

**THE  
MACARONI  
JOURNAL**

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**September, 1977**

# Macaroni Journal

SEPTEMBER 1977



Members of the National Macaroni Manufacturers Association with their wives at the 73rd Annual Meeting — left to right: Secretary Bob Green, Lily and Second Vice President Angelo Guido, Fran and President Larry Williams.



Right: First Vice President Paul and Nancy Vermeylen, Third Vice President Les and Nancy Thurston, Fran Green.

IN THIS ISSUE: REPORTS OF THE 73rd ANNUAL MEETING



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# he Macaroni Journal

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### In This Issue:

Conservation Considerations in Macaroni and Pasta	Page 2
Durum Indications	4
Quarterly Durum Report	8
Durum Wheat Improvement - Progress Report	10
Washington Meeting	18
Our Concerns in the Macaroni Industry	20
Budgeting Opinions - New Perspectives	26
Report of the Director of Research	30
General M.F.'s Approach to Market Research	37
The Business Council	43
Time Management - Are You Sure Your Clock is Ticking?	46
Industry Advertisers - In the Industry	49

### Executive Compensation

The members of a family owned and operated business who either do not pollinate, but are not in a position to be brought out as much as possible, or who are getting outside help to do it, should have done a job of consulting with the M.F. at a "Good Market" in a recent session.

There is no set rule for compensation of executives, but it should be based on their contribution to profit for the firm.

The usual practice is for the No. 2 person to receive 75 to 80 percent of the top executive salary, while the third person gets 50 percent of it.

Compensation management must try to decide at the beginning of a year what bonus should be paid an executive or manager, because it is impossible to predict how the year will turn out.

Money is not the sole motivating factor. Substantials not uncommon in academia, may be important compensation for others. Length of service should not be a determining factor in the amount of vacation given an executive.

Under medical reimbursement it

may be important to have a family. It includes people who are not in a position to do it.

M.F. Cohen suggests that management should not be too liberal in compensation of executives. For example, he suggests a 20 to 30 percent raise for most executives, up to 40 percent for a department. Nobody in the industry knows how to do it. We really don't know how to do it. We don't know when a person with a job at his job, but don't do it, that is people, it's not worth it. In the case of a person who is not doing his job, it is his own fault. He is not working, presumably, at his own job, he is not doing it. He is not doing it, he is not doing it.

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People want to respect the companies they work for. Good companies are tough, but most people want respect from their bosses.

## Convention Considers Changes and Challenges



At the head table: left to right—Secretary Bob Green, Lily and Second Vice President Angelo Guido, Fran and President Larry Williams.



Left to right: First Vice President Paul and Nancy Vermilyen, Third Vice President Les and Nancy Thurston, Fran Green.

The 73rd Annual Meeting of the National Macaroni Manufacturers Association at Hershey Motor Lodge and Convention Center was well attended and generated exceptional participation.

Present officers and directors were reelected with Ernest Ravarino of St. Louis added to the board as a director-at-large.

### Look at Food Field

President Lawrence D. Williams opened the meeting with his greetings and turned the discussion on a look at the food field over to Jerry Guerrisi who had invited the panel of food merchandisers.

Fred Fishman, ARA Area President, Philadelphia, in the food service contract business with schools, in-plant feeding, and sports concessions, said there is a major war going on between super markets and the fast food industry for the consumer's dollar. He said the food service industry is not brand conscious, but if pasta dishes can be developed to use existing equipment in fast-food operations, you'll really have something.

Joe Leahy, V.P. Frankford-Quaker Grocery Co., a cooperative out of Philadelphia, briefly related the history of the 89-year-old firm. He advised family organizations to let sons and daughters have the head but hold the reins in order to stay independent.

Ed Porter, V.P. Giant Eagle Markets, Inc., Pittsburgh, reported a doubling of volume in the past five years with a high percentage of market share based on low prices, high quality, top grade perishables, and the featuring of regular brands.

Jim Sumas, of Village Supermarkets, Inc., represents 21 stores in northern New Jersey with better than \$200 million volume. His organization features private label. Three million rotogra-

vures mailed six times a year have almost doubled private label business in the past year. He reported they are scanning at the check-out counter, but price marking each item. While costly, this operation gives them daily performance records and curbs out-of-stock.

Joe Viviano presented statistics indicating that beef consumption by 1999 would be about the same or less than today because of rising costs. Dairy consumption would be about the same with half the products made from imitation sources. Fish will be as cheap as beef and fowl as well. Consumers will eat more grain to replace some of the meat protein. The 15 to 25 year age group, dominant for the past 15 years, will level off while the 65 and over group will grow slightly. The young adults will be the fastest growing segment of the market. "We will be doing business with an educated majority so we must examine our methods and profit structures."

One manufacturer in the audience contended that retailers have failed to increase linear footage in sections devoted to pasta even though per capita consumption of the product has grown. Jim Sumas countered that argument by saying, "You have not spent as much as the Florida Citrus Industry does in promoting its product. Instead, you've been sitting back saying, 'We've already got a 25 percent growth rate.'"

### Concerns in Washington

Dr. Ogden C. Johnson, Vice President of Scientific Affairs, Hershey Foods Corp., said that we mustn't complain about Washington and then turn to Washington for help on our problems.

Commenting on product liability, he emphasized both federal and state concern for the improvement of prod-

uct safety. He predicted a food surveillance bill would pass in some form soon. He urged macaroni manufacturers to have some program ready for product recall.

Energy is a key issue outside of the product area. Policy will move in fits and starts, but it will move, and the food industry is a big user of energy, so it will be put under pressure as to the type and quality of energy that can be used.

In the people area, consumer and public health programs, preventive medicine, and the economics of health care with the food industry as a participant will become more important. Food and nutrition plus health education is the best way to spend money.

Federal and state officials will not become more quiet—it is more likely that more sophisticated programs of regulation will be issued. This is not time for industry to sit back rather than they must stand up and be heard and develop alternatives.

### Concerns in Marketplace

Eleanor Ehrman of Burso-Mars-teller described our concerns in the marketplace and the job being done in product promotion by the National Macaroni Institute. She pointed to our concern in the struggle for the consumer food dollar between the retail grocery outlets and the food service/fast-food industry. The changes in America's eating habits brought about by evolving social and economic patterns in the decade of the 70's, especially the vastly increased independence and earning power of the American woman, have altered drastically the profile of our target audience—The American Homemaker. "As public relations communicators, we are concerned with reaching this emerging family food buyer whose profile is multi-faceted: the working woman,

teen-age daughters who spend 38 percent of the food budget, the male chef who shares cooking chores with his wife or girl friend, the apartment dweller, the senior citizen, as well as the old-fashioned typical homemaker." Her audio-visual presentation then illustrated placements in major magazines, newspapers, and other media.

In the area of food service, chefs and food service operators of motels, restaurants, and institutions are being encouraged to serve more pasta dishes made with durum wheat. "How to Cook Perfect Pasta" is the basic food service fact sheet along with cooking instructions and data on storage and reheating. Placements have been hitting major publications in the field and in the July/August issue of the Journal of the American School Food Service Association will be a major story describing the universal menu meeting Type A school lunch requirements to be served on Wednesday, October 12 (Columbus Day), to the 28 million students participating in the school lunch program. The main menu will be Lasagna da Vinci jointly promoted with Hidden Valley Ranch salad dressing mix, Armour Food Company, and the California Apricot Advisory Board.

Spaghetti Safari II is coming up August 23-26 and will involve some twenty food editors of major consumer magazines and newspapers on an educational trip through durum country, a durum mill, and a macaroni plant.

### Concerns on Farm

Harold Hofstrand, President of the U.S. Durum Growers Association, reported that the International Durum Forum (new name for the Durum Show) will be held at The Ramada Inn, Minnetonka, North Dakota, October

10, 11, and 12.

He reported that timely rain had made for good prospects, but that there are spotty conditions throughout the durum territory. He observed that most Arizona durum went to exports and that production is now out of the picture. New varieties with better gluten strength will be coming next year, and the program at North Dakota State University is helping research go the extra mile.

### Time Management

In the final session Dr. J. Watson from The Pennsylvania State University declared the pressures for doing more with less resources affect us all. We each have 168 hours a week—no more, no less. There are no ten easy steps to time management at your level, but five principles are vital to effectively using your time:

- (1) Planning Time—listing goals and setting priorities.
- (2) Recording Time—know how you spend it.
- (3) Saving Time—eliminate the unnecessary.
- (4) Consolidating Time—multiplying the power of an hour.
- (5) Managing Time—using strategies such as planning large chunks of time, delegating and insisting upon completed staff work, planning ahead to prevent crisis repetition, sending meeting plans in advance with purpose, questions, and time schedule.

Routine, meaningless activity should be delegated. People development takes time and is at the heart of successful operations.

### The Business Climate

Dr. David H. McKinley, professor emeritus of banking at The Pennsylvania State University, said economics is not an exact science, because it is

tied into human activity. The average business cycle now runs 46 months—the period of expansion increases on the up side and is shorter on the down side. The current boom will run out by the end of next year. This cycle has sputtered with the food and energy crisis contributing. Energy policy has been woefully inadequate in stirring up consumer concern. The bad news is in the import-export sector with our huge importation of oil. Inflation is the big problem and Mr. Carter has no chance of balancing the budget in 1981. Faced with the debt situation and the energy problem federal spending is bound to rise.

### Past Presidents Honored

At the final dinner past presidents were recognized including: Jack Wolfe, 1941-48; Bud Norris, 1948-50; Lloyd Skinner, 1950-58; Emanuele Ronzoni, Jr., 1960-62; Robert Cowen, 1966-68; Peter J. Viviano, 1968-70; Vincent F. LaRosa, 1971-72; Vincent DeDomenico, 1972-74, Nicholas A. Rossi, 1974-76.

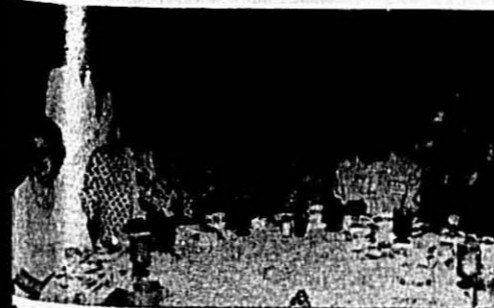
Thanks was expressed to the Hershey Foods Corporation and San Giorgio Macaroni for the efforts of their personnel to make this an outstanding meeting.

### Suppliers' Socials

Our thanks to the hosts of the Suppliers' Socials:

A D M Milling Company  
Shawnee Mission, Kansas  
Amber Milling Division  
St. Paul, Minnesota  
Ballas Egg Products Corporation  
Zanesville, Ohio  
Braibanti Corporation  
New York, New York  
Buhler-Miag Corporation  
Minneapolis, Minnesota

(Continued on page 6)



Past Presidents Honored:  
Seated: Rose Norris, Jack and Elsie Wolfe, Bob and Ida Cowen.  
Standing: Bud Norris, Lloyd and Kay Skinner, Ina and Manny Ronzoni.



Seated: Kathleen La Rosa, Mildred DeDomenico, Peter and Josephine Viviano, Flora Winston. Standing: Vincent F. LaRosa, Nick Rossi, Vincent DeDomenico, Jim Winston.

### Suppliers' Socials

(Continued from page 5)  
 Clermont Food Machine Co.  
 Brooklyn, New York  
 DeFrancisci Machine Corporation  
 Brooklyn, New York  
 Diamond International Corporation  
 New York, New York  
 Faust Carton Corporation  
 Central Islip, L.I., New York  
 Fibreboard Corporation  
 Englewood Cliffs, New Jersey  
 General Mills—Sperry Division  
 Palo Alto, California  
 Henningsen Foods, Inc.  
 White Plains, New York  
 Hoskins Company  
 Libertyville, Illinois  
 International Multifoods Corporation  
 Minneapolis, Minnesota  
 D. Maldari & Sons, Inc.  
 Brooklyn, New York  
 Microdry Corporation  
 San Ramon, California  
 North Dakota Mill & Elevator  
 Grand Forks, North Dakota  
 Peavey Company Flour Mills  
 Minneapolis, Minnesota  
 Rossotti Consultants Associates/  
 A. L. Garber Company  
 Fort Lee, New Jersey  
 Seaboard Allied Milling Corporation  
 Kansas City, Missouri  
 Stauffer Chemical Company  
 Westport, Connecticut  
 Vitamins, Inc.  
 Chicago, Illinois

### Concerns on the Farm

Harold Hofstrand, president of the U.S. Durum Growers Association, declared: "We have a good relationship throughout the segments of the durum industry because we discuss our concerns at these macaroni meetings and at the Durum Show." This year the Show is being moved to Minot, North Dakota on October 10-11-12 and will be called the International Durum Forum in participation with our Canadian neighbors.

What's the crop like? "Well, it's spotty," Hofstrand said. After a dry fall and winter without snow cover, the moisture situation was the worst in 114 years. But timely rains in May have produced a good to average crop with some sections coming very well and others not so good. But there will be plenty of durum with a large carry-over.

Mr. Hofstrand observed that sunflowers are becoming a popular crop

in North Dakota and if present trends continue will be a competitor for acreage which might make it timely to consider contract growing.

He paid tribute to Dick Saunders, Secretary of the Durum Growers Association for twenty years, killed in an auto accident returning from a durum meeting. He mentioned that he and the new Secretary, Tony Braunager, were enroute to Washington to see that nothing happens to farmers in the new Farm Bill.

