaroni but other ingredients that go with it, namely, cheese, tomatoes, butter, crackers, and other articles of food for its preparation.

"The sale of a single package of macaroni carries with it the sale of other goods two or three times its value. You thereby supply the principal food for the meal which otherwise would have to be served by the

(Continued on page 26)

Pasta is in the 'Good Group'

New research shows pasta releases the right complex carbohydrates – rewards us with better health, slowed aging and built-in weight control.

One of the latest nutritional breakthroughs is the discovery that pasta releases the right complex carbohydrates – the right kind of carbohydrates that reward us with better health, slowed aging and built-in weight control. Most scientists agree that the right kind of carbohydrates is the key to better health. And the right kind of carbohydrates is the key to better health. And the right kind of carbohydrates is the key to better health. And the right kind of carbohydrates is the key to better health.

Most scientists agree that the right kind of carbohydrates is the key to better health. And the right kind of carbohydrates is the key to better health. And the right kind of carbohydrates is the key to better health. And the right kind of carbohydrates is the key to better health.

Pasta – let's tell it like it is.

ADM

ADM also supplies quality shortening, corn sweeteners, CO₂, soy proteins, dough conditioners and vital wheat gluten for the baking industry.



The Creamette Company

(Continued from page 23)

butcher next door or around the corner.

"It is to your interest to keep your trade supplied with macaroni and get a profit on business you otherwise would not have. The Creamette Company, Minneapolis."

Marshall Plan

Twenty-four years later the general manager of the Creamette Company, C. L. "Bud" Norris was President of the National Macaroni Manufacturers Association during the post-war years of World War II. Just as in World War I there had been a dramatic increase in the amount of government regulation and red tape, but following the war there was a lush export market to southern Europe whose facilities had been bombed out during the war. Anyone with a macaroni press was operating around the clock to fill export orders. Then it abruptly stopped on June 1, 1948, when the Marshall Plan went into effect and gave the Europeans materials and equipment to refurbish their own industries.

The Board of Directors hired Robert M. Green who had background in the field by working with the Hoskins Company as Director of Public Relations, and it hired the firm of Theodore R. Sils to develop recipe materials and send releases to all types of media. Thus was the National Macaroni Institute born as the product promotion arm of the Association. Green's initial assignment was to sign up as many of the industry's members to contribute 1¢ per bag as possible. He was accompanied by Mr. Norris and Mr. Williams on many of his calls, particularly on the west coast, and by the time of the first Winter Meeting in Florida in January, 1949, the Institute was a going concern.

With his typical Irish wit, Mr. Williams would laugh about the fact that Marco Polo might have brought pasta from the Orient to Italy and the Italians popularized the product, but he said it was really an Irish invention made by an Irish housewife—Margaret O'Rooney.

As President of the Association, Bud Norris had a keen feeling for what was going on in the industry. At the Annual Meeting in 1950 he touched on a recurring concern throughout pasta history. He said: "According to the



C. L. Norris

federal census figures, between 1937 and 1947 there was a reduction in the number of macaroni plants of 102, whereas the value of the product, f.o.b. plant, increased from \$50 million to \$111 million. The pounds produced per employee went from 88,000 to 101,000 pounds in this 10-year span.

"Big vs. Little Fellows"

"As nearly as we can determine, there are approximately 225 macaroni and egg noodle plants in the country at this time. We hear a lot of talk about the 'big fellows' and the 'little fellows' in the industry. Nobody comes up with a definition of what constitutes a big fellow, but usually we get to thinking in terms of anyone who is larger than we are as a 'big fellow' and anyone who is smaller as a 'little fellow.' There is a good deal of conversation about the big ones getting larger and the little ones getting squerzed out. My considered opinion is that a so-called 'little fellow' need not fear the competition of his larger fellow manufacturers, provided he keeps his tools sharp and does a good job of merchandising the product well made from top quality raw materials. If he conducts a thoroughly well-managed operation, he can even ignore the cheaper selling prices of his larger competitors and come out at the end of the year with a satisfactory operating statement. I have seen it in other industries, and I believe it is true in ours, that some of the so-called 'big' who entertain visions of grandeur and the thought of driving some of their smaller competitors out of business, find that the well-

managed small boys die awfully hard. The thing I want to call your attention to particularly is the fact that, with our 150 million people, we have only 225 macaroni plants in this country. The business has evidently not been inviting enough to induce new entrants into the macaroni manufacturing field. This may be partially due to the fact that it takes a considerably larger invested capital to enter into the business than was the case a few years back. With the per capita consumption bound to go up as the results of the efforts of the National Macaroni Institute start to take effect, each one of our manufacturers will stand to gain materially from year to year."

Durum Relations

Bud Norris also did much to cement the good relations between the durum growers and the macaroni manufacturers established by M. J. Donna, Bert Groom, and Bill Siebens. Each year he journeyed with Maurice Ryan of Quality Macaroni Company in St. Paul to Langdon, North Dakota, to visit the Durum Show and communicate with the growers. It was not an easy trip. It was an overnight ride on a sleeping car from Minneapolis to Grand Forks where a transfer was made, and, before boarding the daily milk train to Langdon, some 200 miles away, it was advisable to pick up a brown bag of lunch, something to drink, and a deck of cards to play with on the train to while away the day which might run a few hours to all day.

In Langdon, a community of a few hundred souls led by a couple of energetic newspaper men, Dick Ferkner and Ed Franta, who put out the *Avenger County Republican* and promoted the Durum Show into a national event, things were pretty much as they had been on the western frontier—primitive. Housing was in the U.C.T. (United Commercial Traveler) hotel or the Bear Hotel. The governor's suite had a shower, but other bathroom facilities were common for all the sleeping rooms on the second floor.

The Durum Show banquet was originally held at the Green Mill Cafe consisting of t-bone steaks and french fries until it was pointed out that durum wheat was the raw material for pasta. Lawry's Spaghetti Sauce Mix was imported, and the good housewives of Langdon learned to prepare spaghetti and sauce to feed the whole community.

Samples for the show were obtained by having the high school students in agriculture pick up samples from growers in the quantity of a peck or more and giving the donor an invitation to a card game at the St. Aloysius gymnasium. This social event started about 8 in the evening and ran till midnight when a buffet lunch was served along with beer and had been served throughout the evening. Growers, elevator men, grain buyers, and other attendants at the show played games running from whist to a cut-throat poker version of night baseball. The Show brought about understanding between the various elements of the durum industry.

