

**THE
MACARONI
JOURNAL**

**Volume 51
No. 3**

July, 1969

Macaroni
Journal



JULY, 1969
MACARONI MEALS FOR
CALORIE WATCHERS



PACKAGING PERSONALITIES

Michael Uhler

An enterprising retail merchant who, in 1848, anticipated modern supermarket practices by demonstrating the feasibility of doing business on a cash-and-carry basis, and by advertising his bargains extensively. He was one of the earliest of businessmen to make commercial use of a slogan: "A humble sixpence before a slow shilling."



KNOWLEDGEABILITY. Mr. Uhler, who operated a typical country store of the mid-19th century, knew his customers and he knew the times. That wasn't too hard to do one hundred and twenty years ago. It's considerably more difficult and involved today, and it's far more important today than ever before. So Rossotti keeps a sensitive finger on the public pulse and maintains a perceptive eye on the marketplace. It enables us to recognize, analyze, and even anticipate consumer trends, shopping habits, and buying motives. That's one good reason why Rossotti is able to design and produce retail packages of the most persuasive and compelling characteristics. Moreover, we're happy to share this knowledge with our customers, to assist them in planning effective promotional programs for their products. It's all part of the Rossotti packaging-merchandising concept. We'd like to tell you more about it. We believe it merits your interest.

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The Macaroni Journal

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Cover Photo

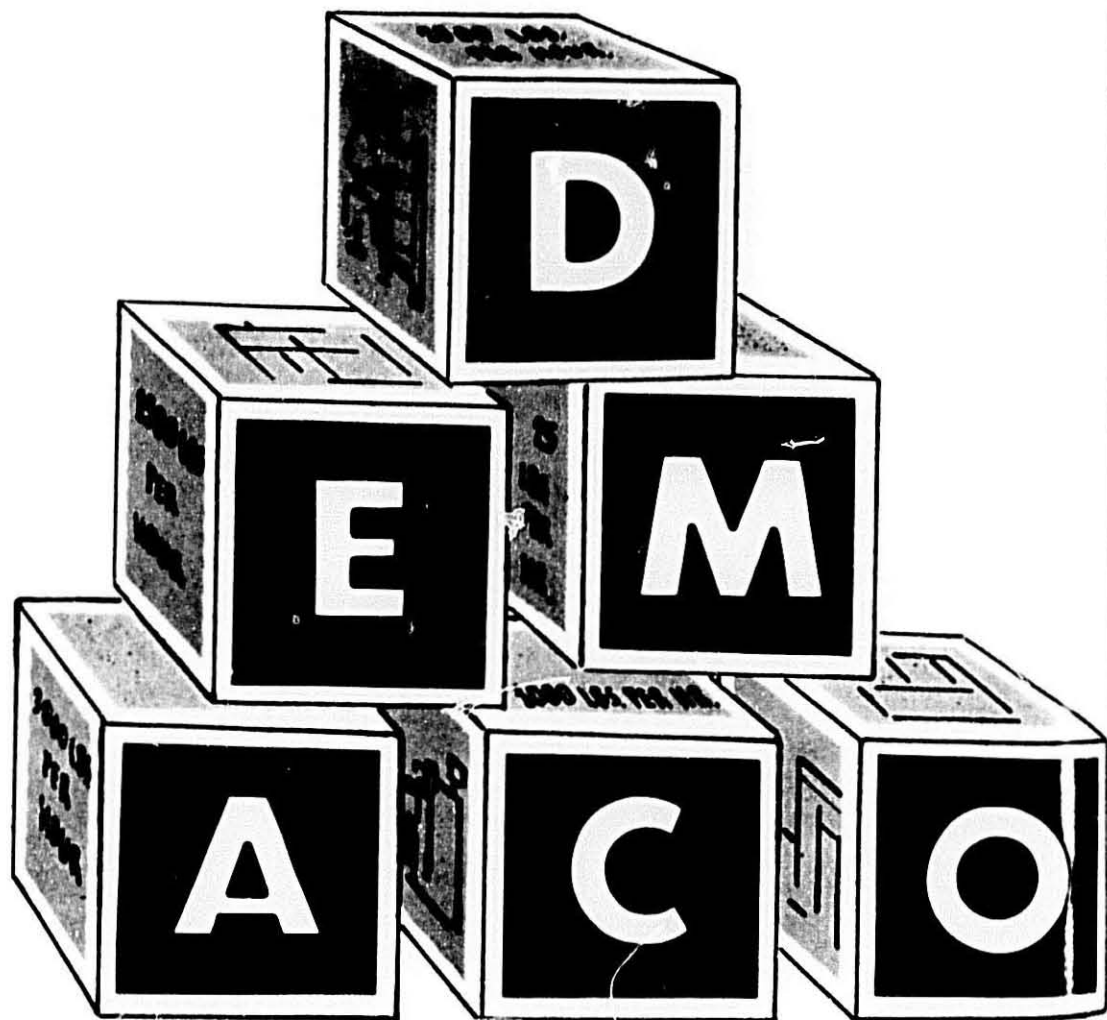
Cabbage Noodle Skillet is ever so easy to prepare and is the perfect accompaniment for grilled frankfurters. This carefree cookout lets the dieter have a 600-calorie meal with plenty of pleasure. Story starts on page 7.

