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It's a Pasta Avalanche!

It's A Pasta Avalanche

(Continued from page 3)

For the home pasta master, the greatest thing since tomatoes* has been the pasta machine, manual (around \$40) or electric (\$250). American Best Coffee, Inc., which added a single pasta machine to its line of espresso machines in 1977, now sells 24 models, ranging in price from \$500 to \$70,000. Still, many purists prefer the ritual of making "pasta fresca, fatt'a mano" (freshly made by hand). At classes like the one taught by Arlene Battifarano at Manhattan's New School, flour-smearing students happily echo, "Fold, push, press, turn! Fold, push, press, turn!" as they attack alps of dough. Says Expert Marcella Hazen: "The warmth of the hand makes for elasticity and body more than any kind of machine."

The health boom has undoubtedly helped to popularize the Italian national dish. Some nutritionists consider it a diet food. Despite the Italian maxim "Quel che non armazza ingrassa" (What doesn't kill you fattens you), plain pasta contains no more calories than rice or potatoes. It has protein, phosphorus, calcium, niacin, thiamine, riboflavin, iron and potassium, but is low in sodium and fat.

It was that ubiquitous gastronome Thomas Jefferson who first brought pasta to prominence in the U.S. After visiting Naples in the late 18th century, he ordered home four crates of "macaroni." Like the European grapevines he brought back to Virginia, however, "pasta alla Tommaso" got nowhere, except to decorate Yankee Doodle's hat. Pasta languished in Italian neighborhoods, to be consumed, over red-check tablecloths with raw chianti, by young people out on a cheap date. (Those neighborhood restaurants today often serve very good food.) What most Americans did not appreciate was pasta's infinite variety. One New York City restaurateur, Naples-born Tony May (the Rainbow Room), insists, "There's no reason why you should eat the same type of pasta with the same sauce more than once in your whole lifetime."

*Pasta and tomatoes did not meet until the 18th century but ground wheat was made into pasta as early as Etruscan times. Contrary to popular belief, Marco Polo did not bring pasta back from China in the 13th century but described the noodles of Cathay "which are like ours."

Nadine Kalachnikoff, who opened a chic carry-out and catering service called Pasta Inc. two years ago in Washington's Georgetown section, sells more than 1,000 lbs. of pasta weekly, in five different widths and in a spectrum of ten flavors that include curry, dill, sesame and chocolate. The White House occasionally sends out for green and white agnolotti and nutmeg sauce. At Prego in San Francisco, Owner Larry Mindel says, "There's not one pasta on the menu that any of our customers had ever heard of a year ago."

In fact, for an aficionado, pasta is fine any time. Actor James Coco ("Only When I Laugh"), who has waged a heroic battle to shed more than 100 lbs., observes, "When I'm really happy, I have to have pasta. When I am really depressed, I have to have pasta. Even when I'm dieting, I have to have pasta." "Mangia! Mangia!"

—By Michael Demaree.

Reported by Frances Fiorino/New York and Michael Moritz/San Francisco.

The Subtleties of Sauce

Mimi Sheraton writes in the New York Times:

Now touted for its healthfulness as well as for its esthetic appeal, pasta has undergone a rags-to-riches change of image. Formerly considered a money-saver and a strictly Italian specialty, it is in high fashion, as popular in home-cooking and in expensive take-out shops as it is in all-purpose Continental restaurants and even on the most esoteric nouvelle cuisine menus.

A pasta curtain hangs in restaurant windows to signify that the management is really with it gastronomically, whether the establishment is a trendy Upper East Side singles' pub or the Steak & Brew Burger on the corner of 42nd Street and Eighth Avenue. Never mind that the green, white and pink strands of fettuccine are dusty and faded like a shredded flag or like laundry forgotten on a clothesline.

Problems in Serving

But if pasta is being served more frequently, it is often served incorrectly. In many restaurants and cookbooks, little attention is paid to the subtle relationship between the pasta shape and its sauce, a refinement that is sec-

ond nature to most Italians. Contrary to current practice, every sauce is right for every pasta, nor is fresh pasta always superior to the dried. It has been devised well over 100 shapes of pasta, partly in keeping with their flavor for conspicuous craftsmanship and partly to give variety to their humble staple based on flour and water.

"Just because both a pasta shape and a sauce are fashionable does not mean they go together," said Giuliana Bugialli, the author of "The Fine Art of Italian Cooking."

"Take spaghetti alla carbonara," Mr. Bugialli said. "No one in Italy would dream of eating fresh fettuccine or capelli d'angelo alla carbonara. It simply does not exist. The combination of eggs, oil, cheese and bacon is sticky and needs firm strands of spaghetti, not soft fresh pasta."

In "The Classic Italian Cook Book," Marcella Hazen suggests as a general rule that thin dried pasta, such as spaghetti and vermicelli, should be used for seafood or sauces made with olive oil, and that the thicker spaghetti, perciatelli and linguine be relegated to white butter or tomato sauces. Meat sauces, she feels are best with short hollow pasta forms, such as lumaca (snails) conchiglie (shells) and orecchiette (little ears). Her fairly complete pasta glossary, in her second book, "More Classic Italian Cooking," suggests appropriate types of sauce for a variety of fresh and dried pasta shapes.

The choice basically is between having the sauce surround the pasta or having the pasta surround the sauce. Crumbles of beef and sausages with tomato sauce filling the hollows of shells, or garlic-flavored oil sheathing strands of spaghetti. Delicate fresh tomato sauce scented with basil requires the delicacy of moist, fresh pasta, such as green or white fettuccine. But adds chunks of gently simmered onions, and a weightier pasta, such as the corkscrew fusilli, would be a better vehicle.

Not that there is always agreement on the matter. The question of which pasta is best with which sauce is one of the more constituent arguments of many an Italian family, but always within a limited framework. Such discussions might focus on spaghetti versus spaghetti, but never spaghetti versus the short tubular ziti, the quilled penne or the wide rigatoni.

Some might prefer straight cut lasagne to the wide noodles with rippled edges that add body and bite, or the ruffled noodle, pappardelle, with a wide sauce rather than the butterfly-shaped farfalle.

A balance of contrast and harmony is the rule when combining the textures of sauce and pasta, and experience is the best teacher. Squid is a poor choice for the shell-shaped pastas because both textures are firm and meaty. Eggplant with ricotta cheese and tomatoes is fine with wagon wheels (rotelle di carro), because the silkiness of the vegetable and cheese accent the higher ridges of the pasta.

Flowerets of broccoli cannot be pounded into strands of pasta and are better when they can be picked up along with short pasta. Similarly, peas and celery are best combined with the smallest pasta forms such as ditali, so they can be spooned up together. Spicy sausage has too lusty a flavor to stand up to silky vermicelli, and mussels are too close to shells for that combination to work. Seafood seems never to be served with short pasta for that reason.

Stuffed pasta, such as ring-shaped tortellini, cappelletti (little hats), ravioli, the half-moon agnolotti and lasagne need sauces that complement the fillings — no meat sauce on meat-filled pasta, for example, and, of course, no seafood or meat. Cheese, by the way, has no business being around seafood.

Current Travesties

Among current travesties to be avoided are the flavored pastas spiced with herbs and seasonings that belong to soups, and whole-wheat pasta, which may have a place but not in pasta cookery. The essence of pasta is its neutral flavor, against which a variety of sauces can be appreciated.

The single pasta most often misused is the very fine capelli d'angelo, popular probably because it is a minimalist pasta. Its appeal is its lightness, as if a pound of those fine angel hair strands contains fewer calories than a pound of the heaviest rigatoni. Often now, capelli d'angelo is matted down like wet hair by overpowering sauces, when it is best served with only the lightest glossing of fresh and barely cooked tomato. "People think it is less fattening," said Adi Giovanetti, the owner of Il

Nido and Il Monello. "The portion is equal to a portion of any other pasta. But we must give to the eye what the eye wants."

Variations on the Pasta Theme

Rosa Tusa, The Palm Beach Post Food Editor, wrote on March 4

Basil is the decisive ingredient in the classic pesto. A dollop of this green sauce spooned over hot pasta is a gift of the gods. We offer a variation of this sauce with spinach today, as well as the pesto made with basil.

The pairing of pasta with cheese is about the simplest and one of the best ways to serve any pasta. The creamy richness of Parmesan perfectly sets off the wheaty flavor and chewiness of macaroni products.

Do a little experimenting with seasonings. We discovered that the green leaves of coriander, an herb of the parsley family, gives rich aroma and wonderful flavor to spaghetti tossed with garlic and olive oil or butter. Also called cilantro, the herb is available in local Cuban markets.

Fresh English peas are in the markets for the sauce that follows. If you use frozen peas, do not blanch.

Spaghetti with Ham-Pea Sauce

- 1 to 2 cups sliced cooked ham or prosciutto
- 1/4 cup chopped parsley
- 1/4 pound fresh mushrooms, sliced
- 1 small onion, minced
- 1 or 2 garlic buds, minced
- 1/4 cup olive oil
- 1 tablespoon butter
- 1 cup fresh peas, blanched
- 1/4 cup chicken broth
- 1 teaspoon salt
- Fresh basil leaves (or 1/2 teaspoon dried)
- 8 ounces thin spaghetti
- Grated Parmesan cheese

Simmer ham, parsley, mushrooms, onion and garlic in oil and butter for a few minutes without browning. Stir in peas, chicken broth, salt and basil; heat. Toss with hot cooked spaghetti and top with cheese.

Spaghetti Fiorentina

- 1/4 cup spinach leaves
- 2 tablespoons parsley leaves
- 1 or 2 cloves garlic
- 2 tablespoons melted butter

- 3 tablespoons olive oil
- 2 tablespoons chopped walnuts
- 4 tablespoons grated Parmesan or Romano cheese
- 1/2 teaspoon salt
- 5 or 6 basil leaves or some dry basil

This sauce is a variation of the pesto sauce that is made with fresh basil, pine nuts and Parmesan. Wash spinach and parsley. Shake to remove extra water, but allow moisture to cling to leaves. Place with remaining ingredients in electric blender. Blend at low to medium speed until vegetables are in tiny pieces. Pour mixture over 8 ounces of hot thin spaghetti or vermicelli. Toss until coated.

Serves 2.

Pesto Genovese

- 6 cloves garlic, chopped
- 15 large basil leaves, or a bit more
- 2 sprigs parsley
- 6 tablespoons freshly grated Parmesan cheese
- 1/3 cup pine nuts or walnuts
- A good pinch of salt
- 1/2 cup olive oil

Use electric blender or a mortar and pestle. Blend the garlic, basil, cheese, parsley, nuts and salt to a paste. While still blending, gradually add the oil and mix thoroughly to a smooth sauce. When serving with hot pasta, add a spoonful along with a lump of butter. Toss quickly to coat and serve hot with more freshly grated cheese.

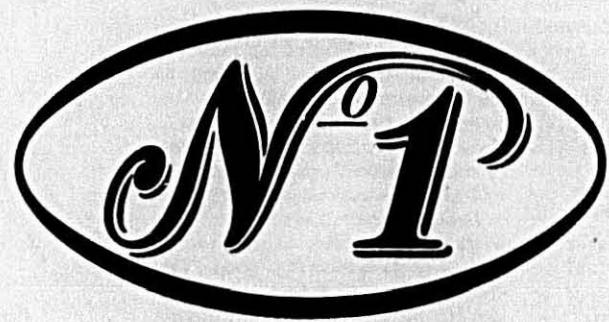
8 Items or Less

The Washington Post, March 21, carried an item by Sarah Fritschner in her column "8 Items or Less"—"Manicotti for a Low-Cholesterol Meal." Starting with the question "Can you tell me quantitatively how much egg yolk or whole egg is actually in or required by law to be in egg noodles?" the author quotes Dr. James Lin, a food technologist with the Food & Drug Administration's Bureau of Foods, and James Winston, Research Director of the National Pasta Association. She then goes on to give the recipe for basic manicotti.

Materials Available

Posters: Background — Milling & Pasta Manufacturing diagram — 50¢ plus postage and handling. "19 Varieties of Pasta" — 35¢.