James Jr. Takes Over

Mr. Williams died in March, 1951. Surviving members of the immediate family included his widow, Louise, and five children: Margaret Williams Linstrath and her brothers James T. Williams, Jr., Robert H., George J., and Lawrence D. There were also 14 grandchildren.

Jim Williams, Jr. carried on the tradition set by his father as being one of the areas best known sportsmen, famed not only for his skill in hunting but also for the scale at which he pursued the hobby and for taking many of his customers on hunting trips.

Brother Bob was in charge of the Winnipeg operation, while Brother George handled sales out of Toronto. Sister Peggy, whose picture adorned the green folded carton carrying Creamettes as the little girl, was married to John Linstrath, a production man, who designed and supervised the construction of the new plant in New Hope, just outside Minneapolis in 1975.

The new facility had eight storage silos each with a capacity of 74 tons. Ingredients could be unloaded and stored at the rate of 48,000 pounds per hour. A vacuum system held dust problems to a minimum. Production lines were the latest innovations of the European state of the art as was the automatic packaging system that moved the product to casing machines. Case goods were stored in warehouses with a stacker train and rack and tree module for moving pallet loads in and out of storage racks. It was the latest in pasta technology.



Lawrence D. Williams

Larry, the youngest, started out in the advertising business at the Martin-Williams Advertising Company. When frozen foods became popular, he put pancake batter in an aerosol can and later packed frozen macaroni and cheese.

Then Larry

In 1969, upon the death of James T. Williams, Jr., Larry was named president of the company while brother Bob became Chairman of the Board. Larry was elected President of the National Macaroni Manufacturers Association in 1976. In 1977, at the time of the energy crisis, he stated: "Our nation and the entire world is confronted with perhaps the most critical political and economic crisis of our lifetime. Energy shortages abound in every locality of this globe. It is possible national economies and governments will collapse unless there is a resolution of this crisis. Our Association is not capable of resolving the energy crisis—but it is capable of recognizing the ramifications to our industry—and it is capable of developing programs to mitigate its effects upon our industry. In this regard, I am requesting your Board of Directors to establish an energy committee."

Sold to Borden

In 1979 the Creamette Company became a part of the Borden Company. Long-time sales manager John Westenberg was named President of the Creamette Company. Within two years Borden also acquired National Food Products of New Orleans and announced plans for construction of a

\$7.7 million pasta plant for Creamette in Phoenix, Arizona.

Borden's Profits Rise

Borden Inc. said profit in the fourth quarter rose 23% and projected a 1984 per-share increase of at least 15%.

The producer of chemicals and consumer products said earnings rose to \$52.5 million, or \$1.83 a share, from \$42.7 million, or \$1.50 a share, a year earlier. Sales increased 7.6% to \$1.17 billion from \$1.09 billion.

The company's "domestic divisions showed gains virtually across the board", chairman Eugene J. Sullivan said. International operations improved from the third quarter, although they still weren't as strong as in the year-earlier period, he said.

For the year, Borden said its earnings rose 14% to a record \$189 million, or \$6.56 a share, from \$165.9 million, or \$5.81 a share, in 1982. Sales rose 3.7% to \$4.26 billion from \$4.11 billion. "The strong performance of our operations in 1983 supports our projection of an overall gain of at least 15% in 1984 earnings per-share," Mr. Sullivan said.

Pasta Helps Borden

Pasta snack and baking operations of Borden, Inc., made major contributions to the record income of the company's Consumer Products Division and the corporation itself in the fiscal year ended Dec. 31, 1983, according to Borden's annual report.

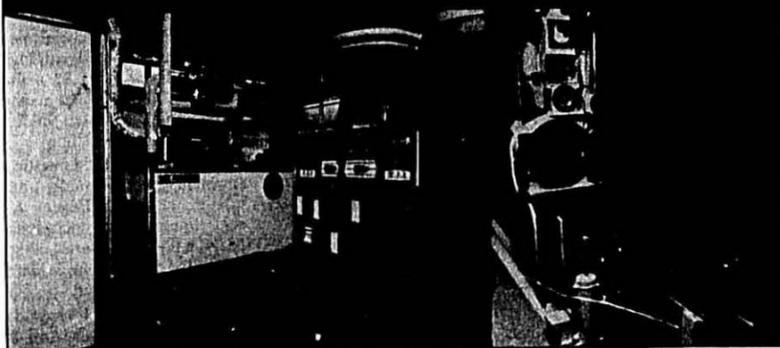
In Borden's Pasta Group, dollar and tonnage sales rose 11% and income climbed 16% from the previous highs in fiscal 1982," the report says. "The improvement," it adds, "was the result of geographical expansion into new markets and a fuller mix of products with established accounts."

"The Creamette brand achieved an all-time high in market share, moving up to third place among all brands of pasta sold in the U.S. The Creamette brand has broad distribution in markets that account for 59% of total pasta consumption."

During the year, Creamette completed construction of an \$8.8 million pasta plant at Tolleon, Ariz., near Phoenix. This, the report notes, is the first new pasta plant to be built in the West in 10 years.

(Continued on page 30)

BASSANO VHT



BASSANO "V.H.T."

BASSANO offers "V.H.T." (very high temperature) production lines allowing a drying of pasta at temperatures up to 266° F, with better results : a better quality pasta - better utilisation of production facilities and plant operation cost reduction.

BETTER PASTA QUALITY :

- improved resistance to cooking and also excess of over cooking,
- improved bacteriological conditions,
- improved storage life,
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PLANT PRODUCTION COST ARE REDUCED :

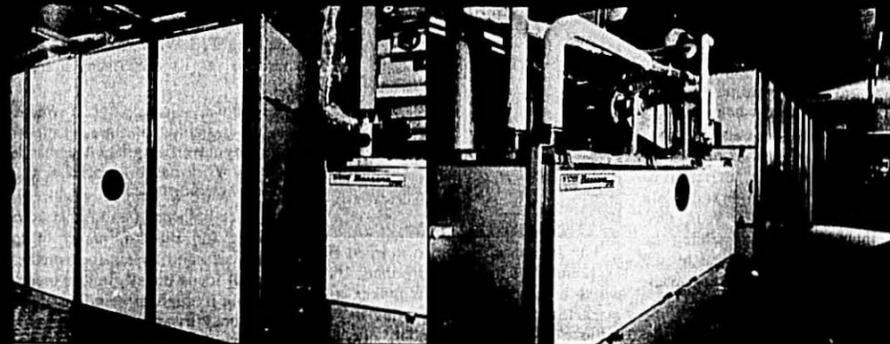
- power-energy reduced from 10 to 20% (depending on conditions),
- less space needed (our production lines with equal production capacity are more compact),
- time saving (drying periods are 3 to 4 times shorter),
- present production (in less time you will be saving hundred of production hours per year),
- adjusting time saved when changing over from one product to the other.

