

**THE
MACARONI
JOURNAL**

**Volume 54
No. 5**

September, 1972

SEPTEMBER, 1972

Macaroni Journal



**ROSSOTTI:
A NEW
GENERATION
OF PACKAGING
SERVICE.**

Rexham

Rossotti Sales, Rexham Corporation, Saddle Brook, New Jersey

The **Macaroni Journal**

September
1972
Vol. 54
No. 5

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139 North Ashland Avenue, Palatine, Illinois. Address all correspondence
regarding advertising or editorial materials to Robert M. Green, Editor,
P.O. Box 336, Palatine, Illinois 60067.

Editor's Notebook

Vincent DeDomenico, newly elected president of the National Macaroni Manufacturers Association, has a favorite hobby—traveling.

In 1960, he and his wife Mildred and brother Paskey were with the macaroni delegation that traveled from the Milan Fair in Italy to the Hanover Fair in Germany. Last year Vincent & Mildred had their plant engineer and his wife with them as they attended the Macaroni School in Switzerland and toured macaroni plants in northern Italy. This year, the entire DeDomenico family: father and mother and their five children—Steven, Michael, Vicki, Maria and Vincent, Jr.—came directly to the macaroni convention from a trip to Greece, Yugoslavia and Bulgaria. They have been all over the world. And after a trip to Russia, Vincent said: "The best way to make them capitalists."

Active in Association

In the Association, Mr. DeDomenico has been a board member for some years and has served on the convention sites and arrangements committee, the durum relations committee, and the National Macaroni Institute committee.

In his company, Golden Grain Macaroni Co. (producers of Kice-A-Roni), he is secretary-treasurer and general manager of national corporate activities. He is a member of the board for Golden Grain, Ghiradelli Chocolate Co., Manteca Bean Co., Oregon Macaroni Co., and the Buffalo Breeding Association.

Gourmet

He is a member of the World Trade Club, Commonwealth Club, Grocery Manufacturers of America, and is Balli of Hillsborough Chapter of La Chaine des Rotisseurs. He is a good scout, too—working with the Boy Scouts of America in the interest of his boys.

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Officers

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2nd Vice Pres. . . . Nicholas A. Rossi
3rd Vice Pres. . . . L. D. Williams
Executive Secretary . . . R. M. Green
Director of Research . . J. J. Winston

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Nicholas A. Rossi
H. Edward Toner
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Ralph Sarli
Lloyd E. Skinner
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Past President: Vincent F. La Rosa

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In Memoriam:
The Macaroni Industry has lost a good friend.

Paul E. R. Abrahamson

Cover Photo

Petite pasta personalities, wives of macaroni manufacturers attending the Del Coronado convention, surround the photo of Sophia Loren. Miss Loren was named "Macaroni Woman of the Year"

at the convention. Her picture will be sent to the Museo Storico degli Spaghetti in Pontedassio, Italy. Left to right are Mildred DeDomenico, Paulette Viviano and Betty Horrigan.

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SEPTEMBER, 1972

Del Coronado Convention



President Vincent DeDomenico

THE 68TH Annual Meeting, of the National Macaroni Manufacturers Association at Hotel Del Coronado in the San Diego area was blessed with good weather, a good turn-out, and the accomplishment of important business.

VINCENT F. LAROSA gave an accounting of his administration pointing to increased activities such as the Washington meetings, Food Editors Conference, Restaurant Recipe Contest, Macaroni School in Europe and the Defense of the Standards. Referring to the work of the National Macaroni Institute he said the membership is happy with it but never completely satisfied—always wanting more.

He noted that the constitutional changes to be acted upon would make for a more efficient working organization by reducing the number of directors and the quorum requirement for their operation.

The directors elected under the new set-up include the following:

Eastern States
Willoughby S. Dade
Edward A. Horrigan
Emanuele Ronzoni, Jr.
Nicholas A. Rossi
H. Edward Toner
Paul Vermeylen

Central States
Albert Ravarino
Ralph Saril
Lloyd E. Skinner
Walter Villaume
Lawrence D. Williams

Western States
Vincent DeDomenico
Angelo Guido
Ernest Scarpelli

Canada

John F. Ronald

At Large

L. M. "Andy" Anderson
Alvin M. Karlin

Immediate Past President
Vincent F. LaRosa

Director of Research

Director of Research, James Winston, reported that there are new challenges from consumerism and increased law enforcement activities by governmental agencies. He noted that imports are being more closely scrutinized, including labeling of Japanese noodles.

Product Promotion

Ted Sills and Elinor Ehrman gave a report on the activities of the National Macaroni Institute which include a series of slides showing color placements in consumer magazines, Sunday supplements, cookbooks and columns emphasizing that macaroni is a fun food, low cost meal item, and a nutritious natural food. Helper recipes will be the theme for the 23rd annual National Macaroni Week October 5-14. Sophia Loren was named "Macaroni Woman of the Year" and this recognition hit newspapers around the country.

Howard Lampman of the Durum Wheat Institute said the market potential of hotels, restaurants and institutions is more than 150 million meals a day. An increasing percentage of the population eats meals away from home and the trend continues upward. Restaurants are a sampling ground and the development of recipes for this area will be supported by another HRI Recipe Contest. The movie, "Macaroni Menu Magic," trains restaurant personnel how to cook, serve and merchandise pasta products. It continues to have heavy demand.

Food Editor & Grocers

Jean Voltz admonished food manufacturers to tell the truth. Housewives are not dumb so it is best to level with them. She observed that legislation is more often a handicap than a help so your candid approach will be appreciated.

Joe Goldberg of King Cole Markets in Whittier declared that grocers' responsibilities to consumers is to accommodate their desires. If they want code dating, nutritional labeling, truthful advertising, etc. then it is the retailers' job to give it to them. Nobody likes interference in their business but unless American manufacturers and retailers give the customers what they want they will



Past President Vincent F. LaRosa

get this interference.

Ed Evans, president of Pantry Food Markets, emphasized that the sales-profit ratio is an all important criteria. It will take increasing efficiency to improve profits. Food is a bargain in the United States compared to other countries but it takes a constant selling job to convince the public of this.

Harold "Bud" Ward, Food Consultant, observed that you must keep up with change in order to survive. He found it impossible to get information on the return on investment, tonnage comparisons and financial ratios of the macaroni industry, but he did note that a half a dozen retail grocery outlets in California did more business than the entire national macaroni industry. He shook the group by observing that Hamburger Helpers and Japanese style noodles would have better come from within the industry than from the outside. Inasmuch as they did not, they are the enemy aiming at the same spot: on the dinner plate and paid from the same pocket that you are shooting for.

Advertising

Charles Foll, President of Continental Advertising and Marketing, declared that consumerism is advertiser's challenge of the 70's. Today's advertiser must use common sense and "keep his cool." He said: "Apparently we must suffer attack on all advertising because hostile groups have found an occasional misuse by the view. But let us remember that the intelligence of the consumer is your salvation and mine."

Economic Outlook

Julian H. Taylor, Economist from the Bank of America, predicted that wage and price controls would be with us for

the foreseeable future. "Full employment" which had been defined at 4% unemployment is now moving up to 5½% and much of the nation's plant capacity is obsolete so we will have a nervous Administration, whoever it is. Discussing international currency problems he observed there are new types of problems but he is optimistic for the long pull.

Harold Halfpenny, NMMA counselor, recommended that one person in each company be assigned to be familiar with the areas of public problems and regulations and inspections pertaining thereto. He advised businessmen to be politically active and to support people who support the business point of view. He also advised to get your story to your own people.

Management Matters

A panel of macaroni manufacturers had these observations on management: Larry Williams of the Creamette Company said, "Let's get organized! Job definition and job responsibility must extend from top management through middle management to the bottom rung of the ladder with a commitment up and down the line."

Lloyd Skinner of Skinner Macaroni Company described their planning for profit with a strategic business plan.

John Ronald, president of Catelli, Ltd., declared the business of business is to increase revenue while reducing costs. This means increasing sales volume, sales area, and share of market while watching operating costs at all levels. He observed that the macaroni industry's pride in low prices is a dubious virtue.

Anthony Vagnino of American Beauty Macaroni Co. stressed the importance of people and motivating them to effectively utilize plant and equipment.

Edward A. Horrigan, vice-president of the Continental Division, Thomas J. Lipton, Inc. stated that public stock companies must grow or die. Profits give them the base for improvement and growth.

H. Edward Toner, chairman of the C. F. Mueller Co., summed up by emphasizing the importance of integrity in all aspects of doing business. He observed that you get nowhere with illegal deals and neither your company nor the industry derives any good from them in the long run. He declared, "We will never pay under the table for anything at the Mueller Co."

Socials

On the social side, a Sunday trip to Tijuana for dinner and jal alai and a Tuesday trip to the famous San Diego Zoo were approved as fun outings.

The Italian Dinner Party was a smash success. The food prepared under the

supervision of Peter F. Vagnino, Jr. and Chef Sal Guardino was outstanding. The music of the Mario Singers, brought through the courtesy of Rossotti Sales-Rexham Corporation, was warmly acclaimed.

At the Banquet, the music of Paul Ravino's orchestra pleased the dancers. Vincent F. LaRosa was presented with a plaque for his services and leadership and bound volumes of the Macaroni Journal as a record of his administration. He turned the gavel over to incoming president Vincent DeDomenico who pledged a redoubling of effort to keep macaroni pressing forward.

Officers Introduced

Other officers elected were H. Edward Toner, first vice-president; Nicholas A. Rossi, second vice-president; Lawrence D. Williams, third vice-president; Robert M. Green, Secretary-Treasurer; and James J. Winston, Director of Research. They were introduced along with their ladies.

Supplier Hosts

One of the fine features of macaroni conventions is the Supplier's Socials. This hour reception precedes each evening's function. The hosts included the following companies:

A D M Milling Company
Amber Milling Div., G.T.A.
Braubanti/Werner Lebara
The Buhler Corporation
Clermont Machine Company
De Francisci Machine Corp.
Faust Packaging Corp.
General Mills, Inc.
International Multifoods
D. Maldari & Sons, Inc.
Microdry Corporation
North Dakota Mill & Elevator
Wm. H. Oldach, Inc.



Monsignor John Romaniello

Peavey Company Flour Mills
Ridgway Lithograph Co.
Rossotti Sales-Rexham Corp.
Milton G. Waldbaum Co.

Sophia Loren Honored

A famous Italian actress was named at the del Coronado convention as "Macaroni Woman of the Year." She is Sophia Loren.

Robert M. Green, executive Secretary of NMMA, said that it was about time that Sophia was recognized for the statement which endeared her to pasta-packers the world over, "I owe everything I have to spaghetti."

Besides, Sophia is a dazzling representative of the grace and beauty which characterizes many of the women of Italy, the birthplace of macaroni, Green said.

"What better example could be offer than Sophia that macaroni products are not necessarily loaded with calories as some believe," Green said. The gradual breaking down of the old belief that macaroni products are fattening has been cited as one of the reasons for the growing consumption of macaroni in the United States, Green added.

It is a very difficult misconception to overcome and we have experienced some success by illustrating that macaroni dishes can be low in calories. The macaroni industry has developed a series of low calorie meals with spaghetti, elbow macaroni or egg noodles that total less than 600 calories per meal, yet are delicious and nutritionally sound.

In addition to a year's supply of macaroni for Sophia, the NMMA as a part of the award is sending a giant photo of Sophia eating spaghetti to the Museo Storico degli Spaghetti, the historic museum of spaghetti located in Pontedassio, Italy. While the photo certainly does not qualify as an antique, it will be one someday and until then its sheer beauty qualifies it as fitting to hang in the museum, Green reported.

Noodle Priest Attends Convention

Monsignor John Romaniello, the Hong Kong noodle priest, was in attendance at the NMMA convention. He briefly told the delegates of how the Catholic Relief Services are working to aid 4,000,000 hungry children around the world. The father works for the agency in New York City. He gained popularity in feeding surplus U.S. flour and milk solids to Chinese refugees in Hong Kong in the palatable form of noodles. "Noodles provide the proteins necessary to make a person productive," says Monsignor Romaniello.

**CONSTITUTION AND BYLAWS
National Macaroni Manufacturers Association
as amended in convention, July 17, 1972**

Article I—Name—The name of the organization shall be: National Macaroni Manufacturers Association.

Article II—Objects—The purpose of the association shall be:

- (a) to promote and safeguard the welfare of the macaroni and noodle manufacturing industry, and
- (b) to elevate macaroni products and noodle manufacture to the highest plane of efficiency, effectiveness and public service.

Article III—Membership

Section 1—Eligibility—The membership of the Association shall consist of individuals, partnerships, corporations, associations or other entities engaged in the manufacture of macaroni and/or noodle products and of allied or supplying industries connected therewith. Such membership shall be divided into three classes, namely:

- (a) **Active Members**—Limited to those actually engaged in the manufacture of macaroni products and/or egg noodles;
- (b) **Associate Members**—Limited to those actually engaged in packaging or marketing macaroni and/or egg noodles but not manufacturing the same.
- (c) **Allied Members**—Limited to those actually engaged in lines or services connected with the macaroni and/or egg noodle products industry.

Section 2—Application and Election

- (a) **Active and Associate Membership**—Shall be conferred on applicants who are sponsored by at least one Active Member in good standing and upon receipt of a majority vote of the Board of Directors;
- (b) **Honorary Membership**—Shall be conferred only upon recommendation of the Board of Directors approved by a three-fourths vote of the Active Members present at a regular meeting.

Section 3—Suspensions and Reinstatements

- (a) **Resignations**—Resignations of Members in good standing shall be submitted in writing to the proper official after payment of dues to date;
- (b) **Expulsions**—Members may be expelled for cause by a three-fourths vote of the Board of Directors, or of the Association;
- (c) **Suspensions**—Members in arrears for dues for a period of six months become automatically suspended;

- (d) **Reinstatements**—Reinstatement of Members can be made only on full payment of any former indebtedness to the Association, application having first been duly approved by a majority vote of the Association or its Board of Directors.

Article IV—Privileges of Members

Section 1—Active Members in good standing shall have full membership rights. Only such members shall have the right to vote; sit in executive sessions and to hold office.

- (a) Each member shall be entitled to one vote only. If membership is in the name of a firm, corporation or other legal entity, it shall be entitled to one vote only, irrespective of number of branches, plants, subsidiaries it may have.

Article V—Board of Directors

Section 1—Governing Body—The Association shall be governed by a Board of Directors. It shall be composed of the following:

- (a) Active Members in the number indicated whose principal office is located in the regions described.

Region	No. of Directors
1. Atlantic Coastal States, including all of New England, New York, Pennsylvania	6
2. Central States from the eastern boundaries of Ohio through the western boundaries of Nebraska	5
3. Mountain States and Pacific Coast from Colorado west, Alaska and Hawaii	3
4. Canada	1

- (b) Past president shall automatically be a member of the Board.

- (c) There shall also be elected to the Board of Directors two Directors-at-Large.

- (d) Membership of the Board of Directors shall be limited to one Board Member for any one macaroni company. For purposes of this section, one macaroni company means one corporate entity or one individually owned company.

Section 2—Election—The Directors shall be elected at the annual meeting of the Association by a majority of the votes of Active Members present and voting. The term of office of each director shall be for one year. Any

vacancies occurring in the interval between annual meetings shall be filled by the Board.

Section 3—Quorum

- (a) **Board Quorum**—At any meeting of the Board of Directors a majority of the Board shall be necessary to constitute a quorum for the transaction of business.

- (b) **Association Quorum**—At Annual or Special meetings of the Association, 20% of the members in good standing shall constitute a quorum for the transaction of business.

Section 4—Duties and Powers

- (a) The Board of Directors shall have the control, management and direction of the affairs of the Association and all the powers thus implied. They shall in all cases act as a Board regularly convened and in the transaction of business, the act of a majority of a quorum present at a meeting duly assembled shall be the act of the Board.

- (1) Any Director may resign his office at any time, such resignation to be made in writing and to take effect immediately without acceptance.

- (b) The Board of Directors may appoint an Executive Committee of five Directors of whom the President shall be one, to which the Board of Directors may delegate any of its powers. Three members shall constitute a quorum of the Executive Committee.

