

**THE
MACARONI
JOURNAL**

**Volume 65
No. 10**

February, 1984

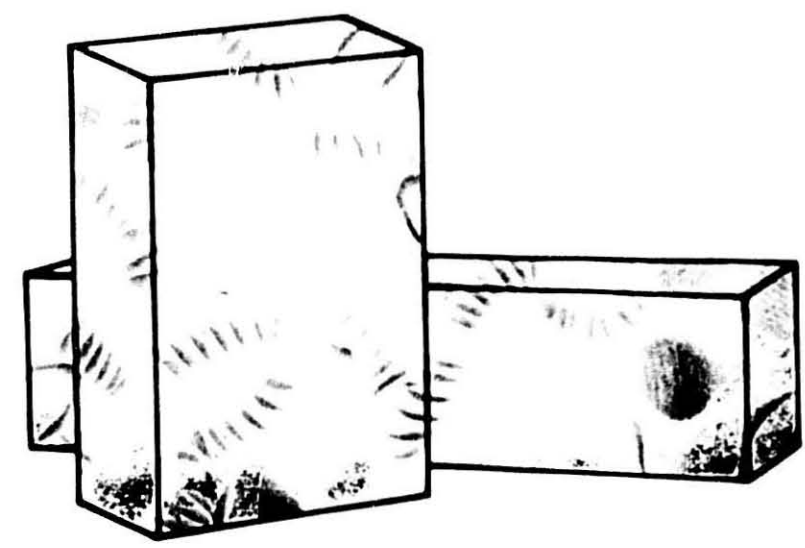
Macaroni Journal

ISSN 0024-9894

FEBRUARY, 1984



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The

Vol. 46
No. 10
February
1984

Published by the National Association of Manufacturers
Executive Director: Robert M. Jones, Editor: P.O. Box 1000, Washington, D.C. 20044
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Joseph M. Lichtenberg



The Year That Was

The year 1983 was a year of significant change and challenges for the manufacturing industry. The economy showed signs of recovery, but inflation remained a concern. Manufacturers focused on innovation and efficiency to remain competitive. Key events included the passage of the Omnibus Budget Reconciliation Act, which had significant implications for corporate taxation and research and development credits. The industry also saw continued growth in exports and a focus on quality management systems.

The Year That Was

(Continued from page 3)

The NPA Sales Index Study showed sales stronger in the second half of 1983. With reports from 28 plants in this sample, production for eleven months of 1983 was up 10.9%. The sample is a good cross-section both by size and geographical distribution.

Supermarketing Magazine puts pasta sales through grocery channels at 75% of industry total. The NPA sample is a bit higher at 83.8% of production. Sales for eleven months were up 5.6% over a year ago.

Foodservice sales for eleven months in 1983 were up 15.7% representing 10.7% of production.

Industrial Users took production representing 4.2% of the total—up a spanking 50.4%. This is directly affected by one producer who was completely out of production much of last year and a second firm that acquired two bulk plants with substantial production.

Government sales representing 1.3% of total production was down 9.5% in 1983 compared with 1982 eleven months. This was the only category showing a decline.

Industry statistics could be greatly improved with a larger sample. Dry pasta manufacturers are urged to submit information monthly that will be kept strictly confidential.

The need for better statistics is apparent as the market continues to fracture into various segments, including the categories mentioned above plus Oriental noodles, fresh pasta, and foreign pasta.

Red Letter Days

Jan. 1: Archer Daniels Midland Co. acquires D'Amico Macaroni Co. of Stegner, Ill., from C. F. Mueller Co., Jersey City, N.J.-based pasta subsidiary of Foremost-McKesson, Inc., San Francisco. In April, Archer Daniels Midland will acquire assets of V. La Rosa and Sons, Inc., Warminster, Pa., with plants at Warminster and Milwaukee.

Harvest States Cooperatives, nation's fourth largest regional agricultural cooperative, begins operations following approval of merger by Grain Terminal Association and North Pacific Grain Growers, Inc. New cooperative represents 200,000 farmers in

16 states; expected to handle 500 million bushels of grain a year with annual sales of \$3 billion.

March 1: Special arbitration panel of General Agreement on Tariffs and Trade fails to support U.S. challenge of subsidized flour exports by European Community, ruling that E.C.'s flour practices are acceptable under Subsidies Code. In May, another GATT panel will uphold a complaint filed by the National Pasta Association that the European Community had unfairly subsidized pasta sales to the U.S. But the Subsidies Code Committee of GATT will fail to take action on the panel's recommendation.

Nov. 8: Wheat Industry Council unveils findings of comprehensive study of consumer attitudes on wheat foods, conducted through grant by Universal Foods Corp. Study shows that vast majority of consumers is more concerned with price and ingredients than nutrition; that many wheat-based foods are viewed as less wholesome and less natural than wheat itself, and that consumer preference for the taste of wheat bread may be a surprisingly large factor in white bread decline.

Dec. 5: CPC International Inc. acquires C. F. Mueller Co., nation's largest manufacturer of pasta products, from McKesson Corp., which purchased company in 1976 from Law Center Foundation of the New York University Law School. Acquisition by CPC marks its entrance into yet another sector of processed foods business. Mueller distributes branded pasta products in 21 states.

Foreign Pasta

In 1982, 55 million pounds of Italian pasta was sold in the U.S. market. In 1983, (based on Commerce Department first three quarters actual) 70 to 72 million pounds are expected in the U.S. by year end or an increase of about 30%.

The Escalating Trade Tensions with Europe

In private, U.S. officials are warning that the European Community is about to take protectionist measures that could finally spark the serious trade battles both sides have been threatening for more than a year.

Early in 1984, the EC is expected to get strict new import quotas for livestock feeds, such as corn gluten, which net the U.S. about \$700 million a year in trade revenues. Even more worrisome to the Reagan Administration, the Europeans are for the first time seriously considering imposition of import duties on vegetable oils, which could dramatically erode U.S. sales of soybeans, a \$4 billion trade item. Lower agricultural exports this year have already contributed to record U.S. trade deficits — which rose to \$9 billion in October and may reach \$70 billion for 1983 — and the Administration could be driven to retaliate against Europe's manufactured goods, according to Business Week magazine.

Officials on each side deny any explicit link of the agricultural issues to other brewing trade disputes, such as the EC's demand to be compensated for the import quotas and tariffs the U.S. has imposed on specialty steel. But they concede that there is no practical way to divorce soybeans from steel, since those two products — in terms of their trade volume and political sensitivity — are inviting targets for retaliation. Says an official of the U.S. Trade Representative's Office, "These (farm trade) proposals are dangerous, and they could have serious consequences."

How Does the Pasta Case Fit?

The Pasta Case is strong enough to stand on its own, but in light of the rumblings of a tradewar and placement of Cruise missiles in Europe, the determination may not be on merit alone. The Office of the Representative informed the NPA that a communication from the EC on the Pasta Case is expected soon. Meanwhile, the subsidized imports are eating away market share of those pasta makers who are competing without subsidies. For example, Italian imports are estimated to have captured 18 to 20% share of the New York City Market as of November. This estimate is based on a compilation of sources and does not accurately reflect all of the direct store-delivered pasta.

European officials are aware there is no enthusiasm, but they feel they must cut agriculture imports as part of a calculated risk to solve a pressing domestic problem: the swelling cost of European farm subsidies. This year the

(Continued on page 6)

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Escalating Trade Tensions

(Continued from page 4)

EC's Common Agricultural Policy will cost about \$1.5 billion more than the \$12 billion budgeted for it because of the enormous EC surpluses in dairy and grain products the program has fostered. To reduce these costs, the EC is considering a series of changes in farm policy designed to limit production, including charge on dairy products and grain that are produced above past levels.

Sir Roy Denman, head of the EC Commission delegation in Washington, explains: "These are fairly drastic proposals, and they are not being greeted with enthusiasm by European farmers. But we cannot reduce aid for our own producers of cereals without stabilizing imports of products which displace them in the marketplace."

U.S. grain growers and traders are particularly sensitive to any moves that would limit exports — a vital source of income for them. In fiscal 1983, sales abroad fell 11%, to \$3.48 billion, the second consecutive decline, and while the value of exports may rise in 1984 because of higher grain and soybean prices, the volume of shipments could remain about level.

"The crops are looking very good all over the world," notes Andrew B. Bellingham, a vice-president for World Perspectives, Inc., an agricultural consulting firm in Washington. "And at the same time, demand for farm products is still weak."

From U.S. Wheat Associates

While 1983 was a year of satisfactory economic recovery in the U.S. with a higher rate of growth and a lower rate of inflation than for 1982, basic problems existed which will influence 1984's performance. The budget deficit continued to increase, the dollar continued overvalued vis-a-vis other currencies which has an adverse impact on commodity trade, and interest rates continue high relative to those in many of the industrial countries. As a result, the current account deficit which combines trade, services, and investment was higher than for 1982. For 1984, most experts are forecasting that the recovery will sustain its momentum through the first half of the year but could then slow as continued high interest rates reduce the growth of consumer and corporate spending.

Real economic growth for the year will likely be down from this year's level of over 6.0 percent to about 5.0-5.5 percent. Inflation will remain under control but be higher than in 1983, perhaps around 5.5 percent and unemployment will decline to less than 8.0 percent from the current 8.5 percent level. On the other hand, unless action is taken to reduce the deficit, the problems the U.S. faces on the international front will likely continue. The unprecedented deficits and resulting high interest rates will likely keep the dollar attractive and very strong. The resulting high prices of U.S. exports including agricultural exports will mean U.S. products will continue to face strong competition in foreign markets. Imports will continue increasing and result in a worsening of the merchandise trade account to near \$100 billion in 1984. The current account deficit will again be higher with some estimates as high as \$80 billion. However, while difficult to accept currently, these massive U.S. purchases abroad should ultimately help to reinvigorate the economies of the U.S.'s trading partners and in turn stimulate greater U.S. exports. The level of wheat exports during 1984 will not likely change much from this past year. The major competing exporters continue to stimulate expanded production which they are able to export at depressed U.S. dollar prices, but which translate into satisfactory local currency prices in view of the strong dollar. Competitors also will continue to use creative sales techniques, including special classes of wheat often sold at feed grain prices, special credit arrangements, simple price reduction, and others. U.S. efforts to regain wheat sales lost in recent years may be hampered by price inflexibility as a result of the current loan rate structure, burdensome supplies which paradoxically make sales more difficult by relieving importer supply concerns, limited credit availability and stagnation in the size of the world wheat market during this period of no growth in developing countries.

PIK Limits

1984 PIK payments will be subject to the \$50,000 per farmer government program payment limitation, USDA announced. The 1983 program had been widely criticized, particularly by non-farm interests, because USDA refused

to impose the payment ceiling, arguing that it did not apply. The resulting payments to large farmers in some cases reached into the millions of dollars. While still insisting that the limitation is not legally required, USDA's announcement noted that it agreed to the limitation in order to get on with implementation of the program. What success the 1983 PIK program had in reducing acreage can largely be attributed to the participation of the largest farmers, who were attracted by the absence of a payment limitation. Although probably necessary to quiet criticism of the program, imposition of the ceiling further reduces the attractiveness of what most agree is an already weak 1984 wheat program. Perhaps of more lasting concern is that 1) now any efforts by Congress after it returns to make the wheat program more attractive by increasing the PIK payment percentage can have very limited effect and 2) USDA most likely will not be able to avoid applying the ceiling to PIK or similar programs in future years. Thus, the effectiveness of PIK programs in reducing acreage have probably been greatly reduced for the foreseeable future.

Restaurant Industry Looks for Growth

The foodservice industry will experience the second consecutive year of strong sales growth in 1984, according to the National Restaurant Association (NRA). NRA's annual economic forecast predicts sales of \$157 billion next year, which represents an 8.7 percent increase over 1983's \$144.2 billion in sales.

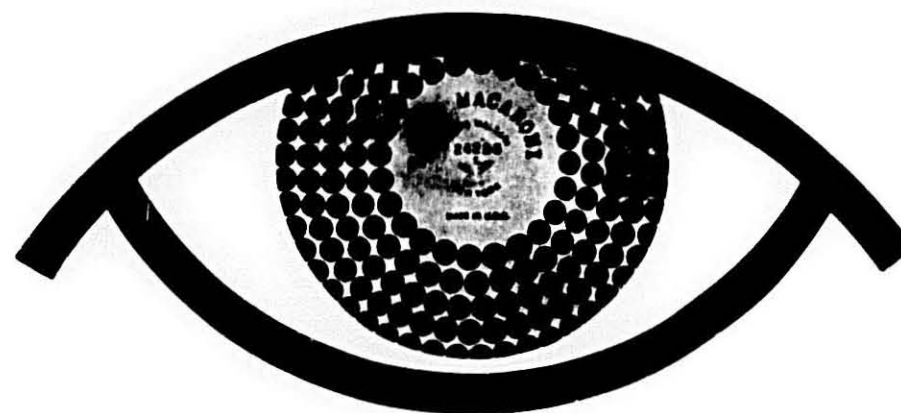
Corrected for inflation, real sales growth for the giant industry, which employs eight million people, will equal 3.5 percent in 1984, following this year's 3.7 percent.

"The foodservice industry responds to the general economy," said NRA President Joe R. Lee. "With real disposable income increasing 4.6 percent in 1984, people will be enjoying many more meals away from home. NRA research shows that if all consumers were able to eat out as often as they like, customer traffic in the nation's restaurants would jump by 30 percent."

He added that the foodservice industry has been a prime beneficiary of the

(Continued on page 8)

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Restaurant Industry Growth

(Continued from page 6)

nation's improving economy. Customer traffic rose steadily through 1983 and will continue rising next year.

Breakfast, which has been growing rapidly in recent years, is showing the greatest increase in customer counts. Dinner traffic continues strong and traffic for the mid-day meal is showing marked improvement.

Performance varies by Industry Sector

"Limited menu restaurants or fast food operations will continue to be among the industry growth leaders, according to the NRA forecast. Sales should equal \$41.2 billion which represents a 10.7 percent increase over 1983.

The increase in real dollars, corrected for inflation, is 5.4 percent versus 3.5 percent for the total industry. Real growth for fast food in 1983 will be 6.2 percent.

As the economy continues to improve, less affluent individuals will return to fast food establishments, and the more affluent customers will trade up to family and atmosphere restaurants, which they visited less frequently during the recession.

New unit construction and heavy advertising, particularly in the electronic media, will continue through 1984 and contribute to fast food sales gains.

Tableservice restaurants will post sales of almost \$50 billion in 1984, representing a 9.2 percent advance. In real terms, restaurant and lunchroom sales will increase 3.9 percent in 1984, versus a slightly stronger 4.5 percent this year.

Tableservice restaurants posted their best performance in the second half of 1983 when more confident consumers began trading up. This trend is expected to continue.

Commercial cafeterias will see significant growth as sales rise 8.4 percent to \$2.8 billion in 1984. Real sales will jump to 3.1 percent.

Increase in number of units and stepped-up marketing programs will account for part of this gain.

Both transportation and lodging foodservice should experience above average growth in 1984. Much of the 6.9 percent gain for transportation will come from an improvement in airline traffic.

Increased convention attendance and business travel as well as growth

Real Growth in Foodservice Sales						
1984	1983	1982	1981	1980	1979	1978
3.5%	3.7%	1.1%	.05%	-0.6%	-0.5%	

in vacation and pleasure travel should result in a real gain of four percent for foodservice at lodging places.

The weakest area in foodservice continues to be educational feeding where real sales will be off by about one percent. Stagnant student enrollment and reductions in government subsidies account for this poor performance.

Menu prices are projected to rise 5.3 percent in 1984, versus 1983's 4.3 percent. The most rapid increase will occur toward the end of 1984 when wholesale food prices are expected to rise as a result of 1983's summer drought.

Menu changes predicted

Changes in menu offerings in 1984 will reflect changing consumer attitudes. The public interest in health and nutrition, for instance, will foster increased offering of "light food," including food high in fiber and low in salt, sugar and animal fats.