### Disposition of Arizona Durum

An analysis of shipment by port areas and countries receiving durum yielded some estimates of the final disposition of the durum that was raised in the southwestern U.S. in 1976. Durum production in Arizona, California and New Mexico in 1976 is estimated by USDA at 31.5 mil. bu. Of that amount it is estimated that 19 mil. bu. was exported. The remainder was used domestically. It is understood from discussions with people in that area that there is nothing left in storage except small quantities of seed. The remaining 12.5 mil. bu. then probably went to domestic millers, seed use and feed for livestock. Feed

### UNITED STATES DURUM INDICATED ACREAGE

(Based on USDA Acreage Report released June 30, 1977)

State	Acres Planted				Acres Harvested			
	1975	1976	IND 1977	1977 as % of 1976	1975	1976	IND 1977	1977 as % of 1976
	Thousand acres		%		Thousand acres		%	
Minn.	105	95	85	89	87	93	82	88
N. Dak.	4,080	3,710	2,600	70	3,960	3,620	2,500	69
S. Dak.	250	210	145	69	243	160	132	82
Mont.	380	300	210	70	375	295	205	69
Calif.	15	90	30	33	15	80	28	35
Ariz. (1)	—	325	93	29	—	319	90	28
N.M. (1)	—	18	4	22	—	17	4	24
U.S.	4,830	4,748	3,167	67	4,680	4,584	3,041	66

### DURUM WHEAT

	Production		Yield	
	1977 (1,000 Bus.)	1976 (1,000 Bus.)	1975 (Bus.)	1977 (1,000 Acres)
Ariz. (1)	6,480	23,925	—	72.0
Calif.	2,100	6,400	1,095	75.0
Minn.	2,100	2,744	2,828	35.0
Mont.	4,715	8,555	10,125	23.0
N.M. (1)	320	1,190	—	80.0
N.D.	67,500	90,500	104,940	27.0
S.D.	2,640	1,600	4,374	20.0
U.S.	86,625	134,914	123,362	28.5

(1) Included in winter wheat prior to 1976.

### 1977 CANADIAN DURUM INTENDED ACREAGE

(Based on Statistics Canada, June 17, 1977)

Province	Acres Planted			
	1975	1976	INT 1977	1977 as % of 1975
	Thousand Acres		%	
Man.	150	200	100	50
Sask.	3,100	2,900	1,500	52
Alberta	400	400	200	50
Prairie	—	—	—	—
Prov.	3,650	3,500	1,800	51

for livestock probably took the bulk of the remaining 12.5 mil. bu. Domestic disappearance of all U.S. durum was estimated by USDA at 58 mil. bu for 1976-77 compared to 45 mil. bu in 1975-76. A review of durum grind data for human use would not indicate a usage of 58 mil. bu., therefore, significant quantities must have been fed. The July 1 estimates of durum planted in this area in 1977 shows drastic reductions. About 93,000 acres are planted to durum in Arizona compared to 325,000 in 1976; about 30,000 acres planted in California compared to 90,000 last year; and 4,000 acres in New Mexico compared to 10,000 in 1976. There should be no problems, therefore, with durum in these irrigated areas this year.

### Early Harvest

In a special report to the Association Convention the Crop Quality Council predicted upper midwest durum prospects good but drought may cause some reduction. A survey was conducted during the last of June.

Harvest of some early fields in southern North Dakota was expected in mid-July. In the north, combining

(Continued on page 8)



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### Early Harvest

(Continued from page 6)

was not expected to start before July 25. Durum harvest operations were expected to become general over wide areas by August 5. A number of late fields in the Devils Lake-Leeds area, a result of reseeded, will not be ready until late August or early September.

South Dakota durum prospects are rated average or better.

The July crop summary issued by the Department of Agriculture put the expected durum crop at 86,625,000 bushels.

### Export Prospects Improve

Prospects are good that there will be a significant increase in the international trade of durum during the 1977-78 crop year. Some of the major durum consuming areas are facing adverse weather conditions and reduced production. Italy has been dry in the southern durum producing areas and a shortfall of approximately 20% or more is expected. Production has been estimated by Great Plains Wheat—Rotterdam at about 2.4 mil. tons in 1977 compared to 3.1 mil. tons in 1976. Italy, a member of the EEC, is not expected to purchase from France since stocks there are of a variety which is not acceptable even to French pasta makers. The Italians are expected to tender for around 15-20 mil. bu. of durum in the near future.

### Small Crop in France

France, the main EEC durum producer, is expecting a small crop as a result of reduced seedings. North Africa (Algeria, Tunisia and Morocco) are also experiencing drought related problems resulting in lower production. Algeria, until last year when they had a bumper durum crop, has been the number one single country importer of U.S. durum. In Algeria projections are for a 40% reduction in all wheat production. Their import requirements for 1977-78 are likely to be about 44 mil. bu. of all wheat, a significant portion of which will be durum. This is double their takings during 1976-77. Morocco and Tunisia are also good prospects for significant durum imports. Both of these countries have already made some purchases and more is expected. The competitive situation between durum exporting nations is also expected to ease slightly.

### Keen Competition

Argentina's 1976 crop is committed and plantings this year are expected to be down significantly as feed grains take more of their acreage. Competition will be keen, however, between the U.S. and Canada. Canada will carryover about 98 mil. bu. of durum with fair crop prospects on reduced plantings. Whether world demand will draw down these stocks enough to improve durum price outlook is a matter for speculation but at least prospects appear to be improving.

### Quarterly Durum Report

The Crop Reporting Board on July 1 forecasted durum wheat production at 87,000,000 bushels, 36 percent below 1976 and 30 percent under 1975 production. The sharp production decline from last year is the result of a 34 percent decrease in acreage for harvest. Yield is expected to average 28.5 bushels per acre. This compares with 29.4 bushels in 1976 and 26.4 bushels in 1975. Late June, early July the hot dry weather brought high temperatures causing early maturing of crops. Rains have been spotty in the Upper Midwest, but provided sufficient moisture to permit the durum crop to make normal progress. Mid-July the first new crop of durum wheat reached the trading floor from South Dakota. Quality was good being of good color, 98 percent hard and 64-1/2 pound test weight. North Dakota durum crop was fair to good with 7 percent turning ripe, 31 percent milk to dough, 46 percent headed to flowering and 16 percent not yet headed.

### Stocks

Durum wheat stocks in all positions according to the Crop Reporting Board on June 1, 1977 amounted to 85,500,000 bushels, 60 percent more than last year's 53,500,000 bushels. Disappearance from all positions during April and May amounted to 17,800,000 bushels compared with 17,600,000 bushels for the same months a year ago.

Overseas demand remained slow and prices held near the loan level. Durum wheat exports decreased to 39,600,000 bushels for this past crop year, which was 11,200,000 less than a year ago. Market undertone remains soft as rains improved world wheat

crop and demand for U.S. durum decreased.

### Canadian Situation

Canadian farmers, according to the Canadian Grain Commission, decreased durum acreage to 1,800,000 acres, compared to 3,500,000 acres in 1976. Durum stocks remain relatively steady at 35,800,000 bushels. Exports of durum wheat from Canada amounted to 57,400,000 bushels in the June 1976-May 1977 season, compared to 54,700,000 shipped last season. Major importers this year of Canadian durum wheat were Algeria with 11,900,000 bushels and Russia with 16,500,000 bushels. Algeria was also the best customer of the U.S. with Venezuela second and U.S.S.R. third.

### Statistics

North Dakota Crop & Livestock Statistics for 1976 and revisions for 1975 are available on request to the Agricultural Statistician, P.O. Box 3166, Fargo, North Dakota 58102.

### Wheat Commission Officers

J. Ole Sampson was elected Chairman of the North Dakota State Wheat Commission at its annual reorganizational meeting in Bismarck July 8 & Sampson, who produces durum wheat and other small grains on his farm near Lawton, North Dakota, has served as District No. 4 representative since 1973 and was Vice Chairman during the preceding year.

Selected to the post of Vice Chairman was George Kubik, Manning. Kubik represents District No. 1 and has also been a member since 1973.

Named to serve on the Great Plains Wheat, Inc. Board of Directors were J. Ole Sampson; Herman J. Humitz, Williston; and George Smith, Minnetonka.

In another development, the NDSWC voted to fund a one-half membership in Western Wheat Associates, a regional producer organization similar to Great Plains Wheat, Inc., with U.S. wheat promotion responsibilities in the Far East. Elected to serve on the Western Wheat Board of Directors were George Kubik, Manning and Ludger Kadlec, Pisek.

International Durum Forum  
Minot, North Dakota  
October 10-11-12

THE MACARONI JOURNAL



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**Durum Wheat Improvement — Progress Report — Industry (Grant Support, 1976-1977) —  
Semiannual Report No. 2, May, 1977**

**J. S. Quick, Project Leader**

**Significant Accomplishments:  
October-May 1977**

1. Confirmation of high yield and quality of an experimental semidwarf durum.
2. The first experimental durum possessing strong gluten properties, along with excellent agronomic and quality traits, was seeded for final pre-release increase.
3. Results of the 1976 Uniform Regional Durum Nursery were summarized and showed record yields.
4. The 1976-77 Mexico Winter Nursery was planted to a record number of rows. The materials were selected, harvested and planted in North Dakota.
5. The durum improvement program decided to include stronger gluten as a requirement for future varietal release.
6. The effect of sample size on preliminary semolina color evaluation was determined.
7. Selected cultivars were evaluated for differential root development in greenhouse soil chambers.
8. Large numbers of crosses, rust tests, and quality tests were completed during the 1976-77 winter in cooperation with the Departments of Agronomy, Plant Pathology, and Cereal Chemistry and Technology.
9. Current breeding program objectives, methods, range of genetic variability, and accomplishments were presented at the 1976 U.S. Durum Show and at the National Macaroni Manufacturers' Association winter meeting.

**Grant Objectives**

Four sectors of the durum industry combined resources to provide a five-year supplementary grant to the durum breeding program. The sectors include: 1) the National Macaroni Manufacturers Association; 2) North Dakota farm producers represented by the North Dakota Wheat Commission; 3) the Durum Wheat Millers, via the Durum Wheat Committee of the Durum Wheat Institute; 4) a group of U.S. durum exporters.

The major objective of the grant is to provide additional support for



Dr. James S. Quick

variety development to allow durum production to compete on an equal basis with hard red spring wheat and other alternate crops. The funds are intended to provide benefits in two general areas: 1) immediate results from short-term experiments and thesis research; 2) improved varieties for future production. The short-term results will be immediately utilized to produce new varieties. Varietal development is a long-term effort usually requiring 8 to 10 years for completion after the final cross between two or more parents.

The results reported are those obtained from the total program since the grant funds are used as an integral part of the total effort. Where possible, additional research and benefits resulting directly from grants will be identified. Also, the progress reported may include significant contributions from our continuing team effort approach involving the Departments of Agronomy, Cereal Chemistry and Technology, Plant Pathology and Soils.

**Progress:  
October 1, 1976-May 31, 1977**

The major thrust for additional research has been toward increasing yielding ability. These efforts were outlined in the first semiannual progress report in September, 1976. The study involving the comparison of breeding methods was successfully planted in 1977. The 1976 and 1977 data will provide information to determine the efficiency of our breeding effort for yield. Two of the six crosses

used also possess adequate quality to produce potential varieties for release in 1980.

Data from research to evaluate the effects of primary yield components on grain yield have been partially summarized. The high yield levels obtained appear to be associated most strongly with number of heads per unit area.

**Two Releases Considered**

Two new selections will be considered for variety release in October, 1977. One is a semidwarf durum similar to Cando but possessing improved test weight, kernel weight, kernel size distribution and wheat protein. It has excellent quality characteristics and has been slightly inferior to Cando for grain yield. The other selection is the first experimental line possessing strong gluten properties, along with excellent agronomic and quality traits including higher kernel weight.

The 1976 Uniform Regional Durum Nursery (URDN), the final yield test prior to release, was conducted at 14 locations in four U.S. states and two Canadian provinces. Cando had the highest average yield of all cultivars in 1976 and was 9 percent higher than Ward. Only one experimental out of 21 exceeded Cando in yield. The highest experimental was 11 percent higher than Ward and indicates that present advanced experimental have some yield advantage over Ward and Cando, which in themselves represent a 10-15 percent increase over Leeds. Also, the 1976 URDN produced record average yields of about 75 bu/a at two locations. These were about 20 percent higher than the highest previously recorded. These records were obtained with the largest number of entries, 30, ever grown in the test.

The 1976-77 Mexico winter durum nursery included the largest number of materials ever grown. Utilization of shorter rows and narrower row spacings made possible by improved plant type allowed improved spacing efficiency. Many promising early generation selections and several increases were made. Any major shift in breeding objectives such as the recent change to stronger gluten types or the rapid increase of other promi-

(Continued on page 12)



Laura D'Agostino, of tv-cooking and cookbook fame, serves up proof-packed pasta at Minneapolis' popular Sammy D's restaurant

**The proof  
is in the  
pasta!**

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## Durum Research Report

(Continued from page 10)

ing materials, is greatly accelerated by the use of this winter nursery. The materials were successfully harvested and planted in North Dakota.

### Stronger Gluten

The need for stronger gluten in North Dakota durums and the relative ease of genetic incorporation has prompted the decision to include strong gluten as a quality requirement for future varieties. Several promising lines have been developed for variety release consideration in 1977 and 1978. Gluten strength is determined by the mixogram and will be another requirement in the quality testing phase of variety development. The Cereal Chemistry Department will need additional technical assistance if we are to continue our development program at the current pace. It should be noted that the industry grant did not reach the proposed level of \$20,000 in 1976, and probably will be short in 1977, and this may mean that adequate funds for an increase in quality tests will not be available.

Part of a thesis research project supported by industry grant funds and conducted by Mr. Roy Johnston was designed to determine the effect of sample size on preliminary semolina color evaluation. Color determinations were made on 2, 20, and 200 g milled samples representing a wide range in color. The correlations among sample sizes were positive and highly significant. The utilization of 2 g for single F<sub>2</sub> plants, 20 g for F<sub>2</sub>-F<sub>3</sub> bulked rows and 200 g for yield tested materials will effectively cover our range of present preliminary needs for variety development. The use of the 2 g size will also allow determination of heritability (genetic vs. environmental effects) and gene action involved in the inheritance of semolina or flour color.

Root development studies were initiated as described in the first semi-annual report. Eight durum wheats possessing different growth habits and known root differences were grown in greenhouse root boxes during the winter season. Significant difference in total root growth were noted among the durum wheats tested. The differences were greatest 10-12 weeks from planting. These differences are

being evaluated under field conditions in 1977.

