

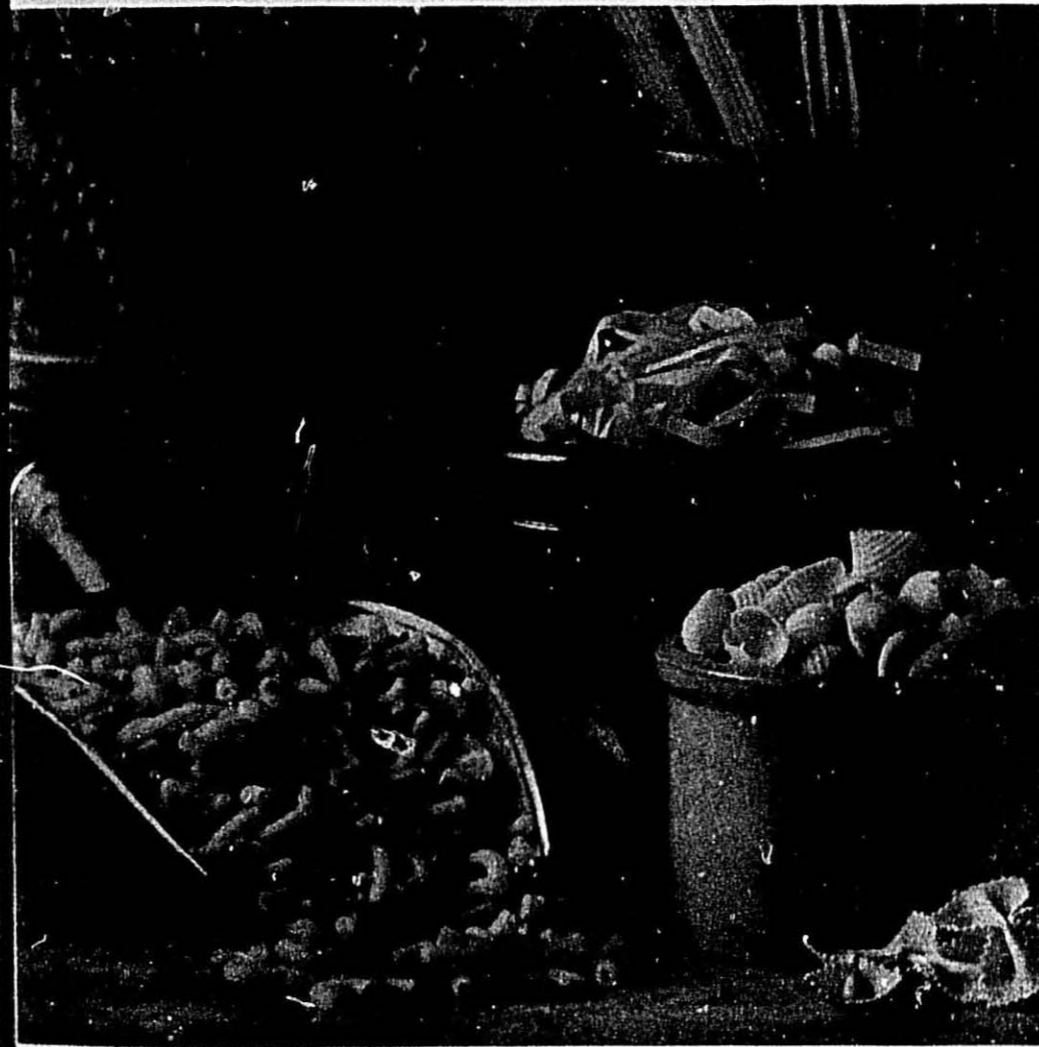
**THE
MACARONI
JOURNAL**

**Volume 59
No. 1**

May, 1977

Macaroni Journal #632

MAY, 1977





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The

Vol. 59
No. 1
May
1977

Official Journal of the National Machine Manufacturers' Association
1500 B. B. Street, Suite 1000, Little Rock, AR 72202
Telephone: (501) 661-1000
Post Office Box 1000, Little Rock, AR 72202

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May 1977

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Variety Is the Spice of Life



Counselor Harold Halfpenny says:

As the industry grows, it is important to have a variety of products. This is especially true in the pasta industry where consumers are looking for new and interesting shapes and textures. Manufacturers should focus on developing products that offer a unique eating experience. This can be achieved through innovation in pasta shapes, such as hollow pastas, long thin pastas, flat pastas, and decorative pastas. Each type offers different cooking characteristics and textures, which can appeal to a wider range of consumers. The key is to understand the needs of the market and to create products that stand out from the competition.

...the industry is looking for new and interesting shapes and textures. Manufacturers should focus on developing products that offer a unique eating experience. This can be achieved through innovation in pasta shapes, such as hollow pastas, long thin pastas, flat pastas, and decorative pastas. Each type offers different cooking characteristics and textures, which can appeal to a wider range of consumers. The key is to understand the needs of the market and to create products that stand out from the competition.

Chalk Talk and Pasta Party

Gail Weldon, athletic trainer at Western Illinois University, Macomb, Illinois, practices what she preaches . . . appropriate nutrition for athletes. Gail is an advocate of the high carbohydrate diet advised for many athletes who engage in vigorous sports. Gail recommends that her charges eat carbohydrate foods such as spaghetti, prior to the big event as carbohydrates are easier to digest and provide quicker energy to the body when needed in the stress of a game or event. While the Western Illinois University girls' basketball team does not have a training table, Gail suggests the girls have a high carbohydrate meal such as macaroni products or pancakes the night before a game. On the road, Gail, shown here serving the spaghetti, frequently leads the team to an Italian restaurant for pasta with tomato sauce. Players left to right: Glenda Kemp, Paula Schneider, Carla Settles, Beth Amann and Heidi Giesler.



Score high with pasta — Western Illinois University basketball team does!

San Giorgio Progresses

In its annual letter to stockholders, Hershey Foods Corporation reports San Giorgio Macaroni showed continuing case volume and tonnage increases during 1976. A lower cost of flour allowed the company to make price reductions. Existing market share was increased while entry into the New York market was initiated.

Impressive gains were made in institutional sales, which is a rapidly growing market. Outstanding sales gains were also made in several consumer products such as noodles, elbow macaroni, and Italian specialty items, under both the "San Giorgio" and "Delmonico" labels.

73rd Annual Meeting NMAA Hershey Motor Lodge and Convention Center — July 10-14



Ronco Stresses Semolina

A four-color ad by Ronco Foods in April 5 Family Circle told readers that "Ronco makes macaroni the same way the Italians do, with 100% semolina." The ad, appearing in various Southern and Midwestern regional editions, features a recipe for Ronco Macaroni and Cheese. The ad appears also in Better Homes & Gardens. Television will support the campaign in southern markets.

Stir-N-Serve

Pictured here is a new and unusual recipe for Italian-Style Frittata. It is one of several recipes recently released to Food Editors of daily and weekly newspapers in California and Arizona.

The recipe, developed and tested in the Golden Grain Kitchens, is a delightful combination of flavors, textures and aromas. But what makes the Frittata truly unique is that among key ingredients is Brunch, an exclusive new flavor in Golden Grain's popular Stir-N-Serve line of package dinner products. By blending the pre-mixed herbs, seasonings and egg noodles in the Brunch package with the other readily available recipe ingredients the dish becomes extremely easy to make. It's foolproof—perfect every time.

Make-a-Better Burger Campaign

Lipton's Make-a-Better Burger is being promoted as a multi-use/recipe usage product. Taste sampling and product publicity is being utilized to reach new customers.

One program is called "Luncheon Served" and runs from January-June 1977. The other is Southern Living Cooking Schools, running from March through December.

Recipe booklets and product information will be distributed at food programs as will 10¢ coupons and \$1.00 refund offers.

Extensive advertising to reach 15-20,000,000 million readers monthly is scheduled for major women's magazines and game show plugs on cable time network television.

Related items possibilities include lasagne, casseroles, meatloaf, meatballs, tacos, stuffed cabbage, etc.

86 Lire Off

American Beauty advertising says "Put our pasta in your mouth and you'll think you're Italian!"

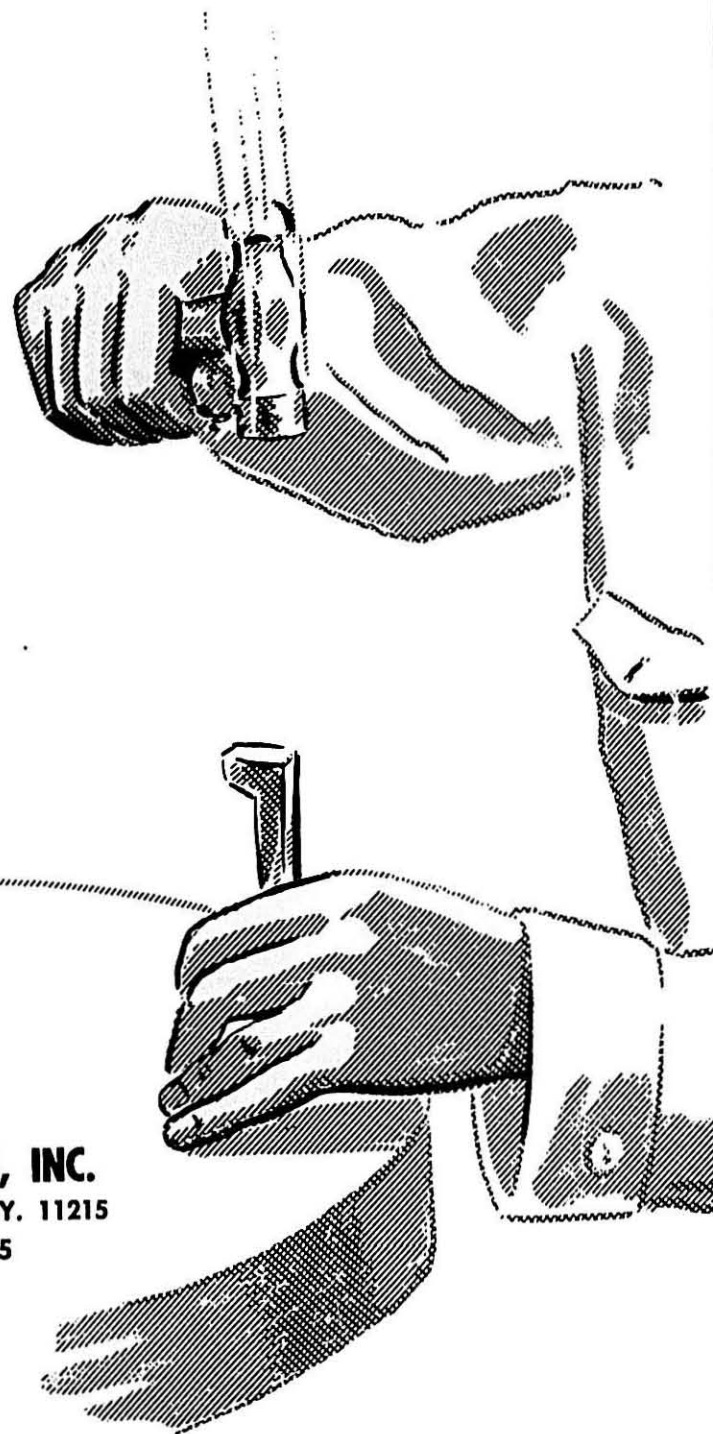
They are putting words in your mouth as well. Such as, Gimme more D'ami un'altra porzione! Made for your mouth! Fatto per la tua bocca. I want to sing! Voglio cantare! Boy, this good! Mama mia delizioso!

To make the deal complete they offer a coupon with 86 lire (about 10¢ off. Molto bene!

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of craftsmanship,
the dependability
of experience . . .
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America's Largest Macaroni Die Makers Since 1903 - With Management Continuously Retained In Same Family

Conducting An Energy Audit

by Charles J. Niskey
Vice President for Manufacturing
San Giorgio Macaroni

The past several weeks have made us very much aware of energy, energy needs and energy future!

My purpose today is not to attempt to solve the energy problem for the world, the country, the food industry at the conclusion of my remarks you or your company. It is my hope that will have at least a grasp of what you must do—I say must do to get your business ready for energy crunch that is coming!

How is energy used in this country?

37%—Household use including private transportation.

41%—Industrial use—manufacturing.

14%—Commercial—stores, banks, etc.

8%—Transportation—planes, trucks, public transportation.

As in your business you look for the large dollar items to trim first—the government looks for the largest cut-backs in energy use in household and industrial use, and primarily in industrial areas.

Questions to be answered:

1—Why do an energy use audit?

2—What is an energy use audit?

3—How do you conduct an energy use audit?

Why?

Question 1—Why do an energy use audit?

It makes sense! From national viewpoint for 3 reasons.

Believe it or not there is an energy crisis. Availability is a problem.

There are proved reserves—Economically recoverable with existing technology.

We do have a handle on all possible energy sources.

At Present Time

90% Coal, 4% Gas, 3% Oil, 3% Nuclear.