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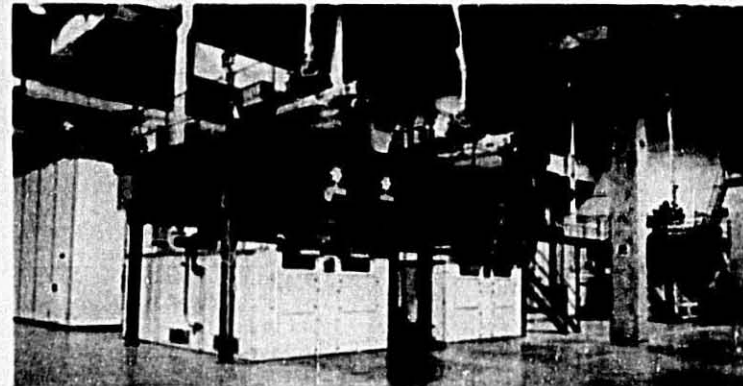
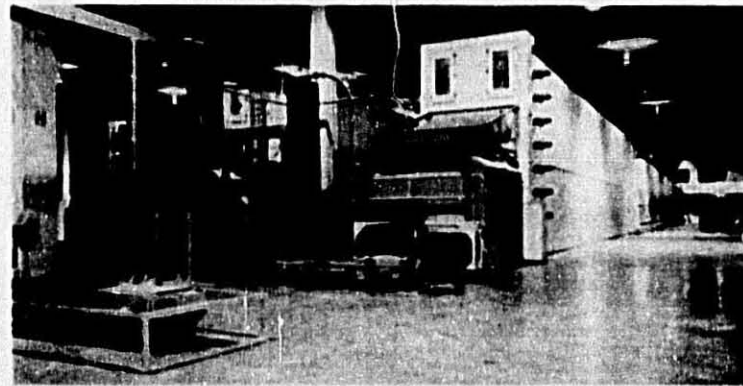
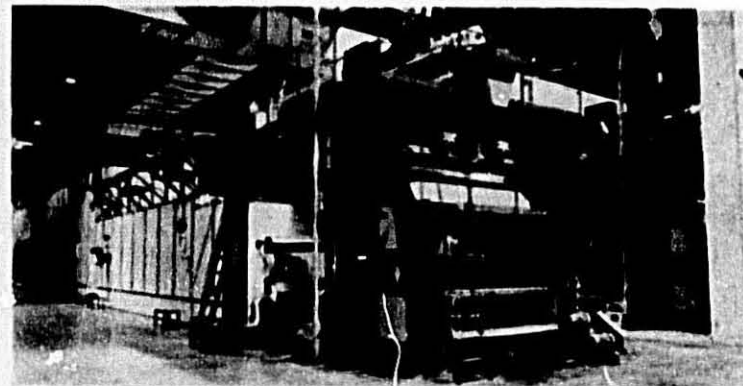


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Pasta Performers Workshop Promotes Healthier Lifestyle

'Pasta Performers' was the theme of a unique lifestyle workshop presented by the Pasta Information Bureau, May 18 at the Eaton Centre, Toronto, Ontario.

Focusing on the development of a healthy lifestyle, the workshop featured a presentation on attaining and maintaining fitness by Vanessa Harwood, principal dancer of the National Ballet of Canada. Tips on coping with stress through exercise and proper nutrition by Linda Hall, University of Toronto Health and Fitness Instructor, and a cooking demonstration and sampling of light, pasta salads for summer, rounded out the program.

Program

The workshop was open to the public, and presented at noon and 1:00 p.m. in the South Court, on the first level of Eaton Centre. Attendees learned how to tailor a fitness plan that's right for them — including exercise, diet and taking control of life's daily pressures.

The 'Pasta Performers' schedule was as follows:

- 12:00 Healthy Lifestyle Plan
Vanessa Harwood
National Ballet of Canada
- 12:10 Anti-Stress
Linda Hall
University of Toronto
- 12:25 Pasta Light Demonstration
Linda Steven
- 12:40 Fitness Training Plan
Vanessa Harwood

Survey

A survey was conducted by the Pasta Information Bureau to determine how women are coping with the pressures in their lives, and what they're doing to make them more enjoyable.

On a scale of 0 Never, 2 Seldom, 3 50/50, 4 Most Times and 5 Always, the following questions were rated on

STRESS:

1. Do you tend to plan every minute of your day?
2. Do you plan to get more done than you usually are able to achieve?
3. Do you think about other things while you are involved in one activity?
4. Do you feel guilty when you do 'nothing'?

5. Do you like to take care of things yourself rather than 'inconvenience' someone else?
6. Do you tend not to have time for personal activities, such as fitness, hobbies or just being by yourself?
7. Do you find yourself competing fiercely even if it's to get a good spot in line?
8. If you engage in a task do you measure its value by how it turns out rather than how much you enjoy doing it?
9. Do you feel it your moral obligation to help out family and friends and feel torn between this and your own needs?
10. Do you feel irritated when people do things more slowly or less competently than you feel they should?

ON COPING:

1. Do you pay attention to signs of stress by your body, i.e. insomnia, tight muscles, fatigue and irritability?
2. Do you practice relaxation methods?
3. Have you taken at least two weeks vacation in the past year?
4. Do you respect your own accomplishments?
5. Do you make a conscious effort to plan time for yourself and relaxing mealtimes?

FITNESS:

1. Are you involved in a physical activity?
2. Do you 'play' regularly, i.e. do something for fun besides calisthenics?
3. Do you consider fitness an important part of your lifestyle?
4. Do you feel that you're in the kind of physical condition you want to be?
5. Do you plan to get into better shape soon?

FOOD & NUTRITION:

1. Do you watch your diet to make sure you get proper nutrition?
2. Do you watch your calorie intake?
3. Do you curb your intake of additives/processed foods, saturated fats, salt, sugar, caffeine?
4. Do you plan to change your diet to make it healthier or lighter?
5. Do you believe that a healthy diet can make you a more relaxed person, with more stamina to cope with pressure?

LIFESTYLE:

1. What is the most stressful situation you face?
2. How do you cope with this pressure/change in your life?
3. What is the most important thing you are doing for yourself to make your life easier/better?
4. Do you consider yourself healthy? Yes— No—

WIC Project Under Way

The Agricultural Marketing Service of the Department of Agriculture in April gave its stamp of approval to a nutrition education program prepared by W. B. Doner and Company for the Wheat Industry Council.

The approval came less than a month after representatives of the M.S. met with members of the Wheat Industry Council at its annual meeting in Kansas City and indicated that the nutrition education program proposal would receive prompt review once it was submitted in final form.

C. Joan Reynolds, executive director of W.I.C., in expressing pleasure that the program had been approved noted that the action means that the Council and its consumer communications agency can proceed immediately with the initial phases of the Doner project.

Spokesperson Program

As approved by the Council at its March meeting, and now by A.M.S. the project centers on a wheat spokesperson program and includes a series of radio vignettes, placental feature articles in consumer publications, and development of related brochures on wheat-based foods.

Overall objective of the program as outlined by the Doner agency at the Council's meeting, is "to provide consumers permission to eat wheat foods because they are good for the normal part of a proper diet."

In announcing A.M.S. approval of the W.I.C. project, Thomas H. Doner, director of the agency's Livestock, Meat, Grain and Seed Division, stated that he was pleased that problems which had delayed the Council's program had been resolved and that activities were now under way.

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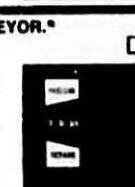
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We Are What We Eat

Channing Stowell, VP with Market Research Corp. of America, Northbrook, IL, reported in Advertising Age magazine a continuation of trends reflected in the Menu Census for 1977-78.

He states: "The American consumer has changed since the post-World War II baby boom has come to make up a significant portion of the nation's household managers.

"This generation — or at least large numbers of its members — brought with it not just new values and behavior regarding such issues as the role of women, family size, 'self' and the importance of education. They also voiced loudly their concerns regarding food, diet and body. Supported and encouraged by an activist Washington bureaucracy, this generation helped make the public aware of — perhaps for the first time — questions regarding the nutritive contents and possible harmful effects of various foods. Not only were calories' nutritional contents examined, but so was the use of chemical additives and preservatives in various foods.

During the early 1970's the U.S. food industry found itself too often the effect-not the cause - of the profound changes in attitudes and behavior involving food preparation and consumption.

Highlights:

Where We Eat — away-from-home-eating, as predicted from 1978 Menu Census information, continued dramatic growth through 1981. 55% of all main meal consumption was away from home.

Almost a fourth of lunches are now consumed away from home.

Currently, only about 70% of meals are eaten at home, down from 75% in 1973, 74% in 1975 and 72% in 1978.

Stability of "brown bag" or carried meals — which amount to just more than 4% of total main meals — is attributable to the continued influx on women into the work force, a declining child population and unemployed (primarily) blue collar workers. Carried snacks — in addition to lunches — are becoming beef steaks and roasts were absent from the table. Many of these side dish marketers did little to even mitigate the effects, much less seize the opportunities.

Beef steaks and roasts consumed in the home fell almost 20%, ground beef usage only 4%.

Pork, chicken and turkey consumption all increased substantially. This expansion to a large extent was below cost.

The ethnic food category remained the major area of main dish growth.

The total sandwich market enjoyed major growth.

The changing entree and meat consumption patterns present substantial opportunities for marketers of condiments and sauces. Catsup, mustard and barbecue sauces showed substantial gains. The ready-to-eat spaghetti sauce category's expansion has come at the expense of the homemade category — stopping the growth of the last "great bastion" of homemade sauces. Homemade gravies were declining substantially.

Potato consumption continued to fall, while commercial stuffing consumption took its place. Vegetables — especially canned varieties — continued to decline, but fresh produce continued to make gains.

Of note was the stabilization of the use of bread and rolls as side dishes.

Total "salty snacks" consumption, reflecting the inhome turn-around in snacking, was up more than 10%, reversing the long-term decline resulting from the short-lived success of processed potato chips.

The only sweet products besides fruits that managed to reverse long-term slides in inhome consumption were those that feature portability and individual portions — candy, cookies, frozen novelties and brownies. The other major cold and baked sweet goods markets continued to erode. Cold sweet goods declined 7%; baked 2%.

How We Eat — increased inhome snacking (reversing a long term decline), coupled with a greater level (10%) skipping of main meals, indicates that we are becoming a nation of grazers.

The trend toward fewer dishes served per meal continued. This is another result of the increased desire for convenience, a trend that has prevailed for more than 15 years.

Microwave ovens have over 20% market penetration.

• **Dieting** — Less than 15% of adult males and 31% of women were on a

diet to lose weight — down from 11% and 36% in 1977-78.

There was a 50% increase in the percentage of population on a low-calorie diet.

• **What We Eat** — The basic tastes of the American population continue to change, affected sometimes significantly by supply side factors.

• **Beverages** — Continued decline in coffee was failure to renew a franchise among the younger segments of the U.S. population.

On the rise were both carbonated and non-carbonated beverages and juices.

Tea remained unchanged.

Milk continued to decline.

• **Meat, fish, poultry** — The steady direct competitors — pork, chicken, turkey and sea food — all failed to change market share from anything other than price. Moreover, markets of major side dishes — potatoes, pastas, vegetables — failed to anticipate the mix of foods consumed would change when an ever more important factor

Summary:

Placing all of these changes in a longer term perspective, it is obvious that major changes in the food industry will continue.

• The groundswell for nutrition has begun. Markets have reached sufficient size for even the "mass marketers" to attempt to enter them. With critical mass marketers present, more and more products will be based on "good for you" themes. Such themes will spread rapidly into the fast-food industry. Those marketers who have in the past attempted to be "all things to all people" will find heavy resistance in regaining their credibility and a serious dealing with these new segments.

• With respect to consumer tastes, meats will continue to decline. The beef industry will not replace the volume lost. Poultry will gain, but not a profit until that industry discovers marketing. The opportunity for seafood is immense and the focus turns more to the supply side than ever before.

• The inhome food market will continue to decline until either Alvin Toffler's "Third Wave" or the home entertainment center becomes a reality. The continued increase in the number of working women and the shift in basic life styles underlie this trend.

(Continued on page 12)

THE MACARONI JOURNAL



**You can't kid
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We Are What We Eat

(Continued from page 10)

• The fast-food industry will remain in a major internal "share" battle. Product lines will expand to handle the increasingly segmented tastes of the population.

• Under severe cost and margin pressure, the food industry initially, will continue to be rampant with mergers and acquisitions.

• Quite probably, this will lead to legislation — already mentioned in the latest session of Congress — placing much stronger limits on this activity.

• Eventually, both in-home and away-from-home food marketers will abandon their volume growth objectives and increasingly focus on the bottom line and return on investment, which is already happening to a limited degree in many industries. This will involve abandonment of unprofitable lines and even business areas.