### New Crosses

New crosses were made during the two winter greenhouse seasons to incorporate or recombine the following: higher yield; higher color; stronger gluten; higher test and kernel weights; earliness; various height classes; solid stem; pubescent leaves; stronger straw; higher number of kernels per spike and spikelet; improved tillering; lax spike for pollen dispersal in hybrid wheat production; sources of durum germ-plasm diversity from Mexico, California, Chile, Canada, Italy, USSR, Turkey, France and chemical mutagens.

Nearly 3700 samples from the 1976 crop were evaluated for quality by the Departments of Cereal Chemistry and Technology and Agronomy. This was slightly fewer than from the 1975 crop, but represents a doubling since the 1972 crop. Early generation analyses requiring little time and utilizing a small sample size are keys to improvement.

During the winter season about 1200 lines were tested for stem rust, leaf rust, and leaf pubescence by the Departments of Plant Pathology and Agronomy. All potential varieties and segregates from crosses possessing susceptibility to stem or leaf rust are screened for resistance prior to release.

In addition to the above mentioned areas of research directly benefiting from the industry grant, the additional personnel and operating funds in cooperation with the state appropriated funds have allowed a modest (10%) increase in the numbers of materials evaluated in the regular breeding program as well as more timely planting and harvesting operations. The increased funding will help guarantee a continuous succession of improved varieties which will encourage large production and a continuous supply of high quality durum at a competitive price. Donors of these grant funds and all interested persons and agencies of the durum and pasta industry are encouraged to provide suggestions and comments on research needs and progress.

### Food Marketing

"It's a war out there and advertising is the weapon," says an advertis-

ing executive. "TV is the media and couponing are the for the hand-to-hand combat

The battlefield analogy is a t. Selling food in America is not only big business, it is highly competitive. Food advertisers will spend about \$4 billion this year, up about 7% from the 1976 level. Billions of coupons will be offered as added inducement. And by the time the year is out, food marketing specialists will have designed, packaged, tested—and sometimes discarded—dozens of new food combinations you never knew you wanted.

### Nutritionists Wined

Nutritionists wince at this approach but nutrition doesn't sell as well as eye and taste appeal.

The selling of food begins outside the grocery store. Take the television commercial for Hunt-Wesson spaghetti sauce. The theme of the ad is simple: It emphasizes how much members of Boston's Italian community happen to like the sauce. For if people who eat the most spaghetti sauce use it, it lends credibility to the product.

Inside the grocery store the retailer has to determine whether his customers will buy the item. Gourmet foods, for instance, are seldom found in stores catering to blue-collar neighborhoods. And black-eyed peas do not sell well in North Dakota.

### Pricing Important

Pricing is important. The supermarket carries 10,000 items, and about 20% of them are sold at a loss or no profit, industry analysts say. But these foods, usually are priced low to entice customers into the store and expose merchandise that does produce a profit.

### Atmosphere

Atmosphere and store design help. Good lighting can easily boost sales. While the warehouse store idea, borrowed from discount outlets, appeals to a segment of the trade, the opposite end of the spectrum does too. A market research organization determined that while people complain a lot about high food prices, what most really want are short check-out lines and pleasant surroundings.

National Macaroni Week  
October 6-15, 1977

THE MACARONI JOURNAL



## Macaroni Makes Sense / Cents

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Fred B. Fishman



Edward L. Porter



James Sumas

## A Look At the Food Field

Jerome V. Guerrisi, Vice President for Sales and Marketing, San Giorgio Macaroni, introduced the panelists who gave a brief background about their operations.

Fred B. Fishman, President, Mid-Atlantic Area, ARA Food Services Company, Philadelphia, is in the food service contract business with schools, in-plant feeding, and sports concessions. He said there is a major war going on between supermarkets and the fast-food industry for the consumer's dollar. He said the food service industry is not brand conscious, but if pasta dishes can be developed to use existing equipment in fast-food operations, you will really have something.

Joseph Leahy, Head Buyer for Frankford-Quaker Grocery Co., Philadelphia, related the history of this 88-year-old cooperative. He advised family organizations to let sons and daughters have their heads but to hold the reins on them for guidance in order to stay independent.

Edward L. Porter, Vice President-Merchandising, Giant Eagle Markets, Pittsburgh, reported a doubling of volume in the past five years with a high percentage of market share based on low prices, high quality, top grade perishables, and the featuring of regular brands.

James Sumas is Senior Vice President of Operations for Village Super Markets, a chain of 21 Shop-Rite stores in northern New Jersey. He is Chairman of the Grocery Buying Committee and a member of the Sales and Advertising Committee of Wake-

fern Food Corporation, a cooperative of 180 stores. His organization strongly features private label. Three million rotogravures mailed six times a year have almost doubled private label business in the past year. He cited the movement of Shop-Rite curly lasagne as the result of a recent mailing.

New Village Supermarkets are 40,000 square feet and employ IBM scanning although they price mark each item. While costly, this operation gives them daily performance records and curbs out-of-stock which Mr. Sumas estimated as 10 percent of total sales where scanning is not used.

Joseph P. Viviano, President of San Giorgio, presented demographics and statistics as background for further discussion. He cited data showing beef consumption by 1999 about the same or less than today because of rising costs. Dairy consumption would be about the same with half of the products made from imitation sources. Fish will be as cheap as beef and fowl as well. Consumers will eat more grain to replace some of the meat protein.

The 15-25 year age group, dominant for the past 15 years, will level off while the 65 and over group will grow slightly. The young adults in the 30-45 year age group will be the fastest growing segment of the market—where the action is. "We will be doing business with an educated majority so we must examine our methods and profit structures to keep up", he declared.

Mr. Viviano expressed concern over the energy situation and asked each panelist how they were meeting it.

Ed Porter: We were in a gas shortage area last winter. Schools were closed, bakeries were down. We will no longer use gas in our stores—we are employing heat reclamation so obviously, energy is going to cost us all more.

We are a business of survivors rather than innovators. Frozen foods are still booming in our stores. Backhaul might be a windfall that comes from the energy situation.

Fred Fishman: Contract feeding actually went up during the energy crisis—eating out increased although the consumer did not make a special trip to go out. There is going to be much more done in restaurants to conserve energy—turning off ovens, turning down lights, many obvious things.

Joe Leahy: There is a return to the inner city (Philadelphia) aided by the energy crunch. Municipal government is encouraging the building of homes and markets in the inner city.

Jim Sumas: The store of the future will be larger—more diversified with general merchandise. We are experimenting with take-out foods. But there will also be a trend toward smaller convenience stores, specialized meat markets and concessionary shops in a large building.

Ed Porter: I see a trend that scares me—most of the fast-food operations are owned by big food manufacturers. The innovators like Pillsbury and General Foods may make the innovations to bring the consumer into their

own operations rather than the supermarket. I tried to establish a single-serving section of 12 to 16 feet in our stores and could only come up with 55 items.

Fred Fishman: It is interesting to note that more and more supermarkets are getting into eat-in facilities or take-out foods.

Ed Porter: You could stand some innovation in your business—I don't know exactly what direction, but I would like to see us get off of dead center. SAMI indicates Pittsburgh is one of the highest pasta-consumption markets in the U.S.

Joe Leahy: One innovation could be individual packs or small packs for two or three people.

Fred Fishman: I recently saw a full page in the June issue of Institutions/Volume Feeding magazine on macaroni products. It quoted the 1977 Menu Census which ranked spaghetti as the No. 3 best selling entree in the U.S. in schools and colleges, spaghetti is the No. 1 entree. Macaroni and cheese is the No. 3 selling entree in employee feeding facilities. Lasagne ties for No. 3 with fried chicken on college campuses. It told how to handle pasta—very important area.

You might think about getting brand promotions in restaurants. Develop promotions that identify your products.

We developed a 1040 Special for Income Tax time. Buy the meatball and you get the spaghetti free.

Business Week magazine recently said Pizza Hut is emphasizing pasta and other Italian foods in addition to pizza.

Joe Leahy: Macaroni manufacturers may be missing the boat when it comes to new products. He pointed to the growth of the powdered drink field as an example of what can happen when new products are introduced. "It took a company outside the field to make the line come alive. We had primarily Kool-Aid until R. J. Reynolds came in with Hawaiian Punch and started to capture the market. Since then Wyle's (makers of Kool-Aid) has been phenomenal. Maybe your industry has been stagnant without new products."

Ed Porter: What are you doing about microwave cooking?

Elinor Ehrman explained briefly what is being done in the consumer area through nation's food editors and

through supermarket consumer specialists. Her full report will appear in next month's issue.

### Pasta in the Supermarket

Chain Store Age—Supermarket sales manual, July 1977, puts 1976 pasta sales in supermarkets at \$618,940,000; 0.55% of total supermarket sales; 0.51% of 1976 gross profit dollars with an average gross margin of 21.1%.

### Gross Margin

Gene Gerke, an economist for Food Marketing Institute, says stores that market products that sell quickly—like grocers—can use lower markups than those who make fewer sales—like jewelry stores. "The greater the gross revenue and total transactions, the lower the markup", he concludes.

Here are some estimates of gross margin ranges that typically appear in Chicago area grocery stores:

Product	Gross Margin
Canned vegetables	19-23%
Canned fruit	20-23
Canned juice	16-22
Canned soup	17-21
Breakfast foods	16-22
Pasta products	18-23
Frozen foods	23-31
Dairy products	16-23
Soft drinks	21-26
Coffee	7-10
Beer	22-29
Cookies	24-30
Sugar	7-11
Candy and gum	24-35
Salad Dressings	14-18
Dietetic foods	22-28
Pet food	19-23
Flour	12-18
Baby foods	10-14
Nuts	19-27
Cleaners	22-28
Waxes and polishes	21-29
Produce	27-33
Meats	17-26

### Why Grocery Ads Are More Vital Than Ever

1. Price-conscious consumers.
2. Coupons have a newspaper home.
3. The "Best Food Day" boom.
4. Technological advances in printing.
5. Costs bigger factor.
6. Better utilization of space.

### Shopper Study

The average American shopper spends about 32 minutes on each trip to the supermarket and buys about \$18 worth of groceries.

Also, customers are making fewer trips to the supermarket than 12 years ago, but they're spending more money each time they shop.

All this comes from a new study of consumer habits conducted by Point-of-Purchase Advertising Institute and Du Pont.

Based on 4,000 consumer interviews in more than 200 supermarkets, the study made these findings:

• The average shopper spends 21 percent more on a trip to the supermarket than in 1965, up to \$17.68 from \$8.01.

• Only about 36 percent of the supermarket customers make shopping trips more than twice a week. Back in 1965, about 48 percent of the shoppers stopped at the supermarket more than twice a week.

• Shoppers stand in check-out lines for an average of 7 minutes after walking through the aisles for an average of 25 minutes.

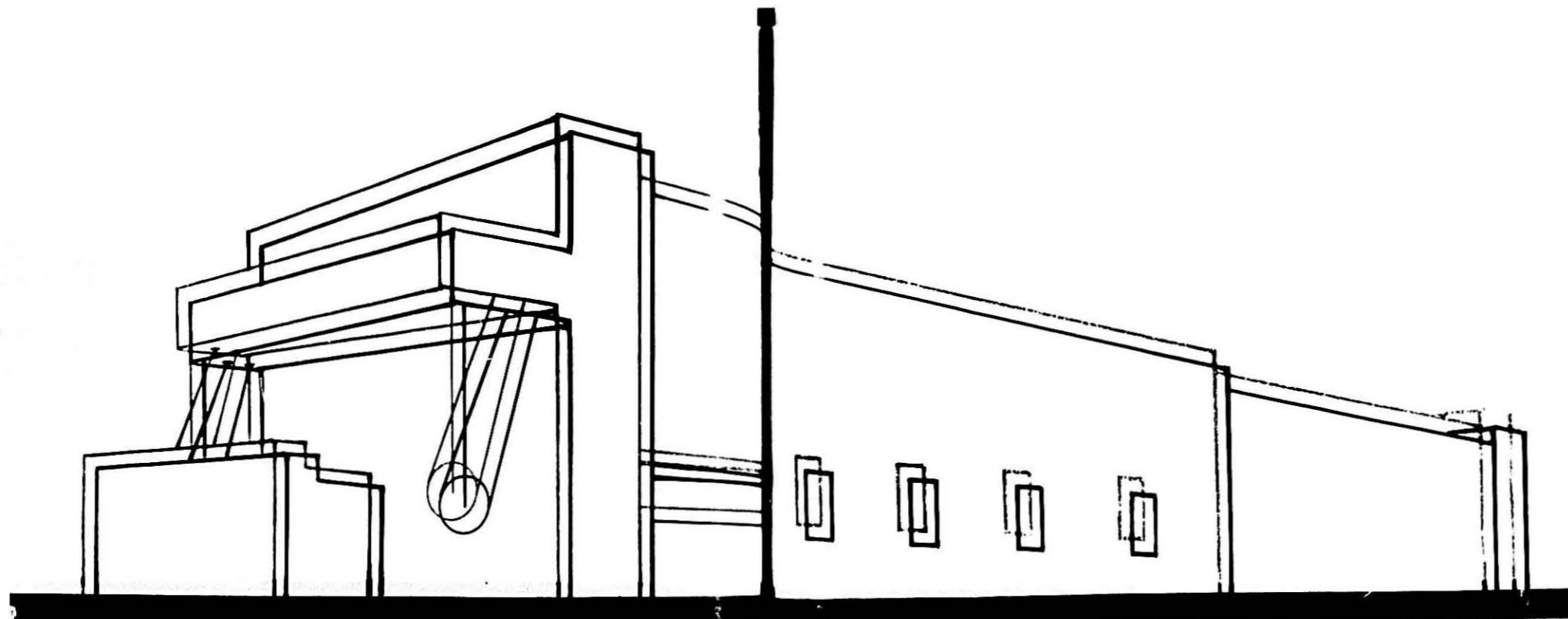
• Shopper spend an average of 90 cents for every minute over the average that they spend in the supermarket aisles. "Obviously, it is to the retailer's advantage to keep the shopper in his store," the study concluded. "An extra 10 minutes in the supermarket theoretically will add \$9 on the cash register tape.