The consumption patterns in the United States shows the following reliance:

46% Oil, 30% Gas, 18% Coal, 2% Nuclear, 4% Other—solar, wind, thermal.

Average European uses 46% less energy for same life style.

Costs will continue to increase for any and all sources of energy.

Government is heavily involved.



Charles J. Niskey

They Will Tell Us

a—Allocations—who gets what and what for.

b—Heavy emphasis on conservation.

1) Energy Policy & Conservation Act 1975.

2) Energy Policy & Production Act 1976.

Bottom line dollars are there to be saved.

(Individual company or industry viewpoint).

You need energy to operate.

You'll need this information in the future:

A—For facilities planning.

B—Expense planning.

C—Capital investment evaluation.

D—Probably some form of increase government reporting.

By conducting the audit you'll identify where information is available, where it is not and you will be able to determine what information you need.

What Is It?

Question 2—What is an energy use audit?

1. An energy use audit is the organization of an energy accounting system.

A—Develop a record of energy purchases.

B—Develop a balance sheet to identify the disbursement of the energy purchases.

C—Develop a measurement system to evaluate and control the use of energy.

2. An energy use improvement audit is a systematic evaluation of potential energy savings.

A—Organize the energy balance sheet by:

1) Percent of total energy consumed.

2) Percent of total dollars spent
B—Evaluate each energy use on a balance sheet for potential energy dollar savings. Begin with the largest energy user proceeding to the smallest.

Example: Use of steam—dryer building heat?

Electricity—presses? heat? lighting?

You will have to meter lines.

How?

Question 3—How to conduct energy audit?

1. Begin by assigning responsibility and by providing top management support—you top people must support this project!

2. Perform the audit by:

(A)—Collecting all energy purchasing records:

Electric bills

Oil bills

Gas bills

Coal bills

1) Historically by year.

2) For the study period—by month.

(B)—Collect all internal records of energy use—the tough one!

by steam

Steam charts

Oil use records

Water system readings

Ammeter readings

Temperature information data

Utility demand charts—Let utility company can supply these.

It takes real legwork to get it going.

Next (C)—Develop simple one-line diagrams of energy systems.

1) Where does energy come from?

2) Where does it go?

Don't get buried in detail.

Then (D)—Organize the available information on spread sheets by fuel or energy type.

Next (E)—Define the energy equivalent of each fuel type in million BTU's

Examples:

1) .003412 × kwh = million BTU (BTU × 10⁶)

2) .140 × #2 fuel oil gal = (BTU × 10⁶)

3) .3219 × #6 fuel oil gal = (BTU × 10⁶)

4) 1 decatherm natural gas (BTU × 10⁶)

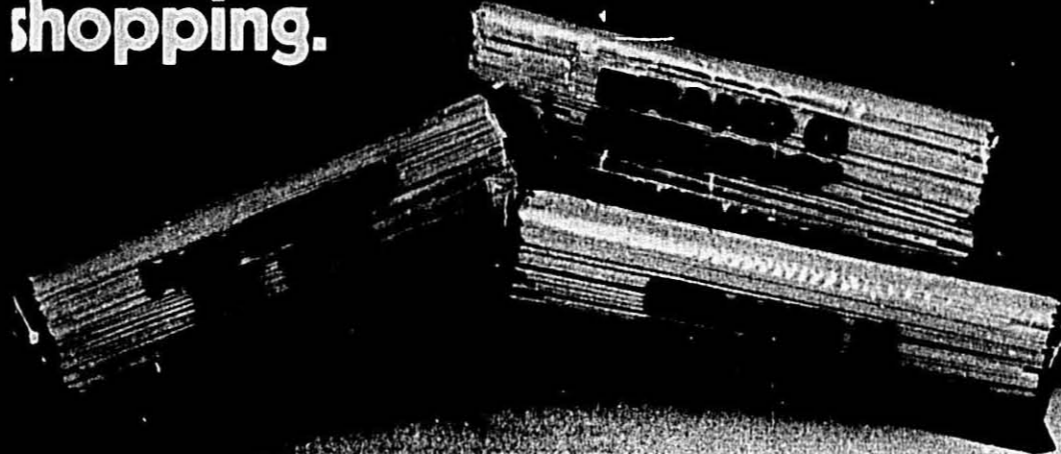
1.031 × 1000 ft³ mcf = 1000 ft³

ccf = 100 ft³

(Continued on page 8)

THE MACARONI JOURNAL

Before you buy an automatic spaghetti packaging system, do a little comparison shopping.



HAYSSEN RT 176...
the simple, inexpensive way to automate your packaging.



Match your packaging to your production.

The design versatility of the RT 176 allows you to integrate your packaging to production and plant requirements. It can be automatically fed from the floor above as the spaghetti is discharged from the stripper cutter. Or, it can be fed from the same floor with an optional bucket elevator system.

Totally U.S. built.

There's nothing quite as frustrating as downtime. And that's exactly why a totally U.S. built machine, backed by an extensive domestic field service organization and local parts supply can be of critical importance to you.

Get the facts.

There's more to the RT 176. Write or call now and we'll be happy to help you do some comparison shopping.

name _____
title _____
company _____
address _____
city _____
state _____ zip _____

Please have representative call me at _____

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Conducting an Energy Audit

(Continued from page 6)

Ask your supplier of specific fuel—he can help.

Then (F)—Identify total energy use and total dollars.

Then (C)—Distribute energy and dollars by % to the degree your available data allows.

Finally (d)—Determine what additional data is required.

Economize where you can!

Minneapolis Honeywell is advertising they will run a free energy audit in your plant.

Developments on Handbook 67

by Val C. Bremer
Director of Technical Services
C. F. Mueller Co.

Presently, net weight control comes under both Federal and State or local regulations.

Federal regulations are listed under the Food, Drug & Cosmetic Act under Title 21. Most states operate under the model regulation for prepackaged commodities adopted by the National Conference on Weights and Measures. In this respect, Handbook 67, issued in 1959 by the National Bureau of Standards, serves as a guideline—not a regulation. It is titled: "Checking Prepackaged Commodities" and subtitled: "a manual for Weights & Measures Officials". This handbook is now under revision by the Bureau of Standards assigned to Dr. Carroll Brickenkamp who was at our Washington Meeting last fall. The proposed revision is lengthy. It covers all types of commodities—not just food. It involves a lot of statistical terminology, sampling plans, etc.

To repeat then: The Food & Drug Administration is charged with enforcement of the Food, Drug & Cosmetic Act. It has regulatory powers. The National Bureau of Standards has no such authority. It is an advisory body.

Moisture Loss

Recently a Circuit Court of Appeals ruled against the State of California wherein flour packages and bacon packages found to be underweight through moisture loss by the State were not in direct violation because of variance in State regulations with Federal provisions. California re-

quested the forty-nine other State Departments of Weights & Measures officials to join with them in asking for a U.S. Supreme Court review of the situation. Thirty two states have complied. Subsequently, in rebuttal, Grocery Manufacturers of America, Inc. filed an amicus brief with the Supreme Court requesting federal pre-emption over state rules. Later, the Solicitor General of the United States also filed an amicus brief on behalf of all government agencies. Oral arguments have been made before the Supreme Court, in whose hands the matter now rests.

Background

To provide background material as to what lies behind the controversy, I will quote from the Food & Drug Regulations and from the original Handbook 67.

Federal Food, Drug & Cosmetic Act—General Regulations for its enforcement, Title 21, Part 1, Chapter IV, Food: Misbranded Food, Section 403, regulation 1.8, paragraph (1)—"The statement shall express the minimum quantity or the average quantity of the contents of the packages. If the statement is not so qualified as to show definitely that the quantity expressed is the minimum quantity, the statement shall be considered to express the average quantity."

Paragraph (k) states: "Where the statement does not express the minimum quantity (1) Variations from the stated weight or measure shall be permitted when caused by ordinary and customary exposure, after the food is introduced into interstate commerce, to conditions which normally occur in good distribution practice and which unavoidably result in change of weight or measure. (2) Variations from the stated weight, measure or numerical count shall be permitted when caused by unavoidable deviations in weighing, measuring, or counting individual packages which occur in good packing practice."

But under subparagraph (2) of this paragraph: "Variations shall not be permitted to such extent that the average of the quantities in the packages comprising a shipment or other delivery of the food is below the quantity stated, and no unreasonable shortage in any package shall be permitted, even though overages in other packages in the same shipment or delivery compensate for such shortages."

Paragraph (1) "The extent of variations from the stated quantity or contents permissible under paragraph (j) and (k) of this section in the case of each shipment or other delivery shall be determined by the facts in each case.

It is to be noted that two types of deviation are recognized in the Food, Drug & Cosmetic Act: first, from customary exposure and second, from unavoidable deviations in weighing which occur in good packing practices.

From Original Handbook

Now, to quote from original Handbook 67: "There is presented here a method of control of prepackage commodities—for use by State and local weights and measures officials—a method based on two concepts: (1) Variations in packages are not permitted to such an extent that the averages of the quantities in the packages comprising a lot, shipment, or delivery is below the quantity stated and an unreasonable shortage in an individual package is not acceptable even though overages in other packages in the same lot, shipment or delivery compensate for such shortages. (This is the basic quantity requirement of the Model Regulation for Prepackaged Commodities adopted by the National Conference on Weights & Measures and of the Federal Food & Drug Administration.

"(2) Perfection in either mechanical devices or human beings has not yet been attained; thus the existence of imperfection must be recognized and allowances for such imperfection must be made. These allowances are recognized in the 'average' concept."

To quote from other sections of Handbook 67: "Certain packaged products distributed through the retail packer to distributor to retailer are subject to gain or loss of weight through the increase or decrease in moisture content, beginning immediately after the packaging occurs."

The Model Regulation provides that "variations from the stated weight or measure shall be permitted when caused by ordinary and customary exposure . . . to conditions which normally occur in good distribution practice and which unavoidably result in change of weight or measure. The distribution point after which such

(Continued on page 10)

THE MACARONI JOURNAL

KNOW-HOW.

There is no substitute for the engineering expertise that comes with experience. Buhler has it. Over one-hundred years experience in the design and operation of hundreds of modern, efficient macaroni plants and machines in practically every country of the world where macaroni is made.

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- Double screw presses from 1200-8000 lbs./hr.
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- Long goods dryers from 600-4000 lbs./hr.
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Skilled, experienced BUHLER Engineers develop the optimal processing system after making a careful analysis of the customer's particular plant layout, operation and specific requirements.



Every facet of machine operation undergoes scrupulous examination by Buhler Design Engineers. Extrusion of short goods will be viewed in extreme slow-motion from high-speed, 500-frames-per-second movie camera used above.



Buhler designs, fabricates and installs all types of macaroni equipment for any size operation. Above, world's largest short goods press (4-screw, 18,000 lbs./hr. capacity) dwarfs 100 lb./hr. laboratory model shown in inset.

Handbook 67

(Continued from page 8)

shrinkage losses are permitted as a statutory or regulatory provision that varies among the States."

It is admitted that such indefinites as "ordinary and customary exposure" and "good distribution practice" are difficult to set forth quantitatively; thus the experience and judgment of the inspector must be relied upon.

In a preface to the section on unreasonable minus or plus errors in Handbook 67, it states: "It will be noted that the suggested plus allowances are twice the suggested minus allowances at each labeled quantity". This is an acknowledgement that packers must be allowed to overfill such packages as they are susceptible of moisture loss. Allowances are:

Labeled Quantity	Minus Error	Plus Error
3 oz. to 2 lbs.	Greater than 1/4 oz.	Greater than 1/2 oz.
2 to 4 lbs.	5/16 oz.	3/8 oz.

Figures offered above are suggested for the determination of the "reasonableness" of errors in individual packages; they should not be used as tolerance figures. Actions based on unreasonable errors should be taken with respect to the packages with unreasonable errors (either plus or minus): the following is suggested:

(a) If one package of the sample in ten packages has an unreasonably large minus error, that package may be ordered repacked or relabeled, or may be held to constitute a violation of the statute and taken as evidence, at the discretion of the inspector.

(b) If there are in the sample of ten packages, two or more packages with unreasonably large minus errors, the entire lot should be held in violation, without further calculation. Appropriate action with respect to ordering off sale, prosecution or the like should be taken."

In Proposed Revision

In the proposed revision, different classes of foods come under varying maximum allowable variations which replace unreasonable plus or minus errors. Noodle products are under a proposed 3% level. That is, approximately 1/4 oz. for an 8 oz. package; approximately 1/2 oz. for a 1 lb. package. Any greater variation would be in violation, on the minus side. Revised Handbook 67 does not treat

with overweights. Industry members have proposed a 5% maximum allowable variation. It is doubtful if this will be adopted.

Field tests have shown that moisture levels in cold, dry areas of the country can approach an 8.5-9% moisture level after shortage on retail shelves. If a moisture level of 12% exists at the time of packing, moisture loss alone can cause a 1/4 oz. loss on 8 oz. or 1/2 oz. on 1 lb. packages. This assumes that all packages are at or above label weight claim at the time of packing. It does not take into account deviations caused by mechanical packing capabilities of the machines involved.