Article VI—Officers

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

Section 2—Election

- (a) The officers of the Association shall be elected by the Board of Directors immediately following the annual meeting of the Association. The election shall be by ballot by a plurality of votes of the Directors present.

- (b) The Directors shall elect the officers from their own number only, except that the office of Secretary-Treasurer may be held by one person who need not be a director or member of the Association.

- (c) Officers shall hold office for a period of one year or until successors are elected.

- (d) Any vacancy occurring in the interval between meetings shall be filled by the Board.

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

Section 4—Special Activities—The Board of Directors in furtherance of the purposes and objects of the Association may,

- (a) Form, create, organize and establish special departments, committees, subsidiaries and other legal entities outside or within the Association and to appoint, elect or designate officers therefor.

- (b) Contract with, employ or engage persons, corporations, associations or others to perform special functions and activities.

- (c) May establish, among others, the following special agencies or offices:

- 1. Director of Public Relations
- 2. Director of Research
- 3. Editor of Association's Official Organ.

- (a) The duties of such special agencies and offices; the compensation therefor; and the duration of office shall be in the discretion of the Board.

- (b) Any two or more such special activities or offices may be reposed in one person if the Board so determines.

Article VII—Revenue

Section 1—Fiscal Year—The fiscal year of this Association shall begin January 1st.

Section 2—Dues of Members—All dues are payable in advance on January 1st each year. Firms choosing to do so may pay quarterly or semi-annually in advance. (The dues of New Members shall be prorated for the balance of the fiscal year.)

Active Members shall pay annual dues at the rate of ninety cents (90¢) per hundredweight on company's and subsidiaries average daily production based on each preceding year with a minimum of \$75 a year and a maximum of \$1,000 a year. Said average daily production figures shall be certified to the Secretary-Treasurer at the beginning of each year by the Chief Executive of the Member firm.

Associate Members shall pay dues of \$200 a year.

Allied Members shall pay dues of \$150 a year.

Article VIII—Meetings

Section 1—The annual meeting of the Association shall be held at such time and place as the Board of Directors

shall designate. Written notice of such meeting shall be given Active Members at least 30 days in advance thereof.

Section 2—The President shall call a special meeting of the Association upon the request of the Board of Directors or upon the written request of at least 20% of the Active Members in good standing.

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

(a) The Board of Directors shall meet upon the call of the President or five Directors.

Section 4—Regional meetings may be called by any Vice President or Director for the purpose of exploration and recommendation to the Board.

Article IX—Committees—The following Association Committees shall be appointed by the President with the approval of the Board of Directors:

- (a) **Convention Committees**—To be named on or before the opening day of the Annual Meeting and to serve during the convention period unless otherwise authorized:

- 1. Auditing 3 Members
- 2. Nomination 7 Members
- 3. Resolution 3 Members
- (b) **Standing Committees**—With a Director as Chairman of each to be named by the President immediately after the Annual Meeting to serve for his term:
 - 1. Membership
 - 2. Finance
 - 3. Standards and Research
 - 4. Durum Relations
 - 5. Convention Sites
 - 6. National Macaroni Institute

Article X—Corporate Seal—The corporate seal of this Association shall have engraved thereon "National Macaroni Manufacturers Association" and in the center, the word, "Seal." It shall be kept by the Secretary-Treasurer and affixed to all papers and documents required to be executed under the corporate seal of the Association.

Article XI—Amendments—This Constitution and Bylaws may be amended at any regular or special meeting of the Association by two-thirds vote of the Members present and voting, or by mail by a two-thirds vote of the Members voting.

**CONSTITUTION
National Macaroni Institute, Incorporated
as amended in convention, July 17, 1972**

Article I—Name. The name of this organization shall be: National Macaroni Institute, Incorporated.

Article II—Objects. Its objects are to advance the general interests of the macaroni-noodle industry and to popularize macaroni-noodle products through research and publicity.

Article III—Place of Business. It is incorporated under the laws of the State of Illinois as a "Not-For-Profit" organization with its principal place of business in Palatine, Illinois.

Article IV—Membership. The membership is composed of macaroni-noodle manufacturers and allied, willing to collaborate in improving the quality of macaroni-noodle products through study and research, in creating wider consumer acceptance and in popularizing macaroni-noodle products to increase their per capita consumption.

Article V—Governing Body. The organization shall be governed by the National Macaroni Institute Committee composed of the Executive Committee of the National Macaroni Manufacturer, Association plus three delegates at large, who need not be directors, appointed by the President.

Article VI—Meetings.

1. The annual meeting of the organization shall be held concurrently with the annual meeting of the National Macaroni Manufacturers Association,

2. Special meetings may be called by the Chairman of the National Macaroni Institute Committee, or the President of the National Macaroni Manufacturers Association.

Article VII—Funds. Funds for the operation of the Corporation shall be derived from monthly contributions by members on a basis to be determined by the Board of Directors of the National Macaroni Manufacturers Association, or by the sale of promotional materials developed and produced by the Corporation. All funds shall be deposited as a separate and distinct account in a depository designated by the Institute Executive Board and expenditures therefrom are to be made by checks only for the specific purposes for which the Corporation is established.

Article VIII—Quorum.

- 1. At any meeting of the Corporation, regular or special, twenty (20) members in good standing shall constitute a quorum.
- 2. At any meeting of the National Macaroni Institute Committee three (3) members shall constitute a quorum.

Article IX—Amendments. This Constitution may be amended at any regular or special meeting of the organization by two-thirds of the members present and voting.

Report of the Director of Research



James J. Winston

THE FOOD INDUSTRY is confronted with new challenges daily. The following is presented to you for your study and evaluation.

Law Enforcement Activity

Recently, macaroni manufacturers received a sample and bulletin from a Brooklyn firm recommending a dough mix to prevent dough from cracking, to permit better moisture retention, to permit better dough handling, and produce a finer texture. It was not mentioned that this product had artificial color added, some fifty percent of carotene derived from corn oil when analyzed. I called this to the attention of the firm who naively claimed they did not know this but agreed to stop soliciting the trade. If they do not, we will have to report it to the Food & Drug Administration.

Another firm is marketing a product called "Wheat and Soya Noodle Product," made from unbleached hard spring wheat and soya flour, labeled: "no coloring—no eggs—no preservatives—no salt added." I have written them stating that this product is illegal and in violation of the Federal Standards since any product that advertises the word "noodle" must comply with the 5.5% egg solids requirement. If they persist we will report them.

Food & Drug Administration has made a number of seizures of imports from Italy that did not comply with packaging regulations. Also, a number of seizures and rejections have been products contaminated with insects and rodent filth.

You are all aware of the noodle products imported from Japan. In my opinion, most of these products are of

an illegal nature and violate the standards of identity. We recently analyzed products distributed by Oriental Trading Co. of South San Francisco which are labeled: "Product of Japan." They include: "Sapporo Ichiban Japanese Style Noodles with Soup Base"; "Souper Noodles—Shrimp Flavored Noodles"; another "Souper Noodles—Oriental Noodle Soup Mix." Analysis of the noodle constituent shows that there is no evidence of any egg solids, and therefore is in violation of the Standards of Identity.

Sanitation

Recently the U. S. Comptroller General's office issued a report pertaining to sanitation in the food industry. It selected a group of 97 plants that had been surveyed by the Food & Drug Administration. The report said: "A serious problem of unsanitary conditions exists in the food manufacturing industry." In this review reference was made to a macaroni operation that had been surveyed four times in eight years. Each time insect fragments had been found in critical areas. However, analysis of the products in interstate commerce showed they were clean and free from extraneous insect matter so there had been no prosecutions. This attitude of the Food & Drug Administration came under severe criticism by the General Accounting Office.

The 97 plants surveyed included baked goods, candy, fish, flour, carbonated drinks, cheese, ice cream, fruits, vegetables, popcorn, chips, sugar, jams and jellies, macaroni, pizzas and spices. In total these plants had sales of about \$443,000,000. According to the Comptroller General's Office some 40% were operating under unsanitary conditions. Of these, 24% were operating under serious unsanitary conditions whereby products were found to be contaminated.

Recommendations to Congress

The following recommendations were made to Congress:

- (1) A sampling of food plants should be inspected by FDA periodically and the results assessed by Congress.
- (2) Food factory inventories should be evaluated by FDA periodically.
- (3) Criteria for Good Manufacturing Practice regulations should be set by FDA for the guidance of local FDA inspectors.
- (4) A strong enforcement posture and attitude should be taken with respect to factories that show flagrant disregard of FDA inspectors.

There seems to be a new FDA attitude regarding inspection surveys. Recently, several manufacturers surveyed

were found to have insect matter in drying rooms. In at least two instances embargoes were placed on the merchandise within 48 hours of the inspection. One manufacturer in a showing of good faith voluntarily destroyed some 25,000 cases of product. In the other case some \$10,000 worth of products was voluntarily destroyed.

Precautions

Again, I would urge you to regard sanitation in the same manner as you would consider advertising and publicity, for the negative type of publicity can put you out of business. In order to insure maximum compliance with regulations, the following essentials should be emphasized:

- (1) The rejection of any car of semolina or flour or any raw material showing evidence of infestation.
- (2) Micro-analysis of raw material and finished product to insure a good sanitation index. Generally speaking, the findings in the finished product should parallel those in the raw material.
- (3) And this is very important—a trained sanitation crew under the supervision of a sanitarian or an executive trained in sanitation principles and practices. This is a must.

Analyses

As a result of the Comptroller General's Office, FDA has disclosed plans for large scale retail sampling of foods. Analyses will cover the following:




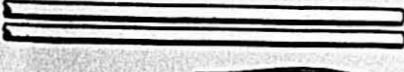













- (1) Bacteriological examinations to determine whether there is any contamination.
- (2) The determination of pesticides such as Lindane, Chlordane, DDT, Dazl-non and any of these chlorinated hydrocarbons or organic phosphorus compounds.
- (3) Mycotoxins which pertain to mold and mold toxins such as Aflatoxin.
- (4) Declared food additives.
- (5) Color additives.
- (6) Quality which pertains to nutritional components.
- (7) Decomposition and foreign objects.
- (8) Labeling.
- (9) Packaging requirements.

To emphasize then: there should be a strong determination on your part to shut down and clean any piece of equipment which warrants such action without delay. This is imperative.

Fortified Protein-Enriched Macaroni Products

At the end of May, the Food and Nutrition Service of the USDA came out with their first list of manufacturers (Continued on page 10)



TO INSURE THE QUALITY  IN ANY MACARONI PRODUCT  ALWAYS SPECIFY  **AMBERI** WHETHER YOU'RE MANUFACTURING LONG GOODS  OR SHORT    EGG NOODLES  OR OTHER SPECIALTY SHAPES,  YOU'LL FIND  **AMBERI** IS ALWAYS UNIFORM IN COLOR AND GRANULATION.  BECAUSE OF OUR UNIQUE AFFILIATIONS IN THE DURUM WHEAT GROWING AREA,  WE CAN SUPPLY  THE FINEST DURUM  WHEAT PRODUCTS AVAILABLE. AND WE SHIP EVERY ORDER  AT THE TIME  PROMISED. BE SURE... SPECIFY  **AMBERI** NO. 1 SEMOLINA



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Director of Research

(Continued from page 8)

who are in a position to conform with the FNS 218 regulations and produce a macaroni product that is considered a protein-enriched fortified pasta to serve as a replacement for either meat, cheese, fish or poultry in the school program. They apparently want more analyses of the 68% Durum and 32% Soya to verify the necessary protein efficiency ratio. I will be in a better position to respond after this meeting.

Nutritional Labeling

On March 29 the Food & Drug Administration proposed a voluntary system of nutritional labeling of food products using the percentages of recommended dietary allowances in increments of 5 or 10%. The aim is to eliminate to minimum daily requirements which has characterized labeling for many years. In my Bulletin 416 I made a comparison between the old minimum daily requirements and the recommended dietary allowances. You will note that the recommended dietary allowance is higher in most of the nutrients which are declared. Our Standards & Nutrition Committee met to consider our response to the Hearing Clerk and here are the pertinent points we made:

Average Serving

Macaroni is the generic name of more than 140 variety products of different shapes and sizes manufactured from the same raw material. Some of these products are as follows: macaroni, spaghetti, vermicelli, capellini, mezzani, bucatini, elbows, lasagne, pastina, orzo, rigatoni, egg noodles—fine, medium, wide types; bow ties, to name a few of the variety products. Some of the macaroni products are tube shaped; others are cord shaped. Many of these products have different coefficients of water absorption during the cooking process, resulting in different quantities of cooked weight and volume. A review of macaroni recipes on packaged cartons and bags shows that cooking instructions are given in terms of weight or ounces of product. It is therefore our considered opinion that in this voluntary nutritional labeling program, the nutritive information of our products should be stated in terms of dry weight of macaroni-noodle products. Our studies indicate that an average serving is two ounces of dry pasta per person. Therefore, the nutrition information should be predicated on this weight, namely two ounces, which would provide the protein, fat, carbohydrates for the average serving. Realistically, one cannot picture a cooked serving of either spaghetti, macaroni, vermicelli or lasagne in a cup.

Nutrient Declaration

In regard to declaring the percentage of Recommended Dietary Allowances contributed by an average portion, we note the reference to nutrients which are not inherent in a wheat product, such as Vitamin A, Vitamin C, and Calcium. The American public has always been encouraged to partake of a varied diet to obtain the necessary nutrients for optimum health. Macaroni-noodle products are usually consumed as a component of a recipe utilizing cheese, meat or meat sauce. The nutritive values derived per portion of the usual type of recipes are significant. Our enriched products which make a significant contribution to protein, iron, thiamine, riboflavin, niacin should not, in our opinion, be subjected to declaring nutrients which are not indigenous to wheat.

Studies indicate that early fortification of cereal products stressed the necessity of restoring nutrients which might have been lost during the milling process. We are therefore convinced that the manufacturers of macaroni-noodle products should not be expected to make reference to Vitamin A, Vitamin C and Calcium on this voluntary nutritional labeling program.

Enrichment Legend

The enrichment legend which appears on all enriched macaroni-egg noodle products would therefore appear to be unnecessary and inconsistent and possibly in conflict with the suggested nutrition information panel. We therefore request that the enrichment legend, which might be confusing to consumers, be deleted.

Label Information

While we favor placing of "Nutrition Information" on the packages, it must be recognized that placing such information on the right of the principal display panel poses difficulties due to lack of space on certain types of packages. Any voluntary labeling program should, in our opinion, be so construed as to be compatible with the interests of the consumer, e.g. information on a side panel should be helpful. It should be noted that a substantial percentage of macaroni and noodle products are packed in cellophane and polyethylene and it would seem that it would be more realistic and practical to imprint the information on the side or back.

Re-Size of Type

The proposed specification in paragraph 1.8d (d) states: "but in no case may the letters be less than 1/16" in height. The requirement for conspicuousness and legibility shall include the specifications of paragraph 1.8b (h) (1) and (2)." We understand that the pro-

posed changes are for the benefit of the consumer. It is our view that the interests of the consumer would be best served if we are permitted to continue to use the same size of type consistent with present type of printing on macaroni, spaghetti and egg noodle packages. Respectfully submitted,
James J. Winston
Director of Research

Letter from the White House

Dear Mr. Winston:

You were most kind to send Mrs. Nixon a copy of your interesting and informative book about macaroni products. She asked that I convey her appreciation for your thoughtfulness.

Lucy Winchester
Social Secretary

Enrichment Required in New York

New York State now has a law requiring enrichment of certain foods, including macaroni and noodle products. The law, No. 11892, was brought to Assembly on April 4, 1972 and becomes effective immediately.

Iron, A Key Nutrient

The U.S. Department of Agriculture says that iron is a key nutrient. Iron combines with protein to make hemoglobin, the red substance of blood which carries oxygen from the lungs to muscles, brain, and other parts of the body. Iron helps cells use oxygen.

Frequent use of foods providing important amounts of iron is particularly encouraged for young children, pre-teen and teen-age girls, and for women of childbearing age. Research shows these are the groups whose diets are most likely to be short in iron.

