

**THE
MACARONI
JOURNAL**

**Volume 64
No. 12**

April, 1983

Macaroni Journal

(ISSN 0024-8094)

64th Anniversary Issue

APRIL, 1983



ENTHUSIASTIC WINTER MEETING

More than 200 delegates made the attendance at the Winter Meeting held at Marco Beach, Florida the best ever in several years.

Chairman Joe Viviano noted that this attendance was a symbol of change — change in the Association and change in the new membership mix with new and different points of views. "The challenge," he said, "is to manage change." The Association is stronger than ever due to planning, and together we will develop a unified industry. There has been gratifying response from volunteers among a unified industry. There has been gratifying response from volunteers among the membership. Three new members were elected to the Board: Norman Weckerly of Hurdsfield, North Dakota, will represent the durum growers. Newly appointed President Joe Lichtenberg will have a seat. Steve Brody of Ronco Enterprises replaces Andy Anderson who is retiring at the end of March.

"In the world of pasta for 1982," Mr. Viviano said, "SAMI data shows an increase of 4 to 4.5 percent in tonnage with dollar sales up 5 percent. The industry must sell the growth record of some 12 percent in five years where all other groceries are up only 3 percent."

New President

Newly appointed President Joe Lichtenberg was introduced by Mr. Viviano. He observed that the National Pasta Association had been a leading trade association for some 80 years representing a basic, solid, and very competitive business. He also noted that the Association had taken tough actions in establishing its strategic plan and increasing dues for the benefit of the whole industry. He said he looks upon his appointment as a personal opportunity and that members can expect return on investment on their quarterly dues payments with a specific plan of work capitalizing on committee activities and being responsive to industry needs.

Consumer Affairs

Consumer Council Chairman Paul Vermeylen introduced Ted Scittany the Trade Relations Committee. Ted presented a 7½ minute slide presentation telling the pasta story to customers in the trade. The presentation



Joseph P. Viviano

utilizes two carousels and a star mixer to make a very professional presentation. The script will be reported in the Macaroni Journal, and the slides will be available at \$500 a set or on a rental basis of \$50 for a five-day period.

Clint Merrick reported that the food editors program had been most successful — "one of the best seen in the food industry." The electronic media program has garnered two network placements for some 6 million audience impressions, six local placements for some 3 million impressions plus some 83 stations that used the NPA television kit.

Elinor Ehrman of Burston-Marsteller reported that the major message being communicated to the press through our product promotion program is: "Your family can eat pasta every day, because it is low in cal-

Number	Medium	Circulation
107	Consumer Magazines	336,285,374
125	Newspaper Syndicates	786,322,356
18	Major Market B/W Newspaper	468,000,000
4	Suburban Newspapers	30,000,000
7	Syndicated Sunday Supplements	86,224,535
145	Newspaper Color Pages	35,711,409
18	Cooperative Publicity	Companies and Organizations with 18 uses

ories — pasta is not fattening." Box score for consumer publications, 1982: Pat Muldowney of Burston-Marsteller showed a typical t.v. clip.

Technical Affairs

Anthony Gioia of the Technical Affairs Council introduced Mickey Skinner of the Standards Committee who reported the protocol on net weight loss study has begun with samples being collected at Skinner's plant in Omaha and Mueller's plant in New Jersey as well as warehouses in Minneapolis and New York. Results in moisture loss will be tabulated by the faculty of North Dakota State University, and a faculty member will write a paper on the study at the end of the year.

He also reported the recommendations for sodium labeling had been sent out in a bulletin and that a defect level letter correlating pasta defects with wheat levels has been drafted.

An Instron Testing Instrument is being purchased for North Dakota State University as a memorial to the late James Winston. A new variety of durum was released January 13 and will be named "Lloyd" in honor of Mr. Skinner.

Darla Tufto with the Nutrition Research and Education Committee reported that a search had been made of the USDA World Food Bank data and a second draft written, but the information needs tightening up and data developed on cooked pasta. The committee will have a release by July.

Government Affairs

Reporting for the Government Affairs Council, Rick Silverman said there is a contingency statement on package tampering for those members who want a copy. This is available from the Association office. On the matter of imports, he gave the background on the European Common Market practice of common pricing

commodity preference, and common financing. The 301 case argues that any subsidy is illegal and that subsidy of 10¢ per pound on pasta is

incorrectly calculated. It is expected that the GATT panel will respond to the complaints by spring, but there is no real clue as to disposition of the case.

Robert Ronzoni had a display of some 26 imported products being sold in the northeastern market at lower prices by chain stores. He noted that direct containers to chain warehouses and sophisticated marketing plans are a part of the import effort. He stated this is truly an industry problem with the penetration extending now into the Middle West. He called for unified action.

Mr. Silverman recommended two courses of action: 1) an industry survey on injury; 2) a reconsideration of a countervailing duty case which would require updating data on injury to the industry. A political action program would heighten national awareness of the problem and possibly get support from Congress.

Operations Seminar

Marco Bonne reported that the Plant Operations Seminar scheduled for the Toronto Hilton Harbour Castle in Toronto, Ontario, March 21-24, would feature two mornings of latest information on packaging equipment from suppliers to the industry plus plant tours in the afternoon followed by a half-day session on Quality Circles before adjournment at noon on Thursday, March 24. Registration for the seminar, including meals, materials, and transportation is \$100 for members and rooms must be obtained promptly, because our block has been released.

Advisory Council

John Westerberg of the Industry Advisory Council reported that Con-Ag, General Mills, and Pillsbury will add to the millers' contribution to the 1983 budget.

Norman Weckerly, newly elected member to the Board, reported there would be a strong shift to spring wheat in durum country this year as durum carryover will be 151 percent of disappearance, the highest for any class of wheat. He predicted a decrease of some 35 percent in plantings.

Les Thurston reported that the Wheat Industry Council is alive and kicking. They have a problem of constraint in developing consumer messages backed by nutritional research. Basic research on consumer attitudes is scheduled to be conducted this year.

AT THE OLD TIMERS' PARTY



Bob Green with Paulette and Joe Viviano.



Helen and Fred Mueller with Fran Green.



Key, Mickey and Lloyd Skinner.



Les and Nancy Thurston. Bob William in center.



Jack Wolfe



At the Tennis Mixer.

Past Presidents Honored

C. W. Jack Wolfe	1941-1948
C. Frederick Mueller	1950-1952
Lloyd E. Skinner	1956-1958
Peter J. Viviano	1968-1970
Vincent DeDomenico	1972-1974
Paul A. Vermeylen	1978-1980
Lester R. Thurston, Jr.	1980-1982

Stress Seminar

Jim and Jaine Carter gave a stimulating seminar on stress and burnout. Stress was defined as any area of difficulty. Habits are often communication blocks, and we impose impossible limits on ourselves. It is human need to adapt to change in environ-

ment — we must cope — but you cannot live without stress. Too much stress for too long causes wear. Excessive wear or burnout is the depletion of oneself exhausting the visible and mental resources. Pay attention to the signals and learn to say "no."

Cash Flow Session

Frank Butrick, business consultant, had these observations on cash flow management. Every recession is followed by good times which in turn are followed by another recession. Adjust accordingly. Most businesses do not dial down fast enough, and this creates a negative cash flow. Do not lock (Continued on page 8)

Braibanti
is always



- ★ in assuring confidence to pasta factories all over the world
- ★ with the most advanced technology
- ★ because of experience acquired throughout the world

When there is
"HIGH" Temperature
to be considered,
the preference
of the customers
is

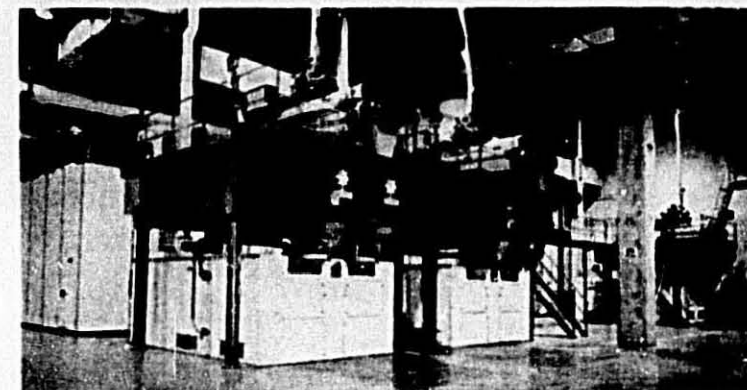
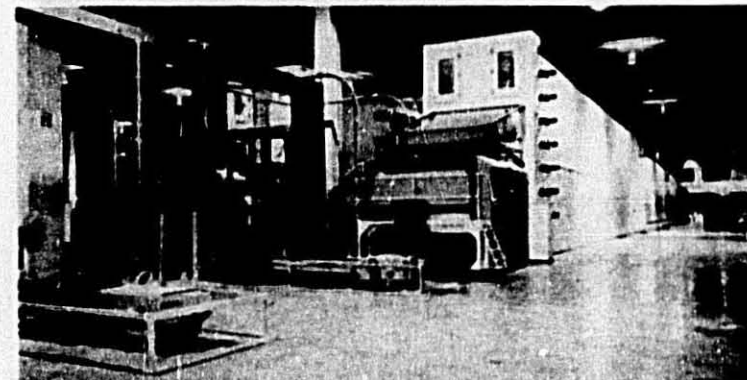
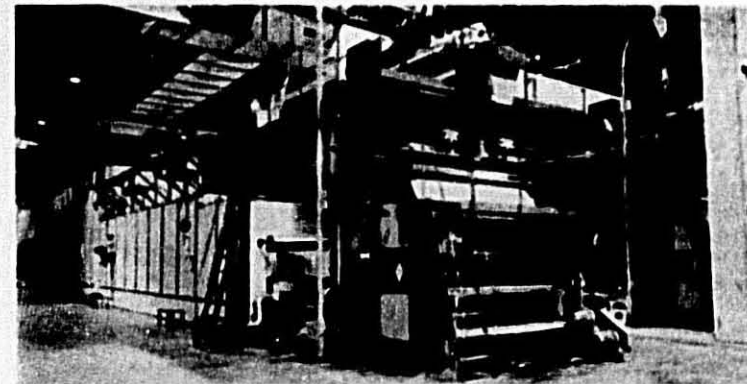


BRAIBANTI "HT" lines

- 48 in ITALY
- 11 in FRANCE
- 10 in U.S.A.
- 8 in JAPAN
- 5 in PORTUGAL
- 5 in SPAIN
- 4 in GERMANY
- 4 in U.S.S.R.
- 3 in VENEZUELA
- 2 in POLAND
- 2 in SWITZERLAND
- 1 in AUSTRIA
- 1 in BOLIVIA
- 1 in CZECHOSLOVAKIA
- 1 in FINLAND
- 1 in GREAT BRITAIN
- 1 in GREECE
- 1 in INDIA
- 1 in IRAN
- 1 in HOLLAND
- 1 in RUMANIA
- 1 in TURKEY

113 of which 53 are for long pasta,
60 are for short pasta . . .

. . . besides innumerable lines operating at INTERMEDIATE TEMPERATURE.



View of the
new factory of
PINCE-LOWELL-U.S.A.
with
"HIGH TEMPERATURE"
lines

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Enthusiastic Winter Meeting

(Continued from page 5)

yourself into cash flow commitments that you cannot meet. Expansion should be premised on projection for poor times as well as good times.

"Money management is knowing what is going on" — many managers do not know what is going on, so it is vital that top management spend some time in the factory and some time in the field to find out what customers think of your products and services. Take charge of the area of taxes. Most accounting systems are set up to fill out tax returns. The system should be set up to give management information. Know what your various product lines bring in. Correlate what you sell with the cost to produce and distribute.

Old Timers Honored

At the Old-Timers Party past Presidents Jack Wolf, Fred Mueller, Pete Viviano, Lloyd Skinner, Vincent DeDomenico, Paul Vermylen, and Les Thurston were in attendance and honored.

The Ted Sills trophies for golf went to Bill Hasselbach and Lois Wendt. Top tennis players were Nancy Vermylen and Paul Taylor. Andy Anderson was presented a plaque for his service on the Board of Directors.

Supplier Hosts

Thanks to the hosts of the Suppliers' Socials:

A D M Milling Company
Amber Mill
Ballas Egg Products
Bender Goodman Company
Braibanti Corporation
Buhler-Miag Corporation
Commercial Creamery Corp.
ConAgra-Peavey
DeFrancisci Machine Corp.
Faust Packaging Corporation
Fold-Pak Corporation
Henningsen Foods, Inc.
Hoskins Company
International Multifoods
D. Maldari & Sons, Inc.
Microdry Corporation
Monark Egg Corporation
North Dakota Mill
National Egg Products Corp.
Seaboard Allied Milling Div.
Smurfit Diamond Packaging Corp.
Rossotti Consultants Associates

PASTA! PLEASE PASS PASTA!



Ted J. Settony

Ted Settony, Chairman of the Trade Relations Committee, presented a 99-slide, 7½ minute story with two carousels, a dissolve unit and cassette tape at the convention. The presentation is available for purchase or rental.

1. With a musical background there is a panoramic view of a wheat farm with buildings and great fields of green wheat.

2. Panoramic view of fields of ripened wheat.

3. Panoramic views of combines at work, silos, sacks of wheat, trains loading and departing.

4. Montage of flour mills, exterior and interior.

5. A sequence depicting the process of pasta manufacturing.

6. "Pasta!" (voices over music), Montage display of pasta in jars or on plates.

7. You can say, "Dinner is served" . . . Formal dinner with pasta dishes.

8. Or, "Come and get it!" . . . Campers enjoying spaghetti and meatballs.

9. Or, "Let's look at the menu." . . . Couple in prestigious Italian restaurant studies the menu.

10. "Maybe something from the noodle family" . . . First montage of servings of tagliarini, fettuccine, tagliatelli, lasagne, etc.

11. "Maybe from the spaghetti group" . . . Second montage of servings of spaghetti, vermicelli, spaghetti, spaghetti, etc.

12. "Or perhaps one of the linguines" . . . Third montage of servings of bavettine, linguine di passeri, etc.

13. "Or a choice among the macaronis" . . . Fourth montage of serv-

ings of cannelle, rigatoni, cannelle in tufoli, etc.

14. "Pasta! Please pass the pasta!" . . . Pasta dishes being passed or served.

"Nourishing! Appetizing! Inexpensive! Versatile! Conveniently available in more shapes and sizes, for more purposes, than probably any food on earth!"

"And deliciously combinable with a host of pasta-related products — from sauces and cheeses to meats and seafoods!" . . . Display of pasta-related items.

15 to 20. "Pasta is an excellent source of complex carbohydrates and protein. It has little fat, no cholesterol, and virtually no sodium. Pasta also provides iron and the important B vitamins (thiamine, riboflavin and niacin)."

"Pasta provides

- Protein — to build and repair body tissue and supply energy.
- Carbohydrates — to provide a primary source of energy.
- Vitamins and minerals — to regulate body processes.

"Nutritionists say we need at least four daily servings from the food group of cereals and breads to which pasta belongs . . . Pasta's high nutritional value and its low cost make it ideal as a daily staple on our tables."

"And pasta is not fattening! We can enjoy pasta every day because it's so low in calories — only 210 calories per serving!"

"No wonder that nourishing, appetizing, inexpensive, versatile, and convenient pasta is headed for greater popularity than ever before!"

"James Beard calls what's happening 'a pasta avalanche'; Craig Claiborne says it's 'the pasta-rization of the nation'; and Mimi Sheraton describes it as 'rags to riches change of image.'" . . . musical pause.

21 to 23. The National Pasta Association is here to help pasta popularity in every way it can! Our members are involved and concerned with the total industry ramifications of pasta . . . (NPA logo).

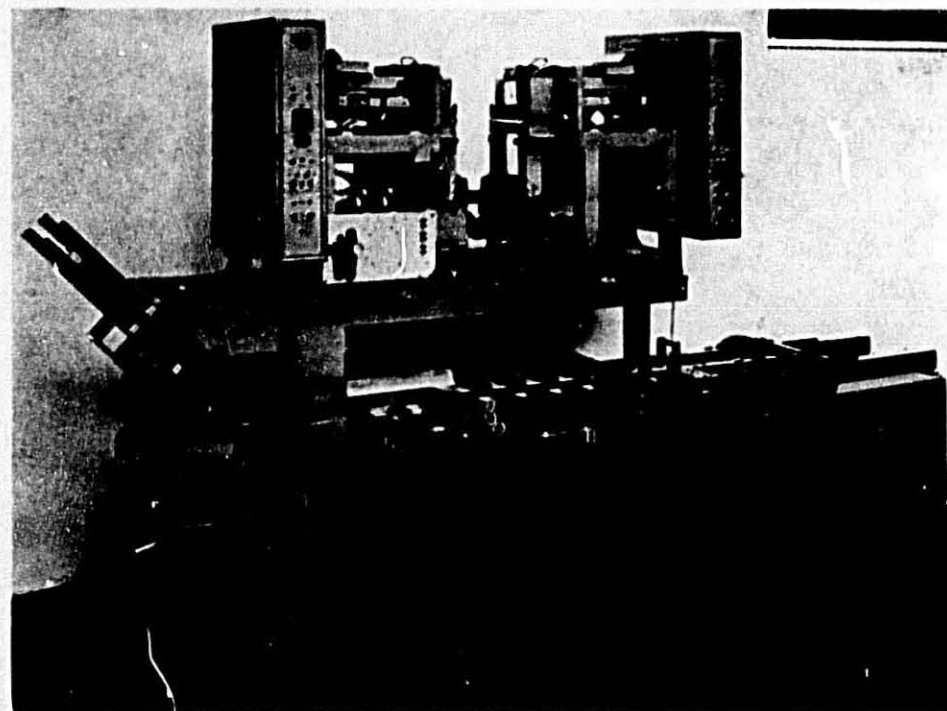
"We're concerned with genetic research, especially of durum wheat — which is used to make semolina, the prime ingredient for good quality pasta. Research by universities is carried

(Continued on page 10)

GARIBALDO RICCIARELLI S.A.S.

TAKES PLEASURE IN INTRODUCING THE NEW
HIGH SPEED, RELIABLE, DURABLE, LOW COST

LRO HORIZONTAL CARTONER



BRAMBATI:

Systems for pneumatic conveyance and blending of semolina and flour

Storage for noodles and short-cut pasta

Dry pasta mill grinders

GRONDONA NIMET

- Complete Pasta Lines
- Long and Short Cut Pasta, Egg Noodles, Fideos, and Special Shaped Lines
- Stainless Steel Rotating Drums Short Cut Dryers
- Extruder-Cooker Lines for Baby Foods, Dietetic Foods, Instant Foods, Snacks, Soya Steak, Soya Milk, Gelatinized Starches, Pet Foods, Texturized, Vegetables, etc.