• About two-thirds of all purchase decisions are made at the store, down slightly from 1965. The survey called this figure "a dramatic testimonial" to the importance of product advertising at the supermarket.

• Today's shoppers are more likely to use shopping lists and newspaper advertising. About 40 percent of the surveyed shoppers prepare shopping lists, up from 37.4 percent in 1965. And 38.3 percent of the shoppers use newspaper advertising, including coupons, to prepare their shopping lists, up from 32.2 percent in 1965.

The study concluded that product displays at the supermarket "are growing in importance. They create a selling environment, flagging and stopping the consumer."

National Macaroni Week  
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### Washington Meeting

The National Macaroni Manufacturers Association holds its annual Washington meeting Thursday, September 15.

A briefing session will be held in Rooms 1 and 2, U.S. Chamber of Commerce Building, 1615 H Street, N.W. from 10:20 a.m. to noon.

We then bus to Capitol Hill to lunch in Room B-309, Rayburn Office Building, with our Senators and Representatives.

An afternoon meeting is scheduled with agency and departmental personnel at the Hotel Mayflower, 1127 Connecticut Avenue, N.W., from 2:00 to 5:00 p.m. in the Chinese Room.

An evening reception will be held in the same room from 7:00 to 8:00 p.m.

### Things that Bug Small Businessmen

Listed in order are a dozen problems small businessmen describe as "most urgent" in a survey conducted across the country by the U.S. Chamber of Commerce.

1. Government regulations in general
2. Inflation
3. Taxes
4. Government paper work
5. Labor unions
6. Federal deficits
7. High interest rates
8. Environmental restrictions
9. Lack of available capital
10. Minimum-wage laws
11. Insufficient depreciation allowances
12. Crime

Perhaps now that the proprietor of a small business is occupying the White House, other entrepreneurs across the U.S. can hope for a sympathetic ear from a President who knows their concerns first hand. Though, we would like to hope it will be more than just a sympathetic ear. Because many of the 17,000 bills introduced in the Congress each year deal with business, but only a small minority of the 535 Senators and Congressmen have any direct personal experience in business.

### High-Cost Regulation

Government regulation not only costs business a great deal of money, it has become a bigger and bigger item in the federal budget, according



to a compilation by Washington University's Center for the Study of American Business. The fiscal 1978 budget now before Congress requests \$3.7 billion for federal regulatory activities. This is 85% more than the agencies spent only four years ago. The largest share of the regulation money is intended for consumer safety and health activities (\$1.7 billion). In second place is environment and energy (\$756 million) and number three is the overseeing of specific industries such as airlines and railroads (\$627 million). The biggest percentage increase over the four-year period—a hefty 185%—was for energy and environment regulation.

### Energy Brigade

As energy costs escalate, everyone is searching for fast ways to cut consumption without too much suffering. At a North Brunswick, New Jersey, plant of Johnson & Johnson, the war against energy waste is waged with the help of a special, employee-volunteer force called the "Energy Brigade." With representatives in all areas of the plant and on all work shifts, the 30-member watchdog group is trained to recognize and follow up on opportunities to save energy in the course of the workday. The group's activities are focused on the half of the plant's energy consumption that is not directly related to the manufacturing process, and may range from turning out lights in vacant rooms to early discovery of equipment malfunctions. For their extra awareness and responsibility, Brigade members are awarded two \$25 U.S. savings bonds each year.

### Ronzoni Installs Turbine Generators

A macaroni plant in Long Island City, New York, will install two turbine generator sets in a cogeneration energy system with a design efficiency of nearly 73 percent.

Ronzoni Corporation has ordered two 800-kilowatt generator units manufactured by Solar Turbines International to provide electricity for its 60,000-square-foot expansion.

One of the liquid fuel-burning turbine generator sets will supply 610 kilowatts of base load for the three-story addition and part of the existing plant. The remaining 20 percent of the operating generator set's capacity will be utilized as a spinning reserve in the system. The system utilizes nearly 100 percent of the turbine exhaust heat. The second generator set will be used for standby and peaking duty.

The system is designed to provide 15 PSIG steam for large dryers for the company's macaroni, spaghetti, noodles and frozen foods.

The contractor plans to alternate the generator sets carrying the base load in order to keep the same number of hours on each of the 1200-horsepower engine-driven units. The base load generator set will operate for about two weeks. Then the plant will be down for two days for maintenance and general cleanup. During this time, a 200-kilowatt reciprocating engine-driven generator set will carry the reduced load of the plant which has been owned and operated by the Ronzoni family since they founded it in 1910.

Solar will deliver the generator sets late this summer, and they will be operating by the first of next year. Plans are to install two more of the 800-kilowatt units within three years when there will be another plant expansion.

### Faddists Cost Jobs

Food faddists are costing bakery workers jobs, unions complain. The AFL-CIO food and beverage trades department blames food and diet "faddists" for encouraging less bread consumption. The group endorses legislation to promote "the use of wheat and wheat products as human foods."

## 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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## Our Concerns in the Marketplace

by Elinor Ehrman, Vice President, Burson-Marsteller

From a public relations promotion point of view, perhaps our major concern in the marketplace is tied to the struggle for the consumer food dollar between the retail grocery outlets and foodservice/fast-food industry. The changes in America's eating habits brought about by evolving social and economic patterns in the decade of the 70's, especially the vastly increased independence and earning power of the American woman, have altered drastically the profile of our target audience . . . the American homemaker.

According to the U.S. Department of Labor, the "typical American family of 10 years ago: a husband breadwinner, a homemaker wife and two children" now makes up only 7% of the nation's families.

Today 51% of all wives with school-age children hold jobs. Thanks to her earning power, a major market research firm forecasts that in 1981 more than 60% of all households will have incomes of at least \$15,000 and discretionary income will reach 24%.

Other trends in consumer demographics indicate that the Eighties will see an increasing number of one- and two-member families, as well as apartment dwellers. The percentage of elderly people will rise, and the largest population increase is expected in the 18-44 year olds, who incidentally are more frequent eat-outers than the rest of the population.

As public relations communicators, we are concerned with reaching this emerging family food buyer whose profile is multi-faceted: the working woman, her teenage daughters who spend 38 percent of the family's food budget, the male chef who shares cooking chores with his wife or girlfriend, the apartment dweller, the senior citizen, as well as the old-fashioned typical homemaker.

All of these divergent types must be lured to eating pasta in, if the macaroni industry is to survive at the grocery retail level in the supermarket-restaurant struggle for the food dollar which according to some experts will be shared 50-50 by 1980.

Fortunately pasta has attributes which appeal to the American family



lifestyles in the 80's. It is appetizing, easy-to-fix, a convenience food that competes favorably in price and efficiency with commercial fast foods. Furthermore, the al dente quality of macaroni products is most often best prepared in the home eat-in environment.

### Not a Matter of Money

A recent editorial in *Institutions/Volume Feeding*, a major publication for the food-service industry, noted that the supermarkets have attacked fast food outlets "fortunately in the wrong direction since most of their ads concentrate on money." It went on to say that the reason people eat out has very little to do with the few cents difference in cost. The reason people eat out is not because it's cheap. It's because it's easy. It's because it's fast.

We believe this is a valid point, and as the trend to eat out continues to increase in momentum, we are modifying our thrust to concentrate on CONVENIENCE—easy and quick to prepare. At-home dining can be effortless as well as BETTER tasting. It can be AN EVENT with the help of a little imagination, and not just "another family meal."

As part of our story, microwave ovens and other time-saving appliances are part of our campaign to keep macaroni products a staple on the pantry shelves of the Eighties.

### Reviewing Results

Let's review our results since we last met in February which address

our divergent consumer in the marketplace.

We made Convenience a key attribute to macaroni products, and developed stories for Ladies Circle—Fast Foods for Women Who Work—and Complete 20-Minute Dinners for Family Circle.

The fastest of all cooking methods is the Microwave. The industry estimates by 1980 there will be 33,700,000 units in use throughout the world as compared with 8 million in 1975. We developed a special series of recipes which appear in the Spring issue of *Microwave Cookbook*.

An excellent example of today's typical American family was captured in the May issue of *Better Homes & Gardens*—Sharon and Daniel Powell of St. Paul, Minnesota, with two young children. Both adults work a minimum of 35 hours a week, as well as being involved in community activities and night course at the University of Minnesota. Their system is a "freeze now—bake later" plan involving foods they prepare themselves in advance in quantity. A favorite entree for a freezer-to-microwave meal is Stuffed Jumbo Shells *Pallano*. Easy Dinners for One or Two = Dinner for Four—*Cosmopolitan Magazine*, April Issue.

Addressing one- and two-member families, are these menus for two; and for home entertaining, 2 + 2 menus scaled down to four.

With women now a major part of the work force, more and more women are taking to cooking for the family, or for their own pleasure. When we discussed this personality story format with *Family Weekly*, we had an instant winner in Ernie Rarino's easy-to-fix recipe, which he gave me at the Dinner-Dance last January in Boca Raton. Ernie and Toni certainly don't follow the eating-out trend, since the *Family Weekly* story relates how on a two-week vacation, they ate out only one night with Ernie doing the cooking the other evenings.

For the homemaker interested in nutrition, the May *Family Circle*, features this Lasagna with Cottage Cheese, described as luscious, protein-rich and economical. The March

Parent's pictures "Lots for Little"—a casserole cited as an excellent source of protein at reasonable price.

Still in the area of nutrition, our "Score High with Pasta" theme as it relates to active sports has made it with outdoor sports and camping.

Our basketball story has been printed in the suburbs, and our news release just out, will be on Pasta for Track as well as for joggers.

Three significant breaks, since February, reached additional divergent audiences:

### Epicurean Category

In the Epicurean category, *Bon Appetit* is targeted to a 400,000 circulation of upscale readers who earn an average of \$33,000 annually and who entertain a median of 7.7 times a month. Our macaroni product cover story gives exciting ways to feature macaroni products for at-home entertaining making eating at home a fun event: "una spaghetтата"—what the Romans call a big spaghetti bash with the idea of presenting a symphony of flavors in the Show-Off Sauces.

The March issue of *Ebony* reaching a black circulation of 1 1/4 million+ featured a variety of pasta dishes for use as a first course, side dish or entree. The same month *Essence*, the magazine for today's black woman, in their Contemporary Living Section included 2 pasta recipes for the career woman, especially one with a family, to freeze ahead and bake when ready. First two items on her shopping list are Spaghetti and Pasta Shells.

And the important youth market . . . those teenage daughters responsible for spending 38% of the family's food budget . . . thought Pasta as a result of this major feature in the February issue of *Co-Ed*.

So much for the consumer. At the trade level, our Supermarket News ad series continued to remind the retailer that pasta is profitable, and gave him quick promotional ideas month by month.

### Foodservice

On the other side of the coin, we are talking to chefs and foodservice operators of hotels, restaurants and institutions to encourage them to



Gordon Stoddard, at right, head athletic trainer at the University of Wisconsin at Madison, shows a couple of his charges on the track team how to twirl spaghetti. On the days just prior to a meet, Stoddard recommends that his runners "load up the furnace" by eating a high carbohydrate diet such as spaghetti, other pastas and pancakes. Stoddard reports that this nutritional technique called "carbohydrate loading" is particularly useful where extra stamina is required in an athletic event such as steeplechase, mile and other long distance runs. Left to right: University of Wisconsin track team members, Jim Stinzi, and Steve Lacey.

serve more and more pasta dishes made with durum wheat. We include cooking tips, which help the foodservice operator serve a better product, as well as menu ideas which will increase pasta popularity and profit potential.

*Business Week's* recent cover story on "Fast-Food Stars" noted that Pizza Hut, with support from Pepsi Co., plans to develop other kinds of restaurants, including one in test which features a menu of pasta and other Italian food.

### Fact Sheet

*How to Cook Perfect Pasta* is our basic foodservice Fact Sheet which stresses the importance of durum and semolina in producing a quality macaroni product with a golden color and firm texture. Cooking instructions are included as are Storage and Reheating. On special stationery carrying the name of the three contributing associations at the bottom, we have coined a new title for our information service. It is called the Durum Macaroni Foodservice Program. This creditline will be used where possible to back up our placements with an authoritative source. 5,000 of these Fact Sheets have been printed, most of which will soon be in distribution.

Using the same stationery, to give our program uniformity, we have printed to date three of six mailers which cover proper preparation and handling of pasta. Each mailing consists of a "Pointers Sheet" with several menu-oriented merchandising suggestions plus an attached recipe. The mailers are targeted to our general foodservice publications and are designed to be used as small features or filler, especially by regional publications, such as the *Kansas Restaurant* which printed our first mailer in full.

Our personal contact is confined to the Big Books, where we work along with the editors in providing background, case histories, color illustrations and tested recipes featuring durum macaroni products.

The April issue of *Institutions/Volume Feeding*, the leading book in the foodservice category, covering all types of outlets, printed the results of its annual Menu Census, a survey of customer preferences. Pasta is pictured on the color cover as well as in the story itself since it is on the rise in various foodservice categories.

Some interesting census statistics: Spaghetti is the top entree in Schools, including Colleges and Universities.

(Continued on page 24)



# Pasta Partners.

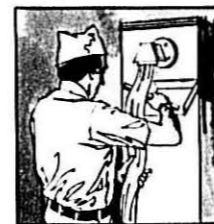


Peavey and pasta makers. Working together . . . partners in profit. Milling of Semolina and Durum flour isn't a sideline with Peavey. We're more in the total people feeding process than most suppliers to the pasta industries . . . from field to table. Peavey is a leading supplier in both quality products and production capacity for service to customers' total needs. We've been at it over 100 years. And we believe our future growth depends on helping our pasta manufacturers grow.