2 pages \$ 300.00
 bleed 45.00
 \$ 345.00

290 6.90

ACB INDUSTRIES INC
 FOOD PROCESSING MACHINERY DIVISION

PASTA DRYING AT TEMPERATURES UP TO 266° F



3

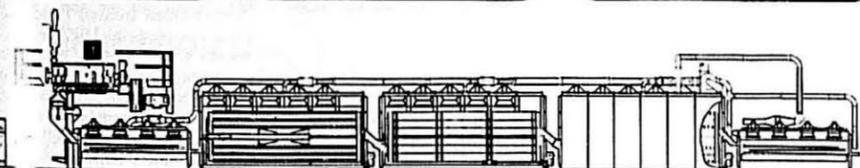
The V.H.T. BASSANO ROTAX
 panels have inside insulation and
 metallic covers.
 Rotax are totally of metallic
 construction and pre-assembled in our plant
 on block frames, reducing set up time

2

The V.H.T. BASSANO TRABATTO
 • Easy frame construction allowing total
 access to the elements located inside
 the frame.
 • Frame and blade suspension are entirely
 fitted in metallic construction.
 • V.H.T. metallic panels are suspended for
 easy and rapid opening.
 • Two speed motor with external location.

4

V.H.T. drying is obtained by optimization
 of the ventilating and hydrothermic circuits.
 The heating is controlled by an electronic
 regulator, the air extraction and steam
 injection allow us to maintain optimum climatic
 conditions.



1

The BASSANO
 is constructed with :
 • automatic ponderal dosing units (optional) with electronic controls.
 • vacuuming unit with controlled opening plexiglass doors.
 • precision screw with continuous variable speed and with low speed re-start.
 • optional thermo-regulated cask and head.
 • retractable mask for pasta cutting with electronic control, to give you length 7 mm to 100 mm
 • conveyor for rapid set up of the mould.
 • pressurized are pre-assembled in our plant on a aesthetic and rigid frame.

BASSANO

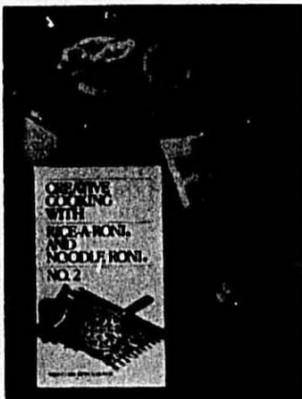
Offers a comprehensive line of equipment
 and machinery with all the following assets :
 • efficiency, low cost,
 • simple and resistant design,
 • easy cleaning and maintenance.

Borden in Brazil

Brazilian food operations, the report continues, was "badly hurt by a flour shortage and price controls. The Brazilian food operation maintained its leading position in the local pasta market.

"Volume sales were down, owing to a deterioration of consumer purchasing power, coupled with price increases significantly above the inflation rate resulting from the government's withdrawal of a subsidy on wheat.

"To expand their markets, the Brazilian chemical and food operations are engaged in aggressive export programs. Exports of Adria brand pasta to Chile began during the year. Distributed there by Bordon Chilc, the product has been well received by the trade and customers, and is now available in the major supermarkets."



The purchase of Ronco marked the Marketer of solid food products. "To debut of Coca-Cola as a maker and marketer of solid food products. "To achieve its growth potential," the annual report explains, "the Foods Division intends to broaden scope of expertise in the fruit juice and fruit-based beverage arenas.

"Through the 1982 acquisition of Ronco Foods, the division is applying its marketing business development knowledge to the growing U.S. pasta market," it says.

Outlining its program for growth, the annual report notes that at the end of 1983, Ronco products were introduced "in two markets and [the company] test-marketed a consumer-oriented marketing plan to evaluate its effectiveness in the competitive pasta category."

At the time of the acquisition Ronco Foods had annual sales in excess of \$10 million. It produces cut goods, long goods and selected noodles under the Ronco brand for retail and institutional markets.

Foods Division Operating Profit Up

The Foods Division of Coca-Cola, in which Ronco's results are included, had operating earnings of \$121,300,000 in the fiscal year ended Dec. 31, 1983, up 3% from \$117,900,000 in fiscal 1982. Operating revenues were \$1,284,900,000, compared with \$1,150,000 in the previous year.

Identifiable assets for the division rose to \$431,900,000 in 1983 from \$380,400,000. Capital expenditures for the division totaled \$45,100,000, down from \$53,700,000 a year ago. Earnings of Coca-Cola Co. in fiscal 1983 totaled \$558,787,000, equal to

\$4.10 per share on the common stock, up 9% from \$512,232,000, or \$3.95 per share, in fiscal 1983. Sales aggregated \$6,828,992,000, up from \$6,021,135,000.

Buitoni Selects Ad Agency

Buitoni Foods Corporation, South Hackensack, N.J., announced it was selecting Tad Ware & Company, Minneapolis, as its advertising agency of record.

Buitoni's selection of a Midwest agency is significant since all previous company advertising had been handled by New York-based agencies.

Tad Ware & Company will create and place both print and broadcast advertising for Buitoni, maker of premium pasta and Italian food products. Ads will focus on all Buitoni products including its high protein line of pasta and sauces as well as its frozen entrees. Positioning of new Buitoni product and all package design also will be handled by Tad Ware.

"We're delighted with the new relationship," said Bennett White, Buitoni's director of marketing. "We consider Tad Ware & Company a secret weapon in the highly competitive world of package goods marketing and new product positioning. The Ware agency keeps a low profile but its 'win' ratio is exceptionally high."

Italian-based Buitoni Foods Corporation, founded in 1827 in Perugia, Italy, by Giulia Buitoni, is the world's largest producer of Italian foods. Owned and operated by the Buitoni family, the company's United States division, opened in 1939, distributes Buitoni products nationally with concentration in large urban areas.

Tad Ware & Company, the four-year-old Minneapolis-based agency, also represents Country Pride Foods of Dorado, Ark., the world's largest producer of broilers, the Jefferson Lines of Minneapolis, and does extensive project work for Pillsbury.

Media Advertising

Share of the promotional dollar devoted to trade promotion has continued to lose ground to consumer promotion, according to Donnelly Marketing's Sixth Annual Survey of promotional practices.