• Now that marketers are beginning to respond to consumers and offering nutritious products that also have taste, the transformation of the U.S. food industry will need new "partnering" to clean up the morass of counterproductive regulations, price supports, grading, marketing orders and the like. Consumers, corporations, producers and bureaucrats and possibly even elected officials will begin to untangle the web that exists.

Such issues as grading of beef based on fat content, paying the dairy industry on the basis of butter fat and requiring package labeling that mainly confuses the consumer must be addressed with efforts beyond the lip service of today. So too will the much larger concerns of artificially limiting available market supplies to keep prices high.

The Changing Marketplace

"The Changing Marketplace — reading the signs right has paid off big for smart marketers" is an interesting article in Prepared Foods Magazine for March, 1982.

Bryan Salvage, Executive Editor, says: "The changing food marketplace is presenting challenges and opportunities for prepared food processors throughout the United States. Various consumer trends regarding prepared foods and industry leader opinions favor the expanding role of the value-

added concept during the '80's. It is clear that processors must strive for innovation to ensure success during this exciting decade."

Raymond J. Asp, Executive V.P. of George A. Hormel & Co., 1982 chairman of the National Food Processors Association, says: "As far as value-added products are concerned, most major companies are focusing constant attention on this area. I am sure they will continue to do so."

Richard J. Censits, Vice President of Finance, Campbell Soup Co.: "There's no such thing as long-term anymore. Conditions are too changeable."

Frost & Sullivan: "Processed foods are the quintessence of convenience offerings since they provide the meals, entrees, side dishes, etc. which promise the ultimate saving in time and labor — whether in take-home kitchens, or in kitchens in foodservice operations."

Dr. Richard L. Hall, Vice President of Science and Technology, McCormick & Co., Inc.: "As we become more and more involved in this complex society, as we strive to keep food costs lower — we really can only move in one direction: the selective additional processing of food."



Stuart Seiler

Stuart Seiler to Retire

Milling & Baking News reports Stuart Seiler, vice-president, purchasing, C. F. Mueller division of Foremost-McKesson, Inc., Jersey City, has announced plans to retire effective at the end of October after 35 years with the company.

Mr. Seiler joined C. F. Mueller in July, 1947, when he visited Mr. Mueller

to discuss hedging the company's semolina purchases in the futures market. At that time, Mr. Seiler was with Paine, Webber, Jackson & Curtis, Inc. in New York. He will serve C. F. Mueller in a consulting capacity for 12 months after his retirement.

A familiar figure at meetings of the National Pasta Association, he was an active participant in the annual Durum Show in North Dakota every year. Mr. Seiler has a wide acquaintance in the milling and grain industries, as well as in pasta.

Arthur A. Russo Promoted

David Ockleshaw, President of Merlino's Major Italian Foods Company, Inc., announced that Arthur A. Russo has been promoted from Sales Manager to Vice President (Sales).

Russo has been in the pasta business 35 years. He began in production with the family owned Russo Company which operated from 1882 to 1955. When it was sold to V. La Rosa & Sons, national manufacturer of macaroni products and Italian food specialties, he stayed on, serving as General Manager of Chicago Division; Sales Manager, midwestern and far western states; Vice President in charge of Administration and Vice President of Marketing and Sales, the position he held before coming to Merlino's three years ago.

Merlino's has been manufacturing pasta products in Seattle for more than forty years and currently produces over 350 pasta items for the retail, food service and food manufacturing industries. Its products are distributed in nine western states, including Alaska and Hawaii.

Light Touch

Foodservice Marketing, restaurant trade magazine for March, 1982 has an article under Menu Trends & Ideas headed "Update Your Menu with Light Touch". An attractive full color picture of pasta salad accompanies the case history done at Between the Bread, a New York City restaurant. According to manager Grace Clerihew: "The mixture of pasta and crisp, fresh vegetables really excites the palate."

Foodservice Manual — \$10 per copy. Write N. P. A., Box 1008, Palestine, IL 60067.

North Dakota Mill, there are several factors that make it one of the finest mills in the nation. The finest durum wheat is milled with the most modern milling equipment. Superior laboratory and testing facilities assure you of quality control. And, one of the greatest contributing factors is teamwork. Everyone at North Dakota Mill works together to insure the highest level of quality production.

When you order your durum products from North Dakota Mill, you become part of a team where each member is doing his or her best to insure that your products are the finest available. When you start with the best durum wheat, and mill it with the finest milling equipment, you can't help but win!

Because at North Dakota Mill, we deliver teamwork.

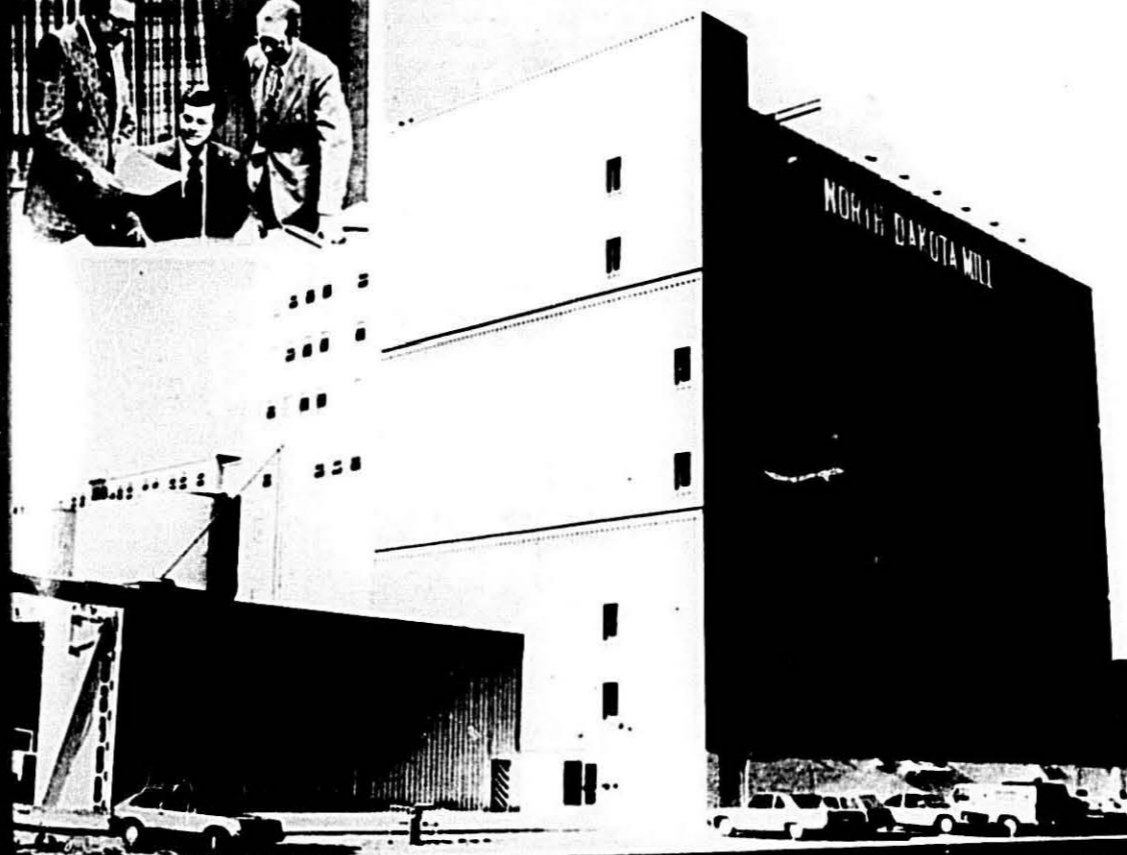
Shown below are three of the North Dakota Mill people working together on some common goals. Left to right: 'Skip' Peterson, Leo Cantwell and Howard Berg.

the durum people

NDM

NORTH DAKOTA MILL
Grand Forks, North Dakota 58201
Phone (701) 795-7224

We Deliver Teamwork.



Buitoni Foods Announces New Advertising Campaign

Buitoni Foods' line of Buitoni High Protein Pasta products is the subject of the company's new ad campaign, broke in metro New York the week of March 14, it was announced by William P. Smolka, Buitoni Vice President - Marketing and Sales.

Approximately \$800,000 has been budgeted for media for the New York market over the coming months. This projects to a national level of \$10-250,000 annually.

Upon announcement of the campaign, Mani Gass, Buitoni president, commented, "Buitoni High Protein Pasta is a product line we are particularly proud of. Our company was the first major marketer of authentic Italian food products in the United States and the first to introduce American consumers to High Protein pasta, meeting consumers' needs for a product that delivers more protein value and less starch than competing brands. Our new campaign supports our original protein pasta line and will again convey to consumers our intrinsic quality and nutrition message."

Compton Advertising Agency

Compton Advertising, Buitoni Foods' advertising agency, created the 30-second commercial, "Wheat Presenter," for the campaign.

The commercial will support the entire line of Buitoni High Protein pasta products and emphasize the brand's positioning, reported Smolka.

"We've taken the concepts of the 'presenter' and 'slice of life' and combined them to dramatically present the natural wholesomeness, appetite appeal and taste of our High Protein pasta products," stated Smolka. "Our strategy in 'Wheat Presenter' is to emphasize Buitoni High Protein Pasta's advantages to consumers — it delivers 50% more protein and 10% less starch than other leading pastas," Smolka continued.

"The consumer is told that with Buitoni High Protein Pasta you get more of what you want, less of what you don't," stated Tom Heffron, Buitoni Marketing Manager.

"We anticipate a significant response to this new campaign, and — after measuring its effect in the New York

market — will employ its use in additional Buitoni markets," Smolka said.

"Wheat Presenter" will first air during day, fringe and prime time in New York, reaching 89% of Buitoni's target audience. Extensive promotion — including newspaper and on-pack couponing — is also planned in support of the product line.

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

Sales Organization Realignment

Buitoni Foods will be realigning its sales organization to accommodate current and projected growth, it was announced by James T. Powers, Buitoni National Sales Manager.

Upon making the announcement Powers stated, "Increased sales over the past year, plus projected market expansions and line extensions, have acted as a catalyst for restructuring sales organization. Buitoni's sales force will now be structured as two divisions — the first division will consist of Buitoni's metro-New York and mid-central regions; the second division will encompass Buitoni's mid-Atlantic, southeast, northeast and western regions."

"We feel the new structure will allow for strategically planned growth and expansion, and that it is a more viable system for a company of Buitoni's scope," stated William P. Smolka, Buitoni Vice President - Marketing and Sales.

First Division

Anthony Harper will serve as Division Manager for the first division, covering Buitoni sales in the metro-New York and mid-central regions.

Joining Buitoni Foods as New York Region Manager for the Dry product line is Thoman Indoe. Previously Indoe was Eastern Region Manager for Lehn & Fink Co., where he'd risen through the ranks after starting with the company in 1973 as a Territory Manager. Indoe will report to Harper. Reporting to Indoe will be three of Buitoni's District Managers — Thomas Santangelo, Sam Nagleiri and Joe Sciacca — plus an account executive to be named shortly.

Walter Rodriguez, New York District Manager for Buitoni's frozen product line will continue to report directly to Harper. Rodriguez is responsible for spearheading retail and indirect sales of the frozen line in the New York market through our broker representatives.

Rico Pagliei has been promoted from account executive — New York region to Buitoni Region Manager for the mid-central region. He will be responsible for sales and expansion in major metro areas including Syracuse, Rochester, Buffalo, Pittsburgh, Cleveland, Detroit, Chicago, St. Louis, Louisville and Nashville. Pagliei joined Buitoni 29 years ago as a salesman and rose progressively through the ranks to his new position.

Second Division

According to Powers, the second division management, encompassing Buitoni's mid-Atlantic, southeast, northeast and western regions will remain open for the time being.

"Ultimately, the position will be filled by an executive within Buitoni's internal management," stated Powers. "We anticipate significant growth and expansion within these regions in the foreseeable future, and recognize that the person needed to spearhead this growth will need to have both a thorough knowledge of Buitoni's products and sales goals and an intimate working relationship with key sales factors in these regions," he continued.

In the northeast, George Skirven will assume Region Manager responsibilities. Skirven joins Buitoni with a strong background in the food industry; he held management positions with such companies as H. J. Heinz, Phillip Morris, McKesson Robbins, and most recently, Nickerson Sea Foods.

Reporting to Skirven will be Roger Muscillo, Buitoni District Manager for Western New England and Albany, and Jim Durkin who's joining Buitoni as Eastern New England District Manager. Previously Durkin was with the Health Care Division at Vick's.