In fact, pasta is a way of life with many of our Peavey people. Everything we do has one objective. To bring you the finest Durum products. With rich golden color. The color of quality King Midas Semolina and Durum flour.

That's why we begin with the North Country's finest Durum wheat. And mill it in facilities designed specifically for the production of Semolina and Durum flour.

We make pasta in miniature press and dryer operations. And we check the pasta for color and constancy. We also work with our customers on new product innovations . . . creative shapes . . . with this miniature equipment. Confidentially, of course.



We even develop recipes using pasta. Like the dishes at the left. Recipes are available to you with no obligation. Just write to Peavey. Anything that helps make pasta more appealing to the housewife is good for the pasta makers. And good for Peavey.

Today, Peavey is the first supplier of Durum products with a total range of grades and granulations. To match your needs. Plus people who look upon themselves as your pasta partner.

**Peavey**  
Industrial Foods Group

### Concerns in the Marketplace

(Continued from page 21)

Lasagne is now ranked third (after Roast Beef) in Colleges and universities.

Macaroni and Cheese ranks third in Employee feeding, preceded by Roast Beef and Beef Stew.

Rice dishes are being dropped by many schools because of lack of popularity.

#### Food Formula

In the June issue of this magazine, we developed this article for Food Formula, a monthly column devoted to successful merchandising case histories of a specific product category served at a foodservice outlet. This one, based on Paolucci's Restaurant in New York, gives basic nutrition and handling information, including our color photo of the many different types of pasta available. Creditline to Durum Macaroni Foodservice Program.

Hospitality is a leading magazine targeted to White-tablecloth restaurants. The February and April issues featured our color photos and recipes for a hearty soup and a convenience entree. Both recipes, stressing correct preparation of pasta, with credit line to the association.

Club and Foodservice reaching military clubs nationwide. Here is a good example in the April issue of how we can get extra mileage from our Consumer photos. This Macaroni Casserole ran with a recipe for Summertime serving in an article bylined by Jo David, who heads up our Foodservice Division.

#### School Food Service

One of our major targets is the foodservice operator in the schools, where 26 million children are served every day. The February issue of the definitive school magazine, School Foodservice Journal, included this spread with copy highlighting proper handling methods of pasta, with three of our pasta recipes geared to Type A requirements: Spaghetti Chili, Tuna Lasagna and Elbow Macaroni & Vegetable Casseroles.

In May, we had our full color photo on the cover, with a recipe for Orange Noodle Pudding with our Durum Macaroni credit line.

#### And now, In The Months Ahead—Foodservice

The July-August issue of the magazine will herald a major school lunch promotion which will take place during National Macaroni Week.

Each year, the USDA in cooperation with the American School Food Service Association, develops a special menu to celebrate National School Lunch Week, which this year, falls within National Macaroni Week . . . from October 10-14. The special menu is called the Universal Menu, meets the Type A pattern requirements and will be served on Wednesday, October 12 (Columbus Day) to the 26 million students who participate in the school lunch program.

Since we had worked with the ASFSA on this program in 1976, we were in a prime position to recommend the choice of lasagna as the entree selection for the 1977 Universal Menu which has an Italian theme.

In the July/August issue, this full color photo will appear with a major feature story describing the foods and their Italian background, along with our recipe for Lasagna da Vinci, crediting the Durum Macaroni Foodservice Program. This same photo and menu will run again in either the September or October issue of the Journal to support National School Lunch Week . . . with special emphasis on American macaroni products.

Our co-op partners in this joint promotion who help us in financing some of the costs are: Hidden Valley Ranch Salad Dressing Mix (a division of Clorox), Armour Food Company and the California Apricot Advisory Board. Here are some of the tie-in collateral:

1. 50,000 full color souvenir menu/invitations which describe and illustrate the Universal Menu. This mailing piece, which also contains a tear-off recipe card for Lasagna da Vinci, is designed for use by school foodservice professionals who want to alert their many publics to National School Lunch Week. It will be mailed to 1,200 lunch directors, along with a special letter signed by each food sponsor, including Durum Macaroni Foodservice Program.

The mailers will also be distributed at the National School Foodservice Convention in Houston in August, as well as be part of ASFSA's 2,000 press

kits which are sold to school foodservice directors. Our Fact Sheet incidentally will be a part of these kits.

#### 2. Recipe Cards

12,000 black on beige recipe cards have been ordered, with Lasagna recipe and picture on one side and the salad recipe with picture on reverse. 10,000 to be distributed by Clorox thru their Sales network and 2,000 for the Special School Foodservice Journal press kits.

If any of you are interested in obtaining the mailer, let me know. We can provide limited quantities.

#### In the months ahead—Consumer.

SPAGHETTI SAFARI II is coming up August 23-26, and we are well ahead in our planning.

Major consumer magazines and newspapers to be represented include: American Home, Better Homes and Gardens, Good Housekeeping, Ladies Home Journal, Redbook, Lady's Circle, Seventeen and Woman's Day. Family Weekly Sunday Supplement, and newspaper dailies of Cincinnati Post, Los Angeles Times, Phoenix Arizona Republic, Seattle Post-Intelligencer, St. Paul Dispatch-Pioneer Press. Two publications recommended by the Wheat Commission to be part of the tour are the Bismark Tribune and North Dakota Rural Electric Magazine. From foodservice publications we will have representatives from Fast Service and Restaurant Business.

Judi Adams and I in April visited all facilities in North Dakota, and I met also with Larry Williams and Bob Howard to work out the Minneapolis arrangements.

Each editor will be given safari equipment of pith helmet and watching brief case containing complete press kit as well as a Pastaport of activities. Here are some of the highlights:

Tuesday night—Pitchfork Land at Medora on the Mountaintop overlooking the Badlands, followed by the Musical in the Amphitheatre.

Wednesday—Drive from Devil's Lake to Edmore with Picnic Lunch at the home of Vivian and Bud Wright, including tour of wheatfields with combines in action. From there to the Exper-

(Continued on page 26)

THE MACARONI JOURNAL

SEPTEMBER, 1977

# If you want fan mail, call the durum people.



You'll receive raves about your product if you start with the best quality durum products. And the best fan mail of all will be yours . . . repeat orders. People today are discriminating, they want quality first of all. That's what you give them when you start with Durakota No. 1 Semolina, Perfecto Durum Granular or Excellto Fancy Durum Patent Flour. The durum people know. They have quality control.

the durum people



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**Concerns in the Marketplace**  
(Continued from page 24)

mental Station in Langdon and thence to Grand Forks for the Governor's Dinner at the Westward Ho Motel. Both Governor and Mrs. Link will be there, and we will serve the favorite pasta recipe of the Governor's Mansion.

Thursday—Tour of the North Dakota Mill and Elevator followed by trip to Fargo and lunch at the University and a visit to the Labs. Flight to Minneapolis and formal dinner at the Minneapolis Club.

Friday—Morning visit to the Grain Exchange, followed by tour of Creamette plant, with Farewell Lunch on the Porch of the Interlachen Country Club.

All of the pasta recipes to be served, including those on the picnic, have been tested in the Sills kitchens; photographs in color and black/white have been taken of several dishes; as well as advance pix made of the Chef of the Minneapolis Club, and the Pitchfork Fondue at Medora. It should be a grand affair.

**Press Party**

Our Annual editor luncheon at Tiro a Segno is scheduled this year for September 14, with press releases geared to "eating at home" and making "eating at home" a fun event. I saw Ed Walzer at Progressive Grocer a couple of weeks ago, and he feels too that "entertainment" is a key reason people eat out. With a little imagination the at-home meal can be as "special" as well as easy and quick to prepare. We're planning a "Quarter-of-an-Hour" series—Pasta Menus complete from entree to dessert in 15 minutes.

**Macaroni Week—October 6-15**

A. For Macaroni Week our TV Kit will incorporate the sports and eating-at-home themes.

B. We have more Advance Magazine placements than ever, with an impressive list scheduled for the month of October, to usher in Macaroni Week:

Seventeen—3-page color spread, with working title "The Big Noodle" to emphasize easy-to-make dishes, using a variety of shapes.

Daisy—Magazine published by Girl Scouts of America, for 6-11 age

**National Macaroni Institute—Box Score**

July 1, 1976 — June 30, 1977

Medium	Placements	Circulation
Consumer magazines— Women's, Youth, Romance, Shelter, Farm, Negro, Spanish, Special Interest	142	363,488,282
Newspaper Syndicates	161	1,130,046,494
Daily and Weekly Newspaper releases	18	468,000,000
Syndicated Newspaper Supplements	7	65,004,511
Newspaper Color Pages	165	40,168,911
Negro Press releases	8	997,264
Radio releases	4	to 2,800 stations
Network Television kits	2	on 313 stations
New York Press Luncheon	5	releases with press kit
Youth Program	970	Pasta Portfolios
Supermarket Consumer Specialists	22,620	Pasta Primers
Extension Home Economists	200	chains, nationwide
Cooperative Publicity	1,700	36 companies and organizations with 61 uses.

group, 3-page story titled "Pasta Primer", featuring materials from our Pasta Portfolio including sketches and recipes. (~ 200,000)

Teen Beat—Reaches 500,000 youngsters, from 9 to 18 years. Color story, based on one or more of our transparencies.

Flying Colors—Braniff Airlines magazine—color story, possibly geared to men cooking.

Bon Appetit—Background pasta story based on Portfolio content.

Sepia—Black magazine.

TV Guide—October or November issue: color feature geared to "quick, quick, quick" pasta sauces.

Weight Watchers—October or November issue: emphasis on pasta sauces using variety of shapes.

In the Sunday Supplements, we have a photo scheduled, for Macaroni Week, in Family Weekly, and another Fall placement in Parade.

And for 1978—January

Before we meet again, be sure to watch for our Family Health story (6 million readers) "From Soup to Nuts with Pasta." We have tested 25 recipes specifically for this feature.

Another important January placement is with Co-Ed—"A Family Dinner"—2-page color which we are photographing next month.

Until the Winter Meeting—Thank You.

**In Supermarket News**

You can move a lot more ham if you move a lot more pasta. When a little piggy goes to market he ends up as ham, roasts, bacon and sausages—all great profit partners with pasta products.

—National Macaroni Institute

**Push Pasta**

Creamette Company advertising in Chain Store Age Supermarket Sales Manual says: "Each 7 oz. package of Creamettes macaroni generates \$2.00 in related item sales.

"1000 case order (48-7 oz. Creamettes elbow macaroni) will return \$108,000 in grocery sales.

"Gross profit per 1000 case order above is \$21,600.

"Last year, close to 20,000,000 Creamettes packages carried cross coupons for other major nationally advertised grocery products."

**Push Pasta II**

A northeastern grocery chain reports:

A 24 foot macaroni department of 480 lineal feet produced weekly sales of \$225.30 per lineal foot.

A 28 foot macaroni department of 496 lineal feet produced weekly sales of \$218.03 per lineal foot.

A 32 foot macaroni department of 512 lineal feet produced weekly sales of \$211.23 per lineal foot.

A lineal foot is determined by the number of shelves used in a bay. Example a four foot bay using four shelves is sixteen lineal feet of shelf space.

25 percent has been deducted from the above figures for a truer picture of shelf sales, as it is estimated that portion of sales of macaroni products is moved on special promotion.

**Macaroni Week — Celebrate with a Friend!**

THE MACARONI JOURNAL

**ASEECO**

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

**DELIN ROLLERS**  
roll on tracks instead of sliding thereby reducing friction and wear.

**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**

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.

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

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SEPTEMBER, 1977

### Buhler-Miag, Inc., Opens New Plant in Minneapolis

Buhler-Miag, Inc. has begun manufacturing operations at its new U.S. headquarters complex in suburban Minneapolis.

The \$4 million plant, with 103,000 square feet on a 20-acre site, includes a manufacturing facility, a warehouse, research and development space, and a separate 4-level office building.

The move consolidates several plant, office and warehouse facilities that housed the operations of the Buhler Corporation and Miag North America, Inc. The two U.S. corporations became Buhler-Miag four years ago when their European parents merged.

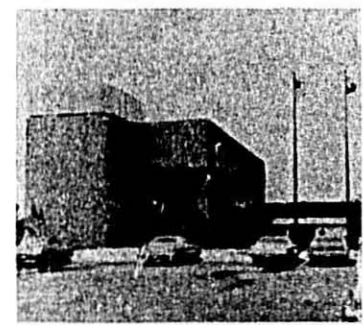
Dr. Rolf Buhler, vice chairman of the board and grandson of the parent firm's founder, flew over from Switzerland to speak at opening ceremonies.

Lee Vann, Minnesota Commissioner of Economic Development, stressed the importance of foreign investment in the state to provide new jobs and stimulate economic growth.

#### Designed for Expansion

The new plant, designed for anticipated expansion, represents the firm's first venture into full scale manufacturing in the United States. Buhler-Miag has done its own systems design and assembly work, but has contracted with others for the manufacture of components.

The American firm and its Swiss-German parent, Buhler Brothers Ltd., manufacture a wide range of food processing, bulk material handling, and dust control equipment. The firm has been a major producer of flour milling equipment for 100 years, and



New Buhler-Miag headquarters complex in suburban Minneapolis.



Dr. Rolf Buhler, Uzwil, Switzerland, speaks at the grand opening of a new plant for Buhler-Miag, U.S. subsidiary of the firm his grandfather founded. The speaker's platform was built from a dust filter housing.

established Minnesota operations in 1952 through its long-time involvement with Minneapolis milling companies.

#### Many Products

Buhler-Miag's new facility produces filters for dust control, chain conveyors, and components for pneumatic conveying and flour milling machinery. By doing its own manufacturing, company officials said, the firm will be able to increase production, provide better quality control, and reduce delivery time.

According to Buhler-Miag president Curt Schneider, the buildings were designed for minimum energy consumption through the long Minnesota winter.

The office building will use heat pumps to redistribute heat generated by people, lights and office machines, while large heat exchangers on the plant roof will reclaim heat from exhausted air.