The survey, conducted in May and June of 1983, was sent to 124 executives.

(Continued on page 32)

THE MACARONI JOURNAL

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Reporting to the Vice-President Manufacturing, you will provide dynamic leadership of a large team of experienced supervisors and unionized employees. Specific responsibilities will include production, engineering, equipment, production planning and labour negotiations. Your principal objective will be to combine your artistic skills as a pasta maker with the latest and best technology to produce a product famous for its consistent high quality and value.

A seasoned manager with hands-on experience and proven competence in the art of pasta manufacturing, you also have a very good appreciation of the technical aspects of modern high-speed production and packaging equipment. The ability to speak French would be an asset.

Please reply to Bob Fullerton, Montreal, referring to file 2229. All replies will be held in the strictest confidence.

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Media Advertising

(Continued from page 30)

tives, of who 76 returned usable replies. It found:

- Trade promotions now claim 34.2% of the promotional dollar, down from 38.9% in 1981 and 37.7% in 1982.
- Consumer promotions claim 26.3% up from 20.2% in 1981 with 23.5% in 1982.
- Media advertising has a 39.5% share compared with 40.9% in 1981 and 38.8% in 1982.

Chesebrough-Pond's Sales Up, Net Down

Chesebrough-Pond's Inc. sales for the first quarter of 1984 increased by 4.9 per cent over 1983's first quarter to a record level, Ralph E. Ward, Chesebrough's chairman and president, announced today. First-quarter net income was 35.5 per cent lower than the first quarter a year ago, and in line with the company's expectations for the period, Mr. Ward said. Higher interest expense and an 18.9 per cent increase in the marketing investment accounted for the lower net income.

"Current plans for the full year of 1984 call for a sales increase of 10 to 15 per cent over 1983 and a net income increase of 5 to 10 per cent," Mr. Ward said.

Consolidated worldwide sales for the first quarter of 1984 rose to \$421,104,000 compared with \$401,499,000 for 1983's first quarter.

Packaged Foods Division

Ragu spaghetti sauces, a favorite of consumers throughout the country, once again are increasing their market share, which now stands at over 50 per cent. The primary factor in this increase in Ragu Chunky Gardenstyle spaghetti sauce, introduced in September 1983 and aimed at consumers who still make their own sauce at home. Divisional operating profit for the quarter was below the level of 1983's first quarter due to a \$7 million increase in the division's marketing investment, primarily for advertising and sales promotion programs for the new Ragu Chunky Gardenstyle spaghetti sauce. With these programs continuing in the second quarter, sales growth

should accelerate over the balance of 1984.

Hershey Appointments

Glenn A. Trout and Brian K. Matlick were recently named to new positions in Hershey Foods Corporation's Agri-Business Department, Barry L. Zoumas, Vice President, Science and Technology, announced recently.

Matlick was promoted to Director, Agri-Business. Trout was named Senior Advisor, Agri-Business.

Trout joined Hershey in April 1969 as Special Consultant. In November 1969, he was promoted to Director, Agri-Business.

Trout has a bachelor's degree in chemistry from Albright College, Reading, Pa. He is a member of the Board of Directors of the American Cocoa Research Institute (ACRI) and chairs ACRI's Research Committee.

Matlick joined Hershey Chocolate Company in August 1969 in the Quality Assurance Lab. In January 1970, he was promoted to Assistant to the Plant Manager, San Giorgio Macaroni Company, Lebanon, Pa, which is part of the pasta division of Hershey Foods Corporation.

Matlick became Manager of Milk Operations, Hershey Chocolate Company, in January 1971. In February 1979, he was promoted to Manager, Agri-Business, his most recent position.

He has a bachelor's degree in dairy manufacturing and a masters degree in general agriculture from West Virginia University, Morgantown, W.Va.

D'Amelia Pasta

North American Systems, Bedford Heights, Ohio, manufacturer of Mr. Coffee Coffeemakers, in early April began television advertising in 14 major markets for what the company is promoting as the first national brand of pasta to be marketed in the United States.

The pasta line—produced for North American Systems by the Federici company at d'Amelia, Italy, is being marketed in the U.S. under the d'Amelia label.

In advertising the 10-product pasta line to U.S. grocers in recent weeks, North American Systems has emphasized that it is "introducing a national brand of real Italian pasta."

Larry LaFevers, vice-president of sales for d'Amelia, said that the line should appeal to grocers because "there now are no national pasta brands, imported or domestic."

Mr. LaFevers said the d'Amelia brand has been introduced in 20 to 25 markets, with nationwide distribution targeted soon. Distribution is being handled from three U.S. warehouses through a network of food brokers.

Focus on the East

Markets in which the line has already been introduced include San Francisco, Phoenix, Texas, Louisiana, South Carolina, Minnesota, Omaha, Davenport, Iowa; Chicago and Ohio. The company is now focusing on the East, with introduction in Philadelphia.

Mr. LaFevers, a food industry consultant prior to joining North American Systems to head sales for the company's initial food product offering, previously was with Borden, Inc. where his responsibilities included food and pasta. He earlier developed the supermarket sales program for the former Wilton cake decorating subsidiary of The Pillsbury Co.

North American Systems' involvement in the pasta business, Mr. LaFevers said, stemmed from the company's desire to diversify outside of the coffeemaker and related accessories business. The company produces these products at plants in Cleveland and Los Angeles.

The initial interest in pasta, Mr. LaFevers said, came as a result of "one of the company's co-owners being of Italian ancestry."

Old Italian Producer

Federici, Mr. LaFevers said, has been producing pasta products in Italy for more than 100 years. North American Systems developed the d'Amelia label for the Federici line for use in North America.

Varieties in the d'Amelia line include capellini, spaghetti, linguine, semi di melone, elbow, tubetti, rigatoni, lasagna, angel's hair and fettuccine. Advertising states that the pasta is made "from 100% 'di semola di grano duro' d'Amelia wheat and pure spring water. This special high-quality wheat is grown only in a specific region of Italy. When combined with pure spring water it produces a pasta with more body, substance and taste making d'Amelia superior to any other pasta in America."

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U.S. Wheat Works with Asian Noodle Industry

U.S. Wheat Associates has launched a research and information program aimed at developing in Southeast Asia a market for U.S. durum and other kinds of wheats in noodle-making. The principal research is being conducted at North Dakota State University in Fargo, where work is under way aimed at developing methods for utilizing flour produced from U.S. wheats in the large Southeast Asian noodle-making industry.