Organization of Buitoni's Southeast Region, headed by George Munz with South Florida District Manager Roy Green reporting to him, will remain the same.

In the west, Buitoni's southwest region is being incorporated into the Western Region and will be headed by Bob

Hoce, Western Region Manager. Al Nelson will continue to serve as District Manager reporting to Horne.

As previously announced, Charles Karlow has joined Buitoni as Region Manager for the mid-Atlantic region. Terry Quigley, District Manager - Frozen products, and Howard Mitchell, District Manager — Dry products, report to Karlow.

Powers further commented, "Buitoni will aggressively pursue sales to Military and expansion of sales through non-food sectors of business. The opportunities in these special markets is tremendous."

Howard Pratt, formerly Buitoni Region Manager — mid-central region, will assume responsibilities for these special markets" as Buitoni Manager of Special Market Sales.

Buitoni Foods Cites Mark E. King Company

The Mark E. King Company of Tampa, Florida has been named "Buitoni 1981 Broker of the Year" in an established market in recognition of its outstanding sales achievements on behalf of Buitoni Foods' line of Italian food products. Buitoni first initiated its Broker of the Year award program in 1981; criteria for selecting award winners included volume, distribution, features, and in-store presence.



At the presentation of the award were (pictured left to right): George Munz, Buitoni Foods' Southeast Regional Manager; Mark E. King, President, Mark E. King Co.; James T. Powers, National Sales Manager, Buitoni Foods; and Jim Anderson, Account Manager, Mark E. King Company.

Borden Employees Celebrate Company's 125th Anniversary

Over 300 employees from the New Hope and Fourth Street Minneapolis plants of the Creamette Company were guests while their bosses did the cooking at a Pancake Breakfast at the New Hope plant on the morning of April 18 in honor of Creamette's parent company, Borden's 125th anniversary. Flapping flapjacks for the hungry crew of employees was a crew of top executives from the Minneapolis based manufacturer of a nationwide line of pasta products.

The Borden Story

The Borden Company story began on May 11, 1857, with three employees and one product — Eagle Brand Sweetened Condensed Milk. On that date, Gail Borden, Jr. founded the company that has become the Borden, Inc. of today, a worldwide consumer products and chemical specialty company. Borden currently produces and markets over 6,000 food, dairy, and chemical products around the globe with some 33,000 employees in 200 locations worldwide.

The Creamette Story

The Creamette Company was founded in 1910 by James T. Williams, Sr. Mr. Williams perfected the first "quick-cooking" macaroni and called it Creamettes, the cream of the crop. Macaroni products took 20 - 30 minutes to cook in those days. Mr. Williams' process reduced the cooking time to 7 minutes, so Creamettes is the original convenience food!

The Creamette Company now produces over 65 shapes and sizes of macaroni products in addition to the original Creamettes Elbow Macaroni. Creamette products are distributed nationwide in 46 states, coast to coast including Alaska and Hawaii.

The main plant is now located in New Hope, Minnesota, a northwest suburb of Minneapolis. The New Hope plant is one of the most modern in the world. Creamette has two other facilities, one on Fourth Street in downtown Minneapolis, and another in Winnipeg, Manitoba. The Winnipeg plant produces products distributed all across Canada.

The Creamette Company became part of the Borden family in 1979.

Birthday Party

Creamette employees will be helping Borden celebrate this important event with a birthday party on the anniversary date as well as participating in other employee anniversary events during April, May and June. Among these activities are 125 daily drawings for employee prizes and an "Elsie Birthday Card Contest" for employees' children. "Elsie", the famous Spokes-cow, will be awarding United States Savings Bonds to the winners of three age categories for employees' children submitting the most creative and imaginative birthday cards.

As part of the 125th Anniversary observance, the company has also announced the biggest consumer promotion in Borden's history. This nationwide "Thank You America" celebration features a \$125,000 consumer sweepstakes, ads with Borden coupons in April and June women's magazines and a coupon/sweepstakes insert in Sunday papers around the country on May 9, 1982.

Campbell Announces Marketing Organization Changes

Campbell Soup Company has announced the following marketing organizational changes:

Paul N. Mulcahy has been named to the newly created position of managing director CSC Advertising. In this new corporate marketing function, he will coordinate and provide overall supervision for the Company's advertising services, promotion, and design center departments. He had served as marketing director of the soup business unit.

Daniel L. Santangelo, formerly marketing director of soups, has been named general manager of the main meals business unit.

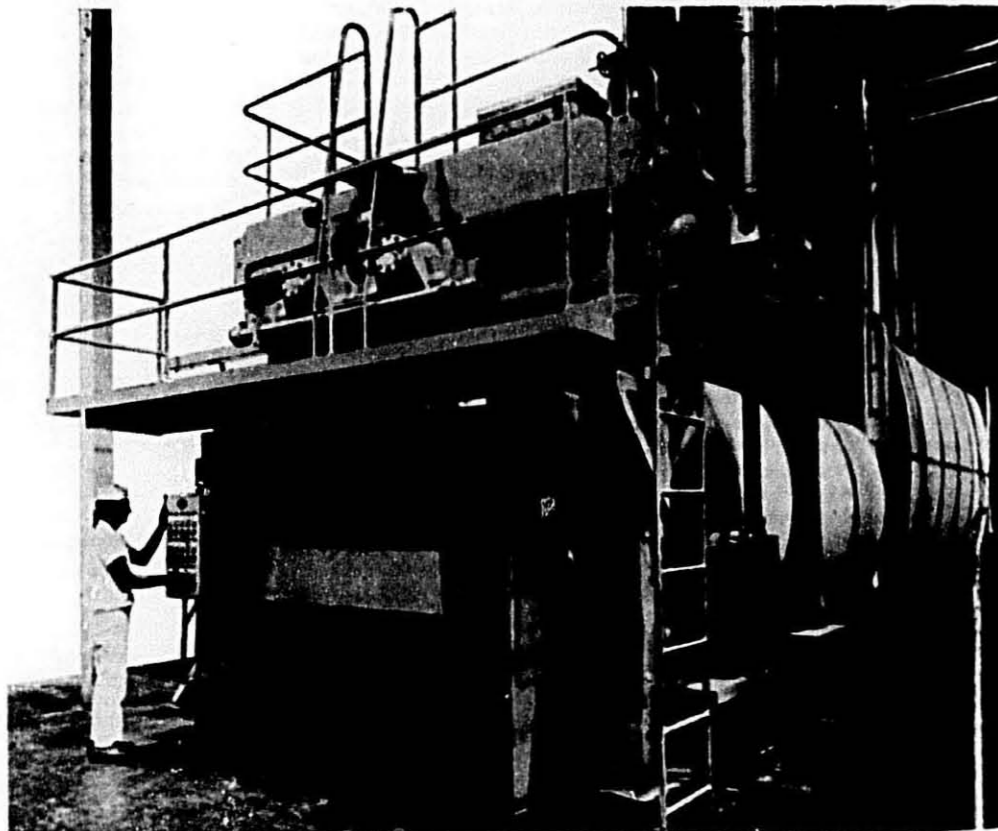
J. W. Dodd has been appointed marketing director of soups. He had been marketing director of the grocery business unit.

H. P. Pelouze, III, formerly marketing director of the beverage business

(Continued on page 20)

BUHLER-MIAG LONG GOODS LINES

Performance You Can Depend On!



Long goods line with maximum capacity of 3000 lbs/hr. Line consists of Double Screw Press TPE, 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.

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.

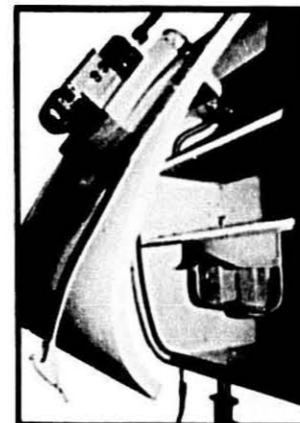
Dryer is absolutely tight, yet easy to clean, maintain and supervise. Swing-out side panels extend entire dryer length, allowing for easy cleanout and service.

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, for the high speed packers of today. The high humidity drying climate gives the product an appealing golden color.

Contact us for information on Buhler-Miag Long Goods Lines and other Macaroni Processing Equipment.



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.



BUHLER-MIAG®

BUHLER-MIAG, INC., P.O. Box 9497, Minneapolis, MN 55440 (612) 545-1401
BUHLER-MIAG (Canada) LTD., Ontario (416) 445-6910



Peavey



Sales Offices

Minneapolis, MN 1000 Hennepin Ave. 612-338-1000	Chicago, IL 1000 N. Dearborn St. 312-338-1000	St. Paul, MN 1000 Hennepin Ave. 612-338-1000
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Campbell Changes

(Continued from page 15)

unit, has been named marketing director of condensed soups and special projects.

John R. Roberts has been appointed marketing director of the grocery business unit. He had served as marketing director for the frozen food business unit.

A Winning Combination: Macaroni and Cheese And a Smile

What do macaroni & cheese and a smile have in common? They're the magic ingredients that can qualify children between the ages of 7 and 16 to win one of the 201 prizes being awarded in the Kraft "Macaroni & Cheese, Please" Photo Contest.

Kids love the taste of macaroni & cheese and moms know that macaroni & cheese provides a nutritious and well-balanced meal for the entire family. Macaroni & cheese is a favorite whether served by itself or used to add zest to any meal.

Scout Supper is a main dish children love to make. Add tomatoes, frankfurters, chopped onion and mustard to Kraft macaroni & cheese dinner. Mix well and heat thoroughly. The result is a delicious casserole.

The Kraft "Macaroni & Cheese, Please" Photo Contest brings kids and good eating together.

There are 201 chances to win. The grand prize of a Nikon EM 35mm camera goes to the national winner. Kodak Pocket Camera Kits will be presented to the top winners for each of the 50 states and an additional 150 Anesco 110 Pocket Cameras go to the runners-up from each state.

So have your children smile wide and say "Macaroni & Cheese, Please" to enter the Kraft "Macaroni & Cheese, Please" Photo Contest today, P.O. Box 50, Park Ridge, IL 60068.

Hershey Sales and Earnings Up

Hershey Foods Corporation announced record consolidated sales and earnings for the first quarter ended April 4, 1982. Net sales were \$390,447,000 compared with \$383,241,000 for the first quarter in 1981. Net in-

come for the quarter was \$26,685,000 compared with \$21,133,000 for the same quarter last year.

Earnings per share were \$1.70 per common share compared with \$1.49 per common share for the first quarter last year. In the first quarter of 1982, the average number of shares outstanding was 15,668,556 compared with 14,159,854 during the first quarter of 1981, reflecting the November 1981 stock offering in which 1,500,000 shares of the Company's common stock were sold to the public.

"We are very pleased with the Company's performance in the first quarter of 1982," said William E. C. Dearden, Vice Chairman and Chief Executive Officer, "especially in view of the particularly strong first quarter of 1981, the transition to our larger standard bars, and the unsettled state of the present economy."

All Segments Gain

"Each of the Company's industry segments, Chocolate and Confectionery, Restaurant Operations, and Other Food Products and Services, experienced sales gains in the quarter. Of special note was the significant operating margin improvement posted by Hershey Chocolate Company, primarily because of lower commodity costs and manufacturing efficiencies. The increase in net income also benefited from a lower effective income tax rate resulting from investment tax credits related to the new plant under construction in Virginia," Dearden said.

"While the year has gotten off to a good start, we are concerned by the general state of the economy and its impact on consumer spending. Also of note at the moment is the recent increase in the weights and the price in Hershey Chocolate Company's standard bar line. Trade acceptance of the new bars has been excellent, and while we are confident consumers will recognize the increased value of these items, their rate of acceptance does represent a variable with which we must contend," Dearden stated.

"In this regard," Dearden added, "promotional timing and the transition to the new bars had some negative impact on sales growth in the first quarter as the trade moved the old weight bars through to retail outlets and reduced inventories in preparation to receive the new, larger bars."

The Board of Directors of Hershey Foods Corporation declared a regular quarterly dividend of \$4.75 per share on the common stock. The dividend is payable on June 15, 1982, to stockholders of record May 25, 1982. It is the 210th consecutive regular dividend.

General Mills Gains

Net earnings of General Mills, Inc. in the third quarter and first 39 weeks of fiscal 1982 showed substantial gain over comparable periods a year ago.

Net income of General Mills in the third quarter totaled \$43.5 million, equal to 86¢ per share on the common stock, up 39% from \$31.2 million, or 62¢, a year ago. Sales aggregated \$1,233,800,000, up 12% from \$1,104,900,000.