NICCOLAI:

Dies and die-washing machines

High-resistance bronze-aluminum and extra-light aluminum-titanium alloys

Ecologic water-recovery and decantation tanks

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Please Pass the Pasta!

(Continued from page 8)

out to develop durum wheat varieties resistant to disease, weather, and soil extremes, but with improved quality and yield.

"We're concerned with the cultivation and harvesting of the wheat we use . . . with its mill processing and distribution . . . with the regulations and guidelines involved at these stages . . . and with the marketing and promotion of pasta — for its increasing use and greater popularity.

24 & 25. "For example, here's just one marketing research fact. The per capita consumption of pasta in the United States annually is about ten pounds versus 55 pounds in Italy. Getting us higher on the world pasta consumption list is just one of the issues we're concerned about.

	Pounds
Italy	55
Argentina	26.4
Tunisia	26.4
Libya	26.4
Venezuela	26.4
Spain	26.4
Switzerland	19.8
Chile	17.6
Greece	14.3
Peru	14.3
France	13.2
West Germany	13.2
East Germany	12.5
United States	10

26. "So now, our National Pasta Association has organized to meet all the issues head on! Here's how . . . The purpose of the Association is:

- To serve all phases of the industry by promoting the development and use of pasta and related products for the benefit of consumers; and
- To serve pasta manufacturers and related industries by providing programs and services that will enhance their efficiency and effectiveness.

We implement the purpose by working in five areas, listed in order of priority.

Consumer Affairs. We promote the increased sale and use of pasta and related products; provide consumer education concerning the value, nutritional, and other aspects of pasta; and maintain good trade relations.

Government Affairs. We represent the pasta industry before the executive, legislative, and judicial branches of government; and we monitor, analyze, and disseminate legislative and regulatory information.

Technical Affairs. We develop and support activities designed to improve the technical, standards, research, and nutritional aspects related to all phases of the pasta industry.

Internal Affairs. We attract and retain members . . . to effectively manage the communication, information and meetings of the association; and we develop educational and other programs focused on the operational aspects of the pasta industry.

Industry Advisory. We coordinate activities with and receive input and guidance from producers, processors, and end product manufacturers on industry-wide issues and concerns.

"And it all starts with a single word, rich in meaning! One word that says it all . . . Nourishing! Appetizing! Inexpensive! Versatile! Convenient!

"Pasta! Please Pass the Pasta!" Music under voice and repeat of these slides:

pasta dishes being passed or served; formal dinner with pasta dishes; campers with spaghetti; couple in Italian restaurant; first, second, third and fourth montages of servings of pasta!

A final slide can have your company logo on it.
Cost for the set and tape \$500.
Rental for five days, \$50 minimum—\$10 per day until returned. Write NPA, Box 1008, Palatine, IL 60078.

Prince Promotion

Prince Foods has launched a new advertising campaign for Prince Superoni Spaghetti. Venet Advertising is the agency.

A full-page spread in the New York Times February 15 headlined: "Give Your Family the pasta they love and the protein they need."

Prince Superoni Spaghetti has been approved by the U.S. government as a meat alternate in the school lunch program. Growing children need daily protein more than anyone else the advertising states.

There is a coupon offer of "Buy two, get one free!"

Other metro market papers will be included in the campaign.

New President of Buitoni Foods Corporation

Vernon A. Bacher has been appointed president and chief executive officer of Buitoni Foods Corporation,

the United States subsidiary of IEP Industrie Buitoni Perugina SpA., effective February 24, 1983.

Mr. Bacher will be responsible for all Buitoni Foods Corporation operations in the United States, including Carlyle Importers subsidiary.

Prior to joining Buitoni, Mr. Bacher, age 46, was president of the Northern Division of Seabrook Foods, a division of Springs Industries, headquartered in Fresno, California. He holds a bachelor's degree from Yale University and an MBA from Harvard Business School.

Other Appointments

Additionally, two other appointments have been announced: Thomas C. Heffron was appointed director of marketing for the branded, food service and private label divisions. Mr. Heffron joined Buitoni Foods in July, 1981, as marketing manager. Prior to joining Buitoni, he held various positions at The Pillsbury Company and Hanes Corporation.

James T. Powers was named vice president of sales, responsible for the sale of branded, private label and food service products. Mr. Powers joined Buitoni Foods in June, 1981, as national sales manager. Prior to joining Buitoni, Mr. Powers held various sales management positions at Gioia Macaroni and The Pillsbury Company.

Buitoni Awards "Broker of the Year"

Manzella Food Brokers, Inc., was the 1982 recipient of Buitoni Foods Corporation's second annual "Broker of the Year" award. The announcement was made today by James Powers, vice president, sales, Buitoni Foods Corporation. "We are delighted with Manzella Food Brokers' superior accomplishments and continued commitment to excellence in support of the Buitoni line," the Buitoni executive stated. He added that the awards were established by the Buitoni Foods Corporation in 1981 to honor outstanding achievements by food brokers for Buitoni.

According to Powers, Manzella Food Brokers' 1982 efforts resulted in 252% of quota on frozen foods; 328% of quota on dry grocery; 100% distribution of the four new boil-in-bag items of 3.7 per account; 150% of quota on high protein pasta; and a 106% increase in "A" quality feature support.



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

The proof is in the pasta!

If it looks good and tastes good. That's good pasta! But good pasta requires good products. Like Amber's Venezia No. 1 Semolina, Imperia Durum Granular, or Crestal Fancy Durum Patent flour.

Thanks to uniform high quality, color and granulation, these ingredients make your pasta operations run more smoothly.

Amber works exclusively with the finest durum wheat grown by farmers of the northern plains. And Amber grinds this fine durum in its modern efficient mill.

And Amber serves you right . . . by matching your specs and by shipping when promised. And the consumer gets a break, too, because the proof is in the eating. Call Amber now for your own proof.



AMBER MILLING DIVISION of THE GRAIN TERMINAL ASSOCIATION
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Salvatore Di Cecco

Salvatore Di Cecco, R.R. = 1, Richmond Hill, Ontario, Canada, L4C 4X7, Tel. (416) 773-4033, Telex No. 06-986963.

Fifty years of his life directly involved in the macaroni production and sales on two continents have instilled in Mr. Salvatore Di Cecco a unique knowledge and affection for the macaroni industry.

From Italy

Born in Palena, Abruzzo, Italy on the 13th day of February, 1915 in a family that had been macaroni manufacturers for two generations, he quickly developed a keen devotion for his family business. With great interest, he learned the skills of his father and uncles, and at the young age of 18 years, he was already production manager of the world-renowned Filli De Cecco Macaroni Plant in Fara San Martino, Italy. He remained there until the age of 28 by which time he had been in charge for several years of both the macaroni plant and flour mill.

From 1943 forward, Mr. Salvatore Di Cecco went on to build, operate and manage a series of successful macaroni plants starting first in the Republic of San Marino, then Modena, and later Rome. His innovation skills linked him very closely with all European manufacturers of macaroni manufacturing and packaging equipment who promoted his involvement in the consulting field. Although a macaroni manufacturing entrepreneur himself, his interest to promote and perfect the macaroni industry made him a greatly sought-after and respected consultant and promoter.

In 1959, he was retained as a consultant by Count Matarazzo of Brazil to supervise, restructure, and improve every facet of Count Matarazzo's gigantic Brazilian macaroni industry. In 1960, Mr. Di Cecco decided to transfer his whole family to Canada and accepted the position of plant manager of the newly created Romi Foods Ltd. in Toronto where he remained until 1970.

Sales Agent

For the last several years, Mr. Salvatore Di Cecco has operated his own business as North American sales

agent of the most prestigious and advanced producers and manufacturers of equipment for the macaroni industry. Adhering to his desire to improve and perfect the production procedures of his customers, he has left the sales motivation always secondary to his desire to help and to gain the gratitude and respect of all members of the macaroni industry. He represents the Ricciarelli, Bassano, Niccolai, and Brambati firms in North America.

Ricciarelli

Ricciarelli is the renowned manufacturer of packaging equipment and Bologna-Style stamping machines. Well established in this field for over 150 years, it has always been the trend-setter in innovation and efficiency. Its machines are designed for durability, minimum and simple maintenance, speed, precision, and aesthetic appeal of the finished product. It covers the range of packaging all products from form film to cartons. It provides machines for the full packaging process including loading, transporting, weighing, packaging, bundling, etc. Ricciarelli equipment has already been introduced on a large scale in North America and prospective purchasers are invited to obtain references from all of Ricciarelli's clients which include: The Creamette Company (Winnipeg and Minneapolis), Prima Importing, Lancia Bravo, Skinner Macaroni, Viviano Macaroni Company, Gioia Macaroni, A. Zerega & Sons, Catelli Primo Ltd., Foulds, Inc., Romi Foods, Gattuso, Unico Foods, Ravarino & Freschi, and the Pillsbury Company (American Beauty), Western Globe, Major Italian, Del Monaco, Zerega, San Giorgio, Facchin, Naples Macaroni, and Loretta.

Grondona-Nimet

Grondona-Nimet has been manufacturing pasta production machinery since 1948. Its technicians have always been innovative and avant-garde in the pasta production machinery field. For example they introduced the press cylinders real and true cast iron and stainless steel masterpieces, where the cooling chambers are directly obtained from the casting. This type

of construction, in addition to presenting exceptionally robust characteristics, permits the treatment of the pasta during extrusion at the right and constant temperatures level, thus obtaining better quality pasta presenting at all times the best organoleptic characteristics. Another technological innovation was the realization of the long pasta spreader, self-adjusted by the descent speed of the pasta itself. This innovation permitted the reduction of production trimmings obtained during the leveling operation. Another among the numerous technological innovations introduced some years ago, but still very relevant and important was the adoption of separate floors in the three or five floor long pasta drying lines. This type of construction offers the guarantee of being able to manufacture different pasta shapes in succession and obtaining for each shape the same degree of controlled dryness and therefore a high quality product. In successive years the separation of the drying floors for long pasta permitted the introduction of the technology for the high temperature controlled drying method with excellent results; this technology was later transferred and has for several years also been applied to the drying lines for short-cut pasta.

Full Line

Grondona-Nimet carries the full gamut of short, long, and special shape pasta production lines. Short cut pasta lines are made with belt or the rotation apparatus systems or combination of the two. All lines have a modular design that adapts itself to all the particular requirements and specifications of any given pasta manufacturer.

Grondona-Nimet's highly efficient, modern, and productive shop is located in Turin, Italy. Its pasta production lines are the most modern and reliable. It is backed by a tradition of prompt and dependable service and most attractive and competitive prices.

Brambati

The Brambati firm, also a family operation, has been in business for

(Continued on page 16)

THE MACARONI JOURNAL



From left to right: Mr. Salvatore Di Cecco, Mrs. Laura Ricciarelli, Mr. Mario Ricciarelli, Mr. Aldo Ricciarelli, Mrs. Jiloca Di Cecco, Mr. Alessandro Di Cecco.



grondona nimet

COMPLETE PRODUCTION LINES FOR THE PASTA INDUSTRY
SINCE 1948

BELT AUTOMATIC SHORT-CUT PASTA LINES

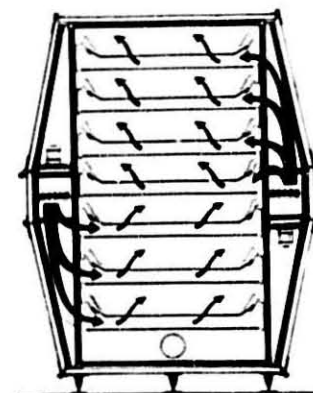
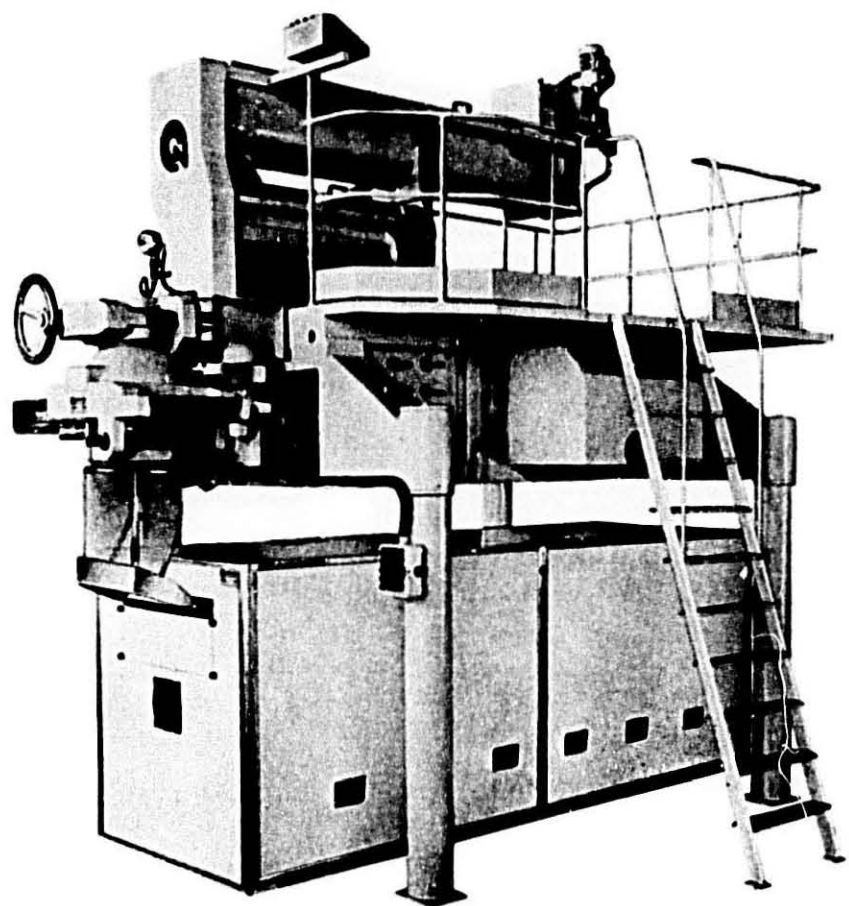


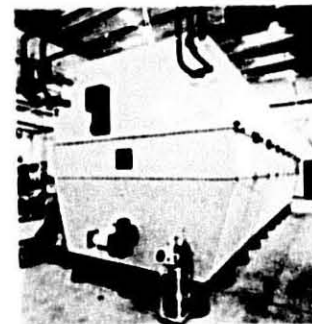
Diagram of ventilation on the front part.

On the second part of the apparatus, the

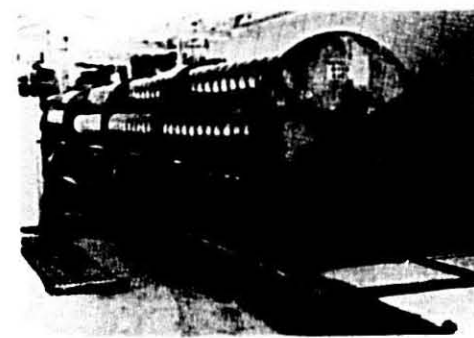
ventilation is made in the opposite way

The dryers can be manufactured in 258 different versions according to the requirements of each user, keeping their standard characteristics. The 285 versions are obtained by combining the following variable possibilities:

1. Changeable length, meter to meter, from m. 8 to 26 (19 possibilities);
2. Number of floors: 5, 7, 9, 11, 13 (5 possibilities);
3. Belt width 1200, 1500, 1800 mm. (3 possibilities).



A new automatic long pasta line was recently started up at the Mi Mesa pasta factory (Maracaibo), the biggest in Venezuela. The line consists of a GR 115/4 press, PLD 130/25 pre drier and ELB 328/5/25 drier. Output during testing exceeded 1800 kg/h of dry product (photo on the left).



The Rinaldi Spaghetti Company, the biggest in Melbourne, Australia, has installed and started up, alongside a GRONDONA NIMET short cut line with belt driers, a new pasta line equipped with IRBERB drum driers. The photo on the right shows one stage of assembly, which is both easy and fast.

SALVATORE & ALESSANDRO DI CECCO
EXCLUSIVE NORTH AMERICAN SALES AGENTS
Rural Route 1, Richmond Hill, Ontario L4C 4X7, Canada
Tel. (416) 773-4033, Telex 06-986-963
Alternate Telephone No. (416) 898-1911

Salvatore Di Cecco

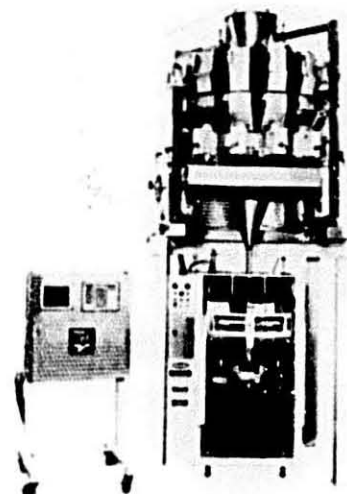
(Continued from page 12)

at least fifty years. It is highly specialized in the manufacturing of systems for the pneumatic conveyance and blending of semolina and flour, storage for noodles and short-goods macaroni products, and dry pasta mill grinders.

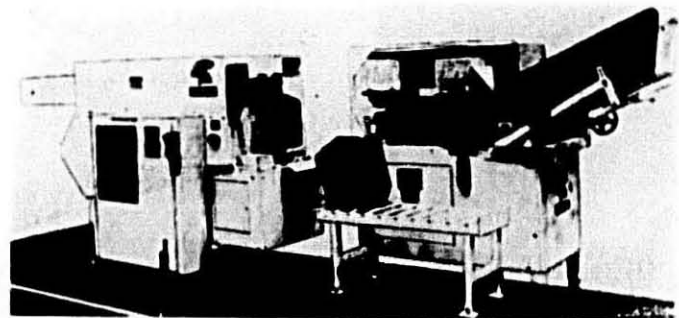
Nicolai

The Nicolai firm is a long-established Italian manufacturer of dies and die washing machines. It makes dies of all shapes and specifications in bronze-aluminum or other high-resistance alloys. Its dies are manufactured with interchangeable bronze, glass and/or teflon cartridge inserts with special inoxidant treatment on the cut surface. Premoulding inserts are in bronze and the pins in stainless steel. Compensating plates and safe die filters are made in stainless steel. It is a patent holder of automatic cutting apparatus. Its die washing machines can contemporaneously wash round and rectangular dies. Parts that come in contact with water are all in either stainless steel or bronze and the machine is equipped with ecologic water recovery and decantation tanks and may be purchased with or without pumps.

For any further information or assistance you are invited to contact Mr. Di Cecco without any obligation on your part.



High speed net weighing and packaging system featuring — "Golden Eagle" 14-head weight selection scale and transwrap (TWS-1) vertical form, fill and seal system.