A recent survey conducted for NRA by the Gallop Organization showed that four out of 10 restaurant guests prefer to order such items when eating away from home.

Offering of ethnic foods will also increase reflecting growing consumer interest. Restaurants specializing in specific foreign cuisines will increase, and foreign items will be added to regular menus.

An NRA study shows that Italian, Chinese, French and Japanese foods are most popular, but interest in more exotic cuisines is growing. Forty-seven percent say they would like to order more ethnic foods.

1984 will also see a continuation of the repositioning of fast food items in upscale restaurants. Hamburgers will be featured in tableservice restaurants where they can be consumed with wine or beer.

Meanwhile, many fast food companies will upscale food and service. The "gourmet burger" — a hamburger topped with mushrooms, cheese, ham or bacon — will be sold over the fast food counter.

Competitive pressures will make sales gains difficult and will limit profit increases for retailers and wholesalers

in 1984, according to executives queried by Supermarket News.

Virtually all companies expect competition to get even fiercer than in 1983, with some citing the advent of super warehouse stores or other types of unconventional markets. Despite the general improvement in the economy, the economic picture continues to be dismal in a surprisingly large number of marketing areas, and distributors operating in those cities are not optimistic about any marked improvement during the year.

Many firms predicting solid sales gains attributed much of their optimism to the opening of new stores. And a few companies that look for smaller percentage gains pointed out that this should not be construed negatively, but rather balanced against unusually big increases last year that results from major acquisitions.

To Improve Couponing Efficiency

In a joint effort to improve efficiency in couponing, five grocery industry trade practice recommendations for coupons. The group says that the proposals, if implemented, could give the industry substantial savings in handling and processing coupons.

The Food Industry Association executives, Food Marketing Institute, Grocery Manufacturers of America, National-American Wholesale Grocers Association, and National Grocers Association have published "Trade Practice Recommendations for the Grocery Industry—Couponing," which contains suggestions covering key points for manufacturers who distribute coupons, as well as for their distribution, clearing and redemption agents.

The booklet includes advice on coupon sizes and shapes, formats, use of expiration dates and scanning, based on findings from a comprehensive study by Arthur Andersen and Company.

A spokesman for G.M.A. said that the action is part of an industry-wide program to improve the efficiency of couponing. "If manufacturers adopt the recommended practices," he said, "costs of handling and processing coupons will be reduced at supermarket checkouts and at clearinghouses." The

(Continued on page 10)

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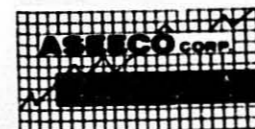
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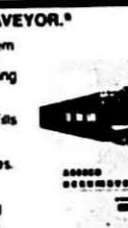
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To Improve Couponing

(Continued from page 18)

G.M.A. Coupon Advisory Committee has strongly endorsed implementation of the recommendations.

Copies of the publication are available for \$1 from the Grocery Manufacturers of America, 1010 Wisconsin Ave., N.W., Suite 800, Washington, D.C. 20007.

Too Many Deals

There are too many deals and too many variations on those deals, said James Heida, director of grocery sales and merchandising for Shopwell, New York. He called for a reduction in both.

Heida spoke at a meeting of the Knights of the Grip of New York. With at least 20% of all products on deal at any given time, he said, buyers are faced with a "complex set of facts," including warehouse space, cash flow and the elasticity of the program being offered.

And variations in the sizes of various supermarket companies and the constraints set by management mean different results in achieving every buyer's aim—getting the lowest possible price—Heida said.

Noting that the proliferation of deals had begun when price freezes were instituted several years ago, he said many retailers object to the number of deals but feel they have no choice but to accept them.

The proliferation, he said, has led to the establishment of large forward-buying warehouses with complex computer systems to analyze deals. As a result, in many cases inventory turns are down to 12 or 13 times a year. Even conservative manufacturers, he added, feel pressured to promote more items more frequently because of the press of competition.

The time and effort required for product managers to set up deals outweighs their benefits, while the fluctuations in retail prices hurt retailers' and manufacturers' reputations with consumers, he said.

Manufacturers should reduce the frequency of deals from the average of one a quarter now to one every six months or annually, he said. They should also, he said, reduce the number of items on deal ("third or fourth line" items should not be offered on deal).



Arthur H. Klawans

Deals, he said, should not be eliminated. They are an "important part of overall merchandising strategy." But, he added, "deals must not be an end unto themselves." When they become inefficient and burdensome to the buyer-seller relationship, then they "must come down to a realistic level."

Impeccable Italian Taste

On February 26 Prego (R) Spaghetti Sauce, Kraft 100% Grated Parmesan Cheese and Medaglia D'Oro (R) Espresso Coffee were featured in a full color free-standing insert ad with a total circulation of over 44,000,000. "Impeccable Italian Taste" was the theme, focusing on fine Italian dining with coupons and an up-scale leather wallet premium offer.

Case Study: Pasta Product Merchandising Spectacle

Can we talk?—About a one-shot merchandising promotional spectacle with a tremendous impact? One that will be remembered for a long time, and that will be associated with a product.

A manufacturer of a quality line of pasta products, all natural ingredients, and the chosen specialty food distributor for this product in a metropolitan area of over one million people planned a program. Together these two entities "conspired" to reintroduce the pasta line to the retail trade. They felt that this quality product line was not getting enough attention against the so-called "commodity" lines. If the retailer could know what a good product this was, he would pay more attention to it. Together they rented a 27-foot motor home, the luxury

type with kitchen and dining table. They made appointments with each major retail chain, each wholesaler, and several of the major independent stores. These were luncheon appointments, about 11:30 AM or supper appointments, about 5:00 PM, spaced throughout the week.

They did not tell the retailer merchandising officer or procurement executive anything other than to be outside his or her office or store at the appointed time—they would "pick them up." When the appointed time came, the 27-foot motor home rolled up to the door of the retailer with 27-foot banners on the side naming the product line. There was also music coming from the vehicle drawing attention to it. They then asked the retailer(s) in, and drove to a convenient parking lot. At this point, the retailers were somewhere between impressed and overwhelmed, but anticipating that was to come next.

The manufacturer and the distributor then made a joint multi-media presentation of the product line telling the retailer of the advantages of these items. The presentation closed on the note that the best way to evaluate a new or prestigious product is to try it in a relaxed situation. Now came the dinner music, the wine, and a very relaxed and jovial multi-course pasta oriented lunch (or supper). In a fully equipped motor home, it is easy to serve a full and relaxed hot meal with chilled wine, quiet surroundings and conviviality. It worked.

The retailers were quite complimentary of the meal and indicated that it was a lunch (or supper) and a product promotion they would never forget. The name of the product line will be in their memories.

Results

The sales for this product line to the retailers in this marketplace increased substantially since the promotion. The retailer and the retail consumer are now enjoying a quality product with no artificial ingredients and no fillers. The short ride from the retailer's door to his parking lot was surely a memorable trip for him, to his supplier, and for their independent specialty food distributor.

For further information contact: Arthur H. Klawans, Vice President of Industry Affairs, National Food Distributors Assn. 312/644-6610.

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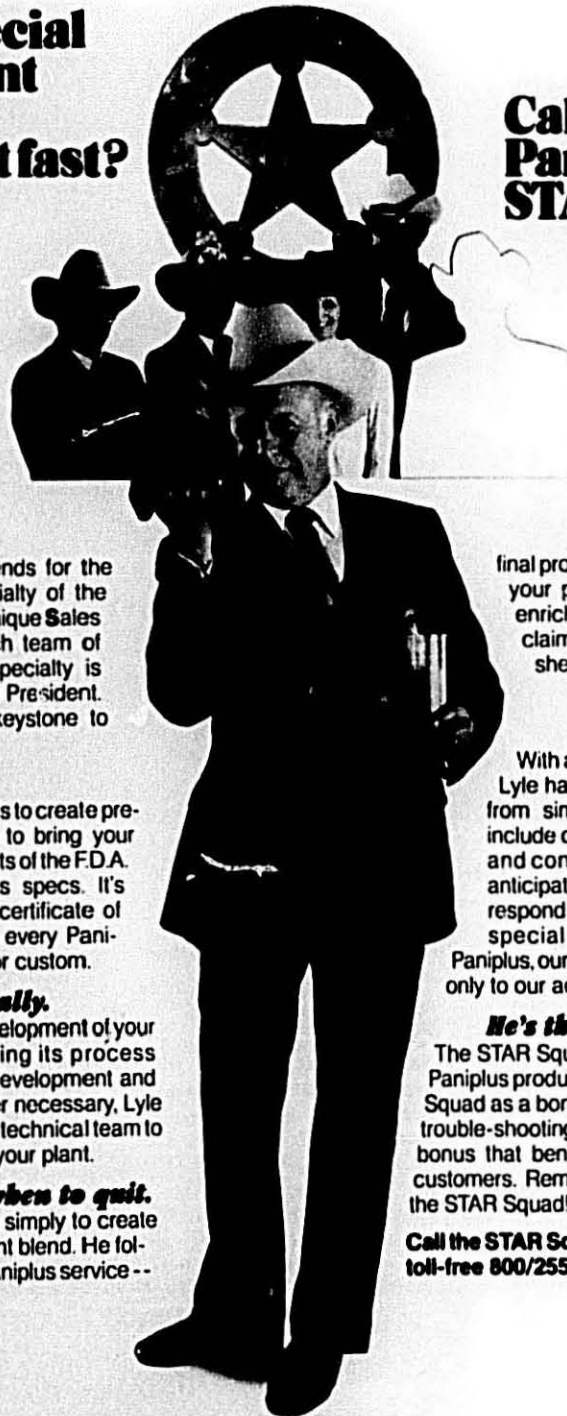
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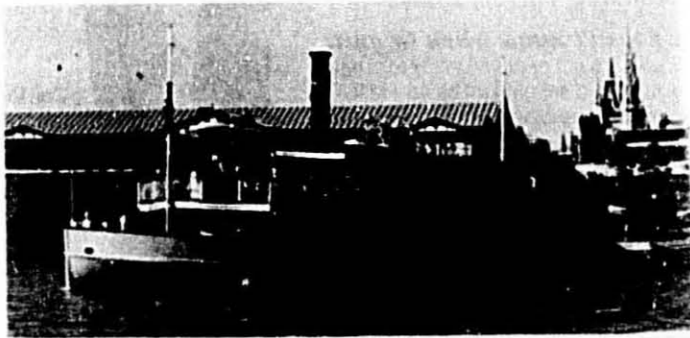
The business program will feature:

- “Winning Through Negotiations Seminar” for members and spouses
- National Debut of the new NPA sponsored “Pasta Lovers Diet Cookbook”

- Open discussion on Product Promotion and Technical Affairs—everyone invited
- North Dakota Update
- Consumer Attitudes Toward Pasta—results of the Wheat Industry Council Baseline Study
- Review of Supermarket Trends

The National Pasta Association Winter Meeting will start with a cocktail cruise on the Kingdom Queen to a Ft. Wilderness feast and hoe down. We finish with red-white-and-blue evening of good fellowship, fun and entertainment at the “Catch the Spirit of America” dinner show and dance. Dress: Red, White and Blue.

Although there is plenty of time to explore EPCOT and The Magic Kingdom, the “down to business meetings” will be productive for members and guests alike.



Cocktail Cruise

THE MACARONI JOURNAL

second quarter and net earnings and earnings per share set new records for the period. The results reflect continuing strong operating performances from all business groups.

Sales for the second quarter of fiscal 1984 were \$1.124 billion, a 14 percent increase over sales of \$986 million for the second quarter of fiscal 1983.

Net earnings for the period were \$52.1 million compared with \$30.7 million, an increase of 70 percent. Earnings per share for the two periods, after reflecting the 2 for 1 stock split effective in November, 1983, were \$1.20 and \$0.71, respectively.

Net earnings for the second quarter of fiscal 1984 include a net gain of \$2.8 million (six cents per share) on the sale of Stokely-VanCamp common stock acquired in July. Net earnings for the second quarter of last year included a charge of \$8.2 million (19 cents per share) for the writedown of assets in the company's Burger King Restaurant subsidiary. Excluding these two factors, net earnings increased 27 percent.

For the first six months of fiscal 1984, net sales were \$2.05 billion compared with \$1.79 billion. Net earnings this year were \$86.9 million versus \$56.3 million for the same six-month period in the prior year. Earnings per share were \$2.00 and \$1.30 respectively.

New Corporate Executive Group at CPC International

A seven-member corporate executive group has been established at CPC International, Inc., which James W. McKee Jr., chairman and chief executive, said “will provide added strength to the corporate level in guiding the company's businesses, evaluating and viewing business strategies, and handling other matters which affect the company as a whole.”

In addition to Mr. McKee, the committee includes James R. Eiszner, president and chief operating officer, and five key executives who were named corporate executive vice-presidents. Mr. McKee said that the five officers named to new posts as corporate executive vice-presidents will have other responsibilities as well.

The five are Gene A. Burns, who continues as chief financial officer; Wolfgang Hesse, who is chief administrative officer; Richard W. Siebrasse,

president of the Best Foods North America Division; Osvaldo J. Pratt, chairman of the Corn Wet Milling Division, and Paul Craven, who will provide guidance to operations in Asia, Africa and the Middle East.

Mr. Hesse will be relocating from Europe to the company's Englewood Cliffs office, where Mr. Pratt and Mr. Craven will also spend a substantial portion of their time.

Mr. Hesse currently is group vice-president and president of CPC Europe and a member of the board of directors. He joined CPC in 1952 and held positions in Germany and Switzerland before being named head of all consumer product operations in Germany in 1966 and country manager in Germany in 1969. He has been group vice-president and president of CPC Europe since 1979.

Mr. Burns is senior vice-president, chief financial officer and a member of the board. He joined CPC in 1957 as a financial analyst and subsequently became assistant comptroller, assistant to the president and vice-president, finance. He was elected to the board of directors in 1977 and became senior vice-president, finance, in 1982.

Mr. Siebrasse, currently group vice-president of CPC International and president of CPC North America, was in the Best Foods group for 14 years in marketing and administration. He has been in his current post since 1978.

Mr. Pratt has been group vice-president of CPPC International and president of CPC Latin America headquartered in Buenos Aires since 1980 and a member of the board since 1978. He joined the company's Argentine affiliate, Refinerias de Maiz, S.A.I.C.F., in 1954 as assistant manager and became managing director in 1960. He became president of CPC Latin America in 1967 and a vice-president of CPC International in 1968.

Mr. Craven is a vice-president of CPC International and has been president of CPC Asia, headquartered in Hong Kong, since 1970. He joined CPC in the United Kingdom in 1947 and held various positions in both grocery products and corn wet milling. He joined the International Services Group in 1959 as joint head of international marketing services working with affiliates in Europe, Africa and Asia. CPC Asia was formed in 1966 when Mr. Craven became its director of consumer products. He was named execu-

tive vice-president of CPC Asia in 1968, president in 1970 and a vice-president of CPC in 1972.

RHM Pre-Tax Profit Up

Pre-tax profits of Ranks Hovis McDougall P.L.C. increased 25% over the prior year in the year ended Sept. 3, while sales gained 2.4% over fiscal 1982. “The increase of £9 million in pre-tax profits was due to good flour milling results and significant improvements by most other areas of the group's U.K. businesses, particularly the packaged cake and grocery,” said P.W.J. Reynolds, chairman, in London.

“In our overseas business, Cerebos Pacific Limited improved on its forecast and the previous year, in the U.S., we maintained market share and volume but due to an unusually competitive market, margins and profits were down.”

RHM's operations in the U.S. include a sizable pasta manufacturing division, Ravarino & Freschi, Inc., Gioia Bravo, and Merlino's Macaroni, Inc.

Ragu Leases Plant

The Packaged Foods Division of Chesebrough-Pond's Inc. announced it has leased a Tillie Lewis Foods facility in Stockton, California to process tomatoes and tomato paste for use in Ragu food products.