#### Kungsornen A/B in Sweden

From Buhler-Miag Diagram 62

Scandinavia's largest and most modern macaroni factory is located at Jarna not far from Stockholm, Sweden's capital. Since its recent expansion by a long goods line, the plant has a daily capacity of 70 metric tons. Its proximity to Stockholm allows rapid and economic delivery to whole-

salers. Within a 100-km (60-mile) radius of the plant, one-fifth of Sweden's population can be supplied with macaroni products.

#### History

- 1942 Installation of the first macaroni plant at Uppsala.
- 1958 Affiliation of an existing plant at Aby.
- 1967 Construction of the new macaroni factory at Jarna; after its start-up, the Uppsala and Aby plants were shut down.
- 1971 Expansion by a short goods line (capacity 1000 kg or 2200 lbs/h).
- 1973 Further expansion by a long goods line (capacity 1000 kg or 2200 lbs/hour).

Desiring to benefit from modern technology in the construction of macaroni plants and macaroni production, Kungsornen entrusted Buhler-Miag with the engineering of its new plants and the expansion of existing ones. Their staff is experienced in determining suitability and efficiency of machinery, economic planning, automation and remote control techniques, sanitation and, of course, in the technology of macaroni production.

#### Facilities

Four production lines have been installed in the manufacturing area:

- Two TDC-2000 continuous long goods lines with a total output of 38 tons/24 h.
- Two TRT/TRNA-TTNA continuous short goods lines with a total output of 32 tons/24 h.

All dryers are equipped with automatic climate controls.

All raw materials (semolina, middlings, flour) arrive in bulk vehicles at the storage bins which have a total holding capacity of 300 metric tons. The raw materials, conveyed pneumatically to the four manufacturing bins, pass through dump scales and rebolters. The entire plant is connected to a central dust collection system.

Both the silo plant and all four production lines are monitored and controlled from a master central panel.

To utilize gravity flow, the packaging machinery is located directly below the bulk storage units for finished macaroni products. The packaging machines are automatically fed with short goods from the storage bins and with long goods from the stacker passing through the cutter and a vibrator channel.

# SANITARY.

**Buhler-Miag macaroni processing equipment is the most sanitary you can buy.**

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**Report of the  
Director of Research**

by James J. Winston

**Microbiological Standards**

Microbiological standards are being sought by FDA, Mr. R. B. Read, the Acting Director of the Division of Microbiology said, to combat abuse of imported foods and of foods in the distribution system.

Noting that under present law, FDA cannot keep abused foods off the market unless they are decomposed, FDA's Read said that microbiological standards would fill the gap in the Food, Drug, and Cosmetic Act caused by not considering bacterial growth during transport "added fifth."

"We are going to have microbiological standards for food," Read said. The limits set will not be "just short of decomposition," but "stricter" than that, he added. However, they will not apply to foods while they are being manufactured.

When FDA proposed microbiological standards for bottled water, cream pies, and gelatin, Mr. Read noted that comments were split between: "handwritten letters from consumers trying to get us to promulgate" the standards and "typewritten letters" from lawyers "telling us this is not really a good idea."

Requests for hearings on the pie and gelatin standard stayed the proposals, Read noted, adding that these proposals would be withdrawn and replaced with new ones.

The FAO/WHO Codes Alimentarius is considering microbiological standards for egg products, dried milks, molluscan shellfish precooked frozen shrimps and prawns, frozen froglegs, foods for infants and children and edible ices, according to FDA's Dr. Joseph C. Olson, Chairman of the Codex Committee on Food Hygiene.

He added that foods meriting "prompt attention" for future consideration of microbiological standards include chilled frozen poultry, chilled frozen meat, cheese, precooked frozen crabmeat, desiccated and precooked lobster and related items. Foods to be considered after that are cooked meat and poultry, fishery products, dried soups, dried fruits, en-



James J. Winston

zymes, gelatin, yeast, protein concentrate, and low acid salad dressings.

The reasons that the foods cited were chosen, Dr. Olson explained, were (1) they were frequently implicated in food-borne illness, (2) they were pathogen sources, or (3) they might transmit foodborne disease if mishandled. Codex has already accepted criteria for specifications for Salmonella in dried and frozen eggs.

Our policy should follow the present pattern of monitoring our products in order to obtain microbiological data for any future proposed regulations of the FDA on Pasta Products.

**Fiber**

Scientific observations by British investigators appear to emphasize the role of fiber especially dietary fiber in reducing the incidence of several diseases affecting mankind. These consist of diverticular disease and cancer of the colon.

Dietary fiber refers to the combined undigested carbohydrates in food and include the cellulose and lignin found in crude fiber as well as hemicellulose, pectic substances, gums and other carbohydrates which are not normally digested by man.

The old theory that diverticulitis, which involves an "out pouching" or ballooning of the intestinal wall, can be helped by a low residue or low fiber diet has been replaced by the current thinking. This is that an increased amount of dietary fiber will tend to accelerate the passage of body waste material in the colon and thereby reduce the incidence of diverticular disease.

Cancer of the colon has also been

related to a low intake of dietary fiber. The available evidence demonstrates a lower degree of cancer of the colon in countries consuming greater quantities of dietary fiber. This is particularly evident in developing countries, especially Africa, where the diet, in general, is less refined and high in dietary fiber.

Fiber is provided in our diet primarily from cereals, fruits, and vegetables. Unfortunately, in this country, our consumption of cereals and related products has decreased by 50% during the last 70 years accompanied by an increase in the proportion of our total calories derived from animal products which contain no fiber. According to the opinions of American researchers in this field, "the available evidence is certainly not adequate to warrant a major change in the diet of the total U.S. Population; however, the need for further research is apparent."

**Symposium**

The role of fiber in food products has become important enough to convene food scientists on an international basis to a symposium entitled "Food and Fiber" at Marabou Sundryberg, Sweden. This is the first important seminar held on fiber and the U.S. was represented by the following scientists: William J. Darby, The Nutrition Foundation; Mark Hegsted, Harvard University Dept. of Nutrition; Ogden C. Johnson, Hershey Food Research Labs.; Peter J. Van Soest, Cornell University; Frederick J. Stare, Harvard University; Philip L. White, American Medical Association.

At the conclusion of the conference, which lasted several days, Dr. Philip White in his summary stated that more accurate methods must be developed to determine dietary fiber. Also, the conference recommended that a variety of food be included in the diet so as to assure the consumption of good mixture of plant fiber. In conclusion, the fortification of foods with specific polysaccharides is not justified by the present state of knowledge.

**Enrichment**

FDA Standards of Identity refer to the use of only the word "Enriched" when indicating the addition of vitamins and iron.

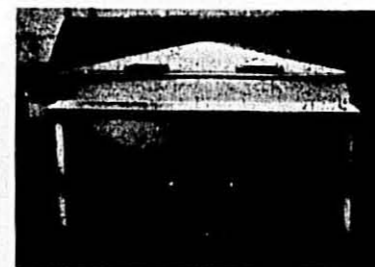
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James J. Winston, Director  
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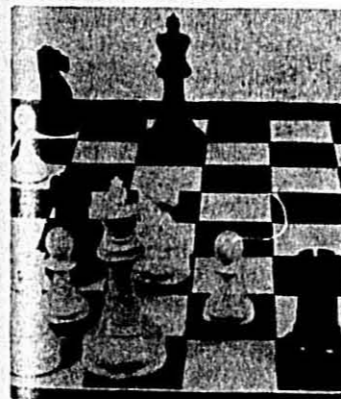


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Twelve monthly issues \$10; add \$2.50 for foreign postage.

### General Mills' Approach To Metrication

Early last summer General Mills formed a task force of managers from all over the company to study metric conversion. After several months of work they came up with a set of policy guidelines, some research that suggested they approach the issue cautiously, and some specific approaches to food packaging that they felt were workable for their product line.

The metric policy guidelines are not a corporate-wide commitment to convert by a specific date. Instead, they fix specific responsibility on each of the division managers to examine the impact of conversion on his operation and take appropriate action. Each division manager will be responsible for developing a plan that:

- Minimizes costs and avoids disruption of marketing services, and buying practices;
- Conforms to existing laws and regulations;
- Uses correct metric units and terminology as defined by national and international standards organizations;
- Is oriented to the interests of consumers;
- Encourages, where feasible, the development and manufacture of products in metric measurements; and
- Provides for cooperation, where appropriate, with trade and industry organizations to accomplish orderly transition in the marketplace.

As it relates specifically to their food divisions, they currently see a gradual, phase-by-phase conversion. They came to the gradual approach because of the research they reviewed. They became convinced that the American consumer is not ready for a dramatic conversion.

#### Public Survey

The public was asked by Roper Reports pollsters, "Should we switch to metric?" The answer was basically no—64 percent wanted to stay with the present system. The same question was asked the previous year and, if anything, over the past year the general interest in switching has declined. In 1975, 33 percent felt we should switch to metric; it dropped to 29 percent in 1976—certainly not a strong mandate for metric and not very positively reflective of the public aware-

ness efforts invested in this area over the last two years.

With that research background they took a look at existing products to explore just how much change might be involved for food items. The biggest problem they came up with is in recipe labeling, both for ingredient and convenience items.

#### Recipe Problem

To solve this recipe issue, they are currently planning to print both customary and metric recipes. It will probably be a three phase process, with the time between phases left largely to judgment:

Phase 1—Print both metric and customary recipes on packages with the emphasis on customary;

Phase 2—Print both but change emphasis to metric recipes;

Phase 3—Switch to metric-only recipes but still leave the consumer the ability to write in for customary recipes.

To see what this general language really means, they broke down the total food line into types of products:

- In ready-to-eat items like cereals they see very little change and very little problem.
- On convenience products with larger packages and lots of space they chose to separate visually the two recipe directions. Brownies, for example, could contain the customary recipe on the back panel and the metric recipe on the side panel.
- On more crowded packages they went to side-by-side execution. They intend to handle products like Potato Buds in this way. Hamburger Helper presents a more difficult problem because the brand has two basic recipes, oven and skillet preparation. To solve this problem they can use an over/under treatment with metric and customary recipes. Layer cakes can also use this technique.
- For very crowded or small packages, such as the 20-ounce size Bisquick, they can go to a parenthetical execution.

#### General Mills Record

Net sales and earnings of General Mills, Inc. in the fiscal year ended May 29, 1977, established new records, with sales up 10% and net earnings rising 16% over the previous fis-

cal year. The fourth quarter of fiscal 1977 was marked by a 7% increase in net sales and a rise of 4% in net income. Fiscal 1977 marked the 11th year of sales increases and the 15th consecutive year of earnings improvement for the company.

#### Award Winning Campaign

The Advertising & Marketing Club of Kansas City, presented the Bryan/Donald Advertising agency of Kansas City with a merit award, for its A D M Econo-Flo B&W trade magazine campaign. The award was presented at the 2nd annual Addy Awards event on June 29th, at the Advertising and Marketing Club.

The award winning campaign depicted the growth of the milling industry in this country, with the emphasis on how A D M Econo-Flo contributed greatly to that growth.

The copywriter for this campaign was Matt Davison, of the Bryan/Donald Advertising agency. The art director was Dave Howard, of the Swicegood Studios Inc., Kansas City.

#### The Business Climate

Dr. David H. McKinley, Associate Dean Emeritus and Professor Emeritus of Banking, College of Business Administration, the Pennsylvania State University, used a set of eight exhibits for his presentation. They included:

1. Business Cycle Expansions and Contractions in the U.S. 1854-1975.
2. The American Economic system: chart of Gross National Product, Personal Consumption Expenditures, Government Spending and Transfers, Savings.
3. Changes in Total Real Output in U.S. 1950-77.
4. Gross National Product and Disposition of Personal Income.
5. Real GNP by half-year intervals and forecasts for twelve months ahead.
6. Actual and Projected Economic Indicators.
7. Composite Indexes of Leading, Coincident and Lagging Indicators.
8. Installment Credit Related to Disposable Personal Income.

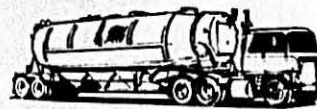
(Continued on page 36)

THE MACARONI JOURNAL

# semolina stackup

It's a situation that's hard to avoid when your product has to travel long distances from the mill. Even with today's highly-computerized movement of railroad cars around the country it's virtually impossible to prevent widely-varying delivery times and the resulting stackup of cars waiting to be unloaded.

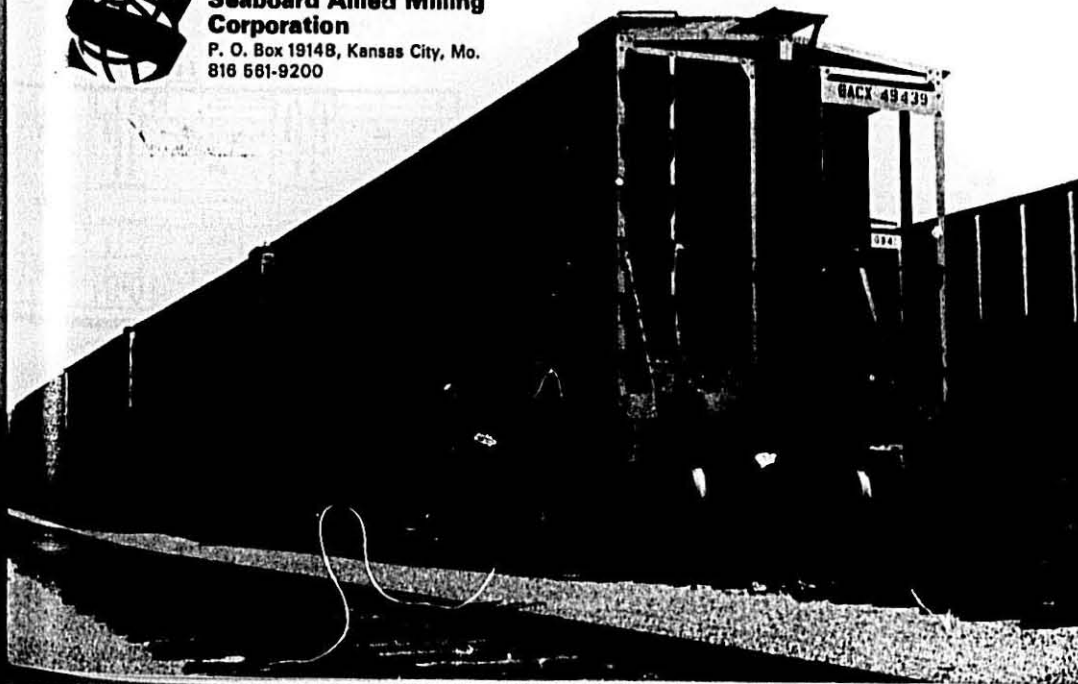
Stacked up cars. Demurrage charges. Profit eaters. But if you're in Seaboard's Super Semolina Service Zone—the New York/New Jersey, Boston or New Orleans Metro Areas—you can get bulk truck-delivered freshly-milled No. 1 Semolina in a few short hours. And cut down those demurrage charges.