The Macaroni Journal is registered with the U.S. Patent Office.

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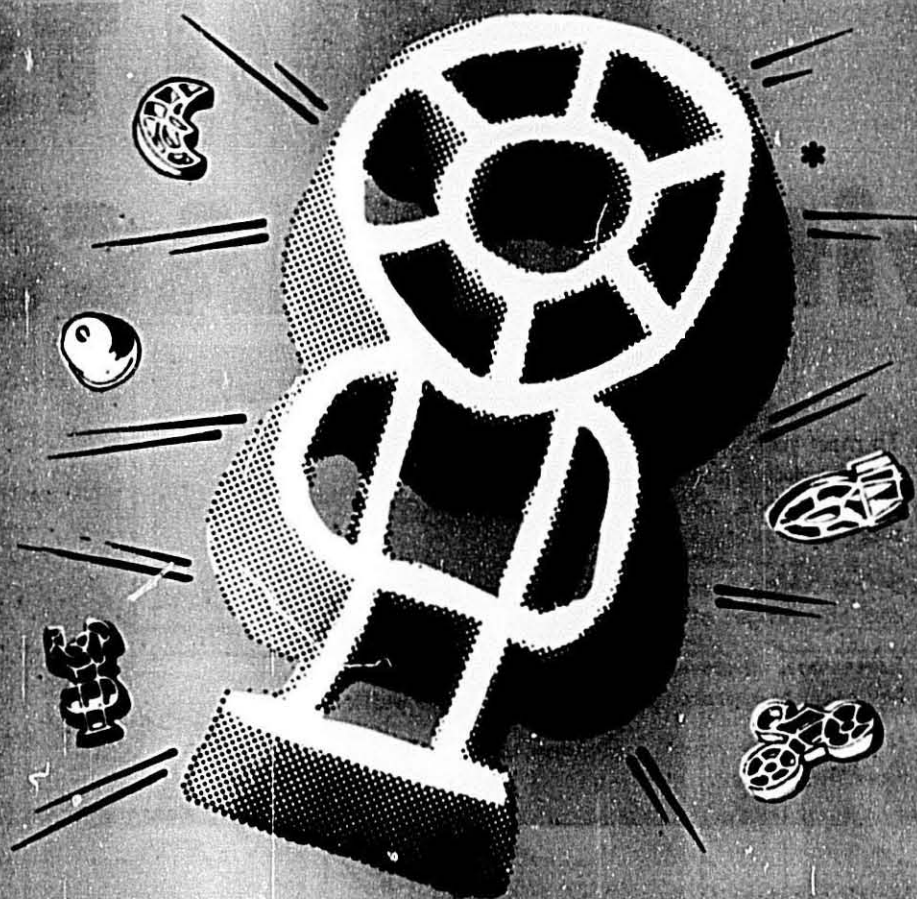
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Macaroni Meals for Calorie Watchers

If you faithfully drank your fruit and ate your baked apple for breakfast this morning, drank your quart of water and bicycled, treaded and jumped rope each day last week.