New Case Opener/Positioner by Dyna-Pak Division of Package Machinery Company combines with the proven Dyna-Pak Case Packer to provide total automation of casing of operations.

Package Machinery Company's ETD System

Automated Packaging System

Saves Time, Money and Labor

For manufacturers of macaroni, spaghetti and egg noodle products, Package Machinery Company — now celebrating its 70th year — offers a full line of automatic packaging equipment.

Whether a manufacturer desires a single vertical bag forming, filling and sealing machine or a fully automatic weighing, bagging and case packaging system, Package Machinery can supply the reliable machinery.

Transwrap Hustler

Package's Transwrap Hustler machines automatically form, fill and seal bags of pasta products from 3" to 20" long. With a simplified vacuum belt film feed, the Hustler achieves high production speeds in handling a variety of packaging materials — from polyethylene to the newer laminates.

To maintain accurate package weights, automatic net weighing scales feed the free-flowing products to the bagging machines. Package Machinery's Eagle Scale Division in Oakland, California, designs and manufactures Eagle in-line scales and new Golden Eagle weight selection scales that assure constant weighing accuracy and maximum output.

Equipped with advanced MicroScan microprocessor-based control, Eagle Scale systems provide continuous monitoring and automatic adjustments on each weighing cycle. This efficient, on-line control assures no underweight packages and cuts product giveaway to almost zero.

At the touch of a button, a CRT screen displays informational and

automatic diagnostic functions in plain English; it also provides graphic displays of hard data for management and production purposes.

The MicroScan control is user friendly so that a typical operator can use it without difficulty. Production changeovers are easy. You simply enter in the desired weight and the system takes over. There are no weights to change. The Golden Eagle scale learns how fast tare build-up occurs and adjusts itself automatically.

Dyna-Pak Case Packer

Eagle scale net weighing systems and Transwrap bag form/fill/seal machines team up with Dyna-Pak case packing equipment to make up Package Machinery's ETD automatic packaging system.

Dyna-Pak case packers take bag of pasta products directly from Transwrap machines and automatically level, assemble and load the fill bags into cartons.

Dyna-Pak machines enable manufacturers to save money in packing and shipping. Besides eliminating manual labor, Dyna-Pak's levelin action keeps bag thickness uniform which often permits use of smaller cartons. This produces savings in carton, shipping and warehousing costs.

Several Dyna-Pak models are available to handle different case packing requirements, whether it be vertical stacking of flexible bags or flat neat horizontal stacks.

A division of Package Machinery Company, Dyna-Pak recently introduced a new Case Opener and Positioner that automatically forms the carton and positions it on the Dyna-Pak mandrel for loading of filled bags. Combined with Dyna-Pak Case Packers, this new unit provides total automation of the casing off operation.

Package adds extra hustle to form, fill and seal productivity.

Versatile Transwrap® Hustler wins wide approval for fast, dependable operation.

A five-year record of proven performance has made this low profile form, fill and seal machine the experienced favorite for scale, volumetric and auger feed installations. The Hustler has gone to work — in a big way!

Equipped with an exclusive, vacuum belt film feed that eliminates drag and friction, this versatile machine can handle a



wide range of film weights from 1.5 to 5 mil poly as well as hard-to-seal polypropylene and paper laminates.

Fast start-up and ease of operation make the Hustler an operator's dream. Unlike other machines, it starts producing bags quickly and easily at the beginning of each day. Bag sizes — from 3" x 3" up to 11" x 20" — can be made on the same machine, and bag lengths and sealing temperatures can be changed while the machine is running. The Hustler's modular design and solid-state controls simplify set-up and changeovers. The machine makes bags on signal with no "cycle bys."

Need more proof of the Hustler's outstanding performance record? Write or call Len Kallerges, Package Machinery Company, East Longmeadow, MA 01028. Telephone (413) 525-6441.

PACKAGE MACHINERY



PRODUCT PROMOTION REPORT

by Elinor Ehrman, Burston-Marsteller

At the Winter Meeting

This will be strictly a Highlights report of the 1982/83 campaign to date, which officially started on October 1, 1982 but which actually began with our theme launch at the annual NPA Luncheon for national food press in mid-September.

Major Message

Our major message to communicate to the press and through them to the American public:

- Your family can eat pasta every day because it is low in calories.
- Pasta is not fattening.
- Our target audience:
 - Women in 18-49 age group
 - Low and middle income families

Pasta at the Palace

This year we moved our luncheon from Tiro Al Segno in Greenwich Village uptown to the Palace Hotel. We served an unusual array of low-calorie pasta hors d'oeuvres followed by a luncheon menu prepared by our chef spokesperson Carlo Middione . . . his entree of Pasta Svelte with only 375 calories per serving.

Highlights of the event was a new quiz game which tested the editors' "Pastability," with questions specifically related to nutrition and calories. NPA President Joseph Viviano asked multiple choice questions and editors made their selections aided by NPA hosts at each table, and Carlo Middione was the "answer man."

Our scorekeeper totaled the number of correct answers submitted by each table, with a perfect score recorded at Table 1, thanks in large part to the knowledge of New York Times.

Health columnist and author, Jane Brody was congratulated by Joe Viviano. All guests at her winning table won a low-calorie pasta dinner for two catered by a top New York chef.

Other food celebrities there: Nika Haseltine, Life/Time Cookbook author and New York Times writer; Olga Rigsby of Seventeen, Mary Eckley of McCall's; Jean Voltz of Woman's Day.

Subsequent Results

Here are some subsequent results produced by the Consumer News Bureau which reflect the impact of



Elinor Ehrman

our low-calorie theme in both consumer and foodservice publications.

In Specialty Magazines category is Great Recipes of the World — a monthly service book for women in 25-49 age-bracket, published nationally — subscription and newsstand.

Noteworthy quotes: "Pasta is not fattening." "A 5-ounce steak (which by American standards is not a large portion), has more than double the calories of 5 ounces of cooked spaghetti without sauce. (circ. 300,000)

Woman's World — directed to 18-65 year old women in the middle-lower income bracket — available at supermarkets. (Circ. 600M) — A diet for Pasta Lovers.

Quote: "Not only is pasta relatively low in calories, but it's filling, easy on the budget and delicious as well."

Essence — a major black, upscale magazine, with a 650M circulation. Five-page story, notable quote: In the past, pasta was avoided by weight watchers because it was considered fattening. "Actually, pasta is relatively low in calories. . . ."

Young Miss — targeted by teenagers — September issue 3-page story placed emphasis on cooking procedure — with map of Italy picturing many pasta varieties.

Weight Watchers — January issue featured Stir-fried Turkey with linguine at 429 calories per serving in a 7-day menu plan.

Health — January issue — Article was produced by the Wheat Industry Council — photography and recipes. We worked with the editors in writing copy and calorie counts. Calorie

counts range from 215 to 378. Circulation 873M.

And last but not least in this consumer magazine round-up . . . January of Better Homes and Gardens — 9 pages of color plus color cover, and 6 pages of recipes. Circulation 8.1 million.

Jim Beard Cookbook

Woman's Day — February 8 issue — 4 pages of color with 18 recipes. Circulation 7.5 million. This is a spectacular preview of Jim Beard's forthcoming Pasta Lover's Cookbook. Publisher Alfred J. Knopf tells us the book will be out March 31 and is 200 pages, hard cover. Jim will do a videotape (about 12 minutes) to be aired in all major U.S. cities, and 500 food editors/writers will receive copies. We are planning major market mailing, coordinating with the Knopf PR department.

A notable Jim Beard Quote: "We're Americans with a whole melting pot of cultures behind us. We can do as we please. Once we've chosen our sauce, we try to imagine how it will taste. We may find that certain pasta seem right with certain sauces". This quote, and many in this new book, are perfect lead-ins to our suggested theme for 1983/84 — "Pasta Goes America." Jim Beard, incidentally, is a major spokesperson for the new American cuisine.

Foodservice

While we are into magazines, here is an array of foodservice books which have carried stories with low-calorie emphasis. Highlighted is our 2-page photo feature in School Foodservice Journal. (Restaurant business, food service Marketing, Cooking for Profit).

Restaurants and Institutions did a major spread on pasta in their August 15th issue, 11 color photos and 21 recipes.

Color Pages: Nashville Banner — Oct. 20 — Pasta Passion Tangled in Taste, Cost, Nutrition. "Two ounces of uncooked elbow macaroni or spaghetti have only 210 calories." "Keep in mind though it's what you put into the sauce that can add the calories." Circulation 81,353, Birmingham News — Jan. 12 — Pasta Can Have A

(Continued on page 20)

WINSTON LABORATORIES, INC.

P.O. Box 361 — 25 Mt. Vernon Street

Ridgefield Park, New Jersey 07660

Phone: 201-440-0022

It is with pride that we call your attention to the fact that our organization established in 1920, has throughout its 63 years in operation concerned itself primarily with macaroni and noodle products.

The objective of our organization, has been to render better service to our clients by specializing in all matters involving the examination, production, labeling of macaroni, noodle and egg products, and the farinaceous ingredients that enter into their manufacture. As specialists in this field, solutions are more readily available to the many problems affecting our clients.

We are happy to say that, after 63 years of serving this industry, we shall continue to explore ways and means of improving our types of activities to meet your requirements and help you progress with your business.

Marvin E. Winston

Product Promotion

(Continued from page 18)

Part in Diet Plans. Pasta can be enjoyed in elegant entrees such as the two featured here in a calorie range of 320-350 per serving . . . Oklahoman — Oct. 6 — Pasta - Pasta is low in calories and high in nutrition." Circulation 280,188. Dallas News — "It's what you put on the pasta and how much you eat that makes the calories add up. Cooked al dente, five ounces of spaghetti has about 210 calories. In comparison, five ounces of steak totals 500 calories. Circulation 286,955.

Major Market Dailies: Headlines: Columbus Dispatch, Fort Worth Telegram, Salt Lake City Tribune, Bakersfield Californian: "Enjoy Low-Calorie Pasta Salads" "15-minute Low-calorie Pasta Entree"

Syndicates: King Features — Versatile Pasta — "Team pasta with chicken or turkey franks and you have a low-calorie, low-cost meal that is high in nutrition."

"Pasta — Calories You Can Afford to Count" "If you count calories, you'll be happy to know you can eat pasta made from durum or other high quality hard wheat, and not worry about adding too many calories."

Amalgamated Publishers: "Did you know there are only 210 calories in two ounces of uncooked macaroni and spaghetti. . ."

Suburban Newspapers, Inc.: "Pasta can be filling and low in calories."

Associated Press: "Pasta is not fattening — My very own quote: "You can eat it everyday." Circulation: 28 million.

Family Weekly — Sunday Supplement: "Cool Pasta delights. Three hundred and fifty-seven papers. Circulation: 12,303,863.

Supermarket Consumer Specialists/Extension Home Economists: 103,000 pasta in a slim cuisine leaflet distributed.

Television Kit — 83 stations used: On-air prop — apron — "Pasta 210 calories" — Low Calorie Pasta Entrees leaflet — 4 slides — 3 brands of product.

Features: Parents — March, Exotic Pasta — May, Shape Up (using variations of shell hors d'oeuvres served at luncheon. Seventeen — September, Spaghetti Carbonara on cover. Ebony — March, The Wonders of Pasta.

Woman's Day — Simply Delicious Meals in Minutes — July — planning Pasta Section — 101 Ways to Lose Weight and Stay Healthy — May — Women's Day International Cooking — June.

Foodservice Industry Forecast

The National Restaurant Association forecasts continued improvement in real sales growth for the industry and moderate increases in menu prices.

- Foodservice industry sales are projected to reach \$143.6 billion in 1983—an increase of 7.9 percent over 1982.
- Real sales, adjusted for inflation, should advance 2 percent—some-what higher than the 1.2 percent increase recorded in 1982.
- Performance will vary by industry segment. Real sales in the commercial feeding group are forecast to rise 2.2 percent while the institutional feeding group should record somewhat slower growth—0.4 percent.
- Fast food and hotel restaurants are projected to post the largest real sales growth in the industry in 1983—4.5 percent and 3.8 percent, respectively.
- Eating places, which account for approximately 60 percent of total foodservice industry sales, are expected to record sales growth of 8.6 percent in 1983, reaching \$87.4 billion.
- Because inflation is expected to continue to moderate and the economic picture is expected to improve, eating places are forecast to post real sales growth of 2.6 percent in 1983—an increase of 0.6 percentage points versus the 2 percent increase in 1982.
- Menu prices are projected to rise 6 percent in 1983, similar to the 5.8 percent level recorded in 1982.

The information contained in this report was prepared in consultation with the research firm Malcolm M. Knapp, Inc.

Imaginative Options For Lunch

On any given workday, millions of people around the country ask the same question—"What's for lunch?" Recently, an alternative to traditional lunch options has emerged as clever

consumers discover the benefits of preparing frozen main dishes in the office microwave.

Why? A look at the standard choices may provide the answer.

Choices

- A. The Brown Bag**—you see it everywhere. A cold tuna fish sandwich, a few broken potato chips and an apple. It's the same every day, 200 working days a year.
- B. The Restaurant Lunch**—Pay from \$4 to \$7, wait in line, and realize there is little time for anything else.
- C. The Fast Food Place**—For \$2 to \$4 you get a quick hot meal, and hundreds of calories.

A convenient, hot, appetizing, and nutritious meal is what hard-working people want for their midday break.

Elena Coccarri, consumer affairs manager for the Stouffer Foods Corporation, comments, "Our consumer letters indicate that frozen foods are becoming popular for office lunches because of their time and cost efficiency. With frozen foods, people can abandon their boring sandwiches and enjoy a variety of choices. They can quickly prepare hot appetizing meals like Chili Con Carne with Beans, Spaghetti with Meat Sauce, or one of our hearty soups."

"Because many of our products are packaged in boilable pouches, they are easily prepared in microwave ovens."

A recent survey conducted by Stouffer's has revealed that 65% of 104 randomly selected Cleveland companies are equipped with microwave units; 47% provide both refrigerator and microwave ovens. The findings of this survey are significant for busy consumers.

Lean Cuisine

Coccarri adds that this new trend is of special interest to calorie-conscious consumers. "With products like Lean Cuisine, dieters and those watching their weight can enjoy a delicious, satisfying lunch without having to starve the rest of the day," she said.

Faced with the rising cost of purchasing lunch away from home, the boredom of packing unexciting meals, as well as time constraints affecting the length of lunch hours, frozen foods have emerged as a satisfying and sensible solution to the lunchtime dilemma.

"YOU WANT TO MAKE THE BEST PRODUCT AT THE LOWEST COST, RIGHT?"

That's what our new high temperature long goods line is all about. Interested?

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Don't Say "BASTA" to PASTA

Reprinted with permission, "Progressive Grocer", January, 1983

Americans are becoming "pasta-philes." With many nutrition experts exhorting them to eat more complex carbohydrates, and food budgets strained to the limit, more and more shoppers are dishing up pasta. It's not only nutritious, but low-cost, convenient, and versatile.

Since World War II, pasta consumption in the U.S. has more than doubled. Today, Americans annually consume about two billion pounds of domestically manufactured dried pasta products. And that figure does not include imported brands of freshly made pastas.

A number of diverse groups contribute to this new pasta passion, including the U.S. government. The latest federal nutrition guidelines call for Americans to increase their daily intake of complex carbohydrates such as pasta, bread, grains and cereals while decreasing refined sugars such as candy and soft drinks. Health and fitness enthusiasts follow in the tracks of marathon runners who go on "carbohydrate loading" sprints prior to major races. Complex carbohydrates in the form of pasta, they've discovered, are an excellent source of longer-lasting energy.

The continuing gourmet and ethnic cooking trends are inspiring amateur chefs to roll their own pasta dough. Appliance manufacturers have capitalized on the pasta boom by introducing a selection of pasta machines and related gadgets. Not only Italians spotlight this flour and water concoction. Consumer demand makes pasta entrees a must on menus of even the toniest — non-Italian — restaurants. And pasta's popularity has even been highlighted in leading non-food publications such as *Time*, *Money*, *Vogue*, and *The New York Times*.

It wasn't always this way. "Pasta used to have a limited appeal," says Susan Mayo, consumer director for Farm Fresh Supermarkets, Norfolk,

Va. "Spaghetti and meatballs; that was it. The media have helped demonstrate pasta's versatility," she adds.

"There's definitely an emphasis on eating more pasta," asserts Mickey Feldman, home economist for the New York-based, 67-store Shopwell chain, including 10 Food Emporiums. One reason she feels consumers are passing around more pasta these days is its calorie count.

"The pasta meal is lower in calories than most people believe," explains Feldman. "It's a myth that pasta is fattening." (Unless, of course, one douses it in rich, calorie-laden toppings, such as cream sauces.) Actually, five ounces of cooked pasta contain only 210 calories, far less than most people would guess.

Shopwell's Food Emporiums, along with other supers across the country, have special in-store pasta sections where shoppers can purchase fresh pasta cut and weighed to order. Feldman notes both fresh and boxed pastas are selling well at Shopwell. Mayo's Farm Fresh stores also offer fresh pasta and tie-in the specialty section with an international gourmet cheese department.

The convenience factor also widens pasta's appeal among shoppers, especially those with busy schedules such as working mothers. Pasta meals needn't be complicated.

What could be simpler than boiling a pot of spaghetti and topping it with a heat-and-serve sauce? "The quality is higher in jarred sauces today," notes Feldman. "There's more variety and more natural ingredients, and they're often equal to homemade sauces—but cheaper."

Ragu Foods Inc. last year introduced its 100% Natural Homestyle Spaghetti Sauce, formulated to taste "like homemade." We wanted to offer consumers a spaghetti sauce that is convenient to serve but tastes like they

spent hours in the kitchen preparing it," says Michael D. Jeans, vice president of marketing & sales for Ragu, a subsidiary of Chescbrough-Pond's Inc.

Enhancing pasta's universal appeal is its ability to meld with nearly every food and flavor. It's as at home with a mantle of costly lobster sauce as it is keeping company with economical meatballs. And variety is pasta's middle name. In addition to regular pasta, there are tomato, spinach, egg and whole-wheat types. For people allergic to wheat flour, there's pasta made from artichoke flour.

About 400 shapes and sizes exist with nearly 200 of them available in the U.S. According to Bob Green, executive director of the National Pasta Association, three types account for the bulk of American pasta sales. Long, or spaghetti-type, pastas make up 40% of sales, says Green. Elbows represent another 30%, and noodles 20%. The remaining 10%, Green says, are the novelty shapes which sport whimsical names such as *lingue di Passeri*, *Farfalle* and *cravatte*.

Strangely enough, 10 years ago the term "pasta" was shunned. Pasta, meaning "paste," conjured negative thoughts about the product. "Macaroni" served as the catch-all word for anything that wasn't spaghetti. Today, "pasta's" foreign roots add to its panache.