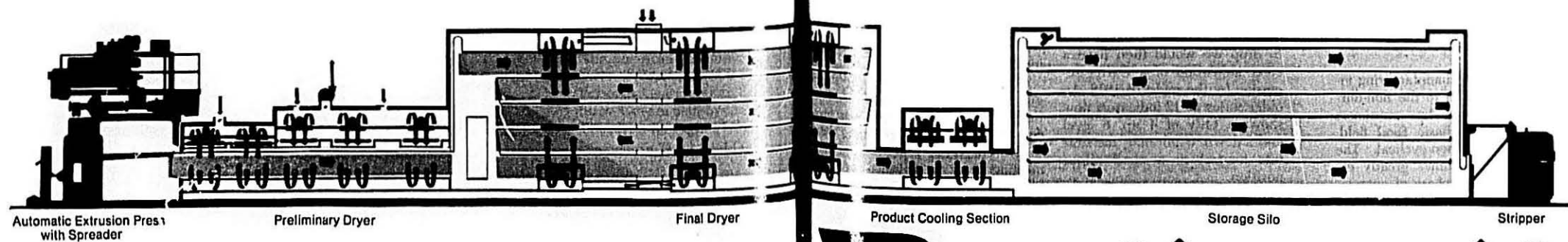
LET'S TALK ABOUT YOUR SEMOLINA REQUIREMENTS.  
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Lock Tight to  
Conserve Energy.



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Stickiness Eliminated



Drying Time  
Chopped.

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David H. McKinley

### The Business Climate

(Continued from page 32)

Some of his observations were as follows:

- American business cycles in this century are tending to be longer on the UP side and shorter on the DOWN side because of the intervention by the Federal Reserve, various changes in tax policy, and improved planning by businessmen. The expansion phase of the cycle is averaging about 35 months but there is no guarantee that the Carter recession will begin in February, 1978 (that is, 35 months after the recession low point in March, 1975). This has been a sputtering recovery so the expansion phase is probably going to be longer than normal.
- The macaroni manufacturing industry is linked to the non-durable purchases by consumers and, being a basic food field, is relatively non-cyclical. The American consumer greatly expanded his purchase of automobiles and houses in the past 12 months, with consequent reduction in savings. Food expenditures expanded only in line with retail sales. During the past three months, retail sales have been on a plateau.
- In the last year of the Ford administration, total GNP (adjusted for inflation) rose 6.1% and there is a good chance that President Carter will come close to this same rate of gain in 1977.

The consumer expansion phase of the cycle is now pretty well over because of the increasing strain of installment and mortgage credit. For a successful 1977 businessmen must push forward in purchases of new business plant and equipment, as well as business inventories. Also, many state and local governments are receiving higher revenues so government purchases at the state and local level will expand. A discouraging trend is the downward plunge in net exports as the growing American public continues to import petroleum products at an annual rate of \$5 billion more each year (the annual total is now about \$40 billion).

- The upward path of real GNP will probably take the figures to around \$1,376 billion (annual rate) in the first quarter of 1978. A recent tally of about 120 business forecasters resulted in a median estimate of \$1,375 billion.
- The 12 leading indicators, which are summarized monthly by a composite index announced about the 29th of each month, have a record of anticipating business downturns by about 8 to 10 months. The composite index of the 12 indicators for May moved into the minus territory for the first time since the blizzard month of January. If the June and July announcement show the composite continuing to drop we would then have a clear indication of a Carter recession by the midst of 1978. An older series of 12 indicators now shows a tally of 4 up, 6 level and 2 down, confirming the shift into neutral or a small minus position.
- The latest tally of installment credit in relation to disposable personal income is also somewhat ominous. Past high points in monthly extensions compared to repayments have been about \$2.0 billion monthly (a high point of \$2.76 billion was reached early in 1973). The recent gap, or excess in credit extensions, was \$2.7 billions, indicating that Detroit can expect some headaches in 1978.



J. Ray Watson

### Time Management

Dr. J. Ray Watson, Assistant Dean and Director of Executive Programs, College of Business Administration, the Pennsylvania State University, discussed strategies and tools for leveraging time, controlling time and increasing "return on time invested." He declared the pressures for doing more with less resources affect us all. We each have 168 hours a week—no more, no less. There are no ten easy steps to time management at upper management levels, but five principles are vital to effectively using your time:

- Planning Time**—listing goals and setting priorities.
- Recording Time**—know how you spend it.
- Saving Time**—eliminate the unnecessary.
- Consolidating Time**—multiplying the power of an hour.
- Managing Time**—using strategies such as planning large chunks of time, delegating and insisting upon completed staff work, planning ahead to prevent crisis repetition, sending meeting plans in advance with purpose, questions, and time schedule.

Routine, and less meaningful activity should be delegated. People development takes time and is at the heart of successful operations.

### Thought for Labor Day

A man who works with his hands is a laborer. A man who works with his hands and his brain is a craftsman. But a man who works with his hands and his brain and his heart is an artist.

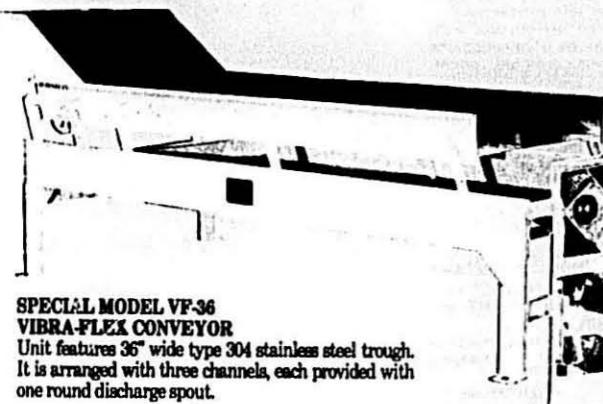
—Louis Nizer

### ASK YOURSELF THESE QUESTIONS

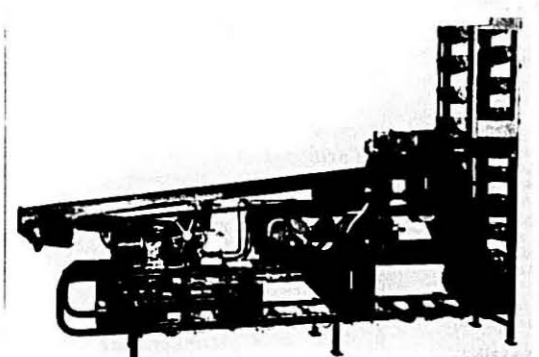
and rate them!

- Are my daily activities **ORGANIZED** when I arrive at work? Do I write down and concentrate on my manager **PRIORITIES** of what must be done every day? 0 1 2 3 4 5 6 7 8 9 10
- Do I keep my personal work area, materials and files **ORGANIZED** for efficient daily activities? 0 1 2 3 4 5 6 7 8 9 10
- Am I **ORGANIZED**? Do I have a **PLAN SHEET—THINGS TO DO LIST—CALENDAR**, or other system to keep daily information and record appointments and ideas until I can work on them? 0 1 2 3 4 5 6 7 8 9 10
- Am I still learning? Do I constantly search out ways I can improve my job worth? Do I sincerely invest in opportunities for my management and self-improvement? 0 1 2 3 4 5 6 7 8 9 10
- Do I get adequate sleep? Do I get exercise and actively invest my physical well-being and health? Do I conserve energy for demanding tasks by eliminating the energy drain caused by negative attitudes (i.e., defensiveness, criticism, resentment, fear, suspicion)? 0 1 2 3 4 5 6 7 8 9 10
- Am I trying to be everything to everybody? Can I do I say **NO** to people? Am I effective at **doing my job** instead of wanting to do a little bit of everything? Am I **concentrating my efforts**? 0 1 2 3 4 5 6 7 8 9 10
- Do I focus enough of my time on what needs to be achieved (**PLANNING**)? Do I have short- and long-term business goals and objectives? 0 1 2 3 4 5 6 7 8 9 10
- Do I **PLAN** daily, weekly, monthly and yearly activities designed to achieve my business objectives? Do I put them in writing? 0 1 2 3 4 5 6 7 8 9 10
- Is my planning consistent? Do I **PLAN CONSISTENTLY**, even though planning takes extra time in the short range, because I realize that planning saves more time over the long range? 0 1 2 3 4 5 6 7 8 9 10
- Do I frequently evaluate where I actually spend my time? Do I keep **IMPORTANT** (management duties) and delegate the **URGENT** (urgent but not important)? Do I give sufficient time to the **IMPORTANT** and spend less time on the **URGENT** (but not important)? 0 1 2 3 4 5 6 7 8 9 10
- Do I regularly examine, set and reset project priorities as the "return-on-investment" changes? How politically and operationally sensitive am I to changing realities? 0 1 2 3 4 5 6 7 8 9 10
- Do I see the **USELESSNESS** in doing things with great efficiency which should not be done at all? Do I stay out of the details of business routines? Do I **manage-by-exception** and know what to **NEGLECT** or **ELIMINATE**? 0 1 2 3 4 5 6 7 8 9 10
- Am I delegating everything that people reporting to me **SHOULD DO, CAN DO, OR CAN BE TRAINED TO DO**? Have I delegated the "how" of problem solving to my people? 0 1 2 3 4 5 6 7 8 9 10
- Are my better people deployed full-time on a few tasks? Do I avoid spreading them too thin over too many assignments? 0 1 2 3 4 5 6 7 8 9 10
- Do my personnel know, before they start on a project, what the signs of a job well done are? Do I take responsibility for mutually clarifying **standards of performance**? 0 1 2 3 4 5 6 7 8 9 10
- Are my staff **MEETINGS** and conferences **time saving** and not time consuming? How effective are the meetings I run and the meetings I attend? Do we state and stick to the **purpose and content** of the agenda? 0 1 2 3 4 5 6 7 8 9 10
- Are decision **MEETINGS** structured to achieve optimum decision-making capability with productive input from all members of the **MEETING** group (synergistic decision making)? Are concise minutes including any decisions, those responsible and action deadlines distributed within forty-eight (48) hours? 0 1 2 3 4 5 6 7 8 9 10
- Do I keep my verbal and written communications skills sharp? Do I keep communication channels open between myself and my subordinates, peers and superiors? 0 1 2 3 4 5 6 7 8 9 10
- Am I developing my skill in **ASKING EFFECTIVE QUESTIONS** instead of concentrating on giving good answers? Am I a "pro" in asking the right questions of the right people? Do I **listen effectively** so that I can ask good questions? 0 1 2 3 4 5 6 7 8 9 10
- Do I avoid making **UNNECESSARY DECISIONS**? Do I **force real decision making** downward in my organization? Do my people have **decision authority** to commit resources? 0 1 2 3 4 5 6 7 8 9 10
- Do I make necessary **DECISIONS** as early as possible and avoid **PROCRASTINATING**? Once I make a decision, do I set a date, in writing, for a progress review of the action? Do I constantly follow up once I make assignments? 0 1 2 3 4 5 6 7 8 9 10
- Do I realize that throughout my workday there are spaces called **TRANSITION TIME** (travel, waiting time, between major tasks, etc.)? Do I recognize the types and frequency of these spaces in my job and have a plan to utilize them effectively? 0 1 2 3 4 5 6 7 8 9 10
- Do I have control of my office or work space? Do I keep unwanted visitors and interruptions to a minimum? 0 1 2 3 4 5 6 7 8 9 10
- The **TELEPHONE** can be an insidious time waster if it is not controlled. Do I control the telephone? Do I group my calls, stick to business during calls, and not take or make unnecessary calls? 0 1 2 3 4 5 6 7 8 9 10
- An effective secretary can **DOUBLE MY OUTPUT**. Do I help my secretary to be effective? Do I create and utilize a delegative atmosphere which will allow my secretary to achieve maximum effectiveness? 0 1 2 3 4 5 6 7 8 9 10
- Murphy's Third Law states, "If anything can go wrong it will." Do I consistently leave a portion of my day (at least 20 percent) unscheduled so that I will have the flexibility to handle the unexpected? 0 1 2 3 4 5 6 7 8 9 10
- How well do I control paper work? Do I "stay on top" of it? Do I practice waste-basketry? Do I eliminate information overload and unnecessary records? 0 1 2 3 4 5 6 7 8 9 10
- Do I realize that high levels of **STRESS** reduce personal energy and time effectiveness? Do I understand and practice available psychological and physical stress relief techniques every day? 0 1 2 3 4 5 6 7 8 9 10
- Am I working on projects where successful performance will have optimum impact on management effectiveness? Am I after significant results? Am I performing **MANAGEMENT** activities rather than **DOING** unimportant details? 0 1 2 3 4 5 6 7 8 9 10
- Do I realize that I must set personal **LIFETIME GOALS** and priorities as well as business goals in order to make the best total use of my time? Have I set **REALISTIC** lifetime goals? Are they in writing? 0 1 2 3 4 5 6 7 8 9 10