If you're trying to slim down and shape up so you can go out and buy new bathing suit and join the swim club, you'll be interested in a do-it-yourself TV kit sent to women's television program producers.

Props

Theodore R. Sills, Incorporated, have sent a kit to one-hundred TV stations containing two copies of a script, with copy given below, a Trim Twist Executive Exerciser (a twistboard on ball bearings with a commercial value of about \$10), a set of six colored slides, a package of medium egg noodles, a package of thin spaghetti, a package of elbow macaroni, a copy of the U. S. Department of Agriculture's Home and Garden Bulletin No. 74, and a hundred recipe leaflets for viewers' requests.

Script

The script reads as follows:

Left right left right
On to there! You caught me in the act! Using my new Trim Twist, The Executive Exerciser, I am trying to slim down and shape up so I can go buy new bathing suit and join the swim club.

I've been looking at the new suits, but I'm not ready to buy one until my stomach is just a bit better. Have any of you been feeling the same way?

B: None I like. It's a crupe two-piece swimsuit made of dacron polyester made by Catalina and called "Swim Suit Style".

S: It is saucy, too, isn't it? (Slide No. 1 shows the white swimsuit illustrated in Column 2.)

B: Another good looking suit. This number comes from Jantzen. I like the neckline on this one, and the design. (Second swimsuit is shown.)

S: Now you understand why I've been using my Trim Twist. This is for lazy people. (The Trim Twist device is shown.) Only a few minutes a day will trim inches off the waist and hips.

I'm also watching my diet. And this booklet from the National Macaroni Institute has been helpful. I'll tell you later how you can get a copy for yourself. Here are menus with no more than 500 calories each, and main dishes made with egg noodles, spa-



Swim Suit Style

ghetti or macaroni. Would you like to see some of these dishes?

Calorie Counted Menus

Cabbage Noodle Skillet is shown illustrated on the Front Cover. Does this look like a menu for dieters? Well, it is! The dieter can enjoy this meal and no one else need even know that the calories are being counted. This calorie-free cookout includes a big helping of delicious Cabbage Noodle Skillet which provides only 303 calories!

Spaghetti with Clam Sauce is shown (pictured page 8). Here's another delicious dish—the classic spaghetti with Clam Sauce. You can enjoy a heaping plateful, only 400 calories, along with a green salad. You can have honeydew melon for dessert. This is a good meal for company, too. Everybody loves spaghetti!

Another slide is available. How does this Macaroni Oriental look to you? There are strips of beef, slices of fresh mushrooms, water chestnuts, celery, green onions, spinach and soy sauce—as well as that delicious and satisfying elbow macaroni. And a generous serving gives only 345 calories.

Slide No. 6 is Parsley Spaghetti. Here's another yummy spaghetti dish. Start with a pretty antipasto plate before this Parsley Spaghetti, which contributes a mere 374 calories to the meal.

Finish your spaghetti dinner with fresh fruit.

Government Reference

The calorie figures for the meals and recipes given above were taken from or calculated from the U. S. Department of Agriculture Home and Garden Bulletin No. 74. In addition to the calorie list, this booklet gives you good diet information which is so very important to everyone, and especially if you're trying to stay on a weight control diet. There are four food groups recommended for everyone's diet every day. One of these is the Bread-Cereal group, which includes macaroni, spaghetti and egg noodles.

Perhaps you are surprised to learn that you can include macaroni products in calorie-counted meals? There are several good reasons. For one thing, they are satisfying because they are digested slowly and help to stave off hunger pangs between meals. For another, they contribute high quality protein and carbohydrates which are needed in all diets—normal diets or weight control diets. Most macaroni products are enriched, which means they supply essential B vitamins and iron.

If you'd like a copy of a leaflet with menus and recipes, just put your name on a postal card and send it to me. We have a limited supply, so be sure to write for your copy now. We think you will enjoy these calorie-counted meals with macaroni, spaghetti and egg noodles.

And if you want a copy of the helpful USDA booklet, send 15 cents to the Superintendent of Documents, U. S. Government Printing Office, Washington, D. C. 20402. Ask for "Food and Your Weight," U. S. Department of Agriculture Home and Garden Bulletin No. 74.

