

**THE
MACARONI
JOURNAL**

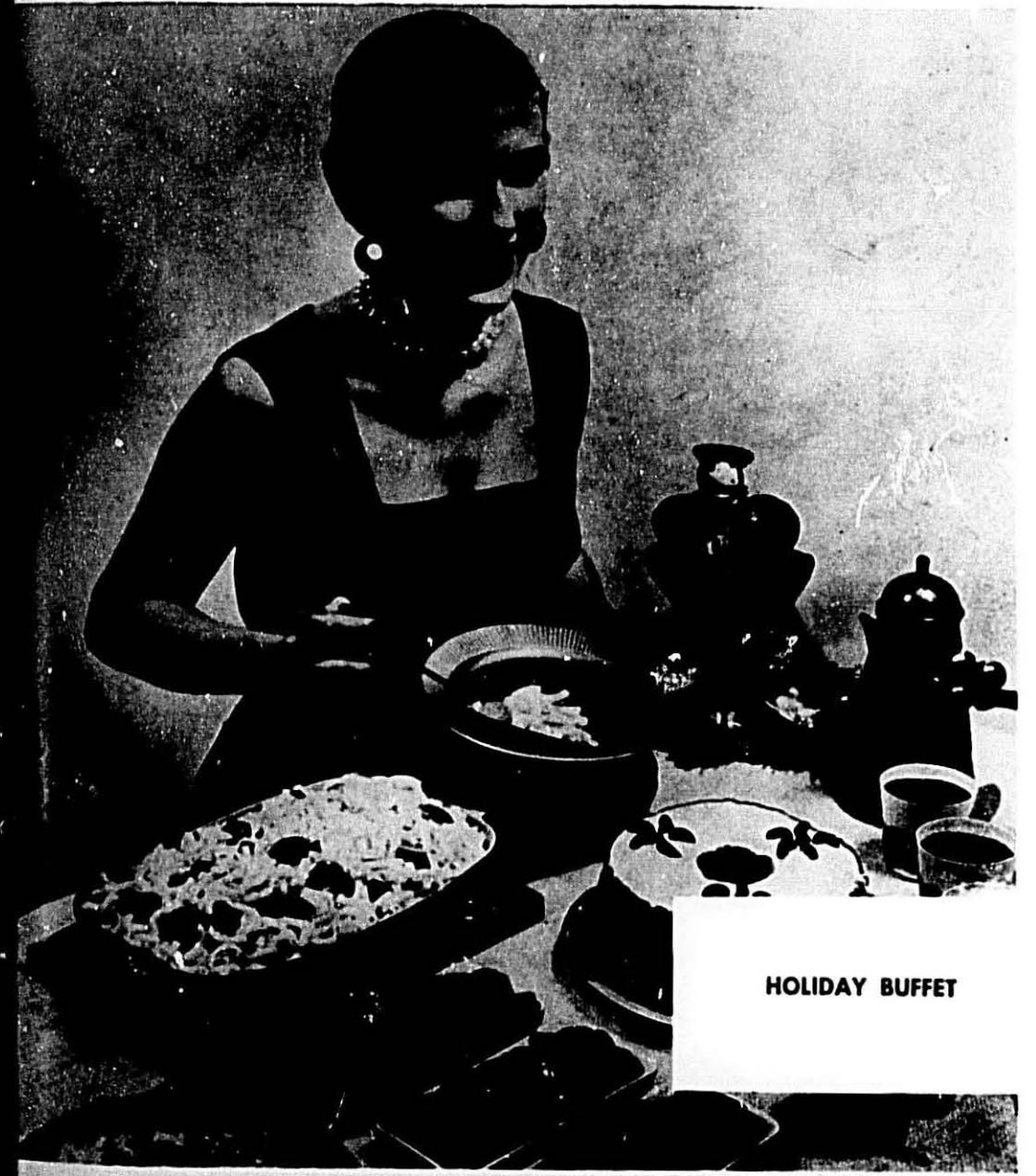
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December, 1981

Macaroni Journal

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DECEMBER, 1981



HOLIDAY BUFFET

Season's Greetings



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MACARONI FITS INTO HOLIDAY MENUS

Impressive holiday buffets need not put undue strain on the budget — not if pasta is served. You get more for your money with macaroni! Macaroni Cheese Pie is a fine example. This unusual combination will bring compliments from guests, and probably requests for the recipe. Elbow macaroni is baked with a mix of cream and Cheddar cheeses in a flaky cottage cheese pastry shell. Tomato slices contrast in color and texture with the delicately browned macaroni and cheese filling. A simple green salad is all that's needed to accompany the pie. Dessert? Fruit cups go very well as the menu finale.

The Buffet Macaroni and Cheese is the more familiar casserole version — always welcome for partying.

Macaroni Cheese Pie (Makes 8 servings)

Cottage Cheese Crust*
 2 cups elbow macaroni
 (8 ounces)
 1 tablespoon salt
 3 quarts boiling water

¼ cup butter or margarine
 ¼ cup all-purpose flour
 2 cups milk
 2 tablespoons chopped parsley
 ¼ teaspoon pepper
 1 package (3 ounces) cream
 cheese, softened
 2½ cups (about 10 ounces)
 shredded Cheddar cheese
 1 large tomato, sliced

Prepare pastry for Cottage Cheese Shell* (recipe follows).

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

Meanwhile, in a medium saucepan, melt butter or margarine over medium heat. Using a wire whisk, stir in flour until smooth; gradually stir in milk. Cook, stirring constantly, until mixture is thickened, about 5 minutes; add parsley and pepper. Remove from heat. Add cream cheese and stir until cheese is melted.

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MACARONI FITS INTO HOLIDAY MENUS

(Continued from page 3)

Reserve $\frac{3}{4}$ cup Cheddar cheese for top. In unbaked Cottage Cheese Crust, layer half the cooked macaroni, half the remaining cheese and half the cream cheese sauce; repeat layers. Sprinkle top with reserved cheese. Bake in 400° oven for 30 to 35 minutes or until crust is browned. During last 5 minutes of baking, arrange tomato slices on top of pie. Let stand 10 minutes before serving.

***Cottage Cheese Crust:** In a medium bowl, stir $\frac{1}{4}$ cups all-purpose flour and 1 teaspoon salt together; cut in $\frac{1}{2}$ cup butter or margarine until mixture looks like coarse crumbs. Stir in $\frac{3}{4}$ cup creamed cottage cheese; with hands, form into ball. Wrap in waxed paper and refrigerate 30 minutes.

Between 2 pieces of waxed paper roll chilled pastry into a $\frac{1}{8}$ -inch thick circle. Remove top paper; invert pastry into 10-inch pie plate. Remove second piece of paper and fit pastry into plate. Trim pastry to within $\frac{1}{2}$ inch from edge of pie plate; fold under and flute. Spread bottom of crust with about 1 teaspoon softened butter or margarine.

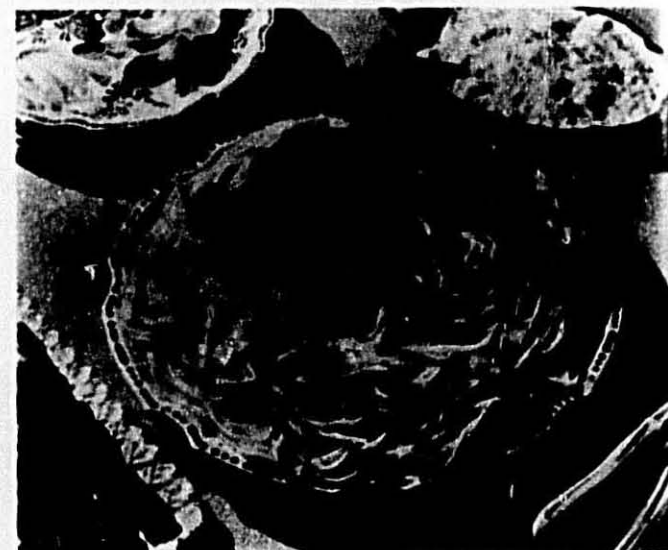
Buffet Macaroni and Cheese (Makes 4 servings)

- 2 cups elbow macaroni (8 ounces)
- 1 tablespoon salt
- 3 quarts boiling water
- 2 tablespoons butter or margarine
- 2 tablespoons flour
- $\frac{1}{2}$ cups milk
- $\frac{1}{2}$ teaspoon salt
- $\frac{1}{4}$ teaspoon paprika
- $\frac{1}{8}$ teaspoon pepper
- $\frac{1}{2}$ cups grated Cheddar cheese
- $\frac{1}{2}$ cup buttered bread crumbs

Gradually add macaroni and 1 tablespoon salt to rapidly boiling water so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Meanwhile, melt butter in saucepan; quickly stir in flour. Gradually add milk, stirring constantly, until sauce boils 1 minute. Stir in $\frac{1}{2}$ teaspoon salt, paprika, pepper and 1 cup of the cheese. Mix sauce with macaroni; turn into greased $1\frac{1}{2}$ -quart casserole. Sprinkle with remaining cheese, bread crumbs and additional

paprika, if desired. Bake in 375° oven 20 to 25 minutes, or until bubbly.

Pictured below:
Turkey Totoposini Turkey Encore with Spaghetti.



Holiday Turkey Reappears With Macaroni

The holiday dinner's over. It's very important with today's food prices that whatever may be left from the special occasion be served in appetizing, nourishing ways.

Home economists of the National Pasta Association suggest a hearty macaroni-turkey stew. It's very easy. Make stock with the turkey in the refrigerator. Stir in vegetables and elbow macaroni. The result? A fine-tasting, nutritious meal which supplies protein, B vitamins and iron plus carbohydrate content to furnish energy. It's an idea which proves once again how macaroni products mix so well with other foods, and give you more for your money.

Another time when you may have turkey on hand, try a savory casserole — Turkey Encore.

Macaroni Turkey Stew (Makes 6 to 8 servings)

- 1 turkey carcass, broken up
- 3 quarts water
- 2 cups cut-up cooked leftover turkey
- $\frac{1}{2}$ cups chopped onions
- $\frac{1}{2}$ cup chopped parsley
- 4 teaspoons salt
- $\frac{1}{2}$ teaspoon sage

- 10 peppercorns
- 1 cup diced carrots
- 1 cup sliced celery
- 2 cups elbow macaroni (8 ounces)
- Parsley sprigs, optional

In a large saucepot or Dutch oven, combine carcass, water, turkey, onions, chopped parsley, salt, sage and peppercorns. Heat to boiling. Cover, reduce heat to low and simmer for 3 hours. Remove from heat. Remove carcass and bones; discard. Add carrots and celery to turkey broth. Cover and simmer about 10 minutes or until vegetables are almost tender. Increase heat to high and heat 10th mixture to boiling. Gradually add macaroni to rapidly boiling 10th mixture so that broth mixture continues to boil. Cook uncovered, stirring occasionally, until macaroni is just tender, about 10 to 15 minutes. Serve immediately. Garnish with parsley, if desired.

To reheat, add chicken bouillon or broth, if more liquid is desired.

Turkey Encore (Makes 4 to 6 servings)

- 2 cups elbow macaroni (8 ounces)
- 1 tablespoon salt
- 3 quarts boiling water

cups diced cooked turkey
can (1 pound) peas, drained
can (10½ ounces) condensed
cream of celery soup, undiluted
cup milk
can or jar (4 ounces) pimientos,
drained and chopped
teaspoon salt

- 1 teaspoon pepper
- $\frac{1}{2}$ cup melted butter or margarine
- $\frac{1}{2}$ cup fine dry bread crumbs

Gradually add macaroni and 1 tablespoon salt to rapidly boiling water so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander.

Combine macaroni, turkey, peas, soup, milk, pimientos, 1 teaspoon salt and pepper. Turn into 3-quart casserole. Combine butter and bread crumbs; sprinkle over casserole. Bake uncovered in 375° oven 20 minutes.

Getting Nutrition Away from Home

Food consumed "away from home" now provides the average American with nearly 20% of his total intake of key food energy nutrients, according to new U.S. Department of Agriculture research findings.

There's a catch, however: Not all of that food "away from home" is eaten in restaurants. In fact, when you eliminate meals and snacks eaten at work, school or in "someone else's home," commercial food-service outlets are left with providing only about a 6% share of the total protein, fat and carbohydrates in the American diet.

That's not true across the board, though. Young adult males between 23 and 34 eat upward of 11% of their

meals and snacks at restaurants and "fast-food places," according to the study. In contrast, females in that same age group reported eating less than 7% of their daily meals at food-service establishments.

Young children under 5 and senior citizens of both sexes showed up even less likely to consume meals or snacks at restaurants or fast-food outlets.

The study, conducted by U.S. D.A.'s Consumer Nutrition Center, involved interviews with over 9,600 individuals in 48 states to determine where and what they had eaten the previous day.

Noting a sharp increase in food consumed away from the home, the researchers concluded that such

(Continued on page 8)
Answers to the Quiz
Will Be Found on Page 38

Nutritionally—are you a 'perfect ten'?

The following ten questions, concerning major points of the U.S. Dietary Guidelines, were asked of 1,001 consumers in a poll conducted for General Foods Corp. Final results indicated that consumers have a rather poor knowledge or understanding of these Guidelines. Media people representing the food industry were asked the same ten questions, and did much better than regular consumers—which was to be expected.

How well can you do? After reading each statement, simply circle the response (agree or disagree) that you feel is most accurate. The "correct" answers, with detailed explanations, are on the following page. So are the "test results" of the consumer poll. No fair "peeking" in advance, however.

So, with pencil in hand, go to it. Who knows? Nutrition-wise, maybe you can be a "perfect ten"?

Do you agree or disagree that...

(circle one)

1—Raw sugar or honey is better for you than refined sugar.

- agree disagree

2—Most nutrition experts and the Federal Government recommend an ideal diet of specific foods which all people should follow for good health.

- agree disagree

3—The most important consideration in having a balanced diet is avoiding substances like salt, sugar and fats.

- agree disagree

4—Candy bars, cookies, cakes or potato chips have no place in a balanced diet for children.

- agree disagree

5—A person can lose weight even if he/she doesn't reduce the number of calories taken in daily.

- agree disagree

6—Increasing foods high in carbohydrates, such as pasta, and reducing foods high in fats, such as red meats, is a good nutritional idea.

- agree disagree

7—If people with high blood pressure restrict their intake of sodium by reducing the amount of salt they put on their food, they can eat about anything they want.

- agree disagree

8—Eliminating sugar from your diet will practically eliminate tooth decay.