Food sources for iron include whole grain and enriched bread and cereals; variety meats and oysters; dried fruit and dried beans; egg yolks; molasses; dark green leafy vegetables.

Project FIND Seeks Elderly

Project FIND is under way—an attempt to locate elderly persons who need food help. Through cooperative efforts of the White House Office of Aging, Social Security Administration, American National Red Cross, Office of Economic Opportunity, and the U.S. Department of Agriculture a message on food assistance programs was enclosed with 28 million Social Security checks mailed in August. Those interested and eligible were invited to visit their local welfare office or to mail back a response card.

ADM Milling Co.

The Durum Macaroni Hotel-Restaurant Institutional Program

by H. H. Lampman, Executive Director, Durum Wheat Institute

WHEN BOB GREEN asked me to bring you up-to-date on your Hotel-Restaurant-Institutional Program, he also suggested you might be interested in the latest report on the "Wheat and Wheat Foods Research, Education and Promotion Act." It sounds a little like an apples-oranges-bananas assignment. Yet in a way, the two subjects are not unrelated . . . because promotion in the HRI field requires money and the "Wheat and Wheat Foods Research, Education and Promotion Act" would provide it.

How much money? Estimating that your industry uses 12 million hundred-weights of milled durum products annually, the "Act" would provide \$120,000 at a minimum of one cent per cwt.; a maximum of \$300,000 a year. And you would be sure of that revenue, because Section 17 of the "Act" says quite specifically that "Funds collected to finance said plans or projects (like your own research, education and promotion programs) shall be expended on behalf of, and in proportion to, the assessment on the end-products represented by such assessment." In your case, end-products means macaroni.

The legislation has been introduced in both the House and Senate. It will be considered by the House Committee on Agriculture Thursday, July 20. Action in the Senate awaits a determination of what happens in the House.

On Thursday, it is hoped that the members of the House Committee on Agriculture restore the "Act" to its original form—without a crippling amendment which would require a referendum of wheat producers, processors and end-product manufacturers. The amendment makes the measure so cumbersome and expensive that even the sponsors of the "Act" would reject it. A referendum would cost more than the total amount of money generated by the legislation.

So the fate of the "Act" will be decided to some extent on Thursday. The prospects appear bright that the measure will be reported out of committee without the amendment . . . and with a little bit of luck it may pass both Houses of Congress in this session. The scarcity of time, with another recess for the Republican convention and the elections, can work either for or against us.

How important is the "Act" to you? Here is the way your representative, Walter Villaume, testified in the hearings on the measure:

"While macaroni foods are perhaps the only wheat product that has shown a steady rise in per capita consumption over the years, macaroni manufacturers are nevertheless keenly aware of the constant need for research, education and promotion. The macaroni industry has no national brands sold coast-to-coast, border-to-border . . . there are no corporate giants . . . with funds equal to the task of research, education and promotion. Accordingly we pool our resources and conduct an association program for the benefit of all. Except we do have, because we operate on a voluntary contribution basis, the problem of "free riders." Our National Macaroni Institute promotes the product; we promote our own brands. But there's always the guy who cashes in on the product promotion without paying his fair share.

Thus, when the Wheat and Wheat Foods Foundation came along, it appeared to be a long needed, necessary solution to our problems. . . . So much for the status of that effort at the moment. The legislation would raise \$2,300,000 at a minimum per year; \$5,750,000 at the maximum. And it should be pointed out that while your share seems small, the macaroni industry would gain a disproportionately larger benefit from the nutrition research planned by the Foundation. You can't undertake a comprehensive program of nutrition research relating to wheat and exclude durum or macaroni foods.

HRI Potential

Now, what about the HRI program? First, let's review the potential of the market.

Is it impressive to say that the HRI market serves more than 150 million meals every day, that cost about 41.4 billion dollars a year? Is the fact that 20 percent of all food in the United States reaches consumers in hotels, restaurants and institutions important? The U.S. Department of Agriculture's survey of food consumption showed that 66 percent of the population eats away-from-home at least one time each day; 23 percent, twice a day; eight percent, three times a day and four percent of the population eats four or more meals or snacks each day. In some cities, every third meal is eaten out. That is your potential—a larger share of the HRI market.

You might ask how much of that potential has been realized. Last year, the



Economic Research Service released figures based on a 1969 study. It showed that the HRI market used almost 28 million pounds of macaroni; more than 52 million pounds of spaghetti; and 19.5 million pounds of noodles, in 1969.

If these figures are correct—and they are the only estimates available—you sold 6.9 percent of your total output in the HRI field in 1969. Strangely enough, macaroni products represent about 6.8 percent of all wheat-based foods consumed in the United States.

One might suggest that the HRI field is more important to you, as pasta manufacturers, than to perhaps any other segment of the food industry. After all, in large part American consumers were first introduced to pastas in a restaurant. They liked it; they tried the same thing at home. Restaurants were, are, and probably always will be, your best sampling ground. And sampling remains one of the best methods of promoting any product.

School Lunch

And speaking of sampling, consider the school lunch market where children learn to like, or to dislike, so many different kinds of foods. Last year, school children consumed more than 25 million lunches each school day in the nine month period, or three million more than in 1970. The increase came as a direct result of the pressures generated by the White House Conference on Food, Nutrition and Health.

But you find a strange, contradictory situation in the national school lunch program. One section of the USDA is set up specifications for a 100 percent durum product made from material of commercial grade. But another branch of the USDA is actively promoting "phony-roni" in the school lunch program, institutions and other commercial eating places. This branch also looks forward to the day when a wheat-corn-soy macaroni product will be made available to all consumers.

Miss Mary Ann Moss, a Foods and Nutrition Specialist with the USDA in Washington, reports that 16 or 17 companies are currently producing the new imitation macaroni for school lunch use. Because each company's product varies slightly, the USDA has encountered

difficulty in supplying standardized recipes. But, Miss Moss says, that problem is almost solved.

A similar fortified product, with less protein, is now being distributed to needy families, four million pounds last year, produced to USDA order on a lowest bidder basis.

Miss Moss believes durum millers and macaroni manufacturers can make a great contribution by offering the fortified product to consumers, particularly with the cost of meat protein climbing. She reports that at first the industry was upset, but it has now calmed down because manufacturers see a bigger market, more profits on the larger volume, and the self-satisfaction of filling a consumer need. She adds that no one to whom she has talked is unwilling to cooperate.

Back in Chicago

Contrast what Miss Moss describes with the situation in the Chicago school lunch program, where buyers increased their purchases in the past 18 months, using 12 tons of macaroni products in that period. New regulations now permit the substitution of the wheat-corn-soy imitation product. But the Chicago school dietitians are encountering difficulty.

Nutritionist Loretta Canan reports trouble in adapting traditional recipes to the new product. Cooks need to be trained all over again, she says. While the cooked product has unpleasant color, the wheat-corn-soy macaroni can be masked with sauce, and she says it does make good macaroni and cheese. But it seems to absorb more sauce on the steam table and tends to dry out quickly. Miss Canan believes the imitation macaroni is so different that there is a question whether the children will accept it. Is that your problem—or ours?

And finally, in Miss Canan's own opinion, when one eats the wheat-corn-soy product, it leaves you with a "too full" feeling too long. Or, in other words, it spoils the appetite for the next meal—without fulfilling the nutritional requirements of the consumer when the time for that next meal comes around.

Need for Research

If ever there was greater need for research, education and promotion in the HRI field—it would appear that you could not find a better demonstration than in the attitudes expressed in Washington by Miss Moss and in Chicago by Miss Canan. You can readily see that whatever we have been able to accomplish in your HRI program may go down the drain when "they" pour the water off "phony-roni" in the school lunch cafeteria.

Training Film

Since the Durum Macaroni Fund started in 1965, it has collected \$129,746; expended \$121,810. The biggest single expense has been the movie designed to train HRI personnel on how to cook, serve and merchandise macaroni dishes. The film and accompanying materials cost \$17,774. But distributing the film cost almost \$35,000—the single largest item of expense. In fact, the movie is in heavy demand, and the distributor urges the purchase of new, additional prints. It has been shown almost 20,977 times since it was first released, and has reached a total audience of 577,000 people, at a per capita cost of about six cents a person.

Thus the film represents a bargain—such a bargain that it threatens to eat up all the capital in the HRI program, leaving little or nothing for such projects as the "Pasta Recipe Contest" . . . or anything else.

Recipe Contest

There appears to be some difference of opinion concerning the value of another recipe contest. The North Dakota Wheat Commission and the members of the Durum Wheat Institute have both paid an extra \$5,000 assessment to help finance another contest. The board of the National Macaroni Institute deferred action pending consideration of cost versus value received.

The first "Pasta Recipe Contest" cost almost \$15,000, and we believe a second competition could be staged for about that same amount. You ask, "Was it worth it?"

My own feeling is definitely—"Yes!" A contest offers the opportunity to dramatize the advantages of durum quality, economy, nutritional value and good taste—at a time when those attributes cry out for proclamation in the restaurant-school lunch area. It delivers new recipe and new ideas for pasta use. It serves to convince HRI operators of the virtue of durum-based pastas . . . and how they stimulate repeat business. The three most influential HRI publications featured the Contest and its prize-winning recipes in text, black and white and full color. As a baby, it made quite a splash.

We had no way of telling the consumer impact because that side of the story was told through the National Macaroni Institute program. But we do know that a similar contest on behalf of sandwiches really delivers, and there's no reason to believe the "Pasta Recipe Contest" would accomplish less. For example, in 1971, the Sandwich Contest reached over 95 million newspaper readers with 1,155,260 lines of copy

worth an estimated \$260,000. Newspaper advertisers with 80 million readers ran 2,761 ads—almost a million lines worth more than \$213,000. Magazine food editors with 176 million readers devoted space worth almost a half million dollars to the cause. And magazine advertisers appealed to 620 million readers with sandwich and sandwich ingredient ads worth \$777,643.

Bread is the companion to almost every other food in sandwiches—the most popular item in America, where we eat 300 million sandwiches every day. But pasta products have almost exactly the same kind of "go-together" appeal to make them attractive to food editors and advertisers . . . and to the public.

Slightly Different Approach

We would propose a slightly different approach to the "Pasta Recipe Contest" if you decide it should be continued. Last time we used the Chain Store Age list of HRI establishments and distributed 100,000 Entry Blanks through state and local restaurant associations as well.

In the new format, we would use the published "Directory of Hotel, Restaurant, Institutional Schools" at the secondary, post-secondary, community college and university levels. There are literally hundreds of such training institutions enrolling thousands of students—the men and women who will decide tomorrow, next week, next month or next year, just what kind of pasta to cook and serve. Through them you can ultimately reach every person in the nation—with a good dish, appetizing and well-cooked . . . or, if neglected, with a poor dish that will ruin the growing public taste for macaroni foods.

According to Mrs. Betty Ann Howard, an instructor in the Gary, Indiana Technical Vocational Center, HRI students are tremendously enthusiastic about competition like the "Pasta Recipe Contest." Only about three Contest opportunities are provided each year, so the market is far from glutted.

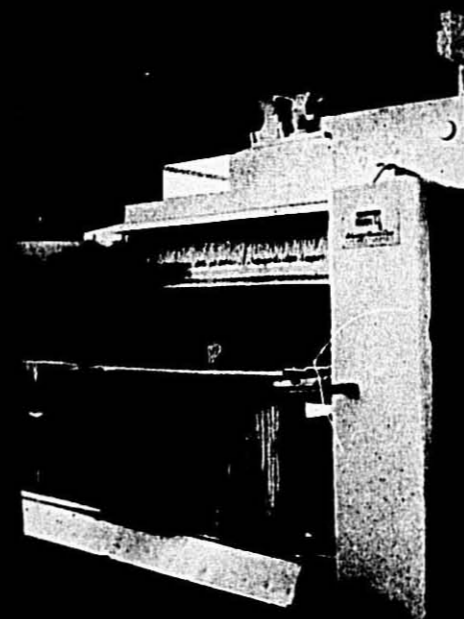
We could make the Contest doubly attractive by offering duplicate prizes to instructors. You would encourage young people who will make a career in the HRI field, and teach their teachers as well. And the results would show in better restaurant pasta and an expanding market—with a million dollar rub-off on your consumer business—all for the investment of what might be called "chicken feed" money.

That's the story. I hope I didn't mix up the apples, oranges and bananas too much. It makes a compote. Thank you.

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Italian Statistics

Lloyd Shearer, free-lance writer, touched a sensitive nerve when he wrote in Parade (Sunday supplement) "Special Intelligence Report" that spaghetti, once Italy's staple, was on a decline in popularity in that country simply because Italian women are no longer content to grow fat. He declared: "If Italians aren't eating spaghetti, what are they eating? Meat—protein is in. Starch is out."

Background from Braibanti

Braibanti and Company of Milan have provided us with some statistical background.

They state that there are no official statistics with regard to spaghetti consumption in Italy but generally it is estimated that Italians eat 30 kilos per person, about 60 pounds.

There are apparent differences between various Italian regions. For instance, in 1963 consumption in Lombardy was about 28 kilos per person, while in Abruzzo e Molise it reached up to 63 kilos. It is certainly a fact that the quantity of macaroni products consumed in Italy could hardly be higher than they are.

"It is true," concedes Braibanti, "that with the general improvement in living standards there is an increase in the use of various other foods such as meat and the consumption of macaroni goods may have decreased by about 2% since 1965. But figures reported by many publications are not reliable.

"While the consumption of 100% hard wheat semolina products has slightly lowered, there has been a constant rise in the consumption and use of egg noodles, specialty products like ravioli, tortellini, etc.

"In recent years the number of tourists have been estimated at 220 to 230 million presence-days and this number undoubtedly increases consumption of pasta products. But on the opposite side

an increasing number of Italians travel abroad either on vacation or on seasonal jobs that somewhat offset this estimate."

"National production of pasta products in Italy has never been ascertained in an absolute way, but it is estimated at around 14.5 to 15 million quintals annually. The number of macaroni plants by regions is listed below.

Just as in every country the number of manufacturing units decreases as volume increases.

Eat Less Meat Urged

After being put on the pan for rising food costs, Clarence Adams, president, National Association of Food Chains, said the industry would like to get behind a program calling for a slight, voluntary, decrease in beef consumption—but added that the impetus for such a program, for it to be taken seriously, would have to come from the White House. "We see little or no hope for any change in the meat supply between now (late July) and the fall, so we must stabilize demand."

Meanwhile, the Amalgamated Meat Cutters Union was endorsing George McGovern for president.

The Shape Tomatoes Are In

A square peg for a round hole? Robert Holt, Manager of the quarter-century old California Tomato Growers Association, says the tomato's familiar spherical shape may soon give way to cubical varieties.

"The cost squeeze has, and is continuing to change agriculture in basic ways, including the end product," Holt told the Council of California Growers. He noted that round tomatoes create problems for canners.

"The round tomato has a small weight-bearing surface. It rolls easily . . . and is as easily dropped."

Holt noted that, by law, most varieties of tomatoes for processing are picked at the vine-ripened stage. "Canning cost—and grower returns—would be favorably affected by development of a tomato less subject to damage in handling," he added.

70% From California

Although the ubiquitous tomato is grown commercially in many states, California's share of the market continues to grow. "Today over 7 out of every 10 cans of tomatoes or tomato products processed in the U.S. are canned in California," Holt said, adding that the industry contributes nearly half a billion dollars to the economy of the state.

Holt reported that per capita consumption continues to climb. "It was over 51 pounds per person in 1969 as against 43 pounds ten years earlier," he said.

The C.T.G.A. manager predicted the current promotion of processed tomatoes for use in fresh salads would further increase consumption. "Most major processors are pushing their 'salad tomato' lines . . . tomatoes sliced and wedged for each, year-round salad uses," Holt noted.

Ladies Like Them

Holt attributes the popularity of the processed tomato to the product's capacity for "giving the housewife what she wants." Said Holt: "The housewife is looking for foods that are higher in energy and lower in carbohydrates and fats . . . foods that are easier to prepare . . . that blend well with other menu items. Many are weight-conscious and tomato juice, for example, with only 21 calories per 100 grams, is lowest of all fruit juices in calories."