It is estimated that at least 40% of the flour consumed in the region is in the form of noodles, said Thomas B. Mick, vice-president for Southeast Asia of U.S. Wheat Associates. Mr. Mick said the region offers the "greatest potential" for expansion of U.S. wheat exports, and that to achieve that growth, major attention needs to be given to noodle-making.

As part of the research program, Dr. Joel Dick of N.D.S.U. recently traveled to India, Thailand, Malaysia, Indonesia and Singapore to study noodle manufacturing methods and to gather information on the noodle industry of the area.

Challenge

Mr. Mick observed, "We have a unique situation and challenge facing the U.S. wheat industry in noodle production. Since U.S. wheats have been imported into the area for only a little more than 10 years, the noodle industry developed based on wheats from Australia. The same applies to quality factors. We are now trying to break this traditional hold the Australians have on the market."

Dr. Dick was accompanied on his trip by K. S. Loo, a noodle consultant to U.S. Wheat Associates. Dr. Dick said that a number of problems were found, many of which can be attributed to the inability of the area's millers to produce the kind of flour needed for noodle manufacture. Other problems found related to shelf-life, color, proper use of chemical additives and assuring the proper "bite" when noodles are cooked. Early studies would indicate that using selected blends of various types of U.S. wheats would help to alleviate many of the noodle production problems.

"We are convinced that the research being conducted at N.D.S.U. will prove beyond any doubt that U.S. wheat classes are competitive with Australian

Imported Pasta Products Combined Non-Egg and Egg Added Products, In Millions of Pounds

Year	Italian Imports In Pounds	Percent Increase	Imports from All Countries In Pounds	Italian Percentage Of Total
1975	10.5	—	53.5	27%
1976	11.5	+10%	56.9	20
1977	14.5	+26	57.3	25
1978	20.0	+38	73.4	27
1979	21.1	+6	77.4	27
1980	26.7	+27	83.2	32
1981	41.8	+57	101.9	41
1982	55.0	+32	119.8	46
1983	72.9	+33	138.3	53

SOURCE: U.S. Bureau of the Census, Department of Commerce, "U.S. Imports For Consumption and General Imports," Report FT 246, Annual (1975, 1976, 1977, 1978).

U.S. Bureau of the Census, Department of Commerce, "U.S. Imports For Consumption," Report IM 146, monthly (December, 1979, December, 1980, December, 1981, December, 1982, December, 1983).

wheat for noodle flours," Mr. Dick said. "We are now planning to conduct five seminars next year to relate our findings to the Southeast Asian noodle industry. We will also feature such factors as proper sanitation practices, functions of noodle ingredients, proper production procedures (especially those related to mechanization) and basic information on the science of noodle making without the use of harmful chemicals."

Sri Lanka Likes Noodles

U.S. Wheat Associates has assisted the government of Sri Lanka in introducing wheat-based noodles into the diets of that island nation's soldiers. "Introducing a completely new food item to a large population group that has never heard of, let alone tasted, noodles is not an easy task, especially when ethnic preferences and cost efficiency must be considered," said Thomas B. Mick, U.S. Wheat vice-president for South Asia.

Following consultations with army cooks to determine what noodle type best suited Sri Lankan tastes, and through taste-testing panels, it was soon evident that the wheat based noodles would be extremely popular, Mr. Mick said.

K. S. Loo, U.S. Wheat's noodle consultant, designed a special set of noodle production equipment and then developed a noodle formulation that not only produced a quality product, but one that could be produced cheaply

enough to compete with rice, the basic staple food.

"Acceptance of the noodles was better than we had ever hoped for," said Mr. Mick. "In fact, before production began, we received numerous requests from private organizations to provide them with the necessary technical assistance to start noodle production operations. Plans are now under way to assist two private organizations in developing new production facilities to produce noodles.

"From a simple project to test the acceptability of noodles in a predominantly rice-eating nation, we have seen the birth of a new industry that not only introduces a totally new food item, but helps improve the overall nutritive value of the diet," Mr. Mick said. "I firmly believe that within the next five to six months, we will see quality noodles offered to the general population of Sri Lanka."

Nutrition Specialist

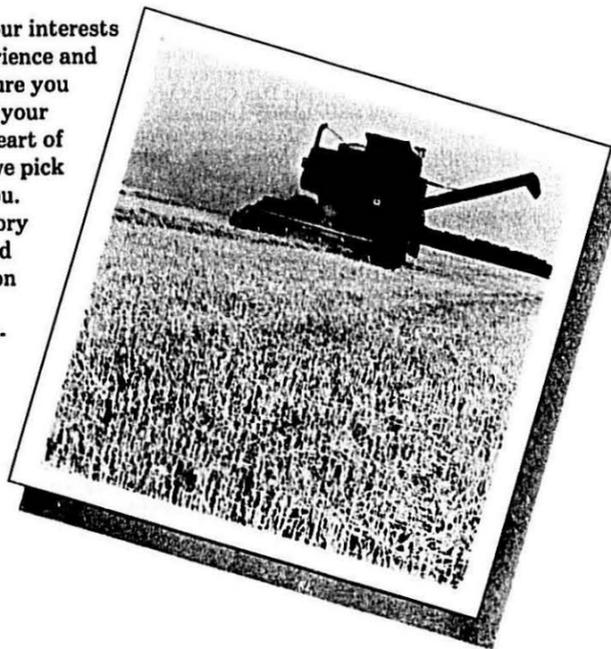
Darla Tufto, nutrition specialist for the North Dakota Wheat Commission and also serves as a consultant for the Minnesota Wheat Council, was sent to Southeast Asia for three weeks last winter. In Thailand, Malaysia, Singapore and Indonesia, the 27-year-old promoted the use of spring wheat and durum through television appearances, vocational teachers' seminars, and presentations at hospitals and other institutions.

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Wheat Industry Council Plans

The importance of wheat foods in a balanced diet is the focus of the Wheat Industry Council's nutrition education programs for the 1985 fiscal year, according to a budget notice published by the Agricultural Marketing Service of the U.S. Department of Agriculture. A.M.S. oversees the operations of the Wheat Industry Council under the Wheat Foods Research and Nutrition Education Act.

In a separate action, Secretary of Agriculture John R. Block named 10 members and alternates to serve on the Wheat Industry Council for two-year terms. Mr. Block also named an alternate for a one-year term to fill a vacant position.

The Wheat Industry Council budget, published in the *Federal Register* of April 30, states that fiscal 1985 "activities will emphasize the inclusion of wheat foods as part of a balanced diet." The budget covers Council operations during the July 1984-June 1985 period.