Also, individual State or local regulatory bodies have varying deviation allowances. For example, one state allows only 1/2 of 1% as a reasonable variation in individual packages. For an 8 oz. package this is equivalent to .04 oz. which represents four pieces of elbow macaroni or two strands of spaghetti. It can be readily seen that this poses quite a problem.

In her proposed revision draft, Dr. Brickenkamp suggested that the State agencies run moisture levels on foods where underweight could result from moisture loss before products are found in violation and subject to prosecution and penalties. Not many state or local agencies are equipped or prepared to do so, although such a course of action would be of great help.

Some Western States have agreed among themselves to accept the findings of the State agency wherein a manufacturer is located, as to the adequacy of his weighing practices. This would be another forward step, if enlarged to other areas.

Situation Muddle.

Final draft of the handbook was to be available at the end of December. A conversation with Dr. Brickenkamp about two weeks ago revealed that the draft was still in the hands of government attorneys and would be under study. The draft was originally to be submitted to the National Conference of Weights & Measures meeting for January 25 for consideration. Obviously, this could not be done.

The amicus brief filed by the government pre-empts the revision activities as part of the revision is contrary to Federal regulations. Presum-

ably further activity awaits the Supreme Court decision expected between March and June when the Court adjourns.

What can be expected as a verdict? The Court will either uphold the Federal pre-emption—uphold so-called State rights—or strike a middle ground somewhere between these two positions. Which ever way the decision goes, it should help clarify the muddled situation now prevailing.

Plant Engineering and Maintenance Show

"Effective Management to Meet the Rising Economy" is the theme of the 28th National Plant Engineering & Maintenance Show and its accompanying four-day National Plant Engineering & Maintenance Conference, it was announced by Clapp & Poliak, Inc., the New York exhibition and conference management firm which produces both events.

Both show and conference will be held at McCormick Place, Chicago, May 9 through 12, 1977.

The show, with more than 700 companies participating as exhibitors, will be the largest in its history. It is one of the largest annual industrial exhibitions to be held anywhere in the country in any field.

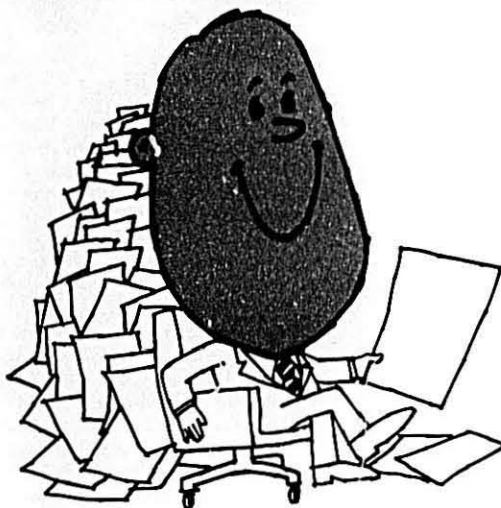
Focus on Problems

This year, the conference will focus on current problems of plant engineers and other plant operation executives. The emphasis will be on new problems arising from economic pressures and new regulations for improved energy conservation, pollution control and safety standards. The perennial problems of costs and budget control also will be handled in depth with a number of important new topics added.

Registrants at the show and conference will have an opportunity to attend the Design Engineering Show and Conference during the same trip as those events will be produced in the same hall and on the same dates.

A "Visitor's Guide" to the show is available from Clapp & Poliak, Inc., 245 Park Ave., New York, N.Y. 10017. The conference program is in preparation and a printed copy containing topics and speakers names also may be obtained by writing Clapp & Poliak.

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Progress in Canadian Metrication

by John F. Ronald, President, Catelli, Ltd., Montreal



John F. Ronald

Today, almost 94% of the world's population is on the metric system or is converting to it. If Canada and the United States, two of the real late comers to this activity, convert, it will mean that 99.8% of the world's population will be metric. I state this as support for my opinion that the process is inevitable. While it can be perhaps delayed, it cannot be avoided. I do not stand here today as necessarily an advocate of the metric system, nor am I an authority on the details of metrication, in Canada. I am here, however, as one who accepts the inevitability of metrication and as a head of a company that is deeply committed to and involved in metrication across our whole range of products—not just pasta, and I am one who looks at metrication as an opportunity—not just a problem.

My remarks will be essentially divided into three sections:

First, an explanation of how the metrication structure works in Canada. I think this is important to you because whether or not the same approach is followed in the United States, there is probably something to be learned from our experiences.

Second, I will describe where we stand on the pasta industry in Canada currently and give you my impressions of many of the marketing and financial implications of the program as it applies to pasta and,

Thirdly, and probably most briefly I will attempt to offer some counsel to you on issues that you should consider as metrication looms larger on the U.S. horizon.

Metric Commission

Let me begin by explaining to you how our metric commission was formed, its structure and how it operates. Our federal government has been studying metric conversion for Canada since 1960. Eventually, this work resulted in a bill or white paper on metric conversion for Canada which was placed before parliament in 1970 and received unanimous endorsement. The commission did not do a particularly outstanding job of stating what the aims of metric conversion were but we reconstruct these as follows:

- To simplify industry, for the consumer and the manufacturer.
- To reduce the number of package sizes available at retail.
- To improve the chances of competing effectively in export markets.
- To establish a standardized base of packages, machinery and systems which will stand the test of time.
- To create an atmosphere in which it is easier to innovate technologically.
- To simplify and improve communications between suppliers, customers and consumers.

Essentially, therefore, Canada has accepted the inevitability of metrication and is looking for a system which is simple, and is universal.

Mechanical System

The mechanical system by which metrication is brought about is as follows:

The Metric Commission, the government body, through a series of steering committees, eventually vests the responsibility for producing a plan for metrication to an industry sector. There are 60 sector committees in Canada today, covering everything from the iron and steel industries to metal fabricating to mining to construction to textiles to amusement and recreation to labor organizations and of course, a food sector.

The food sector, after considerable consultation, developed some general guidelines for the entire food industry. These bear mentioning here since they are the foundation of the be-

haviour we in the pasta industry will follow:

1. Rounding up to a larger metric size is preferable to rounding down.
2. Where there is a change in product size leading to a change in product cost, a change in unit price should reflect only the increase or decrease of the product cost.
3. Other costs, separate and distinct from adjustments based on product size conversion, will continue to be handled as in normal business practice.
4. Information to assist the consumer to recognize and understand conversion of metric product sizes, will be provided by the industry as appropriate.

These guidelines lead to specific marketing behaviour on fundamental issues—package size, price and consumer communication.

Pasta Committee

Within the food sector there is a dry pasta industry committee—and of course many others, devoted to other product groups. These committees formed of representatives of producing companies in those industries plus a representative of the appropriate industry association such as the National Macaroni Manufacturers Association is requested to proceed on their own to establish a metric conversion plan. This would include the new metric sizes, the conversion dates, the conversion mechanism. These sector plans are the guides for the individual firms and organizations concerned. While there is no obligation currently on any firm to conform to them, they represent the best judgement of the industry on how to go about the process for conversion. This is a significant factor in the Canadian plan—it is voluntary. To this point in time, the Metric Commission will not force a solution or a date or a plan on an industry. I believe that in time, they will be forced to do this but as of right now, the program is voluntary and therefore it is essential for an industry to reach agreement among its members as to how the plan for metrication should be applied to that industry.

(Continued on page 16)

THE MACARONI JOURNAL, MAY, 1977



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

The cook with fussy customers has to use her noodle.

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

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

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

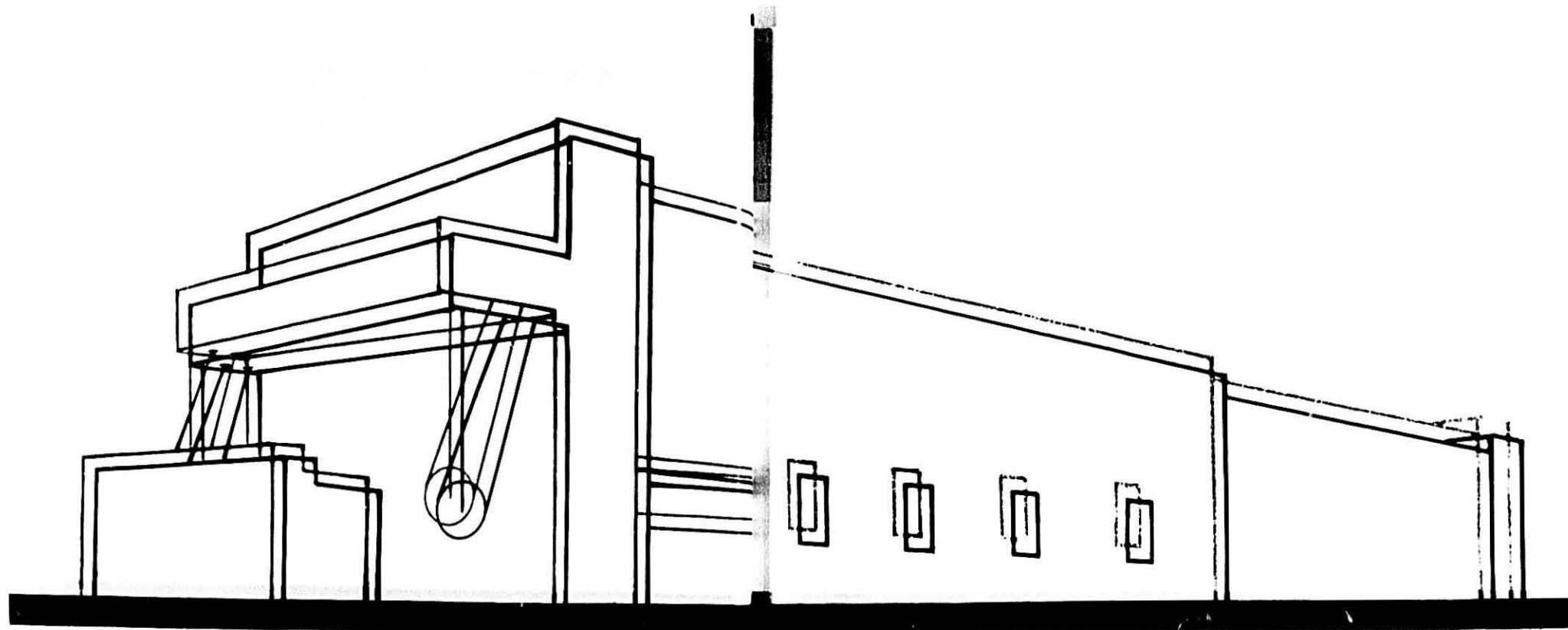
At Amber Milling, we're serious about pleasing our customers. We know you're fussy about quality. So we deliver semolina and durum flour that makes it easier for you to please all your "fussy" customers. Specify Amber!



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Canadian Metrification

(Continued from page 12)

The committee's first few meetings consist of discovering the present market sizes and on exchanging information on their own individual company recommendations. Once an industry group has agreed on their new metric package sizes, this is reported to the metric commission. Involvement of the Consumers Association of Canada exists at this clearance stage and this group must be satisfied on the consumer issues involved. Assuming the plan is accepted, the industry then plans its conversion to metrication. In the Canadian food industry, this has already happened for salt, sugar, milk, hot cereal, dried cereals and dried pet food. These industries have made a hard metric conversion.

While all of this is going on within the multitude of committees and companies working on metrication it has been interesting to note that in Canada, the environment for metrication has changed dramatically. First of all, under the packaging and labelling laws existing in Canada, it has been compulsory to have soft conversion that is to say metric measurements even if they were not even numbers shown on packages. This has now been the case on most grocery products for several years and no doubt this has helped to increase consumer awareness and understanding of metrication. We and most other companies in the food business have been reflecting metric units gradually in recipes, cookbooks and promotional material. Of course, in the educational system, metrication is being used very widely and almost exclusively in the lower grades so that there is a generation of consumers growing up who are very familiar with metric terms. Lastly, on such fundamental things as temperature, wind velocity, snow and rain fall, and distance indicators on highways, conversion to metrication has taken place very rapidly. Today, I think it is fair to say that most people in Canada when they are told that the temperature is 20 degrees Celsius know that it is going to be a nice warm agreeable day, that if distance marked on the highway to the town where we are planning to spend the night is 100 kilometers we'll be there in about one hour. All of these efforts substantially

facilitate the move to metric and encourage the consumer and industry to make the changes.