- agree disagree

9—Taking a vitamin supplement ensures that you have a balanced diet.

- agree disagree

10—It's okay to eat as much as you want as long as you eat a variety of foods.

- agree disagree

Nutrition Guidelines Revised

The General Accounting Office does not believe reorganization of the Agriculture Department's nutrition program is a conscious effort to sidetrack or ditch the Government's controversial dietary guidelines.

USDA officials have told the investigative agency the department has not rescinded the guidelines, and in fact it will continue to distribute the remaining supply of some 280,000 copies. A nominal fee may be charged, however, instead of the previous free distribution.

The Department of Health and Human Services also is continuing to distribute the dietary guidelines and has included them as a major part of the nutrition component of its Prevention Initiative.

The Guidelines, adopted jointly by USDA and HHS, are due for review by a Congressionally directed advisory group of officials from USDA, HHS and the National Academy of Sciences. Any decision on the future of the dietary guidelines will depend on the group's evaluation and public comments, USDA said. But nutrition officials from both USDA and HHS told GAO that USDA should try to revise the dietary guidelines, if necessary, rather than think about discarding them.

USDA Reservations

Top USDA officials, however, have strong reservations about the guidelines, which recommend cutting consumption of fats, salt and cholesterol as part of a nutritious diet. Deputy Agriculture Secretary Richard Lyng told GAO that some members of the scientific community believe the guidelines were issued prematurely without a sound basis — especially guideline No. 3. ("Avoid too much fat, saturated fat and cholesterol.") He contended nutrition is an "embryonic science that does not have all the definitive answers" and USDA "should not tell people what to eat." Nutrition information should be given to people to "help them make their own decisions," he added.

GAO provided its analysis of the impact of USDA nutrition reorganization to the House Science and Technology and Agriculture committees, at the request of Reps. Douglas

Walgren (D., Pa.) and George E. Brown, Jr. (D., Calif.), who head subcommittees of those committees.

In essence, the reorganization, which occurred June 17, separated some of USDA's nutrition information functions from its nutrition research functions by transferring nutrition research from its former high-level, separate-agency status in the Human Nutrition Center to one of the component research programs of the Agricultural Research Service.

Assessing the changes, GAO told Congress that "nutrition is less visible at USDA" with abolition of the Human Nutrition Center. "However," it was noted, "this does not necessarily mean a lack of commitment to nutrition, because USDA has not made any over-all cuts in the funding of nutrition research, education and information programs."

Nutrition Community Concerns

The nutrition "community" has been concerned over whether USDA's past emphasis on nutrition, a hallmark of the Carter Administration, will be perpetuated.

Although details of USDA's nutrition policies have not been formulated fully, GAO was told by Lyng that the present USDA administration is producer-farmer oriented. USDA's major thrust will be to increase agricultural productivity, protect agriculture's natural resources, expand exports of agricultural products and reduce Government regulation, it was explained.

While nutrition is not one of the major thrusts specifically mentioned, GAO reported, "the Deputy Secretary said USDA is committed to active research and educational efforts in human nutrition, and those efforts will not be manipulated by producer interests."

USDA had assured Brown that the reorganization "does not diminish in any way our commitment or emphasis on human nutrition. We are not changing priorities or the commitment to excellent research and education activities in the human nutrition area."

Nevertheless, GAO concluded that coordinating and integrating nutritional issues and policies within USDA, "while not impossible, may be

more difficult to accomplish under the reorganization. We believe that, at least temporarily, interested parties outside of USDA may have difficulty obtaining quick and comprehensive responses to department wide nutrition questions because of the lack of a departmentwide nutrition coordinator — or at least a formally designated liaison officer for all nutritional matters — and the absence of clearly established coordination mechanisms."

USDA's response was that less visibility for nutrition at USDA does not necessarily mean a lack of commitment, "because visibility can be more a factor of how controversial activities are, rather than how effective they are."

USDA suggested a better "acid test" would be the level of the department's final fiscal 1983 budget for nutrition. USDA nutrition agencies have requested a 1983 budget for nutrition research, education and information of \$45.7 million, an increase of \$11.1 million over 1982. This request is before Agriculture Secretary John Block and the Office of Management and Budget.

Balancing Act

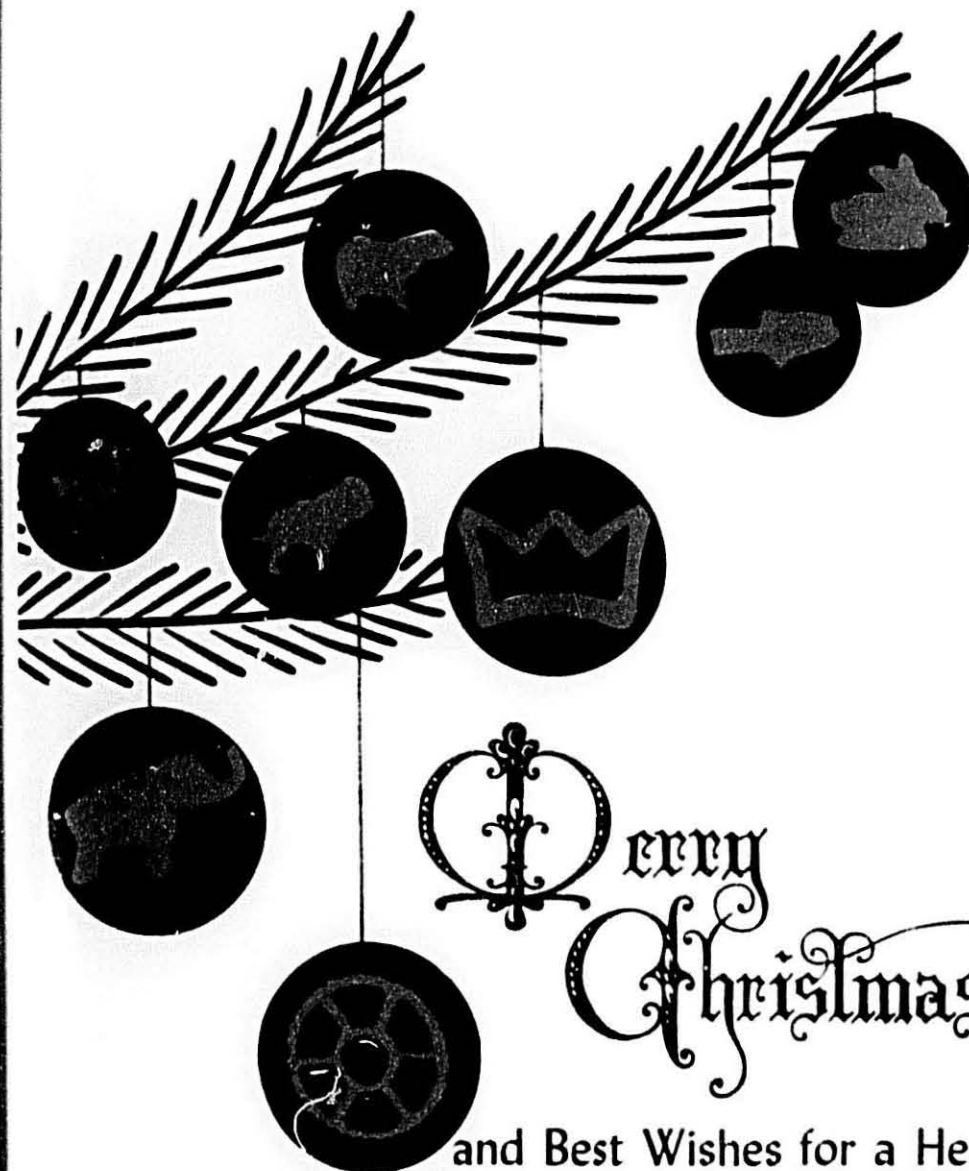
"Balancing the balanced diet" is easier said than done in the opinion of top nutrition authorities who participated in a recent seminar sponsored by Hoffmann-La Roche Inc.

Dr. Arnold Schaefer, director of the Swanson Center for Nutrition, Inc., and symposium chairman, commented that the Daily Food Guide was developed by USDA in 1953 and was based on the 1953 Recommended Dietary Allowances (RDAs). Since 1953, he noted, the RDAs have been revised 4 times and are not up to date.

Referring to a recent menu booklet published by USDA to illustrate use of its Dietary Guidelines, Dr. Schaefer pointed out that even these menus are not always consistent with realistic eating patterns and preferences. "This meal calls for a hamburger with no catsup, no relish, no condiments of any kind. It's one thing to put this down as a menu pattern, but its another thing to eat it."

(Continued on page 8)

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Balancing Act

(Continued from page 6)

Another concern that emerged during the symposium was the fact that people don't eat as much as they used to. Not as many calories are needed for the modern lifestyle — but a decrease in caloric intake also means a decrease in nutrient intake, and obtaining a proper balance of foods is even more difficult when total intake is reduced. People who consume 1600 or fewer calories a day, it was felt, may not be getting all the micronutrients they need, and should eat foods with greater nutrient density — or, in some cases, take a well-balanced vitamin/mineral supplement.

The experts felt that "basic four" menus must be streamlined to meet individual needs, and must account for nutrient density . . . and that responsible food fortification is an important adjunct to maintaining a nutritionally adequate food supply — although consumers must learn that they can't replace eating a wide variety of foods with eating a few fortified foods.

About Salt

Food makers try new labels and formulas as salt-watching becomes as popular as calorie-counting. The Food and Drug Administration plans to propose later this year that salt content be disclosed for foods that carry nutritional information on their labels.

Among those affected: dairy products, breakfast cereals, diet sodas, breads, pastas, soups and frozen and canned meats. But food industry trade groups are trying to convince the FDA that mandatory rules aren't needed; most of the large food companies voluntarily are adopting some form of salt listing.

Will manufacturers reduce salt content to stay competitive? A spokesman for Hunt-Wesson says taste tests show that consumers prefer its brand. Campbell Soup introduces eight low-sodium soups and will reduce salt content by up to 20% in several of its most popular brands. But salt won't be removed from Campbell's biggest seller, chicken noodle condensed soup, because the company says its flavor would be ruined. Jewel supermarkets sell private label vegetables without added salt.

A survey by ad agency Foote, Cone & Belding finds that four of every 10 people say they're avoiding salt. The same number say they're watching calories.

Away from Home

(Continued from page 5)

meals "make important contributions to nutrient intakes." Some 44% of the consumers interviewed in the latest survey had eaten out the previous day, compared with only 39% in a similar survey conducted in 1985.

Tips for Weekend Athletes

Based on research done at his Human Performance Laboratory and elsewhere, Dr. David L. Costill, Ball State University, offers the following advice:

• **Fluid intake.** Whether it's the third set of a tennis match or the last six miles of a marathon, the body cannot function properly when dehydrated. On warm days, or when athletic activity extends beyond one hour, drink before you start — and during — the activity. Don't wait until you feel thirsty; by then, it may be too late.

• **Diet.** The most efficient food for athletes are those rich in carbohydrates. This nutritional compound converts quickly to energy. One well-known former basketball coach was quoted before the NCAA finals as saying the players would probably have pre-game steaks. If so, they followed outdated dietary principles. Most runners eat pasta the night before a marathon, because it is easily digested and provides an efficient energy source. Of course, people who exercise need a balanced diet.

• **Weight loss.** Efficiency in sport is related directly to body fat. You can't perform up to your potential if you're carrying excess weight. Tests indicate that each percentage point of excess fat causes an athlete's performance to decline by an equal percentage point.

• **Go slow.** Crash diets do not work, and neither do crash exercise programs, which often result in stiff muscles and injuries. Set long-range goals and go about achieving them in a gradual, intelligent manner. In terms of weight loss, studies suggest

that the body metabolizes fat more efficiently when exercise is gentle rather than frantic.

• **Talent.** Basic ability is a given that no amount of practicing is going to change. Genes: you can't fool Mother Nature. Without fast-twitch muscles, you'll never be a wide receiver in the NFL. Measure your success as an athlete against your own potential, not someone else's.

• **Weekends.** Don't exercise only on weekends. Programs that promise total fitness with minimum effort do not work. But even world-class athletes — weightlifters as well as marathoners — train by alternating hard and easy days. If you must go all out on weekends, spend at least a half hour exercising on at least two weekdays.

Buitoni Feeds Marathon Runners

For the second year running, Buitoni Foods Corporation participated in the New York City Marathon by donating Buitoni pasta, sauce and cheese products for the carboloading dinner for marathon participants.

This year, the Pasta Party, co-hosted by Buitoni Foods Corporation and the New York City Road Runner Club, took place on Saturday, October 24 — the night before the race — at the Armory at Park Avenue and 67th Street. Dinner Preparations were made for 10,000 runners; for those attending, it was the last major meal they ate before the 1981 New York City Marathon.

For several days prior to the event, knowledgeable athletes practice a carboloading regimen. Runners need to build up glycogen stored in their muscles in order to meet the physical demands of a marathon distance run. Pasta is recognized by experts as an excellent food for carboloading athletes.

Buitoni Foods Corporation, South Hackensack, N.J., manufactures and markets a full line of quality Italian dry pasta products, sauces, pizzas and frozen entrees.

Five on Foot

Much like compliments, some testimonials mean more than others, and Buitoni Foods Corporation has re-



Shown pictured (left to right) are: Leigh, Leslie, Lynda, Sandra and Ed Barreto—the "5 On Foot."

cently been on the receiving end as a result of an unsolicited tribute from the "5 on Foot."

Several months ago, the Barreto family — the "5 on Foot" — of Naples, Fla., wrote to the folks at Buitoni Foods to tell them about a unique project the family decided to try: dropping out of the "rat race" in favor of a 1,145-mile run from their home town, Naples, to Ashland, Ohio, starting June 20 and ending on October 18.

The Barretos wrote, "One of our most crucial needs is for carbohydrates. In most of our races, in many states, we always rely on your product Buitoni Macaroni, for carbohydrate loading before a long distance run."

"Please let us know if you can help us with the large supply of the Buitoni High Protein Macaroni that we will take for five of us to run our 100 days."

Naturally, the people at Buitoni Foods said yes. Buitoni has been sponsoring pasta parties for major running events and marathons (including the 1980 New York Marathon) for some time now as a community service and in order to help educate consumers about the nutritional value of pasta. The Barretos' request was proof that Buitoni's message was being received and understood by consumers.