Develop Pasta Panache

Whether you have a pasta department or stock it in the grocery aisle, pasta offers a passel of merchandising opportunities. Besides grocery, meat, and dairy tie-ins, don't neglect opportunities in produce, bakery, seafood, and deli departments. Delis, in particular, offer a range of possibilities for takeout meals.

Ready-made lasagna, ravioli or manicotti may appeal to singles and after-five shoppers. Cold pasta salads

(Continued on page 26)

You noodle-makers know everything about noodles, but Henningsen, the egg people, can tell you something new about eggs.



First, we can save you money on eggs you don't put in your egg noodles. We guarantee absolute uniformity, and tightly-controlled moisture content, which is something a hen can't do. Because we guarantee a minimum of 95% egg solids in our whole egg and egg yolk products, they have a built-in safety margin that keeps your egg noodles safely at or over the 5.5 per cent egg solid minimum content set by Federal regulations. So you don't have to pour in a lot of extra egg for good measure when you use Henningsen egg solids. And we pasteurize Henningsen egg solids. We also guarantee that they are 100 per cent salmonella-negative, by test. We homogenize our egg solids for uniformity. We can also tell you ways to save money on the eggs you put into your egg noodles by better methods of handling and blending and storing eggs in your plant. And we know all the ways. After all, we're the egg people. One more thing. You get fast, on-time, dependable delivery of egg solids from Henningsen. And we have local representatives all over the country to help you out on egg problems. After all this, we're afraid to suggest that you use your noodle and buy your egg solids from Henningsen, the egg people. But it is a good idea.

First, we can save you money on eggs you don't put in your egg noodles. We guarantee absolute uniformity, and tightly-controlled moisture content, which is something a hen can't do. Because we guarantee a minimum of 95% egg solids in our whole egg and egg yolk products, they have a built-in safety margin that keeps your egg noodles safely at or over the 5.5 per cent egg solid minimum content set by Federal regulations. So you don't have to pour in a lot of extra egg for good measure when you use Henningsen egg solids. And we pasteurize Henningsen egg solids. We also guarantee that they are 100 per cent salmonella-negative, by test. We homogenize our egg solids for uniformity. We can also tell you ways to save money on the eggs you put into your egg noodles by better methods of handling and blending and storing eggs in your plant. And we know all the ways. After all, we're the egg people. One more thing. You get fast, on-time, dependable delivery of egg solids from Henningsen. And we have local representatives all over the country to help you out on egg problems. After all this, we're afraid to suggest that you use your noodle and buy your egg solids from Henningsen, the egg people. But it is a good idea.

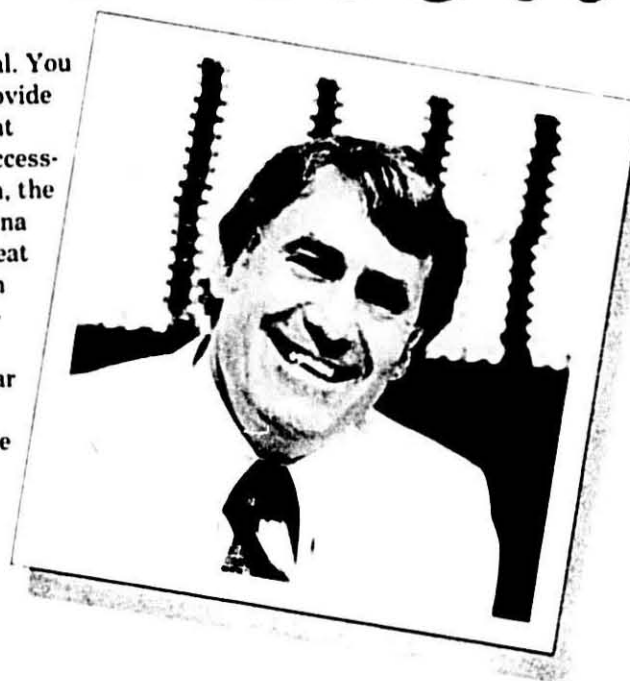
Henningsen Foods, Inc.

The egg people

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You're someone special...

Our customers are very special. You deserve our best efforts to provide you with the kind of consistent quality that assures you a successful product. Without question, the finest durum flour and semolina are produced from durum wheat raised in North Dakota. From quality durum wheat, we produce Durakota No. 1 Semolina, Perfecto Durum Granular and Excello Fancy Durum Patent Flour. You're someone special, and you deserve the best!



the durum people

NDM

NORTH DAKOTA MILL
Grand Forks, North Dakota 58201



C. Mickey Skinner

Don't Say "Basta"

(Continued from page 23)

are popular these days, and may tempt more male shoppers to the salad case. According to Louise Powell, owner of Pasta & Company, a fresh pasta manufacturer, pasta salads appeal to men because they're heartier than all-vegetable or lettuce mixtures.

General merchandise tie-ins, such as pasta-testing gadgets, spaghetti serving tongs, pasta-measuring devices, even red-checked napkins, are all great cross-merchandising ideas.

Don't let the pasta parade pass you by. Take a good look at the merchandising possibilities pasta presents. As Susan Mayo of Farm Fresh emphasizes, "Today, pasta has a new image."

San Giorgio-Skinner Promotions

Three senior executives of San Giorgio-Skinner Company have received promotions, Joseph P. Viviano, President and Chief Executive Officer, announced.

The pasta division of Hershey Corporation, San Giorgio-Skinner, manufacturers and markets four brands of pasta products — San Giorgio, Skinner, Delmonico and P&R. It has manufacturing operations in Lebanon, PA; Omaha, NE; and Louisville, KY.

C. Mickey Skinner

C. Mickey Skinner has been named Executive Vice President for Plant Operations. Henry J. Guerrisi has been named Vice President for Administration and Human Resources. Richard E. Bentz has been named Director of Finance.

Skinner joined the Skinner Macaroni Company in 1951, serving in



Henry J. Guerrisi

various production and engineering capacities. Hershey acquired the Company in 1979. In 1972, he began serving as both Superintendent, Production, Packaging and Shipping and Vice President, Plant Operations. A director of Skinner Macaroni Company since 1972, Skinner was promoted to Executive Vice President of that company in 1976. He was named Executive Vice President of San Giorgio-Skinner Company in 1980.

A graduate of the University of Nebraska-Omaha, Skinner is a member of the National Macaroni Manufacturers Association, the Grocery Manufacturers of America and the National Cereal Chemists Association.

Henry Guerrisi

Guerrisi, whose family owned San Giorgio Macaroni Company in Lebanon before it was acquired by Hershey Foods in 1966, joined San Giorgio in 1956 following graduation from Villanova University, Villanova, PA. He was promoted to Treasurer in 1966 and became Vice President and Treasurer in 1974. He was promoted to Vice President of Administration and Financial Director of San Giorgio-Skinner Company in 1980. A native of Lebanon, PA, Guerrisi is active in local civic and church organizations.

Richard E. Bentz

Bentz joined Hershey Foods Corporation as a Senior Financial Analyst in Corporate Finance in 1975. He served as Controller for San Giorgio Macaroni Company from 1976 to 1980. In 1980, he was named Controller for San Giorgio-Skinner Company. Before joining Hershey Foods, Bentz was Manager of Finan-



Richard E. Bentz

cial Analysis and Planning, International Teleprinter Division of the Singer Company.

A member of the National Association of Accountants, Bentz earned a B.S. degree in Business Administration and an MBA from Pennsylvania State University. In the past he has served as an adjunct instructor of accounting at F&M College and has had articles published by the American Institute of Industrial Engineers and the French Association for Economic and Technical Cybernetics.

Creighton Names Mall for Skinners

Creighton University, Omaha, NE, has named its central campus mall in honor of Lloyd E. and Kathryn G. Skinner, according to Rev. Michael G. Morrison, S.J., university president.

"The mall is named in recognition of the support that Lloyd and Kathryn have provided to many worthwhile organizations and charities in Omaha and in particular Creighton University," Father Morrison said. "This is a culmination of the more than 35 years of association between the Skinner family and Creighton."

"Lloyd and Kathryn love kids and have a large family themselves. This tribute is fitting because the mall is where their extended family at the university spends a great deal of time. I make a point of being on the mall as much as I can to be with and talk to students."

The central campus mall was developed in summer 1980 between 24th Street and the fountain in front of St. John's Church.

The chairman of the board of the Skinner Macaroni Co., Lloyd Skinner

(Continued on page 27)

ner graduated from Creighton with a bachelor of arts degree in 1936. He is a member of the President's Council and Alpha Sigma Nu, the national Jesuit honor society. In 1980, Creighton awarded Skinner an honorary doctor of laws degree.

Lloyd Skinner received the Alumni Merit Award for the College of Arts and Sciences from the Creighton Alumni Association in 1975.

Lloyd and Kathryn Skinner have been recognized by numerous Omaha organizations, for their dedication to Catholic education. In 1982, Mercy High School presented the Spirit of Mercy Award to Lloyd Skinner, and the St. Vincent de Paul Society honored him with the Paul Gallagher Award.

Lloyd and Kathryn Skinner were the first recipients of Cathedral High School's Cathedral Award in 1981.

Other awards have been presented to the Skinners from the City of Hope, the Archdiocese of Omaha, the National Jewish Hospital and Research Center and the Notre Dame Club of Omaha-Council Bluffs.

Organizations which Lloyd Skinner has served include the Omaha Opera Association, of which he was co-founder; the Omaha Junior Achievement; the Arthritis and Rheumatism Foundation; American Cancer Society; Omaha Urban League; Project Equality; Omaha Salvation Army; United Community Services, National Conference of Christians and Jews, and many others.

In business he has served on numerous government and professional advisory committees and was the president and chairman of the board of the National Small Business Association.

Lloyd Skinner joined the family firm in 1938 as a salesman and was promoted to president in 1950. In 1978, he completed two years of negotiations by selling the firm to the Hershey Foods Corp. He has retained his position as chairman of the board of the wholly owned subsidiary.

Lloyd and Kathryn Skinner have made gifts to Creighton University in excess of \$1 million.

Hershey Record

Hershey Foods Corporation announced record consolidated sales and earnings for the year 1982. Net sales

for the year were \$1,565,736,000 compared with \$1,451,151,000 in 1981. Net income for the year was \$94,168,000 compared with \$80,362,000, in 1981. Earnings per share increased to \$6.01 per common share in 1982 compared with \$5.61 per common share in 1981.

In 1982, the average number of shares outstanding for the year was 15,668,556, reflecting the November 1981 stock offering in which 1,500,000 shares of the Company's common stock were sold to the public. This compares with 14,321,716 average shares in 1981.

Net sales for the fourth quarter were \$417,907,000 compared with \$384,685,000 for the fourth quarter of 1981. Net income for the quarter was \$23,627,000, or \$1.51 per common share, compared with \$20,964,000, or \$1.42 per common share, for the same period in 1981.

Good Fourth Quarter

"We are pleased with our fourth quarter results, especially in view of the circumstances surrounding the 1982 Halloween season," said William E. C. Dearden, Vice Chairman and Chief Executive Officer. "While alleged tampering with confectionery products led to a general slow down of industry shipments in the immediate post-Halloween period, product movement was back to normal by December. Hershey Chocolate Company's sales were affected somewhat by this situation, but the Company did post a reasonable sales gain for the period. Friendly Ice Cream Corporation had a particularly strong fourth quarter due to excellent customer count which was the result of very favorable weather conditions."

1982 Performance

"In 1982, the Company's overall performance was outstanding despite the unsettled economy and the vigorous competitive climate in all of our businesses," Dearden continued. "Sales increased at a reasonable rate in view of the prevailing economic conditions. In general, our businesses benefited from lower commodity costs which were partially offset by an increase in marketing expenditures."

"The seventeen percent increase in net income for 1982 was a significant achievement. Net income benefited from a lower income tax rate asso-

ciated with investment tax credits as well as lower net interest expense due in part to capitalized interest, both of which were primarily attributable to the construction of our new confectionery manufacturing plant in Stuarts Draft, Virginia.

Looking Ahead

"Looking to 1983, we feel Hershey is well positioned for another year of growth. We anticipate, however, that our income tax rate and net interest expense will be higher in 1983 because the investment tax credits and capitalized interest benefits will be reduced by a different mix of capital expenditures and because of the changes in the tax law."

"While the outlook for the year as a whole is favorable, the excellent results posted in the first quarter of 1982 will be difficult to improve upon, but we are confident in the Company's ability to continue its growth and to achieve the results for which we are striving," Dearden concluded.

Joe Viviano Honored

After he concluded his duties at the NPA Winter Meeting, Chairman Joseph P. Viviano headed to Cincinnati for induction to the Xavier University Athletic Hall of Fame. Special ceremonies were held during halftime at the Xavier-Oklahoma City basketball game Saturday, February 26. Official induction for Viviano (basketball, 1959) was earlier in the day. Viviano led his team in scoring during his junior and senior years and in rebounding his junior season. His team won the NIT championship his junior year. His coach characterized his play: "He had a super touch, but the best thing about him was his first step. He was also a great shooter and a real thinker on the court."

Planting Intentions

The Department of Agriculture Survey of farmers' planting intentions as of February 1 placed durum seedings in 1983 at 2,940,000 acres, a decrease of 32 percent from 4,350,000 acres in 1982, and barely half the record planting of 5,876,000 acres in 1981. Plantings of durum in North Dakota were expected to be 2,500,000 acres. North Dakota would account for 85 percent of the acreage this season.



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Members Named to USDA Wheat Industry Council

Secretary of Agriculture John R. Block appointed ten members and their alternates to serve on the Wheat Industry Council for two-year terms. Block also appointed two other alternates for one year to fill council vacancies.

The 20-member council administers a national research and nutrition education program for wheat and wheat foods. Membership is composed equally of wheat producers, processors, end-product manufacturers and consumers.

Appointed as council members for the first time are: Wesley O. Tossett, Lansford, ND and Vivian J. Thuesen, Dagmar, MT, representing producers; Paul A. Vermeylen, A. Zerega's Sons, Inc., Fairlawn, NJ, representing end-product manufacturers; and Doris Salmon, Oregon Consumer League, Pendleton, OR; Alice Perkins, American Dietetic Association, Chicago, IL; and G. Richard Jansen, Colorado State University, Fort Collins, CO, representing consumers.

Members reappointed are Phillip W. Orth, Phillip Orth Co., Oak Creek, WI; Howard S. Holmes, Chelsea Milling Co., Chelsea, MI, and H. D. Hale, ADM Milling Co., Shawnee, Mission, KS, representing processors. Also reappointed was Lauren H. Batty, ITT Continental Baking Co., Rye, NY, to represent end-product manufacturers.

Newly appointed alternates are L. A. Braunagel, Devil's Lake, ND, representing producers, and John W. Allen, J. W. Allen and Co., Wheeling, IL, Frank A. Yost, Hopkinsville Milling Co., Hopkinsville, KY, and Roger F. Morrison, ConAgra, Inc., Omaha, NE, representing processors; Robert F. Sexton, Campbell Taggart, Inc., Dallas, TX, and C. Mickey Skinner, San Giorgio Skinner Co., Omaha, NE, representing end-product manufacturers. Mary Jane Sorber, Oregon Consumer League, Portland, OR, Helen D. Ullrich, Society for Nutrition Education, Berkeley, CA, and Paul A. Lachance, Rutgers University, New Brunswick, NJ, were appointed alternates to represent consumers.

Harry E. Bathurst, Blackwell, OK, was reappointed as an alternate producer member.

Alternates appointed to fill one-year vacancies are Richard A. Coonrod,

Pillsbury Co., Minneapolis, MN, and Andrew Schmitz, University of California, Berkeley, CA. Coonrod will represent processors and Schmitz will represent consumers.

USA's Agricultural Marketing Service monitors the wheat and wheat foods program and reviews its budget, plans, and projects to ensure that the program operates within the legislative authority.

Wheat-Based Foods Surgeon General Promotion Authorized by Koop

Wheat-based foods may soon carry a Surgeon General statement promoting their consumption.

Surgeon General Dr. C. Everett Koop has authorized the use of a statement praising wheat-based foods in advertising and public relations campaigns promoting such products, with the proviso that the statement cannot be used as an endorsement of specific, brand name products.

Koop praised wheat-based foods at a Wheat Industry Council lunch in September, and a portion of that statement may soon appear on wheat-food products in varying forms, such as: "The Surgeon General has stated, 'Wheat-based food can be an individual's best one-stop source of carbohydrate, fiber, protein, vitamin B, and important trace minerals. Wheat foods are abundant and inexpensive, yet they are not fattening.'" or

"Wheat-based food can be an individual's best one-stop source of carbohydrate, fiber, protein, vitamin B, and important trace minerals. Wheat foods are abundant and inexpensive, yet they are not fattening." . . . The Surgeon General".

Baseline Attitude and Usage Study

A Baltimore research concern in March will begin a "Baseline Attitude and Usage Study of Selected Wheat Foods" for the Wheat Industry Council that is designed to identify courses of action for increasing the consumption of wheat-based foods. It is anticipated that the study will provide one of the most comprehensive and in-depth examinations of consumer attitudes on wheat foods ever available.

Funded for the Wheat Industry Council by Universal Foods Corp., Milwaukee, the study will be conducted by Riter Marketing Research, Inc., Baltimore. It is expected that the final report will be available next fall. Products covered in the attitude and usage study include white bread, variety bread, English muffins, bagels, spaghetti and macaroni, donuts, cookies, pretzels, snack cakes and pies.

3,000 Person Survey

Charles B. Riter, head of Riter Marketing Research, said the questionnaires for the study will be pre-tested with consumers prior to mailing to the actual consumer panel of 3,000 persons in mid-March.

Analysis of the data will be conducted through use of computers beginning in mid-April.

Mr. Riter in recent weeks has met with a large number of multiple-unit and independent bakers, flour millers, allied companies, pasta manufacturers and trade associations in bread-stuffs to solicit ideas and suggestions for the questionnaire. Several baking and milling companies shared the results of their own proprietary research in helping to prepare the questionnaire, Mr. Riter said.

Areas of inquiry, Mr. Riter said, will focus on the following:

- Awareness and knowledge of wheat as an ingredient in products.
- Perceptions / attitudes towards wheat and specific wheat products in general.
- Change in the usage of wheat-based foods.
- Perceptions / attitudes regarding products within each product class.
- Attitudes toward nutrition, including awareness and knowledge of dietary guidelines; interest in nutrition, usage and avoidance of types of foods; concern with and/or avoidance of specific foods and/or ingredients, and interest in nutrition labeling.
- Diet behavior and physical fitness.
- Relevant demographics.

