

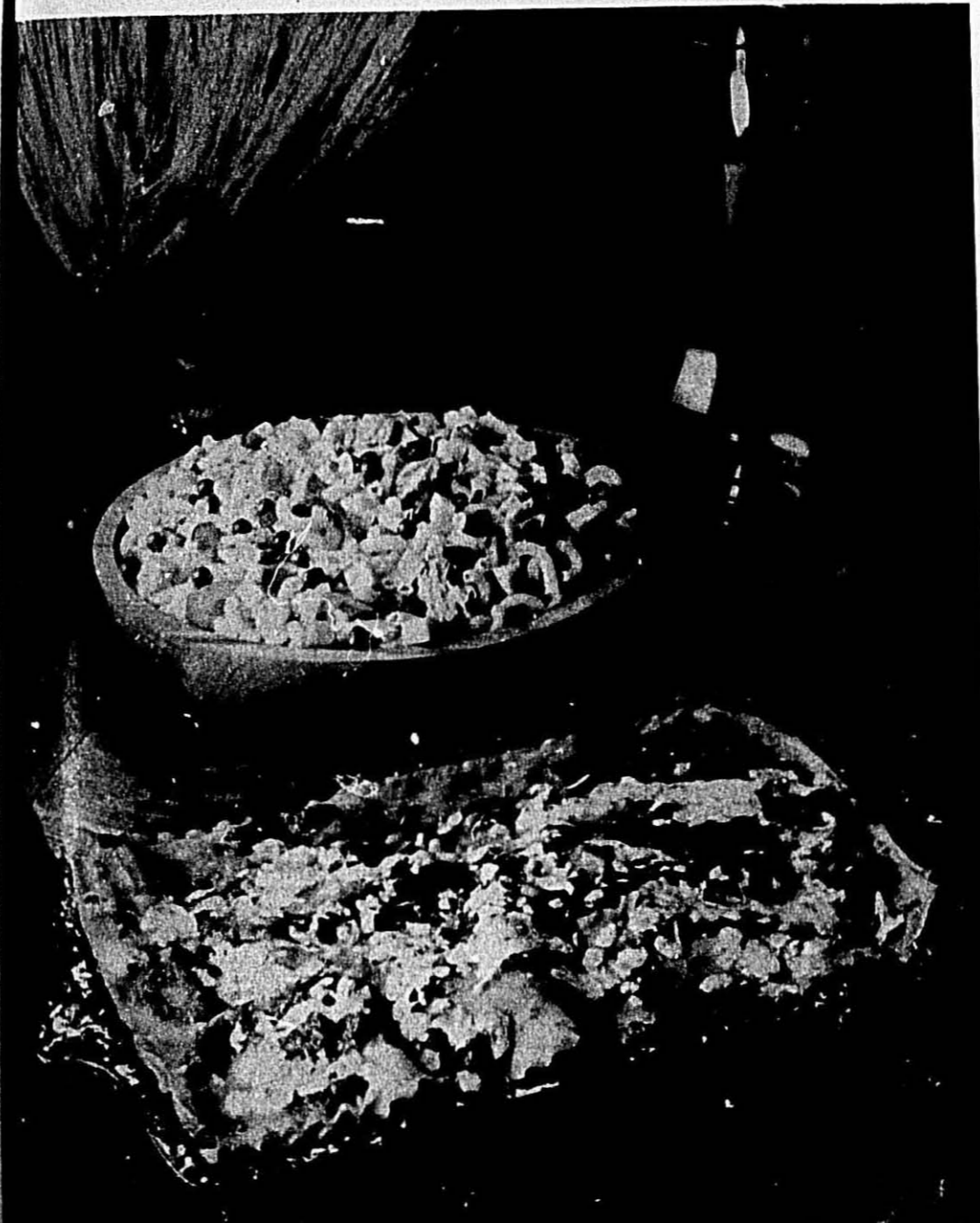
**THE
MACARONI
JOURNAL**

**Volume 59
No. 7**

November, 1977

Macaroni Journal

NOVEMBER 1977





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Industry Efforts

United efforts of the macaroni industry, durum millers, and durum growers through their various trade associations resulted in the successful Spaghetti Safari II described in this issue.

A repeat of the 1969 excursion, it was probably better planned and executed because of the previous experience. In any event, it was expertly done. And the dividends came quickly with a two-page feature in the Arizona Republic. More can be expected.

Similarly, the Eleventh Annual Macaroni Family Reunion on the New York Press Party, as it is also known, attracted a fine contingent of food editors, columnists, related item advertisers, and industry representatives. Tiro A Segno did its usual good job of preparing the pasta dishes and the editors are impressed with the soft sell and friendly atmosphere of

their parties. Undoubtedly, commitment has added to the success of the event.

The Washington Meeting, held the day after the New York Press Party, has also become a worthwhile tradition. Many of the representatives of the House and in the Senate attend regularly and help make these important contacts possible. For representatives from various governmental agencies also have an opportunity to meet with us in a business session, and then in a social gathering.

This year, a new feature, 30 to 40 four and twenty minutes briefing at the U.S. Chamber of Commerce Reception, indicates that we will become an annual affair.

Cover Photo

Macaroni Salad and Classic Lasagna, as served at the home of Paul and Vivian Wright on the Spaghetti Safari.

Spaghetti Safari II

Spaghetti Safari II was a smash success. Well planned and executed, it took the following food editors from magazines around the country on an intensive and educational trip through North Dakota and into Minneapolis.

Guest Lists

The editor guest list included:
 Gale Steves, American Home;
 Doris Eby, Better Homes & Gardens;
 Vicki Zuger, Bismarck Tribune;
 Betsy Brewer, Co-Ed;
 Adelaide Farah, Family Health;
 Marilyn Hansen, Family Weekly;
 Margaret Draper, Fast Service;
 Pat Cobe, Forecast;
 Mildred Ying, Good Housekeeping;
 Marie Hamm, Lady's Circle;
 Betsy Balsley, Los Angeles Times;
 Fran Carrick, North Dakota Rural Electric Magazine;
 Dorothee Polson, Phoenix Arizona Republic;
 Nancy Beardsley, Seattle Post Intelligencer;
 Laura Lexa, Seventeen.

In the Twin Cities only were Mary Hart of the Minneapolis Tribune and Eleanor Ostman of the St. Paul Dispatch-Pioneer Press.

Minneapolis to Medora

The group gathered at Minneapolis and flew by chartered plane to Dickinson in western North Dakota. After a short bus trip the Safari travelers arrived in Medora, located at the south entrance of Theodore Roosevelt National Memorial Park.

This is "Rough Rider Country," home of Teddy Roosevelt during his



Seated, left to right: Pat Cobe, Mrs. Arthur Link and the Governor, Marie Hamm, Dorothee Polson.
 Standing, left to right: Fran Carrick, Margaret Draper, Betsy Brewer, Mildred Ying, Laura Lexa, Adelaide Farah, Doris Eby, Nancy Beardsley, Betsy Balsley, Marilyn Hansen, Gale Steves, and Vicki Zuger.

ranching days. His Maltese Cross cabin is a focal point for visitors, as is the Chateau de Mores with its original furnishings, built in 1883 by a French Marquis for his wife, Medora. The Medora Museum reveals Indian artifacts, wildlife displays, and other historical relics reflecting early American frontier life.

The Safari began its gourmet dining immediately with a Pitchfork Fondue at the mountain top. Beef was fondue in huge cauldrons of oil—the meat speared on pitchforks. Among accompaniments served was Noodles Marquis, a specialty of Mrs. Sandy Tjaden, resident of Medora, a savory

casserole of egg noodles and cottage cheese.

Harvest

The next day we flew to Devils Lake, visited the farm of Bud and Vivian Wright, where the ladies had prepared a farm luncheon of a variety of pasta products. Book the editors for rides on huge combines showed them grain harvesting operations, and a slide show in the agronomy.

Representatives from the Durum Growers Association and the North Dakota State Wheat Mission drove the editors through wheat country to the West

Grand Forks. That evening Mrs. Arthur Link appeared of honor for dinner along itaries from the state, mid durum industry. Featured on the state in some of —egg noodles with a bar sauce—served frequently Links entertain at the state

Gov. is justly proud of the North Dakota wheat growers and millers make to American des. His state delivers approximately 80 percent of durum wheat in the United States. The wheat in the northeastern and northern sections of the state in some of oil in the world, a rich black ch retains moisture well. The ideal—long severe winters and m summers with a good annual u spring and summer during sing season.

Through the Mill

A visit to the North Dakota State Mill and Elevator revealed the deriva-

NOVEMBER, 1977



Upper left: Combines prepare to sweep the fields.
 Lower left: A tasty luncheon at noontime.



Upper right: John Wright shows grain in swath.
 Lower right: Mildred Ying converses with Elinor Ehrman.

steps separate harder and larger wheat particles from finer flour-like particles. Eventually, the harder part of the wheat will become the prized flour. Bran particles are removed by air purification. The procedure of "break, sift, purify" is repeated many times using different types of rolls each time. This procedure is essential

(Continued on page 8)

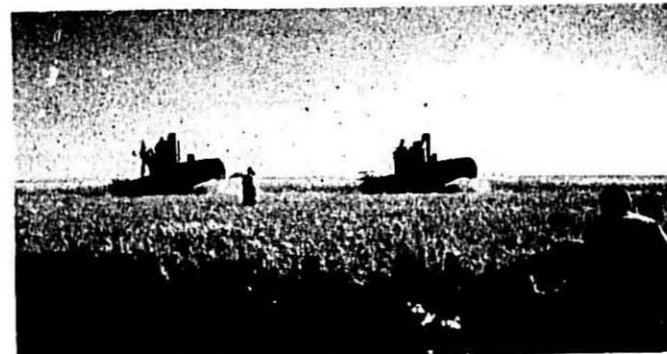


Beef and buffalo fondue Medora style.



Dishes served with meat include Noodles Marquis, noodle casserole with cottage cheese.

THE MACARONI JOURNAL



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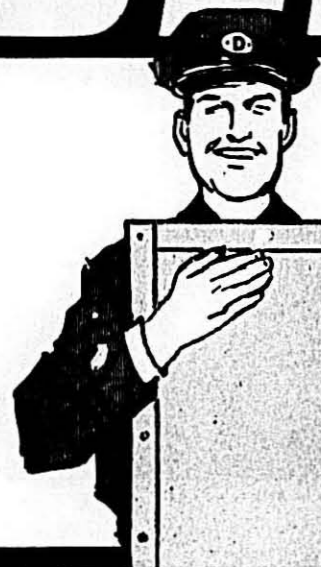
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Spaghetti Safari II

(Continued from page 5)

to finally produce the bran and flour-free amber crystals—the middlings which are semolina.

The last step at the mill is the enrichment of the flour with riboflavin, thiamine, niacin, and iron. The flour is now ready for shipment to the macaroni manufacturer.

Research

Scientific research is essential in the business of growing durum wheat. North Dakota State University at Fargo maintains an extensive program of study and experimentation. At least six departments are involved, and through a cooperative program, United States Department of Agriculture specialists participate in the program. The research objective is to produce a strain of wheat that is rust resistant, has high nutritive value and the proper qualities for macaroni manufacture.

After cross breeding with thousands of wheat varieties in hundreds of different combinations, new plants showing superior qualities are selected for more testing. The ones which do well in greenhouses are then grown in field trials at the University's Agricultural Experiment Station and at the Langdon substation. After harvesting, they are returned to the Experiment Station in Fargo for additional study and milling tests. If a new strain seems promising, it is sent to the Cereal Laboratory which has a small scale macaroni factory and undergoes the same process as in a commercial factory. If satisfactory, at this stage, the final step is cooking and evaluation for tenderness, firmness, color, flavor, protein content, and cooking water residue. All of this can take several years of work before a new wheat variety is recommended to North Dakota durum wheat farmers.

Members of the Safari enjoyed luncheon at Dacotah Inn, Memorial Building at the University. The menu, developed by David E. Egge, Food Service Manager, offered Spaghetti Carbonara with tossed salad, relishes, and Nature and Kaiser rolls. A twist of lime dressed melon for dessert.

Millers' Dinner

At the Minneapolis Club that evening the Durum Millers sponsored a delightful dinner. It was created and prepared under the direction of Chef Harry Engel.



The miller is shown on the roll stand floor checking operations.

Hot hors d'oeuvres, Gnocchi Verde and Scampi alla Griglia were enjoyed during the social hour preceding dinner.

Dinner Menu

- Antipasto della Casa (homemade antipasto)
- Zuppa di Napoli (rich chicken broth with garnish of fresh vegetables and pasta)
- Gelato di Frutta (fresh fruit sherbet)
- Pasticciatta Bolognese (scalloped veal saute with wild mushrooms, herbs, and marsala)
- Fettucine al Parmigiana (Italian noodles with parmesan)
- Sformata di Spinachi e Carciofi (baked spinach and artichoke rabequin)
- Insalata di Pomodori (sliced tomatoes with green vinaigrette)



Pasticciatta Bolognese

Panini e Grissini (small Italian rolls and sticks)
Zabalone al Frascati (chilled zabaglione with Italian biscuit)

Espresso Coffee, Wines, and Cordials

The history of the Minneapolis Club reflects the industrial and social development of the city in which it is situated. It has never departed from its character as a purely social organization. Nevertheless, the influence of Club members, expressed informally, has actually been the determining factor in practically all of the important movements that have contributed to the city's welfare and progress.

Notes of Interest:

The Club was founded in 1853 when Minneapolis was emerging from the picturesque pioneer stage, but had not as yet begun to attempt metropolitan development.

Definition of Club Emblem design: the pine tree in the upper left-hand division and the sheaf of wheat in the lower right-hand signify the original sources of the city's prosperity. The star, in the upper right-hand compartment stands for Minnesota, while the design in the lower left-hand is the sign manual of Saint Anthony, the patron saint of Father Hennepin, who discovered the Falls of Saint Anthony. The red cross in the center of the shield, dividing it into four parts, is the Cross of Saint George, significant of the devotion and basis of American citizenship and tradition. The crest shows the conqueror, holding in his paw, the Macassin flower.

Colonel Theodore Roosevelt, guest of honor was then Vice President of the United States. Twelve days later he became President, succeeding President McKinley. Upon his return from a South African hunting expedition in 1910, Mr. Roosevelt presented the club with a handsome head of an oryx. It is now mounted in the club's entrance hall.

Minneapolis Grain Exchange

The next morning the editors visited the Minneapolis Grain Exchange. The Exchange began in 1881, and today is one of the three contract markets in the nation (others: Chicago and Kansas City) where you can buy and sell for the future delivery of various commodities including wheat, corn, oats, and soybeans.

The Grain Exchange opens at 9:30 every weekday morning with the sound of the gong. It closes at 1:15 p.m.

There are two areas to the trading floor:

1. Futures Pit

Occupying a corner of the trading floor is the Futures Pit which is octagonal in shape with five different levels. The levels are staggered so that the traders can see each other's hand signals. In the Minneapolis Pit, the different levels have no meaning for the trade, whereas in the Chicago Pit, the level itself at which the trader stands has some significance.

"Futures" are contracts entered into a public auction between two members of the Exchange, either for their own accounts, as principals, or as brokers for others. Future contracts call for delivery of a specified amount of a certain commodity of predetermined commercial quality, during a specified month, as much as 18 months in the future, and at a price agreed upon at the time of trade.