The Barretos have nearly completed their run. They write to Buitoni Foods to keep the company ap-

prised of their progress. As stated in their August 2, 1981 letter from Milledgeville, Georgia, "Thanks to your help and faith in us, we are still ready to go every day at 5:15 a.m. to get on the road and finish our run before the 100° heat of the day . . . We are still enjoying your products each night before our next day's run. Thanks again. . ."

average American might just as well ignore the entire subject." One of the most notable areas of discord is cholesterol in the diet. Dr. Colmery said, pointing out that the American Medical Association and American Heart Association say the substance is harmful, while the Food and Nutrition Board of the National Academy of Science and Dr. Michael DeBakey, cardiovascular surgeon, say it probably isn't. "Disputes like these are tough on the food business," he said.

Think Before Speaking

Dr. Colmery called on scientists, nutrition activists and government officials to ponder the possible adverse effects before going public with nutritional statements that could compound the confusion. "I ask them to invest in their actions at least as much time and thought as we in the food industry devote to our research and development," he said.

He pointed out that while the critics "can rescind their statements overnight, we food processors don't have that luxury, once we've revised our formulas and restructured our plants to accommodate some nutritional wrinkle urged on us by outside experts or government officials."

He listed several Nabisco products which have been formulated with nutrition in mind, including the Wheatworth cracker and Old-Fashioned Soft Snacks. The former, he noted, has become the biggest selling new cracker in 40 years, with 1980 sales approaching \$40 million.

It's The Taste

"But it's the taste rather than the nutritional benefits that has made Wheatworth the success it is," he said. Dr. Colmery expressed confidence about the future for both the food industry and the consumer. "I am convinced that in the years ahead, the average American will continue to make gains in nutrition without sacrificing enjoyment or convenience or value of the food dollar," he said.

He noted that in a recent survey by Nabisco, consumers who were given a list of 13 factors relating to food purchase decisions ranked taste first, cost second, convenience third, and nutrition "anywhere from eighth to 13th."

The real danger of the confusion is that the consumer doesn't know what to believe, Dr. Colmery said. As a result, he noted, "since the experts don't know what's good or bad to eat, the

Pasta Easily Digestible

Pasta products are relatively free from fiber and are easily digestible and assimilated and absorbed.

New Find/SVP Study on U.S. Pasta Market

The \$1.22 billion U.S. pasta market (estimated 1981 producer level) is expected to grow 159% to \$3.16 billion (1981 dollars) by 1991 says Find/SVP, the New York-based research and publishing firm.

Based on extensive trade research and analysis, Find/SVP's 165-page study, *The Pasta Market: Strategic Analysis of a Dynamic Industry*, projects the U.S. pasta market to average 10% annual growth from 1981 to 1991. Find/SVP projects 6% average growth from 1981 to 1986 and 14% average annual growth from 1986 to 1991 as the market picks up momentum. Pasta is the generic term used for the more than 150 varieties of macaroni, spaghetti and noodles available to U.S. consumers today.

The Challenge

"The challenge to food marketers of the '80s and '90s will be to provide products perceived as nutritious, economical and convenient in an evolving marketplace," says Cassandra Marrone, Find/SVP research analyst who prepared the study. She adds: "Find/SVP believes that this can be accomplished with skillful marketing on the part of the major firms who now have a commitment to the pasta industry."

Find/SVP discloses that the major structural change in the pasta industry in the last two decades has been the acquisition of smaller regional or local pasta producers by large food corporations. Since the late 1960s at least 19 local/regional pasta producers were acquired by six large food marketers not previously in the dry, uncooked pasta business. Five of those marketers—Hershey, Pillsbury, Foremost-McKesson, Borden and a British firm, Ranks Hovis McDougall—are among the nine leading producers of branded retail pasta today. In addition, large independent producers like The Prince Company acquired smaller pasta firms. Even the smaller pasta producers made a number of acquisitions within their industry.

Consolidation

Overall, the entry of the large corporations into the pasta industry has resulted in considerable consolidation and increased advertising of pasta-

based products. Annual consumption of pasta in the U.S. has increased from 8.6 pounds per capita in 1972 to about 11 pounds per capita today, according to Find/SVP estimates. Although consumption has remained at about 11 pounds per capita each year since 1978, growth is expected to resume after the consolidation phase is complete. U.S. volume consumption, including domestic production and net imports, has increased at an average 4% annual rate since 1972. In terms of dollar value, the market has increased almost 300% since 1972, primarily due to large increases in producer and consumer prices.

Retail consumption of dry, uncooked pasta in 1980 is estimated to be \$605 million, or 53% of total consumption. Pasta consumed by the ingredient market and the foodservice industry (restaurants and institutions) accounted for \$545 million or 47% of the market.

Forecast Maybe Risky

Find/SVP warns that forecasting a structural change which affects demand for an established product may be risky, but the firm believes that the general economy, the economics of pasta and dietary factors will facilitate sales growth.

Although the "carburing up" phenomena (e.g., marathon runners stocking up energy reserves by eating pasta the night before a race) may provide a causal link to recent growth in pasta demand, broader dietary considerations can provide an even more significant boost to future demand.

"As Americans become more concerned than ever before about physical fitness and good health, the image of pasta as a fattening, non-nutritious food is changing," says Cassandra Marrone. "Complex carbohydrate foods such as pasta are increasingly being recognized by nutrition experts and the American public for the important role they play in our diets—primarily in supplying energy."

In addition to collecting and analyzing information on levels of participation in sports and exercise and the potential effects on American eating habits, nutrition trends, market size and projections, industry structure, mergers and acquisitions, retail and non retail market segments, leading manufacturers—Find/SVP ex-

amined data on population shifts resulting in more working women and single households. The in-depth study also provides a vital list, complete with addresses and telephone numbers, of 154 producers and marketers of U.S. pasta-based products. 14 pasta importers, 10 durum products suppliers, and 23 Oriental noodle manufacturers.

The Find/SVP study recognizes the importance of the many pasta-based products in the packaged, canned and frozen foods industries but focuses primarily on the production of dry, uncooked pasta and its consumption by various retail and non retail market segments.

Sources

Find/SVP used both primary and secondary research sources in preparing *The Pasta Market*. Primary research consisted of interviewing major pasta producers, pasta buyers for leading retail and wholesale food outlets, members of trade organizations and government agencies, nutrition experts, trade magazine editors. Secondary sources were utilized through Find/SVP's extensive Information Center which has access to 300 computer databases, 10,000 subject files, 10,000 company files, current and back issues of 700 periodicals, thousands of directories, reference works and government publications.

The Pasta Market: Strategic Analysis of a Dynamic Industry was published September 1981 and is priced at \$695.00. To order, write to Find/SVP, Dept. I.P., 500 Fifth Avenue, New York, NY 10110. Or call Patricia Van Velsor at (212) 354-2424.

The Healthy Executive

Starchy foods with complex carbohydrates (potatoes, bread and pasta) are not fattening and can actually help you lose weight. Foods high in fats contain far more calories than identical amounts of foods high in carbohydrates. A Michigan State University study results: Men who added 12 slices of bread daily to their diet and cut out only refined sugar lost an average of 13 pounds in eight weeks.

Source: Environmental Nutrition, 52 Riverside Dr., New York 10025, 10 issues, \$36/yr.

THE MACARONI JOURNAL



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

**The cook with
fussy customers
has to use
her noodle.**

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

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

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DECEMBER, 1981



11

Industry Advisory Committee Meeting

This seminar meeting was attended by 21 representatives from cereal industry and included the following members of the Pasta Industry: Lester R. Thurston, President of the National Pasta Association; Lynn Ogden, Foremost-McKesson Research Center; B. K. Matulich, Hershey Food Center; Gordon Patterson, Hershey Food Center; James J. Winston, Technical Director, National Pasta Association.

Topic Discussed

Members of the Staff of North Dakota State University presented papers on the following topics which were evaluated and discussed by members of the advisory Committee.

(A) Fingerprinting and identification of wheat varieties by gel electrophoresis. This methodology is very useful in identifying and verifying different strains of wheats. This can serve as a vehicle for future research and was presented by Kr. Khalil Khan.

(B) Fiber composition of durum wheat, starch modification, volcanic ash and its effect of durum wheat quality by D. V. L. Youngs. The use of fiber affects adversely the color of the resulting pasta product although its use significantly increases the fiber content which nutritionally is considered important.

(C) High temperature drying of pasta by Dr. J. W. Dick. Temperature of the dryer was raised to the following temperatures; 60° C, 70° C, 80° C. The results indicate the manufacture of a product which shows improvement in color, increased firmness of product; low bacteria count; reduces cooking losses as evidenced by lower starch residue in the dissolved solids; lower cooked weight showing less water absorption.

(D) Extrusion of semolina and the effects of high temperature drying and studies on lipoxigenase and bleaching enzymes — by Dr. C. E. McDonald. The results parallel those obtained in the high temperature of pasta leading to better color since the increased temperature deactivates the lipoxigenase — the enzyme responsible for the destruction of the natural carotenoid pigments. The firmness of the product increases but



James J. Winston

the cooked weight of the finished product is reduced.

(E) Dr. B. L. D'Appolonia discussed sprout damage studies and its effect on quality. The use of sprout damage requires less water absorption during mixing; a decrease in mixing time and results in a product with poor cooking qualities; e.g. stickiness; increase of dissolved solids in cooking water, reduced firmness and increase of slime in the cooked product. These adverse effects unfortunately are well known to the pasta producer.

Current Crop

The durum crop this year has about 15% of Vic and Edmore planted and hopefully, these strains will be increased significantly for the next planting. Preliminary inspection and examination of the current crop shows that the kernels are thin and medium size and do not have a preponderance of the larger kernels which are desirable. It was recommended by members of the pasta industry that the grain people make a concerted effort to retain the superior durum wheat in this country rather than export this to Europe. Jim Winston urgently recommended that North Dakota Cereal Department make a study of the farinaceous ingredients being used by the Italian manufacturers to determine the type of wheat or blends being used in the manufacture of their pasta. Professor Orville Banasik, Chairman of the Cereal Advisory Committee, agreed to this investigation.

Northern Crop Institute

A new unit and building known as the Northern Crop Institute will be

constructed within the next year and will be under the direction of D. Lunsd, Director of the Experiment Station of the USDA. This institution will be devoted to product promotion and development and will add a new dimension to the research activities of North Dakota State University of Agriculture and Applied Science.

Durum Estimate Down

October crop estimates of U.S.D.A. placed 1981 durum production at 108,395,000 bus, down 5,265,000 bus from September indication but 68% more than 1980 output of 108,395,000 bus. Decrease from September was largely accounted for by North Dakota.

Durum stocks in all positions October were much larger than a year ago. At 187,253,000 bus, inventories were 52% above 122,882,000 bus on hand last year. Durum in farm storage totaled 145,732,000 bus, or 65% more than 88,458,000 bus last year, while aggregate in off-farm positions increased by a smaller margin, at 41,521,000 bus, a gain of 21% over 34,406,000 bus held a year earlier.

Much less spectacular than durum stocks buildup was still sharp increase in durum usage. June-September disappearance totaled 54,673,000 bus, up 8,129,000 bus, or 17%, from a year earlier.

Canadian Crop

The 1981 wheat crop in Canada, based on conditions as of Sept. 15, is estimated at a record 895,034,000 bus, 27% more than 703,949,000 bus last year and 3% above the previous peak of 868,677,000 bus in 1978. By class, out-turn in Canada comprises 75,934,000 bus spring wheat other than durum, 102,600,000 bus durum, and 137,500,000 bus winter wheat. Most of Canada's winter wheat is soft grown in southern Ontario.

New Durum Variety

Waid, a durum wheat designed for Washington's irrigated regions, has just been released by Washington State University.

The new durum, Waid, is expected to replace Wandell. Although it is semi-dwarf, it is four to five inches taller than Wandell, is highly resistant to stripe and leaf rusts and moderately

(Continued on page 17)

THE MACARONI JOURNAL

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New Durum Variety

Continued from page 12)

resistant to mildew. In four years of tests under irrigation, Waid averaged 11 bushels per acre, compared with 100 bushels for Wandell, and the test weight for Waid averaged one lb. more than for Wandell.

Seed will be available from the Washington State Crop Improvement Association.

	1981	1980	1979	Yield Per Acre 1981	Area Harvested 1981
	(1,000 Bus)	(1,000 Bus)	(1,000 Bus)	(Bus)	(1,000 Acr)
Arizona	16,038	12,400	5,250	81.0	198
California	14,685	7,800	3,600	89.0	165
Minnesota	5,265	3,360	2,849	39.0	135
Montana	11,875	7,600	6,825	25.0	475
North Dakota	129,050	73,150	84,500	29.0	4,450
South Dakota	5,175	4,085	3,630	23.0	225
United States	182,088	108,395	106,654	32.2	5,648

General Mills Annual Report

General Mills, Inc., should again attain records in sales and earnings in the current fiscal year although the economic and consumer environment will continue to be "soft and unsettled," E. R. Kinney, chairman of the board, and H. B. Atwater Jr., president and chief executive officer, state in the company's annual report for fiscal 1981.

Mr. Kinney and Mr. Atwater point out that the company's basic business strategy is to emphasize internal growth within its five major consumer industry areas, "selectively adding acquisitions and new ventures with high potential."

The General Mills officers emphasize that while the company has strong share positions in most of the industry sub-segments in which it competes, "our sales account for less

than 1% of these industry areas in total. We believe there will continue to be ample opportunity for market share improvement."

In their discussion of future goals, Mr. Kinney and Mr. Atwater note that "changing demographics, economics and life-styles, with consequent shifts in consumer buying patterns, offer dramatic opportunities for companies which can anticipate and capitalize on these changes."

"We attempt continuously to keep ahead of evolving consumption patterns and to create new and improved products and services that will be competitively attractive in important segments of our markets. A combination of decentralized operations, a strong financial reporting system and heavy emphasis on long-range planning are basic elements of our strategy."

International Multifoods

Net income of International Multifoods Corp. increased 16% in the second quarter ended Aug. 31, Darrell M. Runke, president, told the New York Society of Security Analysts on Tuesday, Sept. 22.

Mr. Runke said that net earnings in the quarter totaled \$6,027,000 equal to 74¢ per share on the common stock, compared with restated net of \$5,199,000, equal to 64¢ per share, in the second quarter of fiscal 1980.

In the six months ended Aug. 31, Multifoods had net income of \$9,928,000 equal to \$1.22 per share, up 33% from \$7,491,000, or 92¢ per share, restated, in the first half of fiscal 1980.