Earnings for the 39 weeks ended Feb. 28 totaled \$185.1 million, equal to \$3.66 per share, up 16% from \$159.6 million, or \$3.17.

H. Brewster Atwater, General Mills chairman, attributed the unusually strong third quarter earnings performance primarily to a nearly 20% gain in operating profits and a lower effective tax rate.

Earnings of General Mills consumer foods operations were up nearly 25% in the third quarter. Earnings from restaurants and non-consumer foods operations were up more than 12%. Mr. Atwater said that consumer foods operations benefited from lower raw material costs.

Consumer foods operations achieved a unit volume growth over 10% in the third quarter, following a gain of nearly 8% in the first half. Particularly strong volume growth was posted by Big G Cereals, Nature Valley granola snacks, flour and baking mixes, and Yoplait Yogurt. "This performance reflects strong market share gains by established products as well as excellent performance in new business," Mr. Atwater said.

The restaurant group recovered strongly in February from severe winter weather experienced earlier in the quarter. Both third quarter and cumulative period earnings showed moderate growth. General Mills said quarter earnings by toy-making operations exceeded objectives with growth in the 39 weeks termed moderate.

Peavey to Merge With ConAgra

William G. Stocks, Chairman and Chief Executive Officer of Peavey Company, and C. M. Harper, Chairman and Chief Executive Officer of ConAgra Inc., announced that the companies have signed a definitive merger agreement providing for the merger of Peavey with a wholly owned subsidiary of ConAgra. The merger agreement was unanimously approved by the Boards of Directors of both companies.

Upon the merger, holders of Peavey common stock can elect to receive either \$30 per share in cash or a package of ConAgra common stock and convertible preferred stock intended to have a market value of approximately \$30 per share. Not more than 30% of the Peavey common stock will be acquired for cash and not more than 70% of such stock will be acquired for ConAgra securities. In the event that elections of either cash or stock exceed those percentages, holders of Peavey common stock eligible to receive such consideration will be selected by lot. The transaction is structured to permit Peavey shareholders to obtain tax-free treatment if they receive ConAgra securities for their Peavey shares.

The securities package will consist of 172 shares of a new series of ConAgra convertible preferred stock and not less than 1.035 or more than 1.215 shares of ConAgra common stock, based upon the averages of the daily high and low sales price of ConAgra common stock during the 15 day trading period ending on the fifth trading day prior to the date of the Peavey shareholder meeting to approve the merger. The ConAgra preferred stock to be issued in the merger will have a stated value of \$25 per share, pay an annual dividend of \$2.50 per share and be convertible into ConAgra common stock at a price equal to 115% of the market price during the above described 15 day trading period.

The merger is subject to approval by two-thirds of the outstanding ConAgra common stock and customary conditions of closing. The directors of Peavey have committed to vote their shares to Peavey common stock in favor of the merger. Concurrently with the execution of the merger agreement, Peavey granted ConAgra an option to purchase 1,084,000 shares of newly

issued Peavey common stock, which would constitute approximately 18.5% of the outstanding stock, at \$30 per share.

The executives emphasized that Peavey will continue to operate as an independent entity with its management unchanged and its headquarters maintained in Minneapolis.

Messrs. Stocks and Harper stated: "This is a very constructive move for both companies. Among the reasons we are attracted to each other is the respect each of us has for the management and employees of the other and the compatibility of our management philosophies. We believe that together we will be in a better position to meet the challenges of the future."

In this transaction, ConAgra is represented by Lehman Brothers Kuhn Loeb Incorporated and Peavey is represented by Goldman, Sachs & Co.

Largest U.S. Miller

The merger will give ConAgra a daily wheat, durum and rye milling capacity of 203,400 cwt, making it the largest U.S. miller by a margin of almost 30%. ADM Milling Co., the current industry leader, has a capacity of 156,700 cwt, including its recent acquisition of Centennial Mills, Portland, Ore., and Cargill, Inc., currently No. 2, has 137,500 cwt daily capacity, including its recent acquisition of the U.S. milling operations of Seaboard Allied Milling Corp.

ConAgra, No. 5 before the merger, has 95,000 cwt of wheat milling capacity, with another 5,000 cwt of capacity under construction at Portland, Ore., scheduled to come on line this summer. Peavey, No. 4, has 108,400 cwt in daily wheat, durum and rye capacity, with another 5,000 cwt of wheat flour capacity and 2,500 cwt of durum capacity under construction at Phoenix, Ariz.

Harper's Hallmark

Bargain hunting for cyclical, low-margin agricultural businesses has been ConAgra Inc.'s hallmark ever since Charles M. Harper became chairman of the Omaha-based feed, chemicals, grain, flour, and poultry company in 1975.

The merger will boost ConAgra's sales more than 40%, to about \$2.5 billion this year, and its net worth

would more than double. ConAgra would rise to first place from the fourth among domestic flour millers and would gain a strategic foothold in the grain export business.

After abortive forays into consumer products—bread and a carpet cleaner—family-dominated Peavey management has refocused its attention on basics, including the flour business, which last year provided more than half of Peavey's \$820 million in revenues.

But a large share of Peavey's capacity is in the low-margin durum flour used in pasta. And like other millers, Peavey is faced with the expensive problem of shifting its capacity closer to major flour markets. Although new antitrust guidelines for measuring market concentration appear to make the deal acceptable, there are possible Justice Dept. objections to the merger, which would give ConAgra 16.3% of U.S. wheat-milling capacity.

Optimistic on Exports

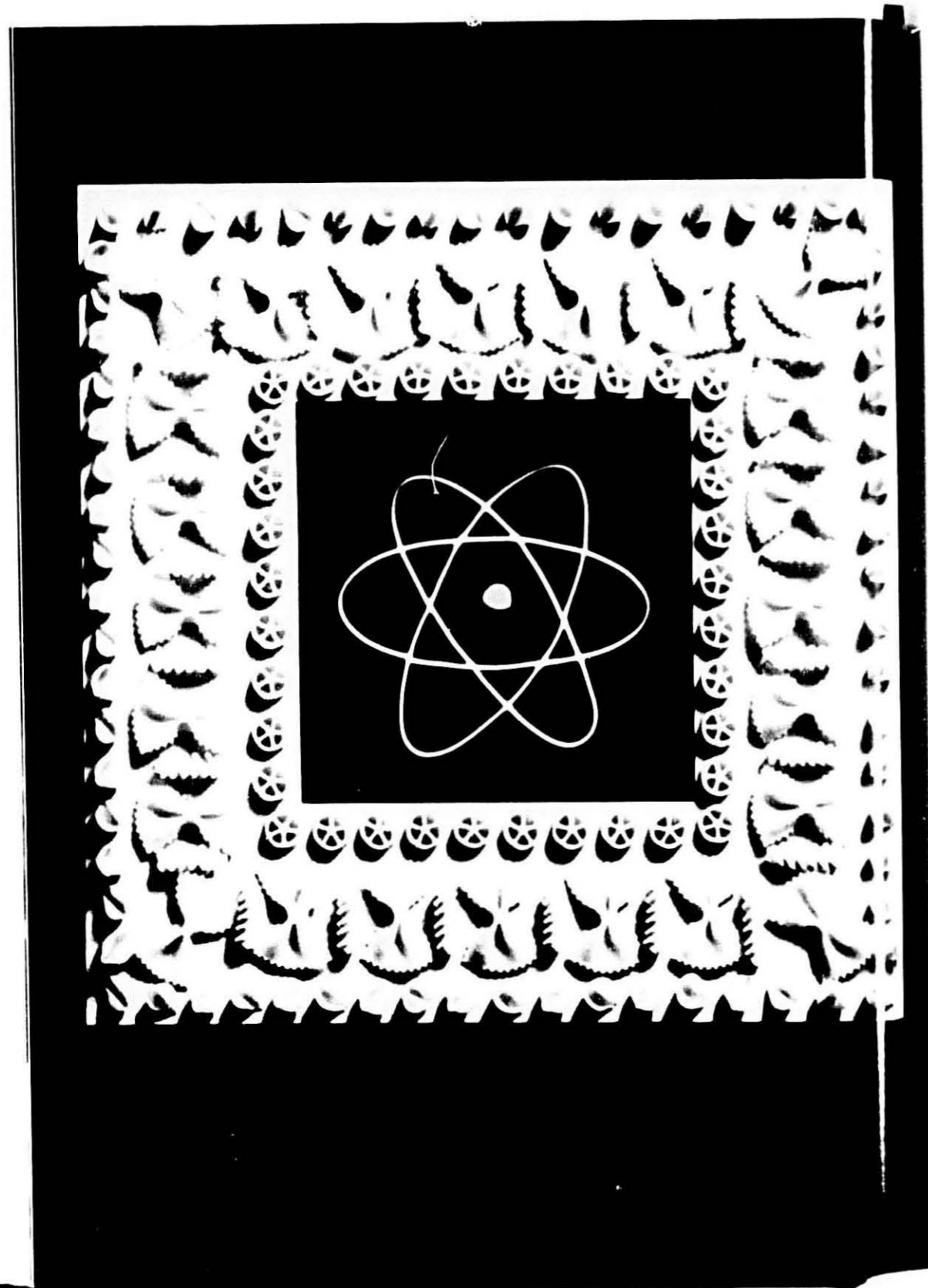
Harper is said to be optimistic about long-range prospects for U.S. grain exports, and he has been getting ConAgra back into the grain merchant business since 1977 by acquiring grain-belt elevators. Analysts estimate ConAgra is already trading about 300 million bu. per year in the domestic market for about 14% of its operating profits, so the Peavey acquisition makes a logical fit.

Construction Begins on West Coast Export Terminal

Peavey Company announced signing final contracts with the engineering and construction firm of Wright Schuchart Harbor Co., a Division of Wright-Schuchart, Inc., Seattle, Washington, to begin construction of a grain export facility at Kalama, Washington, a port city on the Columbia River near Portland.

The new facility will consist of a complete grain handling and storage complex, including dock loading facilities and barge and rail car unloading. Design incorporates the latest "state of the art" in grain handling technology and environmental technology, the company said. It will have a ship loading capacity of 100,000 bushels per hour.

(Continued on page 24)



Pasta is an art and a science.

An art

Pasta prepared in its many gourmet forms can be a true art. Fettuccine Alfredo, Cannelloni Alla Napolitane, Stuffed Manicotti, Ravioli Alla Baretella, Eggplant Vermicelli, Spaghetti with Bolognese Sauce, Be Chamel Sauce on Tortellini, Chicken Spaghetti, Linguine in Clam Sauce. The names alone are an art.

A science

Pasta is also an ongoing work of R & D. The scientific nutritional facts are that as a functional food, pasta is difficult to surpass. Its dietary contribution to the well being of the active body is important as a source of macromolecules: niacin, vitamin B₆, and iron. And as the chart shows, pasta garnished with tasty accompaniments is an excellent source of protein and carbohydrates... with only minimal calories.

	100 GRAMS EDIBLE PORTION				Calories
	Protein (GMS)	Fat (GMS)	Carbohydrate (GMS)	Water (Percent)	
Macaroni or Spaghetti	12.5	0.5	70.5	16.5	371
Pasta Feste	12.5	0.5	70.5	16.5	371
Pasta Puree	12.5	0.5	70.5	16.5	371
Sauce - Alfredo	2.4	11.5	1.5	84.6	112
Sauce - Bolognese	2.4	11.5	1.5	84.6	112
Sauce - Chicken	2.4	11.5	1.5	84.6	112
Sauce - Clam	2.4	11.5	1.5	84.6	112
Sauce - Cream	2.4	11.5	1.5	84.6	112
Sauce - Meat	2.4	11.5	1.5	84.6	112
Sauce - Mushroom	2.4	11.5	1.5	84.6	112
Sauce - Tomato	2.4	11.5	1.5	84.6	112
Sauce - Vegetable	2.4	11.5	1.5	84.6	112

Pastas — let's tell it like it is.



ADM

4550 W. 109th Street, Shawnee, Missouri 64151 • (816) 381-7400

ADM also supplies quality shortening, corn sweeteners, CO₂, soy proteins, dough conditioners and vital wheat gluten for the baking industry.

Export Terminal

(Continued from page 21)

The company previously stated that the Kalama facility will provide an "opportunity for Peavey to be more competitive in serving the Pacific Rim countries where higher than average grain export growth is seen for the 1980's."

Plans call for completion of construction in late fall, 1983.