On any given day, the mechanics of trading are similar. Futures orders are received on the trading floor by teletype or from the batteries of telephones strategically installed adjacent to the pit. As the orders are received by operators for the various companies, they are rushed by runners or messengers to brokers in the pit for execution.

All futures trading is done via "cry" and through a series of hand signals to clarify offers. Today one or two women have joined the heretofore all-male chorus.

Each of the great flour companies has representatives and offices right in the pit: Pillsbury, International Peavey, etc. Clerks are chalking up bids and sales parts elevated for all to see.

2. Cash Market

By far the largest area of the floor is the cash market where buying and selling of miscellaneous amounts takes place. Minneapolis has the largest Cash Market in the world, and the grain quantities can be car lots, barges, truck loads. There are 34 trading tables, each rectangular in shape and about the size of a billiard table. Each table is manned by 1 to 4 traders, each of whom has his own lots for sale. Grain from the various



The Minneapolis Grain Exchange

vessels are on display in "sample pans" that resemble aluminum pie pans. Potential buyers from the mills come right on to the floor, examine the pans of grain, and put in their bids for their choice.

The Grain Exchange works for the durum wheat farmer by providing him with a marketplace for his crops; it also benefits the flour miller who has to assure himself of an adequate supply of raw material.

A flour manufacturer, for instance, can buy wheat on a future contract for delivery six months later, and he knows in advance what his raw material costs are going to be—by knowing this information, he does not have to increase his present costs of raw material three or six months from now.

Warren Lebeck, president of the Chicago Board of Trade, explained it this way in a recent talk, "Price risk is a cost of doing business as surely as are fuel costs and wages and the risk of a building burning down. By helping to reduce price risk, the futures market helps to reduce costs. The speculator in the futures market uses his own capital to assume existing risks that would otherwise have to be built-in to the cost of groceries."

"The marketing costs in the United States of getting grain and other foodstuffs from farmer to consumer are the lowest of any nation in the world," Lebeck said.

Creamette Plant

The editors were then bused to the New Creamette Company plant in New Hope, a model of modern technology. After the tour there they lunched at the Interlachen Country Club in Edina, a Minneapolis suburb. Seated on the porch overlooking a summer garden setting, salads sampled included chicken garnished with egg, olives, lemon, and radish roses; a fruit plate topped with sherbet and served with a house specialty dressing; fresh spinach gilded with crabmeat and fresh mushrooms; and an unusual cabbage slaw prepared with egg noodles, crisp vegetables, and diced cheese laced with a zesty yogurt dressing called Egg Noodles Slaw Interlachen.

Assorted breads and wine accompanied the salad assortment. Lemon Angel Pie completed the luncheon.

It was a good group and a good trip, and everyone learned a good deal about durum, milling, and macaroni manufacturing.

End of an Era

The Minneapolis Grain Exchange, which has used hand posting of future price information on large blackboards on its trading floor since 1881, will replace that colorful, if costly and cumbersome, method with automatic electronic price quotation boards.

(Continued on page 10)

End of An Era

(Continued from page 9)

The Exchange announced recently that its membership has voted to install the electronic quotation boards which will cost approximately \$370,000. The main reason for the decision, according to Exchange executive vice president Alvin W. Donahoo, is to increase the accuracy and speed at which price information is made available to members active on the trading floor. Economy was cited as another factor, as estimates show the current hand-posting method would cost the Exchange about \$2½ million over the next 20 years.

"It's the end of an era," Donahoo said, "but it's a necessary step to improve the quality of our quotations in keeping with the growing importance and sophistication of the grain marketing industry."

The electronic price quotation display system will be supplied by Ferranti-Packard Limited, a major Canadian manufacturer of electronic products which has installed similar systems at other major U.S. commodity exchanges. The equipment is expected to be installed and ready for operation by early 1978.

The "Mordiford" — A Symbol of Good Health

As a remembrance of our visit to the durum wheat-growing area, we offer a "mordiford" which represents a symbol of good health and sometimes a symbol of love. The red ribbon signifies the "mordiford" is made with Spring wheat. (Those made with Winter wheat are tied with green ribbon.)

Wheat weaving has an ancient history. It is technically known as "Corn Dolly" since the craft dates back thousands of years when it was practiced in England, and all grains were called corn. The plaiting of straw can result in many forms, but originally

the Mother image was predominantly used. Size was dependent on climate and prosperity of the area. Ceremonies were held in Great Britain as late as 1820 to celebrate and pay homage to the spirit of the Corn. Worship was closely associated with germination of the seed and rituals held dealt with birth, death and fertility in both man and beast.

In feudal times, a suitor would weave a rope two or three feet long, and take it to the lady of his choice. If she tied the rope into a knot, his proposal was accepted. Thus, the origin of "tying the knot."

The first farmer finishing his harvest would weave a "scepter-type" rod called a "knack", and hang it in his home. He was the only one allowed this privilege. And so evolved the saying "I've got the knack".

Wheat woven two-headed snakes were made as symbols for good health. The snake on the AMA creed can trace its origin to this custom.

Sponsors

Sponsors of Spaghetti Safari II were the National Macaroni Institute, Durum Wheat Institute, North Dakota Wheat Commission, North Dakota Mill, and North Dakota Business and Industrial Development Department.

North Dakota Cowbells, an auxiliary group of beef growers sponsored a breakfast in Medora and cocktails and hors d'oeuvres at the E. Barnes ranch near Fargo. Wives of the U.S. Durum Growers Association assisted the John Wright family in preparing dishes for the farm luncheon.

Judi Adams of the Wheat Commission and Elinor Ehrman of Sills coordinated the trip. Ms. Adams said: "Spaghetti Safari II was an attempt to tell the wheat farmers' story to the urban consumer. The 'big city' food editors need to understand the complete cycle of durum wheat—from farm to table—before they can do the

product and the producer justice. We think we accomplished that."

Pasta Publicity

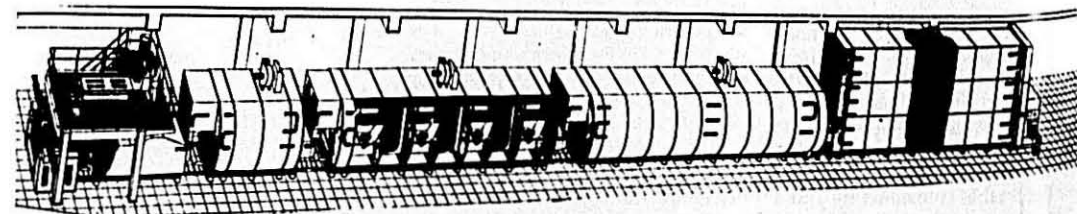
Dorothee Polson, food editor of the Arizona Republic in Phoenix had a front page headline in the food section of September 7 issue, "Spaghetti Safari". Pictured were durum in swath, the John Wright family standing in a field of grain, and trading on the floor of the Minneapolis Grain Exchange. On ten successive pages there were stories on cereal technology, Pitchfork Fondue and Marquis Noodles, Milling Process Complex, Grain Exchange is Farmers' Market, Governor and Mrs. Arthur Link, Mordifords—little symbols of good luck made out of wheat stocks; Wheat Farmer Proud of His Product; Perfect Pasta Cooking Instructions; Pasta Packaged by Digital Computers; Wheat Field 'silos' for War and Peace tells about Minute Man missile silos in North Dakota. In all, an impressive array.

Devil's Lake Daily Journal carried a front page photo story "Spaghetti Safari Brings Big-City Editors to Area," August 25. Another major story appeared in the September issue of Super Shopper, published by the Devil's Lake Daily Journal, Inc.

Television Script

Pasta is a very timely subject since October 6-15 is National Macaroni Week. Today's program will show us how convenience foods like elbow macaroni, spaghetti and egg noodles are in keeping with today's lifestyles. We'll learn how eating at home can be fun, fast and less expensive than dining out. Along with other important nutrition information, we'll see how much the carbohydrate content is needed for sports enthusiasts, all-on-the-go people, and growing children.

(Continued on page 16)



Macaroni line at the brand new Creemette plant in New Hope.



Spaghetti experts don't kid around when it comes to digging into good tasting, nutritious pasta dishes.

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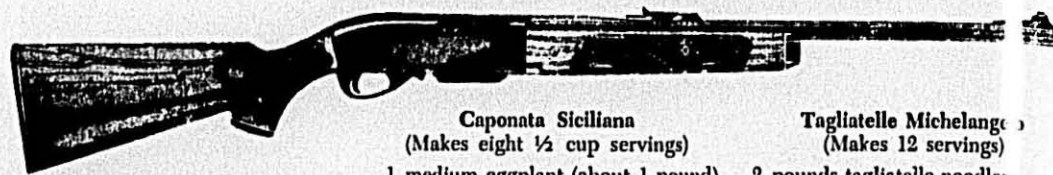
Amber also makes it easier to control your production schedule by meeting your specs and making shipments when promised.

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AT THE RIFLE CLUB

The special menu created by Anthony Nordin, Tiro A Segno's Manager, for the eleventh annual Macaroni Family Reunion featured both traditional and new pasta recipes. For those whose lifestyles leave little time for cooking, a featured recipe was one of a Quarter Hour series of pasta specials. A pesto sauce of fresh basil, pine nuts, olive oil and a blend of cheeses is ready to serve in fifteen minutes or less, thanks to Mr. Nordin's method of making the sauce in an electric blender while the pasta cooks!

As an appetizer course, Caponata Siciliana, a pungent medley of chilled vegetables was offered. At the buffet, Tagliatelle Michelangelo combined the pasta with ham, turkey, chicken livers and mushrooms baked with cream, Parmesan cheese, sherry, brandy and a Swiss cheese topping. Mostaccioli Abruzzese was a pasta presentation dressed very lightly with a sauce of diced lamb, white wine, tomatoes and red and green peppers.

Here is the menu enjoyed by members of the press and macaroni manufacturers at Tiro A Segno, the private club renowned for Italian cuisine, on MacDougal Street in Greenwich Village.

MENU

- Caponata Siciliana
-
- Linguine al Pesto
- Tagliatelle Michelangelo
- Mostaccioli Abruzzese
-
- Green Salad
-
- Fresh Fruits
-
- Assorted Cookies
-
- Espresso
-
- WINES
- Ruffino Chianti
- Ruffino Soave

Caponata Siciliana
(Makes eight ½ cup servings)

1 medium eggplant (about 1 pound) pared and cubed
½ cup olive or salad oil
½ pound (1¼ cups) chopped onions
2 medium mushrooms, sliced
2 medium tomatoes, chopped
1 rib of celery, chopped
¼ cup finely diced carrot
½ cup capers
1 tablespoon sugar
2 tablespoons vinegar
½ cup Italian black olives
Salt to taste

In Dutch oven or large skillet over medium heat, saute eggplant in oil until lightly browned. Add onions, mushrooms, tomatoes, celery, carrot and capers. Cover and cook 10 minutes. Uncover; stir in sugar and vinegar. Cook, uncovered, 20 minutes or until mixture is thick. Stir occasionally. Add olives, nuts and salt. Cool. Turn into bowl. Cover and refrigerate.

Linguine Al Pesto
(Makes 8 servings)

1 pound linguine or spaghetti
2 tablespoons salt
4 to 6 quarts boiling water
2 cups fresh basil leaves
¾ cup pine nuts or walnuts
¾ cup olive or salad oil
2 tablespoons grated Parmesan cheese
2 tablespoons grated Romano or gruyere cheese
1 or 2 cloves garlic
Salt to taste

Gradually add linguine and 2 tablespoons salt to rapidly boiling water so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander.

While linguine is cooking, combine basil, nuts, oil, cheeses and garlic in electric blender container. Blend until mixture is thick and fairly smooth. Add 2 or 3 tablespoons hot water from the spaghetti to thin to desired consistency. Salt to taste. Toss linguine with small amount of pesto sauce. Turn into serving dish. Pour remaining pesto sauce on top.

Tagliatelle Michelangelo
(Makes 12 servings)

2 pounds tagliatelle noodles or medium egg noodles
2 tablespoons salt
2 gallons boiling water
½ cup butter
1 cup diced cooked ham
1 cup diced cooked turkey
½ pound chicken livers, coarsely chopped
¼ pound mushrooms, sliced
1 cup freshly grated Parmesan cheese
2 tablespoons dry sherry wine
2 tablespoons brandy
1 teaspoon salt
½ teaspoon pepper
1 quart light cream
1 cup grated Swiss cheese

Gradually add tagliatelle and 2 tablespoons salt to rapidly boiling water so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander.

Meanwhile, melt butter in large skillet; saute ham, turkey, chicken livers and mushrooms over medium heat until lightly browned. Remove from heat; stir in Parmesan cheese, sherry, brandy, 1 teaspoon salt, pepper and cream. Mix tagliatelle with meat sauce so that ingredients are thoroughly blended. Spread mixture in buttered shallow 5-quart baking dish. Bake in 400° F. oven 30 minutes. Sprinkle with Swiss cheese 10 minutes longer.

Directions for reheating in microwave oven

To reheat refrigerated 1 portion servings: Place portion in oven-proof glass or glass ceramic ware container. Cover with a piece of clear plastic wrap or waxed paper and heat for 4 minutes, turning dish halfway through cooking time.

To reheat frozen 1 portion servings: Place portion in oven-proof glass or glass ceramic container. Cover with a piece of clear plastic wrap or waxed paper and heat for 10 minutes, turning dish halfway through cooking time.

Mostaccioli Abruzzese

(Makes 8 servings)

4 cloves garlic, minced
½ cup olive oil
2 pounds lean lamb, cubed
¼ cup dry white wine
2 ripe tomatoes, peeled and chopped (about ¾ pound)
2 green peppers, chopped
2 sweet red peppers, chopped
1 teaspoon salt
Few grains pepper
1 pound mostaccioli or elbow macaroni
2 tablespoons salt
4 to 6 quarts boiling water

In large pot or Dutch oven, saute garlic in olive oil until lightly browned. Add lamb; brown well on all sides. Stir in wine; simmer 10 minutes. Add tomatoes, peppers, 1 teaspoon salt and pepper; bring to a boil. Cover and simmer about 2 hours or until lamb is tender. (You should have about 5 cups sauce.)

Meanwhile, gradually add mostaccioli and 2 tablespoons salt to rapidly boiling water so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Combine mostaccioli with lamb sauce.

For microwave oven preparation: In microwave-proof or glass 4-quart casserole, microwave garlic in oil 2 minutes, stirring after 1 minute. Add lamb; microwave 10 minutes, stirring after 3 and 6 minutes. Add wine; microwave 5 minutes, stirring after 3 minutes. Add tomatoes, peppers, salt and pepper; microwave 50 minutes, stirring after 20 and 35 minutes. Prepare mostaccioli as above. Combine with lamb sauce.

Quarter-of-an-Hour Pasta Meals Are Fun and Fast

Dining at home can be fun and fast with convenience foods like elbow macaroni, egg noodles and spaghetti.

How can you make fun meals at home? A little imagination can result in fun settings. Create a restaurant atmosphere with a checkered tablecloth and candles. Serve a meal buffet-style. A small centerpiece of fresh flowers adds a colorful note. Depending upon the season, dine in front of the fireplace, in the back-

yard or on the patio. Pack up the food and go on a picnic.