Net sales in the second quarter and first half totaled \$278,800,000 and \$558,175,000, respectively, up from

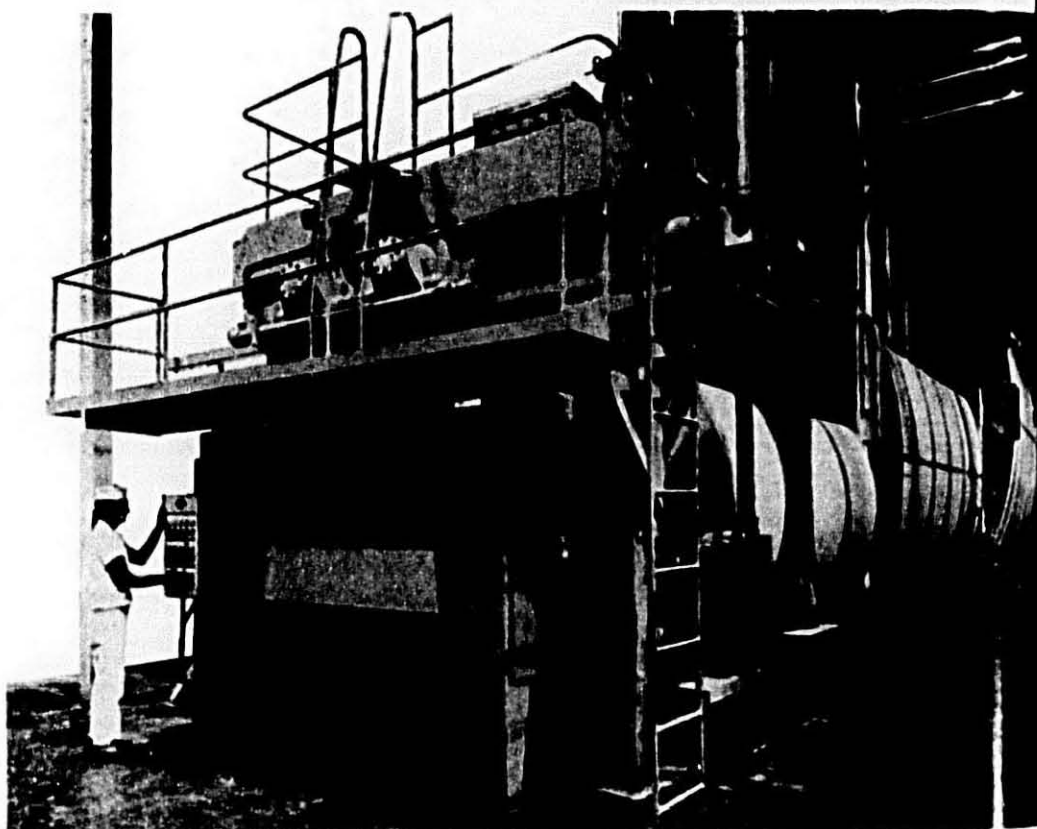
(Continued on page 20)

The Annual Report of General Mills, Inc., presents the following breakdown of sales, operating profit, identifiable assets, capital expenditures and depreciation expense, by market segment, for the fiscal year ended May 31, 1981, and the two previous fiscal years.

(In Millions)	Consumer Foods	Restaurants	Toys	Fashion	Specialty Retailing and Other	Unallocated Corporate Items	Consolidated Total
Sales							
1981	\$2,514.6	\$704.0	\$674.3	\$586.5	\$379.0		\$4,852.4
1980	2,218.8	525.7	647.0	422.5	356.3		4,170.3
1979	2,062.4	436.3	583.9	360.4	302.0		3,745.0
Operating Profit							
1981	217.7	75.3	76.6	87.5	13.2	\$(89.9)	374.4
1980	210.5	52.7	60.1	43.7	26.4	(76.8)	316.6
1979	193.2	41.5	55.7	20.3	19.7	(66.5)	263.9
Identifiable Assets							
1981	841.1	379.0	481.8	323.9	239.3	116.2	2,381.3
1980	761.1	269.1	441.2	231.2	181.6	128.2	2,012.4
1979	686.5	217.3	367.9	241.2	154.7	167.6	1,835.2
Capital Expenditures							
1981	95.7	85.1	28.6	14.4	19.2	3.6	246.6
1980	80.6	49.8	34.7	5.2	19.3	6.9	196.5
1979	58.9	31.0	25.8	9.8	13.1	5.5	154.1
Depreciation Expense							
1981	40.6	19.7	22.9	5.0	5.2	1.7	95.1
1980	33.6	14.3	19.2	3.9	4.1	2.8	77.9
1979	11.9	11.9	18.8	3.7	3.2	1.0	70.5

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Long goods line with maximum capacity of 3000 lbs/hr. Line consists of Double Screw Press T1 BD, Spreader TSSA, Dryers TDEC-3/TDCA-4/TDFB-11, Stick Storage TAGB, Cutter TST and Stick Return

Three Standard Models . . . 500 to 4500 lbs/hr

LONG GOODS DRYERS

MODEL	CAPACITY
TDEC/TDCA	500 to 1000 lbs/hr
TDCA/TDCA	1000 to 2500 lbs/hr
TDCA/TDFA	2000 to 4500 lbs/hr

Product quality and consistency sell. Buhler-Miag quality and reliability give you the selling edge.

THE MACARONI JOURNAL

Reliable Performance

- Sturdily-constructed 2- or 4-stick spreaders allow selection of ideal extrusion area for a given capacity.
- Spreader, Dryer and Stick Storage are continuously driven and controlled by one variable speed drive.
- All stick conveying chains and drives are heavy duty and contain automatic tensioners. Dryers have lubricating systems requiring an absolute minimum of maintenance.
- Automatic climate controls ensure proper conditions at every stage. Zones are completely separated, cutting down on required supervision.
- Motors, sprockets and drive chains, in addition to electrical and climate controls, are standard U.S. components.

Efficient Energy-Saving Design

- New dryers are smaller sized. High temperature and high humidity drying requires a minimum volume of fresh air. Fan motors for air circulation are mounted inside dryers, utilizing 100% of electrical energy. (New style, energy-efficient motor is optional). A most energy-efficient design!
- Panels are 1 1/2" thick with polyurethane foam core. Aluminum lining on inside for heat reflection and absolute vapor barrier. No heat bridges.

Bacteria Control

- High temperature drying controls bacteria growth. Dry bulb temperature is adjustable from 100°F to 180°F.
- Dryer is absolutely tight, yet easy to clean, maintain and supervise. Swing-out side panels extend entire dryer length, allowing fast cleanout and service.

Top Quality Product

- High drying temperatures in both final drying stages improve product texture, cooking quality and appearance.
- Steady, high temperature drying ensures a straight product, ideal for the high speed packers of today. The high humidity drying climate gives the product an appealing golden color.

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Super sanitary design for easy maintenance. All-plastic panels swing out for easy access to all machine parts. Extra-thick polyurethane insulation and off-the-floor construction prevent condensation.



Each spaghetti strand travels exactly the same path, so you can count on consistent drying results. Positive control stick elevator keeps sticks from rolling or sliding from transfer point to the drying tiers.



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International Multifoods

(Continued from page 17)

\$253,138,000 and \$488,262,000, respectively, a year ago.

Noting that each of the company's four market segments posted sales growth in the second quarter, Mr. Runke said, "The key factors for the quarter were continued strong performance worldwide by the consumer segment, and from our agricultural affiliate in Mexico."

While earnings in the away-from-home eating segment continued to strengthen, worldwide industrial earnings declined slightly and the U.S. agriculture segment was down significantly, he said. Strong performances by durum flour and bakery mix, Mr. Runke said, were offset by a decline in grain merchandising and lower results for bakery flour.

In the U.S. agriculture market segment, performance continues to be depressed by unfavorable market conditions in the feed industry, he said. Venezuelan results, he added, continue favorable.

William G. Phillips, chairman and chief executive officer, said the first half gains mark four consecutive quarters of improved sales and earnings. In the 12 months ended Aug. 31, he said, sales grew 12% and earnings advanced 23%.

Mr. Phillips said he was especially pleased by the improved strength in consumer markets, even though the U.S. economy continues to negatively affect domestic performance in the agriculture and industrial segments.

"For the current fiscal year," Mr. Phillips said, "we feel confident we will report another year of record sales and earnings."

Peavey Dividend

Peavey Company declared regular quarterly dividends of 28½¢ per share on preferred stock, both payable Oct. 15 to shareholders of record on Oct. 1.

Pillsbury Earnings Drop

Net income of The Pillsbury Co. in the first quarter ended Aug. 21 totaled \$25 million, equal to \$1.16 per share on the common stock, off 13% from \$28.7 million, or \$1.43 per share, in the first quarter of fiscal 1981. Sales aggregated \$741.5 million, up 3% from \$720.8 million a year ago.

"First quarter gains were posted by Restaurants as well as domestic and international operations of Consumer Foods," William H. Spoor, chairman and chief executive officer, said. "There was a significant decline in Agri-Products due primarily to unsatisfactory results in Grain Merchandising." The environment in grain and transportation, Mr. Spoor added, is improving "and this is expected to result in a strong second quarter for Grain Merchandising. In addition to the turnaround in Grain Merchandising, we project excellent second quarter performances in our other Agri-Products businesses, as well as the Restaurant and Consumer Foods areas."

"We expect to surpass last year's second quarter sales and earnings and are confident that 1982 will be Pillsbury's 11th consecutive year of record results."

Earnings before taxes on income in the first quarter totaled \$42.7 million, compared with \$50.4 million a year ago. Average shares outstanding in the first quarter was 21.6 million, up 7% from 20.1 million in the first quarter of fiscal 1981.

New ADM River Boat

The M/V Joyce Hale, a new 6,000-horsepower towboat constructed by St. Louis Ship Co. for American River Transportation Co., St. Louis, a subsidiary of Archer Daniels Midland Co., was christened recently in a ceremony at St. Louis.

The Joyce Hale was named in honor of Mrs. H. D. (Joe) Hale. Mr. Hale is president of ADM Milling Co. and a director and member of the executive committee of Archer Daniels Midland.

Edward Renshaw, president of St. Louis Ship, was master of ceremonies at the afternoon program. Speakers included Rodney C. Helsing, president of American River Transportation.

Mrs. Hale christened the Motor Vessel Joyce Hale by breaking a traditional bottle of champagne over its forward capstan.

The Joyce Hale has been in operation along its permanent route on the lower Mississippi River since Dec. 10, 1980. It was launched Oct. 14, 1980. Its hull dimensions are 170 feet by 45 feet by 11 feet, with a normal



draft of eight feet. Its fuel capacity is 128,436 gals.

Main propulsion power of the Joyce Hale is provided by two 3,000-horsepower diesel engines.

B. J. Malusky Announces Retirement

B. J. (Barney) Malusky, president and general manager of the Grain Terminal Association since 1971, has announced he intends to retire June 30, 1982.

Mr. Malusky also announced that Lowell L. Hargens, G.T.A. assistant general manager since 1968, will retire May 31, 1982.

Gordon Matheson of Conrad, Mont., chairman of the regional grain marketing cooperative's board of directors, said a search committee is being formed to name Mr. Malusky's successor. No timetable has been set for the appointment.

Mr. Malusky, a native of North Dakota, joined G.T.A. as a field auditor in the Williston, N.D. area in 1947. In 1958, he became head of what has since become the Country Operations Division.

Mr. Malusky was appointed assistant general manager in 1965, general manager in 1968 and president and general manager in 1971.

Mr. Hargens joined the association in 1940 as an accountant in the Great Falls, Mont., office. He became head of line elevator operations in 1961 and also headed country operations before he was named assistant general manager in 1968.

G. T. A. experienced substantial growth in net savings during Mr. Malusky's tenure. The cooperative went from a loss of \$1.3 million in 1969 to net earnings of \$28.90 million in 1980. Revenue in 1980 totaled

almost \$2 billion. During the same period, the amount of grain handled by the association rose from 164 million to 400 million bushels.

Cargill Restructures

Whitney MacMillan, chairman of Cargill, Inc., announced a major restructuring program that creates five new operating groups and includes election of five group vice-presidents.

The new Cargill operating groups, and the group vice-presidents, announced by Mr. MacMillan are as follows:

Milling Group: Gerald M. Mitchell, former vice-president, Milling Division. The group consists of the U.S. Corn Milling Division, European corn milling operations and the flour milling department.

Commodity Marketing Group: James A. Howard, former vice-president, Commodity Marketing Division. The group includes the Commodity Marketing Division and the Pan American department.

Trading Group: John P. Cole, former vice-president, marketing and transportation administration. The group consists of the Metals Trading Division, the Fibers Division and the tropical commodities department.

Industrial Group: Cary H. Humphries, former vice-president, steel and nitrogen operations. The group is composed of North Star Steel Co., the Chemical Products Division, the Salt Division, the nitrogen department and Cargill's steel service center: Zelrich Steel Co. and Mid-State Metals, Inc.

S. Oilseed Processing Group: Donald L. Leavenworth, formerly vice-president, Domestic Soybean Division. The group is made up of the Domestic Soybean Crushing Division, the flax/sunflower/peanut department.

Mr. Cole and Mr. Howard will report to W. B. (Barney) Saunders, executive vice-president. Mr. Humphries, Mr. Leavenworth and Mr. Mitchell will report to James R. Spicola, executive vice-president.

Executives of Cargill's Food and Farm Products Group, which includes the Nutrena feed, seed and poultry products divisions, MBPXL Corp., and Capra Industries, will report to Heinz F. Hutter, executive vice-president.

All of the new group vice-presidents are veteran Cargill executives. Mr. Mitchell has headed wheat and corn milling operations at Cargill since 1973, when he was named a corporate vice-president within the processing group. Mr. Howard has been vice-president of the Commodity Marketing Division since May 1979. He joined Cargill in 1955 and became head of the division in April 1979.

Mr. Cole joined Cargill in 1953 and was named a division assistant vice-president in 1967. He was a vice-president in the Commodity Marketing Division and corporate vice-president and head of the Pan American Division prior to his most recent post.

Mr. Humphries joined the company in 1954, was named manager of the molasses and sugar department in 1971 and division vice-president in the Pan American Division in 1975.

Mr. Leavenworth was named a corporate vice-president in the processing group, responsible for domestic soybean crushing division, in 1973. He joined Cargill in 1952 and became assistant vice-president and manager of Cargill's western soybean accounts in 1972.

Pritikin Line Includes Pasta

Snacks, cereals and pasta are among low-fat, low-cholesterol and low-salt food products to be marketed in the U.S., United Kingdom, Canada and West Germany by Thompson Medical Co., Inc., New York, under a licensing agreement with Pritikin Better Health Ltd., Santa Barbara, Calif.