The facility, located at Waterloo Avenue and D Street in Stockton, is leased by Chesebrough for three years effective Dec. 1, 1983. The lease includes an option for Chesebrough to purchase the plant.

“Leasing this facility is consistent with our continuing efforts to maintain control over the major portion of the raw materials used in manufacturing Ragu Products,” according to Gerald Chrusciel, vice president of manufacturing for Chesebrough's Packaged Foods Division, which includes Ragu. “While outside suppliers are still important to us, the growth of our business means we need more internal processing capacity to maintain the balance between raw material we process ourselves and those we buy from outside suppliers,” he said.

Sales in the Italian food sauce category have tripled since 1974 and now

(Continued on page 34)



BASSANO DRYING OF PASTA AT TEMPERATURES UP TO 226° F

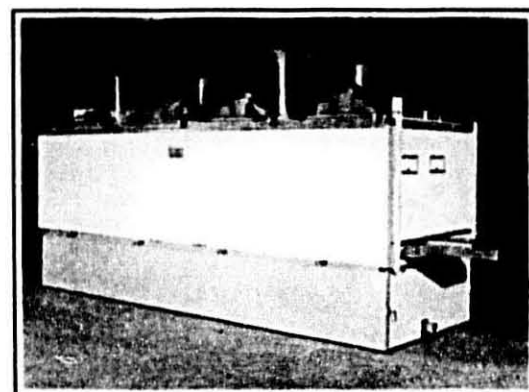
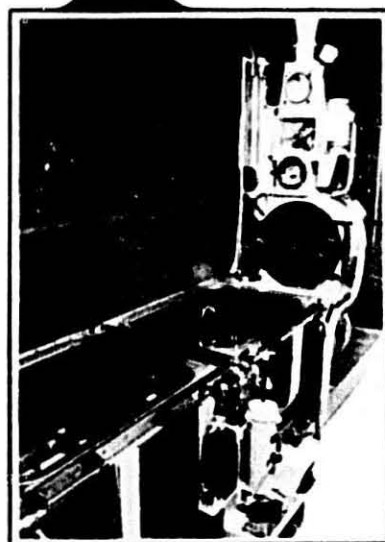
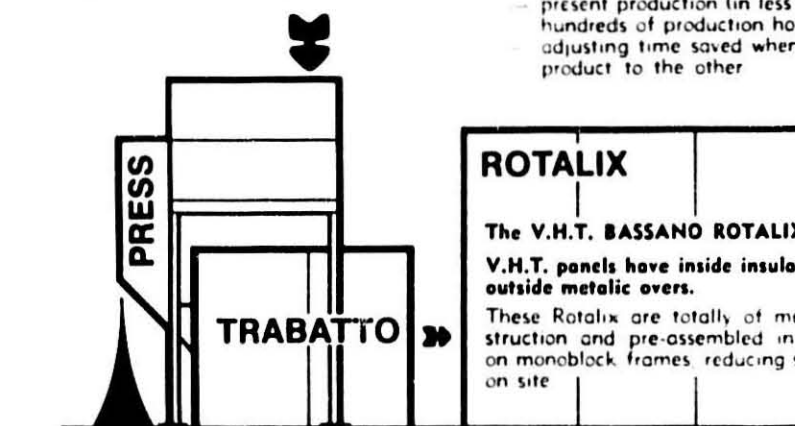
offers "V.H.T." (Very High Temperature) production lines allowing a drying of pasta at temperatures up to 226° F with better results. A better quality pasta — better utilisation of production facilities and plant operation, cost reduction.

• BETTER PASTA QUALITY:

- improved resistance to cooking and also excess of over cooking
- improved bacteriological conditions
- improved storage life
- reduction cost in breakage

• PLANT PRODUCTION COSTS ARE REDUCED:

- power-energy reduced from 10 to 20% (depending on conditions)
- less space needed (our production lines with equal production capacity are more compact)
- time saving (drying periods are three to four times shorter)
- present production (in less time you will be saving hundreds of production hours per year)
- adjusting time saved when changing over from one product to the other



BASSANO PRESS constructed with

- Volumetric or ponderal dosing units (optional) with electronic controls
- Vacuum mixing unit with controlled opening pleiglass doors
- Compression screw with continuous variable speed and with low speed re-start
- Optional thermo-regulated cask and head
- Retractable mask for pasta cutting with electronic control to give you length 7 mm to 100 mm (1/32" to 4")
- Lift conveyor for rapid set up of the mould

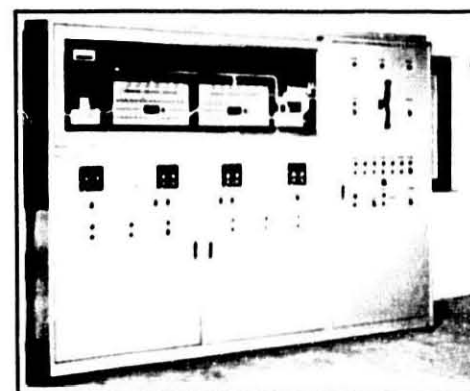
These presses are pre-assembled in our plant on a aesthetic and rigid frame

ROTALIX

The V.H.T. BASSANO ROTALIX

V.H.T. panels have inside insulation and outside metallic covers.

These Rotalix are totally of metallic construction and pre-assembled in our plant on monoblock frames, reducing set up time on site.



The V.H.T. BASSANO TRABATTO

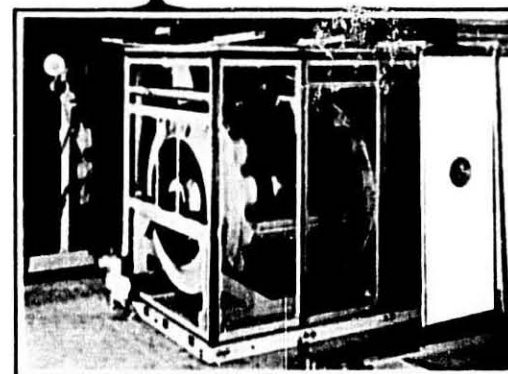
Easy frame construction allowing total access to the elements located inside the frame.

Frame and blade suspension are entirely fitted in metallic construction.

V.H.T. metallic panels are suspended for easy and rapid opening.

Two speed motor with external location.

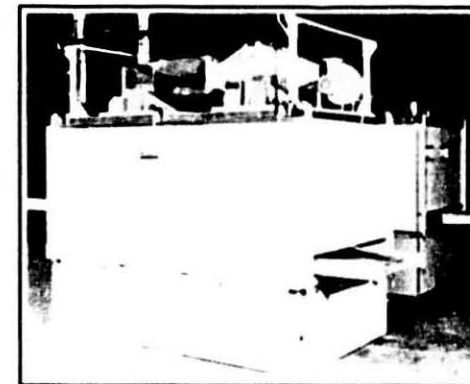
TRABATTO COOLING SYSTEM



CLIMATISATION REGULATION

V.H.T. drying is obtained by optimization of the ventilating and hygrothermic circuits.

The heating is controlled by an electronic regulator. The air extraction and steam injection allow us to maintain optimum climatic conditions.



BASSANO

offers a comprehensive line of equipment and machinery with all the following assets:

- Efficiency, low cost
- Simple and resistant design
- Easy cleaning and maintenance

ACB Industries Inc. BASSANO

Food Processing Machinery Division
277 Fairfield Road
Fairfield, NJ 07006
Tel. (201) 882-0380
Telex: 130233



total over \$600 million nationally. Ragu sauces command a 50 per cent share of the category's sales.

Multifoods Earnings

International Multifoods Corporation announced third quarter net earnings of \$13.6 million, or \$1.67 per common share, on sales of \$285 million. Earnings included approximately 50 cents per share from the previously announced disposal of the Mister Donut franchising business in Japan. The gain from Japan more than offset the impact of devaluation of the Venezuelan bolivar, which reduced earnings by 28 cents per share. Currency gains during the quarter were negligible. For the same period a year ago earnings were \$12.3 million, or \$1.50 per share, on sales of \$301 million.

For the nine months ended Nov. 30, 1983, net earnings were \$24.8 million, or \$3.03 per common share, on sales of \$783 million. The gain of 50 cents from disposal of the Japanese franchising business, combined with currency gains of 43 cents per share during the period, substantially offset a reduction of 98 cents per share due to bolivar devaluation. During the comparable period a year ago net earnings were \$25.7 million, or \$3.12 per share, on sales of \$827 million.

Bolivar Devaluation

President and Chief Operation Officer Andre Gillet said, "Devaluation of the bolivar was the major factor underlying a decline from last year's sales and earnings in our Consumer, Industrial and Agriculture segments, although volume and earnings in local currency were up sharply in Venezuela.

"In the Consumer area, earnings from Canada increased substantially over last year for Bick's pickles and relishes, Robin Hood mixes and cereals, and poultry meats, offsetting the cost of marketing efforts to protect our dominant share of the family flour market. In the United States we achieved good overall volume growth, and increased earnings from Smoke Craft specialty meats, Kaukauna Cheese, and Robin Hood and LeCrosta mixes. Strong competitive pressure continues to adversely affect peanut butter operations. In Venezuela, consumer flours performed very well."

Industrial Segment

Discussing the Industrial segment Gillet said, "In the United States, earn-

ings gains in bakery and export flour were offset by results from grain merchandising, durum and bakery mix operations, where industry margins remained weak. Canadian results were relatively unchanged. Flour and mix volume was very strong in Venezuela.

"In our Agricultural segment," Gillet continued, "animal feed results were off in the United States. Lynks seed corn turned in a good performance as shipments were earlier than in prior years. U.S. pet foods had a disappointing quarter, although volume trends lead us to expect an improvement by year-end. Feed and poultry operations in Venezuela were strong.

"Earnings increased in the Away-From-Home Eating segment due to the gain from Japan," Gillet said. "Results from Mister Donut in the United States were extremely strong as established shops saw good volume improvement, and we had our best quarter for new shop openings in five years. Restaurant operations were down for the quarter and efforts to improve customer counts are continuing."

Looking Ahead

Looking ahead, Chairman and Chief Executive Officer William G. Phillips said, "We are confident our strong Canadian and Venezuelan operating results will continue in the fourth quarter. Further, in the United States several important seasonal profit centers look especially strong. While the impact of Venezuelan currency fluctuations by year-end is uncertain, we expect that for the full year we will match last fiscal year's record earnings."

Minneapolis - based International Multifoods is a diversified food company operating principally in the United States, Canada, Venezuela and Mexico.

Record Volume for Harvest States Cooperatives

Grain marketing and processing activities of Harvest States Cooperatives generated total revenues of almost \$2.4 billion in the fiscal year ended May 28, 1983, Allen D. Hanson, president, told the cooperative's annual meeting at the Minneapolis Convention Center.

Noting that the year's revenues were up \$119 million from the previous year, Mr. Hanson said the year's grain volume of 530 million bushels established a new record. That volume, along with a general tightening of op-

erations enabled Harvest States to achieve a net profit despite adverse conditions in the agricultural economy, he said.

"We see our increased bushels handled as a real vote of confidence by our members and we are grateful for their support," Mr. Hanson said. "That kind of continued commitment enables us to broaden our marketing strength to serve our members even better."

Expanded membership and facilities in the Pacific Northwest, now tied in with the cooperative's historic strength in the Midwest, also creates additional optimism, Mr. Hanson said. Harvest Cooperatives was created this past summer by combination of North Pacific Grain Growers and Grain Terminal Association.

"With our multiple export locations, we are positioned to effectively and efficiently market member-owners products," he said. "We expect this regional cooperative to grow and prosper because of the strong elements and support from our membership in the future."

Of the 529,800,400 bushel of grain shipped by farmer members through Harvest States Cooperatives, North Dakota led with a total of 140 million bushel shipped to the cooperative. The year's total was up 20% from the previous year.

ConAgra Earnings

"ConAgra's record (first half) earnings reflect the company's balance and diversification. . . . Although our reported results in fiscal 1984 will not fully reflect ConAgra's increased earnings power, we continue to expect record earnings for the full year," Charles M. Harper, ConAgra, Inc.

Roman Meal Natural Foods Line

Roman Meal Co. has introduced a new 11-item Natural Foods line of products into selected western markets as a first step toward a national rollout. The line includes whole wheat crackers with no salt added; lavos (Middle East-style) crackers; wheat germ crackers, multigrain hot cereal; hot cereal with oats, wheat dates, raisins and almonds; whole-grain wheat hot cereal; bran and raisin cereal; multigrain pasta elbows, spaghetti and lasagna, and a whole-grain baking mix.

Need a special enrichment blend? Need it fast?



Call the Paniplus STAR Squad!

Creating enrichment blends for the food industry is a specialty of the STAR Squad, Paniplus' unique Sales Technical And Research team of experts. Heading this specialty is Lyle Woods, Senior Vice President. Here's why he's your keystone to special blend service.

He pumps iron.

And vitamins and minerals to create precise enrichment blends to bring your product up to requirements of the FDA or your own company's specs. It's guaranteed too, with a certificate of analysis accompanying every Paniplus blend — standard or custom.

He takes it personally.

Lyle coordinates the development of your blend, personally tracing its process through research and development and quality testing. Whenever necessary, Lyle pulls together a qualified technical team to implement the blend at your plant.

He doesn't know when to quit.

For Lyle, it's not enough simply to create a guaranteed enrichment blend. He follows it up with another Paniplus service --

final product testing. We'll analyze your product to make sure its enrichment meets your label claims throughout its projected shelf life.

He's on top of the market.

With a sharp eye on the market, Lyle has expanded this specialty from simple flour enrichment to include cereals, snack foods, dairy and confectionery products. By anticipating the market, we can respond that much faster to your special blend requests. And at Paniplus, our response speed is second only to our accuracy.

He's the tip of the iceberg.

The STAR Squad runs deep! With every Paniplus product, you get the entire STAR Squad as a bonus: the best technical and trouble-shooting help in the business. It's a bonus that benefits everyone. You. Your customers. Remember, only Paniplus has the STAR Squad!

Call the STAR Squad enrichment experts toll-free 800/255-6637.

PANIPLUS

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The Contemporary Resort Hotel rises majestically from the shores of Bay Lake. With sleek monorails running silently through the center of the A-frame tower building, the Contemporary Resort is a unique headquarters for visitors who dream of what a trip to the future might encompass.

CATCH THE PASTA SPIRITI

NPA Winter Meeting
Contemporary Hotel
Walt Disney World
March 11-15, 1984

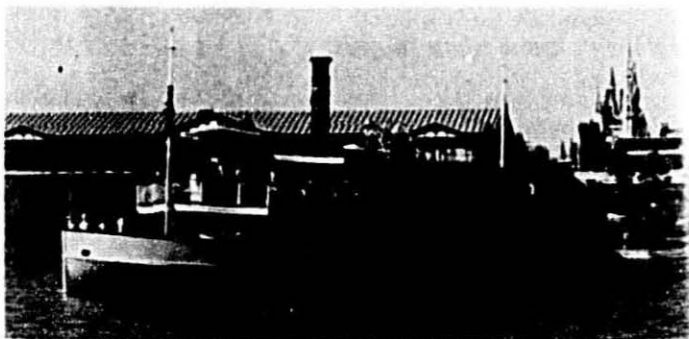
The business program will feature:

- “Winning Through Negotiations Seminar” for members and spouses
- National Debut of the new NPA sponsored “Pasta Lovers Diet Cookbook”

- Open discussion on Product Promotion and Technical Affairs—everyone invited
- North Dakota Update
- Consumer Attitudes Toward Pasta—results of the White House Industry Council Baseline Study
- Review of Supermarket Trends

The National Pasta Association Winter Meeting will start with a cocktail cruise on the Kingdom Queen to a Ft. Wilderness feast and hoe down. We finish with red-white-and-blue evening of good fellowship, fun and entertainment at the “Catch the Spirit of America” dinner show and dance. Dress: Red, White and Blue.

Although there is plenty of time to explore EPCOT and The Magic Kingdom, the “down to business meetings” will be productive for members and guests alike.