How can meals made at home be fast? Quarter-of-an-hour menus planned by home economists of the National Macaroni Institute can be the answer. Three fifteen minute pasta dinner recipes are suggested. To round out the menu, start with grapefruit halves. A lettuce and cucumber salad and crusty bread are fine accompaniments with the pasta entree. Ice cream and cookies finish the meal along with a beverage.

Fifteen Minute Noodle Dinner

(Makes 4 to 6 servings)

8 ounces medium egg noodles (about 4 cups)
Salt
3 quarts boiling water
1 cup butter or margarine
1 cup water
1 cup frozen small whole onions
1 cup thinly sliced carrots
1 package (10 ounces) frozen whole kernel corn
1 package (9 ounces) frozen cut green beans
1 small garlic clove, crushed
¼ cup finely chopped parsley

Gradually add noodles and 1 tablespoon salt to 3 quarts rapidly boiling water so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Turn noodles into bowl. Add ½ cup butter and toss until butter is melted.

While noodles are cooking, prepare vegetables. In a large saucepan, heat 1 cup water and 1 teaspoon salt to boiling. Add onions; reduce heat to medium. Cover and cook until almost tender, about 5 minutes. Add carrots, corn and beans. Heat to a boil separating beans and corn. Reduce heat to medium and cover; cook until all vegetables are just tender, about 5 minutes. Drain. Add remaining ½ cup butter, garlic and parsley to cooked vegetables; toss until butter is melted. Arrange vegetables over hot noodles on serving plate.

Fifteen Minute Macaroni Dinner

(Makes 6 servings)

1 can (16 ounces) green peas
Water
1 teaspoon salt
2 cups elbow macaroni (8 ounces)
2 cans (8 ounces each) tomato sauce
2 medium onions, thinly sliced

1 pound frankfurters, cut in 1-inch chunks
1 teaspoon prepared mustard
Dash Tabasco

In Dutch oven, combine liquid drained from peas and enough water to equal 2 cups; heat to simmering. Stir in salt and macaroni; cover and cook until macaroni is slightly tender, stirring frequently. Mix in tomato sauce and onions; cover and cook 10 minutes longer, or until macaroni is tender. Stir in peas, frankfurters, mustard and Tabasco. Heat through and serve immediately.

Fifteen Minute Spaghetti Dinner

(Makes 4 to 6 servings)

1 medium onion, chopped
1 tablespoon salad oil
1 can (28 ounces) tomatoes
3 cups water
3 beef bouillon cubes
½ teaspoon sugar
½ teaspoon garlic powder
½ teaspoon basil
¼ teaspoon pepper
1 teaspoon Worcestershire sauce
8 ounces spaghetti, broken into fourths
1 can (12 ounces) luncheon meat or corned beef, cut in cubes
1 can (16 ounces) green beans, drained

In Dutch oven, saute onion in hot oil until crisp-tender. Stir in tomato, water, beef bouillon cubes and seasonings. Bring to a boil. Stir in spaghetti; cover and simmer, stirring occasionally, 10 minutes. Stir in cubed luncheon meat or corned beef and green beans; cover and simmer about 5 minutes, or until spaghetti is just tender. Serve immediately.

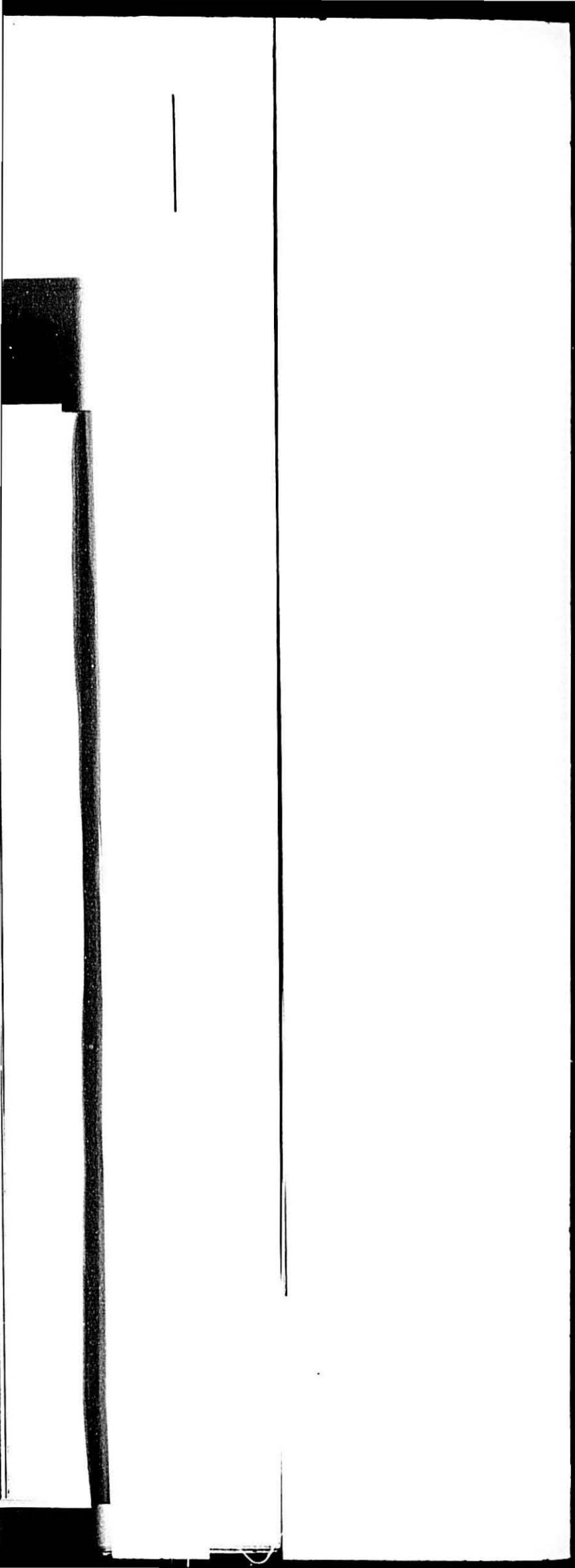
A Complex Market

Executive Secretary Bob Green made these comments at the New York Press Meeting:

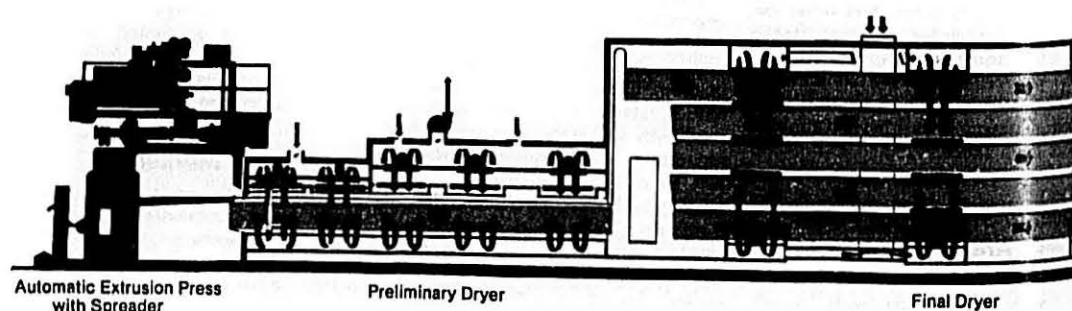
Some of us have just returned from the Spaghetti Safari—a trip to North Dakota to see the durum wheat harvest, to observe a milling operation, and macaroni manufacturing. While in Minneapolis we visited the Grain Exchange as well and came home to find out that it was in the news along with farm policy.

Grain grown in the Upper Midwest is traded in the Minneapolis Market. This includes Hard Red

(Continued on page 16)



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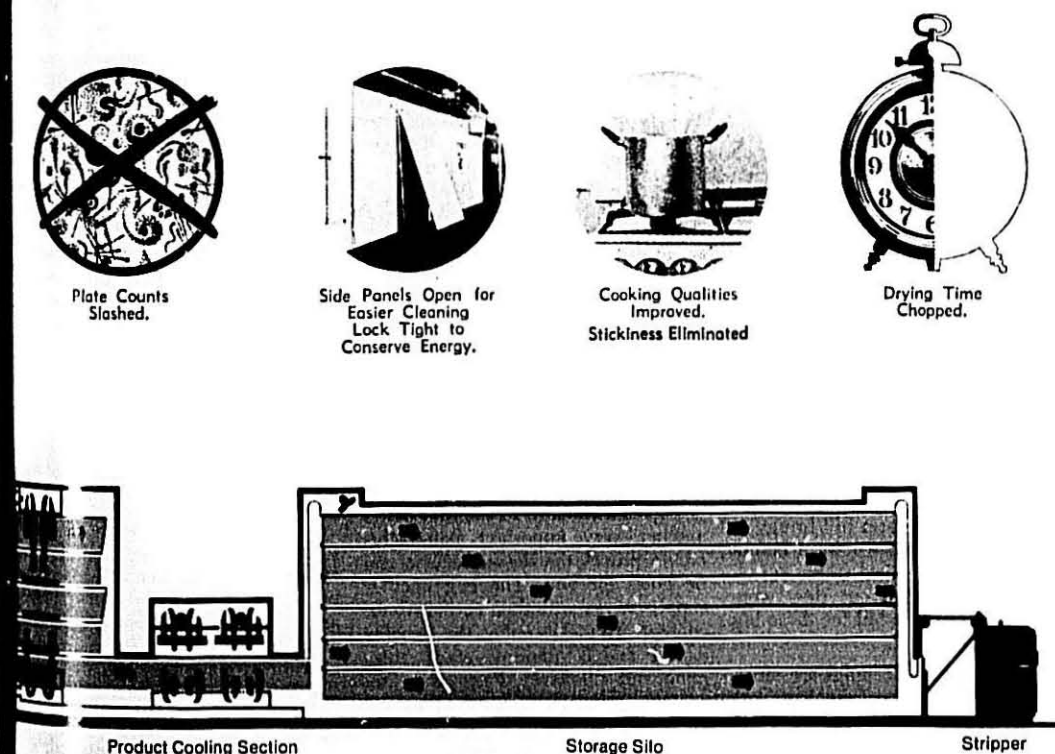
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A Complex Market

(Continued from page 13)

Spring Wheat, Durum Wheat, barley, flax, and quotations from Chicago and Kansas City are also carried on in corn and soybeans. The sellers are brokers and commission men for growers, and the buyers are the millers of grain or grain houses that buy for export. They have an intricate trading technique where with a series of calls and hand signals they make verbal agreements to exchange minimum quantities of 5,000 bushels in rapid-fire succession. These transactions are recorded and posted on a blackboard and disseminated by a complex network of communications so farmers as well as users of grain know what the market is.

Now there is a rubarb between the Grain Exchange and the Commodity Futures Trading Commission, a governmental agency, who wants to change things a bit from the 90-year-old practice. Members of the Exchange say that if the government fools around, they just won't quote prices and then the farmers will be left up in the air because they need these quotations in order to plan their crop, when to plant, and when to ship.

Cut Back

Just as we returned from our trip President Carter announced that he would seek Congressional authorization for acreage setbacks of 20 percent on the next wheat crop and most likely a 10 percent cut in feed grains. This coupled with the loan and target prices in the new farm bill brings us just about to where we were before the Russian wheat deal when American taxpayers found out they were paying a part of the bill for these big grain shipments.

So we learned that things are much more complex on the farm than just praying for rain and hoping for sunny weather. The Peruvian anchovy catch, a drought in Russia, or problems in China, or an oil price increase in the Near East all have an impact on world trade today.

Industry Representatives

Green reviewed the significant aspects and complexities of the pasta cycle, beginning with the farm, the milling operation and the macaroni manufacture. He then introduced key

individuals representing each segment of the industry . . . wheat growers, millers and the macaroni manufacturers themselves.

Consumption

During 1977, Americans will each eat 10 pounds of macaroni products, or better than 40 servings, Green told the food editors, and pledged industry support in providing sound nutritional ways to educate consumers to the convenience and versatility of pasta products.

The National Macaroni Manufacturers Association is a trade association, which has served all segments of the pasta industry since 1919. Its members include not only manufacturers themselves but prime suppliers as well. The Macaroni Family Reunion, now in its 11th year, is an annual event for food editors of the consumer and foodservice press with the objective of bringing these communicators one-on-one with industry leaders in an informative dialogue and update on pasta product news.

Television Script

(Continued from page 10)

Let's begin! We mentioned a moment ago that pasta meals made at home are fun and fast. They're fun if you make them special with a bit of imagination. Take a look at these healthful noodle fruit puddings served in attractive Libbey glasses—each with a different sports motif. They're fun and conversation provokers. The dessert is a cinch to make. And here's another very important point—this recipe proves the dessert course can be good for you. The egg noodles supply energy with their carbohydrate content. You also enjoy the benefits of iron and B vitamins—niacin, thiamine and riboflavin. Pasta is a fine protein source when mixed with complete protein foods. Remember, too, pasta is a low fat, low sodium, easily digested food.

Salad Suggestion

Is cycling a favorite past time of yours? How about a macaroni salad supper served picnic style in the backyard to end the day? Or for lunch after a morning of cycling? Here, as with the noodle pudding, you make it fun to eat at home and enjoy the advantages of healthful pasta. This salad

is ready to chill in fifteen minutes or less.

Speaking of quick preparation, have you seen this lovely Libbey Cook's Helper Tray that doubles as a chopping board? The wheat pattern is so appropriate for National Macaroni Week. Did you know macaroni products are made from durum and/or other high quality hard wheat? The tray and glasses we saw earlier are available in houseware sections of department stores, and in small specialty stores.

Spaghetti Stew

Now, let's get on to some more of those fun-to-make-at-home pasta dishes. Look at this scrumptious spaghetti stew. Would you believe this succulent stew goes together in about fifteen minutes? That's all the time it takes. If hunting happens to be a sport in your house, you may wish to serve this casually when the hungry sportsmen return.

Take a moment to look at these convenience foods. Elbow macaroni, spaghetti and egg noodles are nutritious, as we discussed earlier. They are versatile and the base of so many quick-to-prepare "at home" meals. A good supply on hand is an excellent guide to fine, nourishing eating.

Speaking of nutrition and the carbohydrate needed for energy many athletic teams are pasta devotees. Here we see the athletic trainer at Western Illinois University recommending pasta to members of the girls basketball team.

All of the recipes we've discussed today and others are yours for the asking. They have been developed by home economists of the National Macaroni Institute in honor of National Macaroni Week, and for your eating pleasure at home year 'round.

Microwave Folder Available

New simplified literature, "Microwave Energy for Industrial Heating," is available from Microdry Corporation, pioneer and leader in this field. This descriptive folder has a pocket to hold packages of magazine reprints, specification and job description sheets, etc. tailored to each inquiry. Write Microdry Corporation, 3111 Fostoria Way, San Ramon, California 94583.

THE MACARONI JOURNAL

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NOVEMBER, 1977

Washington Meeting

About fifty macaroni manufacturers, durum millers and durum growers were in Washington September 15 to attend a day's session planned by the National Macaroni Manufacturers Association.