On Target

Construction of Peavey Company's new hard winter wheat and durum mill is proceeding on schedule at Tolleson, near Phoenix. Workers in mid-March were placing the roof on the mill's 500,000-bu storage elevator complex. The facility is scheduled for completion in the fiscal year ending in July, 1983. The Arizona mill will include a 5,000-cwt hard winter wheat mill and a 3,000-cwt durum mill.

Construction and design of the Peavey complex is under Younglove Construction Co., Sioux City, Iowa.

Consumer Area Leads Multifoods to Another Record Year

International Multifoods Corp. announced record sales and earnings for the fiscal year ended February 28, 1982. Chairman and chief executive officer, William G. Phillips, said, "We are particularly proud of our 21 percent increase in earnings per common share, and our aggressive program of asset redeployment is showing handsome results through an increase in return on common equity to 15.9 percent, compared to last year's 14.5 percent."

Marking the 14th consecutive year of growth, earnings from continuing operations for fiscal 1982 were \$33.2 million or \$4.07 per common share on sales of \$1.15 billion. Earnings for fiscal 1981 were \$27.2 million or \$3.35 per common share on sales of \$1.09 billion.

Results for the fourth quarter included net earnings of \$9.0 million or \$1.09 per common share on sales of \$290 million. Last year's fourth quarter earnings showed comparable strength at \$8.9 million or \$1.10 per common share on sales of \$289 million.

Darrell Runke, president and chief operating officer, attributed the year's record performance to "significant gains by the Consumer market segment in the U.S., excellent overall operating results in Canada and Venezuela, and a strong performance by our Mexican affiliate."

Runke explained that an increase in worldwide Consumer earnings "led performance in the Company's four market areas, and accounted for a record percentage of total earnings."

Industrial market segment sales and earnings showed a modest increase over last year. Particularly strong contributions from non-U.S. markets offset reductions in the U.S.

"Our Boston Sea Party restaurants had another good year, though development costs of our Canadian pizza operations will be reflected in an earnings decline in the Away-From-Home Eating segment," Runke said.

Agriculture Decline

Commenting on a decline in earnings in the Agriculture market segment, Runke cited "a depression in the U.S. farm community which offset gains in Canada and Venezuela."

Net gains from disposals under the Company's asset redeployment program completed during the year, principally frozen food assets in Canada, were more than offset by fourth quarter provisions approximately 15 cents per common share for disposals to be completed in fiscal year 1983. These include the Memphis feed mill, and several other small company operations.

"The Company is in solid financial shape," Phillips said. "Well balanced product lines and diversity of geographic sources of earnings lend confidence to our belief that 1983 performance will confirm the higher earnings trend reestablished in fiscal 1982," he concluded.

ADM Earnings

Archer Daniels Midland Company reported net earnings of \$27,684,000 equal to 38 cents a share, for the three months ended March 31, 1982, based on average shares of ADM stock outstanding of 72,593,000 shares. This compares with earnings of \$51,556,000, equal to 75 cents a share on 69,087,000 average shares outstand-

ing in the same period of a year ago adjusted for the 5% stock dividend in September, 1981.

For the first nine months of the current fiscal year, July through March, net earnings after taxes totaled \$133,414,000, or \$1.84 a share, on average shares outstanding of 72,589,000, compared with earnings of \$131,422,000, or \$1.98 a share a year ago on average shares outstanding of 66,218,000 adjusted as above.

During the first nine months of fiscal 1982, the effect of commodity price decreases on LIFO inventory valuations, increased net earnings by \$39,000,000 or 54 cents per share. During the prior year nine months ended March 31, 1981, the effect of commodity price increases on LIFO inventory valuations, reduced net earnings \$38,000,000 or 57 cents per share.

Provisions for federal and state income taxes for the first nine months of the current fiscal year were \$51,476,000, compared with \$49,422,000 in the same period last year.

Pillsbury Net Up

Pillsbury Co. said earnings in the fiscal third quarter ended Feb. 28 rose 24% despite flat sales, partly because of lower interest expense and reduced raw material costs. Fiscal nine-month profit rose 8.6%.

In the third quarter, the food processor's earnings increased to \$269 million, or \$1.24 a share, from \$217 million, or \$1.08 a share, a year ago.

Year-ago results include gains from a settlement of claims against feeding carton makers that totaled \$9 million in the quarter and \$9.5 million in the nine months. Profit in both 1981 periods also includes a \$6.9 million provision for closing some vegetable processing facilities.

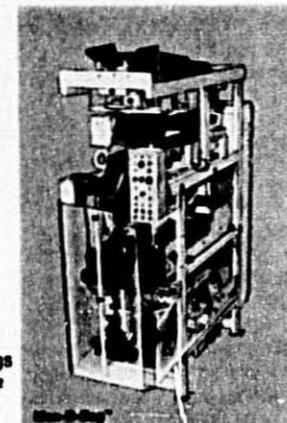
Pillsbury said it had lower interest expense in fiscal 1982's third quarter mostly because of lower working capital needs in grain merchandising.

The company said it expects a record year in sales and profit. In fiscal 1981, Pillsbury earned \$119.6 million or \$5.95 a share, on sales of \$3.3 billion. Last fiscal year's earnings included a \$4.7 million gain from the sale of technology and the settlement of litigation, including the provision for closing the vegetable processing facilities.

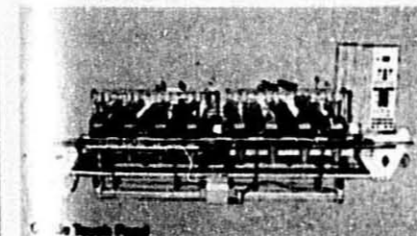
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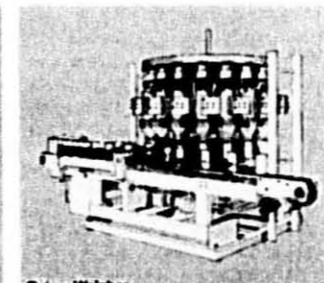


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FAMILY BUSINESS COLUMN

PART I — SURVIVORSHIP FOR THE FAMILY BUSINESS

by Frank M. Butrick, Akron, Ohio

Who own private businesses are part of an extremely large minority; in the U.S. alone there are about 14 million businesses of one kind or another. Agricultural establishments, proprietorships, partnerships, corporations. Despite the fact that we own smaller businesses ourselves, we tend to think in terms of large business when we think of business — General Motors, DuPont, etc. Yet there are less than 20,000 corporations whose stock is actively traded either on the big markets or over the counter — publicly-owned corporations. Out of 14 million, 20,000 is a drop in the bucket — only 0.14%! So for practical purposes, we can say that some 14 million businesses are privately owned.

There are two principal ways in which the giant corporations and the smaller businesses differ: The obvious one of size — and the big corporations outlive their founders and presidents; most small businesses do not. Each of our businesses bears within it the seeds of its destruction — the likelihood that its owner cannot successfully replace himself. Some owners do; far too many do not.

What does the future hold for your own business? What are your long-term options? In your business, and the one across the street from yours, and in my own, there are only a few different options in which we can go:

Option One

First, we can develop a general manager, someone to run our business for us after we retire. This is the classic, text-book way to assure continuity of the business — the way the big companies go on, generation after generation. Hopefully we can look across our employees and find somebody who has the capability of developing into a competent manager. And maybe — just maybe — he will get good enough (and honest enough) that we can retire and have him take over and run the place. Obviously, this trusted employee should be younger than we are — at least a full generation younger. But training him — developing him into a general manager — means a prolong-

ed job of teaching. And we are not teachers; we are doers. Have you ever really thought through what a manager would have to learn? Did you ever develop a teaching plan — a curriculum? Do you know what to teach first, what second — and how to teach him or her your own job? Can you teach decision-making? And can you trust him to run things your way? Or will he start to do things his own way? Or — worse yet — after you have him well trained, will he leave to join a competitor or go into business for himself? In a manager, loyalty is all important; and for loyalty we look to our own family.

Option Two

Which brings us to option number two — develop a son or daughter as the next manager. Hands down, the most popular of successors is the owner's son. Because of loyalty, the pride—the family interest — is built in. If you have a daughter, don't rule her out; a woman can run a business as well as a man. Nonetheless, people being people, businessmen think in terms of a son — or perhaps a son-in-law as an alternate to a son. The problem with the son-in-law is your daughter. She was not necessarily looking for a good manager for your business when she went husband hunting.

But developing a son into a competent successor is even more difficult than training a nonrelative. It is still a long, patient teaching job, with an inexperienced teacher and an impatient pupil — but teacher and pupil know each other far too well. And if he is a real entrepreneur, like his father — independent, strong minded, maybe a bit overbearing, super confident, eager to run things — can you even put up with him in your business? Is there really room for two strong people in your business?

Option Three

If we have no children — or they all walk away, or turn sour, or do not pan out — we have the third option: Sell out. The biggest problem involved in selling a business is not in finding a buyer. It lies with the seller: Deciding

definitely to make the sale, and selling the business when it is at its peak, and you get peak value. But that is what the owner is having too much fun to sell out. Instead he waits until he and his business have begun to coast and his doctor has told him to take it easy. And then he is in no position to wait a potential buyer.

Option Four

A fourth option is to cut down the size of the business, so it can be comfortably run on a casual, part-time basis. This can be done, but when it is done improperly — and this is the usual case — it becomes a disaster. Most owners who try to do this first cut down their sales and then reluctantly start to trim the payroll and overhead. With income cut first and expenses last, the business runs out of cash and it does not shrink — it collapses. Nobody wants to do it properly because it is too disagreeable. It means cutting the payroll first, then moving to smaller and cheaper quarters, but maintaining hard selling to keep the sale volume at your maximum remaining capacity.

Option Five

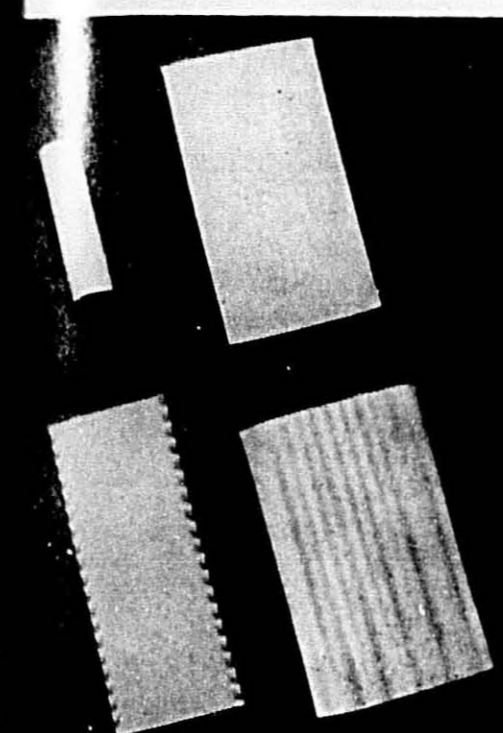
And the most popular option of all is the fifth — do nothing, and see what happens. And what happens is that the business and its owner drift into senility together. Perhaps there is enough left for the son to pick up and rescue and perhaps there is not. But most businesses retire with the owners.

Planning

So what is the answer? Long-term planning. Deciding upon what you want the future to bring, and then arranging for it to happen. But long-term planning is something we prefer not to do. For most of us, long-term planning is what we will do next week. Short-term planning is what we will do tonight. In most businesses, this sort of-the-pants operating style works fine. We become experts at solving problems as they arise, at fighting brush fires, taking everything one day at a time. But it does not work with

(Continued on page 28)

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Family Business

(Continued from page 26)

cession because managers take years to develop full competence. Worse yet, after all that training, there is only one way that a manager can prove his competency at running a business. And that is by running a business. Long-term planning means not only developing people to run a business — but then finding something for them to run until you are ready to step down. And that means growth, probably growth just when you want to level off.

Another aspect of long-term planning is estate planning — deciding to whom we will leave control. Do we give control to our son? Or do we leave it to the widow? Then the manager ends up working for his mother. Or do you pass operating control when you retire?

All too often our eventual future and proper estate planning does not get done when we are young enough to have time to train, and our successors are young enough to learn. The subject does not interest us at that age. But when we are in our 60s, we cannot conclude that we made a real mess of it, and go back 20 years to redo it properly. The magic years only come once — with our own children while they are 18 to 27, and with a nonrelative manager when we are ten years before retirement. In this one area, the rewards for long-term planning are so great, and ultimately so all-important to us, that we must not keep putting it off until it is too late.