Cocktail Cruise

—General Membership and Board Meetings

The traditional golf and tennis challenge matches will, of course, be held.

Walt Disney World

Spreading over the lake and forest country of Central Florida, the Walt Disney World resort complex is the most complete vacation destination anywhere. With 43 square miles of recreation and entertainment, it offers guests countless opportunities to get the most fun ever from their convention experience.

Here is a world as old as yesterday, as timeless as a dream and as new and exhilarating as tomorrow. It's a world embracing all notions in friendship. A world where young people can enjoy the adventures of adulthood and grown-ups can once again join in the pleasures of being a child.

It's also a world of unique accommodations, fine dining, shopping and outdoor activities designed to create a truly different convention experience.

Epcot Center

Epcot Center represents the ultimate in Disney-“Imagined” entertainment—an entertainment experience dedicated to mankind's most precious resource: Imagination.

Located on 600 acres of Walt Disney World property approximately two and a half miles from the Magic Kingdom, Epcot Center encompasses two distinct dimensions: Future World and World Showcase. Together they form a vast new showplace created to satisfy the imaginative appetites of the tens of millions of people of all ages destined to become “Epcot travelers.”

Future World

Standing 180 feet above the entrance, Epcot Center's colossal gateway here is your entrance to Future World. It is the largest structure of its kind anywhere, a dazzling statement to the extraordinary wonders that await you. Wonders in energy. In communications. In transportation. In the limitless potential of the seas . . . the land . . . and most of all, in the limitless potential of human imagination to chart the course for this our Space-ship Earth.



Magic Kingdom

Spaceship Earth

Within the vast interior of the Epcot Center geosphere you'll board Spaceship Earth, presented by the Bell System, for a spiraling time journey through the history of communications. From the first images painted on cave walls to computers whose electronic pathways take you to the very edge of space, you'll see how communications has assured our survival through the ages.

Universe of Energy

Using the most complex film systems ever developed, and a multitude of dazzling special effects, the Universe of Energy, presented by Exxon, will take you from the great geological upheavals that enfolded fossil fuels deep within the earth, up to the present, and on to examine the energy forces of the future.

World of Motion

Three shows in one, World of Motion, presented by General Motors, takes you on a zany ride through milestones in transportation history. Another adventure awaits you in CenterCore, where you'll be dazzled by a six-story kaleidoscopic view of a futuristic landscape. And finally, you'll visit the General Motors Transcenter, presenting an exciting look at GM's advanced concepts for the present and future of transportation.

Journey Into Imagination

Almost castlelike in grandeur, Journey Into Imagination, presented by Kodak, is the fantasyland of Future World. From the Dreamport, you'll follow Dreamfinder and his delightful sidekick, Figment, into the wondrous worlds of art, literature, science and technology. In Image Works, you'll try your own hand at creative experiments. From there, you'll enter the Magic Journeys Theater for the largest—and perhaps most captivating—three-dimensional motion picture ever produced.

The Land

In the six-acre Land pavillion, presented by Kraft, you'll explore Nature in both her wildest and most cultivated states. You'll see actual experiments in futuristic farming. You'll feast in the rotating Good Turn restaurant. Plus, you'll enjoy a zany cast of incredible edibles at the Kitchen Kabaret serving up some of the most palatable entertainment this side of the refrigerator.

CommuniCore

Technology and people come together and make friends in CommuniCore, the Community Core of Future World. In an inviting cluster of buildings that welcome your participation, you'll converse with computers, cast your opinion on current issues, select and preview travel plans via videodisc and have your own “hands-on” experience with the 21st century.

Epcot Computer Center

One of the many exhibits in CommuniCore, Epcot Computer Central, presented by Sperry, gives you an up-close and entertaining look at the computer technology that helps run Walt Disney World and puts more than a thousand Audio-Animatronics performers through their paces.

Horizons

Horizons, presented by General Electric, will look at different lifestyles from the 21st century. And then let you choose one to try out yourself! You'll also take a look at today's world as it's never seen when you wind through the Omnisphere, presenting 8-story images of crystal formations, DNA molecules unfolding, and a fiery space shuttle blast-off, to name a few.

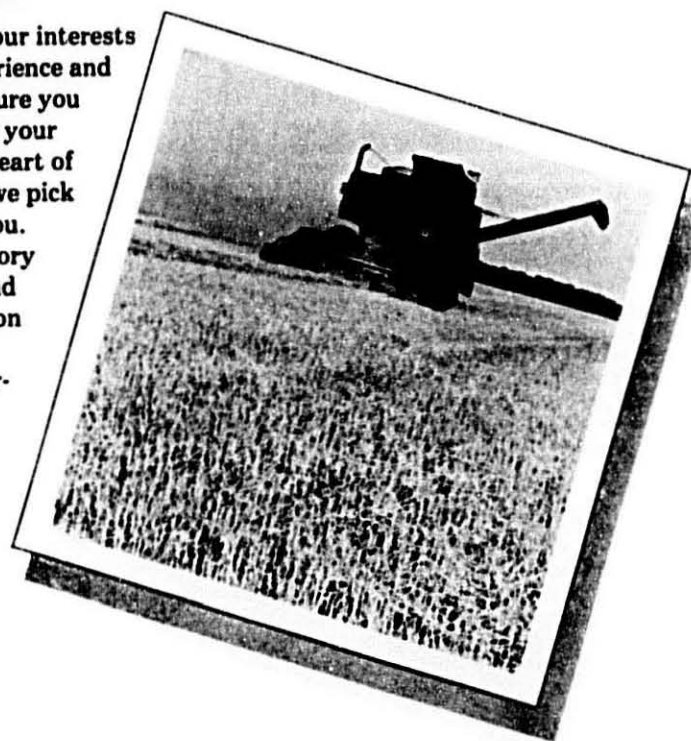
Thinking of you...

The North Dakota Mill has your interests very much at heart. Our experience and excellent milling facilities assure you the finest durum products for your pasta. We are located in the heart of the rich durum country, and we pick the "cream of the crop" for you. Thorough testing and laboratory facilities assure uniformity and quality control. You can rely on consistency when you order Durakota No. 1 Semolina, Perfecto Durum Granular or Excello Fancy Durum Patent Flour from North Dakota Mill. We're thinking of you every step of the way.

the durum people



NORTH DAKOTA MILL
Grand Forks, North Dakota 58201



THE FEDERAL DEFICIT: WHO'S AT FAULT?

by W. D. Clower, President, Food Processing Machinery and Supplies Association

Everyone screams about the deficit and points fingers at some specific spending area as the cause, but have you actually looked at the budget figures? We have, and find there are some fascinating revelations.

According to Office of Management and Budget (OMB) reports for the period October, 1982 through May, 1983, four major expenditures top the \$20 billion figure (and that's with four months to go in the fiscal year). Despite much of the recent noise about defense spending, the biggest spending programs are the Social Security trust fund (with over \$99 billion), Medicare (\$25.42 billion) and State Unemployment Benefits (\$21.36 billion). The other budget item topping the \$20 billion level was payment of interest on the national debt—a mere \$81.39 billion!

Together these four line items account for \$227.25 billion in outlays for the first eight months of this fiscal year. And, that is a staggering 42.24 percent of the total \$583 billion the federal government has spent so far.

Then comes a long list of smaller budget items that add up to another \$20 billion total. Health care trust fund payments, Civil Service retirement, Medicaid grants to states, disability federal trust fund and Medicare supplementary medical insurance trust fund payments each come in at the \$10-\$15 billion level. The "small-fry" items (from \$3-10 billion) were Veteran's compensation and pensions, food stamps, Supplemental Security Income (SSI), assistance payments program of Social Security, and railroad retirement benefit claims. These 13 items add up to another \$95.14 billion, or an additional 17.68 percent of all expenditures.

When you add this entire list of social expenditures—from Social Security to railroad retirement—you come up with a figure of \$322.39 billion, or 59.92 percent of all federal expenditures for the first eight months of this fiscal year. But where is the defense spending that has been the

subject of so much flak? Defense spending does come out to a giant \$138.097 billion, but that is only 25.64 percent of the total expenditures to date, and it is over \$50 billion less than the \$187 billion plus spent on income security alone.

The point is that while defense spending may be subject to some valid criticism, it is only a small part of our massive spending problem. Far more significant are the entitlement programs—all those automatic payments for so many questionably worthwhile social programs that increase each year as their cost-of-living adjustments (COLA's) ratchet up the outlays without any action from Congress. **If the deficit is ever to be controlled, Congress and the public will have to take a hard look at what the problem really is.**

Food Processors Move to New Headquarters

NFPA has moved to its new headquarters building at 1401 New York Avenue after two years of planning and patience. The new building is situated only two blocks from the White House and in close proximity to federal agencies and Capitol Hill. Judging by staff reaction, the new building meets everyone's expectations.

As part of the Association's new headquarters, members and suppliers have funded construction of new laboratory facilities which include:

- Processing Research Laboratory
- Isolation Laboratory
- Consumer Product Testing Laboratory
- General Microbiology Laboratory
- Container Testing Laboratory
- General Chemistry Laboratory
- Heavy Metals Laboratory
- Nutrient Composition Laboratory
- Vitamin Assay Laboratory

The new NFPA address and central phone number are: 1401 New York Avenue, N.W., Washington, DC 20005, (202) 639-5900.

The Secret to Japan's Success

by Richard L. Leshner, President Chamber of Commerce of the United States

Did you know that there is a country whose productivity is 50 percent higher than Japan's? That's right. While we have all read and heard about the phenomenal productivity of the Japanese economy, one nation exceeds Japan Inc. by one-half.

Well, come, come you say. Speak up. Where is this economic giant? Is it one of those OPEC countries awash in oil? One of those tiny countries you need a magnifying glass to find on the map?

No, the most productive economy in the world is also the largest. It is the United States of America's. Despite our troubles, we lead Japan and all other countries in output per worker—productivity. American agriculture is three times as productive as Japan's. Our construction industry is twice as productive. Basic manufacturing is 25 percent more productive.

Then why all this fuss? Why is everyone talking so much about Japan? Is all this talk about the Japanese economic miracle just a myth?

No, the strength of Japan's economy is real enough. While our productivity is higher today, Japan's productivity is growing much more rapidly than America's. During the decade of the '70s, Japan's productivity grew at 7.4 percent each year, America's at only 2.6 percent. At this rate Japan will overtake us by the end of the century.

What, then, is the secret of Japan's rapid growth in productivity and GNP? Quite simply it is low federal spending, reduced marginal tax rates, and a government which understands that economic growth comes from a strong and vigorous private sector, not from big government.

PLANT OPERATIONS SEMINAR

Boston, Massachusetts
April 8-12, 1984

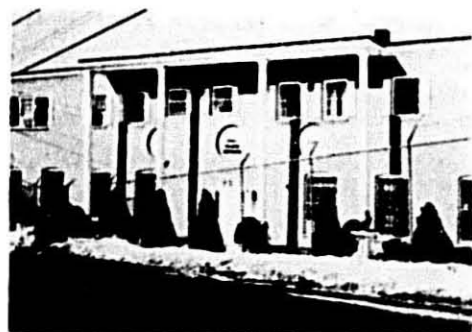
Pasta Makers in America



Chairman Joseph Pellegrino

- William Howard Taft was trust-busting in the White House.
- Sun Yat Sen had just overthrown the Manchu Dynasty in China.
- The Titanic met an iceberg on her maiden voyage and sank off Newfoundland.
- The Keystone Cops were packing 'em in at the Bijou.
- The magic of wheels out of Detroit was changing the face of the nation.

And in the venerable city of Boston a Prince was born. The year was 1912—a very good year for nutrition in America. Three Italian immigrants, pursuing the "American Dream" in Boston's North End, set up a macaroni factory in a small store on Prince Street.



Prince Packaging, Lowell

THE STORY OF PRINCE MACARONI

The Prince Macaroni Company first took its name from the street where it was born, and in the decades since has earned it with the integrity of its products.

By 1917, the combination of quality products and warm personal service began to pay off, and Prince Macaroni moved to larger, more modern quarters on Commercial Street. A generation of Americans went forth to have the world for democracy, and came home to establish the opulent madness of the "Flapper Era." During these turbulent years, the American taste for macaroni products continued to grow and, once again, in 1939 Prince had to move to larger quarters in Lowell, Massachusetts where company headquarters are still located.



President Joseph P. Pellegrino

Roman Macaroni Company

Mr. Joseph Pellegrino was, in 1939, Sales Manager and a partner of the Roman Macaroni Company of Brooklyn, New York. After a fire destroyed the Roman Company's plant, he arranged to have Prince supply the company's pasta needs—and within a year he acquired controlling interest in the rising New England company. His vision of the future of pasta products was given impetus by the rapidly expanding demand during the war years. Connecticut and Rhode Island were added to the company's marketing area, and the growth of Prince began.

The year was 1950—"Give 'em hell" Harry Truman ordered the army to seize the railroads to prevent a national strike. The great Cleveland Browns won the National Football League championship and held it for

the next five years. These same years were years for acquisition and growth in new markets for Prince.

- The Cardinale Macaroni Company of Brooklyn, New York.
- The Roma Macaroni Company of Chicago, Illinois, a distributor, added new capacity and new marketing horizons to the Prince commitment to growth.
- The Meisenzahl Macaroni Company of Rochester, New York.
- The Prince brand was franchised to the Michigan Macaroni Company of Detroit; brokers and distributors were appointed in Washington, D.C., Roanoke, Virginia, Cincinnati, Ohio, and San Juan.

(Continued on page 22)



Prince Corrugated, Lowell

The Story of Prince Macaroni



Grocery Store of Pietro Realmuto—New York City, 1915



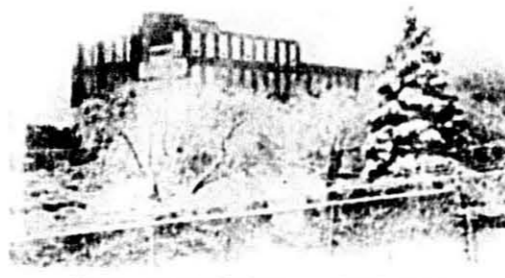
Roman Macaroni Company—New York City, 1894-1939