In 1971, California's 26 processing plants paid growers an average \$28 per ton for the 3,879,700 tons produced. "That figures out to less than 1 1/4¢ per pound . . . less than the cost of the container in which they're packed," Holt pointed out.

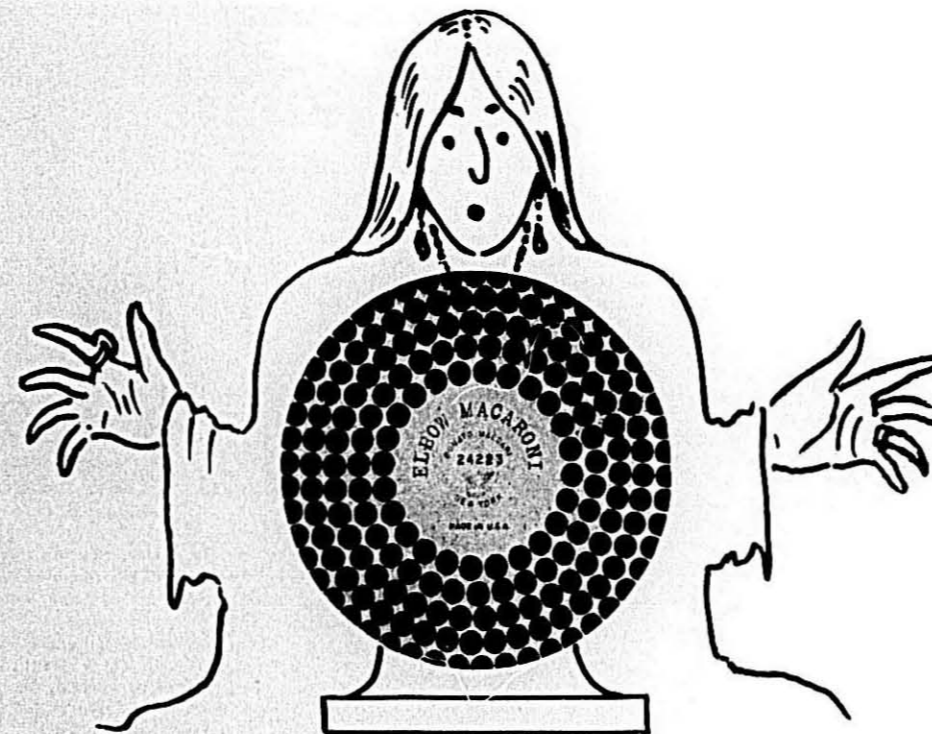
Les Heringer, Clarksburg tomato grower and President of the Council of California Growers, said the industry's biggest problem was its "constant capacity to overproduce."

He said this has placed a premium on quality . . . on the search for tomato varieties offering maximum solids, enhanced peelability . . . and for ones that won't roll off the conveyor.

The shape of things to come suggests that consumer advocates already have slide rules in hand, trying to deduce how square tomatoes will fit into round cans.

Anyone for square cans?

Area	1960	1962	1964	1966	1968	1970
Sicilia	128	218	190	166	141	125
Campania	80	76	71	72	74	56
Lombardia	78	79	59	52	46	38
Toscana	72	52	54	54	39	34
Emilia	55	46	34	38	36	25
Venezie	44	64	38	38	35	28
Puglie	46	48	41	33	34	27
Lazio	44	41	36	32	28	20
Abruzzo	40	50	38	41	36	32
Marche	40	38	38	37	28	19
Piemonte	30	28	26	22	19	14
Sardegna	23	18	14	10	10	7
Liguria	21	21	14	11	10	10
Calabria	12	10	10	8	5	5
Umbria	11	10	10	11	10	8
Basilicata	6	8	4	4	4	4
	730	807	677	653	555	452



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MANUFACTURERS' RESPONSIBILITY TO THE CONSUMER
by Jeanne Voltz, Food Editor, Los Angeles Times

NOT since the early 1900's has the food manufacturer been mistrusted so completely as today. Don't feel bad. The automobile manufacturer, the oil producer, the farmer and the meat cutter are doubted just as heartily. Today the consumer thinks he has been had and he plans to do something about it—pass a law, if necessary.

But is the consumer picking on trivialities? A young woman in our office went into a mild collapse last week when she heard there were infinitesimal quantities of lead leaking into Crest toothpaste. A month before she lost her cool over rat hairs and rat pellets in flour. "It just makes you want to cook everything from scratch," she said. I asked her where she thought the rat pellets came from—the manufacturing plant or the wheat. This surprised her that the organic farmer down the road from where she lives is selling her more truck contaminated with rat pellets than anything you can buy in a market.

I think food manufacturers too often are answering the trivialities of customer complaints. When you answer the serious problems confronting the food industry you hide behind public relations jargon, the so-called "positive approach" or, even worse, the evasive (the president of the company was not available for comment).

Make Yourself Available

I say make yourselves available. I say level with the customer—as Campbell Soups did last summer when they discovered botulism contamination in soups.

I say be positive about the assets of your product. But be honest about the flaws or dangers inherent in it. The manufacturers of see-through roasting bags could have saved themselves a great deal of damaging publicity and prejudice against their roasting bags if they had only given full safety instructions in the original packages.

Get Logical Legislation

I say that manufacturers also owe the consumer aid in getting logical legislation passed. For example, there is a bill in the California Legislature to require consumer education in public schools. Has anybody helped the small, understaffed consumer groups to get this bill passed? Not a single manufacturer to my knowledge. In my opinion, good consumer education could do more for the food industry than any amount of conventions and fancy "briefing" sessions for the press.

The consumer wants to know the truth. She now suspects a poison, a

bug or an unnecessary expense in every package she buys. Explain to her what is in it. You'll win her confidence.

Don't Hide

Don't hide behind the excuses against nutritional labeling, nutritional guidelines or full disclosure labeling. Don't tell her she doesn't need to know what the code date on a package of macaroni means. She serves it, doesn't she? Any manufacturer who ever comes up with this excuse again ought to have his head examined.

Any consumer buying macaroni thinks she is the person to whom the pull date is most important.

She's tired of being talked down to. Call her little lady, pat her hand and look at her as if she didn't have brain one in her pretty little head. She just might land one on your chin, or worse yet, get her friends to come along and picket the store for carrying your sweet tell-nothing packages.

She is sick and tired of the food industry keeping its mode of operations a deep dark mystery.

Talk to Her

Talk to her. Talk to her in simple, non-obfuscating terms. I think you'll win a friend in the supermarket. She will respect you for your candid approach.

There has been a phenomenon among the food manufacturers who have added full disclosure labeling to products for which there is a standard. The customer seems to trust them more—even though the mayonnaise or peanut butter is the same as it was before.

If a manufacturer will tell the truth about what is in the food, he must be honest all the way through. That is the rationalization.

Working Wives

The explosion in numbers of working wives hasn't changed their traditional responsibility for doing the family food shopping, notes a Bureau of Advertising study of "The Working Woman," based on interviews with a national probability sample of 1000 women. By and large, especially in middle and upper-income families, the working woman either does not or cannot delegate this job. But, the fact that a woman evidently has profound influence on her food shopping habits. The working wife is more likely to shop in only one supermarket, even though there may be others located conveniently near her home. She also is more likely to shop for food in late afternoon



Jeanne Voltz

or evening, or on Saturday—probably because she has less shopping time, and tends to shop on her way home from work.

In lower-income households, men are more likely to share food shopping chores—probably reflecting the greater importance of food expenditures to the economies of these families.

Advertisers Advised: "Keep Your Cool"

Today's advertiser must use common sense and "keep his cool" in the face of activist-inspired attacks, Charles Foll, president of Continental Advertising and long-time account director of Golden Grain (Rice-A-Roni) Co., told a convention of food producers.

Foll warned the National Macaroni Manufacturers Association meeting at the Coronado, California, that advertisers and their agencies must not let the harshness of the attacks alienate them from their enduring relationships with the consumer.

"Apparently we must suffer attack in all advertising because hostile groups have found an occasional misuse by a few."

"But let us remember that the intelligence of the consumer is your salvation and mine," the Bay Area executive said. Foll saw irony in Russia's initiating advertisement of products to reduce retail distribution costs, while American industry is having its advertising voice challenged.

"Today if American advertising provides information, it is said to illegally claim uniqueness. If it doesn't provide information, it is alleged to have no so-

(Continued on page 31)

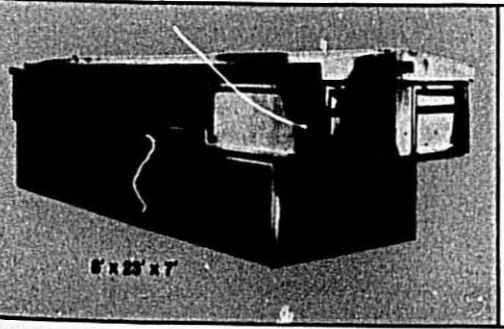
MICROWAVE



puts the heat on pasta production costs

Microwave drying, the first really new development in a long time, has been quietly proven by some of the largest pasta producers.

- It dries ten times faster ■ It uses 1/5 the space ■ It reduces dryer maintenance to about one hour a week (all stainless steel) ■ It improves product quality ■ It can double or triple production ■ Lower capital investment ■ It generally can be installed without shutting down the line ■ Are you ready for it?



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

It's the color we get in Semolina and Durum flour because we begin with the North Country's finest Durum wheat, and mill it in facilities designed specifically for the production of Semolina and Durum flour.

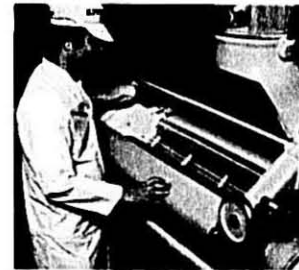
It's the color you get in pasta when you begin with King Midas Semolina or Durum flour, and it's your assurance that you've got the right start toward pasta with fine eating characteristics.

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

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

the Pure, Golden Color of Quality.

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



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

and filtering processes that make Durum run on a Semolina mill something special... processes that mean pure, golden pasta with fine eating characteristics. And at the Peavey mills, automation of virtually all processes means that quality levels are maintained — all the way. We wouldn't have it any other way.

Peavey Company, Flour Mills, Minneapolis, Minn. 55415



PEAVEY COMPANY
Flour Mills

RETAILER RESPONSIBILITY

by Joseph B. Goldberg, President, King Cole Markets, Whittier, California

FIRST of all, I would like to thank the National Macaroni Manufacturers Association for inviting me to Coronado and giving me the opportunity to speak to you. It isn't often that the owner of a one-store chain is invited to address a national convention. Frankly, I feel quite honored when I'm invited to a no-host cocktail party.

Pavlov Reaction

In the mid-1920's, a Russian psychologist by the name of Ivan Pavlov conducted some experiments with dogs, checking on their reflexes. Dr. Pavlov discovered that after a period of time, when he rang a bell every time he fed the dog, the dog associated the sound of the bell with food and subsequently the dog would start to salivate whenever a bell was rung, even though no food was served. This automatic reflex action instigated by an agent completely foreign to food became known in psychiatric vernacular as a "Pavlov dog reaction."

Unfortunately, this is the reaction that many supermarket operators have when the word "Consumerism" is mentioned. And it is this reaction and the word itself that I want to discuss here this morning.

"Consumerism"

"Consumerism" is a name given to an assortment of desires and requests of a large group of consumers. I believe that every retailer has a great responsibility to these very same consumers and to the fulfillment of their desires.

These consumers are our customers and as all intelligent and prudent businessmen know, it is basic to our business that to be successful we must accommodate to the needs and desires of our customers. This is true whether you are a retailer or a manufacturer.

What Do They Want?

Now, let's examine some of these things that consumer groups want and that many businessmen are screaming about.

They have asked for simplified code dating—that means that they want perishable products to have the date that shows when the product will no longer be fit for sale to be printed in a legible manner on the package. This practice has been observed nearly universally for years. But most manufacturers have designed such an involved code that not only was the customer and the retailer unable to understand it, but half of the time the manufacturer's rep has trouble deciphering it himself.

So we ask "why?" And the answer is beclouded by a maze of double-talk. Surely no manufacturer wants an outdated package of his products to go to the consumer. Especially after he has spent many years, and even more thousands of dollars, building the name of the product and extolling its virtue. And yet, when consumer groups requested a system of legible code dating, cries and screams were heard throughout the business community. Why? Well, I think it was just a Pavlov's dog reaction on the part of the businessman who objects every time the word "Consumerism" is mentioned.

We businessmen seem to feel that every time a consumer makes such a suggestion, he is somehow interfering with our privileges of private enterprise. Most vehemently, do I disagree with this type of businessman's opinion. I feel that we should have code dating that is easily read and understood so that our customers and yours shall have products only in the condition in which they were intended.

About Packaging

Another big complaint from consumers is in the field of packaging. Every one of us has been fooled by packaging at some time in his life. Usually it starts when we are very young. A child buys what he thought was a large bag of candy, but it turns out to be mostly a large bag of air with very little candy—and he feels gyped, and for good reason, because he has been gyped.

Unfortunately, there are today large national companies still doing that very thing, but in a far more sophisticated manner than the carnival gyp artists we may have known as children.

I heard a market operator once say, "You can fool all the people some of the time, and that's usually enough to make a decent gross profit." Well, that makes a good story, but it's not really true. As long as we retailers knowingly sell packages of products which we know are packaged deceitfully we are failing in our responsibility to our customers.

It is true that in most cases the retailer is not the manufacturer of the product, but had we complained to the manufacturer, the manufacturer would very likely have heeded the request of the retailer long ago.

There is no excuse for us to have allowed this deceit to have been continued for as long as it has. In this area, I feel we retailers should hang our heads in shame.



Joseph B. Goldberg

Another subject which the consumer groups are now bringing to the fore, is the proper labeling of food products. They are demanding a full list of the ingredients to be printed on the label. Is this bad? I don't think it is.

It is certainly a must for those people who are allergic or are unable to eat certain foods because of their particular medical problems.

As for the rest of us, I think this type of labeling might make us into better and healthier food buyers for our family. It would be nice to know the amount of cereal in the hot dog that we are purchasing thinking that we were buying protein for our family. We would then know exactly how much protein we were really getting, and the result could only be a better and healthier America.

To know what percent of water is in a given can of food is not sinful—and it might even help to know how many apricots are in a large 2½ can.

Certain manufacturers would have to change their modus operandi or lose their market. But those who are legitimate in their operation need have no fear.

It's a funny thing about businessmen. We scream about government interference, but in many cases if we only put our own houses in order, ethically, there would be far less cause for restrictive legislation and certainly far less consumer complaints. Do I think the retailer has a responsibility to the consumer in this area? You bet I do.

Advertising

Another thorn in the side of many consumers is advertising. I am referring to retailer advertising, not the national advertising which will be covered later this morning by Mr. Foll.

(Continued on page 24)

Clermont builds machines that produce—

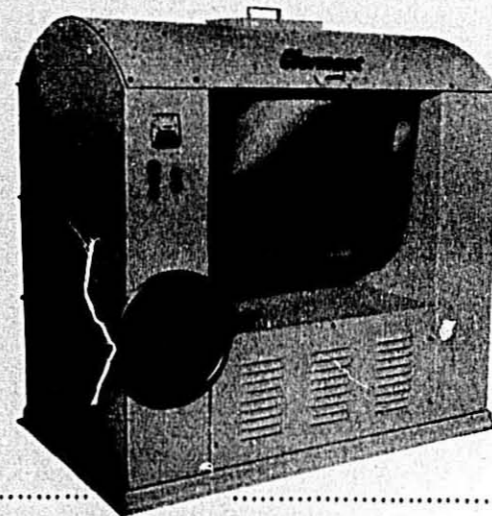


THOROUGHLY KNEADED DOUGH FOR YOUR RAVIOLI OPERATION

Clermont's Double Arm Kneader-Mixer has 200 lbs. capacity, stainless steel construction and double arm agitator for complete kneading . . . other models available with up to 500 lbs. capacity, with single arm agitators if desired.