Based upon my own business and family and those of hundreds of businessmen I know, I firmly believe that there is not much in this life that you cannot have if you decide exactly what you want. If you will visualize those future years, you will decide what you really want from your life, for yourself and your spouse and your children — and your business. You will want a loving, understanding relationship with your wife; you will hope to have your sons and daughters near you and doing things which you understand so that you can share their lives and share yours with them. All parents want these things, but you and I — as business owners — have a unique opportunity. Rather than attempting to steer our children to perpetuate our business, we can use our business, and our own planning, to bind the family together.

Not with chains of duty, but with the sharing and continuity of dreams and enthusiasm. And that, I believe, is well worth planning and working for.

In the following month, this column will explore the relationships between the business owner and his/her business, how to share it with the spouse and children, how to involve our heirs (and our employees) in the business and develop them into competent successors, how (and when) to transfer ownership and control — and how to manage all those family relationships in the business, rather than let them just happen.

This article is condensed from a chapter in the author's book, **THE FAMILY BUSINESS**, to be released by the IBI Press, Box 159, Akron, OH 44309.

MACARONI JOURNAL will be printing key chapters from the book, the first ever devoted exclusively to the personal relationships within the privately-owned business, during the forthcoming months. For information on the book, contact the publisher directly.

Frank Butrick has, for over two decades, been a leading consultant, convention speaker and author on the family-owned business. He has written hundreds of magazine articles through the years and his concepts have been incorporated in numerous books. He averages nearly 50 convention appearances a year, and is active as a consultant, serving business owners all over America. If you have a situation upon which you would like Mr. Butrick's comments or advice, you may contact him through **MACARONI JOURNAL**, or by writing the IBI Press in Akron, or calling him at 216-253-1757. There is no cost or obligation — but if you write, be patient. His heavy travel schedule precludes quick replies to his correspondence.

Frank M. Butrick

Unlike most writers, Frank Butrick is also a convention speaker and a business owner. He is president of Butrick Enterprises, Inc. — an acquisition consulting and brokerage firm — and managing director of the Independent Business Institute — a publishing firm — both in Akron, Ohio.

The IBI has published a number of books based upon Mr. Butrick's exten-

sive consulting experience in the area of personal relationships in the privately-owned business, selecting and training competent successors, teaching the fine art of "presidenting", buying and selling businesses, a quotation techniques in estate planning, and of tax reduction.

An active writer for over 30 years, Mr. Butrick is the author of nine business books and many hundreds of business-magazine articles. He is now working on a new book on acquisition techniques, to be published by a subsidiary of Prentice-Hall, based upon his experiences with over 300 acquisitions. Mr. Butrick has taught small-business management at the university level, and has conducted scores of seminars and workshops on an array of business subjects.

With his twenty years experience as a business owner, his practical know-how in business management, and his extensive consulting experience, Mr. Butrick is a popular convention speaker, averaging about 50 presentations a year. Mrs. Butrick is his active partner in all their ventures, so his talks reflect his personal family-business experience as well as those of the hundreds of business owners he has known.

Could Your Daughter Be the Next President Of Your Business

The ladies have always been at home in the privately-owned business. Beyond those who work in the office, there is always the occasional wife or daughter who is a toolmaker or rock driver — or winds up running a stamping plant or a packing firm. So if your daughter wants to run your business some day, will take the time to prepare herself for the task, and is willing to accept the long hours, hard work and responsibility involved — then why not? Really the key question is: does your daughter really WANT to run the business — enough to accept the impact of that decision on her life — and if so, for HOW LONG will she want to run it? There is a great deal of noise about sex discrimination, but what it really boils down to is this:

A woman's place is in the home — IF that is where she WANTS to be. If she WANTS to be in business, then that is her place. Of course, if your

(Continued on page 32)

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BASSANO CLAIMS VICTORY OVER +212 DEGREES F. PASTA DRYING

Those who have had the opportunity of attending the IPACK-IMA Fair in Milano this past March have had the benefit of witnessing the unveiling of Bassano's "T.H.T." very-high-temperature drying lines. In fact, Bassano has introduced its new production lines which dry pasta at temperatures in excess of 212°F.

At the Bassano stand, one could examine one of Bassano's short goods 1000 kg/hour Rotalix dryer production lines which, along with others of higher production capacity, has a fully-assembled length of only 31 metres. Similar lines already in operation in France and North Africa have reduced the whole pasta production process to between one and two hours depending on the shape and thickness of the particular product.

Bassano's long goods production lines have seen the marriage of the traditional and rolinox drying processes at very high temperature. A 1500 kg/hour line, inclusive of silos, is only approximately 50 metres long with a complete production cycle of between 3 to 4 hours. The pasta dried in the first phase in the traditional dryers is then cut and stripped when still at 16% moisture content. In the second stage, it is introduced into the Rolinox dryer where the drying and product stabilization is completed.

Advantages

Bassano has listed several of the advantages of its new and revolutionary very-high-temperature drying lines, the most important of which are the following:

- (a) Time Saving: Three to a fourfold drying period reduction;
- (b) Energy Saving: Between 10 to 20% depending on conditions;
- (c) Space Saving: The new lines are more compact and shorter than traditional lines;
- (d) Low Cost: The compactness and shortness of the new lines have reduced the amount of Bassano's heavy-duty material with the necessary incidental reduction in cost;
- (e) Increased Output by Reduction Time;
- (f) Bacteria Elimination and Pasta Sterilization;

- (g) Maximum Drying Moisture Concentration;
- (h) Pasta Quality Improvement: The checking of pasta is virtually eliminated and the finished product withstands cooking and over-cooking retaining palatable "al dente" firmness - stickiness is virtually eliminated.

- (i) Reduction of Installation Time: The machinery is compact and pre-assembled to a large extent.

Demonstrations

Bassano's representatives at the fair went to great lengths to demonstrate to visitors the inherent virtues of durability, reliability, dependability, and efficiency of its machinery and equipment. Everyone was given a first-hand chance of locking and unlocking, removing and securing the super-insulating, track-suspended and fast locking panels of the shaker and rotalix dryer. Small panel cross-sections were made available to everyone to obtain a clearer view of how its 79 mm-thick panels with foam-glass insulation pressed between a stainless steel plate on the inside and a lacquered aluminum plate on the outside can live up to the claim of having the best insulation co-efficient factor on the market. Great emphasis was put on the fact that any portion of the machinery which comes into contact with the product is of stainless steel.

A computer terminal with simulated programming was in operation demonstrating how each stage of the production and storage cycle of the line can be programmed and controlled. Bassano's representatives emphasized that the computerization of each or multiple lines can easily be integrated at a fraction of the capital cost.

The Future Today

Bassano's representatives claimed with pride and without hesitation that their company has created the machines of the future for the macaroni industry today. It is a claim to success in having revolutionized the macaroni production industry with already proven practical success. They claim that the idea of the past is not a fact of the present which will stay with us in the next foreseeable era of macaroni industry evolution.

Bassano claims to have maintained its promises of the past and promises to remain avant-garde as manufacturer of pasta production machinery. It is a promise which it is making with confidence derived from the enthusiasm generated by its recent unique and revolutionary successes and the resources and capital backing of its parent company, Alstom Atlantique, a concern having 42,000 employees and sales of 17 billion F.F.

Bassano's sales representatives in the United States and Canada are Salvatore Di Cecco and Alessandro Di Cecco, R.R. 1, Richmond Hill, Ontario, L4C 4X7, Canada; Telex No. 06-986963; telephone No. (416) 773-4033, alternate No. 898-1911.

Your Daughter

(Continued from page 28)

daughter marries and becomes a mother, her children and her work interfere with each other. But still, the convenience of a few pregnancies does not preclude a woman working in a company, nor should it prevent her heading it up. Between nursemaids at nursery schools and day help, she can work full time, virtually the same as a man.

Ironically, only her husband can prevent her being a candidate for your successor; if she marries a career executive with a large firm, or a military officer, and he is transferred to another location, she will go with him. So look to your son-in-law; if he will stay put, your daughter could be your successor. The only real difference between an ambitious, interested daughter and an ambitious interested son is that you and she will probably get along together better.

So if your daughter wants in your business, hold the door wide open.

Coming Events

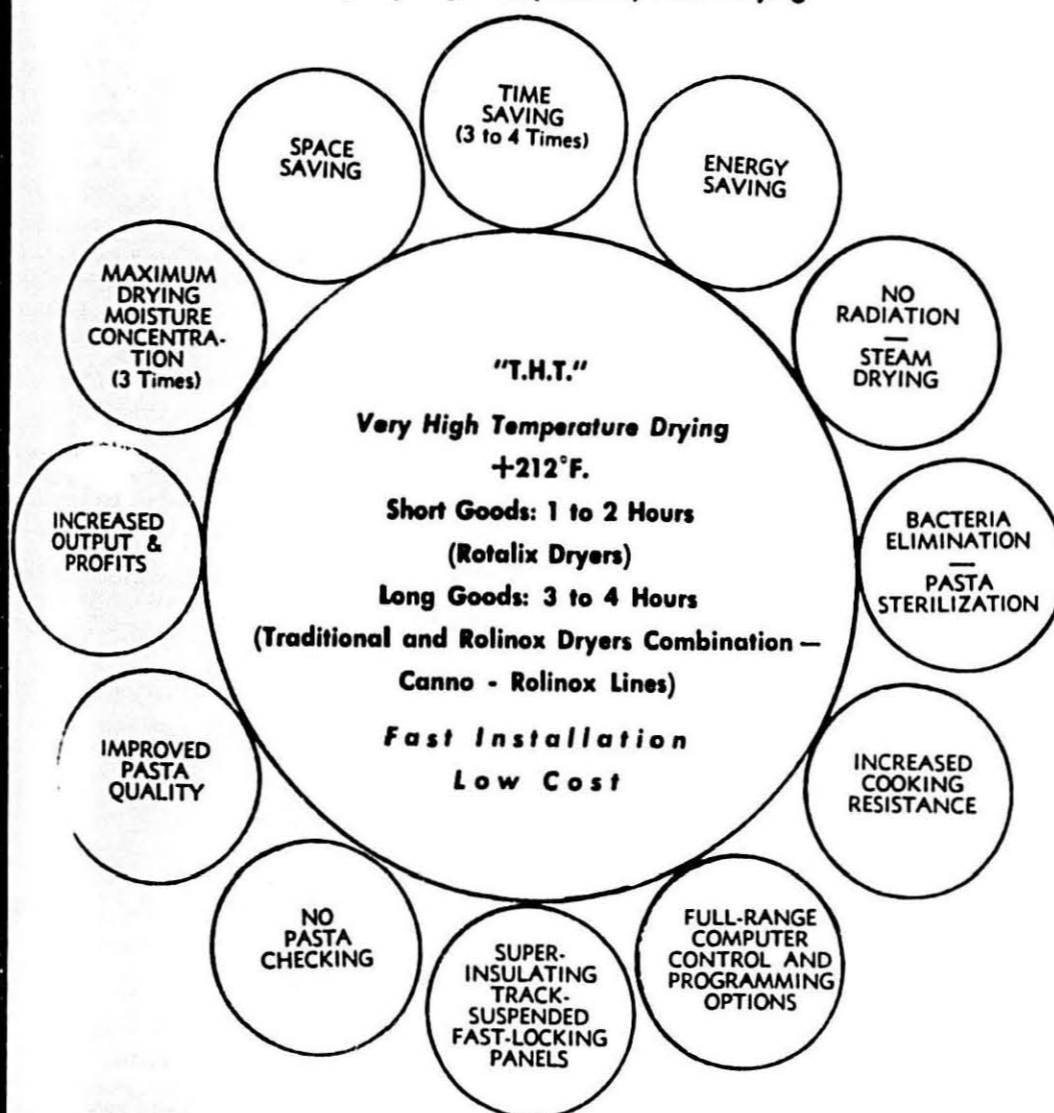
- 78th Annual Meeting NPA
The Broadmoor, Colorado Springs
July 11-15, 1982
- Washington Meeting
L'Enfant Plaza Hotel
September 16, 1982

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Progressive Grocer Annual Report

The April issue of Progressive Grocer magazine carries the 49th Annual Report of the grocery industry. This is a lodestone of information. Salient points:

Outlook: A year after the presidential inauguration, grocers are somewhat less optimistic about the immediate future course of the U.S. economy.

- In a great leap upward, the industry's opinion on the outlook for price stability -- in food stores and for all items -- has changed. Both at the headquarters and store level, it's expected that prices will behave themselves.
- Fortifications are being built for the potential price wars of 1982. Grocers expect to have to slug it out in a market without much real growth. Tied to this, worry about local economic conditions (affecting customers' ability and willingness to buy) has increased.