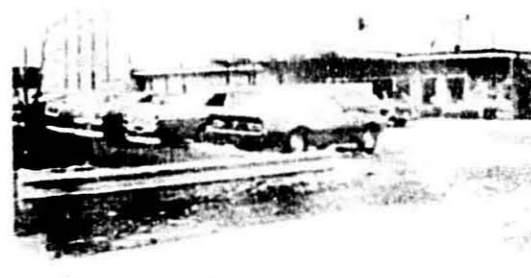
Prince Spaghetti House—Boston, 1946



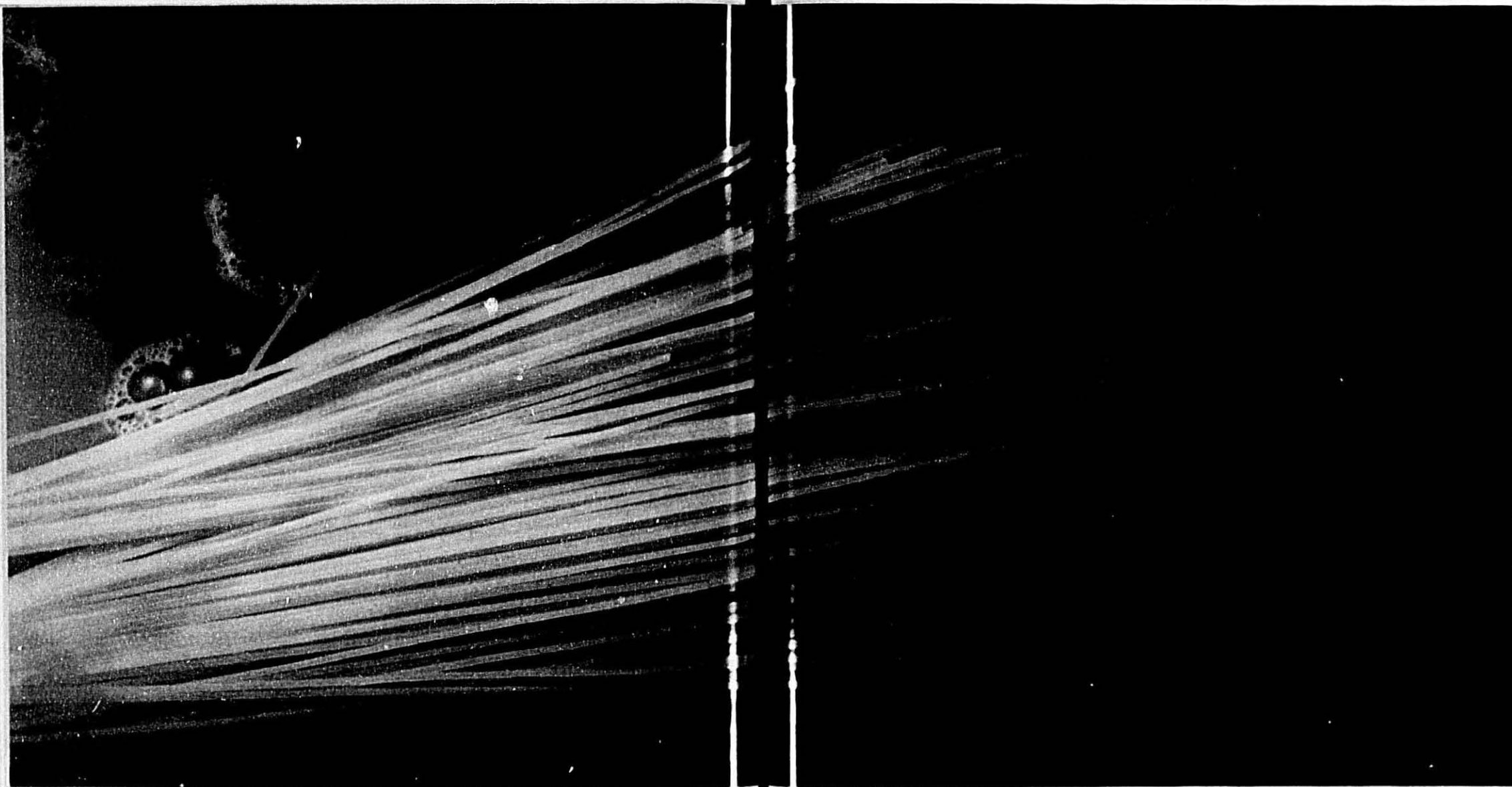
Meisenzahl Macaroni Company—Rochester, N.Y. 1950



Prince Macaroni Headquarters—Lowell, Mass



Prince Macaroni of Michigan, Inc.—Warren, Michigan



**CONAGRA
AND PEAVEY:
MILLERS TO AMERICA'S
PASTA MAKERS**

No one mills more quality durum than Peavey and ConAgra. No one provides a more dependable supply — the right product at the right time at the right price.

That's why you can count on Peavey and ConAgra — America's largest supplier of quality Semolina and other fine durum products.

 Flour Milling Company

The Story of Prince Macaroni

(Continued from page 18)

Puerto Rico. The company also purchased a warehouse in Miami, Florida and began distribution there.

Integration

To better integrate operations, Prince began in 1955-56 to acquire related companies:

- Roselli Foods of Pennsauken, New Jersey, became Prince Macaroni of New Jersey, Inc. manufacturers of Prince Sauces and prepared foods;
- The Cleghorn Folding Box Company, now known as Prince Packaging Corporation, supplied Prince's needs for folding cartons as well as packaging for many other companies;
- Prince Corrugated Container Corporation was formed to fill similar needs;
- Prince became a 51 percent partner in the Prince-Gattuso Macaroni Company in Montreal. It sold its interest in 1968 and built a new plant in Boucherville, Canada, now known as Prince Macaroni of Montreal, Limited;
- Prince Lithographers, formerly LeClair & Company, Inc., and the A & D Fabricating Company were also acquired;
- In 1965 Prince acquired Chem-Tech International;
- The following year, in 1966, Prince also acquired the Michigan Macaroni Company and subsequently purchased the Vivison Macaroni Company of Warren, Michigan. Their combined operations are now known as Prince Macaroni of Michigan, Incorporated.

Prince Spaghetti House

Not only expert in the manufacture of pasta, Prince knows how to cook it and serve it, too. In 1946 Prince operated the Prince Spaghetti House in Boston, and in the early '60's established the Prince Grotto on the grounds of the main plant in Lowell. The Prince Grotto, with its lovely gardens and old-world atmosphere has continued to flourish and is currently operated on a lease basis.

- The Dutch Main Macaroni Company of Allentown, Pennsylvania,

was acquired in March, 1971. Prince markets a family of egg noodle products under the Dutch Maid brand name.

- The Viva Macaroni Company of Lawrence, Massachusetts, was acquired in 1972.
- In the same year, Prince established the W-R Packaging Machinery Company.

Today, Prince stands on the threshold of a new era of marketing and growth, totally prepared in terms of capacity and fully integrated facilities.

Full Product Line

Their full retail product line, in addition to all varieties of spaghetti, macaroni, and egg noodles, includes spaghetti sauce and prepared foods in glass jars. The finest grade of California tomatoes, high quality herbs and spices, pure olive oil, butter, sherry wine and the choicest grade of meats are used in all their spaghetti sauce recipes.

Durum wheat, the choicest, costliest wheat in the world, is the base for all their pasta products.

Following basic traditions, they classify their pasta products as Naples style—spaghetti, macaroni, ziti, elbows and other types that owe their popularity to the Naples area. They manufacture 24 varieties of these popular products.

Genoa cut products are the curvy twisty products used for specific recipes such as lasagna, cannelloni, and manicotti. Prince's 17 varieties include all the important cuts.

Prince egg noodles, which combine fancy patent flour of Durum wheat with farm-fresh golden egg yolks, are high in protein, low in starch and vitamin enriched. Eighteen varieties offer perfect egg noodles for every recipe.

Sauces and Processed Foods

Spaghetti sauces, meatless, with meat and with mushrooms, marinara sauce, pizza sauce, and Italian cooking sauce are of growing importance to Prince retail sales.

Items specially packed for institutional use have put Prince solidly in the market for institutional products. They offer regular spaghetti, macaroni and egg noodle products, as well as protein-enriched varieties which can be served as meat alternates. No. 10 cans of special products such as sauces, spaghetti, ravioli, corned beef hash,

chile con carne, sausages and meat balls are offered as well as special high protein tinned products.

School lunch programs, served by their distributors, are major users of these high protein foods.

Specialty products for the retail trade include pasta products, bread crumb mix, macaroni and cheese dinner, and shells and cheddar dinner. Romano, Parmesan, and a blend of Romano and Parmesan cheeses are also offered.

Superoni, a line of elbow macaroni and thin spaghetti containing 22 percent protein, is another key item in the Specialty Products line. Superoni is the only pasta product high enough in protein to be recognized by the U.S. Department of Agriculture as a meat substitute for the school lunch program.

Prince products are more than pure ingredients—more than a story of great variety and the ability to supply many markets and needs. The consistent high standards of quality result from the dedication of people—the men and women of Prince who put their pride in their work—they put the priceless ingredient of integrity in every product package.

In the beginning the Prince Macaroni Company was formed to express the dream of a few hard-working immigrants for a better life in their new country. The enterprise they founded, following the same principles of honesty and dependability with which it began, has maintained its personal touch with employees, customers, and the community, through eras of growth and change.

Early Advertiser

Prince was an early and enthusiastic television advertiser. Commenting on their early experience Joseph Pellegrino, Chairman of the company, stated: "In the fall of 1949 we had our first television program which featured 'Don Winslow' of the Navy. This was a serial motion picture, and from the reports received, it was closely followed by young and old. At the conclusion of the Don Winslow Show we had the Ace Drummond Show with Eddie Richenbacher. This was also a serial film that was very favorably received.

"Then we really stepped out into the big league. Every Sunday evening at 10:30 we put on the Prince Television

theater consisting of selected full length pictures from Hollywood's greatest productions. The commercials, which were in good taste, showed the housewife how easy it was to prepare a tempting, tasty meal with the many macaroni styles, 110 different varieties, manufactured and marketed by Prince. This was the company's way of backing up the sale of its products through chains and independent retail stores. Dealers capitalized on the program by arranging attractive store displays of Prince products."

In the mid '60's Prince employed Stan Freberg, master of the humorous soft sell in advertising to create new commercials.

Wednesday, Spaghetti Day

In 1970 the Prince Spaghetti television commercial was singled out as the best for packaged food products by the American Television and Radio Academy. The commercial, based on the company's long time theme, "Wednesday is Prince Spaghetti Day," starred a cast of Italians from Boston's North End who were real people, not actors. It happened like this: Dreaming of a possible commercial, Zal Vener Advertising Agency, and Joe Pellegrino took a leisurely walk through Boston's "Little Italy" one fine day and said, "Why not?" They had already gone the route with the usual cartoons, humor, personality spot. Here they were, right where the action was.

Next came the creative and production people with a film crew walking the same streets looking for people who would fit the role in their new script. They spotted a youngster of one darting out of a doorway. His name was Anthony Martignetti. He had come from Italy two years previously. A real find. So was his mother, they discovered, when they went home with Tony to get permission for him to play the leading role.

The plot had Tony running home for dinner. As he ran, we cut to mom in the kitchen cooking the spaghetti. Back to Tony. Back to mom. He finally makes it, exhausted, and the smile he gives out at the sight of dinner is worth the price of the commercial. A real people-smile. Not an actor-smile. And the spaghetti looks like real people-spaghetti.

This was the first "Clio" award presented to a spaghetti company for a

nationally recognized TV commercial. It won from a field of 1,803 entries.

In 1964 Joseph P. Pellegrino, Joe's only son, was named assistant to the president, and Ted J. Settanny was appointed vice president of sales. Both positions were newly created.

Joseph P. Pellegrino had been manager of Prince's Lowell plant since 1962 after finishing Harvard's School of Business. Settanny had joined the Prince Company as national sales director in 1961 after 14 years with Pillsbury.

Forbes Magazine

In March of 1980 Thomas Jaffe wrote in Forbes Magazine: "The big boys are trying hard to gobble up the macaroni business. But don't ever count out the little fellows. They are a tough breed."

He continued: "Customer loyalty dies hard. Nowhere does it die harder than in the markets dominated by the large privately-owned independents. Call them 'The Big Three': Ronzoni of New York; Prince of Lowell, Massachusetts; Golden Grain of San Leandro, California. When their turf is invaded, they fight."

"If we can't hang on," bristles Joseph P. Pellegrino, 41, president of Prince, "hurray for the new guy coming in and tough luck for us. I was in the Marine Corps for three years of active duty, and I can truthfully say when I came back to work for my father it was tougher. There were times I look back on boot camp as the good old days. So I'm plenty ready for a fight if that's what anybody wants."

The competition has always been there.

General Foods to Acquire Ronzoni Corporation

General Foods Corporation and the Ronzoni Corporation jointly announced January 10 that they have reached an agreement in principle for the acquisition by General Foods of all the stock of Ronzoni Corporation. The proposed purchase price was not disclosed.

The companies said that the transaction is subject to the negotiation and execution of definitive agreements as well as approval by the stockholders of Ronzoni. Closing is anticipated in about six weeks. The transaction also

is subject to a federal government review under Hart-Scott-Rodino.

Commenting on the transaction, General Foods Chairman and Chief Executive James L. Ferguson said: "We are delighted by the prospect of having such an outstanding company as Ronzoni join General Foods. Ronzoni in our view is the premier domestic pasta company. Its brand name commands an exceptional loyalty among consumers. The Ronzoni family's insistence on superior product quality is the foundation for the company's fine record of growth and its excellent growth prospects.

"Further, we believe that the acquisition of Ronzoni fits well with General Foods' commitment to develop additional significant new business opportunities, a commitment exemplified by Oscar Meyer, Entenmann's and the Otto Roth specialty cheese business."

Also commenting on the transaction, Robert Ronzoni, President of the Ronzoni Corporation said: "The management of Ronzoni is pleased to join forces with General Foods, a company that shares our commitment to high product quality and consumer satisfaction as the appropriate route to business success. General Foods has demonstrated throughout its history the ability to join forces with successful family businesses. It has the resources necessary to provide the impetus to the growth in volume and profitability we see ahead."

Ronzoni has been a family business based in Long Island City, New York since its founding in 1902. The company manufactures and distributes about 70 different varieties of dry pasta products and egg noodles. In addition, the company produces a selection of spaghetti sauces and a line of Italian style frozen entrees in both single-serving and family size portions. Ronzoni also distributes a variety of seafood sauces and grated cheeses. Annual sales are in excess of \$60 million.

The company's extensive product line is currently sold in much of the United States. Ronzoni is the leading pasta company in metropolitan New York, the nation's single most important market for pasta products. The company also is a significant factor in New England, Philadelphia, Florida, Los Angeles, Texas and Puerto Rico.

The companies said current management will remain with the Ronzoni Corporation.



Pasta is in the "Good Group"

New research shows pasta releases
the right complex carbohydrates –
rewards us with better health, slowed aging
and built-in weight control.

pasta produces a flat
reading on insulin release

which

Pasta – let's tell it like it is.

ADM

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

LENTEN OPPORTUNITIES

Ash Wednesday falls on February 7, and Lent is still the time to sell meatless dishes, even though the religious dietary restrictions have been eased. It was because of these restrictions on the use of meat that consumption of fish traditionally climbed during Lent. But seafood has overcome this difficulty and has been promoted to become popular all year round. Nevertheless, this is a particularly good time for promoting macaroni with seafood.

Similarly, combinations of macaroni foods with eggs and cheese products fulfill the old tradition of meatless meals during this period.

Basic Macaroni Cheese Salad, making eight servings, is given below, followed with variations.

Basic Macaroni Cheese Salad With Variations (Makes 8 servings)

- 2 tablespoons salt
- 4 to 6 quarts boiling water
- 4 cups elbow macaroni (1 pound)
- 2 cups (8 ounces) shredded Cheddar cheese
- 1 cup chopped green pepper
- 1 cup chopped celery
- 2 teaspoons each: salt and grated onion
- 1½ cups mayonnaise
- 2 teaspoons vinegar
- 1½ teaspoons dry mustard
- Dash pepper

Add 2 tablespoons salt to rapidly boiling water. Gradually add macaroni so that water continues to boil. Cook uncovered, stirring occasionally until tender. Drain in colander. Rinse with cold water; drain again. Toss macaroni with remaining ingredients.

Variations: Use a different dressing. Omit the mayonnaise and vinegar and use instead one of the following:

1. One pint (2 cups) dairy sour cream and 2 tablespoons lemon juice. Add 1 teaspoon dill weed.
2. One cup bottled salad dressing.

Vary the ingredients. Omit the green pepper and use instead one of the following:

1. ½ cup sliced pimento stuffed olives.
2. ½ cup sliced pitted ripe olives.
3. 1 can or jar (4 ounces) pimiento.
4. ½ cup sliced sweet gherkins.



Macaroni and Cheese Goes with Everything!

Serve it differently:

1. Serve on a platter, ringed with sliced tomatoes.
2. Serve in salad bowl lined with crisp greens of any kind.
3. Serve in avocado half shells.
4. Serve individual portions in lettuce cups.

Basic Macaroni and Cheese Casserole With Variations (Makes 4 servings)

- 1 tablespoon salt
- 3 quarts boiling water
- 2 cups elbow macaroni (8 ounces)
- ¼ cup chopped onion
- 3 tablespoons butter or margarine
- 3 cups milk
- 1¼ teaspoons salt
- ½ teaspoon dry mustard
- ¼ teaspoon pepper
- 1 teaspoon Worcestershire Sauce
- 2½ cups grated sharp Cheddar cheese

Cooking Instructions

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

Meanwhile, cook onion in butter until crisp-tender. Quickly stir in flour; gradually add milk stirring constantly. Add seasonings. Cook, stirring, until sauce boils 1 minute. Stir in 2 cups of the cheese; continue stirring until cheese melts. Remove from heat; combine with macaroni. Turn into 1½ quart casserole. Sprinkle with remain-

ing ½ cup cheese. Bake in 400° (hot) over 20 minutes or until bubbling and lightly browned. Garnish with parsley if desired.