So when we say "For Weight Control Use Your Noodle," we mean it, literally. Use egg noodles, macaroni and spaghetti!

FRANK FEST

Frankfurter (1 broiled)	155
*Cabbage Noodle Skillet (1 serving)	303
Raw Relish Plate	
Radishes (2 small)	3
Celery (2 stalks, 5 inches)	7
Carrot Sticks (1/2 medium)	5
Green Pepper Rings (1/2 medium)	3
Fresh Strawberries (1/2 cup)	30
Skim Milk (1 cup)	90
Total calories approximately:	596

(Continued on page 8)

***Cabbage Noodle Skillet**

- 1/2 cup butter
- 1 large onion, sliced
- 1 lb. cabbage, shredded (2 qt.)
- 1 tsp. salt
- 1/4 tsp. monosodium glutamate
- 8 ozs. medium egg noodles (about 4 cups), cooked according to Basic Directions

In large skillet or pot, melt butter over medium heat; add onion and saute until crisp-tender. Add cabbage, salt and monosodium glutamate. Cook covered 6 minutes; uncover, stir and cook 4 minutes longer, or until cabbage is cooked. Add noodles, toss and heat to serving temperature. Season with more salt, if desired. Pass the pepper mill when serving. (For cookout, prepare noodles ahead of time in the kitchen). (Makes 6 servings.)

SURFER'S SPECIAL

- *Spaghetti with Clam Sauce (1 serving) 400
- Mixed Green Salad (1 cup) 16
- French Dressing (2 tsp.) 40
- Honeydew Melon (1 wedge, 2 by 7 inches) 50
- Skim Milk (1 cup) 90
- Total calories approximately: 598

***Spaghetti with Clam Sauce**

- 4 dozen medium cherry clams**
- Water
- 1 cup chopped onion
- 4 to 5 cloves garlic, minced
- 1/2 cup chopped parsley
- 1/2 cup butter
- 1 tsp. salt
- 1 tsp. dried basil leaves
- Freshly ground pepper to taste
- 1 lb. spaghetti, cooked according to Basic Directions

Wash clams thoroughly. In large pot, cook covered in small amount of water just until clams open. Remove clams. Strain the broth and reserve 3 cups. Remove clams from shells; chop. In large skillet or Dutch oven saute onion, garlic and parsley in melted butter until onion is almost tender; add clams, reserved broth, salt, basil and pepper. Boil 1 minute. Serve spaghetti in shallow bowls topped with clam sauce. (Makes 8 servings.)

** No fresh clams? Use 2 cups canned minced clams and 3 cups bottled clam juice.

Basic Directions for Cooking Macaroni, Spaghetti and Egg Noodles

For 4 servings: Add 1 tablespoon salt to 3 quarts rapidly boiling water. Gradually add 8 ounces macaroni (or spaghetti or egg noodles) so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in



Spaghetti with Clam Sauce

colander. For use in salads only: rinse in cold water; drain.
For larger quantities: Use 2 tablespoons salt and 4 to 6 quarts boiling water for each pound of macaroni product. For very large amounts you may use one or more pots, according to sizes available. Use same proportion of salt, water and macaroni product in each pot.

"Cook Italian" Says Campbell Ad

"Cook Italian fluently in 4 easy lessons," says Campbell Soup advertising in the May issue of Ladies Home Journal. Here are the four recipes, bellissima!

Spaghetti with Meat Sauce

- 1/2 pound of beef
 - 1 cup chopped onion
 - 1 teaspoon crushed basil
 - 1 teaspoon crushed oregano
 - 1 large clove garlic, minced
 - 1 can (1 pound) tomatoes
 - 2 cans tomato soup
 - 1/2 pound spaghetti, cooked and drained
 - Parmesan cheese
- In saucepan, brown beef and cook onion with seasonings until onion is tender. Add tomatoes and soup. Stir to break up tomatoes. Simmer 30 minutes; stir now and then. Serve over spaghetti with Parmesan. 4 Servings.

Fettuccini

- 1 can Campbell's Cream of Mushroom Soup
- 1/4 cup milk

- 1/2 cup grated Parmesan cheese
 - 3 cups cooked hot noodles
 - 4 tablespoons butter or margarine
- In a large saucepan, stir soup until smooth; blend in milk and cheese. Heat, stir now and then. Just before serving, toss hot noodles with butter; combine with soup mixture. Serve with additional cheese. 4 Servings.