Following analysis of data, reports will be written on major subject areas "in a style for management personnel

responsible for implementation of marketing, advertising, and promotional programs," Mr. Riter said.

Each report, he said, will include an executive summary and will provide marketing, advertising and promotional suggestions.

Wheat Marketing Specialist Comments on PIK

If the PIK program is to substantially reduce stocks and strengthen prices, attention must also be given to the other side of the equation — the enhancement of U.S. export markets, according to Neal Fisher, North Dakota Wheat Commission marketing specialist.

USDA indicates that impact of the PIK program for wheat will remove 9.9 million acres from production nationwide and reduce earlier projected 1983 U.S. wheat carryover by an estimated 265 million bushels.

Fisher said barring significant world crop problems in 1983, most of the support for prices attributable to PIK will be felt in the longer term. He said the outlook for the remainder of the 1982-1983 crop year and early 1983-84 is not very positive.

"Analysis of the wheat supply and demand situation and the effects of PIK does not indicate 1983-84 carryover stocks will be reduced substantially below 1982-83 levels, in fact only by 3 million bushels," Fisher said. "It should be pointed out, however, that without PIK 1983-84 wheat carryover stocks would actually increase 262 million bushels."

Fisher said increased use of unfair trade practices and increased production incentives in nations competing with the United States combined with projections of lower 1983-84 U.S. wheat export emphasize the need for additional U.S. export expansion programs.

"Options to be considered in enhancing U.S. exports include contract sanctity legislation and customer credit programs such as CCC and PL 480, export bonus, PIK, direct export subsidies, credit buy downs and additional blended credit funding," Fisher said. "These programs if implemented are designed to help expand U.S. exports in new markets and regain market shares eroded by ever-increasing wheat export competition."

Fisher said any currently unforeseen increase in the 1983-84 export

estimate will enhance the stock reducing effects of the PIK program, and begin the move toward a better balance of supply and demand.

Wheat Export Expansion Programs Needed

Export expansion programs will be required to re-establish growth in U.S. wheat exports and market share, according to Neal Fisher, North Dakota Wheat Commission marketing specialist.

Fisher said U.S. wheat exports are expected to decrease 14 percent from last year's record 1,773 million bushels. This decrease, he said, will increase U.S. wheat carryover stocks by 26 percent from last year.

Fisher said U.S. Export enhancement plans currently under consideration include:

— **Additional funds for the highly successful blended credit program.** "Since the original \$500 million in funding was exhausted, requests from nearly 20 countries have been received. Additional funding has been approved to re-authorize the program in which \$250 million in interest free export credit will be blended with \$1.0 billion in commercial export credit at regular interest rates."

— **Bonus Export PIK.** "Sometimes referred to as the 2 for 1 export program, the bonus export PIK would pay importers of U.S. grains a bonus quantity (in kind) for imports above normal year to year requirements."

— **Export Subsidies.** "The closest the U.S. has come to use of direct export subsidies is the recent subsidized sale of 1.0 mil. tons of wheat flour to Egypt."

— **CCC PL 480 Shipments.** "The increased use of CCC credit and PL 480 sales to eligible countries is also under consideration."

— **Bartering.** "Barter trade would have considerable appeal for those importing nations with exportable supplies of raw materials that could be used in U.S. industry, but do not generate sufficient quantities of foreign exchange to purchase U.S. wheat on a cash basis."

— **Contract Sanctity.** "This legislation recently signed into law by President Reagan, allows an importer 9

months, in the event of an embargo, to take delivery of U.S. goods covered by an export contract."

— **Long Term Agreements.** "As other exporting nations expand their trade agreements with major importing nations, the U.S. must also renegotiate its long term supply agreements with the possible inclusion of larger minimum and maximum quantities and more favorable credit terms."

"The U.S. reputation as a reliable supplier has been tarnished by several U.S. imposed trade sanctions and other foreign policy conflicts in the past decade," Fisher said. "In the interest of currently declining U.S. export volume and the welfare of the total U.S. economy it is extremely important to avoid these situations in the future. Instead the U.S. must try to enhance its export position through the use of additional export incentive programs."

Fisher said U.S. wheat and grain stocks have reached extremely burdensome levels prompting stocks reduction efforts such as the PIK program and a need for greater attention to exports. He said the U.S. must be in position as a reliable supplier to capitalize on renewed international purchasing power as world economic recovery gains momentum.

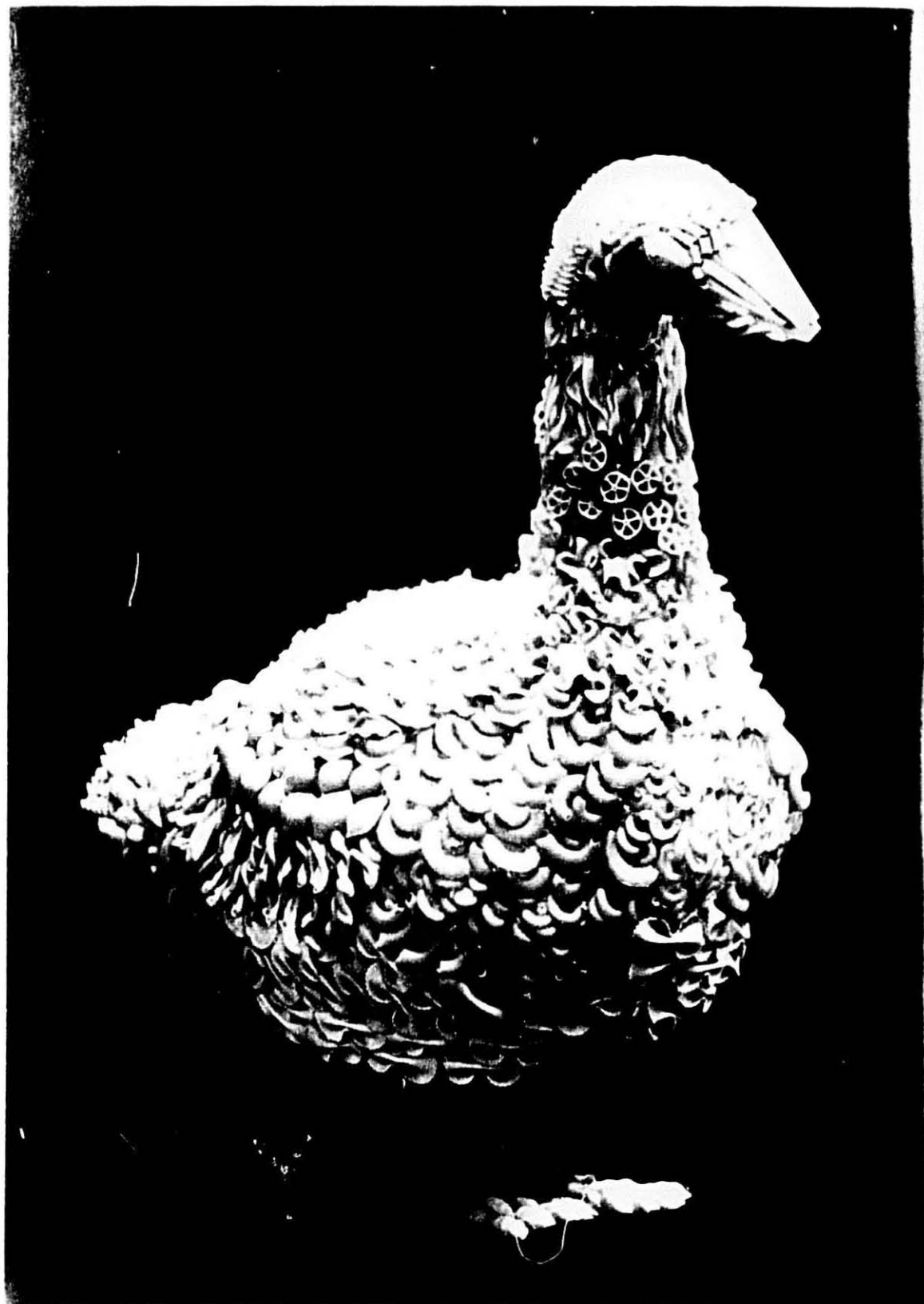
ADM Common Stock

Public offering of 6 million shares of common stock of Archer Daniels-Midland Co., Decatur, IL, at a price of \$22½ per share was announced by Goldman, Sachs & Co.; Merrill Lynch White Weld Capital Markets Group, Salomon Brothers Inc. and Kidder, Peabody & Co., Inc., as managers of the underwriting group.

ADM said proceeds from the offering will be available for general corporate purposes, including additional working capital, capital expenditures, possible acquisitions of or investments in assets and other businesses, and the repayment of indebtedness originally incurred for general corporate purposes.

ADM Dividend

Archer Daniels Midland Co. declared dividend of 3½¢ per share on the common stock, payable February 25 to shareholders of record February 4.



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Industrial Replacement Value Cost Trends

The rate of inflation for industrial machinery and equipment costs plummeted 56 percent between the first and second halves of 1982, according to a study released by the Kemper Group.

The survey showed the average rate of inflation for industrial building costs remained virtually unchanged during the same period. However, the inflation rate for these costs was down significantly compared to the second half of 1981.

Manufacturers continued to be perplexed about the future inflation rate for machinery and equipment but, in general, felt it would decline very slightly over the next six months. The construction industry likewise anticipates a slight decrease in the inflation rate over the same period.

For the six-month period ending December 31, 1982, machinery and equipment costs increased an average of one percent, compared to increases of 2.27 percent during the first half of 1982 and 3.39 percent the second half of 1981. Industrial building costs rose an average of 2.23 percent between the June and December 1982 period, compared to increases of 2.21 percent during the first six months of 1982 and 4.75 percent during the second six months of 1981.

Companies surveyed indicated increases in machinery costs will average .14 percent per month during the first half of 1983, or .85 percent over the next six months. This rate of increase was attributed to decreased plant utilization, which will result in fewer equipment purchases. Additionally, interest rates, although relatively lower, are still high enough to preclude some purchases.

The 2.23 percent increase in industrial building costs was brought about primarily by continued rising labor costs. The companies surveyed anticipate building costs will rise about .35 percent per month in 1983's first half, or 2.10 percent for the next six months. The reason for the expected slowdown in these cost increases is a belief that the rate of labor cost increases will fall while material prices remain relatively unchanged.

One of the world's major industrial insurers, Kemper develops these cost trends through biannual surveys of over 280 North American manufac-

turers. The trends are calculated by use of a weighted index, corrected for productivity, and include an installation factor. The cost trends indicate overall percentage increases in the cost of buildings erected and machinery fully installed, for various types of plants.

"This information allows companies to estimate the present worth of their facilities and to maintain the necessary insurance protection," says Carl C. Chrappa, Kemper's highly protected risk property valuation and appraisal manager.

Also included in the industrial inflation survey are cost trends for Australia, Belgium, France, Japan, the United Kingdom and Federal Republic of Germany. In comparison to the U.S., the annual industrial inflation rates were higher for Australia, Belgium, France and the United Kingdom; lower in Japan; and about the same in the Federal Republic of Germany.

Single copies of the survey results are available by writing: Carl Chrappa, HPR, B-7, Kemper Group, Long Grove, IL 60049.

Food Plants of the Future Will Be Atom-Powered, Expert Says

The food plant of the future will be completely automated, computer controlled and powered by a small atomic cell that will need to be refueled only at eight-year intervals.

So predicts Richard H. Wegener, a nationally recognized expert on food plant design.

In a speech prepared for delivery at the International Exposition of Food Processors in Los Angeles, Wegener, a staff consultant of The Austin Company, engineers and builders, said tomorrow's food plants would be odorless, wastefree and efficient to a degree never before attainable.

Since all aspects of operation will be acutated by computer, Wegener said, the manager of the future food plant will need only to monitor a small console that will control production, inventory and maintenance.

The workforce of this 21st Century plant, Wegener forecast, will consist of microcomputers, microprocessors, lasers and robots.

The minicomputers will manage

supplies of energy, raw and finished products, and packaging materials.

The microprocessors will control such process functions as measuring, dumping and mixing.

Lasers will handle cutting, separating, dicing, chopping, peeling and slicing. And robots will replace both skilled and unskilled labor.

Since there will be virtually no operating personnel in these plants, illumination will be minimal, and temperatures will be maintained at levels that in conventional plants would be intolerable to workers.

Products will flow through the entire production sequence in an uninterrupted straight line, with materials of production moving automatically from storage to the exact point of use.

The design and construction of food plants in the next century will also involve radical use of new construction materials and engineering systems, Wegener said.

So remarkable will be these automated facilities, says Wegener, that many people will want to see them in operation. But, he adds, in order to prevent microbial contamination, spectators will not be permitted to enter the actual operating areas. Instead, special visitors' galleries will be installed so as to isolate humans from the controlled environment.

According to Wegener, most such plants will be decentralized satellite operations of large corporations, located near the sources of raw materials. But executives at the parent companies, in some cases based hundreds of miles away, will be able to keep tabs on their slave operations through master computers at headquarters.

As envisioned by Wegener, the food plant of the future will operate 20 hours per day, seven days per week. This, he believes, will not only maximize production, but will also accelerate accounting depreciation and generate payback much faster than is now possible.

As a member of the Austin staff, Wegener has been involved in the planning and design of some of the nation's largest and most sophisticated food-processing facilities. His employer, The Austin Company, headquartered in Cleveland, Ohio, is regarded as a world leader in the engineering and construction of food plants of all types.

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THE MALDARI STORY

by C. Daniel Maldari



C. Daniel Maldari



Ralph A. Maldari



Donny G. Maldari

It was in the twilight life of the gaslight era of 1903—a full 80 years ago—that Felice Maldari rented a dark and dingy basement at 371 Broome Street, New York City, and started the nucleus of the macaroni die manufacturers of the United States. With crude tools and a hand-driven drill press, the pioneer struggled with the problems presented in the manufacture of copper dies.

In 1905 Donato Maldari arrived in the United States and joined his brother. They worked hard to nourish their infant business and by conscientious and untiring effort were soon able to acquire some mechanical equipment and hire solely needed help. Two years later they were able to move to larger quarters, and added a little more equipment to their manufacturing facilities.

With hand work thus supplemented with machinery, the Maldari Brothers heeded the cries of economy-minded macaroni manufacturers and turned their efforts towards finding a material which would outwear copper. Up to this time production output of macaroni was not of prime importance, for the macaroni industry was in its infancy and competition was negligible. With more and more macaroni plants springing into existence, however, the spirit of competition was fanned—naturally resulting in increased production. With this advent of increased production, copper dies wore rapidly and repairs and replacements became increasingly necessary. Thus a determined search for a material to outlast copper subsequently ended with the use of a bronze alloy.

Expansion again became necessary in 1909, when two basements and a small store were required. In 1910 Dominick Maldari joined the firm, and under the guiding hand of the eldest brother advancement was steady and certain. In the year 1913, with great pride and dignity, the name of Maldari stood bold and clear over large new quarters at 127 Baxter Street, New York City. The three brothers and their colleagues thus busied themselves making Macaroni Dies, both copper and bronze, for the popularity of copper had not yet died.

After an absence of twenty years from his native country, Felice longed to return to his boyhood surroundings—and thus the man who really started at the bottom, arduously building the foundation for a time-honored name, sailed to his cherished land and retired from the macaroni industry.

Incorporation

In the year 1924 the name of F. Maldari & Bros. was incorporated, and two years later the plant was moved to larger and more modern quarters at 178-180 Grand Street, New York City. That same year Dominick Maldari was forced to retire from the business because of poor health, and the heavy burden of responsibilities fell upon the shoulders of the remaining brother—Donato.

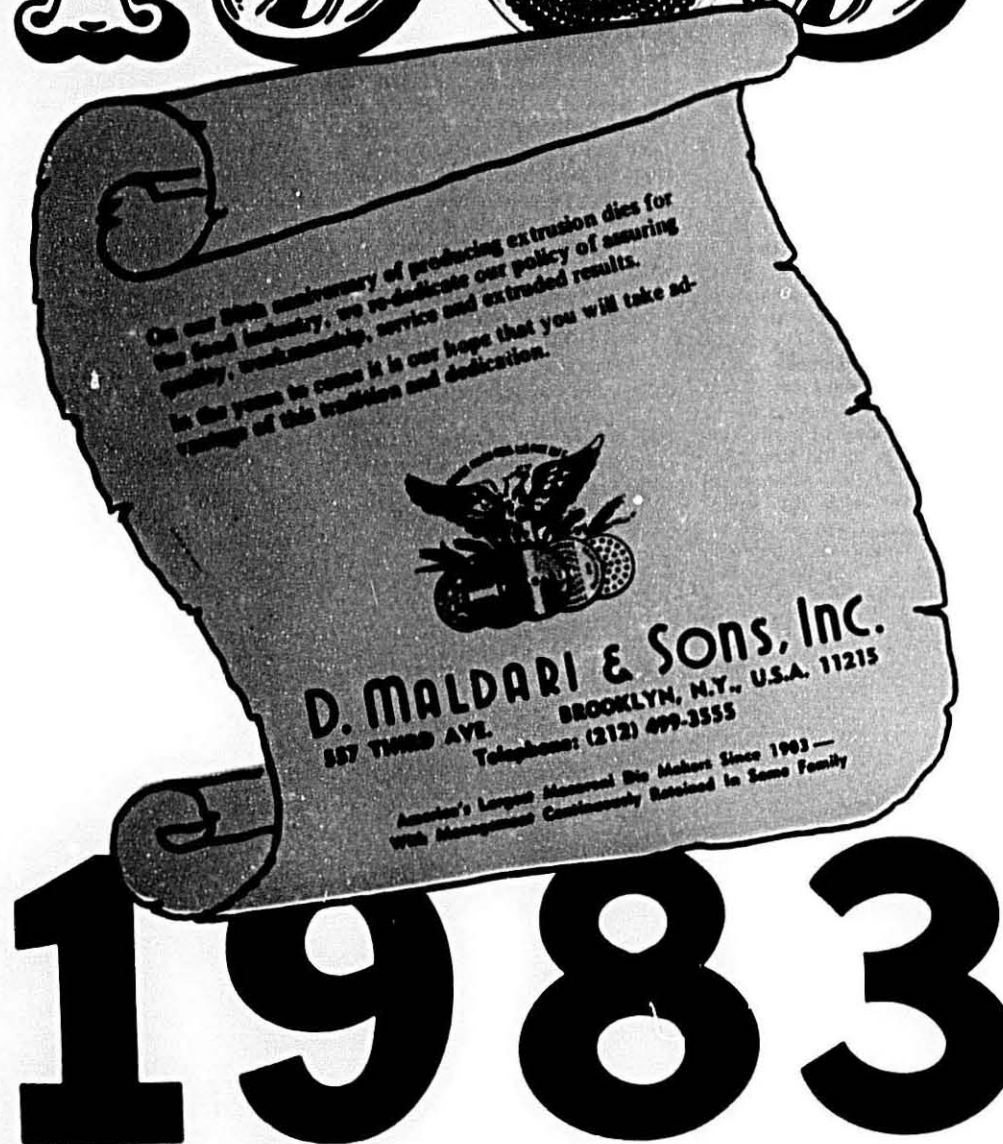
In 1927 the business was sold to Donato and remained as an individual proprietorship until March 15, 1958 when the firm was incorporated under the present name of D. Maldari & Sons, Inc.