Mix It Up

To this basic recipe may be added any of a number of ingredients, to vary the finished dish according to the fancy of the cook.

Here are eight suggestions for variations:

1. Add ¼ cup chopped or sliced pimiento-stuffed olives to cheese sauce.
2. Add 1 can (3 or 4 ounces) chopped or sliced mushrooms, drained, to cheese sauce.
3. Add ½ cup chopped green pepper to cheese sauce.
4. Add 1 can or jar (4 ounces) chopped or sliced pimientos, drained and diced, to cheese sauce.
5. Add two cups chopped chives to cheese sauce.
6. Add 1½ tablespoons caraway seeds to cheese sauce.
7. Add 2 tablespoons poppy seeds to cheese sauce.
8. Top macaroni and cheese with 2 medium tomatoes, sliced, before baking.

Crab, Noodles and Cheese

An outstanding main dish, especially good for Lent, begins with tender nuggets of crab meat, mellow Cheddar cheese, and egg noodles. It is convenient to serve unexpected guests, and real treat for the family.

- 1 package (8 oz.) medium noodle
- 3 tablespoons butter
- 3 tablespoons flour
- ¼ teaspoon salt
- ¼ teaspoon pepper
- 3 cups milk
- 2 cans (7½ oz. each) crab meat drained and flaked
- 2 cups (8 oz.) shredded Cheddar cheese
- 1 can (4 oz.) sliced mushrooms, drained
- ½ cup chopped pimiento
- ½ cup toasted slivered almonds
- ½ cup shredded Cheddar cheese

Cook noodles according to package directions; drain. In a saucepan melt butter; blend in flour, salt and pepper. Remove from heat; gradually stir in milk. Cook over medium heat stirring

(Continued on page 28)



ENERGY SAVINGS

How much can you afford to spend for energy?

With the high cost of energy, it pays to ask that question before you purchase pasta production equipment. And Buhler-Miag has some comforting answers. We design our equipment for maximum energy efficiency and production performance.

Energy savings is one reason why companies all around the world turn to Buhler-Miag for systems to produce top-grade quality pasta.

So if you have questions about the efficiency of your equipment, come to Buhler-Miag for the answers.

Contact us for information on our complete line of pasta processing equipment.



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Crab, Noodles and Cheese

(Continued from page 26)

constantly, until thickened. Cook 2 additional minutes. In a large bowl combine crab meat, 2 cups cheese, mushrooms, pimiento, almonds and noodles; turn into a 2½ quart buttered casserole. Pour white sauce over all; sprinkle top with ½ cup cheese. Bake in preheated 350° over 40-45 minutes. Makes 8 servings.

The Pasta Lover's Diet Book

by June Roth

The word is out: pasta is in for those who want to be thin!

Once shunned by dieters because they thought carbohydrates and "starchy" foods were the enemy, pasta was considered fattening—though of course the only real culprit was the fat in the butter, cream, and heavy sauces that were added to it. Dieters who were afraid to eat carbohydrates loaded up on proteins instead—often in such heavy quantities that their kidneys suffered damage.

Pasta, with only 210 calories per serving, is an ideal food source which satisfies the demand of people who enjoy eating sensibly with a gourmet palate—but without gaining weight. This book presents a wide variety of appealing pasta dishes made with skinned-down sauces. A two-week diet is part of the package, but in fact the menus are so sensibly nutritious that one could safely dine this way indefinitely—without adding an ounce. There are slimming but satisfying lunches with fresh vegetable sauces and pseudocream sauces, and delicious dinners of pasta dishes that have chicken, fish, or meat in sauces or fillings. Salads are made with low-cal dressings, and there's a host of recipes for nonfattening desserts.

Pasta is especially good for the weight-conscious because it provides, with very few calories, complex carbohydrates that are a steady source of energy. Pasta is also low in sodium.

June Roth, a nutritionist, writes a syndicated newspaper column called "Special Diets" and is the author of 30 books on food and health.

March; 160 pages; 5½ × 8¼; index; illustrations

LC: 83-15571

ISBN: 0-672-52803-7; \$8.95 trade paperback

PASTA: PERFECT FOOD FOR THE 80's

By Nancy Kennedy in the *Ford Times*, January, 1984

Pasta has gone from cheap to chic in short order. Not all that long ago, it was widely known in basically two forms — mundane macaroni and cheese, and spaghetti with meat sauce. But a wave of new appreciation and praise for pasta has swept the land.

Temples of haute cuisine now vie with one another in the creation of ever more dazzling pasta originals. Chains of restaurants devoted solely to pasta have opened, with more to come. Trendy charcuteries and deli counters offer dozens of variations of cold pasta salads and freshly made pasta to take home.

At fancy food-equipment emporiums, pasta makers, forks, cutting devices and drying racks, along with elegant cheese graters, take up entire sections. There are at least a half-dozen new books on pasta, and many supermarkets now commonly stock dozens of shapes and high-quality brands. In addition, uncounted linear feet of the stuff are being extruded from pasta-making machines in home kitchens every day.

It's reaching the point where American cooks seem to be the modern counterparts of the 18th-century Neapolitans, historically the most celebrated of pasta makers — and eaters.

Original Convenience Food

Robert Green, former director of the National Pasta Association, which represents the top 90 U.S. pasta manufacturers, thinks he knows the reason. "Pasta is the original convenience food, and it's perfect for the busy, health-conscious '80's," he says. "More women are working and it is the ultimate quick but nutritious meal—high in energy-producing carbohydrates and low in fat."

Green reminded me that when the U.S. Dietary Goals were established by a Senate committee in 1970, the report advocated increased consumption of grains and cereals, fresh vegetables, and unsaturated fats, among other things. Pasta is a natural for such a diet.

Besides being easy to prepare and healthful, a plate of steaming pasta mixed with melting butter and freshly grated Parmesan cheese, or al dente spaghetti tossed with a simple sauce

of garlic, olive oil and fresh parsley makes a completely satisfying meal.

What's more, pasta is never boring; it comes in literally hundreds of shapes and sizes. The delightful, descriptive names the Italians have given pasta reflect their affection for this most basic yet tasty food — ricciolini (little curls), manicotti (small muff), vermicelli (little worms), spaghetti (little strings) and penne (pens and feathers).

Such a profusion of shapes didn't simply grow out of a desire for variety in appearance. These shapes have a purpose: to harmonize with a specific type of sauce. The various nooks and crannies trap the sauce, and blend its taste with that of a particular pasta. Delicate strands of pasta combine base with thin, very liquidly sauces; hearty pastas go best with thicker sauces. Of course, certain affinities are subtle, mysterious and virtually unfathomable. Why does ragu, the chopped meat sauce originated in Bologna, harmonize so marvelously with fettuccine (ribbons)? Or neapolitan clam sauce with capellini (fine hairs)? The romantic Italians smile and shrug and explain it simply as "the poetry of pasta."

Limitless Variations

Just as there are endless shapes of pasta to choose from, there are limitless ways of creating variations. Pasta offers every cook an opportunity to prepare quick, improvised dishes, with the sauces reflecting the season and/or the whim of the moment. Besides serving as the perfect culinary foil for the peppery flavor of robust sauces, it goes wonderfully with stir-fried vegetables, tomatoes, anchovies, olives and prosciutto. It can be served with delicate seafood sauces made with smoked salmon, clams, scallops or tuna. Hot or cold pasta is good with pesto, the Genovese sauce of pounded basil, pine nuts, garlic, cheese and olive oil.

But don't take my word for it. Use your own sense of taste and style, and feel free to experiment — take chances.

As noted food writer James Beard observed, the truly best way to eat pasta is with gusto.

A Pasta Primer

What is pasta? It's the generic name for a multitude of food products made

(Continued on page 42)



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



Carlo Veresco

Golden Grain Promotes Three Plant Managers

Golden Grain Macaroni Company, with three manufacturing plants in different parts of the country, has named each of its three plant managers Vice President of Manufacturing.

Vice President of the Chicago area plant, in Bridgeview, Illinois is Carlo Veresco, a production veteran of 28 years with Golden Grain. Veresco supervised the recent construction of a fully automated macaroni plant in Bridgeview. Installed in the large mid-west facility is a gigantic macaroni extruder with a production capacity of 8,000 pounds per hour, plus automatic materials handling systems, processing systems, and packaging systems — all controlled by advanced micro processor methods. The new plant, now in full operation under Veresco's direction, has increased product production capacity by more than 400 percent.

Vice president of Manufacturing at Golden Grain's headquarters in San Leandro, California is William Hoffman. Under Hoffman, production of pasta products and package dinners has also been sharply increased. Hoffman has been with Golden Grain for 35 years.

Third Vice President of Manufacturing is Steve Favro of Golden Grain's Mission Division. This division, located in Seattle, is the company's manufacturing and distribution center serving the Northwest, Western Canada and Alaska. Favro, an experienced Golden Grain production man, succeeded his father as plant manager of the Seattle plant at the latter's retirement in 1980.



William Hoffman

John D. Herrick Honored

John D. Herrick, Chairman of General Mills Canada and President of Lancia-Bravo Foods division, a leading Canadian pasta and sauce manufacturer, has recently received the rare honor of becoming a member of the Accademia Italiana Della Cucina (roughly translated: "The Italian Association of High Cuisine").

The Accademia meets four times a year for the expressed purpose of dining on the finest of Italian dishes. The dinners are very formal occasions — black tie only — and are famous for their many appetizing attractions.

The Accademia Italiana Della Cucina has its roots in Milan, Italy, and has a century of delectable history. There are now chapters throughout the world, with the Toronto Chapter operating exclusively in Canada for over the past fifteen years. It is a distinct honor to become a member of this highly selective association.

The Toronto Chapter, despite numerous requests for membership individuals, has also been rather particular about its membership, having always maintained less than thirty members. They seek out convivial characters who have shown a long-term appreciation of Italian food. Names of prospective candidates are then put forward to Milan for approval.

Congratulations to Mr. Herrick on his receiving this rare honor of membership, which deservedly recognizes his service to the Italian Community and, more importantly, his fine appreciation for the delights of Italian cuisine.



Steve Favro

Pillsbury Executive Elected

William W. Hay, Vice President of the Flour Milling Division of The Pillsbury Company, Minneapolis, was recently elected to serve on the Board of Directors of the Minneapolis Grain Exchange. Hay will represent the milling interest on the Board.

Hay has been with The Pillsbury Company since 1956. Prior to assuming his responsibilities in the Flour Milling Division, Hay was Director of Commodity Operations for the Flour Milling Division. Hay is a 1956 graduate of the University of Tennessee and has made the flour milling and grain industry his career.

Pillsbury Sales

The Pillsbury Company announced that quarterly sales exceeded \$1 billion for the first time in its history in the



John D. Herrick

THE MACARONI JOURNAL

second quarter and net earnings and earnings per share set new records for the period. The results reflect continuing strong operating performances from all business groups.

Sales for the second quarter of fiscal 1984 were \$1.124 billion, a 14 percent increase over sales of \$986 million for the second quarter of fiscal 1983.

Net earnings for the period were \$2.1 million compared with \$30.7 million, an increase of 70 percent. Earnings per share for the two periods, after reflecting the 2 for 1 stock split effective in November, 1983, were \$1.20 and \$0.71, respectively.

Net earnings for the second quarter of fiscal 1984 include a net gain of \$2.8 million (six cents per share) on the sale of Stokely-VanCamp common stock acquired in July. Net earnings for the second quarter of last year included a charge of \$8.2 million (19 cents per share) for the writedown of assets in the company's Burger King Restaurant subsidiary. Excluding these two factors, net earnings increased 27 percent.

For the first six months of fiscal 1984, net sales were \$2.05 billion compared with \$1.79 billion. Net earnings this year were \$86.9 million versus \$56.3 million for the same six-month period in the prior year. Earnings per share were \$2.00 and \$1.30 respectively.

New Corporate Executive Group at CPC International

A seven-member corporate executive group has been established at CPC International, Inc., which James W. McKee Jr., chairman and chief executive, said "will provide added strength at the corporate level in guiding the company's businesses, evaluating and reviewing business strategies, and handling other matters which affect the company as a whole."

In addition to Mr. McKee, the committee includes James R. Eiszner, president and chief operating officer, and five key executives who were named corporate executive vice-presidents. Mr. McKee said that the five officers named to new posts as corporate executive vice-presidents will have other responsibilities as well.

The five are Gene A. Burns, who continues as chief financial officer; Wolfgang Hesse, who is chief administrative officer; Richard W. Siebrasse,

president of the Best Foods North America Division; Osvaldo J. Pratt, chairman of the Corn Wet Milling Division, and Paul Craven, who will provide guidance to operations in Asia, Africa and the Middle East.

Mr. Hesse will be relocating from Europe to the company's Englewood Cliffs office, where Mr. Pratt and Mr. Craven will also spend a substantial portion of their time.

Mr. Hesse currently is group vice-president and president of CPC Europe and a member of the board of directors. He joined CPC in 1952 and held positions in Germany and Switzerland before being named head of all consumer product operations in Germany in 1966 and country manager in Germany in 1969. He has been group vice-president and president of CPC Europe since 1979.

Mr. Burns is senior vice-president, chief financial officer and a member of the board. He joined CPC in 1957 as a financial analyst and subsequently became assistant comptroller, assistant to the president and vice-president, finance. He was elected to the board of directors in 1977 and became senior vice-president, finance, in 1982.

Mr. Siebrasse, currently group vice-president of CPC International and president of CPC North America, was in the Best Foods group for 14 years in marketing and administration. He has been in his current post since 1978.

Mr. Pratt has been group vice-president of CPPC International and president of CPC Latin America headquartered in Buenos Aires since 1980 and a member of the board since 1978. He joined the company's Argentine affiliate, Refinerias de Maiz, S.A.I.C.F., in 1954 as assistant manager and became managing director in 1960. He became president of CPC Latin America in 1967 and a vice-president of CPC International in 1968.

Mr. Craven is a vice-president of CPC International and has been president of CPC Asia, headquartered in Hong Kong, since 1970. He joined CPC in the United Kingdom in 1947 and held various positions in both grocery products and corn wet milling. He joined the International Services Group in 1959 as joint head of international marketing services working with affiliates in Europe, Africa and Asia. CPC Asia was formed in 1966 when Mr. Craven became its director of consumer products. He was named execu-

tive vice-president of CPC Asia in 1968, president in 1970 and a vice-president of CPC in 1972.

RHM Pre-Tax Profit Up

Pre-tax profits of Ranks Hovis McDougall P.L.C. increased 25% over the prior year in the year ended Sept. 3, while sales gained 2.4% over fiscal 1982. "The increase of £9 million in pre-tax profits was due to good flour milling results and significant improvements by most other areas of the group's U.K. businesses, particularly the packaged cake and grocery," said P.W.J. Reynolds, chairman, in London.

"In our overseas business, Cerebos Pacific Limited improved on its forecast and the previous year, in the U.S., we maintained market share and volume but due to an unusually competitive market, margins and profits were down."

RHM's operations in the U.S. include a sizable pasta manufacturing division, Ravarino & Freschi, Inc., Gioia Bravo, and Merlino's Macaroni, Inc.

Ragu Leases Plant

The Packaged Foods Division of Chesebrough-Pond's Inc. announced it has leased a Tillie Lewis Foods facility in Stockton, California to process tomatoes and tomato paste for use in Ragu food products.

The facility, located at Waterloo Avenue and D Street in Stockton, is leased by Chesebrough for three years effective Dec. 1, 1983. The lease includes an option for Chesebrough to purchase the plant.