In the Pasta Industry

Now let me turn to what has happened in the pasta industry in Canada. We have followed the overall process I have described and have found ourselves tussling with not just the desirable objectives of metrication but what are the practical manufacturing, financial and marketing realities of making conversion in our industries. There are currently 14 retail weights available in Canada plus 2 institutional weights. Everything from 4 and 5 ounce packages at the bottom and to 80 oz. packages or 5 lb. sizes at the top. We have been successful in discussions within the industry to reduce these 14 sizes to a maximum of 7 without creating any

Net Content In Ounces	Net Content In G or KG	Proposed Size In G or KG	Percentage Inc./Dec.
4 oz.	113 G)	100 G	-12
5 oz.	142 G)		-30
6 oz.	170 G)	200 G	+18
7 oz.	198 G)		+1
8 oz.	227 G)	300 G	+32
10 oz.	283 G)		+6
12 oz.	340 G)	400 G	+18
14 oz.	397 G)		+1
16 oz.	454 G)	500 G	+10
24 oz.	680 G)		+32
32 oz.	907 G)	900 G/1 KG	+47
48 oz.	1.36 KG)	2 KG	-1
64 oz.	1.81 KG)		+14
80 oz.	2.26 KG)		-12

Issues to Be Dealt With

In working through to this position, however, there are a lot of issues which have been dealt with.

1. As an industry are we basically in favour of increasing the weight of each unit as we move to metric or decreasing it? On balance, we have come out in favour of increasing. The marketing issues are obviously the theoretical advantage of putting more product into each home with each purchase offset perhaps by an absolutely higher retail price. Our assessment in almost every product category is we are better to increase than decrease weights.

major problems for companies making conversion. This means that for example, a pack which contains 6 oz. or 170 grams will be increased to 200 grams, a 100 ounce package or 283 grams will become 300 grams, a one-pound or 454 gram package will become a half kilo. We still have within the Canadian pasta industry one issue unresolved. That is the 2 lb. size or 907 grams. The as yet unresolved question is whether this size should be increased to 1000 grams, an increase of 10.2% in weight, maintained at 900 grams. Since this is a major size in Canada, this is an important gap in our resolution of the issues. Nevertheless, we have moved a good distance and I think are reasonably close to a final resolution of them.

A chart of the changes agreed so far may help your understanding.

WHY YOU MUST PUT YOUR BEST FACE FORWARD

These are basic facts of selling in today's market:

1. Shoppers have a food budget. It may be rigid—it may be flexible but, by-and-large, food purchases are contained within decided amounts.
2. Aside from predetermined items on a list, the vast majority of purchases are made on impulse. If a shopper buys Item A, Item B is out for that trip.
3. Packages designed to catch the eye and sell have a far greater appeal and are selected more frequently than out-moded "winners". But styles change, competition comes from even dissimilar products. Some dominant appeals of yesteryear are "old hat" today.

While the Rossotti Method is distinctive—we and several other producers can print excellent cartons and labels. But **designing** selling packages that are individually yours is a unique talent. Rossotti has created and produced resultful packages for a great many of the leading organizations throughout the country. IN ADDITION we offer a marketing service that is uncopied to date. Under the guidance of our Marketing Director, who has attained a background of international accomplishments . . . we will analyze your products as related to your market and make specific recommendations that promise greater profits from your sales.

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CHARLES C. ROSSOTTI, President

JACK E. ROSSOTTI, Vice President

Canadian Metrification

(Continued from page 16)

tially converted to metric in Canada failed to do so and produced unnecessary and very negative consumer confusion. That should certainly be avoided.

3. What do our customers, the supermarkets and wholesalers expect? In Canada, the major chains have established very precise rules and regulations as to what they anticipate in the way of notification, efforts to ease the conversion out of the old sizes to the new sizes, the marking of packages, shipping containers, price lists etc. . . They—and we—also want relative price stability at the time of metric conversion. All this can be a time-consuming task but obviously any move to metric which fouls up the performance of customer is highly undesirable.

4. What about the physical changes of labels, packages, containers and the cost of making those changes? Fairly obviously, there are two dimensions to this—you must know what you are going to do well in advance in order to do it efficiently and cleanly and without a lot of subsequent changes. That just boils down to preplanning. Secondly, you are probably going to be engaged in the balancing of inventories in some way to avoid either the cost of inventory destruction or the almost equally undesirable end result of having both old and new packaging for different sizes on the shelf over a prolonged period of time. This is a tricky area and one where we have not yet had sufficient experience to indicate how it will work out but it certainly must be considered early in the process in order to avoid having it become a major problem.

5. What will this conversion cost you in terms of manufacturing efficiencies and Capital?

It is possible that there are situations where you have less flexibility than needed to convert to the industry's selected sizes in which case you may be incurring capital costs or operating inefficiencies that your competition does not. In my opinion, the key here is to pass along increased costs as you incur them in the development, not just when you make your con-

version to metric. There are a lot of costs, particularly for a multi-product company. Recover them as soon as you can.

Words of Advice

Now, in closing, let me give you the few words of advice or counsel on major issues you should be alerted to as this proceeds in the U.S.

1. Preplan as much as is possible. This will be a time consuming and enervating process at best. In the absence of preplanning it will be wasteful, unproductive and frustrating.
2. Individual companies should think through what are the main issues for them in some detail and come to meetings prepared to make specific suggestions, rationalize them, argue for them. Failure to do this will result in unnecessary meetings and obviously unproductive results.
3. Remember the consumer. Do not get into a metrification program without having talked to either the consumer groups, your own consumer consultants or someone who can offer you useful advice on how the changes you propose will affect your customers. And then, having done that make sure that in your executive plans either on packages, in cookbooks, in your promotion literature, in your in-store display material, you make a real effort to communicate to your consumer what you're doing. This role, if not effectively done by industry, will be done by government.
4. Recognize that metrification is an opportunity and not just a problem. There is an opportunity to reduce sizes and to increase internal efficiency. There is an opportunity to ease consumer confusion and irritation. There is an opportunity to simplify your procedures by going to metric. Think about it as an opportunity and you'll come out with better end-result.

**73rd Annual Meeting NMAA
Hershey Motor Lodge
July 10-14**

"The \$130 billion burden imposed on business and taxpayers to keep records, file reports and comply with government regulations would be enough to give every person in the country free groceries for one year and still have change left over."—William S. Mitchell, president of the Safeway Stores, Inc.

New FDA Head

Donald Kennedy, head of Stanford University's department of biological Sciences, has been selected to head the Food and Drug Administration. Mr. Kennedy, 45, is the first FDA Commissioner since 1965 without a medical degree. He has been a consultant to the White House on scientific affairs and is participating in National Academy of Sciences projects on pest controls and food and nutrition.

FDA Hearing

Elmer Glabe, president of Food Technology Laboratory, food research and development consultants, was the first witness to testify at the FDA's public hearing on the proposed regulation, "Good Laboratory Practices for Non-Clinical Laboratory Studies." Mr. Glabe represented the American Council of Independent Laboratories, Inc. He heads the group's Committee on Food, Drugs and Agriculture. The public hearing was attended by more than three hundred.

The proposed regulation will set the procedures by which new food additives and pharmaceuticals will be laboratory-tested for non-toxicity before acceptance for use in industry. In his statement of the ACIL position, Mr. Glabe commended the FDA for its objectives in the proposed regulation. In addition, he recommended a number of changes which were concurred in subsequently in testimony by representatives of other industry groups and manufacturing corporations. These include the major professional associations involved in non-clinical laboratory testing and many of the larger pharmaceutical and equipment manufacturers. While on the stand, presentors answered questions from FDA panel members.

The Food and Drug Administration was represented by a panel of five members headed by Dr. Richard Bates, Associate Commissioner for Science of the FDA. After review of the recommendations, the FDA will propose a revised form of the regulation.

Meter Matter

The metric system worries me. Not only is it hard—
But it would take away my feet
And I would have no yard.

Changing Consumer Patterns: What Will a Woman Want?

The first stage of the Women's Revolution is safely underway—women have been allowed to leave home for a major part of every day in order to earn a good share of the family income. What more could a working wife want—one might ask—now that she can share in 'bringing home the bacon.' What else does a woman want? Indications are that working wives would like their mates to share household responsibilities—literally go to the supermarket and bring home the bacon. Although females are still the major purchasers of all family household items—the percentage of male shoppers is heading upwards—fully 20% of married males are now making family purchases up from a decade ago. The Bureau of Labor Statistics predicts that by 1990, 63½% of women between 25 and 34, the principal child-bearing years, will work, compared with 54½% at the end of last year.

Speaking to an audience attending National Packaging Week conferences in Chicago, Elinor Selame, executive vice president of Selame Design, Newton Lower Falls, Massachusetts, suggested that changing consumer patterns indicated a change in visual marketing techniques on the part of both manufacturers and retailers. At the American Management Association session, "The Changing Retail Environment," Selame's subject was "Changing Consumer Patterns: What Does a Woman Want," which dealt not only with the female consumer but her male counterpart as well.

Identify Shifts

If you want to continue to operate in the future, the single most important element in marketing is the ability to identify shifts in people's basic values and life styles. Not only will we have to begin to address ourselves to the emancipation of women, but also how this emancipation affects the males' role, and their impact on our companies and products will be new questions for research studies.

"An opportunity for manufacturers and retailers, and therefore packagers, exists in the United States today as never before. We're steadily advancing into a tremendous period of change—one that retrospectively will

prove to have been a revolution but for those now involved it seems only an evolution. The changing social position of the American women, and therefore the changing position of the American men, will have a tremendous impact on your business, for better or worse. The decision is up to you.

"For instance, consider how these statistics could change your methods of marketing. Households where the woman works have a 58% higher median income, 32% of the women with outside jobs have college backgrounds as compared with 20% non-working women, one out of eight women workers is a college graduate. This figure will increase since Americans are spending more than \$25 billion annually to educate women in higher education institutions.

What Does a Man Want?

"If one of the most important questions today to be answered by a successful marketer is, 'What does a woman want?', the second most important question is, 'What does a man want?'. The new life style of the working wife will make her less important as the family purchasing agent. She will be sharing this role with her spouse or other family members. This will require the promotion of products to a dual sex audience. Current research is showing joint decisions are being made in purchasing no matter whether the couple is buying an auto, or paint, or furniture. The trend is clear. Although today women spend 80% of the family income, marketers will probably have to relate equally to both sexes as this percentage decreases. What effect might this have in a company's marketing philosophy? How can we prepare now for this changing consumer?"

Elinor Selame illustrated her talk with a number of slide case studies, many of which were included in her book, *Developing a Corporate Identity: How to Stand Out in the Crowd*, published by Chain Store Publishing Corporation, and winner of the "Best Business Books of 1975" award (Bowker Publishing—Library Journal).

"Companies will have to upgrade the image associated with the shopping role to attract the male shopper.

The new life style whereby the husband assumes more active participation in household duties must be recognized in the marketplace. Interestingly, when a woman enters the work force, the husband is the least rewarded socially. While the monetary and psychological rewards increase for the woman, the negative rewards of housework and allied duties are increased for the man. The marketplace will have to respond to this prospective customer—the male.

Convenience Shopping

"The major emphasis on convenience of today's shopper suggests that not only the manufacturers but also retailers will need to make some adaptive changes. As always, location will be of prime significance, with the large one-stop shopping center being of major importance. The promotional emphasis of the large store and/or center must be directed toward time-savers such as familiarity of store arrangement, easy-to-understand visual directions, and a wide assortment of stock in an appropriate location, as opposed to price, which appears to be of secondary importance to the consumer.

"However, in larger shopping environments, visual communication techniques both in the environment and its products will continue to become more important, beginning with the store's exterior identification sign which in our opinion must have strong identification value. The interior designs must be helpful tools as well as decorative to enable the shopper to quickly find departmental areas desired. Package design must be attracting and attractive with singular, easily understood messages so that the consumer can quickly find the product, understand its use and make split second decisions on whether or not to purchase it. The weak look is fading and will definitely be out. Strong, bold graphics, photos, type and colors tell it like it is in simple graphic and verbal statements.

"Less than half of the products sold by the typical supermarket receive significant media advertising. The remainder are promoted only by the package. Packaging of products

(Continued on page 22)



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is pasta made from
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At Peavey, there's a longstanding tradition of research that helps make our products perform a little better for you. In Semolina production we take great

pains in crop selection and milling so we can consistently offer you Semolina of bright color and uniform granulation. Combining our wealth of experience with the latest in technology, all Peavey mills have now been upgraded to automatic operations utilizing up-to-the-minute equipment that's unsurpassed in our industry. All so we can manufacture the best Semolina and Durum flour available today.



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Changing Patterns

(Continued from page 19)

has many new dimensions. The consumer today wants to save time and get important product information quickly. Self-service shopping requires much more informative packaging and more physical appeal to attract the hurried customer.

"In the self-service retail store, each package/product combination competes with other packaged products on the shelf; consequently, instantly recognizable packages are essential. Designs that hide, obscure and deceive only deceive the producer, not the consumer because sooner or later they are rejected and voted losers.

"Mass self-service retailing, which lowers the cost of moving products from producer to consumer, could not readily exist without the communication value of the packaging graphics. The task of communicating identity, brand, price, instructions, warnings, and warranties is left to the package and label.

Working Women's Profile

"As the working woman's profile has changed, so has her attitude as a consumer. Her working status affects her responsiveness to products and their promises. She wants your help in fulfilling her goals—and she's willing to pay for it. One of a woman's goals (and, of course, a man's as well) is to have more time. Our quickest diminishing resource today is not only energy, it's time. Consider the selling power of time. The new working woman knows time is money—man has known that for a long time.