RAVIOLI IN ALL SIZES & SHAPES UP TO 20,000 PER HOUR

Clermont's Ravioli Machine is the only one of its kind constructed to accommodate varying sized moulds which can be interchanged within minutes (one machine makes all sizes) . . . holds up to 40 lbs. of filling and all parts are easily removable for cleaning.



MANICOTTI-BLINTZ OR EGG ROLL SKINS FOR A PENNY A SKIN

Clermont's Dough Skin Processor produces up to 600 per hour . . . makes round skins up to 6" in dia., also square or other shapes by simply changing the dough discs . . . operates automatically, requires only one operator with no special skills.

REQUEST SPECIFICATIONS
Clermont MACHINE CO., INC.
280 WALLABOUT ST., BROOKLYN 6, N.Y. • EVergreen 7-7540

Retailer Responsibility

(Continued from page 22)

Retailer advertising has been, and still is, being used by many retailers to mislead the consumer. This again, I believe to be contrary to good market operations. The promiscuous use of adjectives such as "strictly fresh," "extra fancy," "large," "tender," "lean," have become as deceptive and meaningless as the padded bra, and have brought the wrath of the consumer groups onto the food industry. I believe their complaint is often justified.

It is the responsibility of the individual retailer to see that his ads really speak the truth. I do not buy the concept that advertising has to lie or cheat to be effective. The most effective ads, in my opinion, are those which inspire confidence. The most successful retailers I have known are those who have deservedly won the confidence of their customers.

Another consumer complaint about retail ads is that retailers often advertise products without a sufficient inventory of advertised items in the store. Some operators are guilty of this.

There are two reasons for this problem. First of all, the problem of maintaining an adequate inventory of perishable commodities in a market where the sales can vary as much as one hundred per cent in any given period creates quite a problem in logistics.

The second reason is because the retail food industry is, to my knowledge, the only major industry in the United States which consistently sells some products below cost on their weekly ads. As a result, the market operator is quite naturally reluctant to over-stock on those items which are going out of his store at below dollar cost. This is still no excuse for being out of product and I feel that the problem could be easily solved by applying a little time and effort and seeing that the consumer is properly taken care of. I feel that it is the retailer's responsibility to be absolutely straightforward in his advertising to his customers.

Quality

Quality of product is another sensitive subject. Most retailers will not knowingly sell a bad product. Most of us have installed intricate systems to see that the products we carry are periodically checked for quality, size, color, etc.

But most of us, especially the one-store chains, don't really have the facilities to do an A-1 testing job. Many of the larger companies have their own quality control laboratories and do a masterful job in protecting the consumer. But I am talking about the good

guys in the food industry who are shouldering their responsibilities to their consumers.

Unfortunately, every one of us know both manufacturers and retailers who do not observe the quality control practices which I just mentioned. In fact, most of their business operation is projected from just the opposite point of view, and they are the ones who are guilty of bringing on the wrath of government agencies and the righteous indignation from consumer groups.

There is a chain of stores in Los Angeles that is infamous for buying anything as long as the price is cheap and the product isn't crawling. I have no answer as to how our industry can cure this evil. I can only say, "Godspeed" to those governmental agencies who pursue and, whenever possible, prosecute these violations of good business ethics.

Again, there is no question in my mind that every retailer has a moral responsibility not to sell his customers a product which he knows to be bad.

I think that the responsibilities of the retailer to the consumer are nearly endless. Surely we market operators owe it to our customers to provide safety when we invite them into our store. This means adequate lighting even in the parking lot so that she won't get mugged while parking her car.

Safety

Safety means clean floors, so that the chance of slips and falls are decreased. Safety means covering all electrical outlets that children might get into. It means seeing that sharp edges and corners are reduced to a minimum. Safety means remembering that markets are, what is known in legal parlance, as an attractive nuisance and that children are going to touch, smell and fool around with everything they can possibly reach. And we must plan our in-store displays accordingly.

No End

As you have noticed by now, it is my position that the responsibilities of the retailer to his customer are practically without end. The Consumerism Movement just brought it into focus more sharply. And it is my judgment that the movement will intensify rather than diminish.

Howard C. Harder, Chairman of the Board of Corn Products Corporation, has referred to the Consumerism Movement "as a reflection of the rising social and economic expectation of people everywhere," and I would agree with that definition.

You may have noticed that I have been using the terms "consumer" and "customer" synonymously. I am not unaware of this fact. I happen to be-

lieve that is what it is all about. Every customer is a consumer and is part of the Consumerism Movement—if he is not an actual card-carrying member, he is certainly a fellow traveler. My point is that if the retailer observes his responsibility to the consumer, he is really building his business more solidly than he could in any other manner.

Every one of us is a consumer. And in our personal lives we patronize those merchants or companies that best observe their retailer responsibility. None of us likes interference in our business—we don't like it from the government—we don't like it from labor—and we don't even like it from our wives. But I contend that if businessmen assume their proper responsibility, then interference from all sources would most assuredly lessen, and very likely disappear.

I read just last week that two of the top advertised cold remedies, Contac and Coricidin, were declared to be practically useless for curing colds. Personally, I am from the old school that found out long ago that all of the remedies won't cure a cold—whiskey is by far the most desirable. But had these companies observed more of their consumer responsibility, they would not be subject to an attack by the Food & Drug Administration today.

Goodness

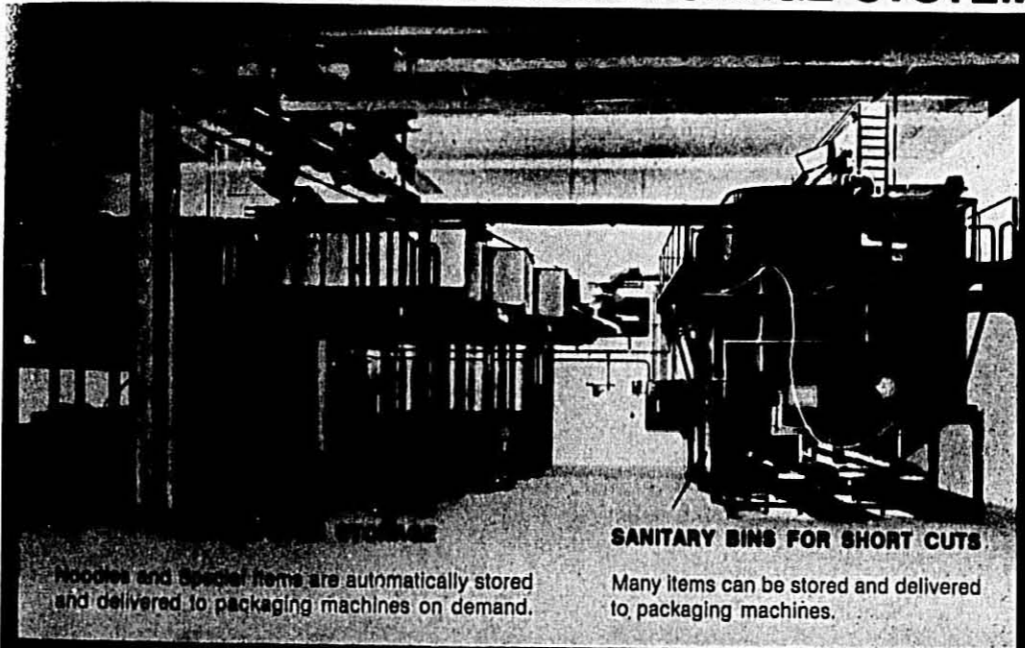
Dr. Tory Harris, in his current best seller "I'm Okay; You're Okay," noted that all philosophies embrace a concept of goodness. Moses saw goodness supremely as Justice; Plato saw it as Wisdom; and Jesus saw it primarily as Love. Whatever philosophy one embraces, there is no question in my mind, that goodness which I equate with responsibility to our consumers, pays dividends.

In closing, I should like to be a bit nostalgic about we poor harassed retail market operators and I would like to remind you that this same retail market operator must never forget their responsibility—because though the cracker barrel may be gone, along with the cookie tins, our stores remain the central gathering point as was the general store of yesteryear. For the supermarket is still the great equalizer, where mankind comes to grips with life, like Drano and toilet tissue. And precluding over this ritual of necessity, this manifestation of modern civilization, are we, the retail grocers.

Grocery Store Sales reach \$94,470,000,000—Up 6.8% over 1970.

Chain stores show gain of 7.8%; Independent sales rise 6.0%. Convenience stores maintain strong growth pattern with 19.2% sales gain.

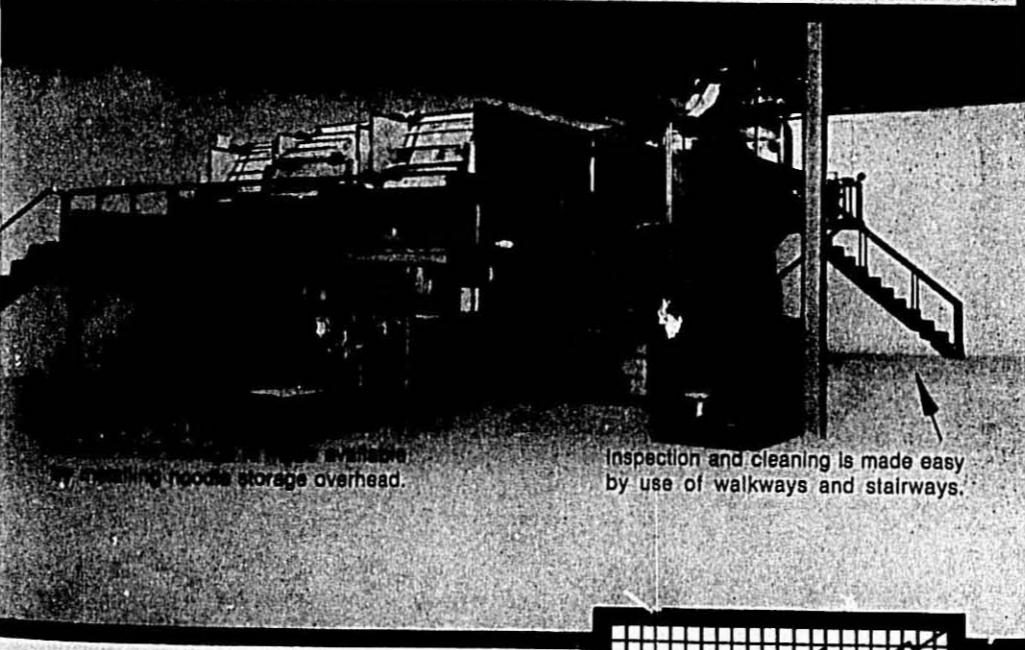
another new plant • another ASEECO STORAGE SYSTEM



Wooden and metal items are automatically stored and delivered to packaging machines on demand.

SANITARY BINS FOR SHORT CUTS

Many items can be stored and delivered to packaging machines.



Overhead storage area for cleaning tools and equipment.

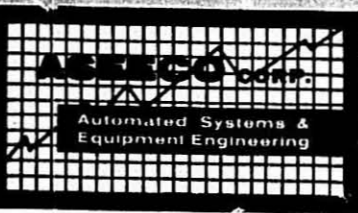
Inspection and cleaning is made easy by use of walkways and stairways.

FOR AUTOMATING YOUR PLANT CONTACT ASEECO—the Engineering and Manufacturing firm with 25 years of Macaroni Plant experience.

One source responsibility from Concept to Operation to "After Sale Service"

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SEPTEMBER, 1972



Automated Systems & Equipment Engineering

Retailer Responsibility to Manufacturers

A. Edward Evans, President and Director, The Pantry Food Markets, Pasadena, California

Good Morning!

America's number one problem today is the problem which Bernard Baruch, that pre-eminent financial advisor to American Presidents of both political parties, called "the most important economic fact of our time and the greatest peril to our economic health." He said, "This problem is the primary cause of our mountainous national debt. It is the reason for our high tax rates and record expenditures. It is the force which has eroded our price structure on stills and eroded the purchasing power of the dollar." He was talking about inflation!

Interesting comments when you also consider, though they could have come out of yesterdays newspaper, they were made during a time of peace perhaps 20 years ago!

In the subject assigned me, "The Retailers' Responsibilities to the Manufacturer," we are so indelibly entwined that it is difficult to really know where one begins and the other ends. This is especially true when we remember that in a few weeks we will celebrate—and that may not be exactly the right word—the beginning of price and wage controls, established we are told, to hold down inflation. Things haven't really changed much, have they?

Partnership for Profits

What you and I have going today might be called a "Partnership for Profit." Our operating costs are absolutely skyrocketing. Sure, we have wage controls, but not so you would notice! There was supposed to be something about a 5.5% guideline but, at least in the segment of the food business in which I am vitally interested, I can tell you our direct wages are up 7.7% and fringe costs have exploded with increases of up to 104%, all since the start of Phase 2 last November 14! It is quite likely that you have experienced similar adjustments and the governmental expectation is that we both can absorb all but the raw product cost increases, passed through all levels, beginning right after the almighty farmer—he who answers to no one!

I said we have a partnership for profit and that profit can now only come through increased efficiency. Together, if we are to survive, we must work to develop, manufacture and market that better mousetrap. We as retailers and you as manufacturers and distributors must be more cognizant than ever before of the need for innovation and improvement in every facet of our daily routine.

Age of Computer

The age of computerization is upon us and with it has come some of the most valuable tools we have ever developed, product turnover and sales-profit ratios. Some products, including some varieties of pasta, I might add, sell much less rapidly than other categories of merchandise. Consequently, the capital invested and the space in the store used is increased many times. Therefore the interest and space occupancy costs are many times higher for slower moving items.

You could have the finest product in the world, but unless it does a better job in the sales-profit ratio column than your competitor, you run the risk of being computerized right off the shelf! It reminds me a little of a championship game between two teams in a small town on a hot summer day:

The preacher of the community had been approved by both teams for the position of umpire for this important contest because, as the home team pointed out, the parson couldn't do wrong. Now picture this: The visiting team's clean up man stood in the batter's box, the bases were loaded. "Ball one, high!" the voice of authority boomed. "Ball two, low!" Ball three, inside." Ball four, low, wide and you're out!" "What do you mean, out?" screamed the batter, "I get a base for that!" The ump's answer was one someone has probably said to you; "Son, you're right, but the bases are loaded and I just haven't got any place to put you—so you're out!"

It Pays to Advertise

Another story concerns a new advertising salesman for the local paper. It might have been in that same small town. He called on the old, grey haired proprietor of the village grocery store and was surprised when he was told, "Nothing doing. Been established for eighty years and never advertised!" The salesman said, "Excuse me sir, but what is that building up on the hill?" "The village church" said the grocer. "Been there long?" asked the salesman. "About three hundred years." "Well," was the reply, "they still ring the bell!"

We cannot, under present regulations, raise margins and it doesn't look like we are going to be able to stem the tide of cost increases, but we jolly well better find some way to ring that bell! And for the salvation of all of us, it had better sound like a cash register!



A. Edward Evans

Food is a Bargain

I am sure that all of us are aware of the latest economic figures which show that only 15.6¢ of each disposable dollar is needed today for the purchase of food in these United States. How good a job have we done to tell the consumer that this is the lowest cost anywhere in a world that ranges all the way up to more than three times that amount? When we are confronted with claims of high food prices, the American shopper is obviously not aware that in England food represents 26% of disposable income, in West Germany it is 28%, in France, 31%, while Italy is at 33%, Japan is 40% and in Russia, it is an unbelievable 50%! I might also ask, have we made her aware of the efficiencies of time which you have provided through the packaging revolution which has come about during the last couple of generations? One which has seen the work of preparing three meals for the family diminish from about five and a half hours every day to approximately ninety minutes?

To put it another way, the food preparation which used to require about 2,000 a year can now be done in about 550 hours, a net savings of 1,450 hours—or about two months!

Are we, as retailers and manufacturers, going to work together to rededicate our efforts to the success and prosperity that is born of a free economic system, or are we to say to each other, and to the communities which we serve, what another businessman said to his son recently: "My boy, there are two things that are vitally necessary if you are to succeed in business." "What are they, Dad?" asked the son. "Honesty and Sagacity" was the reply. "What is honesty?" to which the father answered,

"Always, no matter what happens, no matter how adversely it may affect you, always keep your word once you have given it." "And Sagacity?" asked the son. "Never give your word!"