The line of convenience food products bearing the Pritikin name will be formulated to conform nutritionally to the Pritikin program, headed by Nathan Pritikin, Chairman, who is the author of several diet and exercise books.

"The time is right to expand the Pritikin concept in the mass marketplace by making Pritikin foods conveniently available to the public," said S. Daniel Abraham, chairman of Thompson Medical, a leading marketer of over-the-counter diet aid products.

Products currently in development under the agreement, in addition to snacks, cereals and pasta, include soups, vegetables, sauces, dressings

and spreads, gravy mixes and beverages. Mr. Abraham said the company expects to test market a line of these products within six months.

Interstate Brands Corp., Kansas City, markets "Pritikin 100% Stone Ground Whole Wheat" bread under a separate licensing agreement with Pritikin. John F. Matthes, vice-president of marketing at I.B.C., said the company began selling the product on a fresh basis on the West coast and also distributes a frozen product to health food stores. In the next month or so, Interstate will expand frozen distribution to supermarkets through frozen food brokers, Mr. Matthes said.

Physical Distribution Breakdown

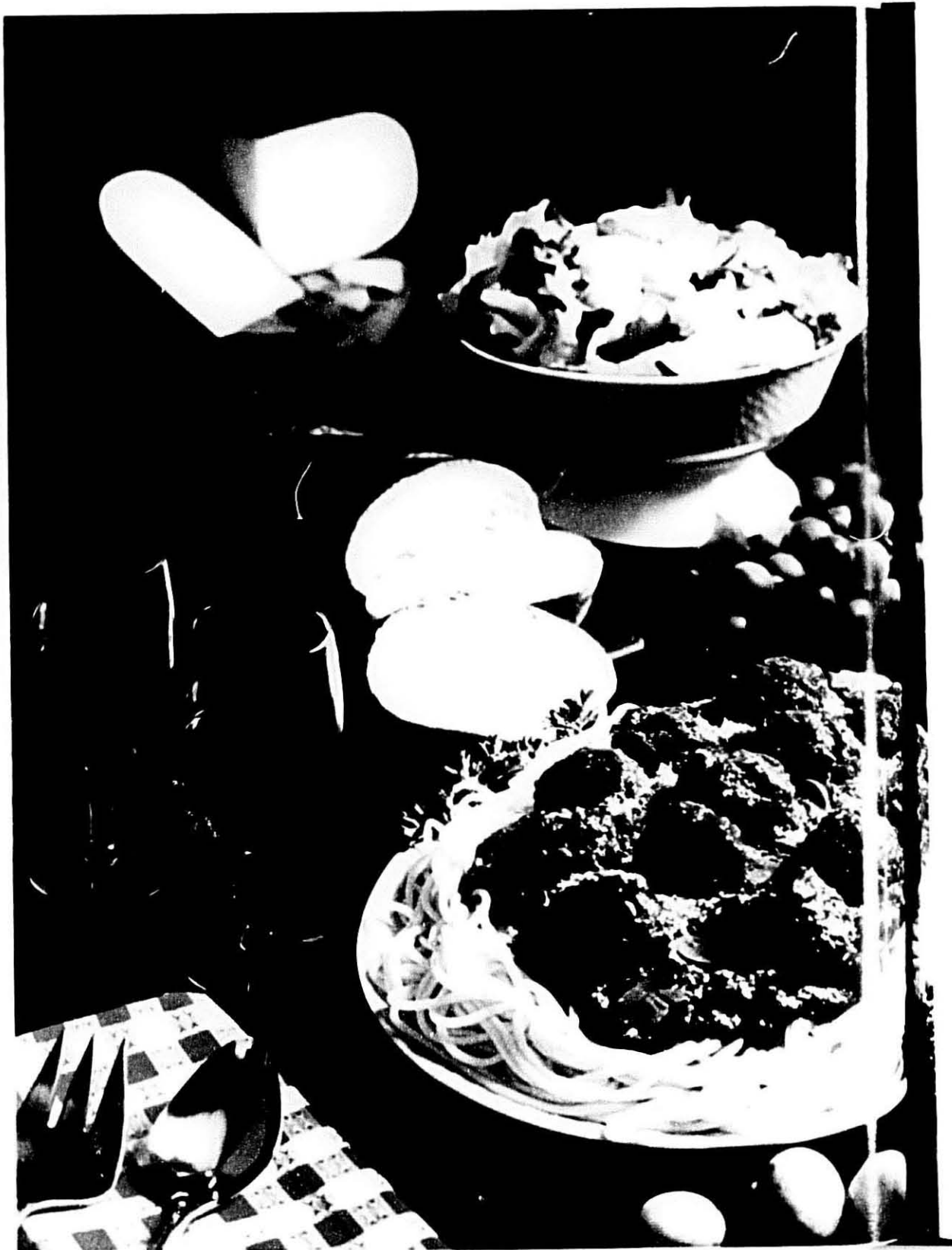
Most corporate executives would be hard-pressed to detail their companies' physical distribution expenditures even though they can run as high as \$75 million, \$100 million and even \$200 million annually, depending on the size and type of the firm. To remedy that situation, the October 1981 issue of the Davis Database contains an item-by-item breakdown of such expenditures for a typical \$500 million manufacturing firm with an annual physical distribution bill of \$75 million.

This typical firm divides its p.d. expenses as follows, according to the newsletter:

Transportation costs	\$35.9 million
Warehousing (public)	2.4 million
Warehousing (company-owned)	11.3 million
Inventory carrying costs	13.7 million
Ordering processing/customer service/administration	7.7 million
Other costs (travel, computer, communications)	4.1 million

"This company," says the newsletter, "recognizes that by giving its distribution department a certain latitude in its decisions, it's possible to capitalize on tradeoffs between transportation and warehousing, for example, or transportation and inventory. The so-called 'total cost approach,' which is essentially what this is, is a given in all good physical distribution operations."

The newsletter is published by Herbert W. Davis and Company, Charlotte Place, Englewood Cliffs, NJ 07622. 201-871-1760.



Peavey

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ADVANTAGES OF COMBINING MILL WITH PASTA PLANT

Economic advantages in operation of a combined durum mill and pasta plant as compared to conventional units operating independently were outlined in a recent address by Robert Ricklefs, project coordinator for Ocrim America, Inc., Wichita, KS.

Mr. Ricklefs, in an address to the annual technical conference of the Association of Operative Millers, reviewed advantages of the combination mill and pasta plant and cited a number of examples worldwide where this approach has been used.

Mr. Ricklefs focused on the recently-completed Noodles by Leonardo durum semolina mill and pasta production unit at Cando, N.D., the first of its kind in the United States.

Mr. Ricklefs cited the following potential economic advantages of the combined mill-pasta plant:

- Substantially reduced warehousing, because the mill's finished product bins essentially serve as raw material bins for the pasta plant.

- Reduced bulk load-out facilities, since the mill will only need to ship millfeed and part of the flour.

- Reduced warehousing staffs—for the mill since clean-out and loading of railcars or trucks of semolina and flour is eliminated and, for the pasta plant, since receipt of raw materials is handled by the mill's production and subsequent binning.

- Reduced (or eliminated) mill products sales force, since the need to find markets is reduced to the by-product and part of the flour.

- Reduced staff functions since maintenance, sanitation and quality control can be combined.

- Reduced administrative overhead since accounting, payroll, purchasing and other such functions can be combined.

- Utilities consumption would be reduced since certain operations are combined, reduced or eliminated.

- Grain blends may be designed to provide maximum economic yields, yet maintain semolina quality standards.

- Since the mill would be designed to supply one customer and the exact needs could undoubtedly be predetermined, some of the flexibility requirements could be reduced. This

would probably result in reduced building and equipment costs.

- Transportation advantages would also be realized, since no transportation costs from the miller to the pasta plant would be incurred.

- Improved economic mill yields, since the pasta plant could undoubtedly make use of larger percentages of durum flours in its production.

In addition to the advantages for the combined mill-pasta plant, the pasta plant itself should experience some specific advantages from the arrangement, Mr. Ricklefs said. These included the following:

- Since the raw materials would be received from one supplier, there would be improved uniformity. This would minimize any adjustments necessary for the pasta equipment calibration.

Specific uniformity improvements that would be expected are:

- Temperature of the semolina would be constant, thus assisting uniform mixing viscosities.

- Moisture content would be higher and more uniform than conventional mill deliveries. This should aid moisture absorption in the pasta plant.

- Granulation can be adjusted to suit the specific requirements with relative ease.

In addition to these uniformity improvements other qualitative advantages would be gained from:

- Grain blends that are designed to suit the specific needs of the pasta plant; and

- The pasta plant would have the flexibility to take advantage of all business areas which are available, such as private and generic labels and food service or industrial demands.

Cando Operation

Mr. Ricklefs in his review of the Cando operation said the project was conceived and developed by Leonard Gasparre, a St. Paul businessman with "no prior food processing experience of any kind."

The company's building is constructed entirely of pre-cast concrete double-tee members. Construction took approximately four and a half months. While pre-cast double-tees made for rapid and economical construction, substantial finish work was

needed to bring the building into a "sanitary, finished condition," he said.

Building is five-story structure

The building is 133 feet by 40 with one level for the pasta plant and four floors for the milling section. The total unit has more than 85,000 square feet of floor space.

The 2,000-cwt mill was designed with ample room for additional expansion. At the same time, height restrictions will pose difficulties.

Mr. Ricklefs pointed out that at the present the plant can receive grain only by truck with no rail facilities available. Grain presently comes from local elevators. In the future, Noodles management intends to make use of its own local elevator previously purchased by Mr. Gasparre. This elevator, located in a nearby town, will contract with 15 to 20 farmers in the area for the mill's grain supply. This should result in additional savings for the plant since elevator profits can be applied to the operation's overall profits.

From the truck scale and receiving pit wheat is transferred to four 12,000-bu capacity grain bins. From the bins, wheat is transported to the mill building and receiving hoppers. The receiving storage and conveying system was designed by Noodles personnel and purchased from a local farm equipment dealer.

The wheat initially is held in a surge bin on the top floor of the mill. The company has installed a pre-heating system in the bin to reduce condensation.

From the surge bin the wheat is weighed on a Richardson dump scale and from the scale's lower surge hopper the dirty wheat is metered to cleaning equipment by a W & T feeder.

An Ocrim grain separator with a Kice two-pass inlet aspirator and a built-in discharge aspirator removes coarse and fine contaminants. (There also is a plate magnet installed on the separator's discharge.)

The grain then passes over an Ocrim dry stoner and is subsequently graded on an Ideal cylinder separator for removal of small and large foreign seeds.

Finally the grain is dry-scoured with an Ocrim vertical-conical scourer before conditioning with a Technovator grain tempering mixer.

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Whether you need a simple conveyor or a complete automated distribution system, ASEECO has the answer. Through high quality products and service, ASEECO helps you accomplish your project quickly, efficiently and economically.

ASEECO offers much more than high quality, automated equipment. ASEECO is also a service company whose years of international processing experience can provide you with:

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PRODUCT TESTING:

To ensure the proper application and design of ASEECO products, a research and development facility is maintained to conduct actual on-product tests to determine handling characteristics and to obtain data for the design of specialized process machinery.

TURN-KEY PROJECTS:

In addition to the design, engineering and supply of equipment, ASEECO will, if desired, assist in commissioning a process facility on stream. This service includes the preparation of operating and maintenance manuals, the training of operating personnel, conducting trial and test runs and the supervision of initial operations.

PROJECT FINANCE PLANNING:

ASEECO is prepared to assist clients in obtaining comprehensive project financing. This assistance is inclusive of counseling on the type of financing best suited to your requirements and locating the source that can provide it.

Ask for the following literature.

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ASEECO Condensed Engineering & Specifications Catalog.

16-page catalog provides features, applications, specifications and model selection guide for entire ASEECO line. Includes diagrams and photographs. U.S. and foreign sales offices listed. A must on any equipment specifier's desk.



ASEECO-LR Overlapping Bucket Elevators.

Simple design. Modular construction. Sanitary. Open tubular and solid wall as well as totally enclosed models. One piece plastic buckets. Seven configurations—13 bucket sizes.



ASEECO Belt Conveyors.

Available in troughed and flat slider bed designs. Flat and troughed roller bed. Woven steel belt or wire. Sanitary construction.



MODU/TRAN II® Vibratory Distribution System.

Simultaneous conveying and distribution of product on demand to multiple packaging machines, hoppers, sorters and mixers without starvation or product recirculation. Compact. Sanitary design.



ASEECO Vibrating Conveyors.

For conveying any free flowing or semi-free flowing material. Also for processing, heating, cooling, separating and screening applications. Exclusive flex spring linkage provides positive vibration of tray without damping underload. Available in natural frequency design.



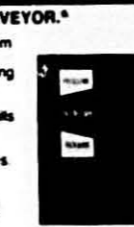
ASEECO Selectomatic Bin Storage Systems.

Fully automatic bin storage systems for free flowing materials. Sanitary construction and multitude of options.



ASEECO ACCUMAVEYOR.®

Automatic storage system which accepts non-free flowing products at varying rates and discharges product on demand. Stores product in bulk. Fits the gap between continuous processing and packaging machines. Two basic models with infeed and discharge options to meet varying product characteristics.



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Mill and Pasta Plant

(Continued from page 24)

Mill's Cleaning House

In the mill's cleaning house, pieces of grain cleaning equipment have been placed on structural steel platforms, designed to reduce vertical conveying of product and to maintain sufficient floor space in the designated cleaning house area for future expansion. A second cleaning after first temper is provided by another vertical conical scourer and accompanying built-in aspirating discharge hopper. The wheat then is dampened a second time and held for a short period prior to the first break.

The 2,000-cwt mill consists of nine line-shaft-driven Ocrim roll stands, six 10" x 40" and three 10" x 32" double roll stands, type LMM. Sifting is on two Ocrim six-section sifters, completely lined with Formica for increased wear resistance and improved sanitation. Purification is on eight Ocrim triple deck purifiers. The purifier sieves are cleaned by reciprocating brush cleaners.

Pneumatic conveying systems, both positive and negative, process suction and air return systems were designed and manufactured by Kice. The pneumatics have been located directly over the sifters due to overall building height restrictions. Filter stocks are dusted on an Ocrim vibro-finisher to improve flour extraction.

First and second clear flours are rebolted on a Great Western tribalance sifter. Flour and semolina production streams are weighed on Howe-Richardson mechanical scales before binning.