Veal Parmigiano

- 1 pound thinly sliced veal cutlet
 - salt and pepper
 - 1 egg, slightly beaten
 - 1 tablespoon water
 - 1/2 cup fine dry bread crumbs
 - 3 tablespoons shortening
 - 1 can Campbell's tomato soup
 - 1/4 cup water
 - 1/4 cup finely minced onion
 - 1 small clove garlic, minced
 - dash ground thyme
 - 4 slices (4 oz.) mozzarella cheese
 - 1/4 cup grated Parmesan cheese
- Pound veal with meat hammer or edge of heavy saucer; season with salt and pepper. Beat egg and 1 tablespoon water. Dip veal in egg mixture; then in bread crumbs. Brown in shortening (use more if necessary). Arrange veal in shallow baking dish (12 x 8 x 2"). Mix soup, water, onion, garlic, and thyme; pour over veal. Top with mozzarella and Parmesan cheeses. Bake at 350° F. for 30 minutes. 4 Servings.

Chicken Cacciatore

- 2 pounds chicken parts
 - 2 tablespoons shortening
 - 1 can Campbell's tomato soup
- (Continued on page 10)

Clermont

CONTINUOUS NOODLE DRYER

Dramatically New in Appearance



Side view, noodle finish dryer taken at plant of Theringer Macaroni Company, Milwaukee, Wisconsin

Clermont realizes that the basic goodness of a dryer is represented by the sum total of the care and attention that goes into the design and development of each individual part. Performance, dependability and quality you naturally expect from a Clermont machine—in super-abundance. But there are also many lesser points about a machine that can make it a joy to own and a pleasure to operate. In the Clermont Noodle Dryer many of these features—such as electronic controls, controlling the intake of fresh air and exhaust of excess humidity; control of temperature; extra

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The only Noodle Dryer available that affords free access to the screens from both the fan chamber and the air chamber sides.

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But no matter what Clermont dryer you buy, you may be sure that when you get it, it will be in every detail the finest dryer you have ever owned.

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Cook Italian—

(Continued from page 8)

1/4 cup Chianti or other dry red wine
1/2 cup chopped onion
2 large cloves garlic, minced
1 teaspoon oregano, crushed
1/4 teaspoon salt
1/2 medium green pepper, cut into strips
In skillet, brown chicken in shortening; pour off fat. Add remaining ingredients except pepper. Cover; cook over low heat 30 minutes. Add pepper. Cook 15 minutes more. Stir now and then. 4 Servings.

Casserole Score

The May issue of Supermarketing magazine reported that casserole mixes are designed to offer convenience and a little magic to the housewife. In introducing its main dish entries of Chicken La Scala, Ham Cheddar and Beef Stroganoff dinners to the supermarkets, Thomas J. Lipton Company implied, through its advertising, that any woman who could tear across the dotted line and light a couple of candles would become an instant Cordon Bleu chef. It offered secondary advantages of no refrigeration of ingredients, fast top-of-the-stove preparation and no worry about what to serve unexpected guests.

Others have jumped into the field. General Mills' Betty Crocker found immediate success with Keriya Rice, Noodles Romanoff — Almondine and Stroganoff in addition to established Macaroni and Cheese dinners. Varieties of Golden Grain's Rice-A-Roni and Noodle-A-Roni dinners have appeared. Kraft's perennial Home Cooked Spaghetti with Meat Sauce or Cheese is increasing its shelf space.

Markups range from 16 to 30 per cent for the supermarket. Growth is being achieved through item proliferation, according to American Home Foods, manufacturers of Chef Boy-Ar-Dee Italian style dinners. But sales vary by individual markets. In Denver, Philadelphia and Cleveland they are good, but disappointing in Chicago and New York. Los Angeles has made convenience dinners a solid success.

Requires Merchandising

Success with casserole items, according to manufacturers, comes from aggressive merchandising, and the use of separate section, tie-in and seasonal displays. Where sales are down, supermarket people often blame lack of manufacturer promotional support after the initial introductions.