"Leasing this facility is consistent with our continuing efforts to maintain control over the major portion of the raw materials used in manufacturing Ragu Products," according to Gerald Chrusciel, vice president of manufacturing for Chesebrough's Packaged Foods Division, which includes Ragu. "While outside suppliers are still important to us, the growth of our business means we need more internal processing capacity to maintain the balance between raw material we process ourselves and those we buy from outside suppliers," he said.

Sales in the Italian food sauce category have tripled since 1974 and now

(Continued on page 34)



BASSANO DRYING OF PASTA AT TEMPERATURES UP TO 226° F

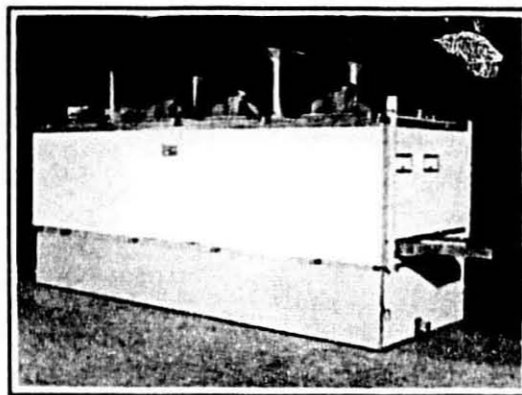
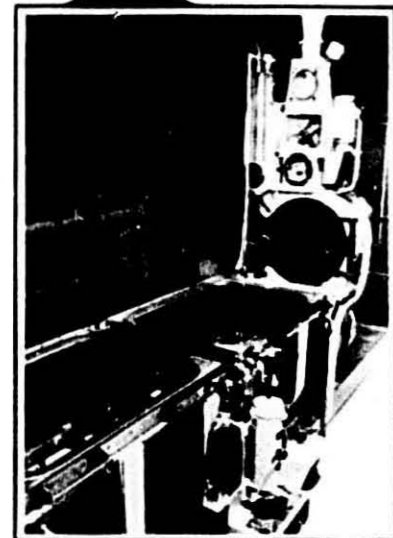
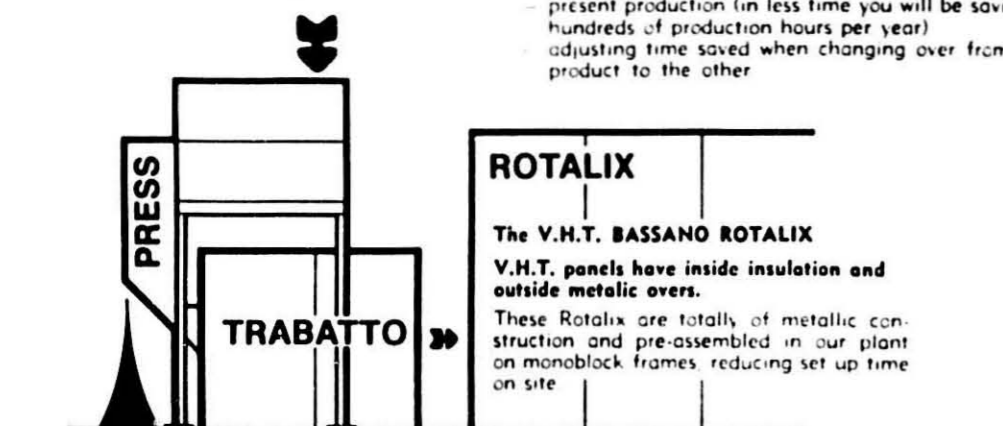
offers "V.H.T." (Very High Temperature) production lines allowing a drying of pasta at temperatures up to 266° F with better results. A better quality pasta — better utilisation of production facilities and plant operation cost reduction.

• BETTER PASTA QUALITY:

- improved resistance to cooking and also excess of over cooking
- improved bacteriological conditions
- improved storage life
- reduction cost in breakage

• PLANT PRODUCTION COSTS ARE REDUCED:

- power-energy reduced from 10 to 20% (depending on conditions)
- less space needed (our production lines with equal production capacity are more compact)
- time saving (drying periods are three to four times shorter)
- present production (in less time you will be saving hundreds of production hours per year)
- adjusting time saved when changing over from one product to the other



- BASSANO PRESS constructed with**
- Volumetric or ponderal dosing units (optional) with electronic control
 - Vacuum mixing unit with controlled opening plexiglass doors
 - Compression screw with continuous variable speed and with low speed restart
 - Optional thermo-regulated cask and head
 - Retractable mask for pasta cutting with electronic control to give you length 7 mm to 100 mm (1/32" to 4")
 - Lift conveyor for rapid set up of the mould
- These presses are pre-assembled in our plant on a aesthetic and rigid frame.

ROTALIX

The V.H.T. BASSANO ROTALIX

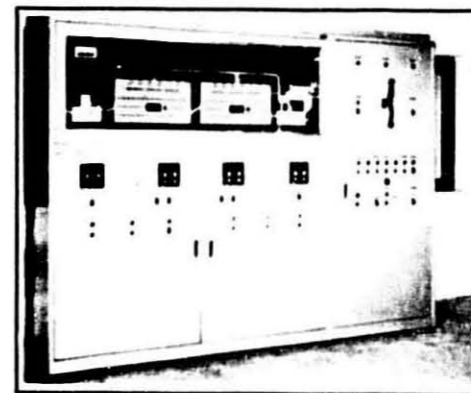
V.H.T. panels have inside insulation and outside metallic covers.

These Rotalix are totally of metallic construction and pre-assembled in our plant on monoblock frames, reducing set up time on site.

CLIMATISATION REGULATION

V.H.T. drying is obtained by optimization of the ventilating and hygrothermic circuits.

The heating is controlled by an electronic regulator. The air extraction and steam injection allow us to maintain optimum climatic conditions.



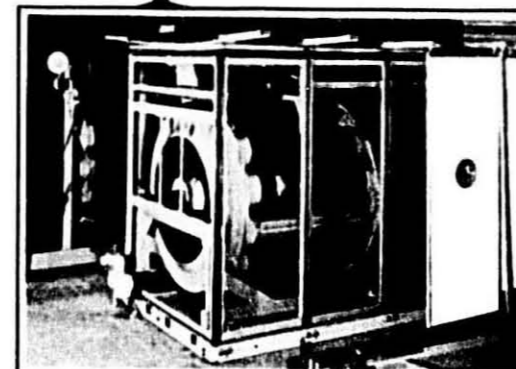
The V.H.T. BASSANO TRABATTO

Easy frame construction allowing total access to the elements located inside the frame.

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V.H.T. metallic panels are suspended for easy and rapid opening. Two speed motor with external location.

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total over \$600 million nationally. Ragu sauces command a 50 per cent share of the category's sales.

Multifoods Earnings

International Multifoods Corporation announced third quarter net earnings of \$13.6 million, or \$1.67 per common share, on sales of \$285 million. Earnings included approximately 50 cents per share from the previously announced disposal of the Mister Donut franchising business in Japan. The gain from Japan more than offset the impact of devaluation of the Venezuelan bolivar, which reduced earnings by 28 cents per share. Currency gains during the quarter were negligible. For the same period a year ago earnings were \$12.3 million, or \$1.50 per share, on sales of \$301 million.

For the nine months ended Nov. 30, 1983, net earnings were \$24.8 million, or \$3.03 per common share, on sales of \$783 million. The gain of 50 cents from disposal of the Japanese franchising business, combined with currency gains of 43 cents per share during the period, substantially offset a reduction of 98 cents per share due to bolivar devaluation. During the comparable period a year ago net earnings were \$25.7 million, or \$3.11 per share, on sales of \$827 million.

Bolivar Devaluation

President and Chief Operation Officer Andre Gillet said, "Devaluation of the bolivar was a major factor underlying a decline from last year's sales and earnings in our Consumer, Industrial and Agriculture segments, although volume and earnings in local currency were up sharply in Venezuela.

"In the Consumer area, earnings from Canada increased substantially over last year for Bick's pickles and relishes, Robin Hood mixes and cereals, and poultry meats, offsetting the cost of marketing efforts to protect our dominant share of the family flour market. In the United States we achieved good overall volume growth, and increased earnings from Smoke Craft specialty meats, Kaukauna Cheese, and Robin Hood and LeCrosta mixes. Strong competitive pressure continues to adversely affect peanut butter operations. In Venezuela, consumer flours performed very well."

Industrial Segment

Discussing the Industrial segment Gillet said, "In the United States, earn-

ings gains in bakery and export flour were offset by results from grain merchandising, durum and bakery mix operations, where industry margins remained weak. Canadian results were relatively unchanged. Flour and mix volume was very strong in Venezuela.

"In our Agricultural segment," Gillet continued, "animal feed results were off in the United States. Lynks seed corn turned in a good performance as shipments were earlier than in prior years. U.S. pet foods had a disappointing quarter, although volume trends lead us to expect an improvement by year-end. Feed and poultry operations in Venezuela were strong.

"Earnings increased in the Away-From-Home Eating segment due to the gain from Japan," Gillet said. "Results from Mister Donut in the United States were extremely strong as established shops saw good volume improvement, and we had our best quarter for new shop openings in five years. Restaurant operations were down for the quarter and efforts to improve customer counts are continuing."

Looking Ahead

Looking ahead, Chairman and Chief Executive Officer William G. Phillips said, "We are confident our strong Canadian and Venezuelan operating results will continue in the fourth quarter. Further, in the United States several important seasonal profit centers look especially strong. While the impact of Venezuelan currency fluctuations by year-end is uncertain, we expect that for the full year we will match last fiscal year's record earnings."

Minneapolis-based International Multifoods is a diversified food company operating principally in the United States, Canada, Venezuela and Mexico.

Record Volume for Harvest States Cooperatives

Grain marketing and processing activities of Harvest States Cooperatives generated total revenues of almost \$2.4 billion in the fiscal year ended May 28, 1983. Allen D. Hanson, president, told the cooperative's annual meeting at the Minneapolis Convention Center.

Noting that the year's revenues were up \$11.9 million from the previous year, Mr. Hanson said the year's grain volume of 530 million bushels established a new record. That volume, along with a general tightening of op-

erations enabled Harvest States to achieve a net profit despite adverse conditions in the agricultural economy, he said.

"We see our increased bushels handled as a real vote of confidence by our members and we are grateful for their support," Mr. Hanson said. "That kind of continued commitment enables us to broaden our marketing strength to serve our members even better."

Expanded membership and facilities in the Pacific Northwest, now tied in with the cooperative's historic strength in the Midwest, also creates additional optimism, Mr. Hanson said. Harvest Cooperatives was created this past summer by combination of North Pacific Grain Growers and Grain Terminal Association.

"With our multiple export locations, we are positioned to effectively and efficiently market member-owners products," he said. "We expect this regional cooperative to grow and prosper because of the strong elements and support from our membership in the future."

Of the 529,800,400 bushel of grain shipped by farmer members through Harvest States Cooperatives, North Dakota led with a total of 140 million bushel shipped to the cooperative. The year's total was up 20% from the previous year.

ConAgra Earnings

"ConAgra's record (first half) earnings reflect the company's balance and diversification. . . . Although our reported results in fiscal 1984 will not fully reflect ConAgra's increased earnings power, we continue to expect record earnings for the full year," Charles M. Harper, ConAgra, Inc.

Roman Meal Natural Foods Line

Roman Meal Co. has introduced a new 11-item Natural Foods line of products into selected western markets as a first step toward a national roll-out. The line includes whole wheat crackers with no salt added; lavosh (Middle East-style) crackers; wheat germ crackers, multigrain hot cereal; hot cereal with oats, wheat dates, raisins and almonds; whole-grain wheat hot cereal; bran and raisin cereal; multigrain pasta elbows, spaghetti and lasagna, and a whole-grain baking mix.

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FEBRUARY, 1984

Rexham Diagnostic Control System

The Rexham Machinery Group has announced the introduction of its Diagnostic Control System, or DCS, a microprocessor-controlled system which continually monitors and controls operations of the Rexham Boxwrap Model HS Display Cartoner.

The DCS, according to Rexham Product Manager Lynn Daniel, is a standard feature on the Boxwrap Cartoner and is the heart of the machine's programmable logic control. The Boxwrap Model HS automatically erects single or twin-row display cartons, collates and inserts pouches, and seals the filled cartons.

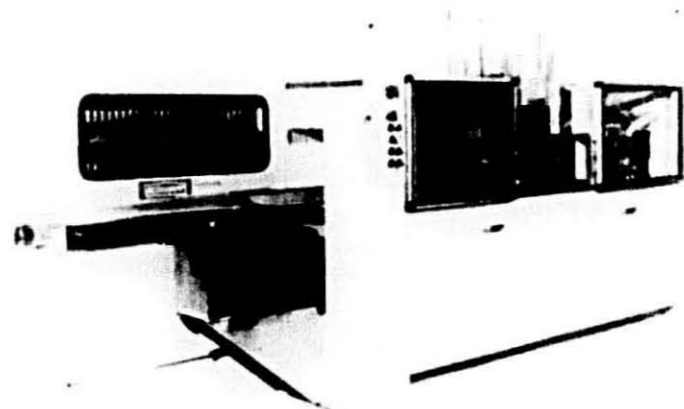
The DCS is a solid-state, operator-friendly, electronic-control system that is programmed to scan to Boxwrap's operating functions. Designed to monitor all of the functions continuously, it can pinpoint more than one problem and display them sequentially. If a malfunction occurs, the DCS automatically stops the machine and an error code number corresponding to the malfunction appears on the display panel.

The operator refers to the list of error codes and immediately determines the specific location of the problem. The operator can then quickly, efficiently, and safely correct the malfunction. Operations are resumed by simply pushing the reset and start buttons.

The Rexham Machinery Group manufactures packaging machinery, including cartoners, fillers, scales, vertical and horizontal form-fill-seal packagers in Durham, North Carolina and Sarasota, Florida. For more information contact Mr. Mer Rusch, Rexham Machinery Group, 5501 N. Washington Blvd., Sarasota, Florida 33580. Phone (813) 355-7141—TWX 810-864-0419.

System Can Detect Metal In Food Through Metallized Packaging

A metal detection system from Britain, designed for screening small packaged products on food processing lines, is said to be the first that can spot minute particles of nonferrous and ferrous metals in food even when it is wrapped in metallized packaging



Rexham Diagnostic Control System

film. Measuring 27.9" long X 27.2" wide X 36.7" high, the Compact is one of the smallest detectors of its kind.

The system can be incorporated in existing wrapping, filling and packaging lines. Three detector head sizes can detect metal particles as small as 0.024"

Products are conveyed at 39.4"/sec along a rope belt on a stainless steel conveyor located in an open framework that allows trouble-free clearing and minimizes food and bacterial traps.

A detector head has a coil system bonded to a stainless steel or aluminum case to protect it from vibration and the ingress of water when the unit is hosed down. If a metal particle is detected, a signal is shown on an easy-to-read meter. The detector coil activates an air blast to blow the prod-

uct off the conveyor and into a lockable reject bin.

An electronic tester checks the system once every second and illuminates a continuous or flashing light if there is a fault or loss of sensitivity. The system can also be configured to shut down in the event of a fault. A wet or dry selector switch and product compensation control enable the equipment to handle products with high moisture contents.

The unit will operate off any normal electrical supply.

Inquiries are welcome by the U.S. agent.
British Co.: Cintex Ltd., Unit 2, Trident Industria Estate, Blackthorn Road, Colnbrook, Slough, Berkshire SL3 0AX England. Telephone: Colnbrook (02812) 5261. Telex: 8481-5.
U.S. Agent: American Microtech Inc. (Contact: Mr. Terry Kinsey), 1321 Maiden Lane, Racine, WI 530-3. Telephone: 414-637-0130.



Petition to Revise Box Specifications

The Fibre Box Association and the Fourdrinier Kraft Board Group of the American Paper Institute, jointly announced that they have filed petitions with the Rail and Truck Classification Committees requesting the establishment of a set of specifications which could be used as alternates to the current Rule 41 and Item 222. Both the present and the Alternate specifications would exist side-by-side for a three year period while box users, box makers, carriers and paperboard mills

(Continued on page 38)

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Revise Box Specifications

(Continued from page 36)

test the concepts involved. In making the industry's proposal, the Associations stressed this trial period portion of their recommendation.