Targets

The principal audiences for the Council's nutrition education messages, the budget notice states, are as follows:

"1 — The consumer, with emphasis on women 18 to 49 years of age and consumers 55 and older, and
"2 — The nutritional and health professionals."

The Council's information programs, the budget notice adds, will be disseminated to target audiences by general and specific media outlets, including:

- Network, syndicated cable and major market (local) television.
- Daily newspapers, news wires, feature syndicates and suburban press.
- Magazines (news, women's, men's senior citizens, and trade).

Information will continue to be communicated by nutritionists and food scientists appearing on major market radio and television programs and giving newspaper interviews. Other key communications elements include:

Video news segments, a cable television feature, a consumer-oriented film on wheat foods nutrition, a slide series on wheat foods nutrition for nutrition and health professionals, as well as nutrition leaflets and product brochures.

Million Dollar Budget

The Council's budget, based on total income of \$1 million, includes pro-

jected expenditures of \$648,315 for nutrition education programs, \$107,400 for industry communication/relations and \$244,645 for administrative costs. Council operations are funded by assessments of 1¢ per cwt of flour used by end-product manufacturers. That assessment is unchanged from previous years.

The education program for consumers will include placement of a wheat foods nutrition film on national, state and local levels; media tour by regional advisors in 10 markets; nutrition leaflets on wheat foods and calories, starch and fiber, and protein, vitamins and minerals; two 90-second video news segments and a series of 13 two-minute radio spots.

Council Members

Named by Secretary Block as Council members for the first time are Art Howard, Warren, Minn., and Alexander W. McLean, Mansfield, Wash., representing producers; Jose M. Rubi, Campbell Taggart, Inc., Dallas, and Donald H. Smith Jr., Smith's Bakery, Mobile, Ala., representing end-product manufacturers; and Hazel M. Fox, University of Nebraska, Lincoln, and Dan C. McCurry, Chicago, representing consumers.

Members reappointed are Raymond L. Davis, Potter, Neb., Council chairman, representing producers; Clifton B. Capps, California Milling Corp., Los Angeles, and James J. Feeney, General Mills, Inc., Minneapolis, representing processors. Also appointed was Robert L. Schaus, Raymond Baking Co., Waterbury, Conn., to represent end-product manufacturers.

New council alternates include Jack C. Lacey, Wendell, Minn., Howard Ward, St. John, Kas., and J. Dale Criddle, Downey, Idaho, representing producers; Fred L. Merrill, Cereal Food Processors, Inc., Mission Woods, Kas., representing processors, and Albert Sierman, Tucson, Ariz., and Sally K. Ebling, Cleveland, Ohio, representing consumers.

Richard A. Coonrod, The Pillsbury Co., Minneapolis, was reappointed as alternate to represent processors. Also reappointed as alternates were B. J. Hinkle, Interstate Brands Corp., Kansas City, John R. Nissen, Nissen Baking Co., Portland, Maine and Anthony H. Gioia, RHM Macaroni, Inc., Buffalo, N.Y., representing end-product manufacturers.

Henry J. Metz, Metz Baking Co., Sioux City, Iowa, was appointed as an alternate to fill a one-year vacancy representing end-product manufacturers.

Monroe Scheffo Dead

The wheat industry lost one of its leaders with the death of Monroe Scheffo on April 2. The Bottineau-area farmer had been president of the U.S. Durum Growers Association.

"We had become good friends over the past three years," said Jerry Thuesen, the new president of the Durum Growers. "His footsteps with the Durum Growers will be hard to follow. I feel a definite loss of both a friend and a leader of the Durum Growers. We feel a large vacancy." Thuesen is a Reserve, Mont.-area farmer.

Scheffo, who passed away at the age of 43, had been president of the Durum Growers for the past two years.

Weckerly at NPA Meeting

Norm Weckerly, a member of the NPA board and a wheat producer from Hurdsville, N.D., reported on farm programs and durum production for the 1984-85 production year. Weckerly estimated that by June 1, there will be a reserve of about 103 million bushels in stocks, of which about 85 million bushels will be either owned by the government or in farmer-owned reserves. He said looking ahead to the 1984-85 production year starting with 103 million bushels and with the 48 percent increase that was projected in the January planting intention, there is a potential for raising 114 or 115 million bushels, for a total of 218 million bushels available, which is about the same as last year. With consumption at about 50 million and exports of 65 million bushels, a total of 115 million, there is a projected carryover for June 1, 1985, of about the same amount we have this year. He said this situation could, of course, be affected by an increase in production or in exports, or by a decrease in domestic prices.

Weckerly said recent changes in government farm programs may have an effect on the 48 percent increase projected in the January planting intentions. He cited the new fallow provision as an example. Until this change farmers could not count their fallow

(Continued on page 40)

THE MACARONI JOURNAL, MAY 1984

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Salute to the Mountain States



Roast Leg of Lamb served on buttered egg noodles.

In June the Macaroni Journal salutes the six mountain states of Idaho, Montana, Wyoming, Colorado, Utah and Nevada with favorite recipes of the region.

More than half the people of Idaho are farmers and cattle ranchers. It is in the southern portion of the state, made a rich farming district by the use of irrigation, that the large Idaho potatoes are grown. In the high, dry central portion of the state graze large herds of sheep.

Montana, nicknamed the Treasure State because of its rich mineral deposits, is the leading producer of manganese, an important mineral used in making steel, and has the largest and richest copper mines in the United States. Like Idaho, more than half of the people live on ranches or farms raising some of the finest beef cattle and sheep in the country, and large crops of wheat and other grains.

Sheep and cattle raising is the main occupation of the people of Wyoming, and the state ranks second in the United States in the amount of wool and mutton it produces.

Colorado, located high in the Rockies, is best known as a vacation place for tourists, as it offers excellent skiing, horseback riding, and beautiful mountain scenery. However, in the flat

plains of the eastern section with the use of irrigation much wheat, fruit and vegetables, and sugar beets are produced.

Utah gets its name from a tribe of Indians called Utes who originally lived in the region. It is one of the most important mineral-producing states in the United States and the chief coal-producing state of the west. Sugar beets, fruits, alfalfa, and wheat are grown, and many farmers also raise dairy cattle.

Nevada, perhaps best known as the only state where gambling is legal and as a state where it is easy to obtain a divorce, nevertheless was an important source of minerals to the armed forces during World War I and II. The southern Nevada deserts have been used for atomic bomb experiments. As Nevada is the driest state in the country, almost all of the land has to be irrigated for any crops to grow, and hay and alfalfa are best suited for the soil.