The bulk storage presently consists of 13 fabricated steel free-standing bins, eight of which are being used. There are three bins each with a capacity of about 1,150 cwt's intended for semolina, two additional bins, one for first clear flour and one for second clear, each with a capacity of approximately 590 cwt's. Another bin is used for pasta regrind and has a capacity of about 1,150 cwt's. Bran and millfeed are stored in two separate bins. The bran bin has a capacity of about 660 cwt's and the millfeed bin's capacity is approximately 450 cwt's. The remaining five bins are for future expansion requirements. The bins, designed and supplied by the Noodles by Leonardo

organization, are equipped with suitable variable speed airlocks where required for blending of the semolina, flours and pasta regrind to suit the requirements of the pasta production unit.

The bin dischargers, including fluidizing pads for the flour bins and vibratory dischargers for the bran and millfeed bins, the blending airlocks, pneumatic conveying systems, high-pressure rebolt sifter and pasta regrind hammermill were supplied by Ocrim.

Separate electrical control panels for the mill, byproducts loadout and for the semolina/flour blending system were designed and built by Greenway Control Systems.

From the bulk storage bins, the semolina blends are transferred to two small holding tanks above the pasta presses through intermediate bins.

Two Pasta Lines

The pasta manufacturing equipment, supplied by the DeFrancisci Machine Corp., consists of two separate lines. The short goods line for elbow macaroni, shells and similar products has a capacity of 4,000 lbs an hour. The long goods line has a capacity of 3,000 lbs per hour.

The pasta plant was designed with sufficient space for a third line the company is considering.

Production now is about 50% of total installed capacity and consists of two private labels, the Noodles by Leonardo brand and the lower priced Papa Luigi, in addition to manufacturing pasta for a single private label customer. Eventually, Noodles by Leonardo hopes to market seven pasta varieties and frozen entrees.

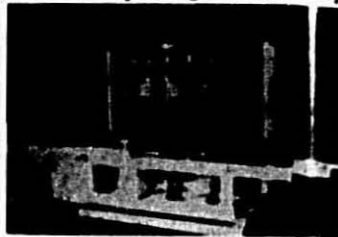
Quality control is handled by both the mill and pasta plant by one in-house laboratory. Similarly, a single shipping and receiving department handles all wheat receipts, millfeed sales and pasta shipments.

Brochure by Paniplus

Paniplus Company has issued a new brochure describing production processes and sales and service staff expertise. Major product lines also are listed including enrichment ingredients for pasta.

Paniplus Company, 100 Paniplus Roadway, Olathe, Kas. 66061.

Rotary Filling System Offered by Wright Machinery



Wright Machinery Division of Rexham Corporation is now offering a high speed rigid container filler which operates in a continuous rotary motion. Called the Rotary Filling System, its modular design facilitates the engineering of custom systems to meet individual customer requirements and the system features quick change-over capabilities.

Wright's Rotary Filling System is available in a variety of rotary fillers . . . volumetric pre-dose with individual scales, waterfall type pre-dose with individual scales and volumetric filler. Designed to handle cartons, cans, jars, trays and other rigid containers, the system can achieve speeds of between 160 c/m with 12-head scales up to 400 c/m with 24-head no scales. Products particularly applicable for this high-speed, continuous motion system are free-flowing solids such as cereals, candy, coffee, pet foods, crackers, tobacco, drink mixes, nuts, macaroni, noodles, powdered milk, etc.

Optional features and accessories are available to meet specific packaging requirements. For more information contact Wright Machinery Division, Durham, N.C. 27702, a division of Rexham Corporation.

Small Business Takes Rap for Inflation

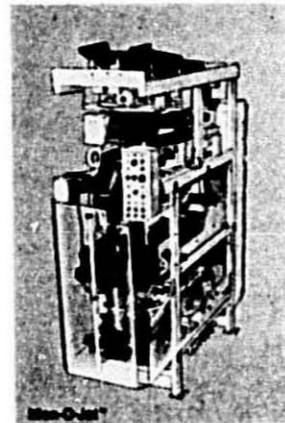
The Small Business Council of the U.S. Chamber of Commerce points out that inflation remains the No. 1 domestic problem in the United States and constitutes a particularly heavy burden for small business.

For example: Inflation forces many small business enterprises to raise prices to consumers. Small business then must bear the brunt of public furor over raising prices. Inflation adds to the many risks small businesses already must face and often are not in a position to withstand.

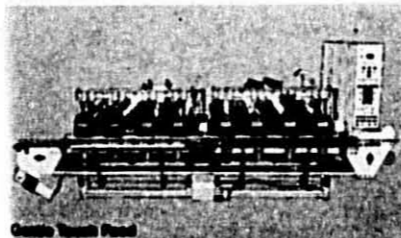
WE'VE BEEN DOING THINGS WRIGHT SINCE 1893.

In fact, we're one of the oldest American manufacturers of packaging machinery. And we didn't get to be a respected old-timer in this business by being a follower.

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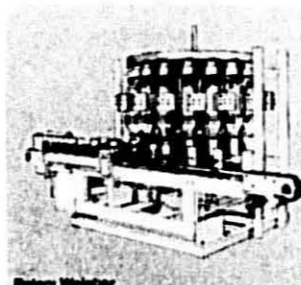
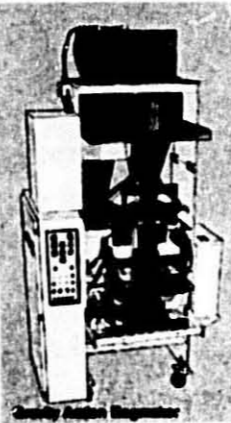


Our all-new Mon-O-Jet™ with Micro Processor is engineered to put good things in small packages—potato chips up to 2½ ounces (71 Grs.) and other snacks up to 4 ounces (113 Grs.).



Wright's Gentle Touch Feed is engineered to handle mushrooms with a minimum of bruising and abrasion. And it's adaptable to other delicate products.

The Gravity Action Bagmaker is designed to handle heavy and bulky products which require larger bags. The actual bag is formed from the gravitational force acting on the product.



Modular design sets our new Rotary Weigher apart. This innovation allows the assembly of a system to meet specific requirements at minimum special engineering costs. Also, it permits quicker changes in container sizes.

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Foremost-McKesson Buys Geothermal Food Processing Plant

Foremost-McKesson, Inc. has signed an agreement to buy Geothermal Food Processors, Inc., a geothermal-powered vegetable dehydrating plant in Fernley, Nevada, it was announced recently.

Geothermal, with assets in excess of \$5 million, is being acquired from Andersen Group, an electronics company (NASDAQ/ANDR) headquartered in Connecticut. The joint announcement was made today by Thomas E. Drohan, president and chief executive officer of Foremost-McKesson, and Francis E. Baker, president of Andersen Group.

"While much smaller than our onion, garlic and chili ingredients operation in Gilroy, California, this acquisition will add to our future potential capacity," Drohan said.

"Dehydrating onions for processing into various food ingredients is an extremely energy intensive business," he added. "With natural gas costs expected to rise as much as 28 percent over the next three years, the use of clean, renewable geothermal energy to power our dryers will considerably reduce costs in future processing operations."

Two nearby geothermal wells furnish 300-degree water to huge car-like radiators heating the air to remove moisture in the drying system. Because commercial onions are about 90 percent water, the cost to remove the water before processing the dried material into various food ingredients is the major cost of production.

Drohan estimates a significant annual production cost reduction compared with Foremost-Gentry's natural gas-powered operation in Gilroy. "This acquisition would increase our dehydrating capacity and add momentum to our push for market share in food processing and food service ingredients," Drohan said.

The geothermal facility was built in 1978. Included in the purchase is a long-term leasehold interest in 160 acres of prime geothermal property.

Baker said that the sale of the subsidiary to Foremost-McKesson is expected to create a non-recurring gain for Andersen Group of approximately 50 cents per share. He pointed out

that the sale would have no effect on sales and earnings from operations since Geothermal Food Processors' operating results have not been consolidated with those of Andersen's. "We were interested in Geothermal as a short-term investment," Baker said. "It was not our intention to make it a permanent part of the Andersen Group operations."

All personnel of Geothermal Food Processors will be retained by Foremost-McKesson, according to Gerald J. Treleven, vice president, and manager of the Food Ingredients Division of the Foremost-McKesson Foods Group.

Foremost-McKesson Foods Group reported fiscal 1981 revenues of \$944 million and an operating profit of \$45 million. The Food Group contributed nearly 25 percent to corporate revenues of \$4.2 billion in 1981 and just under a third of an operating profit of \$150 million.

Foremost-McKesson is a diversified company which provides proprietary products and services and value-added distribution in the areas of drugs and health care, chemicals, foods, and wine and spirits.

Hershey Earnings

Hershey Foods Corporation announced record consolidated sales and earnings for the third quarter ending October 4, 1981. Net sales were \$386,786,000 compared with \$343,993,000 for the third quarter of 1980. Net income for the quarter was \$23,839,000, or \$1.68 per common share, compared with \$17,841,000, or \$1.26 per common share, for the same quarter last year.

Nine months sales and earnings were also a record, with sales of \$1,066,466,000 compared with \$959,710,000 in the first nine months of 1980, and net income of \$59,398,000, or \$4.19 per common share, versus \$42,837,000, or \$3.03 per common share, for the same period last year.

"We are pleased with these record results," said William E. C. Dearden, Vice Chairman and Chief Executive Officer. "Solid gains were posted by Hershey Chocolate Company and Friendly Ice Cream Corporation, with San Giorgio-Skinner and Cory contributing to the record quarter."

"Hershey Chocolate Company achieved improved margins as the re-

sult of favorable commodity cost and manufacturing efficiencies associated with productivity improvement and unit volume growth. Friendly margins also improved as the result of product sales mix which was positively impacted by the summer marketing program, favorable commodity costs, productivity gains, and menu price increases," he said.

"Regarding the first nine months of 1981, the 11 percent gain in sales and the 39 percent gain in the net income are gratifying," Dearden continued. "The earnings increases are primarily attributable to increased sales and improved margins."

"Looking ahead to the fourth quarter, it is important to recall that we set a fourth quarter sales and earnings record in 1980. Despite the many uncertainties in our economy in general, we expect to have a strong fourth quarter and anticipate that 1981 will be another record year for Hershey," Dearden concluded.

Hershey Financial Officer

John S. Harkins has been promoted to Senior Vice President and Chief Financial Officer of Hershey Foods Corporation, William E. Dearden, Vice Chairman and Chief Executive Officer, announced. The promotion is effective immediately.

Harkins joined Hershey Foods in 1974 as Vice President, Finance and Administration. In 1978, he was named Vice President, Finance and Commodities.

Before joining Hershey, Harkins was General Controller for Borden Inc., New York. Prior to that he held various positions in finance, control and data processing, both domestic and international, with Lorillard Corporation in New York and Ralston Company in Lexington, Mass.

Harkins received an A.B. from the Wharton School of The University of Pennsylvania and a B.S. in Economics from LaSalle College. He is a Certified Public Accountant.

He is a member of the Financial Executives Institute, American Institute of CPA's, the American Management Association, and the Coffee, Sugar & Cocoa Exchange, Inc., New York.



Rasheed Ahmed

Prince Promotion

Prince Foods Inc., a subsidiary of Prince Company Inc. announced the promotion of Rasheed Ahmed as a corporate director of research. Ahmed joined Prince Foods Inc. of Michigan in Warren, Michigan in 1974 as a quality control manager. He received his B. S. and M.S. in Agriculture from India and his M.S. degree in Cereal Chemistry from North Dakota State University. Ahmed is a professional member of IFT, AACCC, ASQC and EMA. He is also chairman of the AACCC Analytical Sanitation Inspection committee and member of the pasta product analysis committee.

General Mills Canada, Ltd. Sets Record

All time record sales and earnings were reported in the General Mills Canada, Inc. Annual Report for the year ending April 26, 1981.

John D. Herrick, Chairman of the Board, said the results "reflect the benefit of General Mills' varied consumer foods, toys and specialty retailing operations."

Consolidated sales of \$192.6 million for the diversified consumer goods company were 12.2% better than last year. Earnings increased an impressive 24.3% to \$7.5 million.

The growth experienced in the Grocery Products Division over the past several years, accelerated to record highs. This growth is attributed to the continued good performance of the wide assortment of Betty Crocker Mixes and the record sales achievements in unit volume of "BIG G" Cereals which reported a growth of several times that of the market. The current momentum is expected to continue as new product activity

continues to contribute to the established and growing base business.

Blue Water Seafoods outpaced a 2% industry growth with a strong 6% volume increase versus the previous year. An integral part of Blue Water Seafoods' success was the introduction of 7 new products which received favourable and encouraging market acceptance.

For the fifth consecutive year, the Lancia-Bravo Division's total unit volume has increased with Lancia pasta recording an impressive 7% growth in the face of a market that grew only 1%.

The Eddie Bauer Division maintained its leadership position in the quality outdoor clothing and equipment market. Strong increases in both mail order and retail sales contributed to a total division growth of 17%.

Parker Brothers Division had mixed sales results in 1981 in the face of a soft market. In spite of this Parker's Games sales were up 7% and a major factor of this good performance was the entry of two new electronic games—Split Second and Bank Shop.

'Soup Is Good Food' Theme to Emphasize Nutritional Value

Campbell Soup Company is launching its most extensive marketing effort in years in support of its complete line of Red & White soups with the bold yet simple message that "Soup Is Good Food."

Advertising is designed to give consumers new and exciting information about the nutritional value of soup and the important role soup can play in a well-balanced diet. This will confirm many of the good feelings people have always had about soup as a unique food.

A multi-media introductory advertising program uses a package of heavy primetime, daytime, early and late fringe television, major market newspapers, and four-color spreads and page ads in national women's service magazines plus Time, Newsweek, People and Reader's Digest. The campaign is aimed at reaching the broadest possible audience of potential soup eaters.

The new campaign will be a unified effort for the entire line of Campbell's Red & White soups. It will be co-



Ben Gentile

ordinated with heavy trade and consumer promotional activity, including a major sweepstakes in November. A national public relations effort will feature a publicity tour by leading nutritionists. The entire "Soup Is Good Food" effort will feature findings from governmental nutrition surveys, studies by independent nutritionists, and USDA nutritional data, which all support the role of soup in a nutritionally balanced diet.

The ad agency is Backer & Spielvogel in New York.

Private Label Manager

Ben Gentile has been appointed Division Sales Manager, Buitoni Foods' Private Label Division, according to a recent announcement by Mamas M. Gass, Buitoni President.