What everyone does agree on, though, is that a real growth potential does exist for these products. Lipton,

after exhaustive research to upgrade taste quality, is testing a new dinner, Chicken Stroganoff in a limited market area. Chef Boy-Ar-Dee, while experimenting with further dehydrated meals, is moving into the frozen food sections with their products, hoping, in this way, to grab those consumers who still believe frozen dinners are the ultimate in convenience. Casserole convenience—dehydrated or frozen—is steadily more appealing.

Joe DiMaggio Touts Spaghetti

Prescott Sullivan, San Francisco Examiner columnist, reports Joe DiMaggio and Vice President Spiro Agnew talking about spaghetti as they played a round of golf at the Burlingame Country Club recently.

The subject came up when DiMaggio casually mentioned he had gone into the spaghetti business as board chairman of the Jo DiMaggio Franchise Corporation, a newly formed organization which plans a coast-to-coast chain of take-out spaghetti stores or kitchens.

"Sounds good," the Vice President said. "I like spaghetti."

"Me, too," said DiMaggio. "I was raised on it."

On one hole, the Veep belted a drive a respectable 240 yards. Swinging from the same tee, Joe got lucky and hit a whopping 300 yarder.

"Wow," exclaimed the Veep. "Plenty of spaghetti behind that one!"

"Yup. That's what I call spaghetti power," said Joe.

Untapped Market

DiMaggio then told reporter Sullivan that there is a tremendous market for spaghetti on the North American continent—a market he described as being virtually untapped.

"Spaghetti isn't reaching one-tenth of the people it should be reaching," he stated. "Reason for it is poor distribution and backward salesmanship."

Asked to clarify his analysis, he said: "What I mean is that nobody's really pushed spaghetti as it ought to be pushed. For a comparison, look what they've done for fried chicken. Why, that old guy with the goatee (Col. Sanders, we presume) has been pushing fried chicken all over the country while spaghetti has been standing still.

"We're gonna make spaghetti available to millions and millions of spaghetti lovers as never before. We're gonna sell to 'em piping hot in foil lined containers and all they have to do is come and get it at any one of our joints—make that outlets—around the country.

Choices

"For those who want it, there will be a choice—ravioli, lasagna, tagarini and six different sauces—all delicious. What's more, the price will be right."

How much is right? "Just enough for us to show a profit and make the customer come back for more," Joe said in a business-like manner.

Franchises are being negotiated with some thirty individual operators for a long-term consideration of \$25,000 including a book of instructions. DiMaggio looks for over one hundred spaghetti depots by the first of the year. The ultimate goal—"There's room for 1,000 franchises throughout the U. S., Canada and Mexico."

It makes one wonder. Is DiMaggio one of the great names in baseball, destined to become a great name in spaghetti? We put the question to him, reports Sullivan. The 54 year old Hall of Fame member grinned and answered with a question of his own. "That would be something, wouldn't it?"

Creamette Advertising

Another in a series of full-color national ads for Creamettes Macaroni appeared in the June issue of Family Circle.

The ad features a quick and easy "Sea Island Tuna Salad" with sour cream and cheddar cheese—as a direct tie-in with the June Dairy Month promotion of the American Dairy Association.

Along with a mouth-watering photo of this hot weather treat is an offer for a free 16-page recipe pamphlet.

Specially prepared color stack cards and shelf talkers are available through the home office of the Creamette Company in Minneapolis, Minnesota.

Billie Oakley Show

The Billie Oakley Show from the Martha Gooch Kitchen, a quarter hour radio program, is heard six days a week on about twenty stations in Iowa, Kansas, Nebraska, and Denver, Colorado.

A daily recipe is featured. During the first four months of 1969, Billie presented her listeners with 27 recipes calling for a macaroni product. These recipes were within the editorial portion of the show. In addition, quick tips on use of pasta are often included within the commercials.

A bi-monthly publication gives all the recipes aired, which listeners may order for a small charge. Print order for the May Memo was 7,500.

Colt Named Macaroni King

According to the rules of the tradition-bound Jockey Club that has the final say on the naming of all thoroughbreds, no running horse's name should have any connection with a commercial product. But then, the Jockey Club never reckoned with Paskey Dedomenico.