"Women in the work force place higher value on their free time than their non-working counterpart. Stores and products that save time will proliferate. Ready-made clothing, convenience foods, disposable products and containers will be among the many items that will obviously benefit from this trend. The additional income provided by the working woman in a household will make the market for these categories even more significant among those families. Stores where you can find departments quickly, packages that communicate contents and uses immediately will be rewarded by the consumer's acceptance.

"Easy-to-understand information allows the shopper more time to purchase. Do you know whether 11½

ounces of a product for 97 cents are a better buy than 8 ounces for 76 cents? Whether 1 pound 4 ounces of chocolates for \$1.71 are a bigger bargain than 2 pounds for \$2.32? Before unit pricing, valuable time would be spent in the marketplace while the better educated shoppers would attempt to figure this out for themselves. Time that would have been better spent in more shopping, in buying more products, housed in more of your packages. The lady of the house is rarely home anymore. It's not too soon to consider how to successfully sell a product to whoever it is, male or female, because as the male assumes more active participation in household duties and responsibilities, he also will have to be con-

Net Weights Decision

James J. Winston, NMMA Director of Research, reports: "A far reaching and important decision on net weight has been reached by the Supreme Court which concerns every pasta manufacturer.

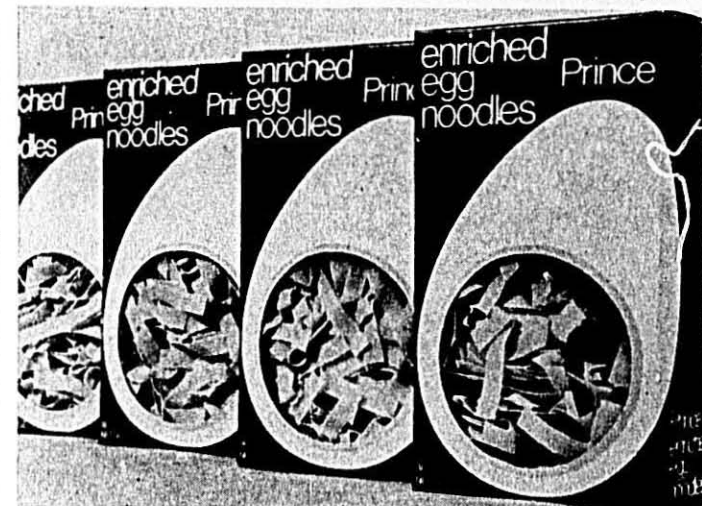
"The Supreme Court ruled that the State of California cannot require food processors to meet more stringent weight-labeling standards than those imposed by the federal government. This affirms the U.S. Court of Appeals decision on October 29, 1975 which involved short-weight of flour in the case of General Mills, Pillsbury and Seaboard Allied Milling vs. J. W. Jones of Weights and Measures, County of Riverdale, California.

"The Supreme Court agreed with the lower court that it was sufficient

for the companies to comply with federal requirements which permit 'reasonable variations' from the stated weights caused by moisture loss after packing. In this decision, the court rejected the arguments of California and 38 other states that they should be allowed to impose stricter regulations for the protection of consumers.

The Perfect Shape for Prince

A distinctly simple but bold design offers excellent eye-catching mass display value. The package's vivid blue background whose focal point is the white egg and chrome yellow outline surrounding and enhancing the golden noodle product which also sweeps around one side of the package giving it a three-dimensional appearance. Selame designed the package to create attention by its very simplicity.



THE MACARONI JOURNAL



Yankee Noodle Dandy

Pasta, one of the great American foods served since 1778.

We've served the flour since 1802...the finest Durum grown, milled into golden Semolina. Clean, consistent, quality pasta flour.

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Food Brokers

Most consumers don't know what food brokers are, how they operate, or even that they exist at all.

But this fact has not stopped the brokerage business from taking over the lion's share of the food industry in recent years.

Food brokers function somewhat like manufacturers' representatives. They provide sales forces for food manufacturers. Depending upon distribution patterns, some manufacturers will sell directly to retail chains in some markets, but hire brokers to represent them in other markets.

Manufacturers also may hire a network of brokers to handle their products across the country. There are no truly national brokers. Most operate in individual markets or states, while some work in multistage regions.

Progressive Grocer, an industry trade journal, conducted a study in 1971 which indicated that food brokers handled about 52 per cent of processed foods and nonfood products that go to supermarkets.

Robert A. Marmaduke, president of Calkins & Co., a leading Chicago broker, estimates that the percentage has probably grown to about 60 per cent in the past four years.

Switch to Brokers

Many companies have disbanded their own sales forces in recent years and have switched to brokers. The reason usually is economic. A broker handling many different product lines (although none conflicting with each other) can usually produce a lower selling cost than a company with only one line.

Calkins, for example, is the Chicago-area selling agent for Banquet Foods, Green Giant, Dole, La Choy and a couple of dozen other brands, including Ray-O-Vac batteries and Sylvania flashbulbs.

There are still holdouts from the brokerage system, giants such as Procter & Gamble and Campbell's Soup, he explained. Brokers also can offer new services, or move into new product categories such as health and beauty aids, processed meats, red meats and fresh produce, all of which are handled traditionally through specialized distribution means.

"The usual way is to grow geographically, move into new markets," he explained. Brokers also can offer new services, or move into new product categories such as health and beauty aids, processed meats, red meats and fresh produce, all of which are handled traditionally through specialized distribution means.

He estimated that the number of brokers in the Chicago area has decreased from about 115 in 1957 to 62 now. But while there used to be many one-man shops, a large broker today may have several hundred salespersons.

Two Key Categories

A Broker, according to Marmaduke, has two key categories of employees. The first is the "headquarters man" or salesperson who actually contacts the buyers of food chains and sells the products represented by the broker.

Then there are the retail merchandisers, who visit individual supermarkets and ensure that the products are displayed properly. They also arrange for the placement of special promotional materials, point-of-purchase displays, sampling and other merchandising carried on in the supermarket.

The food chain buyer, together with broker and manufacturer salespersons, decide how many linear feet of shelf space each brand will get in the various product sections. The buyer then will appoint a "team leader" (usually representing the best-selling brand) to maintain this proportion of space in the chain's stores.

Team Leader

When space is allocated, the team leader will visit each store and set up the shelves as designated. Store personnel then continue to restock shelves in that manner until a re-evaluation is made and the amount of space is shifted.

Brokers usually work on a commission of 2½ to 3 per cent, depending on the amount of work performed for the food processor or manufacturer.

Because of the practice of handling nonconflicting products, Marmaduke concedes, larger food brokers must look for growth through different means.

"The usual way is to grow geographically, move into new markets," he explained. Brokers also can offer new services, or move into new product categories such as health and beauty aids, processed meats, red meats and fresh produce, all of which are handled traditionally through specialized distribution means.

Food Brokers Meet

Development of a greater number and variety of convenience food products is "one of the greatest challenges" faced by grocers during the next decade, according to Grant C. Gentry, president of The Great Atlantic & Pacific Tea Co.

In addressing the 73rd annual convention and national food sales conference of the National Food Broker Association in San Francisco, Mr. Gentry remarked that consumers today are increasingly selective, cost-conscious and service-minded. He offered four suggestions as to what he expects consumers to be looking for in the near future.

These are:

- A broader variety of products both national and company brands, in sizes suitable to individual needs.
- More large, well appointed, "one-stop-shopping" supermarkets, which would carry a wide assortment of general merchandise, as well as groceries.
- More small convenience stores offering a limited selection of products.
- More convenience foods, particularly products geared to use with microwave ovens.

Essential to compete with fast food

Mr. Gentry pointed out at the conference that development of convenience food products is essential if the grocery industry is to compete effectively with the growing fast food industry. "I would call this one of the greatest challenges we face in the next decade—to give the consumer palatable food at competitive prices so that people continue to eat at home instead of at the nearest fast-food operation," he said.

Food producers, processors and brokers face the same challenge: to measure for the coming year. Past national chairmen named to the N.F.B.A. executive committee were H. Kenney of J. H. Kenney Co., Omaha, Neb., 1976 chairman; Raymond C. Blackman, Blackman & Elsbary, Inc., Buffalo, N.Y., and O. J. Fitchell, Highland Sales Co., Denver, Colo. Dennis Putthoff of French-Nelson-Russell, Inc., Kansas City, was named member-at-large of the executive committee.

Along with keeping up with consumer trends, he mentioned other areas that food brokers can take in their "crucial search for improved productivity." Among these were innovative merchandising, modernization and automation of operations, flexibility and imagination in display and awareness and action of "happenings at all levels of government.

Urges cooperation against government control

Concerning government action in the food industry, Mr. Gentry said, "Under the guise of social responsibility, we are compelled by law and threat of law to serve as a device for effecting almost any social reform which happens to take someone's fancy. The costs and benefits which are often characterized as being imposed upon corporations are, in fact, imposed upon shareholders, consumers and labor. Can we afford to accept every idea conceived by lawmakers as appropriate for us to administer? Obviously not, and we must work together to insure that this does not occur."

Elect new officers for 1977

W. J. Jones of W. J. Jones & Co., Oklahoma City, was elected national chairman of N.F.B.A. at the San Francisco meeting, and Mark M. Singer of the association's headquarters in Washington continues as president. First vice-president is M. Jason Black, M. W. Houck, Inc., New York, and second and third vice-chairmen, respectively, are Thomas Trump, Tom Trump Co., Inc., Milwaukee, Wis., and Art Fewel, Fewelmer Co., Inc., Portland, Ore.

Clayton E. Hartman of A. E. Staley Foods Co., Phoenix, Ariz., was named treasurer for the coming year. Past national chairmen named to the N.F.B.A. executive committee were H. Kenney of J. H. Kenney Co., Omaha, Neb., 1976 chairman; Raymond C. Blackman, Blackman & Elsbary, Inc., Buffalo, N.Y., and O. J. Fitchell, Highland Sales Co., Denver, Colo. Dennis Putthoff of French-Nelson-Russell, Inc., Kansas City, was named member-at-large of the executive committee.

PMMI Elects New Officers

Donald D. Paulsen, executive vice president and a director of the Fife Corporation, Oklahoma City, has been elected 1977 president of the Packaging Machinery Manufacturers Institute, Washington, D.C.

Paulsen succeeds Robert W. Coughlin, vice president, Pneumatic Scale Corporation, Quincy, Massachusetts, as the chief elected officer of PMMI.

Elected first vice president was E. D. Wilcox, Jr., general manager of Union Camp's Packaging Systems Division, Lyndhurst, New Jersey.

Second vice president is Victor Del Rosso, executive vice president and chief engineer of Hi-Speed Checkweigher Company, Inc., Ithaca, New York.

Elected to the Board of Directors are William F. Dent, Redington, Inc.; Eva Gottscho, Adolph Gottscho, Inc.; Richard L. Joice, Universal Machinery Corp.; and James S. Minnis, FMC Corporation.

Paulsen joined the Fife Corporation in 1959 as a sales representative. He also served as sales manager and vice president-marketing prior to attaining his present position in 1970.

Fife is engaged exclusively in the research, engineering production and application of automatic guiding systems. The company has sales and service representation throughout the free world.

Mr. Paulsen is active in church and youth activities in Oklahoma City. In addition to PMMI, he is also a member of the American Marketing Association, American Management Association, and the Society of Advancement of Management.

A&P's Triumvirate

David W. Morrow, 45-year-old president of Albertson's Inc., will join Great Atlantic & Pacific Tea Co. as vice-chairman and chief operating officer. That will make Morrow the third man in A&P's top management triumvirate—which also includes Jonathan L. Scott, chairman and chief executive officer, and Grant C. Gentry, president and chief administrative officer. Morrow will succeed Robert F. Longacre, a long-time A&P executive who will continue as a vice-chairman.

Resignation at Kroger

In a surprise move, Gene D. Hoffman resigned after little more than a year as president of Kroger Co. Business and policy differences were cited as the reason. Hoffman, 49, had been considered a comer at the company, which is the third largest in the supermarket industry. James P. Herring, chairman and chief executive officer, will assume the presidency.

No Fuel Savings in Shorter Store Hours

New research by Food Marketing Institute (FMI) shows no natural gas savings result when supermarkets operate on short hours.

The FMI Research Division analysis of data from its energy survey of grocery stores was designed to measure the effect of shorter operating hours on natural gas usage.

The study reviewed data from 226 stores using natural gas heat. Five factors found to have impact on natural gas utilization: Store sales volume; store size; regional location; presence of in-store bakeries; and, use of heat recovery systems.

Duration of daily store operating hours was found to have no significant effect on natural gas use.