The outdoor life of much of the population of the Mountain States calls for hearty fare on the dinner table through the use of tasty, nutritious macaroni products. A true salute to the Mountain States are the recipes given here for Lamb and Spaghetti Curry and Old Fashioned Beef Stew with Noodles.

Lamb and Spaghetti Curry (Makes 4-6 Servings)

- 1 1/2 pounds cubed shoulder of lamb
- 1/2 cup sliced onions
- 1 clove garlic mashed
- 2 quarts stock or bouillon
- 8 ounces spaghetti
- 2 teaspoons curry powder
- 1/2 cup blanched almonds
- 1/4 cup seedless raisins
- 1 medium-sized apple, cored and diced
- Salt and papper to taste

Cook lamb, onions and garlic in skillet until lamb is browned on all sides. Add stock or bouillon and heat until mixture boils. Gradually add spaghetti so that stock or bouillon continues to boil. Cook uncovered, stirring occasionally, 15 minutes. Add remaining ingredients. Cook 15-20 minutes, or until spaghetti is tender, stirring occasionally.

Old-Fashioned Beef Stew with Noodles (Makes 6 Servings)

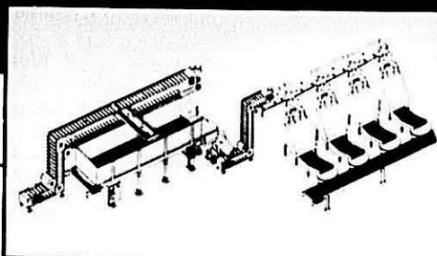
- 2 pounds beef round steak, cut in 1-inch cubes
- 1 1/2 teaspoons seasoned salt
- 1/2 teaspoon pepper
- 2 tablespoons butter or margarine
- 1 1/2 cups stock or bouillon
- 3/4 cup water
- 2 tablespoons cornstarch
- 1 1-pound can whole carrot, drained
- 1 1/2 cups cooked peas
- 2 teaspoons salt
- 4-6 quarts boiling water
- 1 pound wide egg noodles (10 cups)

Sprinkle meat with seasoned salt and pepper. Melt butter or margarine; add meat and cook until browned on all sides. Add stock or bouillon. Cover and cook over low heat, stirring occasionally, 1 1/2 hours. Combine 3/4 cup water and cornstarch; mix well. Gradually add to stock mixture. Cook over low heat, stirring constantly, until thickened. Cover and cook over low heat stirring occasionally, 20 minutes.

Meanwhile, add 2 tablespoons salt to rapidly boiling water. Gradually add noodles so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Serve beef mixture on noodles.

THE MACARONI JOURNAL

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At Paxall Food Machinery

Frank A. Szydowski has been named president, and William A. Yeaman, executive vice president, of Paxall Food Machinery, a newly formed operating unit within The Paxall Group, Inc. The new organization oversees the operations of the Paxall Pak-Master Machinery, Paxall Clybourn Machinery, and Paxall Parsons Machinery divisions, as well as the food industry sales and marketing group.

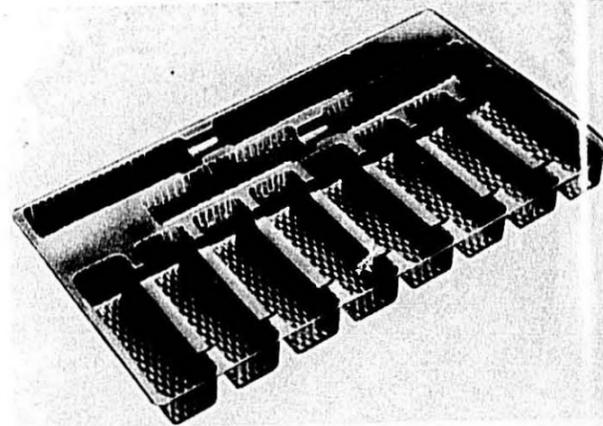
Szydowski, 45, had been president of Paxall Pak-Master Machinery (formerly Pak-Master Manufacturing Co.). He joined Pak-Master as Operations Manager in 1973, rising to president in 1978.

Previously, Szydowski was a principal associate with Tecnomac Consultants, Chicago, Ill. He has also held engineering positions with the George J. Meyer Manufacturing Co. and The General Tire and Rubber Co., both of Akron, Ohio.

A native of Cleveland, Szydowski holds a Bachelor of Science degree in



Frank A. Szydowski



Mechanical Engineering from Ohio University and a Master's of Business Administration degree from The University of Akron. He is a member of both the Western Packaging Association and The Packaging Institute, USA.

Szydowski resides with his wife and son in Mill Valley, California.

William E. Yeaman

William E. Yeaman, 50, has been with Paxall Clybourn Machinery (formerly called Clybourn Machine Company) for the past 32 years. President of Paxall Clybourn since 1982, he previously served in vice president and general manager positions with the company for a decade.

In his new position, Yeaman will have a major responsibility for sales and marketing for the Paxall Food Machinery group, as well as overseeing new product development.

Yeaman, a native of Chicago, now resides with his wife in Park Ridge, Ill. They have three children.

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- Take off jewelry and other accessories — bracelets, wristwatches, rings,

scarves, ties, gloves — that could get caught in moving machine parts.

- Check hair length. Is it long enough to get caught in a moving part? Tie it up or keep it under a cap.

- Before cleaning a jam or doing a maintenance job, turn off all power sources and lock the mount.

- Make sure that anyone operating machinery has been thoroughly trained with regard to its operation and maintenance.