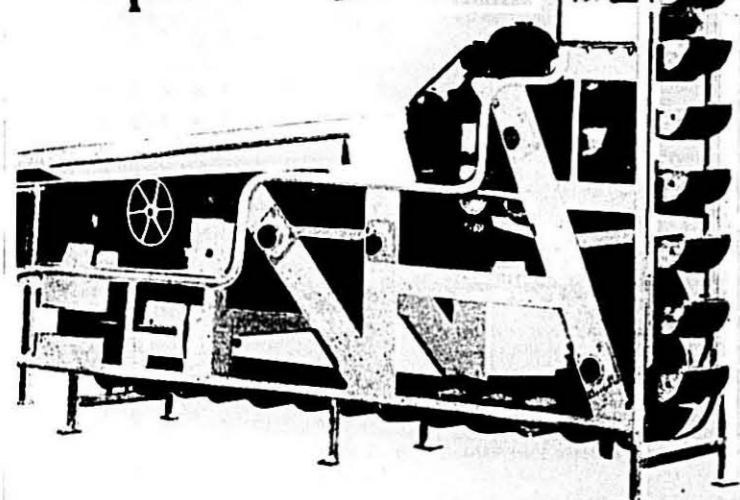
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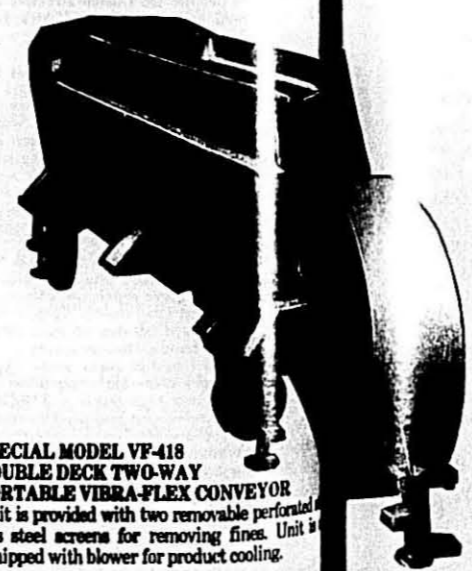
**SPECIAL MODEL VF-36  
VIBRA-FLEX CONVEYOR**  
Unit features 36" wide type 304 stainless steel trough. It is arranged with three channels, each provided with one round discharge spout.



**THE MEYER MODEL S-72-10.50-CS,  
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SIMPLEX CONVEYING ELEVATOR**  
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## INDEX TO ADVERTISERS

	Page
A D M Milling Co.	9
Amber Milling Co.	11
Asence Corporation	27
Bralbant Corp.	34-35
Buhler-Mieg, Inc.	13
DeFrancisci Machine Corporation	16-17
Diamond Packaged Products Div.	41
Fold-Pak Corp.	2
International Multifoods Corp.	42
Jacobs-Winston Laboratories	31
Macaroni Journal	31
Malderi & Sons, D., Inc.	7
Meyer Machine Company	35-39
Microdry Corp.	31
National Macaroni Institute	29
North Dakota Mill	5
Peavey Co. Flour Mill	22-23
Rosotti Consultants Associates	19
Seaboard Allied Milling Corp.	33

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### Bravo Macaroni Company Acquired

Anthony J. Gioia, president of Bravo Macaroni Company, Rochester, New York, announced July 28 that Bravo had been sold to Rank, Hovis and MacDougall, a London based company that markets food products throughout the world.

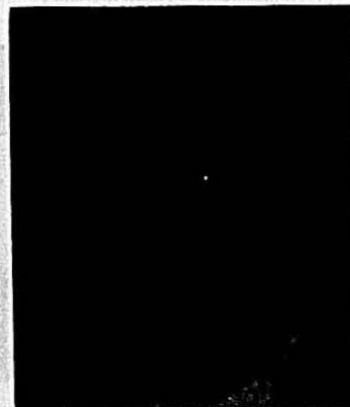
RHM presently operates macaroni plants in London, Montreal, and Buffalo. It recently acquired the Red Wing Canning Company of Fredonia, New York.

Mr. Gioia stated that there will be no changes in management personnel or company policies.

### Freddie Fox Honored

Mr. Freddie F. Fox, managing director of Pasta Foods, Ltd., St. Albans, Great Britain, was awarded the OBE for services to the food industry in the Queen's Jubilee Birthday Honors List.

Born in 1919 in Czechoslovakia, he designed special machine tools during the Second World War for the British armament industry, later spending the post war years in a family bakery



Freddie Fox

business, Record Bread Company, Ltd.

During this time he formed the Record Bakery Equipment Company Ltd. and took an active interest in baking industry affairs.

His main work, however, has been in building the pasta manufacturing industry in the United Kingdom. He began by forming Record Food Products Ltd., which was later incorporated in Pasta Foods Ltd.

Mr. Fox has served the food industry through various appointments with the Food Manufacturers Federation. He has been a Council member since 1958, and has also been chairman of the Pasta Section since then. He has been an executive committee member since 1966 and was founder chairman of the External Relations Committee from 1970 to 1974.

Mr. Fox has also served as a member of the MAFF's Food, Science and Technology Board, and is a Freeman of the City of London and an Associate Member of the Institute of British Engineers.

At the AGM of UNAFPA (European Pasta Manufacturers Association) in June, he was elected president.

### Consumption Rises in Britain

Pasta sales in Britain have been rising by a steady eight per cent per annum for the last ten years. Per capita consumption has risen from 0.65 lbs. in 1969 to the present 1.75 lbs. And it is expected to reach 2.75 lbs. by 1980.

Sales of dry pasta have almost quadrupled in value since 1971, when they were worth £3.5 million. Last year they were worth £12.5 million

and this represents a volume increase from 12,400 tons to 20,400.

Similarly, frozen pasta sales increased in value from £70,000 to £3 million and canned pasta has been equally successful with sales rising from £11.7 million to £30 million.

Spaghetti is still the biggest seller with about 40 percent of the sales. Short cut macaroni remains second with nearly a third of the market.

### Delmonico Promotion

Two promotions at Delmonico Foods, Louisville, Ky., a subsidiary of San Giorgio Macaroni, Inc., were announced by Joseph P. Viviano, San Giorgio President.

Robert X. Flaherty of Jeffersonville, Kentucky, has been promoted from Controller to Assistant Sales Manager of Institutional and Industrial Sales. Robert J. Mazzoni, Jr., Palmyra, Pa., has been promoted from Accounting Manager at San Giorgio to Controller at Delmonico.

Flaherty, a graduate of Louisville Flage High School, attended the University of Louisville.

Mazzoni, a native of Lebanon County, graduated from Kings College Wilkes Barre in 1970. Prior to joining San Giorgio, he was employed as auditor for the U.S. Department of Health, Education and Welfare in Washington, D.C.

Delmonico Foods is wholly owned by San Giorgio, which, with plants in Lebanon and Louisville, is one of the country's leading pasta manufacturers. San Giorgio is a subsidiary of Hershey Foods Corporation.

### GMA Elects Directors

Grocery Manufacturers of America trade association of leading manufacturers and processors of food and non-food products sold in grocery stores, recently elected six new directors to its board. They were:

- Richard N. Frank, President of Lawry's Foods, Inc.,
- William H. Spoor, Chairman of the Pillsbury Company,
- William G. Phillips, Chairman of International Multifoods,
- E. Robert Kinney, President of General Mills,
- W. W. Clements, President of De Pepper Company,
- F. Ross Johnson, Chairman of Standard Brands, Inc.

THE MACARONI JOURNAL

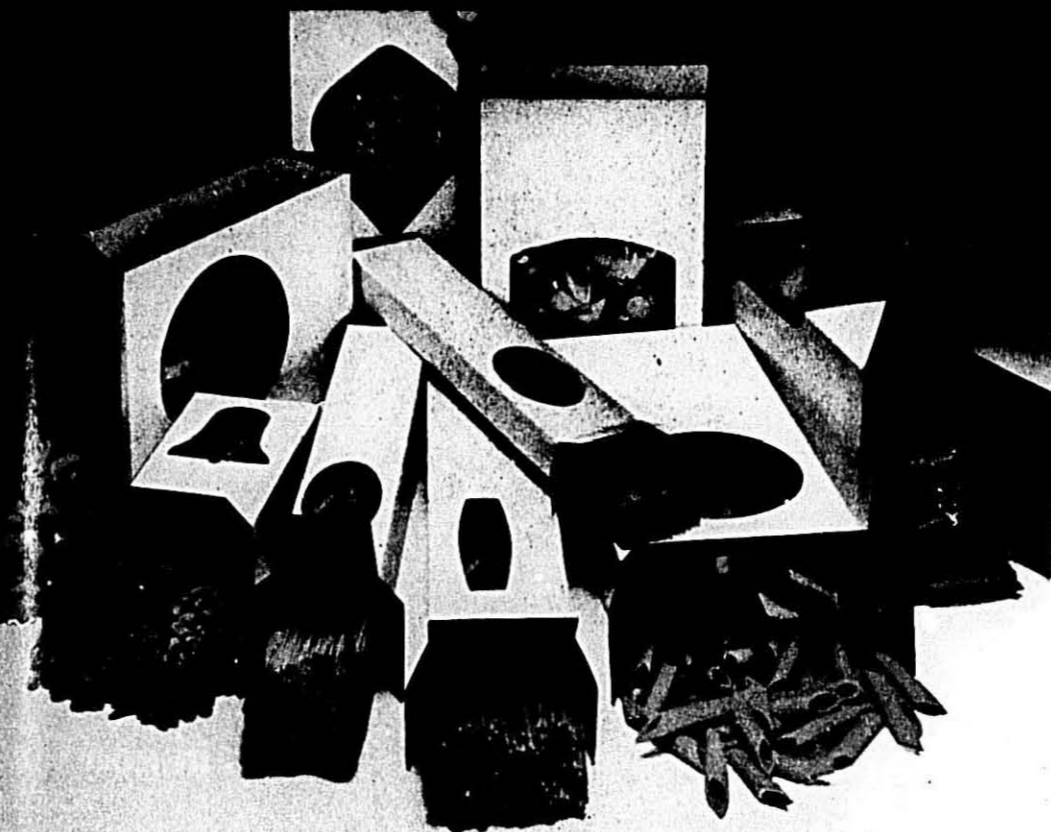
# We've been going together for nearly 50 years.

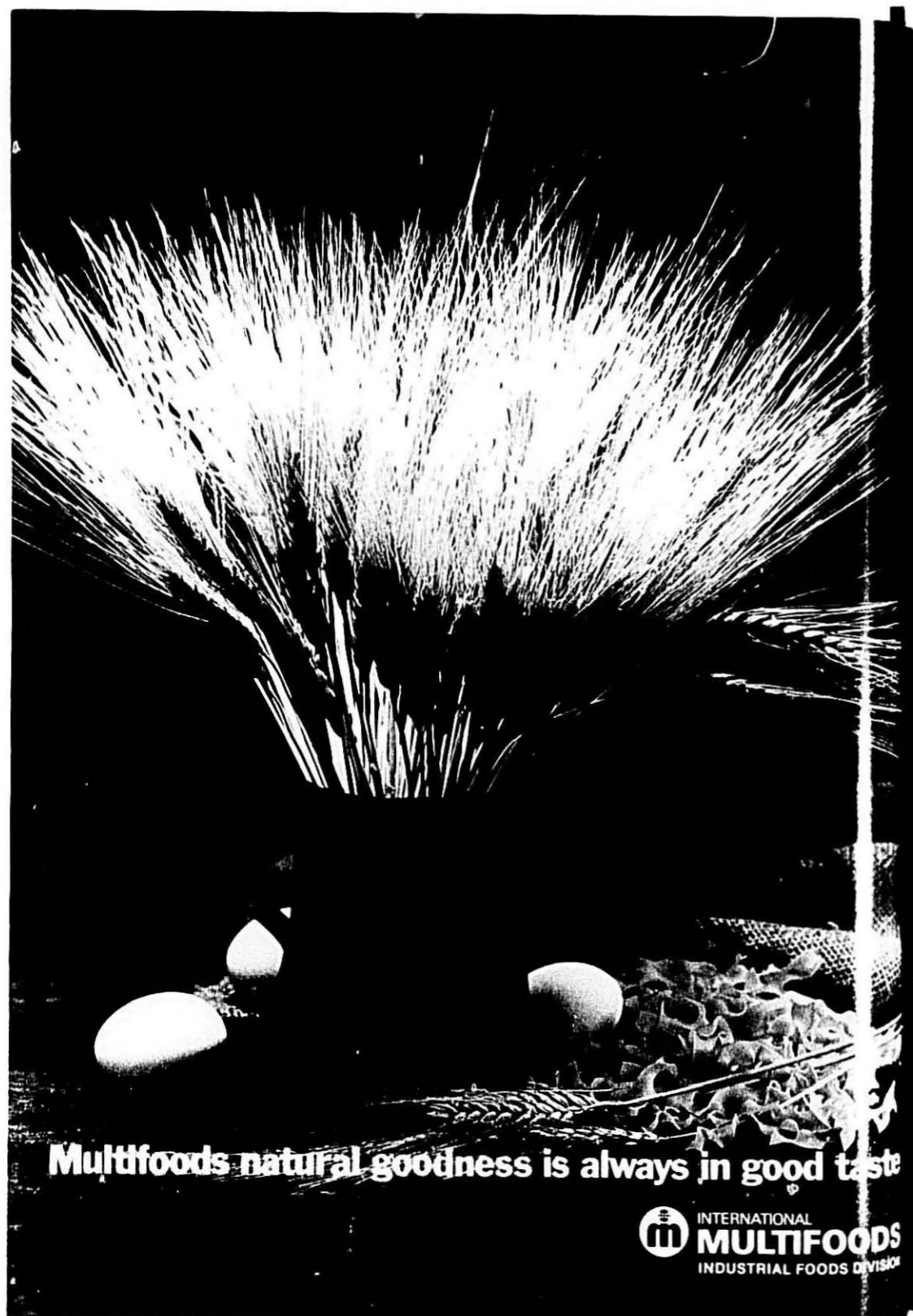
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