It started out in the morning with a briefing session at the U.S. Chamber of Commerce. Walter Hopkins explained what the Chamber is and how it works.

Energy

Chris Farrand, Manager, Resources and Environmental Quality Division, said the Carter Energy Bill will not accomplish the goals it has set. The two thrusts are for conservation and raising prices to replacement cost levels, but there is no incentive provided for more production of petroleum or coal. There are a host of regulatory regulations running some 500 pages that industry will have to know and comply with.

Is there a correlation between taxes and the energy crisis? Is capital formation an important factor in energy exploration and development? Can additional tax burdens or threats of additional taxes discourage investment and impede the development of essential energy supplies? Can additional tax burdens or threats of additional tax burdens encourage energy conservation?

Tax policy toward energy companies could determine the outcome of the energy crisis. Replacing obsolete, energy-wasting plant and equipment with modern, energy-efficient plant and equipment would help solve the energy crisis. Higher taxes on oil and gas will do nothing to increase exploration for or production of energy resources which should be the thrust of national energy policy. If taxes are increased, the sources of capital can be expected to diminish.

H.R. 6831 (Wright, D-Tex.), the National Energy Act has approximately half of the bill devoted to changes in the federal tax laws. It provides for a tax on certain automobiles and increased taxes on gasoline. It would impose an "equalization" tax on crude oil and a consumption tax on industrial and utility users of oil and natural gas. It provides tax credits for residential and business energy measures, including solar energy. The bill also removes the excise tax on



inter-city buses, increases taxes on motorboat gasoline and fuels for general aviation, provides tax incentives for geothermal energy and changes the minimum tax treatment of intangible drilling costs relating to oil and gas wells.

The Chamber supports the enactment of tax measures to encourage energy exploration, energy production, and capital investment in energy-efficient equipment. It supports a 12% investment tax credit for all business. It supports the concept of prompt capital recovery allowances to take the place of outmoded concepts of useful lives, which have been used unsuccessfully as a measure of depreciation and obsolescence.

The other side favors exploration-discouraging taxes on oil and natural gas and anti-investment taxes that would discourage capital investment for the development of new energy resources.

Social Security

Andy Melgard, Director, Economic Security, Education, and Manpower Section, pointed to the problems of inflation, government expansion, income redistribution, changing perceptions of economic growth, and rising expectations. There is no way to meet rising expectations, he declared, unless there is economic growth. He then pointed to the problems being experienced by Social Security, Unemployment Compensation, Workmen's Liability and Product Liability which add up to a bagful of problems for businessmen.

All employers, the self-employed and employees, and their beneficiaries have a personal stake in the Social

Security system which is now paying out over \$90 billion a year to more than 33 million beneficiaries. Nearly everyone will eventually in one or more ways benefit from Social Security: from retirement benefits and Medicare, or even from disability benefits, or from payments to surviving spouses and children.

The Chamber supports equal taxes on employers and employees and taxes on the self-employed, periodically adjusted to support benefit disbursement for the Social Security and Medicare program. It opposes the use of general funds to finance these programs. It recommends trust fund (now \$40+ billion) be used in 1977 for tax rate of not less than 0.3%. The benefit formula should be redesigned to prevent over-escalation of benefits and to maintain basic floor-of-protection concept. This will help the long-range problem.

Minimum Wages

Raising the minimum wage feeds inflation and adds to unemployment. The negative impact reflects heavily on younger workers. Increase in the minimum wage causes general wage increases (ripple effect) as employees at higher levels seek to maintain wage differentials. Higher costs to employers can result in either price increases, cut-backs in employment or both. Automatic increases in minimum wage rate in accordance to some form of index would be highly inflationary and lead to the elimination of merit increases. Indexing would result in an unchecked spiraling wage rate unrelated to the true cost of living and productivity considerations. Repeal of the tip credit would increase costs to consumers and could increase unemployment in food service and hotel/motel industries.

Workers Compensation

Should there be sweeping federal intervention into and control workers' compensation? Should we replace a proven and efficient, state-regulated compensation system with an untested federal program? Or should we supplement state programs with a new federal program providing benefits and rules that differ from state programs?

Effective employer control of job-injury costs is at stake. Proposed federal programs could produce a five-

(Continued on page 20)

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 outmoded "winners". But styles change, competition comes from even dissimilar products. Some dominant appeals of yesteryear are "old hat" today.

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Washington Meeting

(Continued from page 18)

fold increase in compensation costs. Benefits would be doubled, non-occupational injuries would be compensated, and litigation on claims would be rampant. Enforcement of claimant rights would be a lawyer's bonanza and would clog federal and state court systems with thousands of claims as every claim becomes a federal question. A vast new, but highly inexperienced bureaucracy would bombard business with reams of paperwork and forms. Net results—claims would be delayed, and medical and vocational rehabilitation shelved, pending resolution of claims.

Unemployment compensation for twenty-six weeks is available after 6 or 7 weeks of employment. Rates have increased and time extended so now we have a welfare system. In the District of Columbia you can receive \$130 per week, tax free, which frequently gives a husband and working wife better income than if they were working.

Product Liability

Product liability is a problem of placing limitations on tort liabilities. Horrible examples are all too commonplace and the burden on business is intolerable. The best way to ease pressure on business is to get reform in the States. Malpractice inequities in the medical profession were corrected within two years. The same can be done for business with product liability insurance.

National Labor Relations

Hal Coxson, Director, Labor Law Section, warned of an overhaul of the National Labor Relations Act to put the weight of government behind union organizing. Labor seeks reforms that would establish enforceable time limits (as little as 15 days; no more than 75) for union representation elections, and that would subject labor law violations to heavier penalties; double back-wages for illegally fired employees or a three-year denial of federal government contracts to firms that willfully and repeatedly ignored NLRB orders. With administration backing, these proposals, embodied in H.R. 8410 and S 1883 have been introduced by Congressman Frank Thompson, Jr. (D-NJ), and Senators Harrison Williams (D-NJ) and Jacob Javits (R-NY).

Lunch on the Hill

From the Chamber we went up to the Hill for lunch which was attended by a goodly number of representatives and their aides, Senator Carl T. Curtis of Nebraska and Senator Quentin N. Burdick of North Dakota. It is obvious that many businessmen do not know their representatives and it is important that they do in order to give them the business point of view.

Business Session

At an afternoon session at the Mayflower Hotel Dawson Ahalt, Chairman, World Food Outlook and Situation Board, Agricultural Economics, U.S. Department of Agriculture, painted the global picture on wheat production showing that it had increased dramatically in the past two years building supplies and reducing farmers' income. He noted that Russia had its second record crop and that export competition is underselling us.

Dr. F. Leo Kauffman of the Food and Drug Administration discussed Good Manufacturing Practices (see below).

Stewart Lambie of the Voluntary Industrial Reporting Service, Department of Commerce, announced that the new cabinet Department of Energy will be officially established October 1 with some 20,000 people employed to spend an \$11 million budget. Top 50 companies have had to report on targets set up last year. Smaller companies using more than a trillion b.t.u.'s annually will have to report, and sooner or later everyone will have to be in the reporting setup. The U.S. Department of Commerce has a do-it-yourself kit on "How to Profit by Conserving Energy", "Energy Efficiency Sharing", and a Progress Report 5, dated July, 1977, on "Voluntary Industrial Energy Conservation." Obviously, from the comments Mr. Lambie made and those heard earlier in the day, costs of energy are going up and controls are going to multiply. It is essential that you do an energy audit in your plant and know where points of control can be exercised for watching these costs.

John Cross of the Senate Small Business Committee reported that a small business development bill will provide funds for major universities to work with small business people to improve management techniques. The

committee has been holding hearings on product liability insurance but the problem of redefining torts and getting changes into workman compensation is a monumental task. Compliance with OSHA regulations is being used as a defense in many liability cases, he pointed out. He concluded that efforts continue to cut paperwork requirements for business—he indicated that some 30 percent could be eliminated.

A reception in the evening was held in the Chinese Room of the Mayflower.

Good Manufacturing Practice Regulations

Dr. F. Leo Kauffman, Assistant Director for Manufacturing Practices, Division of Food Technology, Bureau of Foods, Food & Drug Administration, said good manufacturing practice regulations are written as an aid to industry, pinpointing what FDA looks for in terms of critical control points and quality assurance. They are used to determine whether or not equipment and operating procedures are adequate to protect the public health.

The Commissioner is issuing GMPs to promote the efficient enforcement of Section 402 of the Federal Food, Drug and Cosmetic Act which pertains to food filth and safety. According to Section 402(A)(4) "A food shall be deemed to be adulterated if it has been prepared, packed, or held under insanitary conditions whereby it may have become contaminated with filth or whereby it may have been injurious to health."

Last June, Mr. J. P. Hile, Commissioner for Compliance, at a meeting of the Association of Drug Officials indicated that he is revising and expanding the GMP with the objective of covering as many product classes as possible and at the same time reducing the number of separate regulations. So there will be no specific GMP for macaroni and noodle products but we would like your comments on the expanded umbrella GMP.

Dr. Kauffman concluded: "When you study the proposal, you will probably find some things that you do not like. In your comments please consider that some requirements are difficult to phrase in a manner which pro-

vides protection to the consumer without increasing the cost of the product. If you feel that a requirement is not clear, or is impractical, we would appreciate your suggestion on how to make it clear and practical. Remember this GMP applies to your industry just as surely as if it were headed GMP for Macaroni and Noodle Products."

Review of Food Policy

President Carter has ordered a comprehensive study of Federal food and nutrition policy, including Federal procurement, as well as food inspection, labeling and grading.

He said, "As presently structured, the Federal Government is ill equipped to respond to the important changes taking place in the production, processing, marketing and consumption of food."

The study will be directed by the White House Office of Management and Budget. It will focus on such areas as production and marketing of food; regulatory activities affecting food, which now involve 14 agencies and more than 2,000 regulations; agricultural activities, dispersed among three major departments, and commodity procurement and distribution, including Federal feeding programs.

Carter said, "The objective of this review is to improve the Government's capability to address the nation's needs for adequate supplies of reasonably priced, safe and nutritious foods."

"As part of this overall project," he continued, "I have directed OMB's new Regulatory Policy and Reports Review of Federal food inspection, Management staff to begin a specific labeling and grading, as well as other related food regulatory practices."

"Fluctuating supplies of agricultural commodities and a new public concern about safety, quality and cost have forced some rethinking about American food policy." However, he went on, "this rethinking has yet to be reflected in the institutional structure through which food policy is formulated and implemented."

He said the study was needed also because of the increased use of pesticides, preservatives, artificial flavors and other chemicals in producing and processing food; changes in the

availability of energy and land resources; increased reliance on packaged food, and changes in the international situation that affect the demand for American farm products.

Eliminate Duplicate Inspection

"The study will focus on eliminating duplication in agency inspection programs and, overall, in sanitation and product labeling," the President said. It will also try to improve the safety and cleanliness of food. It will review alternatives for providing consumers the most accurate and useful information about food and for identifying areas where the inspection technique should be modified.

Present Federal approaches to food regulation generally have been criticized as being ineffective in protecting and informing consumers and raising consumer costs, Carter said.

Responsibility for inspection, grading and labeling is divided among the Department of Agriculture (meat and poultry), HEW's Food and Drug Administration (processed food and food additives), Commerce's National Oceanic and Atmospheric Administration (fish), Treasury's Bureau of Alcohol, Tobacco and Firearms (beer, wine, and alcohol) and the Federal Trade Commission (food and nutrition advertising).

Among the problems the study will examine are:

—A lack of priorities in food inspection techniques which insure consumer safety.

—Duplication of some food regulatory functions among agencies) particularly inspection and labeling).

—Lack of uniformity in consumer information about food.

—A focus on producer needs rather than consumer interests in some regulatory activities.

—Inadequate, uneven use of penalties and fines to enforce compliance.

More effective approaches to food regulation are needed to address these problems, he said.

"Currently, there is a wide variety in Federal regulatory approaches. For example, some agencies carry out full time, on site inspection, while others rely on sampling techniques.

"Some regulatory activities are supported by user fees, while most are totally Federally funded. The issues that often overlap and sometimes conflict will be examined in this review,"

the President said.

The study is expected to take six months to complete.

Equal Opportunity For Business

Public sector employment in the United States more than doubled in the last 20 years, from 7.4 million to 15 million. Most of the increase in public jobs came in state and local governments, while federal payrolls increased only moderately.

Taxpayers will welcome news that the federal payrolls are holding steady. That is the good news.

The bad news is that some federal bureaucrats in Washington and federal labor unions actively oppose policies that could reduce these payrolls at savings to U.S. taxpayers.

With support from Congress, these groups are frustrating policies designed to place greater reliance on private industry to furnish goods and services to the government if they can be obtained for less cost in the private sector.

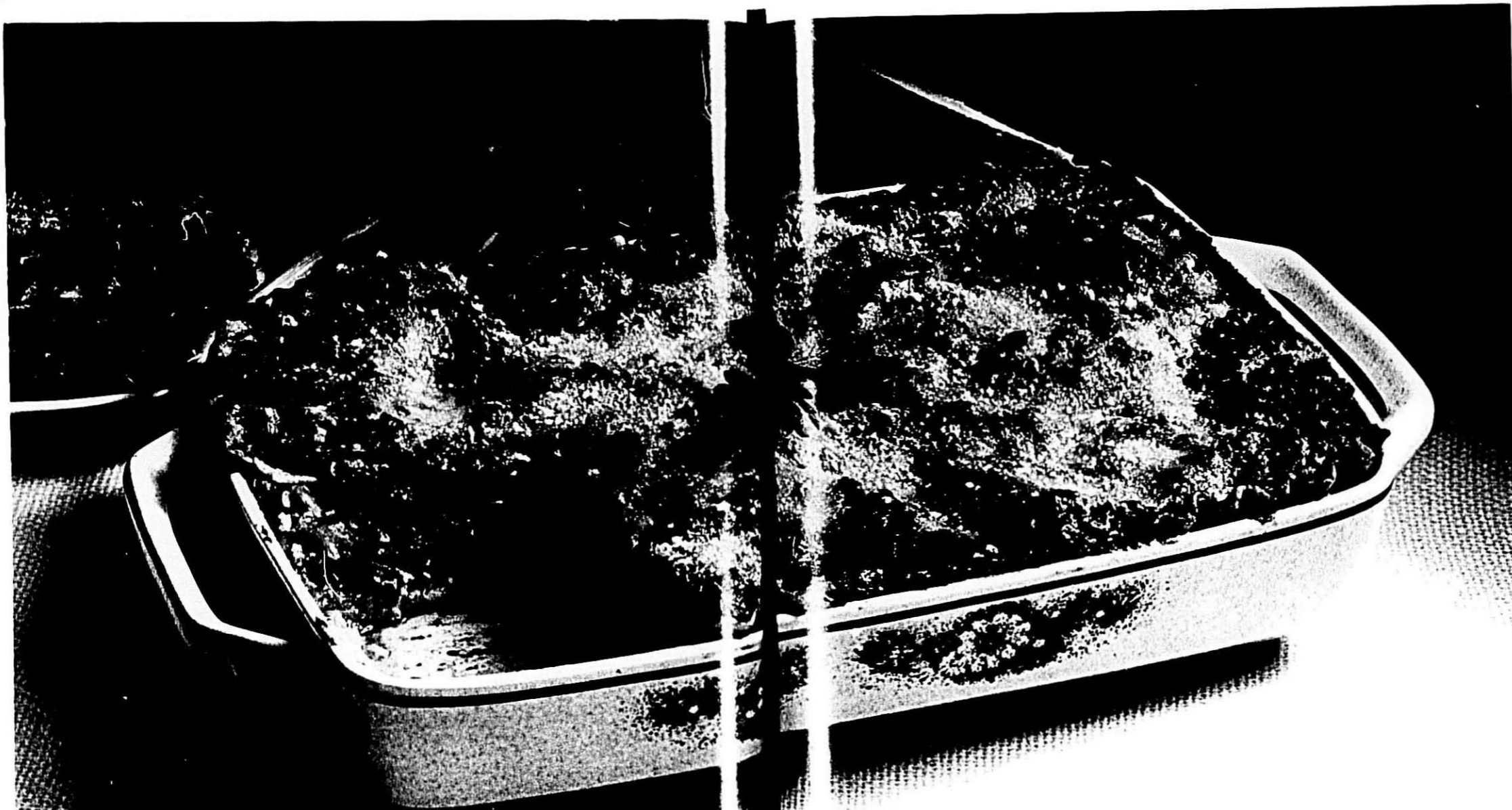
President Carter proclaimed this to be policy when he said: "Where there's a choice to be made between the private sector and the Government sector, my option would be for the private sector to assume the responsibility."