In 1939 Ralph A. Maldari joined the firm, but soon afterward was

forced to take a leave of absence to serve with the Armed Forces. During his affiliation with the United States Army Air Corps he was stationed at various points in the United States and subsequently in England and with the Eighth Air Force. He acted as an envoy of goodwill, visiting different macaroni manufacturers whenever the opportunity presented itself. A picture of himself in Scottish kilts published in the Macaroni Journal brought an invitation from an English macaroni concern—and also brought joy to the heart of Editor M. J. Donna, for it proved that his Macaroni Journal was widely read in all parts of the world.

The World War II years were truly trying ones for Donato. With his son Ralph serving with the Armed Forces, full burden and all responsibilities were again thrown on his shoulders. With his innate desire to serve the macaroni industry as he had been doing throughout the years, war work in the true sense of the word was repeatedly avoided because it was his sincere belief that he was in the very midst of war work making and repairing macaroni dies. As government priorities clamped down, it became increasingly difficult to obtain necessary basic materials, and every issue was bitterly contested with the authorities. With his entire production facilities being used solely for the macaroni industry, Donato took his fight to Washington, DC, where he enlisted the aid of Dr. Benjamin R. Jacobs. The Priority Board subsequently classified the business as "essential", with the ensuing result that top priorities were designated for ma-

(Continued on page 38)



The Maldari Story

(Continued from page 36)

terial procurement. Thus Donato won his fight, and he continued through the war years to utilize his production facilities solely for macaroni die work.

Ralph returned in November, 1945 to again take up his duties with the firm. He is presently primarily concerned with research and development not only in the macaroni field but also in the cereals and snacks field.

C. Daniel Maldari

In February, 1946 C. Daniel Maldari became affiliated with the firm, thus making the family union complete. Dan graduated from the College of Engineering at New York University as an Industrial Engineer, and was working on his master's degree when the world conflict broke and Pearl Harbor became the keynote of vengeance. During the period of hostilities he left school and accepted an appointment by the United States Army Ordinance as a civilian production engineer with the specific task of bolstering production output, trouble shooting, and setting up inspection lines at industrial plants within the jurisdiction of the New York Ordinance District. He subsequently became affiliated with the United States Army Air Corps as an engineering officer, and was instrumental in setting up production control systems within the First Air Force while stationed at the Richmond Army Base, Richmond, VA. After his separation from the Air Corps Dan joined his father and brother, and was also able to complete his studies for his degree as Master of Administrative Engineering. His subsequent studies towards his Doctor of Administrative Engineering were completed up to the point of writing his thesis, at which time the prevailing heavy business responsibilities negated the required research and presentation of his paper. His education and wartime experience prove a most valuable asset in his work. Dan is most concerned with administrative responsibilities today.

In keeping with the modern trend, plans for modernization of plant and production facilities were drawn in 1946. With the greatest boom in its history, and production facilities very heavily overburdened, such a task presented a herculean problem. To shut down for a period of time was im-

possible, for the macaroni industry, being in the midst of an unprecedented boom, was in dire need of dies. Thus modernization became secondary to production output. Despite this decision, improvements became evident daily, and modernization of equipment and tooling was completed with a minimum loss of production time.

In 1957 plant space again became critical, and the plant and offices were moved to its present location at 557 Third Avenue, Brooklyn, NY.

Records on each macaroni die manufactured and each die repaired are meticulously kept on file, and job operation cards date back to 1922. These cards list complete specifications and tooling used, and prove invaluable in determining the economical aspect and practicability of die repair or conversion. By furnishing the serial number of the die with their questions, macaroni manufacturers have been saved thousands of dollars in transportation expense and time, since it is not necessary to send the die when a question arises.

The dies manufactured in the early 1900's were of copper because copper possessed the malleable characteristics so essential to punching operations. It sounds like a story from Ripley to say that at one time the copper dies were made without the use of mechanical equipment. The holes were punched through the entire thickness of the die by using hand tools and a strong arm! When the outside diameter of the die enlarged it was brought back to its size by chiseling.

Technological Improvements

Technological improvements have wrought amazing change. Changes are drastic not only in materials, equipment, and production methods, but also in basic die design. In the old days the chamber design of the dies, while important, did not play too great a role in macaroni production. From a seemingly insignificant part, the die design today plays an increasingly important role in quality and quantity control of macaroni products.

The Korean conflict, accompanied by critical material shortages once again taxed the ingenuity of the inventive mind. With government regulations sharply curtailing production, every conceivable labor and material

saving plan and device was of necessity thoroughly exploited.

Danny G. Maldari

In 1974 Danny G. Maldari (Ralph's older son), became affiliated with the firm thus starting the third generation of Maldari's in this business. He brought with him the freshness of youth, an innate desire to learn and take his place with his elders. During the past few summers Christopher (Ralph's younger son) became interested in the business and has started at the very bottom to learn all aspects of production. Chris is presently attending college and we look to him to introduce modern applications of computers to the business. Looking still further into the future, we visualize the assurance that future management will continue to be retained in the same family by introducing Danny's sons, Ralph II and Guy, the 4th generation to become affiliated with the business.

The challenge of keeping ahead of new developments, synonymous with creating new developments, continues to be a trying one, and all persons affiliated with the Maldari organization are pulling together in an effort to meet the exceptionally heavy demands made upon personnel and facilities.

Research goes on unceasingly, and improvements in material, tooling and production methods are constantly being exploited. The brawn which once shaped and molded each die has given way to more scientific methods of engineering. The why and wherefor of each question, solved once by trial and error, is now solved by the far more practical methods of technical reasoning, computations, and calculations. Statistical figures, once unknown, are now carefully recorded, compiled and analyzed.

Backed by eighty years of down-to-earth practical experience, and supplemented by technical and engineering education, the Maldari organization of today is striving to do its part by filling the needs of the macaroni, cereal, and snack industries in the most competent manner possible consistent with economy and practicability.

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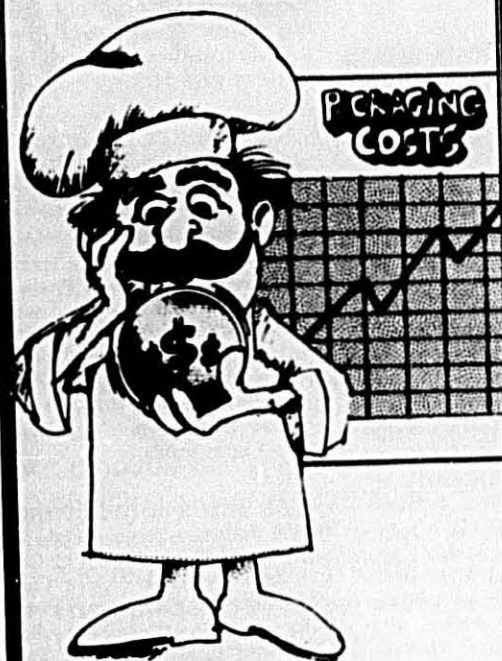
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A D M MILLING Co., Box 7007, Shawnee Mission, Kansas 66207. Manufacturers of Comet No. 1 Semolina, Romagna Durum Granular, Goldenglo Fancy Durum Patent Flour, Palermo Durum Patent Flour. See ad pages 32 and 33.

AMBER MILLING, P.O. Box 43594, St. Paul, Minnesota 55164. Telephone: (612) 641-3796. Manufacturers of Venezia No. 1 Semolina, Imperia Durum Granular, Crestal Durum Fancy Patent Flour, and Kubanka Durum Flour. See ad on page 11.

CONAGRA-PEAVEY, Peavey Building, 730 - 2nd Avenue South, Minneapolis, Minnesota 55402. Manufacturers of King Midas No. 1 Semolina, King Midas Durum Granular-King Midas Durum Fancy Patent Flour, Kubo Durum Fancy Patent Flour, Uno Durum Patent Flour, General Sales Office, Minneapolis. William H. Grady (612) 370-7837; District Sales Office in New York: Tom Shaughnessy (914) 428-7750; District Office in Glen Ellyn, IL 60137: (312) 858-7680. See ad pages 28 and 29.

GENERAL MILLS, INC., Sperry Division, Bakery Flour Sales, Western Region, P.O. Box 10-730, Palo Alto, California 94303. Manufacturers and distributors of Royal and Golden Durum Granulars; Sperry Macaroni Flour; Gold Medal Semolina No. 1; Exalto Durum Clears; Gold Medal Durum Flour. Northern California and Pacific Northwest call: Jean Hassell, Marketing Manager (415) 327-0372; Southern California call: Don Anderson (213) 583-4335.

INTERNATIONAL MULTIFOODS CORP., Durum Product Division, Multifoods Tower, Box 2942, Minneapolis, Minnesota 55402. Telephone: (612) 641-3796. Manufacturers of Comet No. 1 Semolina, Romagna Durum Granular, Goldenglo Fancy Durum Patent Flour, Palermo Durum Patent Flour. See ad pages 32 and 33.

MINNEAPOLIS, Minnesota 55402. Manufacturers of Duregg Egg Noodle Mix, Como No. 1, Semolina, Capital Durum Granular, Capital Fancy Durum Patent, Ravenna Durum Patent, Bemo Durum First Clear and Naples Durum Second Clear. Duregg (TM). General offices in Minneapolis. Principal durum mills in Baldwinsville, New York, and St. Paul, Minnesota. See ad on back cover.

KERR PACIFIC MILLING CORP., P.O. Box 1476, Pendleton, Ore. 97801; Phone (503) 276-6511. Durum products. Mr. Dan Breland.

NORTH DAKOTA MILL AND ELEVATOR, Grand Forks, North Dakota 58201. Manufacturers of Durakota No. 1 Semolina, Perfecto Durum Granular, Excello Fancy Durum Patent Flour, Nodak Durum Patent Flour, Red River Durum Flour, and Tomahawk Durum Flour. General Sales Office: W. Leo Cantwell, Director of Marketing (701) 795-7226; V. M. "Skip" Peterson, Sales Manager (701) 795-7224. See ad page 25.

SEABOARD ALLIED MILLING Department of CARGILL, INC., P.O. No. 2969, Shawnee Mission, KS 66201. Telephone: Area Code 913-677-7400. Lin L. Lundgaard, Henry L. Sumpter, John LaSpina. Complete line of durum products milled in Albany, N.Y. and Port Allen, LA. See ad pages 39 and 40.

EGGS

BALLAS EGG PRODUCTS CORPORATION, 40 North Second Street, P.O. Box 2217, Zanesville, Ohio 43701. Sales office in New York City. Packers of pasteurized frozen and spray dried high color yolks for the noodle trade.

BENDER GOODMAN CO., INC., Worth Street, New York, NY 10013. (212) 431-5700. Dairi yolk for the noodle industry. Dairi yolk, dark whole eggs - Dried Eggs. See ad on page 51.

BROWN PRODUCE CO., INC., Farina, Illinois 62838, (618) 245-3301. has been servicing the macaroni-noodle industry for over twenty-five years with a full line of colored egg yolk and whole eggs, special blends made on request. Products are marketed under the brand name of Bake-Rite and distribution is coast to coast. The company is fully integrated with its own feed mills, egg production, and storage facilities and able to quote your short or long term needs.

CUTLER EGG PRODUCTS INC., 612-30 Sedgley Avenue, Philadelphia, Pa. 19140. Mr. Harold M. Cutler—Sales Telephone: Area Code (205) 585-2268. Packers and distributors of frozen eggs and egg solids. Processing plant: Industrial Park Road, Abbeville, Alabama 36310.

EGG CORPORATION OF AMERICA, 583 Broadway, P.O. Box 119, Westwood, NJ 07675. "Total suppliers of eggs to the Macaroni Industry." * Shell * Liquid * Frozen * Dried * Blends. Seasonal or High Color. See ad pages 49-50.

HENNINGSSEN FOODS, INC., 2 Corporate Park Drive, White Plains, New York 10604. (914) 694-1000. Manufacturers of Free Flowing Egg Yolk Solids, Free Flowing Whole Egg Solids, Dehydrated Chicken, Beef, Ham and Turkey products. Sales offices in each of the major cities in the United States, Western Europe, Japan, Mexico and South America. Technical assistance available. Samples sent on request. For information, contact: Vito J. D'Agostino, Michael H. Cruger, Kit Henningsen, Richard Reynolds at

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- Computer controlled continuous blending systems assure that accurate blends of different flours and regrind are fed to each press. Each press can receive a different formula—automatically.
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- Regrind systems—complete storage, grinding and feeding systems for regrind.
- Experienced engineering staff. If you are building a new plant or modernizing an existing one, put our staff of experts to work for you.



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Henningsen Foods, Inc.
(Continued from page 42)

White Plains, Mid West—Frederick W. Hartfelder at (800) 228-2788; West Coast — Mike Nolan at (714) 598-1016. See ad on page 24.

MONARK EGG CORPORATION, 601 East Third Street, Kansas City, MO 64106; (816) 421-1970. Manufacturers of Dried and Frozen Egg Products, including Whole Egg Solids, Egg Yolk Solids, Egg White Solids and blends. Main office in Kansas City. Facilities located in Missouri and Kansas.

NATIONAL EGG CORPORATION, P.O. Box 608, Social Circle, Georgia 30279. Telephone: (404) 464-2652. Egg Yolk Solids, Free Flow. Whole Egg Solids, Free Flow. See ad page 45.

WILLIAM H. OLDACH, INC., #5 Executive Campus, Cherry Hill, N.J. 08002; Phone (609) 665-4664. Specializing in egg products sale and distribution to discriminating food manufacturers with strict adherence to quality specifications. Liquid-Frozen-Dried.

MILTON G. WALDBAUM COMPANY, Wakefield, Nebraska 68784. Phone: (402) 278-2211. (800) 228-8176. TVX 9106238000 Waldbaum, WAFL. Dean Hughson, Product and Export Manager. Egg Processor. Fresh shell eggs, fresh liquid egg, frozen whole eggs or egg yolks. Special package size available. Dark color whole eggs and egg yolks available on contact. Experienced exporter. See ad on page 41.

CHEESE

COMMERCIAL CREAMERY COMPANY, S. 159 Cedar St., Spokane, WA 99204. Manufacturer of dehydrated products, specializing in powdered sauces for pasta. Telephone (509) 747-4131. Toll free (800) 541-0850. Telex: 328439. Bud Gilmartin, President; Dr. Judy Kintner, Technical Director. See ad page 51.

MANUFACTURING EQUIPMENT

ASEECO CORPORATION, 3100 Bandini Boulevard, Los Angeles, California 90023. Engineers and manufacturers of complete storage systems for noodles, cut goods and specialty items. Product Lines: Aseeco overlapping bucket lifts (elevators), belt conveyors-sanitary, accumaveyors, vibratory conveyors and scalping screens, modular distribution systems—vibratory and belt, selectomatic bin storage systems, automatic continuous blending systems. Services: Engineering and plant layout for complete macaroni plants from storage to warehouse. Supervision and installation of all equipment.

AZO, Incorporated P.O. Bx 181070, 4128 New Getwell Road, Memphis, TN 38118 (901) 794-9480. AZO Incorporated has over 35 years of worldwide experience in flour handling systems. AZO features: Computer controlled continuous blending systems to assure that accurate blends of different flours and regrind are fed to each press. Each press can receive a different formula — automatically. Trouble-free silo discharge — efficient, quiet, Turbo-Segment Discharge Cones for any size silo. Dust-free Conveying Systems — efficient utilization of both vacuum and pressure conveying with large filters and dust-free design throughout. Centrifugal sifters — no dust, no vibration, low maintenance. Different sizes available to handle from 1 to 50 tons per hour. Sanitary construction — all crevice free interiors and FDA approved epoxy coatings inside and out. Regrind systems — complete storage, grinding and feeding systems for regrind. Experienced engineering staff. If you are building a new plant or modernizing an existing one, put our staff of experts to work for you. See ads pages 43 and 47.

DOTT, INCC. M., G. BRAIBANTI & COMPANY, Largo Toscanini 1, 20122 Milano, Italy. U.S. and Canada Office: Braibanti Corporation, 60 East 42nd Street, New York, New

York 10165, Phone (212) 682-6407. Telex 12-6797 BRANY NYK. Manufacturers of completely automatic lines for producing long, twisted and short goods. Production lines from 5,000 to more than 200,000 pounds of finished product per day. Pneumatic flour handling systems. All types of specialty machines, including ravioli and tortellini. Free consulting service for factory layouts and engineering. See ad pages 6 and 7.

ZAMBONI, Via G. Verga, 3 40033 Casalecchio de Reno, Bologna, Italy. U.S.A. and Canada Office: Braibanti Corporation, 60 East 42nd Street, New York, New York 10165. Phone: (212) 682-6407, Telex 12-6797 BRANY NYK. Manufacturers of coiling machines, ravioli machines, nesting machines. Cartoning, weighing and bag packing machines.

BUHLER-MIAG, INC., 1100 Xenium Lane, Minneapolis, Minnesota 55440; Telephone (612) 545-1401. Planning, engineering and consulting for complete pasta factories. Manufacturers of complete pasta processing lines:

- for short goods; presses, shakers, dryers, coolers, bins as well as belt storage systems.
 - for long goods; presses, spreaders, dryers, coolers, cutters, stick and cut product storage units
 - for twisted goods; presses, twisters, dryers (also Nidi machine)
- Specialty Processing Equipment:
- steamer (for instant product)
 - extruders for snack foods

We also offer a complete line of laboratory equipment, and a die washer for every size and shape of die used in the pasta industry. Buhler-Miag's engineering and manufacturing staff can supply you with complete semolina and flour bulk handling systems including dust control equipment.

Sales offices at 580 Sylvan Avenue, Englewood Cliffs, New Jersey 07632; phone (201) 871-0010, and Buhler-Miag (Canada) Ltd., 59 Curlew Drive, Don Mills, Ontario, Canada, Phone 416) 445-6910. See ad on page 35.

How do you like your eggs?"