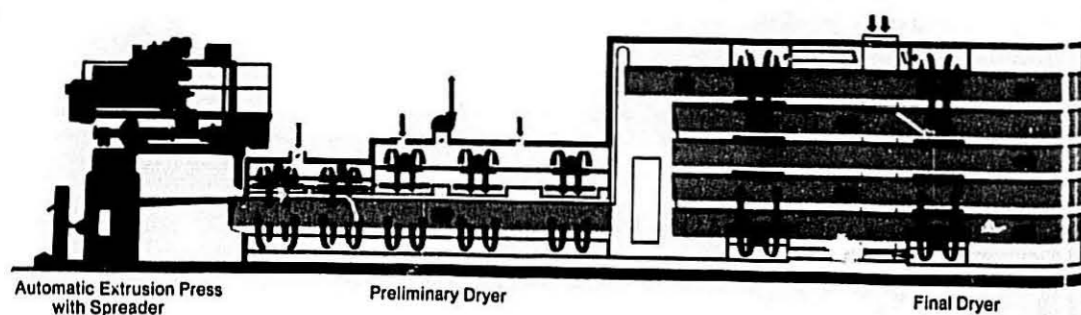
As much of the nation suffered from recent cold weather, the food retailing industry continued its active cooperation to conserve energy, particularly natural gas. Thermostats were turned down to 65 degrees or lower in stores and 55 degrees or lower in work areas, while long range energy conservation programs were accelerated.

In many communities supermarket hours were cut back sharply during the recent gas shortage. "These restrictions were unfortunate. All available data indicate little or no savings by cutting store hours," said Dr. Timothy Hammonds, FMI's vice president for research. He added, "Despite this, no industry in the United States has a better record of voluntary energy conservation programs than food retailing."

Hammonds also noted that restrictions on store hours seriously affect all phases of store operations. When large crowds of shoppers develop, checkout lines slow down and unusual congestion disrupts re-stocking processes.

(Continued on page 28)

ATR: The hotter, faster, cleaner dryer.



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Preliminary Dryer

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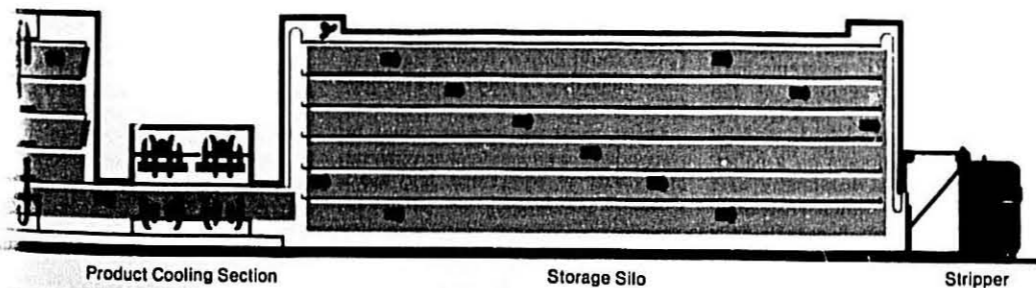
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High Cost of Warehousing

The high cost of warehousing is the biggest material handling problem of West Coast manufacturers and producers, according to a special Container Corporation of America survey. Results were released at the Western Material Handling Show in Anaheim, California.

Limited space available for storage of both raw materials and finished goods was a recurring comment of those responding to the questionnaire circulated by the packaging company. And many of those listing this as their number one problem, indicated that they were unable to change the situation at the present time.

During a seminar for some of its customers that had indicated similar situations, Container Corporation personnel discussed possible solutions to this and other common problem areas. Experts presented information on maximizing space efficiencies through use of computer, reducing space loss by eliminating pallets, cutting freight costs by better packaging, and minimizing distribution problems by improving the package and/or packaging methods.

Possibilities

One possibility in alleviating this severe problem was indicated by Dave Lamert, project leader for Container Corporation's CAPE program. CAPE (Container and Pallet Evaluation) is able to consider numerous space uses and provide statistical evaluations to effect more efficient arrangements. CAPE programs have included: the arrangement of the product in a primary package, the primary package in a master shipper, arrangement of shippers on a pallet, pallet placement in warehouses, and also within transportation vehicles.

Respondents to the survey, which included all types of industry and food processors, indicated their second biggest problem area was the high cost of labor involved in packaging. This was especially true among food processors, but others also were affected by the continually climbing costs of manually packing the product. Many of those who claimed this to be their major problem, also admitted that they were either presently looking into mechanical packaging methods, or had investigated them

and were unable to take advantage of them.

The survey revealed that high freight costs were the third most important area. The responses indicated there was not much being done about the problem. Only a few listed any positive, sustained efforts.

Four D's

Stanley Tippett, director of traffic for CCA, pointed out during the discussion with customers that there are several specific things shippers can do to improve this situation. Tippett's explanation of the Four-D's (damage, density, dunnage and demurrage) was accompanied by case histories illustrating successful solutions to these common transportation problems.

Those concerned with the cost of pallets, the fourth major problem area, showed receptivity to new methods of unit loading. One respondent indicated that if his customers continued to request pallets, they would have to bear the cost. Others noted that they had already investigated changing to slipsheets or bale packs. Discussion of this problem during the meeting with customers centered upon the true cost of pallets, and how many users did not really know the total price of what pallets were costing them. It was pointed out that replacement of pallets with slipsheets saves shipping space and weight, as well as capital investment. If pallets have to be used because of, say, industry practices, the use of CCA's CAPE could help in finding the maximum efficiency in pallet stacking patterns.

Other areas of interest noted by respondents were: costs of equipment, availability of equipment, and availability of people.

Sanitation for Freight Cars

Several trade associations and the Food and Drug Administration have drawn up voluntary guidelines for improved sanitation on rail cars that transport food, the National Association of Food Chains government affairs director, Paul Korody, said.

Representatives of NAFC, GMA, the Association of American Railroads and FDA agreed upon the guidelines

after 18 months of negotiation.

"These guidelines cover everything from packaged products to bulk packages," Korody said. "They will upgrade the sanitation of food products transported by rail."

The likely alternative, should the voluntary methods fail, will be regulations, according to one source.

"This is part of a voluntary effort by the food industry to improve sanitation, and if each of the parties will take responsibility, it will go a long way," Korody said.

He added that there have been several "overlapping" regulations covering rail car sanitation, but that those rules have been largely effective because they often conflicted.

No Fuel Savings

(Continued from page 25)

Restricted hours of operations generally inconvenience customers who cannot normally shop between 9:00 a.m. and 5:00 p.m. Fifty-eight percent of the nation's 33 million working women shop for food on weekends or after 6:00 p.m.

Stores normally open 24 hours are forced to lay off personnel, dropping most part-timers from the payroll. Generally, shorter hours mean smaller paychecks for all employees.

James Kernan, manager of engineering, equipment and utility for the Great Atlantic & Pacific Tea Company and chairman of the FMI Energy Conservation Committee, said that the food retailing industry has been working on energy problems steadily since 1973. Results of his endeavor include a current series of energy conservation workshops being held by the Federal Energy Administration (FEA) in cooperation with the FMI Energy Conservation Committee.

The FEA seminar series has been developed over the past eight months to explore specific, practical energy conservation techniques and to provide guidelines to business operators for a complete energy action program.

FMI has asked its members to cooperate with the Federal Energy Research and Development Administration in distributing its new brochure on clock thermostats for home heating systems. These brochures will be distributed free of charge in food stores throughout the country.

Foodservice Distributor Market

How much do foodservice operators spend on various product categories, and how much moves through the foodservice general line grocery/ frozen food distributor? According to "Foodservice Distributor Salesman" magazine, the foodservice operators in the U.S. had \$70.4-billion sales in 1977. They spent \$28-billion (39.8%) for food, \$2.5-billion (3.6%) for disposables, \$1.3-billion (1.8%) for maintenance supplies and \$0.4-billion on permanent ware. Total purchases were \$32.2-billion (45.7%) and less than half of that \$15 billion was spent through general line and frozen food foodservice distributors.

System of Specialists

Why does only 45% of the operators purchase go through the foodservice distributor? That's because food moves to the foodservice distributor through a system which is still largely dominated by specialists. Although the concept of one stop service has gained strongly over the past 5 years, the average operator still buys fresh meat from a meat purveyor, fresh fluid milk products (including cottage cheese) still comes

from daily route deliveries of a dairy, the majority of bread, rolls and baked desserts from one or more bakery route deliveries, ice cream from a specialist manufacturer, produce from a produce firm, fresh seafood from a specialist, poultry from a poultry house, and provisions (hams, franks, sausage, etc.) may come from a provisioner in the larger cities. Although their share of the market is still dropping, paper distributors still supply a large amount of foodservice paper products, fountain suppliers still sell considerable amounts of fountain supplies, and there are a large number of specialty distributors who serve the specialized needs of ethnic restaurants with products not commonly carried by the general line distributors. As the one stop trend continues, the foodservice distributor will gain an ever-increasing share of the operators' purchases.

Study Tour

The National Macaroni Manufacturers Association will conduct a study tour October 2-17 to visit the IPACK-IMA Show and macaroni operations in Italy, Switzerland, Germany and England. Details available from Association office.

Reduced Portions

The Wall Street Journal reports that some restaurants are experimenting with reduced portion orders to reduce prices. For example, steak dinners at some establishments are now priced on the size of the steak. In Washington, D.C. a hotel chain is charging less for a dinner with one lamb chop instead of two.

In Chicago there are reports of four-ounce potato servings being reduced to three and fewer tomatoes and mushrooms in the salad. Some restaurants have cut out the salad bar where the diner serves himself.

In a family-style restaurant in the midwest, the pieces of chicken in a fried chicken dinner were cut to two from three. Portions of spaghetti and macaroni were also pared "a little".

Restauranters might think it would be easy to start serving slightly smaller portions, but this isn't necessarily the case. Many restauranters are community supported and customers come back with repeat business. The restaurateur feels he cannot cut portions or they would notice and complain.

Seaboard Shows Gain

Net earnings of Seaboard Allied Milling Corp. in both the third quarter and the 36 weeks ended Feb. 5 established new records, according to a quarterly statement issued today.

For the first 36 weeks of fiscal 1977, Seaboard showed net earnings of \$2,308,716, equal to \$1.71 a share on the common stock, compared with \$1,924,558, or \$1.43 a share, in the previous year. That is an increase of 20%.

Net sales of Seaboard for the first 36 weeks amounted to \$203,263,663, up 6% from \$192,243,692 in the same period of the previous year.

Before-tax net rises 69%

Earnings before taxes for Seaboard in the first 36 weeks totaled \$4,318,716, up 69% from \$2,554,558 in the previous year. Provision for taxes on income rose to \$2,012,000, against \$630,000 in the first 36 weeks of fiscal 1976.

In the third quarter, Seaboard's net earnings totaled \$797,496, equal to 59¢ a share on the common stock, compared with \$584,323, or 42¢ a share, in the same three months a year earlier. Seaboard's sales for the quarter totaled \$63.9 million, compared with \$58.5 million in the prior year.

Storms emphasize Albany value

Commenting on the 36-week showing, Seaboard said:

"Record snowfall in the Northeast, immobilizing Buffalo's freight yards, emphasized the value of truck deliveries from our new Albany mill. Consequently, the response from the baking and pasta industries has required full production for this most recent addition to the corporation's domestic milling capacity.

"Increased demand for our company's products overseas is reflected by strong profits, and we feel this will continue into the fourth quarter as well."

General Mills Promotes

E. Robert Kinney, president and chief executive officer of General Mills Inc., moves up to chairman, following the retirement of James P. McFarland at 65. Executive Vice-President H. Brewster Atwater Jr. will succeed Kinney as president. Under McFarland, the food company diversified into such other consumer areas as toys and games, restaurants, and fashions,

which accounted for about 30% of last year's \$2.6 billion sales and \$101 million earnings. Kinney had also been chief financial officer and is known for his strong operating abilities.

Italian Trip

Molini D'Italia, technical magazine from Rome, edited by Pasquale Barracano, has a feature story in the December, 1976 issue on the Italian trade team's trip to the United States last fall.

They visited port facilities in New Orleans; the University at Manhattan, Kansas; the Durum Show at Langdon, North Dakota; North Dakota Mill & Elevator at Grand Forks; and the North Dakota State University facilities at Fargo. Complete with photographs it records an interesting visit to the grain trade in the United States by a group of ten pasta manufacturers.

Eat Less Meat

Americans are urged to eat less meat, whole milk, salt, and sugar—and to reduce total caloric intake—in a new report, "Dietary Goals for the United States," issued by the Senate Nutrition Committee. The report recommends increased consumption of fruits, vegetables, whole grains, fibre, and carbohydrates. It also advocates Congressional appropriations for broad nutrition education programs through schools, food assistance programs, and the USDA, and suggests mandatory nutrition labeling of all foods and increased funding of nutritional research.

Push Pasta

The National Macaroni Institute carries advertising in Supermarket News for distribution at the Food Marketing Institute convention in Dallas. Copy reads:

Push Pasta to Calorie-Counters. At least 33% of adults are trying to lose weight—others are talking about it.

Display pasta with cottage cheese and fresh garden vegetables for powerful profit package.

Creamettes Tie-in

Two products that complement each other naturally, Armour Sliced Dried Beef and Creamettes Macaroni have teamed together in a joint promotion in April and November that offers the grocer an attractive and effective consumer tie-in possibility.