Competitions: Heating up a blistering pace. Margins will be under heavy pressure if food price hikes continue to trail cost increases (and they will).

- More than 78 percent of all supermarkets handle some generic-type products.
- Non-price traffic builders were used at least once last year by 79% of supers.
- Meat is back in store ads.
- Chains favor "everyday" low prices while independents prefer to stay competitive through specials.
- Bonus coupons plagued nearly a third of all supers.
- Merchandise or continuity promotions were in more than half of all supers last year.

Wholesalers: Out in front playing backstop. Gross margins remained stable under pressure, but net profits slipped a bit from last year. Profits are the single biggest problem now as 47 percent suffered a decline last year.

- Generic and private labels accounted for more than 13.8 percent of wholesale sales.
- Inventory turns decreased a shade from last year, but service levels, truck service, and backhaul all increased.
- Expenses climbed, but so did productivity.

- More than 3,300 chain supers are supplied by wholesalers.

Shopping habits: Prices aren't, after all, everything. Cleanliness, long the ruling criterion of choosy shoppers, returned to the number one position, after being dethroned by low prices in the prior year.

- Factors relating to price-consciousness lost some of their importance, dropping an average of 5.3 percent from last year.
- Consumers in the Southwest claimed the greatest interest in private label products, independent store owners agreed.
- For the first time in several years the average number of weekly trips to the supermarket increased.
- Newspaper ads and circulars were relied on most heavily by East Coast shoppers. Younger consumers use them less often.

Other Data

There is other data on formats, customer relations, manufacturer relations, labor and productivity, distribution and delivery.

Chef Boyardee carries a 12-page ad in this issue with the caption "Number 1 in the Canned Pasta Category by far" They claim: case sales are up 74 percent to more than 11 million cases. Case share is up 5.7 points; other national brands are down 5.7 points. Dollar sales are up 13 percent to more than \$200 million.

A&P Closes Horseheads Plant

Great Atlantic & Pacific Tea Co. has discontinued operations at its big Horseheads, N.Y., food-processing plant. About 480 workers were dismissed.

The plant, one of the largest in the nation, had about 1,100 employees a year ago and at one time had as many as 2,200. It makes numerous food products, including instant coffee, pasta and peanut butter.

The company said it had been adjusting the plant's output to lower levels in response to the declining number of A&P stores. Negotiations to sell the plant as an operation failed.

Outside suppliers will furnish products for A&P stores that were made by the Horseheads plant, the company said.

Fourth Quarter Report

The company said results for its fiscal fourth quarter, ended Feb. 28, would include a charge to reflect closing of the plant, but it didn't specify amount. A spokesman said results will be reported in a few weeks.

Union officials representing workers at the plant couldn't be reached for comment. A&P said it would still be receptive to offers to buy the plant.

The supermarket chain, which has reported losses for eight consecutive quarters, announced plans last fall to close 400 of its 1,200 stores. It is 50.5% owned by Tengelmann Group, a West German retailer.

A & P Reorganization

The Great Atlantic & Pacific Tea Co., Inc., has reorganized senior management responsibilities. Eckart C. Siess, vice-chairman, will now be responsible for international operations including A. & P.'s Canadian subsidiary which comprises 114 supermarkets, as well as the company's manufacturing and supermarket services operations.

James W. Rowe, executive vice president, has been named a vice-chairman and chief administrative officer with responsibility for finance and administration, information and administrative systems, human resources and the office of the general counsel.

John J. Miles, senior executive vice president, will be responsible for the company's East coast operations, encompassing 618 supermarkets in the Northeast, metro/New York, Mid-Atlantic and Carolina groups, as well as for the Altoona and Richmond divisions.

Alan C. Goulding, executive vice president, has been named senior executive vice-president, with responsibilities for merchandising and purchasing for operations of 266 supermarkets in the company's Central, southeastern and Southern groups, and for the Family Center subsidiary, encompassing 22 Family Mart food-drug combination stores operating in the southeastern U.S.

James Wood, chairman and chief executive officer, said the new division of responsibilities would provide an improved balance of executive talent in managing the restructured supermarket chain.

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- 6—Pesticide + Fumigant Analysis.
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- 9—Troubleshooting Compressor Oils.

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PROGRAM PLANS

- July 11 Welcoming Reception and Italian Dinner Party
- July 12 Business Session Western Roundup at Rotten Log Hollow.
- July 13 Visit the Air Force Academy. Evening Open for Dinner
- July 14 Product Promotion Presentation. Dinner Dance
- July 15 Introduction of Officers Departure.

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CONVENTION BOUND!

**Catelli-Primo Ltd.
Expands in Trinidad**

As part of an aggressive capital improvement policy, Catelli-Primo Ltd., of Trinidad & Tobago decided to increase its existing hourly pasta production capacity by 300%. This increase could not be brought about by expansion of their Port-Of-Spain plant. The plant is tightly bounded by two other firms, a major highway and the harbor. Also, the land would not lend itself to a multi-story plant without very expensive piling.

Mr. Ken Woo, the Director, Technical Service/Planning Of Catelli solve this problem, working with Quan, Carruthers, King & Quan, Engineering Consultants of Toronto, Canada and DeFrancisci Machine Corporation of New York. Mr. Woo replaced his existing 1000 pounds per hour DEMACO Press with the latest 2000 pound per hour Demaco Unit. To assure product consistency, he also put in a Demaco Gravimetric Feed System. This Gravimetric Feed System continuously weighs the flour and meters the water before it enters the press. This weighing is done with 1% accuracy. The system also includes a prominent digital readout which shows the press operator exactly how much the press is producing. This information is recorded enabling the operator to monitor the machine's performance. The next change Mr. Woo made was to change the die holder to the latest Demaco design. This new design has two very important features. First, the die can be inserted and removed hydraulically. This is very important to prevent lost time and damage to dies by



Demaco's senior installer Rocco DeCarlo with short cut dryer.

careless workers. Second, the Die Head has filter plates which enable them to fine-tune the extrusion pattern by changing the diameter of the holes in the filter plate.

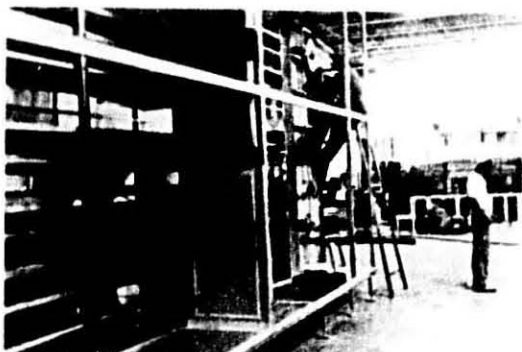
Trim Cut

This cuts down the amount of trim going back to the press and accomplishes the purpose of more production through the same area. Mr. Woo increased the heat in his preliminary dryer and his continuous finish dryers, so that he can dry more product in the same space. Ken also brought their Demaco Stripper up-to-date to make sure it can handle the additional production. His next step was to take the 1000 pound per hour Long Goods Press and install a new Demaco Short Goods Head on it. He has in a pneumatic system to blow the Short Cut Macaroni into a new Demaco Short

Goods Dryer. The dryer can handle 1000 pounds per hour of product in 4 1/2 hours drying time, and is only 36 feet long. Although, Catelli-Primo Ltd. intends to run only eight hours short goods per day (the market in Trinidad is primarily long macaroni now), they saved enough space with this Demaco Dryer that they can eventually put a storage system right behind the dryer and still have plenty of room in his plant.

Production Increased

With a production capacity of 2000 pounds per hour on his modified Demaco Long Goods Line and 1000 pounds per hour using his new Demaco Short Goods Dryer, Mr. Woo increased his overall hourly production by 300% and only used less than 500 square feet in additional production floor space.



Catelli-Primo Ltd. short cut dryer being installed.



Ken Woo, Catelli Director of technical services/planning, in front of long and short goods dryer.

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U.S. Complains Over E.C.M. Flour, Pasta

U.S. complaints about Common Market wheat flour subsidies were considered by a three-member panel set up by the General Agreement on Tariffs and Trade, in Geneva, Switzerland in mid-March.

The GATT subsidies committee, meanwhile, is preparing to investigate similar U.S. charges concerning the European Community's subsidization of pasta exports.

Common Market officials in Geneva agreed to hold "informal discussions" regarding U.S. charges related to the pasta subsidies after rejecting a U.S. demand for formal consultations under GATT regulations.

The informal talks apparently have failed to resolve the dispute over whether pasta is a manufactured, processed item covered by GATT rules on subsidies, as Washington argues, or an agricultural commodity, as claimed by the Common Market.

GATT's subsidies committee has to decide on the next course of action, which could be the formation of an investigatory panel or a request for the Europeans to enter into formal consultations with the Americans.

The wheat flour dispute, in which the U.S. argues that Common Market

subsidies give Europeans an unfair share of world markets, wasn't resolved in formal consultations between the two sides. The manufactured item versus agricultural commodity argument is much the same as that for pasta.

The GATT panel hearing the wheat flour case includes Fumihiko Suzuki, Japanese ambassador to the United Nations' European headquarters in Geneva; D.E.R. Hobson, first secretary at the Canadian mission, and Roland Lempen, an economics counselor at the Swiss Foreign Ministry.

U.S. Wheat Associates Newsletter for April 16 says: "The EEC's unfair use of export subsidies on processed pasta products, a violation of the GATT subsidies code, is the next U.S. — filed complaint to receive the attention of a special subsidies hearing panel in Geneva. After informal negotiations failed to resolve the issue in March, formal hearings and presentations of briefs were conducted earlier this month for the GATT subsidies committee. The GATT subsidies code is silent on subsidies on exports of agricultural commodities but prescribes penalties for subsidies on exports of processed goods. The EEC argues that pasta is not a processed product but rather a primary agricultural commodity, a difficult concept for most trade observers to grasp. A special GATT panel will be selected by the end of April to hear and adjudicate the case—process likely to linger for up to two months."

Potato Imports

Maine potato growers ask U.S. to restrict imports from Canada as dispute heats up. Maine farmers say a flood of Canadian potatoes is pushing them out of markets they have traditionally supplied, particularly on the U.S. east coast. The Maine producers charge that Canadian potatoes are heavily subsidized by the Canadian government, enabling Canadian farmers to undercut prices of Maine potatoes. This represents unfair competition, they add.

Canadian Agriculture Minister Eugene Whalen said in Ottawa that he didn't think Maine potato growers could demonstrate that Canadian exporters benefited unfairly from government subsidies. The federal govern-

ment provides Canadian potato producers with price stabilization payments if the average return for the latest crop is below 90 percent of the previous five-year price average, indexed for changes in cash costs of production.

USDA Names Potato Board Members

Secretary of Agriculture John R. Block has appointed 24 members to serve three-year terms on the National Potato Promotion Board.

The board administers the producer-sponsored national research and promotion program for potatoes. USDA's Agricultural Marketing Service monitors the program and reviews its budget, plans and projects.

New board members are:

Colorado — Thomas Ford, Alamosa; Idaho — Roland Bean, Burley, and W. Gary Whiteley, Oakley, Montana — M. Koehnke, Townsend; Nevada — Marvin Hetrick, Oroville; Washington — Adolph C. Bernhardt, Moses Lake and Wisconsin — R. H. Diercks, Astigo.

Reappointed members are:

Arizona — John R. Livacish, Rio Rico, Calif.; Delaware — Joseph Jackiewicz, Magnolia; Idaho — Michael Cranney, Oakley, Gerald Fehinger, American Falls, Lin F. Hintze, Mackay, and Richard D. Watt, Puyallup, Washington; Louisiana — Paul Laborde, Hebert, Louisiana; Massachusetts — John G. Savage, West Deerfield; Minnesota — Carl Mack, East Grand Forks; Nebraska — John D. Nielsen, Alliance; New Mexico — J. M. Jorde, Clovis; North Carolina — Melvin W. Bright, Elizabeth City; Ohio — Arden Ramseyer, Wooster; Oregon — Fred J. Cholic, Portland, and James E. Wampler, Towson, Maryland; and Washington — Douglas Muse, Pasco, and Bill Weber, Cainey.

The three year terms began April 1.

The potato research and promotion program is financed through assessments authorized by the Potato Research and Promotion Act of 1971. The board carries out projects designed to increase consumption and expand domestic and foreign markets for potatoes. Current annual budget for the program is \$2,187,000 which is made up exclusively by industry assessments.

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