Productive System

We in the food business presently have the best, the most productive economic system in history. Its benefits are more widely distributed among more people than any other industry I know of. We each concentrate on our own jobs to produce, to sell, to serve and to make profits. All are desirable, but unless we convince the people we serve that our system is best, that we truly are honest and men of our word, they may well be overwhelmed by those less knowledgeable intricacies of this great industry.

I don't profess to be able to stand here and tell you how to go out tomorrow morning and lower a price, or get an ad, or get your brand in, or get your competitors brand out! We are each individuals with different ideas and preferences, different motivations and desires. Speaking personally, however, I believe I have some true friends among you this morning because we respect each other. In the years I have dealt with a number of you, both as a buyer and merchandiser of private label and as a retailer of your advertised brands, I have held to a personal philosophy of honesty and integrity. The philosophy is basically found in the books of Matthew and Luke where it is essentially written: "Do unto others as ye would have them do unto you."

I don't know how good a job our pastor did on the kids during one of his recent childrens sermons, but I was impressed with the make believe mirrors he had them swallow. What he said was that mirrors are great for checking up on our outward appearance. Each of us this morning reviewed the disaster that befallen us in the glass and set about to repair the damage a nights sleep, or maybe the lack of it, had done. We shaved or combed or brushed or powdered and before we set out we checked once more, to be sure everything looked just right. But how about the inside? That's where the pastor had the kids swallowing all those imaginary mirrors because, while we are so busy making sure the outside is presentable, the inside could often use a bit of sprucing up too!

I doubt there is even one of us who hasn't watched a group of kids at the beach. Some run out, splashing into the water and having a great time while another kid stops short, sticks a toe in and finds out what he knew already, that the water is cold. There he stands, absolutely miserable. He's afraid to

jump in with the others and splash around to get warm but he doesn't want to go back and lie on the sand alone.

It is said that "no man is an island unto himself." Each of us have responsibilities to each other if we are to survive, much less succeed! If you want the greatest results, you gotta' pay the price. This, then is the decision and the one single and great objective which faces all of us.

Prochnow Paraphrase

Let me conclude then with a paraphrase of the challenge given by Herbert Prochnow, president of the First National Bank of Chicago, to a recent University of Wisconsin graduating class: "Take whatever occupation or profession one may be in; macaroni manufacturer, grocer, business man, doctor, farmer, dentist, banker, attorney, school teacher, housewife—and live life greatly, nobly—live for those ideals that will outlive your own life.

As a good citizen trying to live a good life, we have certain responsibilities if we are to live our best. For example, if we demand wise and honest government in our city, our state and our country, we must recognize that wise and honest government is the product of wise and honest citizens, and nothing else.

If we demand that crime be punished, we must support honest law enforcement in our community without any personal privileges or exceptions for ourselves.

If we demand unfair advantages, government bonuses and special privileges for our business, ourselves, our city or our state, remember that the price of such selfishness is the destruction of a nation's character.

If we demand balanced budgets of our government, we must not advocate expenditures which, when demanded by all citizens, bring unbalanced budgets. Every dollar which a government spends comes from the toil and sweat of its citizens.

If we demand freedom of worship for ourselves, we must respect the rights of other creeds. If we demand free speech, we must not suppress it in others, or use it to destroy the government from which that privilege flows. If we demand that the government gives us complete economic security, we must not forget that a nations strength comes from each person standing on his own feet.

If we would like to live in a community in which we can have pride, then we must dedicate ourselves in a spirit of humility to our own responsibilities in that community."

You may remember the play, "Green Pastures." In that play Noah said to the Lord, "I ain't very much, but I'm all I

got." Well, you're all you've got, and I'm all I got, but working together, we are the richest people on the face of the earth!



Harold G. Ward

A Consultant Comments

Harold G. Ward is the President of Title Assets Management, Inc., a business management firm dealing in corporate development. His clients are primarily in the food industry.

In the mid-30's, Mr. Ward moved from selling newspapers in front of an all-night open air supermarket to a job inside the store, thus beginning his experience in marketing. He has performed every conceivable job in the business, from cutting meat to trimming produce.

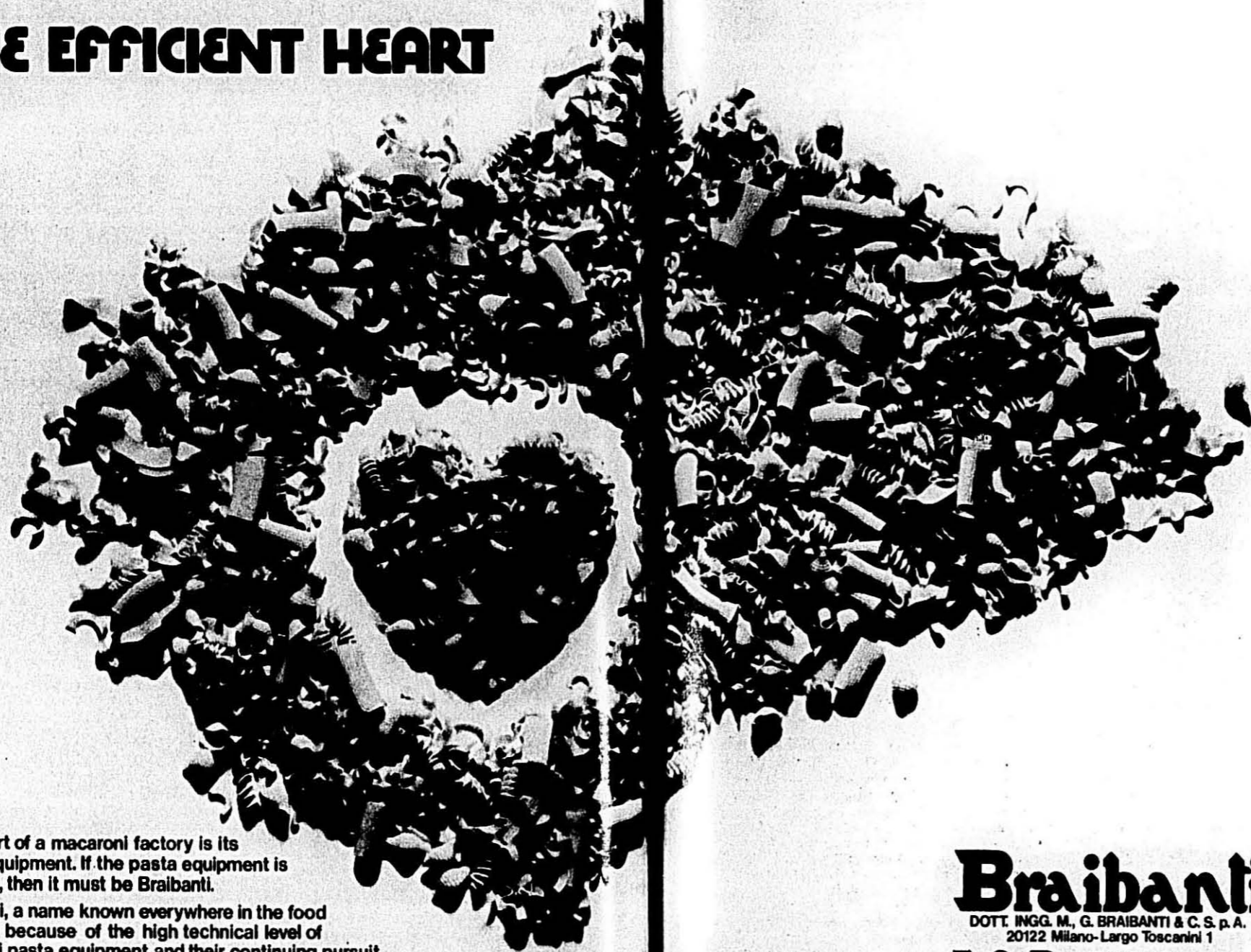
His experience of over 30 years as a retailer runs all the way from being an owner-operator of two of his own stores to being the chief operating officer of two publicly held corporations, one of which was listed on the New York Stock Exchange.

Most recently he was the President of Purity Stores, Inc., a northern California chain of over 100 stores. Prior to that he was an Executive Vice President of Food Giant, Inc. which at that time operated the largest volume per store supermarket in the country. In addition, they ran such diverse businesses as a discount house chain, do-it-yourself hardware store chains, a chain of liquor stores, franchised fast food operations, manufacturing, wholesaling and many other things.

He spent many years as the manager of sales and merchandising for Von's Grocery Company in Southern California. His industry activities had included, Director, California Grocers Association; Director, Western Association of Food Chains; and, various committee chairmanships for the Supermarket Institute. Mr. Ward observed

(Continued on page 30)

THE EFFICIENT HEART



The heart of a macaroni factory is its pasta equipment. If the pasta equipment is efficient, then it must be Braibanti.

Braibanti, a name known everywhere in the food industry because of the high technical level of Braibanti pasta equipment and their continuing pursuit of excellence and efficiency. Braibanti is one of the select group of world-wide food machinery companies associated with Werner/Lehara. Together, we can do almost anything.

Braibanti

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GRAND RAPIDS, MICHIGAN 49504
PHONE: (616) 453-5451
WERNER/LEHARA TELEX: 22-642B CABLE: WERNERMACH

A Consultant Comments

(Continued from page 27)

that publicly held companies demand growth and profitability. He warned that you must keep up with change in order to survive.

Few Figures on Macaroni

He found it impossible to get information on the return on investment, tonnage comparisons, and financial ratios in the macaroni industry, but he did note that a half dozen retail grocery outlets in California did more business than the entire national macaroni industry.

Supermarkets are a big business, Mr. Ward declared. The profit level has shrunk from 1½% a year ago to 0.86% presently. Return on common equity (the name of the game) has now fallen to 9%. But he cautioned to beware of averages—some firms are doing well, others are not.

You may not really know your customers, Mr. Ward declared. 20% of the supermarkets do 80% of the business. And they run the gamut from discounting, to rock-'em sock-'em merchandising with weekend specials, full department stores, and convenience businesses with high prices.

Taking business away from your competitor is a merchandising problem, not a marketing problem. He asked if food processors really knew where price and advertising decisions are made? He observed that the mom and pop store had perished and the discounters were going under. He warned that you must learn merchandising, which is translated into "how do I get them to buy my plan?"

Again he emphasized the importance of knowing who your customer really is and also knowing who your competitor is.

Dinners Are Competition

He noted that prepared dinners were competition to dry macaroni products and there is nothing new about prepared dinners. He declared Hamburger Helper isn't a customer—it's the enemy! He noted that tomato sauce people were buying macaroni to develop combinations but not vice versa.

Another observation was that spice mixes are now a separate department while the health food business is taking 30-foot gondolas.

It was of the opinion that increases in macaroni sales will take place in the form of new products, but he noted, the disaster rate on new products is 40% annually.

Commenting on the introduction of Japanese topramen he declared that it was originally a wholesale produce

man who saw opportunity of selling Japanese style noodles to the large Oriental population in California. Now it is big business with a plant operating in Los Angeles. What can the macaroni industry do about this? (1) Ignore him, (2) vilify him, (3) sue him, (4) watch him like a hawk. Mr. Ward said he didn't know what the nutritional values of the product were but it was selling and it was profitable.

"You may have nutrition and economy in your product but who knows it?" he asked the group.

Improve, Improve

He observed that the University of California in Los Angeles continued to put out the number one football team year after year. Coach Sanders was asked how he did it. The coach replied, "We hold an improvement meeting every Monday. Win or lose we must improve."



Julian H. Taylor

Economist Optimistic On Outlook

Julian H. Taylor, Economist for the Bank of America in San Francisco, described the economic scene in terms that a layman could understand.

He said that the Administration had put wage and price controls into effect a year ago in order to stem inflation and curb unemployment. He defined inflation as a condition that exists when spending is created faster than the production of goods plus a too rapid expansion of the credit tool.

There were credit crunches in 1967 and again in 1969 but growth eased the situation of a 6% annual rate of inflation.

Fiscal Policy

In the area of fiscal policy the government has been piling deficit upon deficit for several years. Hence controls are a patchwork device. They do not address

the real problem of more demand than supply or the creation of additional money and controls destroy the workings of the free market system. Mr. Taylor predicted that the rate of inflation would continue at about 4% annually and businessmen could count on wage and price controls in some form for a long time to come.

Full Employment

He then addressed himself to consideration of "full employment." This has been defined, he said, as unemployment at a 4% level, but now it has moved up to 5½% and seems to be acceptable. He observed that there is less mobility in our society today and that while there are jobs to be filled the unemployed are not moving in to fill them. He noted that much of the nation's plant capacity is obsolete even though we are using 89% of that capacity. It was his prediction that the unemployment question would make for a very nervous Administration, whoever it might be.

International Scene

Looking at the international scene, Mr. Taylor stated that during World War II prices were fixed by war currencies and the dollar was the base. What had been primary assets in World War II became liabilities in the middle 1960's. The dollar just could not underwrite increasing world trade forever and hence there were dislocations and credit crunches. Every major western country will have elections during the coming year so not much is likely to happen in the area of international currencies. After the elections are over there may be holding progress for a generation but this will only lead to more controls. There are new types of problems, but Mr. Taylor was optimistic that we could cope with them.

New Jersey Bill Would Link Open Dating Weights

A bill which encompasses "short weights" and open dating in packaging has been passed by the New Jersey Senate. It would require the food manufacturer to be responsible for short weight packages until the "pull date"—the date the product should be withdrawn from the retail shelf.

After that time, the retailer would be held responsible for any weight shortage.

The bill—now before the New Jersey house—also would hold the manufacturer responsible for short weights if he does not use the open date, the pull date, on his package.

Weight deviation of 1% from stated net weight on the package label is allowed by the bill.

New Jersey has been particularly diligent in short package weight cases. Some two years ago the state brought a food manufacturer to court over alleged short-fill and short weights on pretzel packages. It was settled out of court.

Truth in Food Labeling Act

Senators Vance Hartke and Frank E. Moss have introduced a bill, S.3083, that would put into legislation almost all of the consumer suggestions for food labeling. Two exceptions are unit pricing and percentage of ingredient labeling. The bill would require listing of all ingredients, in the order of their predominance, on the labels of all foods whether or not they are covered by standards.

Grade Labeling

The bill would also call for grade labeling of foods by a uniform grading system, would provide for nutritional content expressed in relation to the recommended daily requirement for each nutrient, require the label to include the name and address of the manufacturer and the distributor, and on perishable and semi-perishable foods would require "pull dates." The "pull dates" would be labeled by the manu-

facturer and would include day, month, and year, with a statement of optimum storage conditions, and would prohibit retail sale of any food after the "pull date," unless the food is fit for human consumption and is identified as a food whose "pull date" has expired.

The uniform system of grade nomenclature would have grade A as the top grade for nearly all foods. Five more categories down through grade E and "ungraded" would be involved. Meat, the exception would retain its grading categories of "prime," "choice," etc.

The Secretary of Health, Education, and Welfare would be required to establish regulations for the grade labeling, listing of ingredients, nutrient labeling, open "pull dates" and information on optimum storage conditions.

Egg Mix Purchase

Purchases of 2,268,000 lbs. of egg mix at a cost of \$1,673,000 were made in June by the Department of Agriculture for direct food assistance programs. Cumulative buying from mid-April reached 8,280,000 lbs. at a cost of \$6,357,000. About 422,000 cases of shell eggs will be required to produce this quality of product. Egg mix is a dried food consisting of 51% whole egg, 30% nonfat

milk solids, 15% vegetable oil and 1% salt.

Keep Your Cool

(Continued from page 18)

cial value. If it is done by firms which have a substantial share of the market, it is considered to be a means of monopolizing."

Foll advised advertisers to recognize the dangers inherent in this situation, but not become its victims by "emotional reaction."

Pointing out that consumerism is as old as advertising itself, he prophesied that the present challenge from "consumerism groups," social movements and politicians "will burn itself out as it becomes evident that more harm than good is resulting from unfounded charges."