A full-page, four-color ad in April 5 Family Circle featured a recipe for "Beef and Macaroni Casserole," an economical and appetizing serving suggestion built around these two leading products.

During the first quarter of 1977, support of this tie-in, Creamettes packages will also feature a 10¢ store coupon redeemable against Armour Sliced Dried Beef.

Prima Salsa Promotion

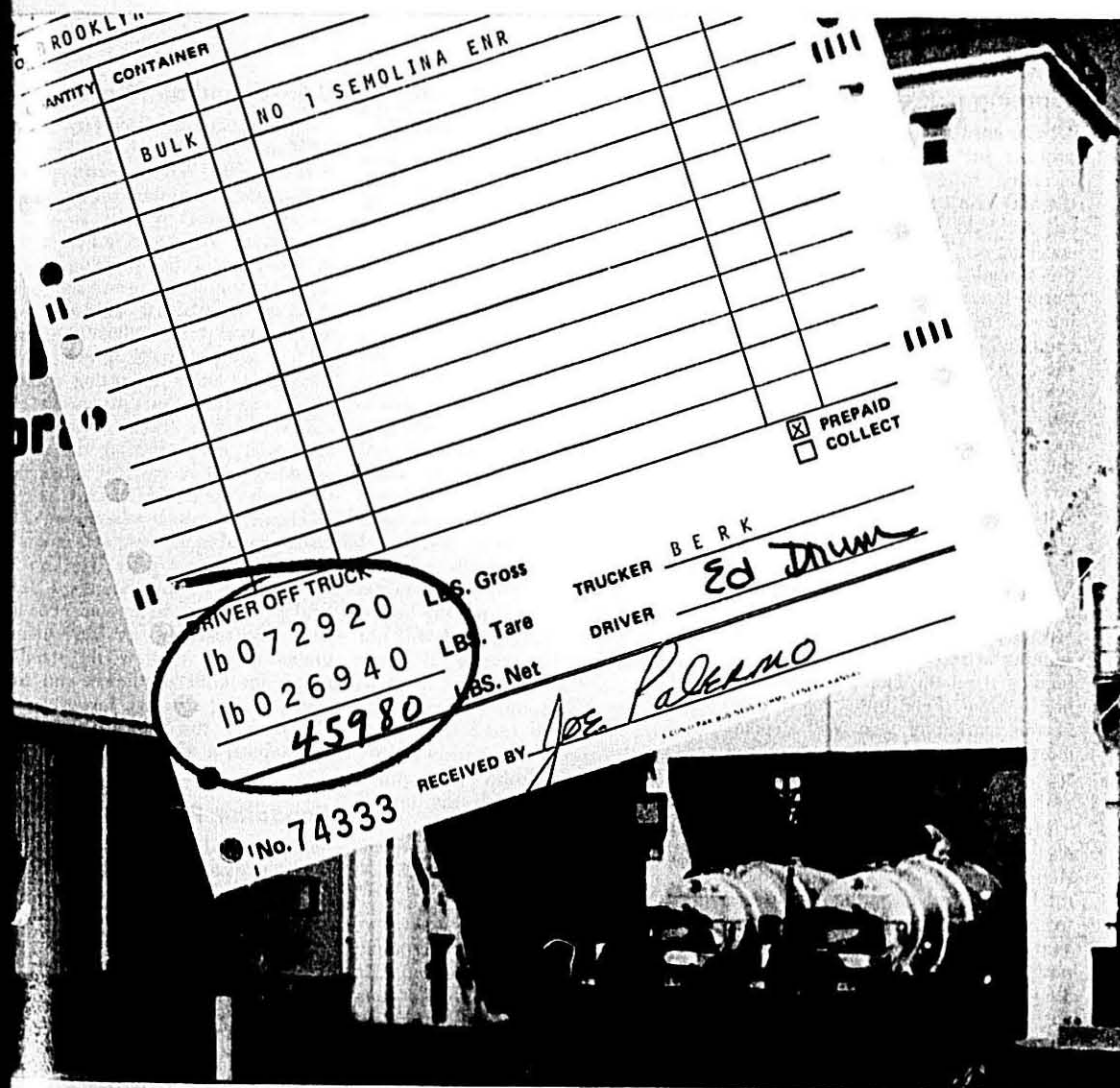
Hunt's Prima Salsa conducted a major two-part promotion nationwide in April. One part of the promotion consisted of a special 50¢ mail-in refund offer on the 15½-oz. size. The other part consisted of special allowances to the trade.

For two proofs of purchase from any flavor—regular, meat flavored or with mushrooms—a consumer received a 50¢ cash refund by mail. This represents over 35% of the total purchase price. The 50¢ refund offer was flagged with a special label on all 15½-oz. jars.

The trade not only received the special allowance, but also expected significantly increased consumer demand from the offer. According to Progressive Grocer, the 50¢ refund offer should generate a 23% sales increase on-shelf and a 420% sales increase off-shelf.

Spokesmen for Hunt-Wesson Food report that the introduction of Hunt's Prima Salsa is a big success. Heavy national print and television advertising will continue, along with significant local spot TV efforts, through the Spring. Additionally, newspaper couponing has been successful and will continue throughout Year 1.

THE NATIONAL
MACARONI
INSTITUTE
THE MACARONI JOURNAL



'no wait' weights!

When you buy freshly-milled truck-delivered SAMCO No. 1 Semolina from Seaboard there's no weight guessing. You receive the exact amount of product you pay for. Here's why:

Each empty truck is driven on to the platform scale at the mill site and the tare weight recorded on the weight ticket. The truck is then pulled a few yards to a loadout bin which rests on load cells. Product is automatically measured and the truck gravity-filled in minutes. Back to the same scale for recording of gross weight. Then product, accompanied by the weight ticket, is quickly on the way.

SAMCO No. 1 Semolina . . . freshly-milled, truck-delivered, exact weights.

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Warning on Raising Loan

"The answer to the current supply problem for U.S. wheat does not lie in raising support prices, particularly the loan rate," Richard E. Bell, assistant secretary of agriculture, said in speaking on "Farm Policy in 1977" to the annual meeting of the Michigan Farm Bureau. He warned that an increase in the loan rate would only complicate and aggravate the current situation.

Mr. Bell pointed out that only wheat, of the major field crops grown in the U.S., "has a supply problem" this year. He observed that soybean and cotton prices are well above a year earlier.

"Due to this year's record corn crop, feed grain prices are presently down from a year ago, but should improve as we get farther away from harvest," Mr. Bell stated. "Corn exports are running at record rates and livestock feeding is on the increase, especially hog feeding. Feed grain prices later in the marketing year will depend mostly on the world economy and the size of next spring's feed grain harvest in the Southern Hemisphere."

Mr. Bell said world wheat stocks, excluding the U.S.S.R. and People's Republic of China, are expected to total more than 90 million tonnes at the close of the 1976-77 marketing year, and that this is up 50% from the past summer. Wheat stocks in the U.S. alone are projected at 26 million tonnes, up 43% from a year earlier, but below the levels of the late 1960's and early 1970's.

Wheat Moves Into Loan

Farmers are continuing to place sizable quantities of wheat under the loan program. According to the USDA, the current level of wheat placed under loan is at, or slightly over 200 million bushels compared to about 148 million bushels reported under loan as of November 1976. Most observers expect an even heavier volume of wheat to be placed in the loan program for several reasons: to secure additional liquidity for tax obligations with the beginning of the new year; to meet the deadline of March 31, 1977, for being eligible for placing 1976 crop wheat under the loan; and the rather bearish outlook for firmer prices during the next sev-

eral months. In any event, activity at local ASCS offices throughout the wheat belt would suggest that the volume of wheat placed under loan at the March 31 deadline for 1976 crop wheat could easily be 300 million bushels.

Wheat Country Needs Moisture

Spring and durum wheat producers report a general lack of precipitation in the northern Great Plains states. Several North Dakota wheat producers recently noted that the last general rainfall in that state came last autumn. Although the wheat crop will not be seeded in this area until later this spring, producers had hoped for precipitation prior to the onset of freezing weather. Any precipitation received between now and the beginning of the thawing period will not really increase the severe, deficient sub-soil moisture conditions in these states due to run-off. Consequently, the conditions into which the crop is seeded this spring will depend largely on early spring rains to improve moisture levels of both the topsoil and sub-soil.

Soviets Report Record Grain Harvest

According to various press accounts, the Soviet Union has announced that the 1976 harvest of 223.8 million tons of all grain was a record crop, exceeding the 222.5 million tons harvested in 1973. Although the quantity of 1976 grain harvested in the Soviet Union is a record, USDA officials believe at least 13 percent of the total amount might well be unusable because of excessive moisture and other foreign materials. In addition, Soviet Agriculture Minister Mesyats pointed out that total Soviet livestock numbers were also higher in 1976, which would suggest increased animal consumption of grains. Therefore, it was not surprising that Mr. Mesyats indicated that the Soviet Union would continue to purchase grain under the terms of agreements with various foreign suppliers, which is essentially the U.S.—U.S.S.R. Long Term Grain Supply Agreement.

**73rd Annual Meeting NMMA
Hershey Motor Lodge
July 10-14**

U.S.—Canadian Wheat Talks

U.S. Agriculture Secretary Robert Bergland and Otto Lang, Head of the Canadian Wheat Board, met in Washington to discuss an agreement on wheat export pricing. In a press conference, Mr. Lang indicated that the purpose of the meeting was to lay the groundwork for further discussion on a bilateral agreement on wheat export pricing which could lead to a multilateral agreement encompassing other exporting nations. Lang reported that discussions included relative costs of production and each reported that discussions included relative costs of production and each country's respective pricing mechanisms—issues which would be instrumental in arriving at a mutually acceptable export price. He also indicated that he and Secretary Bergland were in general agreement on the need for reaching an international grains accord that would stabilize prices for both producers and consumers. Lang stressed, however, that Canada and the U.S. are not trying to establish a wheat cartel.

Canadian Pay Out

The Canadian Wheat Board has made payments to farmers totaling over \$222 million for grain delivered during 1975-76 crop year. Final premium for No. 1 Canadian western red spring wheat was 23.07c per bushel, together with initial payment at time of delivery, brought a total return to farmers of \$3.98 per bushel basis Thunder Bay or Vancouver.

For No. 1 amber durum, Canadian producers received a final payment of 46.97c per bushel, for total return of 47c per bushel.

Durum Growers Meet

The U.S. Durum Growers Association has held district informational meetings and their annual meeting at Devils Lake, North Dakota. Featured speaker was George Boos of Amber Milling Division, Farmers Union Grain Terminal Association. Nutritionist Judi Adams of the North Dakota Wheat Commission spoke on promotional efforts with the consumer. Growers are looking at barley and specialty crops this year in place of abundant durum. Summer fallow after the drought looks like an essential practice.

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BUCKET ELEVATOR

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

DELIN ROLLERS

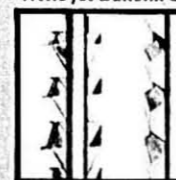


Roll on tracks instead of sliding thereby reducing friction and wear.

USDA APPROVED OPEN TUBULAR FRAME POLY-STAINLESS OR ALUMINUM



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



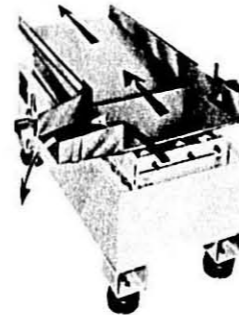
Tubular sanitary open frame model permits easy inspection and cleaning. Also available in complete stainless steel construction.

VIBRATING CONVEYORS



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

bulletin cvc-30



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

bulletin cm/T10

CONVEYING SYSTEMS

FOR "NON-FREE FLOWING" ITEMS SUCH AS:
potato chips • cereals • cookies • snacks • pet foods • frozen foods • noodles

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Egg Makes TV Debut

The egg made its nationally televised advertising debut in January, marking the beginning of a campaign that promoters hope will be the most significant development in the industry since the chicken.

Their goal, of course, is to boost sales—primarily in the retail stores, where, the Agriculture Department estimates, 67% of all eggs produced are sold—and to reverse the recent steady 1% to 3% annual decline in per-capita egg consumption, which is at a record low of just more than 22 dozen eggs a year.

Changing Habits

Industry observers trace that drop largely to changed eating habits. "People don't spend a lot of time making breakfast anymore," says Louis B. Raffel, executive vice president of the American Egg Board, a promotional organization. Moreover, "we're competing with many different food products," he adds.

Promoters say the new advertising campaign, which stresses eggs' "nutrition, economy and versatility," already has resulted in increased egg sales in the Midwestern markets where it was tested earlier.

But few industry observers will predict for certain whether the effort will ultimately have an appreciable effect on market conditions and prices. For one thing, egg producers will be joining a growing list of commodity organizations already touting the merits of other food products. The question, observers say, is when consumers are going to have, figuratively or literally, a bellyful. "Most Americans are already eating what they will or want to," says William E. Cathcart, an Agriculture Department economist. "Any increased consumption of one commodity takes away from another."