Essentially, the intent of the proposal is to update the specification which serve as the "bible" of the corrugated box industry. The alternate specifications move the emphasis from today's requirements which relate almost entirely to a box's ability to retain its contents. The alternate set of requirements while continuing to relate to a box's need to retain its contents, emphasizes today's need for a compression related requirement in the basic specifications.

In making the proposals, the Associations requested that public hearings be scheduled. It is anticipated that a Hearing by the Uniform Freight Classification Committee will be held in Chicago and a Hearing by the National Classification Board of the Motor Carrier Industry in Washington, DC. For information as to the exact time and place, the two committees should be contacted. Their addresses are as follows:

National Classification Board of the Motor Carrier Industry,
1616 P Street, NW,
Washington, DC 20036,
(202) 797-5324.

Uniform Classification Committee,
222 S. Riverside Plaza
Chicago, IL 60606,
(312) 648-7948.

Packaging Subcommittee for National Conference for Food Protection

Dr. Aaron Brody, Manager of Market Development for Container Corporation of America, has been tapped to chair the protective packaging subcommittee of the National Conference for Food Protection, set for next May in Washington, D.C. Dr. Brody was chosen on the recommendation of the Society of Packaging and Handling Engineers, the only major packaging-related organization among the 90 government and private industry groups involved in planning the Conference.

To participate on his subcommittee, Brody has appointed Harriet Oyler of Nabisco Brands, Inc.; Dr. Earl Montgomery, director of emergency pro-

grams, USDA-FSIS; Dr. Bruce Harte of the Michigan State University School of Packaging; and Dr. Robert L. Winslow, manager of the food technology division of Safeway Stores, Inc.

The subcommittee will develop and present a paper focusing on tamper evident/resistant packaging for foods and on the integrity of packaging, particularly the microbiological integrity of newer packaging systems such as aseptic and retort pouch.

The National Conference for Food Protection is expected to attract more than 400 participants from around the United States to the Hyatt Regency Crystal City in Arlington, Virginia, May 9-11, 1984.

Dr. Brody has extensive experience in food packaging, having worked for Mars, Inc. and General Foods Corporation before joining Container Corporation's Marketing and Research Center at Valley Forge. For his professional accomplishments in food technology and packaging, he has been elected a fellow of the Institute of Food Technologists and of the Packaging Institute/USA. He has also received the Industrial Achievement Award of the Institute of Food Technologists and the Braverman Award of the Technion-Israel Institute of Technology.

Author or co-author of more than 100 publications, including five books, Brody serves on the industry advisory committees of the School of Packaging at Michigan State University and the packaging program of the Department of Engineering Management at the University of Missouri.

He holds a baccalaureate and doctorate degrees from the Massachusetts Institute of Technology and an MBA from Northeastern University.

Port Jersey Distribution Addition

R. Russo, President of Port Jersey Distribution Services has announced the signing of an agreement to lease an additional 150,000 square feet of warehouse space within the Port Jersey Industrial-Marine complex, Bayonne and Jersey City, New Jersey.

The public warehouse company presently occupies 1,000,000 square feet on 34 acres within the industrial park located on the Bayonne, Jersey City boarder line. The facilities are shared with its companion company

Port Jersey Transportation a common motor carrier operating 160 pieces of equipment through the North East. The two companies combined employ more than 280 people.

Specializing in the grocery industry, Port Jersey serves such customers as Golden Grain Macaroni, Hunt Weston Foods, Johnson & Johnson, Morton Salt, Supermarkets General Corporation, Tri-Valley Growers and Wakefern Foods. The company has been a pioneer in the development of a consolidation program, whereby, small, less than truckload shipments are combined into full truckloads destined to major grocery receivers. The concept results in considerable savings in manpower, equipment and fuel.

On a typical day Port Jersey receives and ships more than 250 truckloads and 20 railcars of food and grocery products. This volume makes the firm the largest public warehouse specializing in the grocery industry, in the North East.

Casa Maid Promotes "Pasta Power"

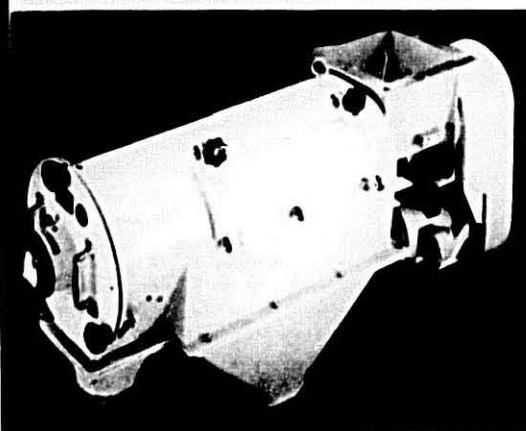
The kids are in for a treat! The Casa Maid line of Hanover Brands, Inc. introduces to the School Foodservice Industry, "Pasta Power," a merchandising program for their new authentic Italian stuffed shells.

Hanover Brands can back up its exciting "Pasta Power" program with top quality and still meet three necessary requirements for school lunches: nutrition, budget and taste. These stuffed shells are filled with 2.75 oz. of commodity program cheese, providing the protein required for school lunches and still allowing school foodservice directors to keep within their budget. They are also an authentic and delicious Italian pasta which kids love.

Hanover Brands, Inc. has been known as a leading food processor in the eastern U.S. since 1925. Its reputation for quality has encompassed a vast line of frozen and canned vegetables as well as a variety of frozen entrees. The Casa Maid line also offers Cannelloni, Lasagna, Half Moon Ravioli, Round Ravioli, and Manicotti which are all equally delicious.

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**Gioia Doubles Production,
Reduces Costs with New
High-Speed Cartoner**

A newly-installed, high-speed continuous motion horizontal cartoner is enabling Gioia Macaroni Company, one of the five largest regional manufacturers in the Northeast, to more than double its long goods packaging speeds to 180 cartons per minute (cpm).

The cartoner, manufactured by Clybourn Machine Company (Skokie, Ill.), has been operating since February 1983. It is located in a new production wing, added to Gioia's plant in Buffalo, N.Y., in 1981 to increase production capabilities.

High Speed Operation Reduces Costs

The cartoning system, which incorporates Hesser net weight scales to the horizontal cartoner, packages 72,000 pounds of pasta per day, more than double its previous 30,000 lbs. day rate. According to Vice President Operations Jeff Bennett, this fast line enables Gioia to package its daily product in just one eight-hour shift, cutting labor costs by more than 60 percent.

Before the new line began operation, packaging was handled in three shifts round-the-clock. Now, this one shift requires only three employees to operate the cartoner (loading the carton flats into the large-sized magazine, the automatic case packager, and the manual palletizing operation).

Pasta is still produced 24 hours a day.

The new packaging line consists of two automatic Hesser scales, the custom-designed cartoner with a Nordson hot melt adhesive applicator, a Rapis-



High-speed continuous motion horizontal cartoner from Clybourn Machine Company, Skokie, Ill., has helped Gioia Macaroni Company to double its long goods packaging speed to 180 cartons per minute.

tan conveyor leading to a Metramatic checkweigher and metal detector, and a Standard Knapp case packer.

The folding cartons are supplied by Foldpak, Westvaco, Mohawk Container, and Lawless provide the corrugated containers.

High-Quality Production Emphasized

Gioia, which started its business nearly 80 years ago, merged with Bravo Macaroni in the late 1970s. Today, its products are marketed under both the Gioia and Bravo labels. The firm also provides private label packaging for outside customers.

All pasta goods are made of 100 percent semolina wheat, which Bennett says keeps its products good tasting and highly accepted by its customers. He also cites the company's state-of-the-art equipment as factors in cost reduction. In addition to the cartoning line, he notes a high-temperature pasta line from Bühler Mag., which manufactures the highest quality pasta on today's market.

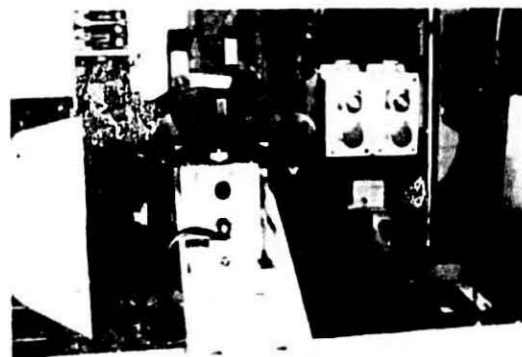
Gioia produces a broad line of pasta and egg noodle foods in both short and long styles. Generally, the short cut items, such as rigatoni, shells, bows, and cartiwheels, are packaged in one-pound cartons on six vertical lines using volumetric or scale fillers.

The long cut products, including lasagna and spaghetti, are packaged in one- and three-pound cartons 1 1/2 inches long in two horizontal lines in addition to the new line installed this year. These older units, which were made by Clybourn, require manual loading operations, but run at speeds ranging from 30-80 cpm, depending on actual product size. Since the cartoning units have operated nearly 20 years.

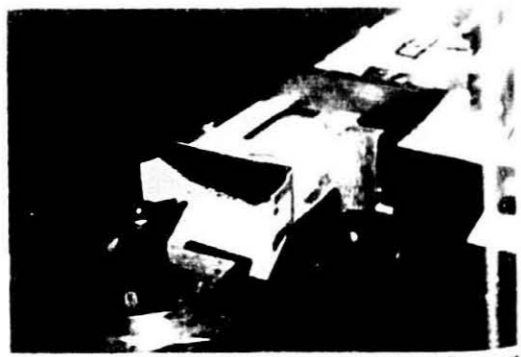
Durability Cited

Operations Vice President Bennett explains that the new cartoning system can operate up to 200 cpm, so Gioia could even increase its packaging by an additional 10 percent. Due to the high speeds, he has noted an

Continued on page 42



Hesser net weight scales are integrated into the cartoning system, feeding exact amounts of pasta into buckets passing underneath.



Gioia now packages up to 72,000 pounds of pasta per day in just one eight-hour shift, reducing labor costs by more than 60 percent since bringing the new cartoning system on line. The Clybourn unit can package up to 200 cartons per minute.

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Clybourn Cartoner

(Continued from page 40)

all smooth operation with consistently accurate product insertion and minimal product loss.

"The cartoners are sturdy units and contain certain details, such as overhead compressors, that insure proper loading. We expect this line to last a long time," Gennett adds, "based on our experience with our other Clybourn models."

PLANT OPERATIONS SEMINAR

Boston, Massachusetts
April 8-12, 1984

A Pasta Primer

(Continued from page 28)

from semolina and water. Semolina is the golden, sugar-fine flour made from the heart of durum wheat, the hardest and purest of wheats. (Pasta products are also called macaroni, which is confusing because macaroni also is a type of pasta.)

Unless it is made at home — by far tastiest way — all first-class pasta is made the same way. A healthy mixture of fine semolina and water is kneaded into a smooth dough that is passed through pierced metal discs called dies.

The dough emerges from the dies as solid rods — spaghetti. When a steel pin is placed in the center of each die, the dough emerges as hollow rods — macaroni.

Eggs are added to the semolina and water mixture for noodles, ravioli, and the tiny pasta used in soups, pastine. Egg noodles are made the same way except that rather than the dough passing through the dies, it is pressed through rollers in sheets and then cut into the desired shapes. Pasta can be boiled, baked or stuffed.

Among the countries where pasta is rumored to have originated, Italy's claim clearly is the strongest — despite the apocryphal story about Marco Polo discovering spaghetti in China in the 13th century. What the explorer himself wrote was not that he discovered noodles in China but that he had encountered noodles, "which are like ours."

Although pasta has retained its dominance in Italian cuisine, variations circle the globe. Examples: Chinese wonton, Polish pierogi, Jewish krepplach, the spaetzle of central Europe, Japan's *chuka soba* (quick-cooking wheat strands).

The first recorded mention of pasta in America came when Thomas Jefferson imported pasta and a device for making it. A visitor reported that Jefferson's favorite foods were macaroni and Parmesan cheese.

Leaflets — 15¢ each plus 25¢ postage and handling; \$12 per hundred plus freight.

"Pasta Primer"—basic background piece. How to Shop, How to Store. How to Cook Pasta.

"Nutritive Values of Macaroni, Spaghetti, and Egg Noodle Products".

What's Your Favorite Pasta Restaurant?

As a pasta connoisseur your nomination for a favorite pasta restaurant will win a kit of pasta recipes that can be sent on to them or used in any way you see fit.

You are asked to take a few seconds to mark the ballot below and mail it into the Macaroni Journal. The nominations will be tabulated and you will be sent the quantity recipe kit.

Do it now!
You'll notice our forms have spaces for you to recommend your favorite pasta restaurants. Please list the city and rate in each of the four categories according to this scale.

Quality of Food

- 4 = One of life's great meals
- 3 = Excellent—worth the money
- 2 = Good meal—I'd go back
- 1 = Was disappointed

Ambience

- 4 = A once in a lifetime joy
- 3 = A place to remember
- 2 = Average, emphasis on food
- 1 = Not their strong point

Service

- 4 = You feel like a king and queen
- 3 = Excellent
- 2 = As good as most
- 1 = Maybe it was a bad day

Price

(Entree Only, Excluding Wine, Spirits, Tax and Tips)

- 4 = Very expensive—entree over \$20.00
- 3 = Expensive—entree \$11.00-\$20.00
- 2 = Moderate—entree \$6.00-\$10.00
- 1 = Inexpensive—entree under \$5.00

MY FAVORITE PASTA RESTAURANT

The Macaroni Journal
P.O. Box 1008, Palatine, IL 60078

Mail to:

Restaurant	City	Food	Service	Ambience	Price
1. _____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. _____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. _____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. _____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. _____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Your Name: _____ Firm: _____

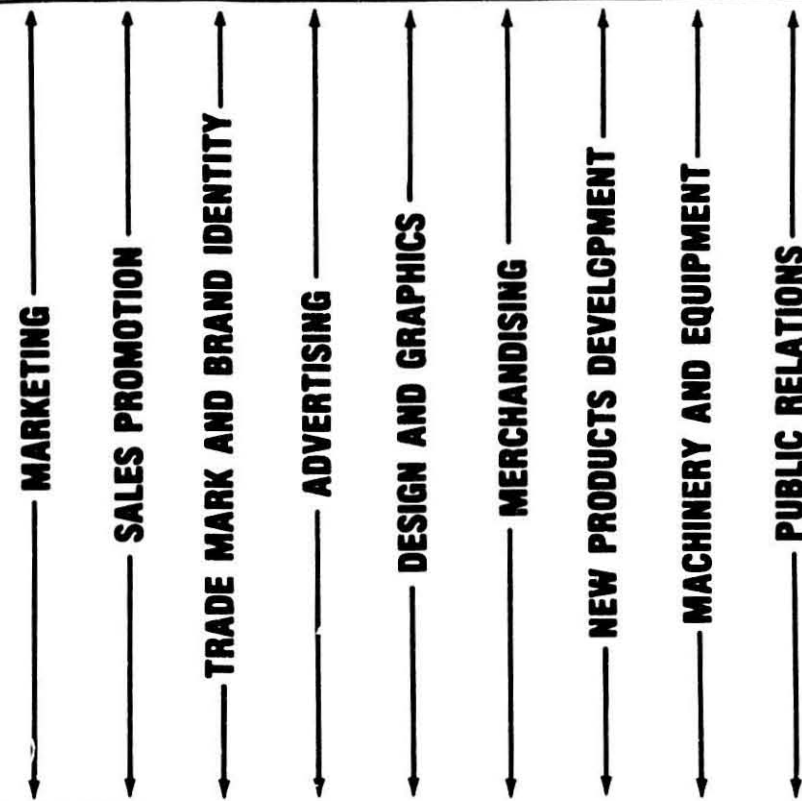
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City: _____ State: _____ Zip: _____

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