Instead, the bureaucracy has been rigging the competition. In comparing costs with private business, the government has grossly understated its labor costs by understating the costs attributed to federal retirement programs.

As pointed out by the Chamber of Commerce of the United States, the government used a "ridiculously outdated" figure of 7% until last year when it was raised to 24% after a detailed study by the Office of Management and Budget and the Civil Service Commission.

Now the OMB has reduced the figure to 14.7%, which also is too low, particularly since the government's own actuaries say the costs probably should be raised to 54%.

Taxpayers are the losers, since savings could result from contracting out services to private contractors. The Chamber cited a case in which replacement of government cleaning service personnel resulted in a 32% saving.



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Pasta Requires Advertising

While spaghetti products have enjoyed strong sales growth over the past several years, this relatively inexpensive, main meal category may face hard times in the next decade unless it is properly advertised, Jim Sumas, vice president, operations for Village Market, told Joel Elson of Supermarket News after the Hershey convention.

The retailer, whose firm operates 21 ShopRite markets, is not quite sure about the future of pasta or where it will fit into family meal planning in the next 10 years. "I think if it is properly advertised, it can grow. But with the smaller family, we must tell consumers cooking is fun and it is better to eat at home."

The Village ShopRites average \$7.5 million in annual sales and are supplied by Wakefern Food Corp., Elizabeth, N.J., which services 164 other ShopRite stores.

The macaroni department at most ShopRites is operated at a low profit level, "around 16 percent, but we sell the fast moving items—thin, regular and elbow packages—at cost or below," Sumas said.

"It is a low profit department because the consumer can see the price per pound is cheap enough for her to feed the whole family, using pasta as the main course."

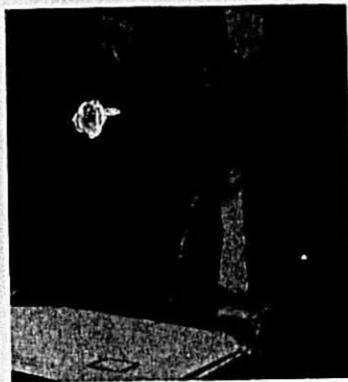
While the New York pasta market as a whole remained flat last year, the ShopRite stores, supplied by Wakefern and supplemental suppliers, went 20 percent ahead in case volume, for 1977. The ShopRite cooperative has seen a 15 percent increase over last year, Sumas said.

Rotogravure Ads

Sumas described as successful the rotogravure advertising which appeared in newspapers a year ago, "when we took rigatoni and two other products and within three weeks moved half a year's normal business. For 1978 we almost doubled the previous year's sales of macaroni offerings."

Fast Movement

The Wakefern warehouse moves about 17,000 cases of macaroni a week, according to the retailer. Approximately 24 percent is the ShopRite brand. Last year, the warehouse shipped 297,000 cases of the house



James Sumas

brand, or an average of about 3,700 cases a week

The group ran a national ad, a high color insert similar to the gravure promotional piece. Linguine and rigatoni carried a 19¢ retail without a coupon. For store openings, ShopRites generally go with a private label spaghetti, at 1¢ with a 10¢ coupon or without any coupon.

The stores have run similar promotions of national brands.

Bimonthly Mailers

Some 300,000 mailers go out to shoppers' residences six times a year. A 3-lb. macaroni package was promoted with a Family Affair theme, "Our macaroni is offered at no profit, in order to build store volume," Sumas said. "Since our brand name is our store name, it helps not only to sell macaroni, but if we have a good house-brand product, we are also selling our store."

Of the pasta products stocked at the Wakefern warehouse, five are purchased directly and four are ordered through brokers. The ShopRite group prefers 10-12 week lead times for promotion and ad planning, especially when it comes to setting up products to appear in the gravure sections.

Sumas feels radio exposure, combined with store recipes, can improve sales. ShopRites shortly are going to carry two new items—a cartwheel and a lasagna.

While going to a larger package might entail more hand packing by manufacturers, Sumas feels the industry has reached the point where consumers with large families will opt for a larger package, "maybe a 5-lb.

bucket or tin of macaroni. I think elbows could be done this way easily."

Recipe Cards Help

The use of recipe cards has helped macaroni sales. "How many people have never had a dish of linguine with clam sauce?" he asked, adding that "the people calling on our stores should put up recipes on shelf cards."

Sumas takes the position that trying to establish a day of the week as "spaghetti day" tends to limit sales. "Young marrieds, for example, may not know how to prepare all sorts of pasta products." Other departments, especially fresh seafood, suffer when many such related products are excluded from pasta advertising.

In a standard ShopRite product layout, the dry items—noodles, prepared sauce and grated cheese—are placed so they face the canned vegetables and tomato products, across the aisle.

Since spaghetti products are usually considered to be a main meal category, and canned vegetables usually are the garnish for main meal dishes, "we tie the two groups together in the same aisle."

"Because tomatoes, puree, sauce and paste are considered part of the vegetable category, the natural tie-in with the pasta products makes it easier for the customer to shop."

"One of the things we have tried to achieve in the ShopRite grocery layouts is multiple sales in each and every aisle."

"Now that we have the pasta and tomato products easily accessible to the customer, we go a little further and put a section of prepared sauce and grated cheese in the middle of the spaghetti department."

"Many women today prefer to use the jar sauce, rather than spend many hours making spaghetti sauce from scratch."

"By putting the grated cheese into this section, we eliminate the possibility of Mrs. Consumer's forgetting the cheese when she gets to the dairy department," Sumas said.

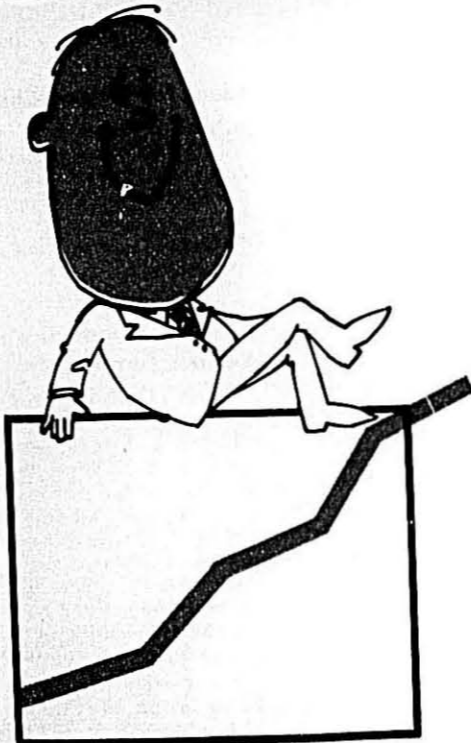
Buyers Want Advertising Support

Nearly three of every four supermarket buyers say that advertising support is the most important criteria in considering a new product.

(Continued on page 26)

THE MACARONI JOURNAL

If you want sales, call the durum people.



When you start with the best in durum, you'll find your sales curve going up. There is a difference, and you and your customers will be able to taste the difference. If your label goes on a product, you want to be able to take pride in it. That's why you will want to start with the best: Durakota No. 1 Semolina, Perfecto Durum Granular or Excello Fancy Durum Patent Flour. Then sit back and watch your sales curve go up!

the durum people



NORTH DAKOTA MILL
Grand Forks, North Dakota 58201
Phone (701) 772-4841

Buyers Want Advertising

(Continued from page 24)

A survey of 22 chief buyers for major food retailers, conducted by the Newspaper Advertising Bureau, found that 72% look for strong support via media advertising.

Fifty-eight percent said they looked for uniqueness in the product.

The survey results were included in an NAB study, "The Information Explosion in Food Marketing."

The Labor Bite

For the first time ever, labor costs this year account for a larger part of grocery bills than the basic farm price of food, an Agriculture Department economist has testified.

"There is more of the food dollar going to labor than to the entire farm sector," said Howard Hjort, director of economic policy for the Agriculture Department.

Hjort told a House economic stabilization subcommittee recently that farm prices make up about 31 percent of the cost of farm foods sold to consumers while labor costs make up almost 33 percent.

Over-all, he said, Americans will spend about \$180 billion on food this year. Of that amount, \$58.8 billion is made up of labor costs and \$56 billion of farm costs. The remainder is other marketing costs such as transportation and packaging.

Hjort said food prices are expected to rise a total of 6 percent in 1977. The increased cost is not due to higher domestic farm prices, but to sharp price hikes in coffee, imported foods and fish.

Large farm harvests and increased livestock production will help hold down food prices early next year, he said.

Increased processing and marketing costs will account for most of the expected hike in 1978 food prices, he said. Farm prices and average prices for imported foods are likely to remain near 1977 levels.

Lyle Gramley, a member of the President's Council of Economic Advisers, said rising food prices are linked with "an underlying rate of inflation" of 6 to 6.5 percent in wholesale and consumer prices.

He said it was "clearly disappointing" that inflation had not declined despite high unemployment and excess industrial capacity.



At the finish line—Roger Terry, Marketing Manager of Buitoni Foods Corp., and to his left, Richard Berthold, Assistant to VP Sales, also from Buitoni proudly display just finished 150' pasta, the longest piece of pasta ever produced.

The world's record event, a kick-off to Buitoni's 150th anniversary, was held at Gimbel's New York Festa Italiana. Participating happily, were children from the 15th Street School and Pitt Street Boys Club.

Throughout the week-long festival, Buitoni operated a Spaghetti Shop at which sales of freshly-made pasta and Buitoni boxed pasta products were brisk.

Buitoni Foods Corp. is headquartered in South Hackensack, New Jersey.

Cost of Food Is a Concern

Cost of food continues to be a major concern of consumers, according to the spring update of "Supermarket Trends," a survey of public opinion conducted by the Food Marketing Institute, Chicago. The report found that although supermarkets are not seen as directly responsible for high food prices, they are seen as profiting by them.

"Supermarket Trends" explores on a continuing basis the consumer environment and the attitudes of the American consumer as they relate to the supermarket industry. The purpose of the report is to provide the industry with information useful in improving relations with consumers, the Institute said.

The spring update of the report is based on a national random sampling consisting of 1,039 telephone interviews conducted between March 9 and March 18. F.M.I. noted that 80% of the respondents in the survey were women.

The spring survey found that consumers are generally aware of and responsive to the new technologies of

retail stores and supermarkets, and they expressed more concern about privacy. A large majority of those surveyed indicated that they had come to recognize the Universal Product Code on grocery items, but at the same time expressed an uncertainty on the impact of effect of the system. Nearly nine out of 10 consumers polled in the survey said that they had heard about conversion to the metric system, but many were uneasy at the prospects.

Content of the report includes an overview and major findings, in addition to statistical tables derived from the data. Copies are available from Food Marketing Institute, 303 E. Ohio St., Chicago, Illinois 60611.

Ronco Advertising

Ronco spaghetti is advertised in regional issues of Family Circle featuring a recipe for Chicken Tetrastini, October 18 issue. The ad tells readers that Ronco makes spaghetti with 100% semolina the way Italians do.

Ideas for Serving Chicken

National advertising by McCormick/Schilling sauce mixes and seasonings currently features double page ads for five chicken dinners. Chicken Milano is made with a package of Spaghetti Sauce mix and served on spaghetti.

Mama De Domenico's Italian Recipes Featured in "Sunset"

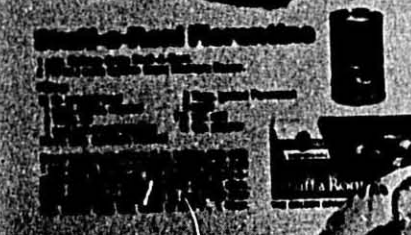
Mama DeDomenico learned to cook as a girl in Naples using recipes which had been in her family for generations. Many of these recipes are now featured each month in Sunset Magazine advertisement for Golden Grain spaghetti, macaroni and noodles. Here are a few of her favorites—Crab Cioppino Spaghetti, Lasagna al Forno, Stuff-a-Roni Florentine, Swiss Steak Italian. The recipes and servings are pictured in full color.

The monthly Sunset ads for Golden Grain pasta also feature Golden Grain's Marinara Sauce which is made the same way Mama DeDomenico made hers—simmered for hours to retain the rich, full flavor of Pomodoro tomatoes, pure olive oil and Italian seasonings.

Page facing.

Easy stuff.

There is a good reason why you should buy Golden Grain pasta. It's easy to cook, it's easy to eat, it's easy to digest. It's also good for you. It's made from the finest durum wheat. And, with Golden Grain's special Marinara sauce, it's fun to eat. Buy Golden Grain today. You'll be glad you did it our way.



Spaghetti ahey! Oh, buoy!

Our Marinara Sauce was created by Italian mariners. Perfect with Golden Grain's finest quality spaghetti, made with high protein Durum wheat—naturally golden fresh. Serve the recipe below with a green salad and stand back—you could get run down in the rush to the galley.



Mama DeDomenico's Crab Cioppino Spaghetti

- 1 1/2 cups chopped onion
- 1 cup chopped green pepper
- 2 cloves garlic, minced
- 2 Tbsp olive oil
- 2 cans (16 oz each) GOLDEN GRAIN Marinara Sauce
- 1/2 cup Burgundy wine
- 1/2 tsp salt
- 1/2 tsp pepper
- 1 lb cooked crabmeat
- 1 lb GOLDEN GRAIN Spaghetti

Boil onion, green pepper, garlic in oil. Add Burgundy wine, wine, salt, pepper. Simmer 10 minutes. Add crabmeat. Stir through Marinara sauce. Add spaghetti. Serve with green salad. Serves 4.

Lasagna with love—Italian style.