In his new position, Gentile's responsibilities include expansion of Buitoni's Private Label business. He reports to Ed Cirigliano, Vice President, Private Label Division.

Prior to his promotion, Gentile was New York Region Sales Manager, Buitoni Dry Grocery Division. He joined Buitoni Foods 23 years ago and, as he rose through the ranks, has served the company in various sales capacities.

Best Sellers for January

Canned Soup	140
Canned Tomatoes	135
Canned kidney & misc. beans	132
Tomato sauce	124
Tomato puree	123
Tomato paste	121
Dried rice	117
Instant potatoes	117
Pasta	117

**What is this nonsense
about pasta being heavy?**



Pasta is a light weight

**Most consumers don't realize the
low caloric content of pasta products.**

PASTA YOGURT

MACARONI
MACARONI & CHEESE
NOODLES, EGG
SPAGHETTI
SPAGHETTI
TOMATO SAUCE & CHEESE
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TOMATO SAUCE & MEATBALLS

ADM Milling supplying Breadwinners since 1902

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ADM also supplies quality bakers shortening, corn sweeteners,
CO₂, soy protein and vital wheat gluten for the baking
industry

Import Protest

The National Pasta Association is seeking to have the U.S. Trade Representative lodge an official protest of European subsidies which the group says allow foreign companies to compete unfairly with American pasta producers.

The petition becomes the third of interest to headstuffs to be filed under Section 301 of the U.S. Trade Act of 1974. Millers' National Federation filed a similar complaint against European Community subsidies of wheat flour in 1975 and Great Western Sugar, a subsidiary of Hunt International Resources Corp. of Dallas, filed a complaint against E.C. sugar practices on Aug. 20.

Paul D. Cullen, a Washington lawyer who is the pasta group's attorney, said the trade representative has 45 days to accept or reject the petition filed by N.P.A. on behalf of the U.S. pasta industry. If the petition is accepted, the trade representative will file a protest with the General Agreement on Tariffs and Trade.

The main problem, said Lester Thurston, N.P.A. president, is with Italian pasta products which can undercut U.S. producers' prices, thanks to the subsidies those products enjoy from the E.C.

Substantial Increase

"During 1979-80 alone, Italian imports to the United States rose by more than 34%, while domestic retail sales remained relatively stable," Mr. Thurston said. The petition alleges that the subsidies have contributed to those increases.

Mr. Cullen, the N.P.A. attorney, said the petition questions the legitimacy of the European Community's Common Agricultural Policy which permits subsidization of U.S. processed food product imports.

"If the N.P.A. challenge is successful it will open the door for other segments of the U.S. processed food industry to seek relief from illegal European Community export subsidies," he said.

The Common Agricultural Policy provides for E.C. subsidies on many processed foods, including those made from cereal and dairy products, meat and chocolate.

The petition claims that the CAP and the subsidies are in violation of



BUITONI SPEARHEADS EUROPEAN TRADE EFFORT IN NEW JERSEY

A government trade mission to Italy and France in September had New Jersey Governor Brendan Byrne meeting with business executives, bankers and political leaders of those countries to discuss locating and expanding business in New Jersey.

While in Italy, Governor Byrne was guest of honor at a dinner hosted by Marco Buitoni, Chairman of Industrie Buitoni Perugina. According to Manus Goss, President, Buitoni Foods Corporation, South Hackensack, New Jersey, in 1939, Mr. Giovanni Buitoni selected South Hackensack, New Jersey, as the place to headquarter Buitoni Foods Corporation, the USA division of IBP. Established in 1827, IBP is the world's oldest and largest producer of spaghetti and macaroni.

Pictured (l. to r.) are: Marco Buitoni, Governor Byrne, and Vittorio Repa di Meana, Vice President of Industrie Buitoni Perugina.

the GATT Subsidies Code, which Mr. Cullen said prohibits subsidies of exports of processed commodities although allowing subsidies of primary products such as grain.

Mr. Cullen said that, if the special GATT panel rules that the subsidies are in violation of the code, the E.C. must modify or remove them. If no action is taken to remove them, the President of the United States may take measures to restrict imports of E.C. pasta or other merchandise.

The N.P.A. complaint differs from the Federation and Great Western cases in that it deals with E.C. subsidies of products imported into the United States. The other two actions deal with subsidies which undercut U.S. products abroad.

Wayne E. Swegle, Federation president, said consultations on that complaint, on the books now for six years, are scheduled in Geneva between United States and Community representatives. If accord cannot be reached there, he said, the United States may ask for conciliatory action when the GATT Subsidies Code Committee meets.

The Office of the U.S. Trade Representative scheduled a hearing on the Great Western Sugar complaint for Nov. 4. Great Western, in its petition, charged that roughly one-fifth of the world's freely traded sugar is exported by the E.C.

Ideal Potato Crop

This year's potato crop could be termed "the ideal size," Herb Brown, merchandising manager for the National Potato Board said, "because there will be enough of a supply to meet the needs of the U.S. consumer but not enough to drive prices down. So farmers will be able to make a profit and consumers will get good, though not excessively low, prices."

That was not the case in the recent past, he noted. The three years before 1980 were glut years, when an oversupply of potatoes drove prices down and forced many growers to cut back on their acreage, he recalled.

Although he was unable to pinpoint the size of the 1981 crop, Brown cited U.S. Department of Agriculture estimates that the crop would exceed last year's according to the acreage planted — 1.64 million, compared with 1.23 million in 1980 and 1.17 million in 1979.

"The yields will be down this year and demand is expected to remain high, so prices won't drop, and it should be a profitable year for growers," Brown said.

The board will spend about \$1.5 million to promote potatoes domestically this year — down by about \$100,000 from last year.

(Continued on page 35)



the durum people

NDM

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Meal Consumption Behavior Study

The Research and Information Services Department of the National Restaurant Association announces the availability of a new consumer study entitled "Meal Consumption Behavior." The NRA conducted a mail survey of consumers in April and May of this year to learn where their meals are prepared and which meals they are skipping. Such information has not been available in the past from other sources.

Some of the findings of the 53-page report are:

- The average person age 8 and older eats out 3.5 times during a seven-day period.
- Of all weekly meals, 7 out of 10 are prepared at home or at a friend's home, 2 of 10 are prepared commercially, and one out of 10 is skipped.

Lunch Eaten Out Most

• Lunch is the meal most likely to be eaten out, with 51 percent of persons 8 and older stating they had eaten commercially prepared food for lunch at least once in the past 7 days.

• Forty-seven percent of those surveyed ate out for dinner at least once in the previous 7 days, and 15 percent had eaten out for breakfast.

• Persons aged 22 to 40 eat out more frequently than other age groups, and persons 65 and older eat out infrequently.

• The average person age 8 and older skips 1.3 breakfasts, 0.8 lunches, and only 0.1 dinners in a 7-day period, but the persons who eat out most frequently (those 22 to 40 years old) are most likely to skip meals, nearly 45 percent of respondents in this age group saying they had not eaten breakfast one or more times in the past 7 days and about 25 percent stating they had missed lunch on at least one occasion.

The study was performed for the NRA under contract with National Family Opinion, Inc., of Toledo, Ohio. Ten-thousand family questionnaires were mailed for the survey, and 6,147 were returned resulting in the tabulation of 13,466 responses from persons age 8 and older.

Copies of the study are available through the NRA Educational Materials Center, 311 First St., N.W., Washington, D.C. 20001, at \$12.50 for members (orders number CS1000), and \$25.00 for non-members (CS101).

Foodservice Workshop

Participants in the 1981 National Food Brokers Association Foodservice Workshop in Atlanta, July 13th, enjoyed an outstanding program of speakers during the day-long meeting.

The 1981 Workshop included eight presentations by leading foodservice sales and marketing executives and small group work sessions.

The morning sessions' remarks focused on selling to distributors.

The manufacturer's point of view on how to maximize sales to distributors who are members of buying groups was presented by Jerry M. Collins, National Sales Manager of the Joan of Arc Company, Peoria.

Key Issue Is Profits

Mr. Collins told the NFBA Workshop participants that "given the state of the canning industry today, maximizing sales is not the key issue . . . the key issue is making enough profit to stay in business."

Mr. Collins emphasized that the brokers involved with Joan of Arc "have been and will continue to be a very integral part of our sales operation. The best conceived programs, not followed through at the broker level, will be doomed to failure."

He noted that with distributors who are members of buying groups, Joan of Arc encourages its brokers to get involved in their special promotions.

"Service has always been an important factor in our business and with the high cost of money it has become an even greater factor. All of the distributors are making an effort to buy more items from fewer suppliers," Mr. Collins told the Workshop.

Sales Technique

Thomas Burggraf, National Sales Manager of the McIlhenny Company, New Orleans, talked about "Sales Techniques that Motivate Distributors."

He stated that although there is no magic formula for these sales, there are desirable qualities for sales people and products to have. "The summary of the above is reputation," Mr. Burggraf told the Foodservice Workshop.

He then discussed points of building a reputation, for both food brokers and distributors, and discussed distributor motivation. This included consistency of supply, delivery service, advertising support, and promotional support.

New Product Introductions

Gene Dusenberry, Vice President, Director of Sales and Marketing for Alterman Brothers, Atlanta, talked with Workshop participants on managing new product introductions.

He highlighted the process of presenting a new product and selling it through the channel of distribution. In each case, he discussed the food broker's role in the process.

Importance of Lead-Time

"Marketing Techniques that Motivate Distributors" was the topic discussed by Thomas R. Tipps, National Sales Manager, Foodservice, Heublein Grocery Products Group, Farmington, Connecticut.

Mr. Tipps reviewed Heublein's sales promotion/sales program lead time guidelines. He stressed the importance of ample time for district managers, brokers, and distributors to plan prior to promotions and the need to involve the distributor sales manager in these plans.

Know Your Customer

Tom O'Brien, General Manager of Georgia Foods, Inc., gave participants the distributor's perspective on maximizing sales to distributors who are members of buying groups.

Mr. O'Brien's number one point to the food brokers was "know your customer!" From that beginning, he outlined what is necessary for effective representation to distributors.

Mr. O'Brien noted that brokers must have solid knowledge of the distributor's customers. He advised the group to check with the distributor before making any changes in the order.

The afternoon session discussed marketing of the food broker's firm.

Marketing Your Company

In discussing "Marketing Your Company" with Workshop participants, Dr. John E. Tully posed a series of questions. He pointed out that each food broker firm must define its "niche of mission" and then analyze the approach it is using. He said companies should distinguish between selling physical products and programs. They must determine whether they are in the business of producing short run sales or in the longer run business of the creation of customers.

Dr. Tully, former Marketing Vice President of Edwards Baking Company in Atlanta and now a consultant to food and beverage producers, advised the Foodservice Workshop that these points should be constantly re-evaluated to stay on target.

David Guinee, Publisher of Southeast Food Service News, focussed on two points -- the need to market the firm, and effective and economical methods of promoting the firm.

Mr. Guinee maintained that many food brokers are missing important opportunities by not making themselves visible to the trade through promotion and advertising. Expansion of a broker's business and even replacing a lost principal is "more easily accomplished if the firm is well known in the marketplace," according to Mr. Guinee.

Presentations

John Christy, Director of Sales, Chamberboard Foodservice, Ralston Purina Company, offered guidelines for principal presentations that sell your firm.

Christy cited examples of past broker presentations he found particularly effective. He discussed the principal-broker interview in depth and suggested ways for brokers to create presentations that leave lasting impressions.

The 1981 NFBA Foodservice Workshop was moderated by Dr. Michael Olsen, Assistant Professor of Hospitality and Lodging at Virginia Polytechnic Institute and State University in Blacksburg, Virginia.

Beatrice Foods Uses Brokers

"We believe in brokers and have no intention of going to a direct sales force now or in the foreseeable future. We need you and you need us." That statement was made by B. Robert Kill, President of the Confectionery and Snack Food Division of Beatrice Foods during his address to the 1981 NFBA Confectionery Dinner, July 31st.

Mr. Kill delivered his remarks to 120 food brokers, manufacturers and other industry executives at the Hyatt Regency Hotel in Chicago. The annual NFBA Confectionery Dinner was held during the National Candy Wholesalers Meeting in Chicago.

He noted that he believes Beatrice Foods may be the largest user of food brokers in the country and therefore "the long range fortunes of our company and your individual firms really are interdependent."

Preparing for Tomorrow

The theme of the 1981 NFBA Confectionery Dinner was "Preparing For Tomorrow," which was also the focus of Mr. Kill's remarks.

"The reason for the future being so hard to call is that it depends solely on one thing and one thing only, and that is you. The future of brokers in the confectionery and snack food industry depends totally on you brokers. What you do not only will shape the future but, quite frankly, will be the future," he told the dinner meeting audience.

He stressed that food broker firms' "only really meaningful assets" are the people of the firm. "You have the same basic challenge facing all American industry and that is the overwhelming need as a nation to start to once again record annual gains in our productivity. Productivity and the phrase -- work smarter not harder -- is on every industry's agenda and it should be on your also."

Mr. Kill told the participants that if each company can honestly measure and improve its productivity then all the other major problems and issues will take care of themselves.

To make broker representation even more effective and attractive, Mr. Kill advised food brokers to "get back to basics." His outline for effecting this advice included tighter control of market coverage and informa-

tion, developing one and five year plans for businesses, striving for in-depth market penetration on lines carried, maintaining good communications with principals, and putting more emphasis on recruiting and hiring better people and training them better. "Last in this list and really the most important -- sell, and sell at our terms, that is your mission," Mr. Kill stated.

Mr. Kill dismissed the industry reports that claim there is no growth or declining consumption of candy and snacks:

"I personally do not believe these figures because the statistical methods used to develop them are terrible and our figures show just the opposite. I think the future for candy and snacks is bright -- I think candy and snacks will grow and I am proud to be a part of this growing and dynamic industry."

"I think the future of brokers in this area is equally as bright if you continue to improve your productivity and attract talent to your ranks and run your business as a business and not just a regional sales office."

Ideal Potato Crop

(Continued from page 32)

It will continue to use the slogan, American's Favorite Vegetable, Brown said. "Research tells us a large percentage of the population doesn't consider potatoes a vegetable, even though it's loaded with nutrients and they enjoy the taste."

The board's years of promotion have paid off in terms of public awareness that the potato is not high in calories, Brown added.

Idaho Spends \$2 Million On Promotion

The Idaho Potato Commission is doubling its promotional budget this year to \$2 million as a result of increasing its grower assessment by a penny per hundredweight, Gordon Randall, executive director says.