Weckerly at NPA Meeting

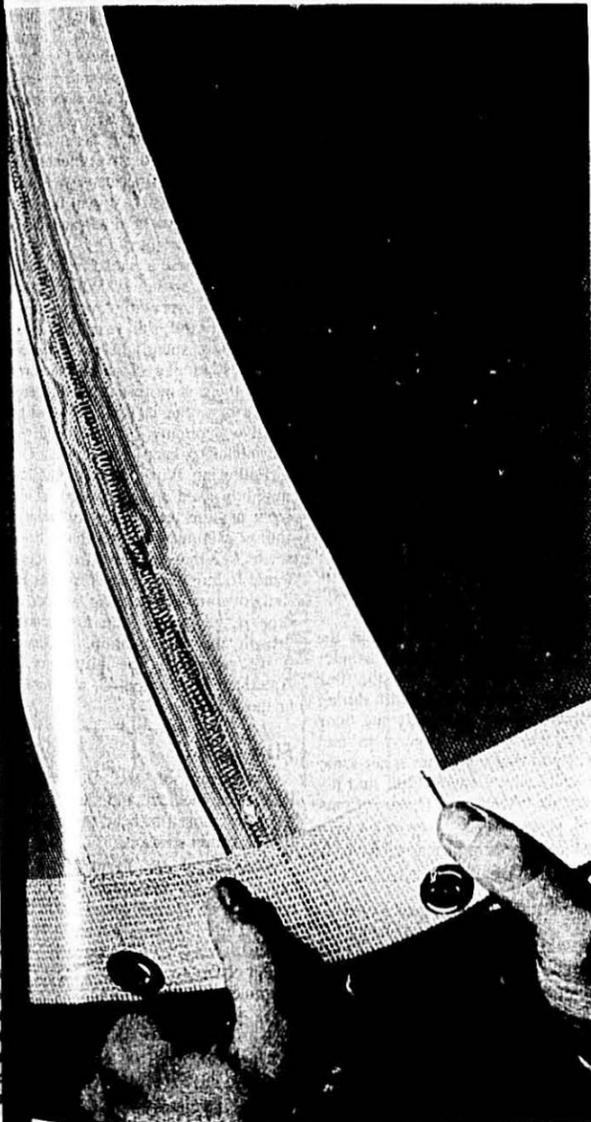
(Continued from page 36)

acreage against their acreage reduction. This rule, however, was changed just recently and might tend to reduce the increase in durum acreage. He said other farm program changes, such as the 10 percent paid diversion, may also tend to reduce the intended increase in durum. However, if the price is higher at planting time, there could be a switch from hard red spring wheat to durum by growers that do not normally participate to a great degree, even by participating farms which would increase durum planting intentions.

What Makes a Good Boss?

G. Ronald Gilbert, professor of management and organization at the University of Colorado School of Business, has studied what makes a good boss. His conclusion, as reported by *McCall's Business* magazine: "The most important ingredient is that the boss communicates to the employee respect for the employee's ability to do a good job."

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Fiftieth Anniversary

June marks the fiftieth anniversary of Walt Nisbet, flour broker, San Mateo, California, in the flour milling industry.

It all started with General Mills at Buffalo and onto various sales assignments in the Eastern states. From 1944 to 1946 he served in the Armed Forces coming back to work for General Mills until January, 1947 when he became associated with Colorado Milling and Elevator Company in Denver. His position was that of general sales manager. He left in 1953 to manage the San Francisco office of Kelly-Erickson Company which later evolved into Kelly-Erickson-Jones. When this firm dissolved in 1971, Walt Nisbet went into business as a flour broker.

He says: "As I look back over the last fifty years I can't help but wonder what has happened to all the fine people I became associated with during that span of time. Certainly the flour business has been very good to me. I might add that my father spent some forty years with General Mills and it's predecessor Washburn Crosby Company."

The Secret of Japan's Success

While Tip O'Neill and Ted Kennedy are still arguing against lowering the tax burden, and have proposed a budget that would dramatically increase taxes, the Japanese have been demonstrating the truth of supply-side economics for more than a generation.

Between 1950 and 1974, the Japanese government cut tax rates by roughly 11 percent every year. What

happened? Their economy grew from a gross national product of \$1 billion to more than \$300 billion! As tax rates were falling, the total revenue collection rose to more than \$63 billion! While the liberal politicians ridicule supply-side economics here in America, the Japanese are laughing too, all the way to the bank.

Another factor in Japan's rapid growth is its high level of savings. The Japanese save more than 22 percent of their disposable income; Americans save only 6 percent. Should we be surprised that they are able to invest billions in research and development and the latest technologies?

There is no magic here. Congressional savings and investment heavily and, therefore, Americans save and invest less and less. In Japan there is no capital gains tax and virtually no tax on personal savings.

The Japanese are also frugal in their government spending. While our government is spending more than 25 percent of GNP this year, the Japanese government spends below 20 percent. With less money spent by the government, there is more left for the people.

We have the largest and most productive economy in the world. And we intend to keep it that way. Following World War II, the Japanese borrowed a great number of ideas from us: the technology for transistor radios, computers and robots. It only seems fair that we learn from our Oriental friends that lower tax rates, limited government spending, and less red tape is the prescription for economic growth and job creation. Besides — if we remember the history of the American Revolution — it was our idea in the first place.

FDA Head

The dean of the University of Rochester medical and dental school has been chosen to head the Food and Drug Administration.

Selection of Dr. Frank Young, 63 years old, was announced by the Department of Health and Human Services. The FDA has been under the direction of Mark Novitch since the resignation of Dr. Arthur Hayes Jr. as commissioner last September.

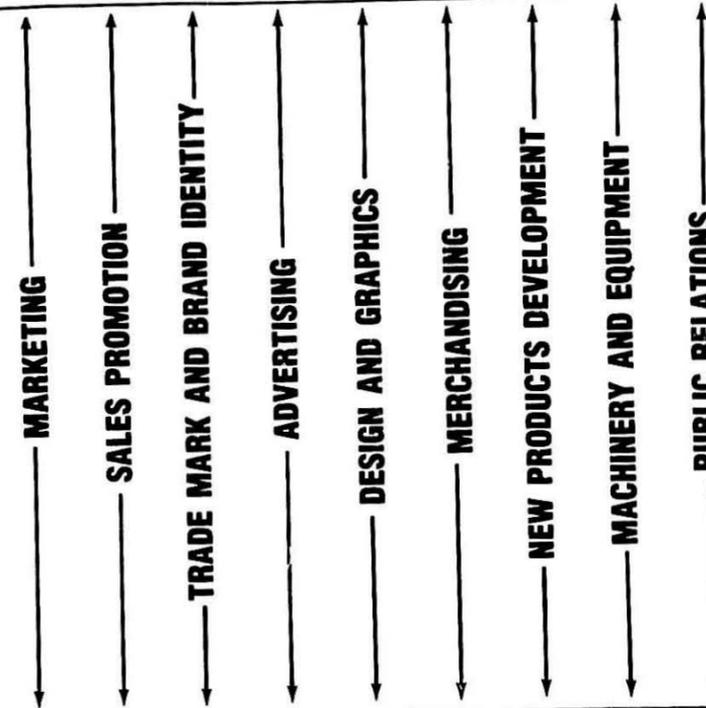
Dr. Young, a microbiologist, is expected to assume the post in mid-July. He has been dean at Rochester since 1979 and has extensive experience as manager in the field of scientific research, an FDA spokesman said.

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