"The consumer has and always will be the advertiser's first consideration," Foll stated.

"In return the consumer votes for our products and our message at the check out stand."

Discounting and controls are major factors in holding "Food at home" prices to a 2.4% increase.



September 12
Washington Meeting
Report

September 13
New York Press
Party Proceedings

October 5-14
National
Macaroni Week

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

James J. Winston, Director
156 Chambers Street
New York, N.Y. 10007

Needed Rains Come

Crop news improved at the end of July with needed rains. The Peavey Crop Letter said: "Crop conditions are quite variable over the entire territory. In Western Montana, yields are expected to be below average—they improve as you move East, where they are expected to range from good to excellent."

North Dakota Crop Report stated that at July's end 4% was turning ripe, 47% in milk dough stage and 38% headed to flowering. It was several days behind normal development at that time.

The Burlington Northern Crop Report for July 21 stated that temperatures were normal to below for the past two weeks. Night-time temperatures were especially cool and record lows were recorded in most states. The absence of extreme heat was beneficial in eastern North Dakota and central Montana in helping to minimize the damage caused by the shortage of moisture.

Durum Prospects

The 1972 spring and durum wheat crops are about two weeks later than normal and in urgent need of moisture, according to an analysis issued July 18 by Vance V. Goodfellow, executive vice-president of Crop Quality Council. Mr. Goodfellow's evaluation followed a 4,000-mile tour of North Dakota, South Dakota, Minnesota and eastern Montana by Council staff members.

Mr. Goodfellow's report indicates that "average to slightly above average spring grain yields are in prospect, although moisture shortages, some critical, have developed in many sections of eastern North Dakota, northern South Dakota and the Red River Valley, and threaten to reduce present potential."

Mr. Goodfellow stressed the vulnerability of the spring and durum wheat crops to dry weather and heat.

The Crop Quality Council makes the following comments about durum:

"The durum wheat crop in the heavy producing triangle area from Lakota, Devil's Lake and Leeds north to Cando, Starkweather and Langdon is suffering from lack of moisture. Topsoil in this area is critically dry and plants are drawing heavily on subsoil reserves. Although considerable thinning of stands has occurred in many fields and deterioration is continuing, near average yields of 25 to 28 bus are still possible if good rains are received soon. Moisture conditions are better west of Leeds and Cando, where durum yield prospects improved. About half of the durum is now headed."

Durum Show: Oct. 16-17

Wheat Products—Plentiful Foods

The U.S. Department of Agriculture featured wheat foods at the top of the list of plentiful foods in August with releases to press, radio and television.

They said this about pasta: "Macaroni, noodles and spaghetti play important roles in appetizers, soups, main dishes, side dishes, and salads. Their wheaty taste satisfies appetites of all ages with its ability to team tastefully with other foods and seasonings: Spaghetti tetrazzini, macaroni and cheese, buttered noodles, veal lasagna, spaghetti supreme with mushroom sauce, casserole of ham, macaroni and broccoli, fried noodle baskets, spaghetti with clam sauce, macaroni tomato & egg salad, casserole of chicken, mushrooms and noodles.

Other plentifuls receiving promotion: turkey, broiler-fryers, eggs, fresh vegetables and nectarines. August was sandwich month so breads and baked goods were also promoted.

Russians to Buy Grain

President Nixon on Saturday afternoon, July 8, announced at the San Clemente White House "the successful negotiation of a three-year grain agreement between the United States and the Soviet Union" for the purchase of at least \$750,000,000 worth of U.S. grown grain for the period from Aug. 1, 1972, through July 31, 1975. The Soviet Union also has pledged as part of the agreement to purchase at least \$200,000,000 worth of U.S. grains for delivery during the first year of the agreement or prior to the end of July, 1973.

Grains covered by the agreement are wheat, corn, barley, grain sorghum, rye and oats, with the exact make-up of the Soviet purchases to be determined in negotiations between that country's buyers and U.S. exporters.

Current indications are that the purchases for the current year will include a sizable amount of wheat, although the Soviet Union's long-term grain requirements are mostly in the feed grain category.

To facilitate the trade, the United States has agreed to make available credit through the Commodity Credit Corp. for repayment in three years from the dates of deliveries, "with the total amount of the outstanding credit not to exceed \$500,000,000."

Durum in Canada

Preliminary estimates issued by Statistics Canada point to a 10% increase in wheat seeding in the prairie provinces for the 1972 crop.

PROGRESS REPORT

by Assistant Professor
Dr. David E. Walsh

Introduction

THE National Macaroni Manufacturers Association sponsors a portion of the research at North Dakota State University through a grant which is used for tuition, stipends, and materials for a graduate student. The student who is supported by the grant selects a suitable research topic in the area of durum wheat or macaroni research as his M.S. or Ph.D. thesis project. At the completion of his degree work, the student presents a thesis which contains a detailed account of the research results. Results are published in a suitable scientific journal. Also, a summary of the findings is usually published in the Macaroni Journal.

In the period covered by this report, a research project to develop an objective method for measuring the firmness of cooked spaghetti was completed and a new project to study the microbiology of pasta processing was initiated.

Work In Progress

Measuring Spaghetti Firmness

The quality of spaghetti usually is described in terms of the appearance of the product before cooking and the texture and taste of the cooked product. There is general agreement that good quality spaghetti should be bright yellow, smooth and free of specks and cracks. However, when an attempt is made to describe the quality of cooked spaghetti, there is little agreement as to what constitutes quality. Most often, cooking quality of pasta products is described in terms of several parameters—how the product holds up to the prolonged cooking, the amount of swelling, loss of solids to the cooking water, and most important, the firmness or "bite."

In the present project, a method was developed to measure the firmness of cooked spaghetti. To measure firmness, an Instron Universal Tester was equipped with a recorder and an integrator, model G-90-21 (Figure 1). The crosshead of the Instron was fitted with a plexiglass tooth so that the tooth could be lowered to shear a single strand of cooked spaghetti (Figure 2). The work (g. cm.) required to shear the strand was recorded by the instrument and used as a measure of cooked spaghetti firmness. Taste panel tests agreed with the Instron determination of spaghetti firmness. Additional work indicated that the technique worked well with a number of different pasta products. For each product, however, it was necessary to develop a separate standard curve which showed the rela-

From North Dakota State University, Agricultural Experiment Station, Department of Cereal Chemistry



Figure 1: Technician Myron Boeder is shown measuring the firmness of cooked spaghetti on a specially equipped Instron Test Instrument. From left to right are the integrator, recorder, and cross head mechanism.

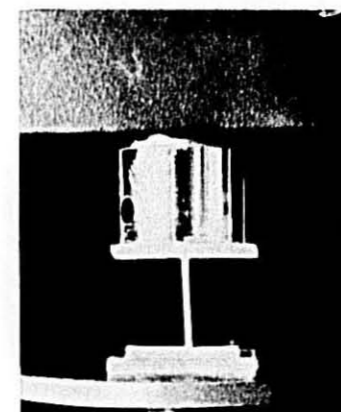


Figure 2: Plexiglass tooth shown in the process of shearing a strand of cooked spaghetti.

tion of the Instron data to a taste panel. A complete description of the method will be submitted for publication in Macaroni Journal in the near future.

Microbiology of Pasta Processing

Research on microbiological aspects of pasta processing recently was started at our laboratory. The initial step in the research was to investigate the survival of *Salmonella* bacteria under spaghetti extruding, drying and storage conditions. *Salmonella* of known type were added at a rate of 13 million bacteria per gram of ingredients (semolina and dry egg solids, 95% and 5%, respectively). The ingredients were mixed with water to obtain a 30.5% moisture

dough and extruded on a semi-commercial scale DeMaco laboratory press, at varying extrusion rates, vacuums, and temperatures. Samples of dough before and after extrusion as well as the dried products were assayed for *Salmonella* survival.

Figure 3 shows typical survival rates of *Salmonella* at the various stages of processing. Interestingly enough, the greatest die-off of *Salmonella* occurs in the extrusion step. In addition, further destruction of *Salmonella* was observed during drying and storage of spaghetti samples.

The results appear very encouraging and may yield information necessary

for development of an extrusion method which minimizes the possibility of *Salmonella* survival during pasta processing.

Future Work

Additional research on the microbiology of pasta processing will be conducted. A new project to study the influence of durum wheat conditioning and milling techniques on spaghetti quality will be initiated this summer. For the project, pure durum wheat varieties will be grown, conditioned, and milled to produce a range of spaghetti quality. The influence of particle size, starch damage, milling techniques and wheat composition on spaghetti quality will be studied.

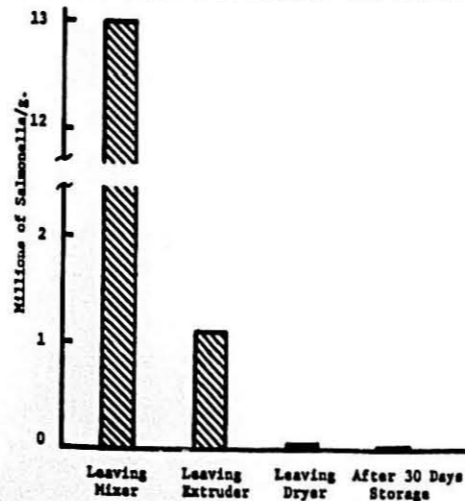


Figure 3: Bar graph showing the effect of spaghetti processing on *Salmonella* survival.



Figure 4: Student Kenneth Graalum is shown inoculating culture media used in investigation of *Salmonella*.



EGG CITY - U.S.A.

and sold to the agricultural growers in the area as fertilizer.

Feed Mill & Processing Plants

One of the main facilities is a feed mill that produces 350 tons of product daily. Corn is the basic ingredient, but other supplements are added. In the case of dark yolks for the noodle trade, alfalfa is a supplement. Some 800,000 birds are on dark feed.

Eggs are gathered daily, packaged and cartoned for the grocery trade and processed into dried and frozen products for industrial users. Egg processing takes some 2,000 cases a day, with five Head Rogers driers, producing some 5,000 pounds of product per hour.

The productive life of a bird is about two years, and when they are culled they usually wind up in the chicken pot of soup makers.

Effective Team

It takes an effective and efficient team to keep three million hens happy. In addition to the team of Mr. and Mrs. Julius Goldman, the ranch manager, Matt Lonsdale, processing manager, Bernie Cutler, and food technician Bob Egelston keep things moving properly. Julius Goldman is a modern Horatio Alger success story. A refugee from East Germany in 1951 he came to California as a metallurgist but went into chicken raising on a small scale starting with some 3,000 birds. Today his is the largest single integrated egg operation in the world, and visitors from all over the world come to see this marvel.

want for their production machines. Roosters have value only as meat producers and to service about a dozen to fifteen hens when fertilized eggs are desired for hatching.

There are two ways of determining the sex of a chick. First, a team of Japanese experts come in and check the sex organ of the newly born chick, placing the females on one side and the males on another. For some reason or other, this art has never been acquired by Westerners.

However, the Westerners in Des Moines, Iowa developed a technique of examining pin-feathers on the wing to determine sex. This is a fool-proof method but must be employed at a very early stage in the chick's development.

Isolation & Vaccination

Once the tiny female baby chicks have been designated as potential hens they are sent to a brooder ranch some 150 miles away in Santa Maria so they will be isolated for better growing.

Birds and poultry are subject to a variety of diseases, hence it is vital that they be vaccinated as chicks and carefully cultivated until they are ready to produce at the end of some fourteen to twenty weeks.

Julius Goldman's Egg City has a staff of bacteriologists and a full time veterinarian, in whose department vaccines are developed and utilized on the spot. This is important because in transporting vaccines around the country the effectiveness of the fresh vaccine is diminished.

3,000,000 Birds

Some three million birds are housed in coops that are sectionalized to accommodate about six birds. These six birds quickly establish a pecking order. They get their feed in a trough along side the cages, which are filled twice daily by a man who works constantly circulating among the bird houses.

Water flows throughout the facility with cups for the birds to drink from. Manure falls through the wire cages on to the floor where it is removed daily



Ralph Frank and the staff at Lowry's California Center in Los Angeles entertained the touring delegates at luncheon in their open air patio and gardens at corporate headquarters and plant producing the famous Lowry line.

A COUPLE of dozen macaroni convention delegates took a post-convention tour of Julius Goldman's Egg City in Moorpark, California following the del Coronado meeting.

The trip was organized by Bill and Hugh Oldach of Flourtown, Pennsylvania, distributors of Julius Goldman's egg products, as well as the staff of Egg City.

Egg City is located some sixty miles northwest of Los Angeles, occupying some 205 acres in a completely integrated egg operation.

The site was picked to be away from people and people problems at an altitude of some 2,500 feet in the foothills of a Pacific Coast mountain range. The area produces choice lemons, navel oranges, grapefruit and avocados, and a sod ranch is close by, producing Windsor grass. The clippings from this establishment make extra good feed supplements for the pampered hens of Egg City.

Sex Story

The ranch manager, Matt Lonsdale, told us that hen production is pretty much a sex story. As baby chicks are received from hatcheries they are immediately sexed, which means they are classified as either male or female. Nature produces about 50% of each, but of course the hens are what egg producers

Egg Production Cut Urged

A recommendation that egg producers should reduce their output by 2% in the first six months of 1973 is made by the Department of Agriculture in a marketing guide issued for the first half of the new year. The recommendation is designed "to avoid the price problems that prevailed this year."

Agricultural Marketing Service further recommends a 2% cut in the laying flock, assuming a rate of lay comparable to this year. Should gains in the rate of lay occur, through use of Marek's vaccine or through improvements in genetics, nutrition or management, then further decreases in flock size would be needed to hold production to the desired levels.

The guide recommends that the number of pullet chick replacements started in January-June be adjusted to hold the flock size to 1% below the 1972 levels when the chicks are added to the laying flock.

The full "Egg Marketing Guide for January-June, 1973," PMG-28, may be obtained from Information Division, Agricultural Marketing Service, U.S. Department of Agriculture, Washington, D.C. 20250.

Marketing Services Committee

The new Marketing Services Committee of the Poultry and Egg Institute of America, meeting recently in Chicago, reviewed current marketing problems in the poultry and egg industry.

Three sub-committees were appointed to consider in detail three areas of marketing which committee members agreed were of prime importance now: Marketing Statistics, Meeting Consumerism, and Increasing Market Demand.

Dr. Hugh Moore, director of business planning, Armour Food Co., Phoenix, Ariz., is chairman of the Marketing Services Committee and also of the subcommittee on Marketing Statistics. Other members of the subcommittee are Ray Garrett, Norbest Turkey Growers Association, Salt Lake City; and Robert D. Scherer, Landmark Inc., Columbus, Ohio.

This subcommittee plans to study marketing statistics presently available, how they are used, and what other information may be needed. It was suggested that they consider whether members of the industry might report certain figures to an independent agency.

This subcommittee will also work on the problems presented by price controls in liaison with proper government agencies to assure fair and reasonable

treatment for the poultry and egg industry. It will also develop ways to set up a watchdog system to check market reporting by either government or private sources.

Consumerism

Chairman of the subcommittee on meeting consumerism is John Berry, Babcock Poultry Farm, Inc. Other members are Joe James, Kentucky Fried Chicken Corp., Louisville, Ky.; Sam Gibbons, ConAgra, Decatur, Ala.; Harlin Elseth, Land O' Lakes, New Richmond, Minn.; and Edward Marksheld, D. B. Brown, Inc.—Starr Poultry Co., Elizabeth, N.J.

This subcommittee will be responsible for finding out what consumers need and want. It may initiate investigations of labeling and packaging, and quality control. It may recommend that the Institute sponsor research on consumer attitudes.

The full committee discussed the need to work with federal agencies to help protect consumers and, at the same time, help the industry answer unsubstantiated charges. They agreed that industry is listening better and, as it does, there is less opportunity or reason for the government to step in.

Institute staff members called the committee's attention to the efforts that have been under way for some time to contact "thought leaders," including leading food editors.