"We hadn't increased our budget in the past three or four years, and we wanted to avoid going downhill because of increasing costs," he explained.

As a result, the assessment was increased from 4¢ per cwt. to 5¢, with 60% of the cost paid by growers and 40% by the first handlers, he noted.

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length **55** feet

High temperature **185°** Fahrenheit

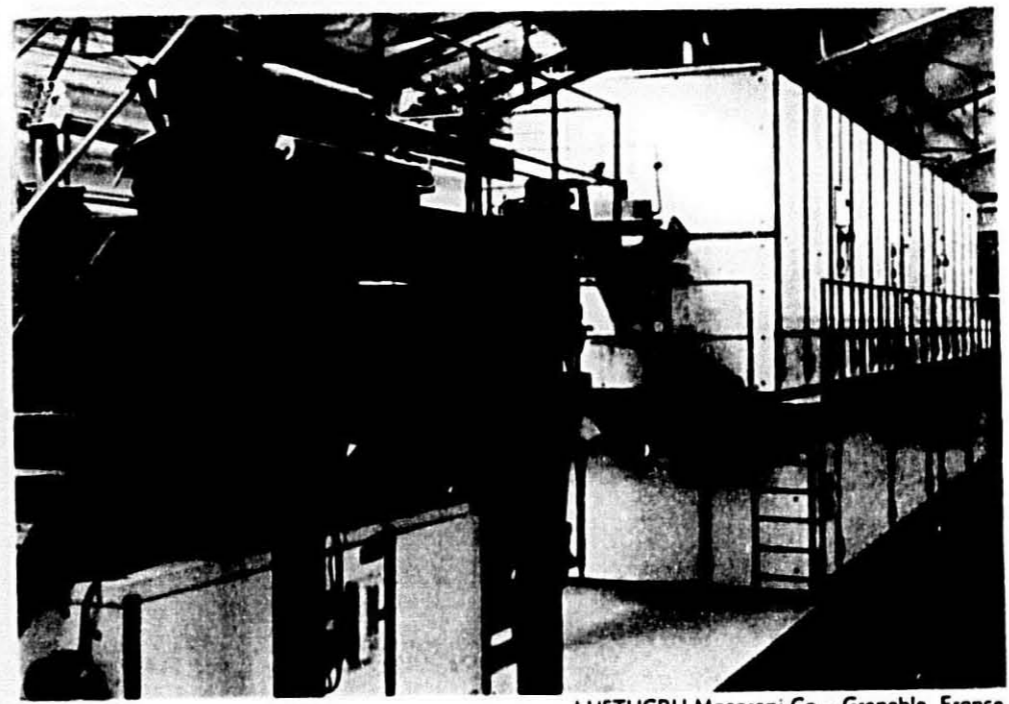
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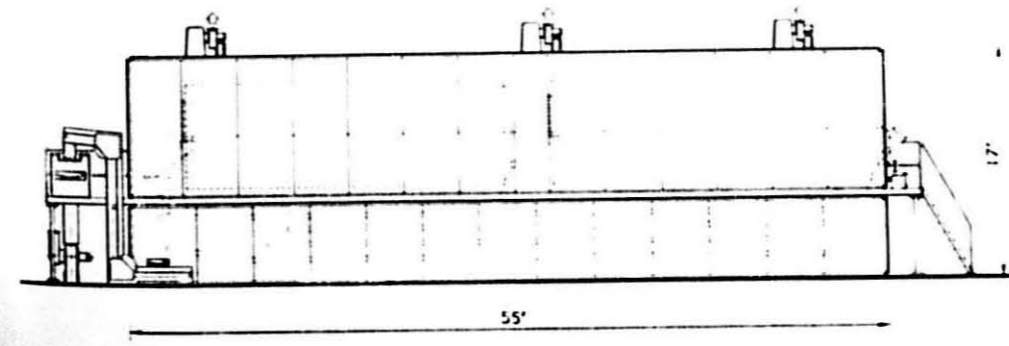
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Quiz answers

General Foods Corp. offers the following scientific basis for the "correct" answers to the nutrition quiz appearing on page 5.

1—Disagree. The term "raw sugar" is misleading. First, you cannot buy truly raw sugar. Commercially available sugar is partially refined. Sugar is refined in order to remove dirt and other impurities. Refining does remove traces of certain nutrients, but these are not nutritionally significant when you eat a balanced diet.

Many people think that naturally occurring sugar is better than added sugar. It's not. Fruits and honey contain both sucrose and other kinds of sugar. Your body appears to use all of these sugars in much the same way—whether they come from nature, or are added to foods by man.

Often, we are asked whether honey or raw sugar is less cariogenic than refined sugar. Any sugar in a sticky form, whether it's fructose or sucrose, poses a threat to tooth decay because it adheres to the teeth. And the threat is increased if high-sugar foods are consumed frequently, taken between meals rather than with meals, or if proper oral hygiene is not practiced.

2—Disagree. No single diet can satisfy the needs of all people. Just as people differ in size, sex, physical activity and health, so, too, do their food needs differ. Based on information provided by nutrition authorities, the Guidelines recommend eating moderate amounts of a wide variety of foods to achieve a proper balance of nutrients.

3—Disagree. Avoiding too much of anything, including sugar and fats, as well as many other substances, is certainly a consideration in achieving a balanced diet. But it is more important to eat a variety of foods from the basic food groups: meats, fish, poultry, eggs and legumes, fruits and vegetables, whole and enriched grains, cereals and breads, and milk, cheese and yogurt. Eat moderate amounts of all foods; a healthful diet should contain food from all categories.

4—Disagree. A balanced diet does not have to be spartan. Cakes, cookies, potato chips and candy bars can be eaten in moderation along with—but not in place of—a variety of foods from the basic food groups.

5—Agree. A person can lose weight without reducing calories if exercise is increased. The calories eaten must be fewer than the calories burned for energy. When trying to lose weight, you have a lot of choices—you can either increase the demand for calories by exercising more, or decrease the supply of calories by eating less foods. Or, you can do both. Reducing calories while increasing exercise may be the most effective way to lose weight.

6—Agree. Americans, in general, may eat too many foods high in fats, especially animal fat, and too few carbohydrate-rich foods, especially pastas, grains, fruits and

vegetables with complex carbohydrate. Fats are high in calories, which may cause you to consume more calories than you need, leading to obesity. Being obese can increase your risk of heart attack. And certain fats may tend to increase blood cholesterol levels in some people.

Carbohydrates, on the other hand, have less than one-half the calories of fat. In addition, carbohydrate-rich foods supply important vitamins and minerals, and often are a good source of dietary fiber.

Science is divided about the connection between fats and cholesterol we eat, the cholesterol and triglycerides in our blood, and heart disease. The simple cause-and-effect relationships aren't as certain as we once thought. U.S. health officials simply do not think you should gamble with too high an intake of fat and cholesterol while the debate over proof rages on.

7—Disagree. Moderation is the key here. To avoid eating too much sodium, it's not only important to cut back on using the salt-shaker, but consumption of salty foods should be watched. About 50% of the sodium you eat comes from foods like pickles, salted snacks, or other processed foods to which salt and other sodium compounds have been added. Another 25% occurs naturally in foods like beets, cheese or fish. It's also important for people with high blood pressure to eat a variety of foods in moderation to satisfy all their nutritional needs.

8—Disagree. Besides sugar, almost any kind of carbohydrate, including starch, can interact with bacteria to promote tooth decay. The best way to fight tooth decay is to practice good dental hygiene—brush often and have regular check-ups at your dentist—and moderate the frequency and consumption of sticky carbohydrate foods.

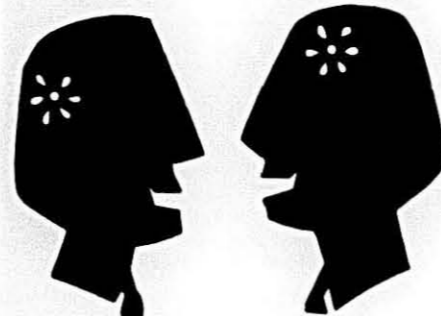
9—Disagree. A vitamin supplement does not ensure a balanced diet. The only way to ensure having a balanced diet is to eat moderate amounts of a wide variety of foods from the basic food groups. Our bodies need about forty different nutrients, including vitamins and minerals, to stay healthy. Vitamin supplements generally do not supply all the vitamins and minerals in the right amounts, and rarely supply other essential nutrients such as fatty acids and amino acids. In addition, there may be undiscovered nutrients supplied by food, but not as yet in vitamin supplements.

10—Disagree. Eating a variety of foods is only part of the good nutrition equation. It is equally important to eat in moderation so that you can be sure you are not eating too much of one food at the expense of another, or eating more food than your body needs.

Results of consumer survey conducted for General Foods Corp.

	Answered Correctly	Answered Incorrectly	Did not Respond
Question 1	22%	70%	8%
Question 2	26%	69%	5%
Question 3	34%	64%	2%
Question 4	34%	64%	2%
Question 5	46%	50%	4%
Question 6	46%	49%	5%
Question 7	48%	47%	5%
Question 8	51%	45%	4%
Question 9	62%	36%	2%
Question 10	68%	30%	2%

Total number of respondents: 1,001



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Thomas Grocery Register

Health foods and related snack items, vitamins and books on nutrition will occupy more space on grocery store shelves in 1982. Retailers will also carry more foods with an extended shelf life such as those in retortable pouches and aseptic packages. Food exports will continue to proliferate.

These are among the conclusions by Thomas Grocery Register editors and are based on inquiries for product information sought throughout the year. The trends are reflected in new and expanded product categories in the 1982 edition.

Designed to fill the growing need for back haul, TGR has added these transportation carriers: air courier, express, forwarding and freight; freight forwarding; rail; truck carriers for local, long and short haul.

The Directory of the Institutional Food Market which details the food service industry and which formerly sold for \$15 as a separate volume is now incorporated in Volume One. It brings to 16 the number of distinct "directories" which now make up that volume and includes U.S. and Canadian grocery chains, eight wholesaler groups including general line frozen, institutional foods, specialties, produce, provisions, general

merchandise and rack jobbers. There are also brokers, exporters and public warehouses in Volume One.

This year 2,000 companies were added while an equal number of firms were deleted in the annual total updating process that saw changes made in thousands of individual listings.

Volume Two has 4,050 product categories covering specific food and non-food products, supplies, equipment and food industry machinery as

well as services and importers.

Volume Three is the industry's "telephone book" listing 60,000 companies. It also has a brand names section.

Published since 1898 by Thomas Publishing Co., TGR-1982 is the industry's largest directory.

The three volume directory is priced at \$82 and is available on a 10-day free trial basis from Thomas Grocery Register, Dept. PR, One Penn Plaza, New York, NY 10119.

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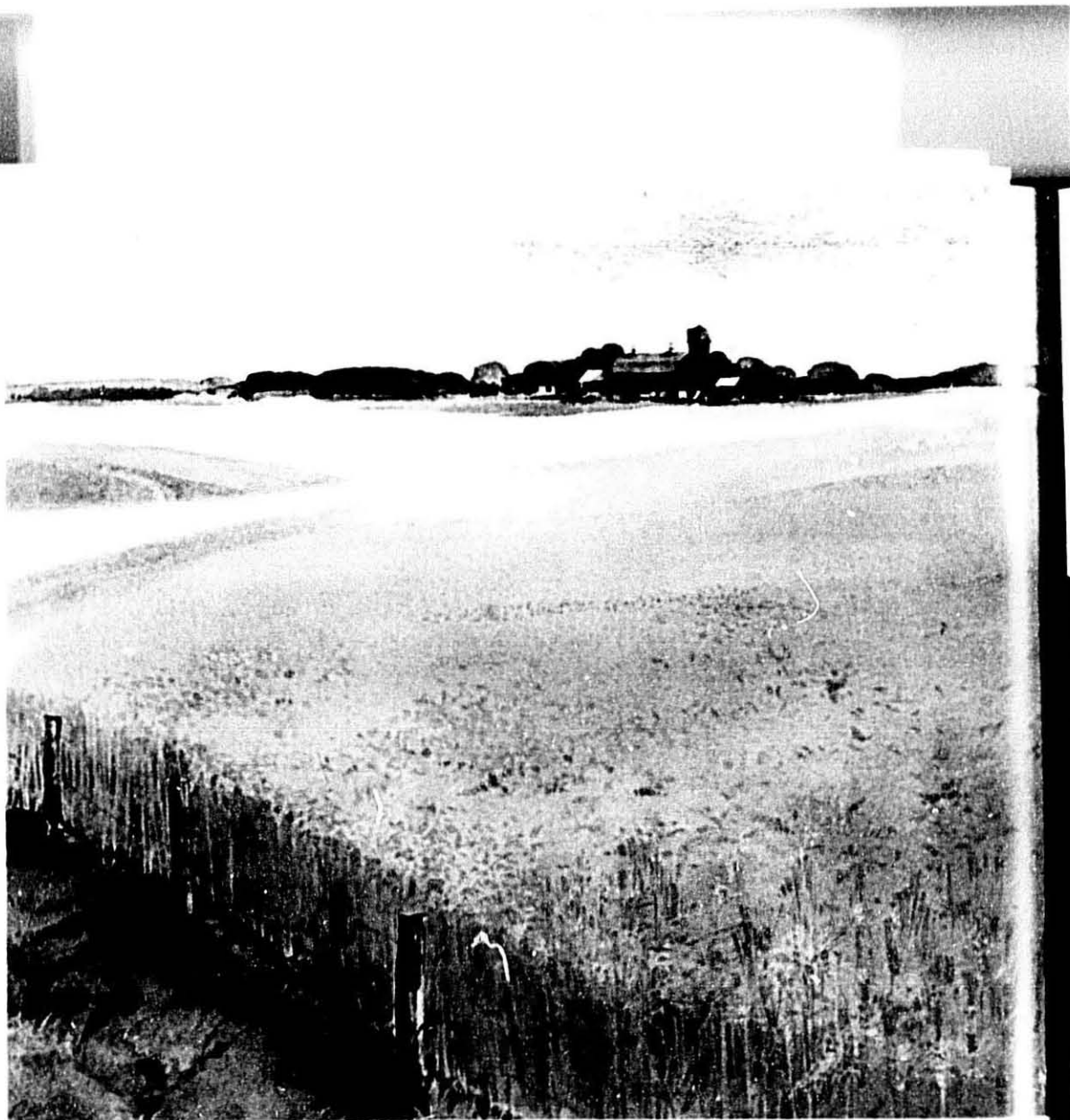
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