Special Funding

Under a special funding program begun last August, farmers who own more than 3,000 laying hens have been paying the egg board a nickel for every case of 30 dozen eggs they market. Fewer than 2% of the approximately 10,000 producers affected by the checkoff have elected to have their shares of the advertising money refunded.

Egg market spokesmen say that consequently they've been able to raise for the first time enough cash for "an all-out, all-media advertising and promotion program." They say they expect to raise at least \$6 million during 1977 and that most of it will be spent on efforts such as the 30-second commercials that appear during network news programs and in the nation's 20 largest television markets.

No Cholesterol Mention

The new campaign, unlike smaller efforts in the past, won't mention the continuing controversy over cholesterol, a substance found in eggs and other animal products that has been associated with heart disease. That question, as much as changed eating habits, has added to the industry's problems, many analysts say.

Some previous promotional campaigns claimed there wasn't any evidence that eating eggs increased the risk of heart attacks but the Federal Trade Commission later prohibited those claims until further studies could be completed. The claims "showed bad judgment on the industry's behalf," says an official of one poultry research concern. "The challenge is telling the positive side of the story to the whole nation."

Egg Production

The nation's laying flocks produced 4.9 billion eggs during February, 5% fewer than a year ago. Layers on March 1, 1977 totalled 275.5 million, 1% fewer than the 279.2 million a year earlier and the previous month's number of 278 million. Rate of lay on March 1 averaged 64.4 eggs per 100 layers, compared with 64.2 a year earlier and 62.6 on February 1. Egg-type chicks hatched during February totaled 41.3 million, up 4% from the 39.6 million produced a year ago. Eggs in incubators on March 1 at 43.8 million were 1% above a year ago.

New Egg Plant

To meet increased demands for egg solids and liquid eggs National Egg Products Company, Social Circle, Georgia, has recently opened a second plant with a production area of 10,000 square feet. The new equipment installed will increase NEPCO's production capacity to 200 to 250,000 pounds

of egg solids per month. The new facility has complete packaging equipment for egg solids in 50 pound loads to 200 pound barrels. Bulk handling equipment has also been installed for liquid whole eggs shipped in refrigerated tank trucks. For additional information, contact National Egg Products Company, P.O. Box 447, Social Circle, Ga. 30279.

Wheat Growers' Officers

Don Howe, a Bonners Ferry, Idaho wheat producer, was elected president of the National Association of Wheat Growers at its annual meeting in Honolulu.

Mr. Howe succeeds Don Woodward of Pendleton, Ore., who has headed N.A.W.G. for the past two years. Delegates at the meeting adopted a bylaw change for an annual rotation of officers, replacing a two-year policy which had been in effect almost since the formation of the association.

Glenn Moore of Willard, Montana, moved up to vice-president of N.A.W.G., and Ervain Friehe, McCook, Neb., entered the officer rotation when he was elected secretary-treasurer.

At Great Plains Wheat

Merle Hedland has been named to the newly-created position of vice president of Great Plains Wheat, Inc. It was announced by Michael H. Hedland, president.

Program coordinator for G.P.W. since March, 1974, Mr. Hedland will primarily be responsible for operational aspects of the regional marketing development programs.

Mr. Hedland was assistant administrator of the North Dakota Wheat Commission for six years prior to joining G.P.W.

Far East Wheat Mission

Four North Dakotans took a three-week trip to Japan, Singapore, Indonesia, the Philippines and Taiwan to sell spring wheat and durum in March.

In the party were Mel Maier, North Dakota Wheat Commission Administrator; Commissioner George Kuback; John Wright of the Durum Growers Association; and Professor Orville Banasik of North Dakota State University.



Macaroni Makes Sense / Cents

Macaroni makes sense for the consumer to balance her food budget.

Macaroni makes cents for the grocer in building related item sales.

The Institute makes sense for macaroni manufacturers by building a bigger market for macaroni. Send your pennies in each month.

NATIONAL MACARONI INSTITUTE

P. O. Box 336, Palatine, Illinois 60067

Hershey Hospitality

"The Chocolate Crossroads of the World" is ideally located, close to the center of highway, railroad and air transportation. Hershey lies eight miles north of the Pennsylvania Turnpike and is served from the Harrisburg East Interchange Number 19 as well as the Lebanon Interchange Number 20. Seven miles south of routes 22, 78 and 81, it is actually located on routes 322 and 422. Jet air transportation is available at Harrisburg International Airport, ten miles southwest of Hershey; and light planes may use the facilities of the Hershey Airpark, with its 3,000 foot, paved and lighted landing strip for all weather use. Passenger train service connects Harrisburg with main points in large cities, and bus service is available in the township.

The Derry Township area, where Hershey is located, dates back to the early 1700's, when Scotch-Irish immigrants and a scattering of German-speaking Swiss settled the area. Although many of the Scotch-Irish eventually moved on farther west, a great concentration of the German and Swiss remained and have come to be known as the Pennsylvania Dutch. Their rustic, old-world ways and the neat productive farms they cultivate throughout this central Pennsylvania area continue to draw visitors from all around the nation.

Elegant Hostelry

The Hotel Hershey is an elegant hostelry designed according to the 19th Century manner of the "Grand Hotel". It was completed in 1933 and since its opening has undergone a number of changes. The Grand Ballroom (Castilian Room) was opened in June, 1935 and that fall the wine cellar was completed with the first service bar which had been delayed by prohibition. In the early 1950's, air conditioning was installed. With five golf courses nearby, tennis courts, horseback riding, swimming and the delights of Chocolate Town USA in the valley below, the Hotel Hershey has become a complete resort complex.

Convention Center

The 73rd Annual Meeting of the National Macaroni Manufacturers Association will be held at the Hershey Motor Lodge and Convention Center. A much newer facility, the Center has 360 bedrooms with extra-



Hershey Motor Lodge and Convention Center.

size double beds and color television sets in each room. Dining facilities include "The Hearth", "The Tack Room", "The Coffee House", and for entertainment "The Forebay Cocktail Lounge", an authentic reproduction of an early American barn and stable. "The Antique Auto Pub" which seats 300 persons features a nightly floor show and dancing.

Sporting activities are varied. There is a nine-hole pitch-and-putt, par three course, and an 18-hole putting green on the premises. Within a five-minute drive, there are five more Hershey golf courses, offering 72 holes of challenging golf. An indoor and outdoor swimming pool, game room, saunas and whirlpools are available with bicycles on the premises and horseback riding nearby.

Hershey Park

The kids will have a ball at Hershey Park. The amusement center was already 65 years old when a total redevelopment program was begun in 1971. For years it had combined family fun with delightful surroundings to make it one of the most popular amusement centers in the mid-Atlantic region. Its continuing success proves that there was no need for a change in philosophy; a totally new park to be built on the traditions of the old. The gracious spirit and the natural beauty were retained. However, new emphasis was placed on the cultural heritage of the central Pennsylvania area. Now, in the new park, the smell of chocolate mingles with the sound of Pennsylvania Dutch craftsmen demonstrating their skills.

This theme park presents a mini-world of lifestyles of the American past and our European forebearers. Rides developed for this park alone make youthful visitors shout with delight, and the Animal Gardens charm

those who enter. Music, dancing and variety shows round out the attractions. Hershey Park is truly for all.

Chocolate World

Within steps of Hershey Park is the fabulous Hershey's Chocolate World. Climb aboard for a ride through the magical world of chocolate. Follow the cacao bean on its way to a famous Hershey bar. Browse in the historical section. Pause in the tropical forest of the indoor garden. This is a free attraction and a must.

There is much to see and do at Hershey, Pennsylvania and you will gain ideas and information from the business sessions of the 73rd Annual Meeting of the National Macaroni Manufacturers Association at a spot that will provide a memorable fun vacation.

Convention Highlights

Sunday, July 10. Executive Committee holds joint meeting with Membership Committee at 2:00 p.m.

7:00 p.m.—Reception and Steal Party at the Hershey Country Club.

Monday, July 11. 8:00 a.m. Continental Breakfast—Business Session of the State of the Industry—Management Matters.

Buffet Luncheon and Tennis Mixer. Evening Reception and Pasta Party.

Tuesday, July 12. Early Breakfast. Guests from the Grocery Industry. Buffet Luncheon and Golf Tournament.

Ladies Style Show at Convention Center.

Pool Party for the children.

Wednesday, July 13. Early Breakfast. Product Promotion—Association Business.

Evening reception and Dinner Dance. Thursday, July 14. Board Meets.

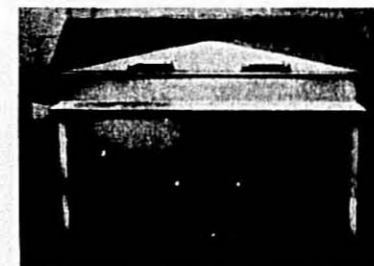
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Can consumers taste a difference between foods? Do they have a preference? Why? The new Columbia Laboratories, Inc. taste test answers these questions scientifically. Their taste panel consists of 100 randomly selected college students but can be altered to select specific demographic groups by age, sex, socio-economic status, nationality, etc.

The low price of \$125 per test makes scientific tasting a useful routine tool for marketing and production decisions. A fact sheet is available from Columbia Laboratories, Inc., P.O. Box 40, Corbett, Oregon 97019; phone 503-375-2287.

Push Pasta

The National Macaroni Institute urges grocers to push macaroni salad in barbecue menus—74% of all U.S. households barbecue.

Stauffer Chemical Company

Not mentioned in last month's Buyers Guide is Stauffer Chemical Company of Westport, Connecticut 06880, suppliers of vitamin mixtures for macaroni and durum flour enrichment.

Their Food Ingredients Division has offices as follows: 636 California Street, San Francisco, CA 94119 (415) 434-1800; 3250 Wilshire Blvd. Suite 1800, Los Angeles, CA 90010 (213) 385-5341; 201B Fairway Office Center, 4220 Johnson Drive, Shawnee Mission, KS 66205 (913) 831-0288; Suite 500, 1775 The Exchange, Atlanta, GA 30341 (404) 433-1775; 120 So. Riverside Plaza, Chicago, IL 60606 (312) 454-5700.

Dick Saunders Killed

Richard K. Saunders, Secretary of U.S. Durum Growers Association, was killed in an automobile collision on April 2 as he was returning from a meeting in Montana.

Survivors are his widow Marge who lives on the farm at Doyon, North Dakota; a married daughter Gayle and grandson Richard of Grand Forks.

North Dakota Wheat Commissioners

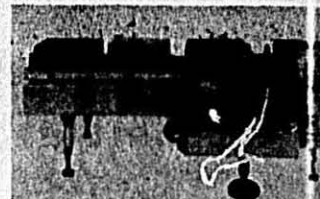
The North Dakota Wheat Commission has announced that Ludger Kadlec, a Piscek area farmer, has been reelected to the Commission and will again represent District 6 which covers the northeastern part of the state.

During his previous term he served as Commission Vice Chairman and as a member of the Great Plains Wheat Board of Directors.

Elmer J. Dockter of Streeter has been elected as representative of District 3. Dockter will replace Andrew Headland of Ypsilanti, who represented this southcentral district since 1971 and chose not to continue.

Analytical Chemists

91st Annual Meeting of the Association of Official Analytical Chemists, Oct. 17-20, 1977, Marriott Hotel, Twin Bridges, Washington, D.C. 20001. Write L. G. Ensminger, AOAC, Box 540, Franklin Station, Washington, D.C. 20044 for details.



Weiss Carton Labeler

New Fully Automatic Weiss Carton Labeler Helps Cut Carton Inventory

A new automatic carton labeling machine that helps reduce costs and cut carton inventory requirements has been developed by Johann Weiss and is being sold and serviced exclusively in the U.S. by Amaco, Inc., Chicago.

The KE-50 series labeler, with an output of 10-50 cartons per minute, can attach labels in virtually any position on set-up cartons, including over edges and on two sides simultaneously.

The machine makes it economical to stock blank cartons and apply eye appealing, full color labels in any quantity. Unit handles carton rectangular cans and similar containers from 5 7/8 x 5 7/8" (150 x 150 mm) to a maximum of 22 3/4 x 21 1/4" (580 x 540 mm). Any size label from 2 x 2" (50 x 50 mm) to 11 x 10 1/4" (280 x 260 mm) can easily be applied.

Simple change parts make it easy to adjust the labeler to work with different size cartons. Guide rails adjust with two winged nuts, and the complete labeling station can be set to any height with handwheel. Label position of label can be varied over a wide range. The adjustments needed to change label format can be made in minutes.

The unit incorporates many safety features, including a slip clutch to prevent jam ups and damaged products. The labeling station incorporates a plexiglass safety cover which automatically turns machine off when opened.

The KE-50 is a compact machine only 6'6 3/4" long and can easily be incorporated into existing facilities. It operates on 220 v, 60 Hz and requires 1200 watts. Unit weighs 135 lbs.

For more information contact Gerard Ziffer, Amaco, Inc., 2601 W. Peterson Avenue, Chicago, Illinois 60645.

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