Market Demand

Chairman of the subcommittee on increasing market demand is Tom Hogan, Swift Dairy and Poultry Co., Chicago. Other members are Don Koppenhofer, International Multifoods, Inc., Deshler, Ohio; Edward W. Garey, C & D Duck Company, Franksville, Wis.; Joseph Woglom, Tyson Foods, Inc., Springdale, Ark.; Lonnie Pilgrim, Pilgrim Foods, Pittsburg, Texas; and Charles Ferrara, Shenandoah Valley Poultry Co., Great Neck, N.Y.

This subcommittee will focus on the future—what the market will look like and what the industry should be producing five years from now.

It will investigate the market research being done now by the land grant colleges, and in conjunction with the Institute Research Council recommend to these colleges research that will be helpful to the industry.

It plans to assemble a bibliography of market research that has been done. It also wants to bring in to its meetings chain and institutional buyers to see how the industry can work with these people.

Institute President Harold M. Williams and Bruce H. Dutton, programs director, met with the committee.

Foster Salmonella Screening Technique

An improved immunofluorescent screening kit allows laboratory technicians to complete 200-300 determinations—a great savings in labor from the 20 to 30 determinations possible with present screening techniques. The improved technique further allows an accurate reading in 24 to 48 hr, opposed 4 to 5 days required by culturing methods.

The technique uses a redesigned slide, a special reagent, and patented dispensing cartridge. The slide uses 10 areas instead of the old two-specimen slide—greatly increasing scanning efficiency. The reagent is offered in freeze-dried form, and has virtually unlimited shelf life. When reconstituted, the reagent has a three-month shelf life.

Information describing the CSI Fluoro Kit for Salmonella Screening is available from Scientific Specialists, Ltd., 425 Oak St., Garden City, N.Y. 11530.

The Egg Market

Henningsen Foods, Inc. state that "most people feel that the large surpluses of shell eggs are about at an end and that prices will recover rapidly during the fall and winter months."

Dr. J. H. Nelson Named

Dr. John H. Nelson, vice-president and director of research and development, Peavey Company, at Chaska, Minn., has been chosen as president-elect of the American Association of Cereal Chemists.

Dr. Nelson's election was announced after mail balloting among A.A.C.C.'s 2,000 members. He will be installed as president-elect, along with other new A.A.C.C. officers, at the 57th annual meeting of the group, in Miami Beach Oct. 29-Nov. 2 this year. In succession, he would serve as A.A.C.C. president in 1973-74.

Dr. Nelson, the new president-elect, has been deeply involved in A.A.C.C. work since joining the association in 1955. Currently he is serving a two-year term on the board of directors.

He also has been chairman, vice-chairman and treasurer of the Northwest Section of A.A.C.C., and chairman of the Long Range Planning Committee (1969-70).

He joined Peavey in 1968. He had been with General Mills, Inc., since 1960, when he earned his Ph.D. degree from the University of Minnesota. He received his B.S. and M.S. degrees from Purdue University.

Durum Grind Up

Production of straight semolina and durum flour in May increased 22% over the corresponding month of 1971, according to the Bureau of the Census. Semolina and durum flour output in the month totaled 1,272,000 cwts, against 1,041,000 in May, 1971, an increase of 231,000. It also was up 128,000 cwts, or 1%, from 1,144,000 produced in April.

The Bureau of the Census issues no statistics on output of blended semolina flour to avoid disclosure of data for individual companies.

Durum grind in May totaled 2,810,000 bus, against 2,237,000 in the same month of last year, for a gain of 573,000, or 26%. It was up 283,000 bus, or 11%, from 2,527,000 ground in April.

6% in 11 Months

Production of straight semolina and durum flour in the first 11 months of the 1971-72 crop year, July-May, totaled 14,416,000 cwts, compared with 13,647,000 in the same 11 months of the preceding year, an increase of 769,000, or 6%. Durum grind in the first 11 months of the crop year totaled 30,717,000 bus, against 29,548,000 in July-May of 1970-71, a gain of 1,169,000.

In January-May, output of straight semolina and durum flour totaled 6,512,000 cwts, against 6,335,000 in same five months of the previous year, a gain of 177,000, or 3%. Durum grind in the first five months of 1972 calendar year amounted to 14,302,000 bus, against 13,672,000 a year earlier, an increase of 630,000, or 5%.

Production of durum wheat products and grind follows for a series of months:

	1972		1971	
	Straight Durum semol. (1,000 cwts)	Straight Durum grind (1,000 bus)	Straight Durum semol. (1,000 cwts)	Straight Durum grind (1,000 bus)
January	1,315	2,911	1,397	3,038
February	1,415	3,051	1,354	2,915
March	1,366	3,003	1,429	3,076
April	1,144	2,527	1,114	2,406
May	1,272	2,810	1,041	2,237
June	—	—	1,012	2,149
July	—	—	1,050	2,311
August	—	—	1,347	2,899
Sept.	—	—	1,367	2,923
October	—	—	1,363	2,908
November	—	—	1,374	2,152
December	—	—	1,403	2,725

Durum in U.S.

Crop prospects July 1 for durum in the United States was set at 77,301,000 bushels compared to 87,820,000 for last year, 50,522,000 in 1970 and 106,087,000 in 1969.

Estimated yield per acre in North Dakota is 32 bushels; 37 bushels in South Dakota; 27 bushels in Montana.

Durum in Canada

Prospective wheat acreage for durum is 3,160,000 acres, up 39% from 2,272,000 seeded for 1971 and compared with 3,065,000 in 1970. The 1969 durum acreage was 3,154,000.

U.S. Durum Stocks, July 1:

On Farms	60,047	36,883	48,479
Commodity Credit Corporation	161	558	594
Mills	—	—	—
Elevators & Warehouses	17,423	16,259	20,164
Total	77,631	53,700	69,237

IM Sales Up

Net sales and net earnings of International Multifoods Corp. in the first quarter of its current fiscal year increased over a year earlier, but earnings per share of common stock declined.

Net sales for the three months ended May 31, 1972, amounted to \$116,935,000, against \$106,520,000 in the same period of last year. Net earnings totaled \$1,387,000, equal to 38¢ a share on 3,368,000 average number of shares outstanding. In the same 1971 quarter, net income was \$1,275,000, equal to 39¢ a share on 3,040,000 shares.

William G. Phillips, president, said the decline in per share income reflected the dilution caused by an 11% increase in the average number of shares outstanding due principally to a public offering in July, 1971.

Mr. Phillips said the figures for the first quarter reflected gains in the international and consumer products divisions plus continued improvement in Mr. Donut and Sveden House restaurant operations. He said the company's portion-controlled meat business was adversely affected by high raw meat costs not offset by price increases due to Phase Two restrictions.

To Make Acquisition in Spain

International Multifoods Corp. identified Spain as the planned site of the company's entry into the European consumer products area.

Addressing shareholders at the Multifoods annual meeting, William G. Phillips, president, said the company plans to acquire a consumer products company in Spain by the end of the fiscal year on Feb. 28, 1973.

Mr. Phillips, who did not disclose the name of the planned acquisition, cited rapidly growing per capita income and gross national product, as well as his company's success in Latin America, as reasons for the selection of Spain.

New Wheat Germ Plant

International Multifoods Corp. announced today that it will build a Kretschmer wheat germ plant in Manhattan, Kas. The plant will be a production facility for both wheat germ and Sun Country granola, the latter a new Multifoods product.

The Manhattan plant will have 32,000 square feet of space. It is expected to be operational by Jan. 1, 1973, according to Grant Wood, Kretschmer product manager. Kretschmer wheat germ is currently produced at Carrollton, Mich., and Sun Country granola at New Hope, Minn. The Carrollton plant will not be affected by the new Manhattan facility, but the entire granola production will be transferred to the new facility.

Mr. Wood said the plant will employ 30 to 35. It will be located in the Manhattan Industrial Park.

Kretschmer is the leading national wheat germ brand.

ADM Earnings

Preliminary unaudited figures for the year ended June 30, 1972, placed net earnings of Archer Daniels Midland Co. at \$11,310,302, compared with \$12,158,119 in the previous year.

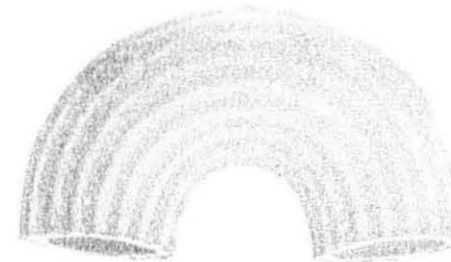
Based on an average of 3,324,891 shares of ADM common stock outstanding in 1971-72, the year's net was equal to \$3.40 per share, compared with \$3.83 in the preceding year, based on 3,171,292 shares outstanding.

Glenn A. Weir in ASCS

Glenn A. Weir will be named associate administrator of the Agricultural Stabilization and Conservation Service, it was learned by Senator Robert Dole of Kansas, who made the announcement in Washington. The senator revealed that an official release would be forthcoming soon. Mr. Weir will succeed Carroll G. Brunthaver in the post. Mr. Brunthaver was recently named assistant secretary of agriculture for international affairs and commodity programs.

Named to succeed Mr. Weir as director of the Grain Division was Kenneth T. Benjamin. Mr. Benjamin was formerly chairman of the Illinois A.S.C. committee. The position of director of the Grain division had been vacant since Mr. Weir became acting commodity operations deputy administrator on the death of Carl C. Farrington.

Mr. Weir joined U.S.D.A. as director of the Grain Division in 1969. Senator Dole, in his brief statement, said, "Glenn Weir has demonstrated his knowledge of farmers' needs."



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Food Trade Convention Calendar

Sept. 12: NMMA Washington Meeting, Hotel Washington, Washington, D.C.
Oct. 1-5: Food & Dairy Expo '72, Atlantic City Convention Hall.
Oct. 22-25: Nat'l. Assn. of Food Chains, Miami, Florida.
Oct. 30-Nov. 2: PMMI Packaging/Converting Machinery Show, McCormick Place, Chicago.
Nov. 11-15: Nat'l. Frozen Foods Convention, San Francisco, Cal.
Dec. 2-6: Nat'l. Food Brokers Association, New York, N.Y.
Jan. 24-28: National Macaroni Mfrs. Association, Doral Country Club, Miami, Fla.
Apr. 8-12: Millers' National Federation, Hotel Mayflower, Washington, D.C.
Apr. 29-May 2: Plant Operations Seminar, N.M.M.A., Hilton Hotel, Omaha.

Clifford G. Pulvermacher

After 31 years of service with the U.S. Department of Agriculture, Clifford G. Pulvermacher retired at the end of July.

Cliff Pulvermacher was a good friend of the durum industry and macaroni manufacturers. He gave us sage counsel during the rust years and following. He was helpful in our deliberations in the industry advisory committee and has participated in macaroni conventions, Washington meetings, and the Durum Show.

The Southwestern Miller gave him this tribute in the following editorial: "Among his very real distinctions is that Mr. Pulvermacher's career at the Department is marked by an impressive list of achievements that were largely of his doing, backed up always by highly competent staff. Without any claim at all for completeness, the list of his credits would have to include: Recognition within the Department that wheat is not wheat, that each class has its own supply and demand characteristics; remarkable smoothness in the transition of the wheat economy and the milling and baking industries to the technical workings of the complex certificate program in a set of rules and regulations that are a model of government and industry cooperation; and appreciation that government can and should play an important role in the cultivation of export markets. The latter began with his important initiatives in the original U.S. Wheat sale to the Soviet Union in 1963, extended through the development of Japan to leadership as a market for wheat and other agricultural commodities, continued into bid subsidy, credit and barter programs, and ends with his initial direction of Export Marketing Service."

OBITUARIES

Paul Abrahamson

Paul E. R. Abrahamson, Administrator of the North Dakota State Wheat Commission, died suddenly at the home of a sister in California on Friday, July 21. He was returning from a macaroni convention at del Coronado.

He and his wife, Jeannette, were regular attendants at macaroni meetings, and his interest in durum and macaroni products extended over a period of many years.

Mr. Abrahamson was born and raised on a family farm at Leal, Barnes County, North Dakota. He taught Vocational Agriculture and Science at Rolla. He served in Cavalier County as County Agent from 1937 to 1941 and in Ramsey County in 1941 to 1946. While in Cavalier County, he was instrumental in establishing the Durum Show, and was known as the father of the show.

He was agriculturalist for two Minneapolis grain firms, McCabe and Peavey Company, from 1946 to 1959, when he became administrator of the newly created North Dakota State Wheat Commission.

Besides his wife, survivors are a son, Dr. Paul Abrahamson of Bismarck, two grandchildren, a brother and two sisters.

He will be missed by the macaroni industry.

Angelo Ronzoni

Angelo Ronzoni, 71, vice-president of the Ronzoni Macaroni Co., Long Island City, N.Y., a major macaroni manufacturer, died July 13 at Mount Sinai hospital in New York after a long illness.

He was a son of the late Emanuele Ronzoni, Sr., who founded the company in 1918 as a small family business.

Angelo Ronzoni is credited with designing and patenting much of the manufacturing and packaging equipment used by the company to produce an extensive line of pasta and sauces.

Surviving are two sons, Fred C. and Emanuel J. Ronzoni; a daughter, Mrs. Theresa Petta; his brother, Emanuele J. Ronzoni, Jr., president of the company; two sisters, Mrs. Catherine Biggio and Mrs. Marie Casareto, and seven grandchildren.

Sold at Auction

Six Per Corporation, 6321 N.W. 37th Avenue, Miami, Florida was sold at auction in a foreclosure sale by the Small Business Administration on August 8.

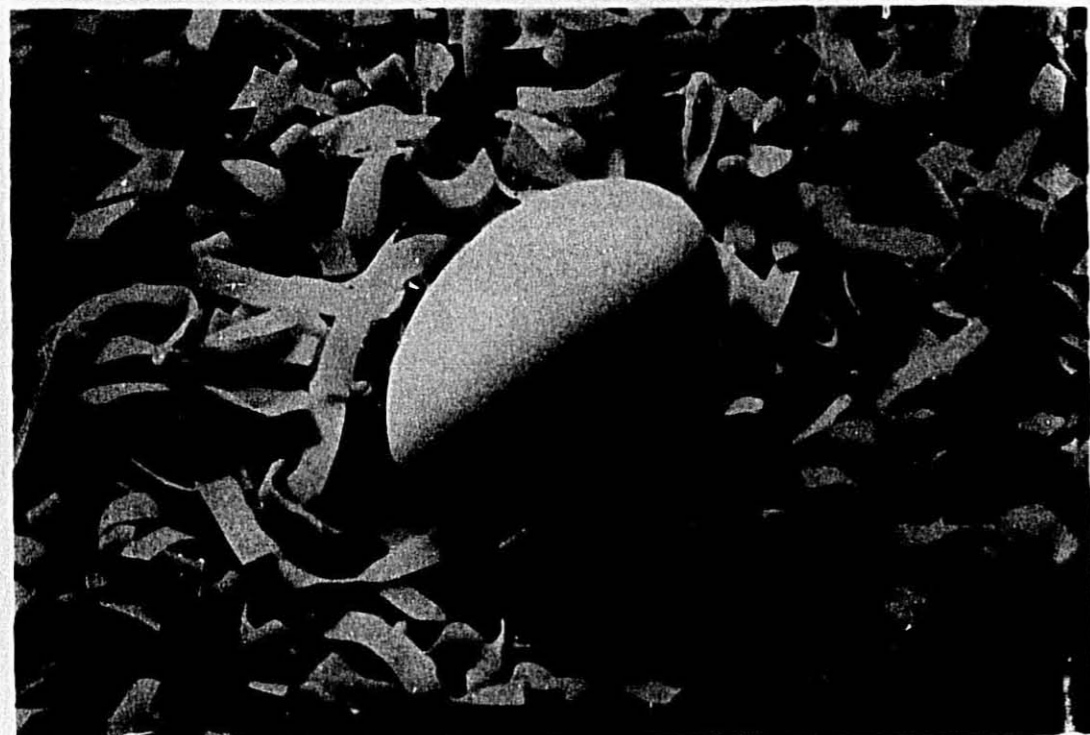
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