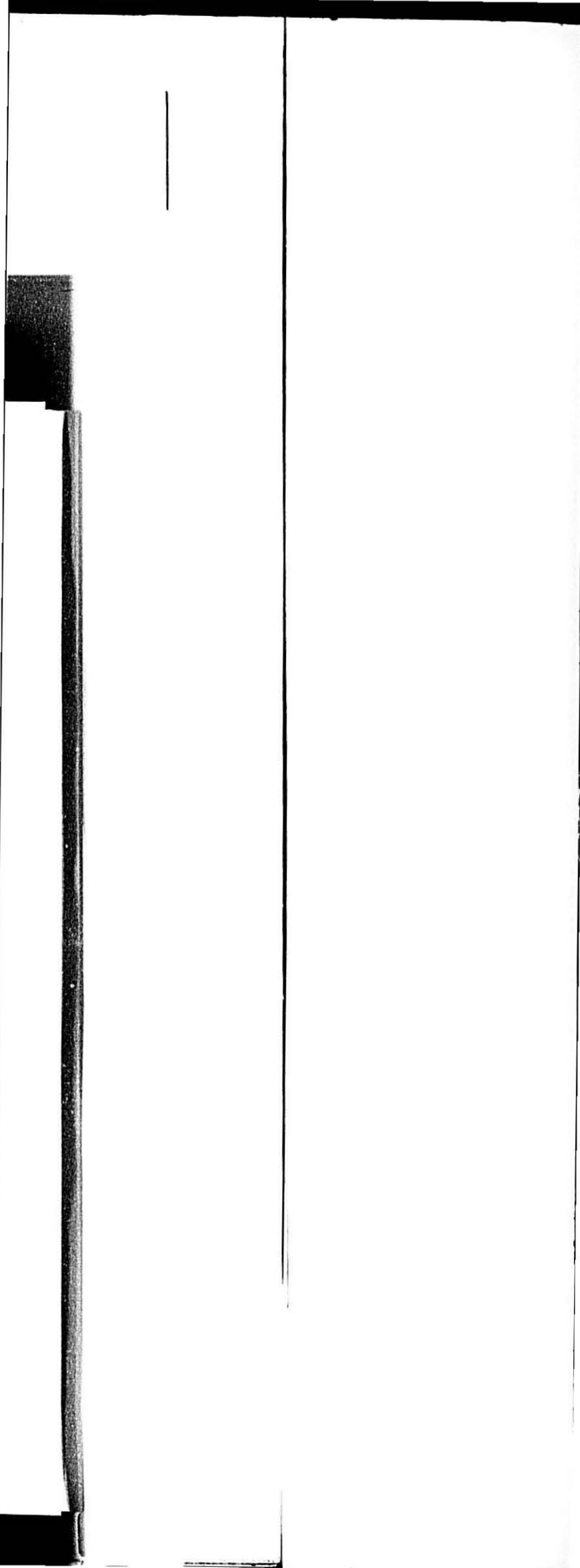
A great Italian favorite with Golden Grain Lasagna, ready from a package of Golden Grain sauce. It's easier than ever. You can enjoy this rich, hearty meal any time you want—just open the package. "A Family Favorite" Lasagna with meat, Italian style. So easy to prepare.



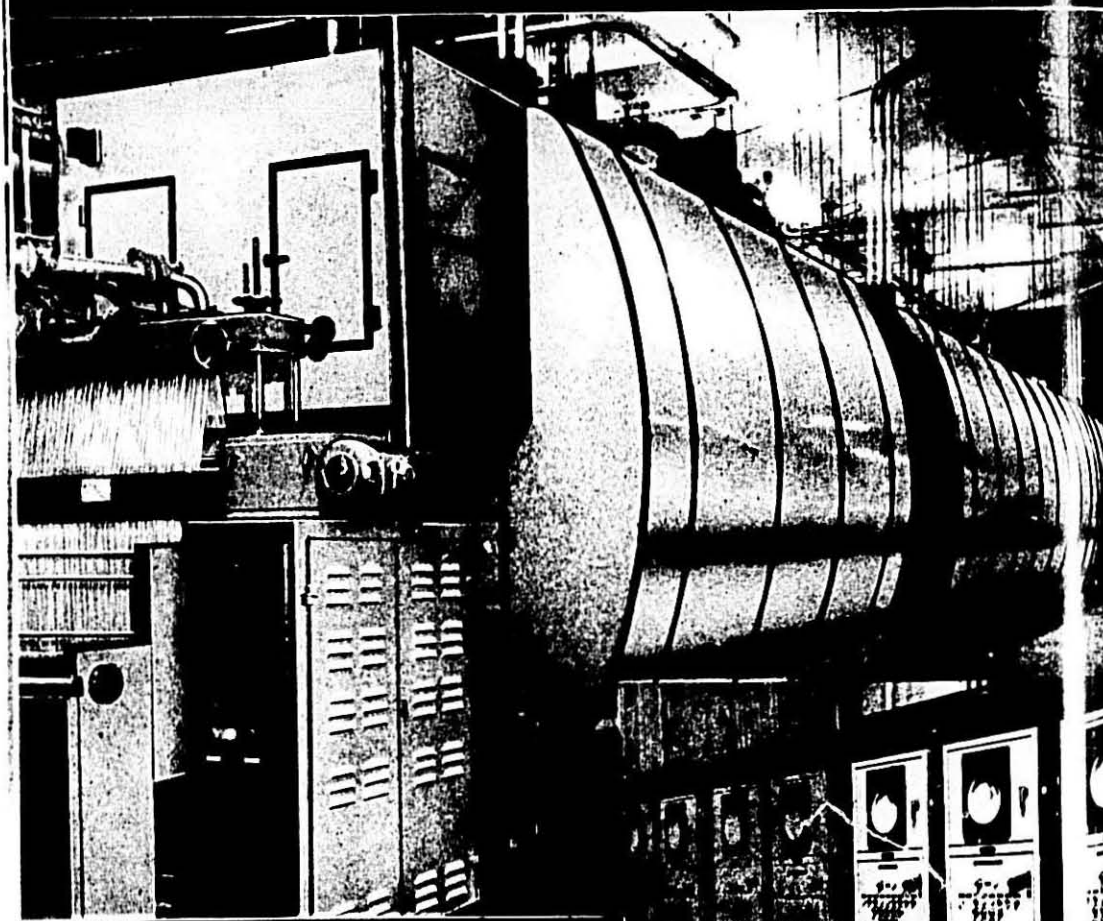
Lasagna al Forno

- 1 lb ground beef
- 1 cup onion, minced
- 1 cup green pepper, minced
- 1/2 tsp salt
- 1/2 tsp pepper
- 1 Tbsp oil
- 1 Tbsp butter
- 1 cup (16 oz) Golden Grain Lasagna
- 1 lb Marinara Sauce
- 1/2 cup ground beef, about 1 lb
- 1/2 cup ground beef, about 1 lb
- 1/2 cup ground beef, about 1 lb

Brown ground beef, onion and green pepper in oil. Add Marinara Sauce. Simmer 10 minutes. Layer in baking dish. Add ground beef. Bake at 375°F. 30 min. Serves 6.



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NEW BUHLER LONG GOODS DRYERS
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from one location

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with features that make them
**THE MOST RELIABLE
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spreaders to accumulator. No starts and stops.
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since there is less wear than conventional
"stop and go" dryers.

Product is consistently excellent
because drying action is always steady. You
can count on the product to come out with
appealing color and texture. Uniform and
straight every time. Ideal for handling with
automatic weighing, transporting and pack-
aging machines.

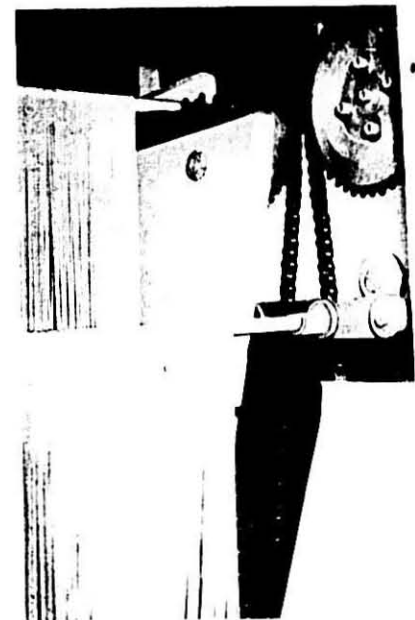
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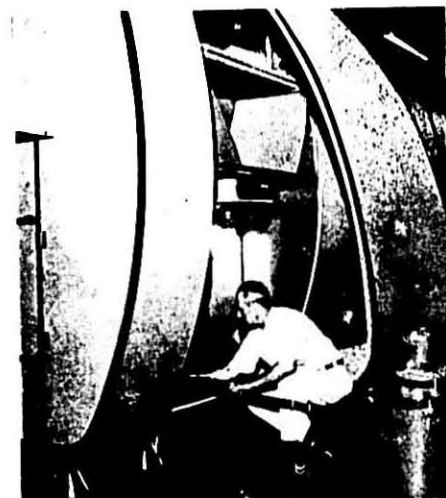
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Each spaghetti strand travels exactly the same path



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World Wheat Stocks Steady

An analysis of the world wheat situation by the Foreign Agricultural Service now indicates that world wheat stocks at the end of the 1977-78 season will show little change from a year earlier, as contrasted with earlier indications of a further stock rise in the new season. The FAS projects the world wheat stock remaining at the end of the 1977-78 season at 100.3 million tonnes, compared with 100 million at the start of the year. Only a month before, the FAS had forecast another world wheat stock rise to 108.2 million tonnes in 1978.

Factors Changing Crop Outlook

"The West European wheat import estimate is up slightly, reflecting expectations of a smaller, lower quality crop and consequent increased demand for high protein wheat imports," the F.A.S. stated. "Elsewhere, adverse weather has trimmed production estimates and prompted somewhat increased import estimates in several countries, including Mexico, Brazil, Chile and Iran. The Soviet wheat import estimate has also been increased slightly because of the reduction in the wheat production forecast and possible quality problems."

Soviet Union wheat imports in 1977-78 are forecast by the F.A.S. at 4.5 million tonnes, against 4.5 million in 1976-77 and 10.1 million in 1975-76. The Peoples Republic of China continues to be the largest prospective importer of wheat in 1977-78, with its takings forecast at 9.5 million tonnes, the same as the estimate of a month ago, and contrasted with 3.5 million in 1976-77. Western Europe's wheat imports are forecast at 6.9 million tonnes, compared with 5.1 million in the previous season.

India to Ship to Others

In regard to the agreement between India and the U.S.S.R., whereby the Soviet Union will accept wheat in repayment of a previous wheat loan, the F.A.S. said that the Indian export forecast has been increased to 1.6 million tonnes. "In light of the current large Soviet wheat crop, it seems likely that a large part of these Indian exports would be made on Soviet account to Southwest Asia and other destinations," the F.A.S. said.

In regard to coarse grain trade, the F.A.S. commented:

"The estimate of West Europe's coarse grain imports has been reduced nearly 3 million tonnes, reflecting a larger coarse grain crop forecast, expectations of increased wheat feeding and excellent forage conditions this year. Import estimates for the U.S.S.R. and several smaller countries have been increased somewhat and globally tend to offset the lower amount destined to Western Europe.

Western Europe's coarse grain imports are estimated at 27.3 million tonnes, against 34.9 million in the previous year, while U.S.S.R. takings are placed at 4.5 million, about 1 million less than in 1976-77.

Total Consumption Up Slightly

Consumption of world wheat and coarse grains combined in the 1977-78 season is projected by the F.A.S. at 1,068.3 million tonnes, down slightly from the month-ago forecast of 1,070.6 million but up from 1,049.7 million consumed in 1976-77 and 984.2 million in 1975-76.

Wheat accounts for 397.2 million tonnes of the expected 1977-78 consumption, against 375.4 million in the previous season and 349.2 in 1975-76.

Crop Estimates Slip

Poor harvest weather in the spring and durum wheat area of Upper Midwest, while reflected mainly in quality deterioration in latest portions of belt, also contributed to minor setback in spring and durum crop prospects during August, according to the crop summary issued by the Department of Agriculture. Corn and soybeans prospects improved in August, both estimated at new record peaks.

An all wheat crop of 2,029,696,000 bus for 1977 is projected, which is a reduction of 10,910,000 bus from the August and fractionally below the outturn of 2,147,408,000 bus in 1976. The outturn in 1975 was 2,134,833,000 bus.

The Crop Reporting Board places corn for grain production in 1977, based on conditions at start of September, at a record of 6,229,084,000 bus, up 2% from August indications and fractionally above the previous record of 6,216,032,000 bus in 1976. Corn outturn in 1975 was 5,797,048,000 bus.

For soybeans, the September forecast is 1,644,220,000 bus, also a record and up 3% from August estimate of 1,602,065,000 bus. Sorghum estimate as of September 1 is 76,312,000 bus, up from 724,787,000 a August estimate and compared with 23,670,000 in 1975.

All crops production in 1977 is estimated in the September summary 125% of the 1967 average, a new record high, compared with 122% in 1976, 121% in 1975, and only 113% in 1972.

Durum wheat production estimate is 80,332,000 bus as of September, down 2,530,000 from August forecast. At the indicated level, this year's durum crop is 40% less than the record 1976 harvest of 134,914,000 bus.

For spring wheat other than durum the September estimate is for an outturn of 420,520,000 bus, down 1,180,000 bus, or 3% from August forecast. It compares with record outturn of 446,420,000 bus in 1976.

The following table shows production of wheat by classes in 1977, with comparisons, in thousands of bus:

	1977	1976	1975
Hard red winter ..	997,432	967,688	1,052,500
Soft red winter ..	341,189	348,602	342,400
Hard red spring ..	400,281	410,175	326,400
Durum	80,332	134,914	123,300
White	210,463	286,029	289,700
Total	2,029,696	2,147,408	2,134,833

Delayed Harvest

The durum harvest which started early was delayed through out the month of September by rain and wet fields. It was completed by the end of the month.

Only change in September durum crop estimate by U.S.D.A. from a month earlier was 2.5 million bus setback for North Dakota, reflecting rain damage to late-sown fields. Production as of September 1 was 80,332,000 bus., down from 82,862,000 at first of August and 134,914,000 bus. as final 1976 crop.

Sprout Damage

The wet weather which interrupted the harvest across the state in September cost North Dakota producers and will lower the overall quality of the year's crop to some extent. While the

(Continued on page 32)



Macaroni Makes Sense / Cents

Macaroni makes sense for the consumer to balance her food budget.
Macaroni makes cents for the grocer in building related item sales.
The Institute makes sense for macaroni manufacturers by building a bigger market for macaroni. Send your pennies in each month.

NATIONAL MACARONI INSTITUTE

P. O. Box 336, Palatine, Illinois 60067

Sprout Damage

(Continued from page 30)

weight and color loss are also being reported, the major problem has been sprout damage. It is estimated that from 15 to 20 million bushels of the 1977 durum crop and perhaps an equal amount of the spring wheat production is affected. A random poll of North Dakota elevators indicates sprout damage ranging from 5 to 70 percent, depending on the area, although the greatest amount of sprouting is reported in the north-central and northeastern parts of the state. USDA grading standards allow up to 2% of sprouted kernels in Grade No. 1, a limit of 4% for No. 2, 7% for No. 3, 10% for No. 4 and 15% for a No. 5 grade. Wheat containing more than 15 percent of sprouted kernels is graded "sample" and many elevators will not accept wheat with over 15% damage. Wheat with over 15% sprout damage is also not eligible for CCC loan. The North Dakota Wheat Commission has sent a mailgram to the state's Congressional delegation and USDA Secretary Bergland urging immediate action to help "protect the quality reputation of North Dakota spring wheat and durum and at the same time assist in reducing the economic loss being incurred by farmers due to severe weathering and sprout damage." The mailgram urged that "the regulations be changed to make 'sample grade' wheat and durum eligible for CCC loan as a means of protecting the quality of good 1977 and carryover wheat and durum and to buy time for farmers to find feed markets for the most severely sprouted grain." A typical sprout damage discount schedule was two cents a bushel for each percentage of damage up to 5%, three cents a bushel for each percentage of damage between 5 and 15% and no purchases over 15 percent.