Guest Check

TABLE NO.	SERVER NO.	DATE	ORDER NO. 9685-41		
1			spray albumen		
1			spray dried yolk		
1			spray dried whole egg		
4			spray dried blends		
			liquid whites		
			liquid yolks		
			liquid whole eggs		
TAX					
THANK YOU					

NATIONAL EGG PRODUCTS CORPORATION
 P. O. Box 608, Social Circle, Georgia 30279
 Phone: 404/464-2652

MANUFACTURING EQUIPMENT

DEFRANCISCI MACHINE CORPORATION, 46-45 Metropolitan Avenue, Ridgewood, NY 11385. Full range of automatic lines of machinery for both short cuts and long goods including lasagna, from 500 to 5,000 lbs. Full range of high temperature drying equipment. Automatic long goods cutters, automatic sheet formers and noodle cutters. Drying rooms. Die washers, dry egg feeders, hydraulic tube cleaners and conveyors. Direct canning spreaders for filling spaghetti at a pre-determined quantity directly into cans. Fresh pasta presses for restaurants. Concentric extrusion dies. Twenty-five pounds per hour Laboratory Extruders. Pilot and production extruders for snack foods and cereals. See ad pages 21-22.

SALVATORE & ALESSANDRO DI CECCO, R.R. #1, Richmond Hill, Ontario, L4C 4X7, Canada. Exclusive sales representatives for **Garibaldo Ricciarelli S.a.S.**: Automatic Packaging Machinery in cartons, cellophane, polyethylene, or laminated film for long and short cut pasta, cereals, rice, dried vegetables, coffee, cocoa, nuts, dried fruits, spices, etc., automatic loaders, bucket conveyors, electronic microprocessor weighers, check-weighers, stamping machines, noodle machines, case packers, taping machines, bucket conveyors, coders & printers, and summing devices; **Grandona-Nimet**: high temperature completely automatic long goods pasta lines, short cut pasta lines with belt or rotating apparatus dryers or combinations thereof, individual presses, shaking pre-dryers, dryers, spreaders, strippers, stick-recovery systems, conveyors and bucket elevator, etc.; **Trasile Ricciarelli-Niccolai S. a. c.**: pasta dies, die-washing machines; **Brambati**: systems for storage and pneumatic conveyance and blending of semolina and flour, storage for noodles and short cut pasta, dry pasta. See ads on pages 9, 13, 14, 15.

FOOD ENGINEERING CORPORATION, 2765 Niagara Lane, Minneapolis, Minnesota 55441. Phone: (612) 559-5200. Manufacture, assemble and service a standard line of short goods pasta processing equipment, including Dryers, Coolers, Vibratory Conveyors, Bin Storage Systems, Continuous Belt Storage and accumulating systems and other related equipment. Also suppliers of Dryers, Accumulating Systems, Vibratory Conveyors and other processing machines and equipment for many other food industries. Mr. Ralph D. Burgess, Jr., President. Mr. Donald Lyman, Sales Technical Manager. See ad page 57.

MICRODRY CORP., 3111 Fostoria Way, San Ramon, California 94583. Multistage drying-pasteurizing using microwave techniques now proven with nearly all types of pasta. Enormous savings in energy, space and time. Also noodle cutters, die washers, belt storage systems. See ad on pages 54 and 55.

MORGAN & ASSOCIATES, 6507 Twin Oaks Drive, Kansas City, MO 64151. (816) 741-8096. Custom designed and built conveyor systems for spaghetti. See ad on page 47.

DIES

D. MALDARI & SONS, INC., 557 Third Avenue, Brooklyn, N.Y. 11215. Phone: (212) 499-3555. Extrusion dies for pasta, cereals, snacks, pretzels, animal feed, R & D in non-related food fields. See on page 37.

PACKAGING EQUIPMENT AND SUPPLIES

CLYBOURN MACHINE DIVISION, a division of Paxall, Inc., 7515 North Linder Avenue, Skokie, Ill. 60077. Phone (312) 677-7800. Vertical cartoning equipment with volumetric or net weight filling. Horizontal cartoners for long macaroni products.

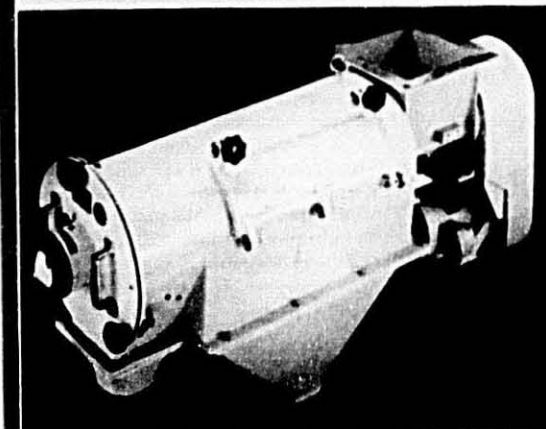
COOLEY SALES, INC., Suite 112, 6025 Martway, Shawnee Mission, KS. 66202, (913) 362-8120, is a packaging consulting organization offering many services to the pasta industry. Specializing mainly in flexible films such as polypropylenes, polyethylenes and their various laminations, we can offer up to six color flexographic print capabilities. Another service includes new film research and package development. We offer complete art department facilities for new graphic designs and/or changes. We have developed proven techniques for supplying your company with the total cost in flexible packaging. The Cooley Sales, Inc. TOTAL PROGRAM stretches your packaging dollar by analyzing your total packaging program. We then propose a program that includes mini-max ordering systems, a raw stock and finished goods inventory program and a system to virtually eliminate your out of stock costs. The companies that we represent to you are strategically located for excellent delivery and service. They are Packaging Products Corp., Mission Kansas, Packaging Industries, Inc., San Leandro, California, and Pan American Industries, St. Louis, Missouri. All are committed to aggressive customer service and have reputations for high standards of quality and dependability. Cooley Sales, Inc. and the converters that we represent will improve your packaging performance and contribute to your bottom line. See ad on page 41.

FAUST PACKAGING CORPORATION, 145 Oval Drive, Central Islip, N.Y. 11722. Creators and manufacturers of multi-color cartons and promotional material for macaroni-noodle products and frozen foods.

FOLD-PAK CORPORATION, Van Buren Street, Newark, New York 14513. Eastern Sales Office: 110 Charlotte Place, Englewood Cliffs, New Jersey 07632. Fold-Pak Corporation specializes in the manufacturing of folding cartons for the macaroni and frozen food industry.

(Continued on page 48)

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- Easily fits into any system
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64151

Phone (816) 741-8096

Serving the Industry over 20 Years

Fold-Pak Corporation

(Continued from page 46)

Manufacturing Capabilities: Offset Printing from 2 to 6 colors, Rotogravure and Flexographic Printing, Die-Cutting, windowing machines and special finishes back up major printing equipment. **Mechanical Packaging Systems:** In-depth engineering analysis to help assure you of the most efficient packaging system in your plant. This is followed up by continuing service by our engineers. **Packaging Design:** Professional designers experienced in the pasta and related industries are available for your packaging needs. See inside front cover.

PACKAGE MACHINERY COMPANY, 330 Chestnut St., East Longmeadow, MA 01208. (413) 525-6441. Manufacturers of automatic packaging equipment since 1913. Package Universal and high-speed wrapping machines. Trans-wrap vertical bag forming, filling and sealing machines. Eagle automatic net weighing scale systems. Dyna-Pak case positioning and case packing machines for bagged products. Sales Offices: 513 W. Mt. Pleasant Ave., Livingston, NJ 070039 (201) 8901; 1709 Ogden Ave., Lisle, IL 60532 (312) 960-305; 4100 Executive Park Dr. Cincinnati, OH 45241 (513) 506-5055; 4340 Campus Drive, Suite 214, Newport Beach, CA 92660 (714) 979-3887. Sales Agents: Capper-McCall Co., 814 Sandtown Rd., Marietta, GA 30061 (404) 422-8500; Edward A. Wagner Co., 9876 Monroe Dr., Dallas, TX 75220 214; 357-9456; Jaeco, Inc., 3101 Mercier, Kansas City, MO 64111 (816) 531-0033. See ad page 17.

SMURFIT DIAMOND PACKAGING CORPORATION, 401 Alton St., Alton, IL 62002. Packaging Products Division, 407 Charles St., Middletown, OH 45042 (513) 422-2772. Creators and producers of multi-color labels, folding cartons and Di-Na-Cal heat transfer labels. Sales offices in 19 principal cities offer nationwide package design service and marketing consultation. Six manufacturing plants are strategically located coast to coast.

FORTIFICATION

VITAMINS, INC., 200 East Randolph Dr., Suite 7900, Chicago, Illinois 60601. Phone: (312) 861-0700. Manufacturers of enrichment ingredients used by macaroni manufacturers and flour millers. Also manufacturers of protein supplements including defatted wheat germ and milk proteins of high biological value. Sales representatives: East, Louis A. Viviano, Jr., P.O. Box 374, Plainfield, NJ 07061 (201) 754-9031; Midwest, Jack W. Rogers, Chicago, Illinois 60601; (312) 861-0700, West, William A. Wallace, 17752 Skypark Blvd., Suite 242, Irvine, California 92714 (714) 957-1961.

SERVICE

HOSKINS COMPANY, P.O. Box F, Libertyville, IL 60048. Phone (312) 362-1031. TWX 910-684-3278. Answerback: HOSKINS LIBY. Sales representative for DeFrancisci Machine Corp. (DEMACO) in Canada and the Western United States. DEMACO manufactures pasta production lines. Sales representative for Aseeco, manufacturer of finished goods conveying and storage systems for noodles and short cut macaroni.

ROSSOTTI CONSULTANTS ASSOCIATES, INC., 158 Linwood Plaza, Fort Lee, New Jersey 07024; (201) 944-7972. Charles C. Rossotti, President; Jack E. Rossotti, Vice President. Professional Consultants in all phases of the Macaroni Industry, including Packaging, Sales Promotion, Marketing, Merchandising and buying and selling of macaroni plants. See ad on inside back cover.

WINSTON LABORATORIES, INC., 25 Mount Vernon Street, Ridgefield Park, N.J. 07860. Our laboratories, with 63 years of experience, continue to fulfill a vital need of every Pasta producer — Evaluation of product quality. Quality starts with the selection of the best raw materials free of incidental additives such as pesticide residues, pathogenic bacteria, and extraneous matter. Also a continual checking of your egg solid content of

noodles and your enrichment concentrations are necessary to insure proper nutrition and compliance with Federal requirements. Have questions concerning nutritional labeling? Know what records must be maintained to substantiate your product claims. The Winston Laboratories Inc. — Specialists in the Chemistry & Bacteriology of Macaroni and Noodles. Marvin Winston, Director. Prompt and Efficient Service since 1920. Phone (201) 440-0022. See ad on page 19.

Hershey Buys Balance of Two Brazilian Firms

Hershey Foods Corp. has purchased the remaining 60% interest of its two joint-venture corporations in Brazil, Petybon and Codipra, from a Brazilian partner, Industrias Reunidas F. Matarazzo, for \$13 million. Petybon and Codipra, which were formed as joint ventures with Matarazzo in 1979, manufacture and distribute pasta, biscuits and margarine.

In Germany

B. Birkel Sohn, Germany's principal pasta manufacturer, has taken over the Baeren noodle factory in Ulm. According to the World Food Report, German pasta manufacturers have been facing increasing competition from Italian imports in recent years leading to concentration on high-value specialties such as pastas containing eggs. German pasta consumption currently is estimated at 250,000 tons per year, of which one-fifth is imported.

Nissin in the Netherlands

Nissin Food Products Co., Ltd. plans to establish a subsidiary in The Netherlands to produce and market instant noodle products in Europe. The initial goal is to sell 60 million meal units a year. No specific site has been selected for the Dutch plant, but the country was chosen because of its central location and high food standards, Nissin said.

This is the second try by Nissin to establish a strategic foothold in Europe for its instant noodle product. A similar plant was established as a joint undertaking in 1981 in West Germany with B. Birkel Soehne G. m.b. H. Nissin withdrew from this project due to a difference in marketing philosophy.

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As everyone knows, a product is only as good as the ingredients that go into it. In today's tough markets you need every advantage to stay ahead of competition. EGGCO Brand Egg products gives you the edge you've been looking for.

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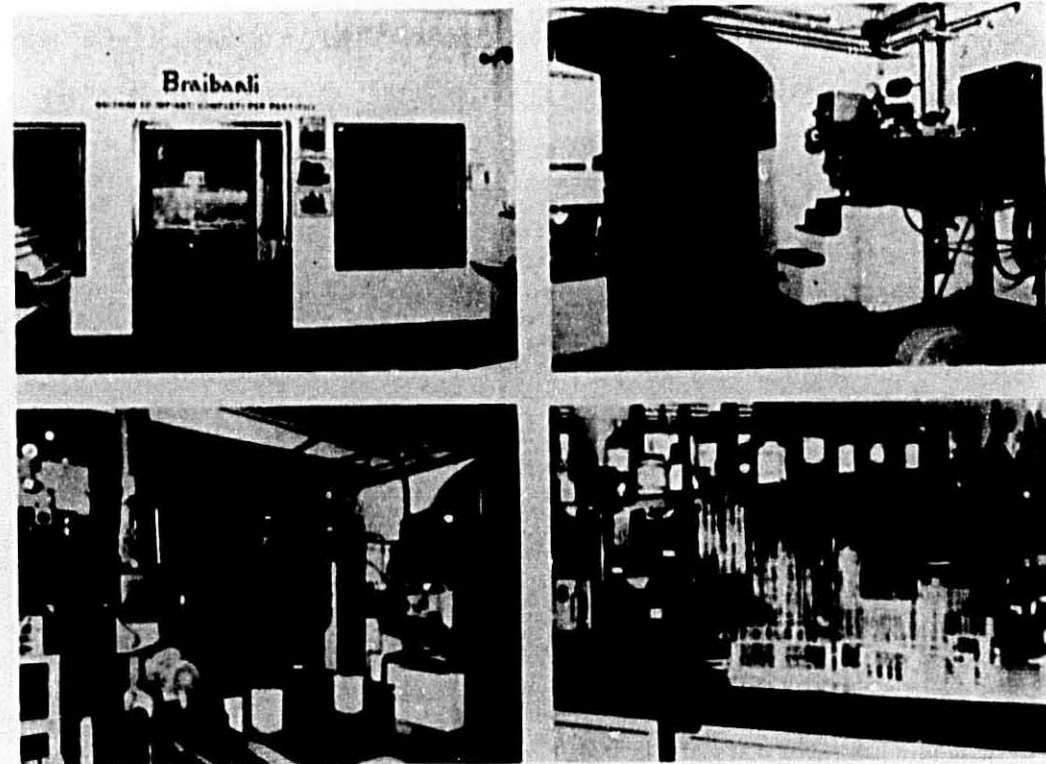
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Braibanti Experimental and Development Center

More than twenty five years ago Braibanti & C. opened their Experimental and Development Center. Since then this laboratory has been dedicated to achieving a better understanding of the technical and technological concepts involved in the production of pasta, finding ways to improve the production equipment and in helping Braibanti's customers find answers to their specific production problems.

The Experimental and Development Center is equipped with a very wide range of machines and can thus handle the problems that are encountered in the production of pasta and related products. While most of this equipment is relatively small in size, the results achieved can be proven in the large installations of the most important domestic and foreign factories.

The Center's staff is comprised of experts in the field and these are assisted by Braibanti's Analytical Laboratory. In addition, there is continuous

contact with such scientific organizations as The Institute of Agricultural Industries, The Institute of Food Technology of the University of Milan, The National Department of Health, in Rome, and other national and international institutions of a similar caliber.

Efficient Industrial Utilization

The primary goals of The Center are oriented toward finding the most efficient industrial utilization of pasta production equipment, to improve the pasta machines and to apply new concepts to the production of pasta.

However, other work is also carried out. In the field of products made with raw materials other than the usual semolina and/or farina, The Center has solved problems related to the use of such materials as broken rice, yellow and white corn, rye, barley, oats, soy beans, sunflower seeds, sorghum, tapioca and other raw materials not usually associated with pasta.

The Center has carried out experiments for the production of various types of "Snacks" that are made from

various types of pre-cooked flour and starch.

Products made from yeast and other organic materials, agricultural additives, animal foods, silica gel, chalk, meat product, soy derivatives and other materials that must be extruded and/or dried have also been investigated by The Center. While its primary goals remain the improvement of pasta production equipment and production techniques, this phase of The Center's activities has resulted in special non-pasta production plants in Japan, Malaysia, Singapore, Angola, Mozambique, Nigeria, Brazil, Venezuela, Mexico, Poland and Thailand.

The importance of the work being performed by The Experimental and Development Center has recently been confirmed by the signing of agreements between Braibanti and the Institutes for the Scientific Research of Cereals of various countries. The participants have as their goal the development of new technologies for the production of new foods, thereby finding solutions for some of the food supply problems of the world.

NEW REPORT ON MICROWAVE PROCESSING

Microdry Corporation of San Ramon, California, recognized worldwide as a pioneer in industrial microwave processing, is conducting an international survey on the uses. Here are some interesting facts turning up on this energy saving method.

A current worldwide survey of microwave processing shows that both food processors and general industry completely agree on its limitations, disadvantages and unique advantages. For here is the ONLY method that can beat the inside of a product as soon as the outside. In other words the surface is not OVERHEATED before the interior comes up to temperature.

Food processors and general industry differ slightly in the order of importance of its advantages to them. It is no surprise to find that most food processors are concerned more with product quality than is general industry.

The survey is sent to firms requesting the free booklet: "What You Should Know About Industrial Microwave Processing," published to acquaint industry with the basic facts. While not definitive, the 252 survey responses (14% of 1759) are considered indicative. Twenty questions are asked.

Food Processors Lead

Starting in the early sixties, food processing became one of the first industries to use microwave heating in large scale production. For some, such as pasta manufacturers, it has been dramatically successful. The chief engineer of a large pasta maker reports, "It's a real boon . . . made my life a lot simpler. And there are tremendous savings."

Its use in general industry has been scattered, from drying space shuttle tiles to pillows, plywood to FRIT, to recycling asphalt roads in-place.

The survey reveals that manufacturers switch to microwave processing mainly to avoid certain limitations of conventional heating.

Just about every responding firm agrees on their high cost and problems with conventional heating. So microwaves may offer large savings in some processing. Savings may be made in production time, (an average

48% according to the survey), energy (23%), space (52%), product quality improvement (83%), as well as labor and yield. For example, pasta manufacturers report energy savings of 25% to 30%.

A recent 1½ year study by Massachusetts Institute of Technology (MIT) on pasta processing shows: microwaves use less energy than conventional heating, increase production, use less space, are faster (time for drying pasta dropped from 7½ hours to 1½ hours and for a sugar product from 25 minutes to 6 minutes) and the finished product is has better color and other qualities.