USDA Approves Canadian Processed Egg Exports

The Agriculture Department will allow Canada to export egg products to the United States amid fears of "dumping" voiced by American egg producers.

On October 23, Canada will become the first country eligible to export egg products to the U.S. under

the Egg Products Inspection Act of 1970, USDA said.

Under the act, which helps to assure that eggs and egg products are wholesome, a foreign country can export egg products here only if its inspection program uses the standards required for domestic egg products. Its plants must operate under a continuous government inspection system approved by USDA.

Concern Over Impact

Several egg and poultry producers have expressed concern over the economic impact of the decision, but that issue does not fall within the purview of the inspection act and cannot be considered in USDA's decision:

"The U.S. does not have fair access to the egg market in Canada, since a quota is in effect against U.S. eggs," complained Lee Campbell, vice president of the Poultry and Egg Institute of America. "Canada engages in subsidizing exports of eggs not only in competition with the U.S., but also into our market here. There is deep concern that the U.S. could face dumping of Canadian egg products."

Campbell said it is too early to tell what effects the USDA action may have on U.S. retail prices, noting that Canada already is allowed to ship eggs here. The current USDA approval applies to all egg products after the egg is taken out of its shell.

United Egg Producers told USDA that as of July, Canada had exported 110,489 cases (30 dozen per case) compared with only 13,494 in 1976 as an indication that a "serious over-production problem" may exist in Canada this year.

"In view of the historical problems which have occurred between the two countries and the lack of control of production the Canadian system has demonstrated, opening markets for egg products could be disastrous both for the U.S. egg processing industry and the commercial shell industry, said James F. Fleming, vice president for government relations for the groups.

Challenge

The United Egg Producers had filed a challenge to Canada's egg marketing practices before the U.S. Treasury Department when it charged Canada with selling eggs in the U.S. at less than fair value.

Although the trade group lost the fight, it did win another one before the Office of the Special Representative for Trade Negotiations. In that challenge, UEP was successful in raising the quota for U.S. egg exports to Canada to 100,000 cases per year from 54,000 cases in 1975.

USDA Food Safety and Quality Service officials reviewed the Canadian egg products inspection system and found it equal to the U.S. program at the request of the Canadian government.

Alton Box Board Sales Ease

Alton Box Board Co. no longer expects net income this year to exceed the \$5.7 million, or \$2.50 a share earned in 1976, said Edwin J. Spiegel Jr., chairman and president.

As previously reported, first half earnings decreased to \$2.3 million, or \$1.01 a share, from \$4.4 million, or \$1.92 a share, a year earlier.

"Results for July and August were below expectations," Mr. Spiegel said in an interview.

Demand for paperboard packaging products "hasn't been as brisk as we thought it would be," he explained. "Customers apparently are operating pretty close and aren't building inventories," he continued.

"We are getting a lot of rush orders," reflecting this cautious buying, he noted.

"There seems to be general uncertainty throughout the business community," he observed.

Observations also are being hurt by severe price competition in the industry, Mr. Spiegel said. Price increases announced last spring for certain grades of board and container products "have been slow to materialize," he said. At the same time, "We've had substantial cost increases for energy, raw materials and labor," he stressed.

ASCS Office Renamed

Effective August 25, the Prairie Village A.S.C.S. Commodity Office was redesignated the Kansas City A.S.C.S. Commodity Office, it was announced last week by George L. Eastling, director. The office has not moved from its location in Prairie Village a Kansas City suburb on the Kansas side and the mailing address remains P.O. Box 8377, Shawnee Mission, Kansas 66208.



To control product quality and quantity, eliminating flaws such as dough rings, roughness, splits, breakage, collapsing, uneven wall thickness and poor color and shape, dies should be returned for repair and reconditioning at intervals of 3 to 6 months.

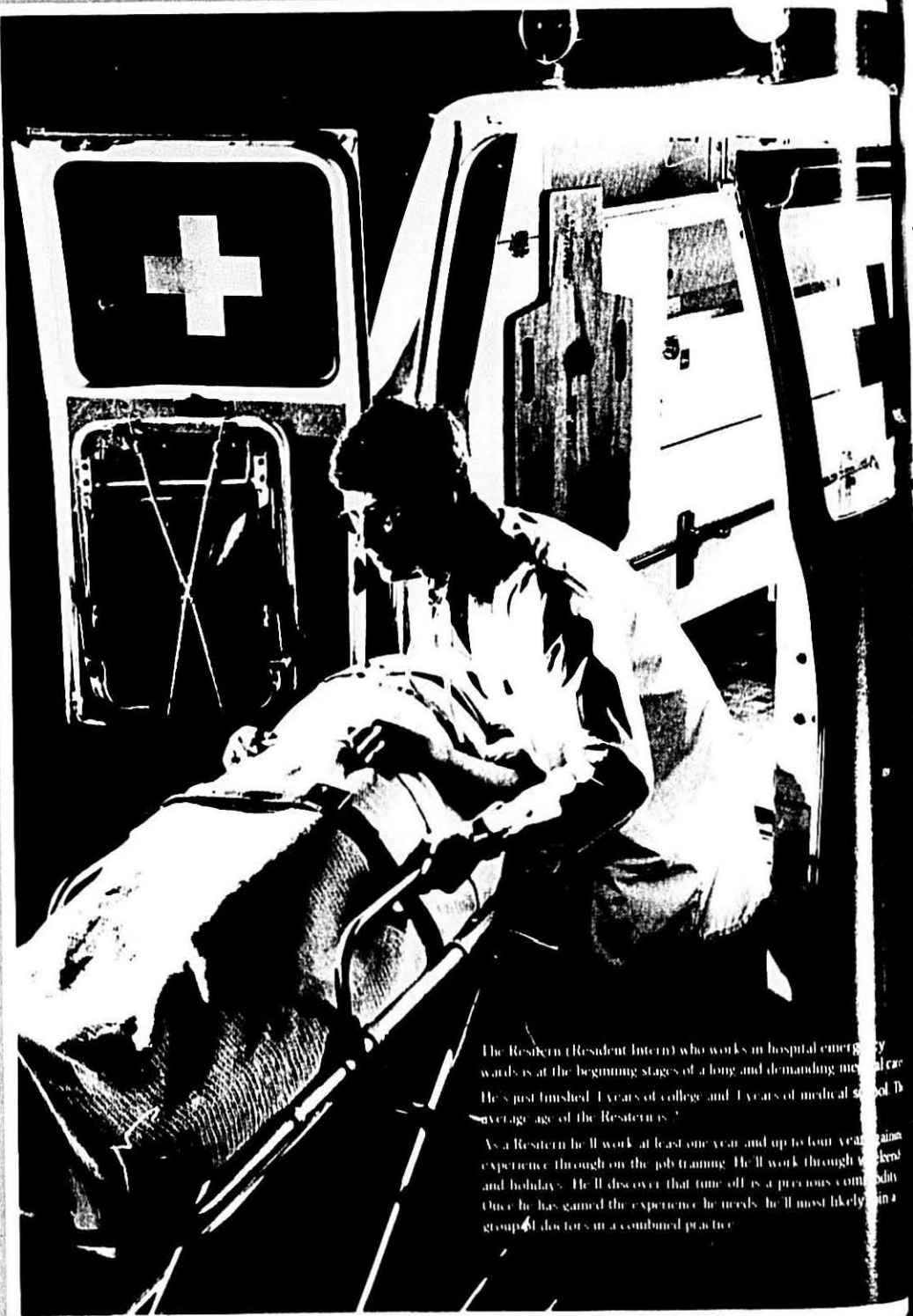
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He's a Breadwinner

He's a resident intern (Resident Intern) in a hospital emergency ward. He's been working non-stop since coming on duty at 7:00 a.m. It's the dinner hour. A steady rain has been making driving hazardous, and there's been more than the usual number of accident victims coming into the emergency ward.

He's tired and he's hungry. As usual, there isn't time to take a leisurely supper at the hospital cafeteria. He'll follow the routine of having macaroni sent from the kitchen. He likes its taste, and it provides him with the energy he needs to keep the pace.

While he spends precious energy in a life-and-death city, ADM works hard to

replenish the energy through quality pasta flour.

ADM selects the finest durum and quality mills it into clean, golden semolina. The semolina is then shipped to pasta manufacturers in the industry's most modern conveyances. And for emergency delivery, ADM maintains a ready supply of first-rate pasta flour. ADM also offers product tests to pasta manufacturers upon request.

The Resident Intern performs an invaluable service to our society. At ADM, we strive to continually supply pasta manufacturers with the finest high energy blends, so that the Resident Intern and Breadwinners of every category can perform their tasks under peak conditions.

The Resident Intern (Resident Intern) who works in hospital emergency wards is at the beginning stages of a long and demanding medical career. He's just finished 4 years of college and 4 years of medical school. The average age of the Resident Interns is 27.

As a Resident Intern he'll work at least one year, and up to four years, to gain experience through on-the-job training. He'll work through weekends and holidays. He'll discover that time off is a precious commodity. Once he has gained the experience he needs, he'll most likely join a group of doctors in a combined practice.

Breadwinners supplying Breadwinners since 1902.

ADM MILLING CO.

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American Beauty President

The Pillsbury Company elected George Masko president and chief executive officer of American Beauty Macaroni Company, a newly acquired subsidiary. He formerly was vice president and general manager of Pillsbury's refrigerated foods operations.

Raymond F. Good, executive vice president for Pillsbury's Consumer Group, said, "Masko's experience and success in general management makes him aptly suited to direct a business with significant growth potential."

American Beauty markets a line of pasta and pasta related products produced at six plants.

Edgar T. Mertz, group vice president for both refrigerated foods and grocery products operations, will assume Masko's previous responsibilities.



George Masko

Pillsbury-American Beauty Merger Finalized

Projections that first quarter earnings will be about 10% higher than a year ago and announcement of the completion of the merger between The Pillsbury Co. and American Beauty Macaroni Co. highlighted the annual meeting of Pillsbury stockholders September 13 in Minneapolis.

William H. Spoor, chairman, opened the meeting by announcing that the board of directors had voted to increase the quarterly dividend on the common stock from 29¢ to 32¢ per share, payable December 1 to stockholders of record on November 1. Mr. Spoor noted that the increase marks the 20th consecutive year of increased dividends.

Winston R. Wallin, president, told stockholders that the company estimates earnings in the first quarter ended August 31 will be about 10% ahead of a year ago. That, he said, would mark the company's 21st consecutive quarter of increased earnings.

A first quarter earnings gain of 11% and a 4% increase in sales were announced by Pillsbury three days after Mr. Wallin's comments. Net earnings for the quarter were \$15,481,000 on sales of \$364,465,000, compared with \$13,866,000 and \$350,629,000, respectively, in fiscal 1977. Income per share on the common stock was 95¢, against 86¢ a year earlier.

Strength in industrial and grain merchandising operations enabled the Agri-Products unit to record a good first quarter despite a softness in demand for export flour, Pillsbury said.

Spoor Notes 'Real Momentum'

In commenting on the first quarter results, Mr. Spoor said, "Our fine earnings performance in the first quarter gives us confidence that fiscal 1978 will be another outstanding year for the company. However, lower selling prices of industrial products contributed to smaller increase in sales than expected. There is real momentum throughout the company and we are confident that we will attain our growth goals this year."

Mr. Wallin, in a review of company operations, forecast "a good year" for Agri-Products, noting that exports will be down but that depressed grain prices will stimulate animal feeding, benefitting "both our grain and feed ingredient merchandising divisions."

Milling, Mix 'Very Acceptable'

First quarter results for flour milling and bakery mix, Mr. Wallin said, "are very acceptable." He said the food service division is now producing microwave prepared foods for the vending industry, and by Christmas the product line will include popcorn, three varieties of pancakes, a thick crust pizza, two desserts, and sausage and biscuits.

International operations of Pillsbury, Mr. Wallin said, are doing well, with most operations "solid and prof-

itable." The European fresh dough bakery products business, he said, has been scaled down "to the size of the opportunity."

Pillsbury's Poppin Fresh Pie Shops, Mr. Wallin added, "is experiencing customer acceptance even better than we had hoped." He said 10 units will be added in the current fiscal year, bringing total number of shops to 40.

New Products Show Growth

Raymond F. Good, executive vice president, in reviewing Consumer Products operations, said the company's three newest grocery products are experiencing continued growth. Pillsbury Plus cake mix and Frosting Supreme ready-to-spread frosting increased their market shares from a year ago by about 75% in the last quarter, while No Bakes refrigerated pies have achieved nearly a 50% share of a market that doubled from a year earlier, he said.

Comments on American Beauty

Mr. Good said the merger of Pillsbury and American Beauty Macaroni of Kansas City, Kansas, "provides Pillsbury an entry into the pasta products section, expected to be one of the fastest growth segments of the supermarket." The versatility of pasta and the increased popularity of ethnic foods, he said, "offers Pillsbury excellent new product opportunities under the merger."

Under the merger agreement, shareholders of American Beauty will exchange all of their American Beauty shares for 1,160,000 common shares of Pillsbury in a transaction valued at about \$42.9 million.

The transaction, to be accounted for as a pooling of interests, is expected to have a positive earnings per share impact on earnings in fiscal 1978.

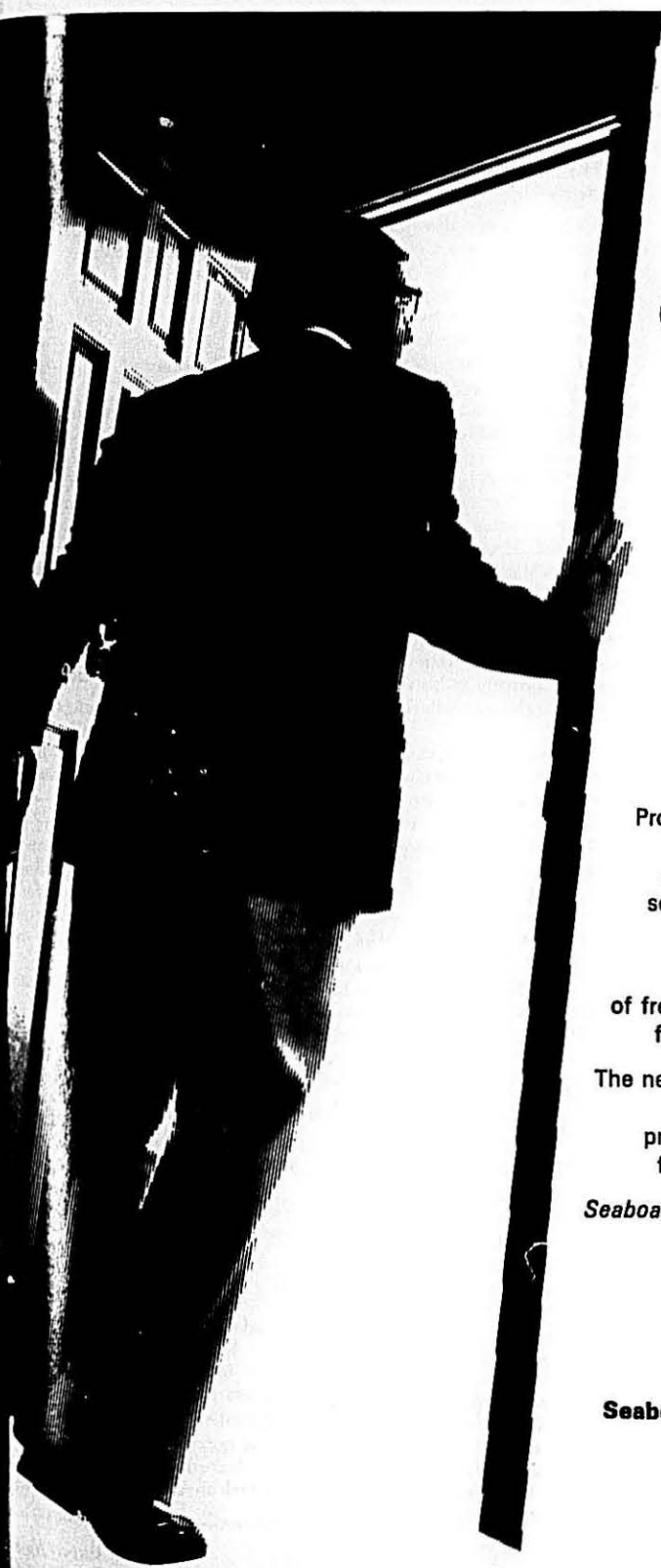
American Beauty produces pasta and pasta-related products at six U.S. plants. Its sales for the 12 months ended June 30, 1977, totaled approximately \$46 million.

A D M Has Mixed Results

The fiscal year ended June 30, 1977, was one of "mixed" results for Archer Daniels Midland Co., according to the company's annual report, with earnings at the second highest level on record. Net sales and other operating income totaled \$2,114,168,000.

(Continued on page 38)

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A D M Report

(Continued from page 36)

exceeding \$2 billion for the first time.

Net earnings in fiscal 1977 totaled \$61,403,679, equal to \$2.07 per share on the common stock, compared with the record net of \$65,203,288, or \$2.27, in the previous fiscal year. In fiscal 1975, A D M had net income of \$40,833,000, or \$1.54 per share.

Net sales of \$2.1 billion in fiscal 1977 compares with \$1,648,986,000 in fiscal 1976 and \$1,894,038,000 in 1975. Earnings and sales figures for previous years have been restated to reflect acquisition last March of New Era Milling Co., Arkansas City, Kansas.

"Fiscal 1977 was a 'mixed' year for the company's various processing and merchandising operations," James R. Randall, president, and Dwayne O. Andreas, chairman of the board and chief executive, state in the report.

"A D M Milling Co. again achieved record sales levels, and, with the benefit of improved specialty product sales, was a substantial contributor to earnings. Low world sugar prices resulted in lower prices for high fructose corn syrup and lower margins for the A D M Corn Sweeteners Division.

"While the smaller soybeans harvest and the prolonged period of extremely cold weather in early 1977 were conditions unfavorable to the operations of the A D M Processing Division, the company's export operations created improved earnings for this division."

Corn, Wheat Gains Noted

Management's discussion and analysis of operations in the report states that the increase in net sales in 1977 "resulted from generally higher grain commodity prices which were reflected in higher sales prices for finished products and from unit sales increases of corn and wheat products.

"The decrease in net earnings for fiscal 1977 compared to fiscal 1976 was largely the result of lower margins experienced in the corn sweetener operation."

Gooch Foods

Gooch Foods, Inc., continued to operate "on a very satisfactory level" in fiscal 1977, the officers note. "New packaging equipment was installed for the noodle and macaroni lines and a remodeling of existing facilities to

accommodate a new continuous spaghetti and lasagna line will be completed shortly," they state.

Peavey Management Changes

Establishment of a three-man president's office at Peavey Company was announced last week by William C. Stocks, president. Joining Mr. Stocks in the new office are two executive vice-presidents, George K. Gosko and Frank T. Heffelfinger.

This new alignment of responsibilities reflects the previously announced retirement of Fredric H. (Fritz) Corrigan as chairman and chief executive officer at January 1 and the newly announced retirement of Roger C. Greene as vice-chairman. Mr. Stocks will succeed Mr. Corrigan as chief executive, while retaining the post of president.

Mr. Gosko will be executive vice-president, operations. He will be responsible for the four operating groups of Peavey industrial foods, consumer foods, agricultural and retail.

As executive vice-president, administration, Mr. Heffelfinger will be responsible for all corporate staff and administrative functions, except the legal and financial functions which will report to Mr. Stocks.

Both Mr. Gosko and Mr. Heffelfinger were elected executive vice-presidents of Peavey in mid-1975.

Mr. Gosko joined Peavey's country elevator operations in 1948 and has held various management positions both in Peavey and its Canadian subsidiary, National Agri-Services Limited. He became president of the latter company in 1973. He became a director and member of the executive committee in 1975. He has had responsibility for the consumer foods and industrial foods groups.

Mr. Heffelfinger has been with Peavey since 1948. He has held senior management positions in country elevator and feed operations. He headed Peavey's farm service operations from 1962 to 1970 when all of the company's agricultural activities were consolidated under his leadership as group vice-president. He has been a member of the board of directors and executive committee since 1958. The agricultural and retail groups have been reporting to him for the past two years.

Vice-Chairman Retires

Roger C. Greene, vice-chairman of the Peavey Company, announced that he will retire from active management participation next March 1. Mr. Greene, associated with Peavey for 42 years, will continue as a member of the company's board of directors and executive committee.

Announcement of Mr. Greene's retirement on next March 1 follows several weeks the announcement that Fredric H. (Fritz) Corrigan will retire as chairman of Peavey's board of January 1, 1978.

Mr. Greene, 60 years of age, started with Peavey in 1935.

Mr. Greene was elected executive vice-president of the company in 1968 and became vice-chairman of the board in June, 1975. In the latter capacity he has had responsibility for corporate development, with a number of key corporate staff functions reporting to him.

IM Reports Even Earnings

Relatively even earnings, reflecting the impact of a flour mill strike, were reported by International Multifoods Corp. for the second quarter and months ended August 31.

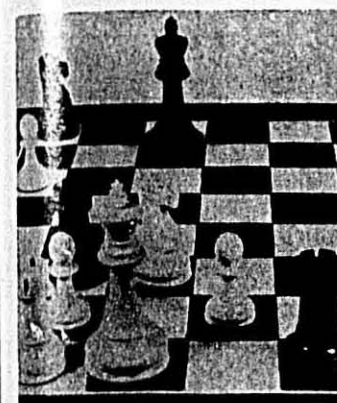
Earnings per common share for second quarter were 60 cents compared with 62 cents a year ago. Net earnings of \$4.8 million for the quarter were up slightly, even though sales dollars declined.

For the six months, net earnings were \$8.8 million compared with \$8.6 million a year earlier. Earnings were \$1.11 compared with last year's six-month figure of \$1.12 per share. Unit volume for the six months increased despite a decline in sales dollars to \$396 million from \$415 million last year.

William G. Phillips, Multifoods chairman, said these results were in line with the company's expectations. He said that Multifoods' earnings and unit volume were adversely affected by the strike at the firm's Toronto, Canada, flour mill which began February 1, 1977, protesting wage increases imposed by Canada's Anti-Inflation Board.

The strike was resolved and the mill is now returning to full production. According to Phillips, Canada reflected an after-tax loss during

(Continued on page 40)



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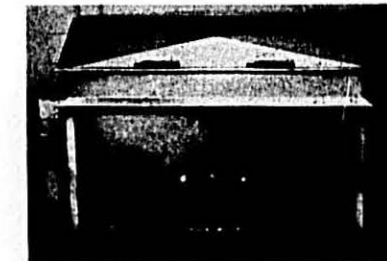
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(Continued on page 40)



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I M Report

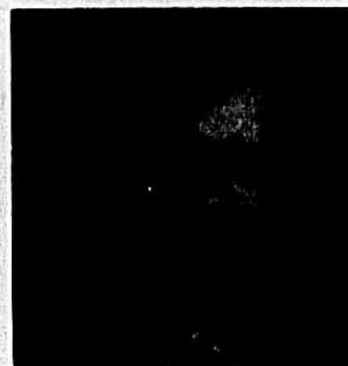
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first six months of approximately \$200,000 compared with a \$2.6 million profit for the same period last year, a reduction of about 36 cents per share, due primarily to the strike and the effects of currency variations on material costs.

Reviewing the quarter's earnings performance of Multifoods' four worldwide market areas, President Darrell Runke said that Industrial, Consumer and Away-From-Home Eating were up. Agriculture was down due to the unprecedented decline in feed ingredient prices which resulted in reduced feed margins.

Jerome V. Guerrisi

Jerome V. Guerrisi, Vice President, Macaroni Company, Lebanon, Pennsylvania, died of cancer at the age of 43 on October 14. He was the youngest son of Girolamo Guerrisi, the founder of the company, and had been in the business since 1954. Sincere sympathies to his widow Pat, the family and his colleagues.



Jerome V. Guerrisi

Mill Improvement

Peavey Company completed the private placement of \$10 million of promissory notes due in 1997.

The company said proceeds of the notes will be used, along with internally generated funds, to finance a three-year rebuilding and modernization program of the Hastings, Minnesota, flour mill. That program is currently in its second year. Announced last fall, the Hastings program includes increasing wheat flour production capacity from 5,200 to 13,000 cwt. per day by building a new concrete mill building containing one whole wheat, one rye and two hard wheat flour production units. Peavey previously had completed a new durum milling unit at Hastings.

Initially, the proceeds from the notes will be added to Peavey's general funds and used to reduce short-term borrowing.

Private placement of the promissory notes was arranged through Goldman, Sachs & Co.

General Mills Aims at Consumer Areas

In emphasizing internal growth in existing industry areas, General Mills, Inc., will make "vigorous efforts to increase volume, expand operations and improve operating efficiencies," according to the company's annual report for the 1977 fiscal year.

E. Robert Kinney, chairman of the board, and H. Brewster Atwater, Jr., president, state in the report that to support the company's growth strategy, General Mills is planning gross capital expenditures for fiscal 1978 in the \$125 to \$135 million range.

"The breakdown of these expenditures by industry area is similar to last year's," Mr. Kinney and Mr. Atwater say. "Approximately 48% is planned for additional plant capacity and equipment for our food business; 29% will support growth of restaurant activities, including 30 new Lobster Inns and 20 York Street Houses, and 23% will be invested in our consumer non-food business, including 17 new specialty retail stores. All of these expenditures for fixed assets will be financed internally."

Mr. Kinney and Mr. Atwater point out that General Mills "remains committed to leadership in the marketing of consumer goods and services. We are maintaining our strategy of achieving consistent growth from balanced consumer industry areas. This requires close attention to trends and changes in the environment which reflect consumer needs and life styles and which ultimately affect the company's operations. We are confident that results in fiscal 1978 will sustain General Mills' long-term record of progress."

Net sales and earnings of General Mills in the fiscal year ended May 1977 established new records, with sales up 10% and net earnings rising 11%.

Net sales of General Mills for the year totaled \$2,909,404,000, compared with \$2,644,952,000 in the previous year and \$2,308,900,000 in 1975.

Net income for the 1977 fiscal year totaled \$117,034,000, equal to \$1.59 per share on the common stock against \$100,538,000, or \$2.64, in the prior year. Earnings for the 1975 fiscal year were \$76,213,000, equal to \$1.59.

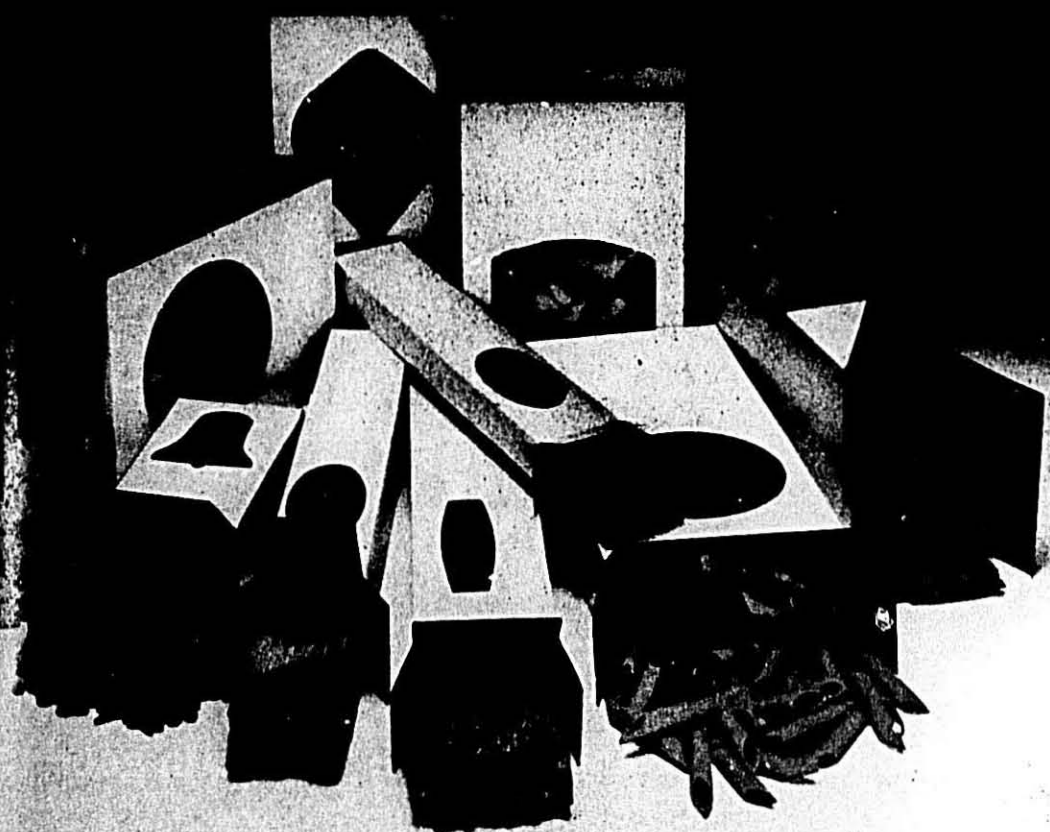
Mr. Kinney and Mr. Atwater state in the report that General Mills "has taken aggressive steps in 1977 to achieve long-term progress, investing record amounts for the new fixed assets, research and development and marketing support for our diversified consumer product and service lines."

Each of the company's major areas attained gains in sales, the two officers point out, including 9% for foods, 12% for consumer non-foods and 14.1% for specialty chemicals.

"Inflation played only a minor role," they add, "more than three-quarters of the sales gain resulted from volume increases." Each major business area also had growth in operating pro-

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