Survey results also show that product fragility may be protected better with microwave heat than with conventional. Microwave processing can eliminate surface over-drying and reduce physical damage through one-time handling and very short processing time. Also it does not add the outer glaze developed on some products by conventional drying over long periods.

Although the survey does not define microwave heating limitations, the booklet explains that conventional heating of a product may take more time and much larger equipment. Yet it has certain advantages. When the moisture content is high (95%-50%), heating with conventional ovens is the most economical. When a product has a moisture content of 50% or more, microwave heating might set it to boiling and cooking at once. This might not be desirable. So it may be better to heat with standard means until moisture content drops below 25%. Then microwave heating becomes much more efficient.

Temperatures Are Achieved Much Quicker

Microwave heating is not as simple as it may seem because each product requires different treatment. Temperatures are achieved much quicker than by conventional methods. However, some products may be damaged by microwave heating if the heat is not properly dissipated.

Without controlled release of this deep heat it is impossible to control the liberation of moisture. If the product is to retain 12% moisture content

but instead it drops to 10%, then there is a serious loss of 2% of product volume. This would be the same as reducing plant production 2% without reducing operating costs, as well as adding 2% to ingredient costs.

That's not all. Delicate products such as macaroni may puff if internal pressures are allowed to become too great. Also, surface checking may develop as steam migrates to the surfaces from deep inside and then is allowed to dry too quickly. Particle size and shape can raise problems as well.

The survey is now being continued at a slower pace. So far the 50 responses (20% from food processors (with an average of 679 employees per plant) cited common complaints about conventional heating in the following order of importance.

Tying for first place are product deterioration and high operating costs (each 20 responses, or 19%).

But for the rest of industry these are not the main problems, say the remaining 202 responses. Their main complaint (70 responses or 21%) is that conventional heating takes too much time and creates other problems. Food processors, however, rate this only third.

With general industry product deterioration rates third (43 responses or 13%).

For them the cost of conventional heating (59 responses or 17%) is second. So BOTH agree on important operating savings with microwaves.

For both, energy consumption with conventional heating rates a surprising 4th, and temperature control problems 5th.

For both, "too much space required" with conventional heating methods ranks only 6th. This, despite the fact that space required for microwave heating generally is only about 25% of that for conventional heating. Food processors rate hazard and pollution as high as space requirements, whereas the rest of industry rate it seventh. Both rate the maintenance problems of conventional processing equipment at 8th, the bottom of the list (yet microwave heating equipment generally is far easier to clean since the unit is much smaller and all stain-

(Continued on page 56)

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WITH EACH MICROWAVE DRYER

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A BETTER PRODUCT

Finally we have the capability we've been trying to achieve for hundreds of years—drying macaroni products from the inside out. Until now we have had to wait for the product to sweat or rest so that the moisture would migrate to the surface when we could again dry some more in small stages. We had to be careful not to "case harden" the product so the moisture would not get trapped, thereby causing the product to keep drying on the outside but not properly and to check at a later date when that moisture finally did make its escape.

Microdry actually produces a better product than does conventional processing. The superiority is in the cooking strength and texture when ready to eat and the color enhancement and microbial stability when presented in the package. We will be pleased to submit samples of product made on the Microdry press same die same raw material but dried in conventional and Microdry units. You will readily see the color difference, cooking time and taste the bite differences. Measure for yourself the stability of each product.

- Kills all weevils—eggs larvae and adults
- Kills all salmonella, Staphylococcus, Coli and Coliforms. Greatly reduces total microbial counts
- Makes a product with rich color

WHAT USERS SAY:

- Lowest downtime: We keep an accurate record of all downtime and express it as a percentage of time down to time scheduled. Microdry leads the list at less than 2%.
- Plant Manager of a leading mid-west operation: "All future equipment will be Microdry."
- Technical director of a large pasta plant: "I guess the greatest compliment I can pay to Microdry is that if we were going to install another Short Cut line in our Operation, it would definitely be a Microdry Microwave Dryer."
- Executive Vice President, pasta manufacturer:

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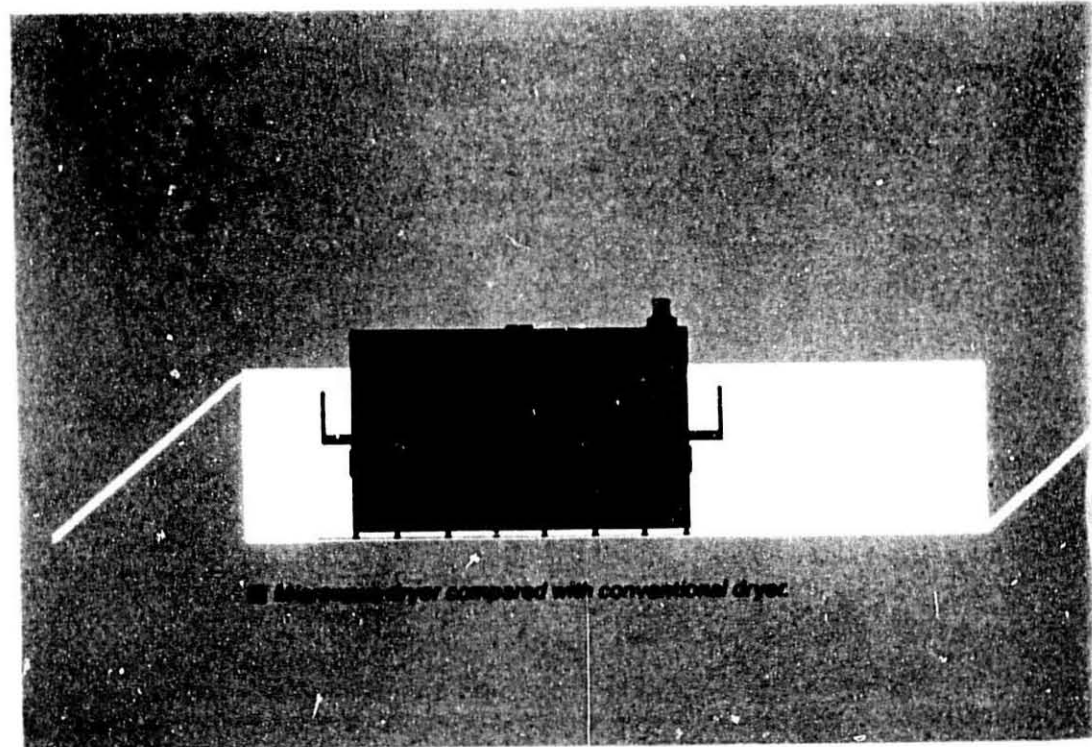


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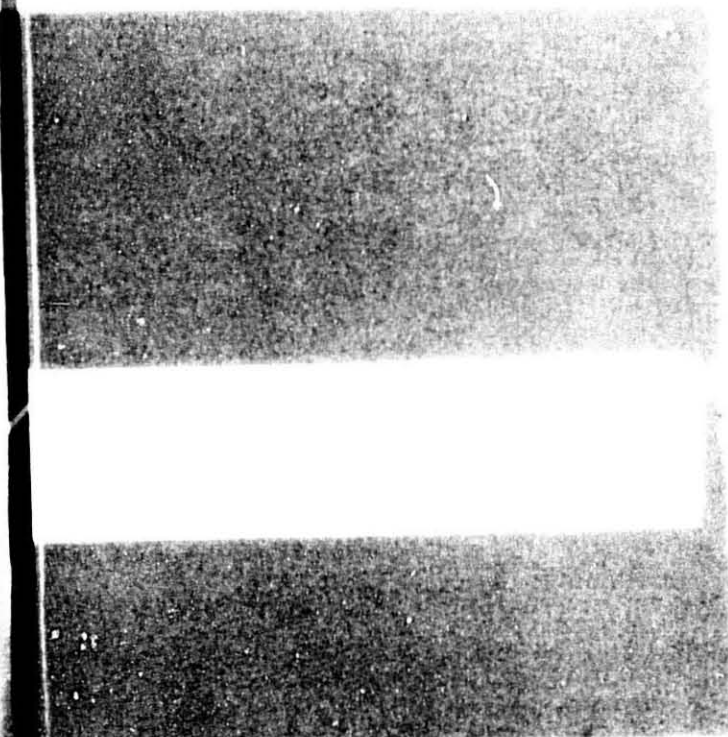
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■ Microwave dryer compared with conventional dryer.



■ Pasta drying operation from production line comparisons by two processors. Shows total energy saved.



Microwave Processing

(Continued from page 53)

less steel. This may allow more time for actual production).

Industrial microwave processing is still uncommon. Only 6% of responding food processors report using it and 3% of the general industry. When asked if they are considering it, 52% of food processors said "yes", 8% "possibly", 28% did not answer, 2% are not considering use. Far more have tested it than use it (14 or 28% of food processors and 31 or 15% of general industry). Of the food processors that have tested it, (43%) reported "good results", (29%) stated "not good results", (14%) said they were still evaluating and a similar percentage did not answer. General industry reported slightly better test results; 14 (45%) reported "good results", only 6 (19%) stated "not good results", 8 (26%) said they are "still evaluating" and 3 (10%) did not answer. Yet out of the "not good results" none have stopped considering use.

This brings up an important factor for those considering microwave processing. Results from testing with batch type (restaurant or home) microwave units can be misleading. Properly interpreted, such testing can clarify some matters. But for a true feasibility test a conveyor type production unit must be used. Manufacturers of industrial microwave equipment may do such testing for a reasonable fee. One that does such testing is Microdry Corporation, San Ramon, California, a world leader in this field for two decades.

How Microwaves Work

Microwaves have long been misunderstood by the public, as one foreign food processor asks in the survey: "Can we think that microwave processed foods are safe for human consumption?"

Microwaves are not nuclear nor ionizing radiation as some suppose. They are a type of electromagnetic wave between common infra-red and radio waves, according to the booklet. They do not carry heat into the product. They generate heat within the product as we shall see.

Microwaves pass through a product as light does through colored glass, and just as fast and easily. They generate heat in all product moisture simultaneously. They also affect other mate-

rials, but have a lesser effect on some and none at all on others. Materials with no dipolar electrical charge, such as some plastics, do not react because microwaves affect only asymmetrically charged material of which water is by far the most common. For industrial purposes, the major factor is the immediate in-depth heating of moisture.

As noted, the heat does not come from outside the product — only the microwaves do. But as the microwaves pass through the product, water molecules try to align themselves like magnets to the microwave electromagnetic field.

Since this field reverses as often as a couple of billion times per second, instant friction is set up in the item. So the product actually heats itself. The result is full heat throughout, within seconds or minutes, instead of perhaps hours.

So that's why, in heating the item's inside, properly controlled microwaves do not creep in from the surface and overheat the outside.

Vincent De Domenico, head of Golden Grain Macaroni Company, states that some day microwave processing may become mandatory in some food processing. He points out that it destroys infestation (99.99% according to an international food manufacturer).

The booklet mentioned is available without charge from Svenson & Associates, 45 Webb Rd., Watsonville, California 95076. A simpler primer, it tells the plain facts without sales taint or brand mention.

Industrial microwave processing is by no means a finished state of the art. Unquestionably there are many industries that could gain by looking into it.

Further survey results will be made perhaps in a year.

Egg Outlook

From U.S. Department of Agriculture

In spite of reduced exports, egg consumption per person declined slightly during December 1981-November 1982, compared with a year earlier. Weak foreign and domestic demand caused lower egg prices and a resulting decline in production.

Lower Egg Production in 1983

During September-November 1982, egg production was down fractionally from the 1,455 million dozen pro-

duced a year earlier. In spite of positive returns during September 1981-April 1982, producers have been slow to expand purchases of replacement pullets.

Factors discouraging an expansion of flocks were high interest rates and an underlying weakness in the egg market, which caused volatile egg prices. However, the specialized facilities and equipment associated with egg production force producers to maintain output near full capacity, otherwise per-unit cost rise rapidly. The result is that egg producers tend to be in an all-or-nothing production situation and have difficulty making adjustments in output.

In order to maintain production with reduced numbers of replacement pullets, egg producers have increased the number of hens that are force molted and kept in the flock for another laying cycle. The proportion of the flock that had been force molted was 20.5 percent on September 1, up sharply from 17.6 percent the year before. However, weak egg prices during November encouraged producers to sell their old hens. The percentage declined on December 1 to 18.2, down from 19.1 in December 1, 1981. These percentages are still higher than the 14 to 15 percent recorded for the some months in 1978 and 1979.

During September-November 1982, egg producers had 1 percent fewer hens on hand than during a year earlier. However, they managed to about equal 1981's production, because the rate of lay was greater. During September-November, 17 percent more old hens were slaughtered under Federal inspection than were a year earlier. Selling these old hens tended to remove those flocks that were producing eggs at a lower rate and increased the rate of lay. Also, the proportion of hens being molted was 3.3 percent on December 1, down from 5.5 percent on September 1, which means more hens were in production. Since pullet replacement numbers are down, producers will likely molt more hens and slaughter fewer old ones. As a result, the rate of lay may stabilize or drop slightly.

For December 1982-February 1983, the number of pullets added to the laying flock will increase. Additional chicks were hatched in July, and these pullets will begin laying in the quar-

(Continued on page 58)

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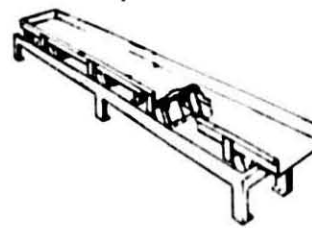
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Egg Outlook

(Continued from page 56)

ter. However, declines in chicks hatched since July will slow the number of replacement pullets added during March-May, pushing them down about 9 percent from 1982. Producers will likely continue the practice of keeping their old hens longer to maintain output. Since a slight increase in the number of replacements will occur during the first quarter of the marketing year, egg production is expected to about equal last year. However, during March-May 1983, egg production will likely trail the previous year by about 1 percent.

Egg Prices To Stay Weak

Prices for Grade A large eggs in cartons in New York averaged about 63 cents a dozen in January, down from 81 cents in 1982, when severe weather contributed to higher prices. Egg prices strengthened noticeably in September, when a large export sale to Mexico was announced. Prices continued strong until late November, when the contract was completed. Since then, prices have remained below a year earlier, reflecting weak foreign and domestic demand. Exports of eggs and egg products are not a large percentage of production, representing 4 percent in the 1981 marketing year and 3 percent in 1982. However, since demand for eggs is inelastic, the decline in exports, which will likely continue through mid-1983, has helped to weaken prices.

In the past, egg prices have increased when meat prices have risen rapidly. Eggs are a dietary substitute for meat. However, during 1982, chicken was relatively low priced and may have weakened egg demand. In addition, high unemployment is concentrated in the types of work that would encourage a hardy breakfast, and this may have also weakened egg demand. With continued prospects for little improvement in either prices of chicken or unemployment, domestic demand for eggs is expected to be little changed from 1982.

As a result of lackluster domestic demand and exports, prices for Grade A large eggs in New York are expected to average 62 to 66 cents a dozen during December 1982-May 1983, down from 75 cents last year.

Rate of Lay Increases in 1982

The Statistical Reporting Service stated in their *Annual Layers and Egg*

Production that the number of eggs per hen (rate of lay) in 1982 was 244, up from 243 the previous year. The annual rate of lay did not seem to be affected by the proportion of force molting. Washington, California, and Mississippi—the States that had the largest percentage of their flocks force molted on December 1, 1982—had annual rates of lay of 251, 241, and 230 eggs, respectively. New York, which had the lowest percentage of hens force molted, had a rate of lay of 251 eggs.

California continued as the State with the largest number of layers on hand during the year, with 34 million in 1982. Georgia was second with 22 million, and Indiana was third with 18 million, moving up from fifth in 1981.

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Hunt's Tomato has introduced a new, improved tomato paste—described as so much better that "women who tried it agreed: new Hunt's would make their favorite recipe taste even better."

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Each new product will be advertised separately—but in tandem—using full-color, facing one-half pages. Both products will also be supported by a new commercial on network television.

Ketchum Advertising/Sun Francisco is the ad agency.

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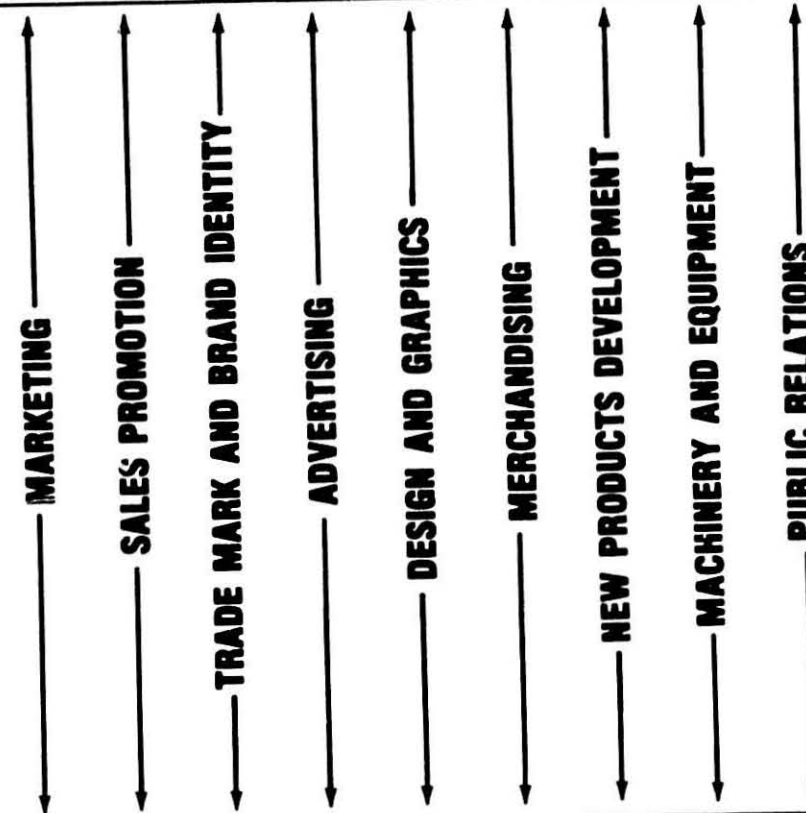
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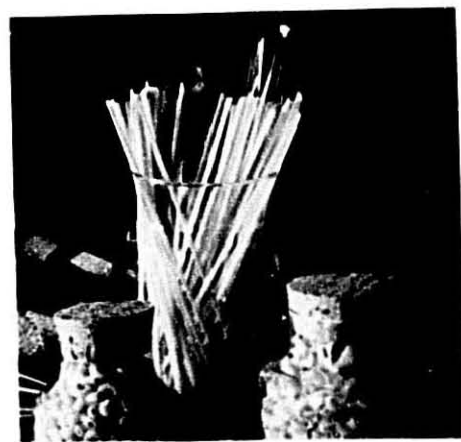
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