A race horse owner at Longacres race-track in Seattle for the past five years and a confirmed follower of the turf, Paskey was faced last year with the chore of naming a colt. He had purchased the black-coated youngster at the annual Washington Horse Breeders Select Yearling Sale held at Longacres.

Obviously Boot Black would be a good name, thought Paskey, and wrote down that name first on the application slip. Then a second choice put down Scorpius, the name of Jackie Kennedy Onassis' husband's island. To fill out the form, he entered Macaroni King.

The first two names the august Jockey Club rejected, but Macaroni King delighted the hearts of the name-approving people. The third choice was duly assigned to the now two-year-old colt.

During business hours, the colt's owner sits in the president's chair of the Golden Grain Macaroni Company, and if Paskey Dedomenico isn't a macaroni king, he's a leading contender for the title.

Golden Grain Uses More Brokers

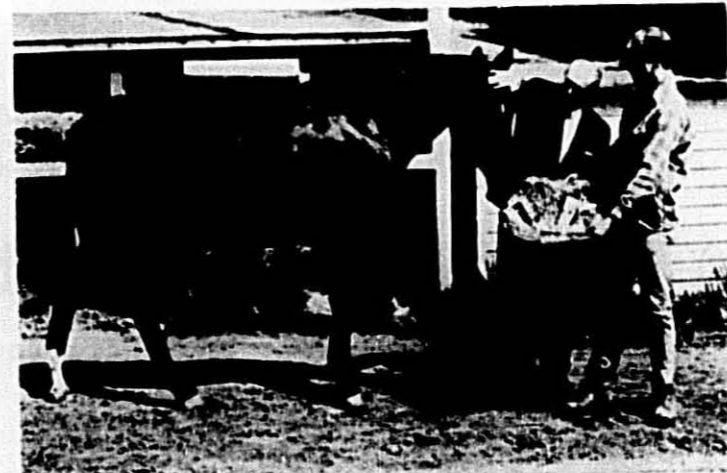
To meet increasing consumer demand for its Rice-a-Roni, Noodle-Roni, Macaroni-Cheese and other convenience foods, Golden Grain Macaroni Co. has announced a number of brokerage additions and changes.

Dominic Forte, Golden Grain sales manager, said the new appointments were prompted to provide "a more comprehensive national coverage to satisfy requirements of our expanding markets."

Forte pointed out Golden Grain's stepped up TV, magazine and newspaper advertising program is being reflected in an increasing volume of consumer purchases.

Rice-a-Roni, he said, is now the largest selling rice mix product in the U.S., outselling all other rice mixes combined. Golden Grain's food products are sold in all 50 States as well as Canada, the Far East and entire Western Pacific area.

Named to handle company products in their marketing areas are the following food brokerage firms:



Macaroni King looks at Golden Grain products in his hay. Owner Paskey Dedomenico (center) looks on with trainer William B. Turner.

Illinois—Ray Pohn & Associates, Chicago; Glatz Brothers, Peoria and Champaign.

New York—Bonke & Kelm Inc., Rochester; Rieth, McDermott, Hogan & Hamer Inc., Syracuse; W. J. Reilly Inc., Buffalo.

Ohio—Porea Sales Inc., Youngstown; Sell Inc., Columbus, Cincinnati and Dayton.

Indiana—Dugan, Doss & Stuebe Brokerage Co., Indianapolis; Fort Wayne Food Brokerage Co., Fort Wayne.

Pennsylvania—Don Irwin Inc., Pittsburgh; Florie, Diebold Co., Johnstown.

Also, Bayer Brokerage Co., Sioux Falls, S.D.; Ferguson Brokerage Co., Fargo, N.D.; R. L. Fitzwater & Sons, Camden, N.J.; Action Merchandising Inc., Raleigh, N.C.; T. H. McKnight & Sons, Memphis, Tenn. and Jackson, Miss.; Henry Read & Co., Atlanta, Ga.; Goodwin Brokerage Co., Richmond, Va.; and Greer, Carver & Farris Inc., Kansas City, Mo.

Ronzoni Reaches Out

Grocery Mfr., food marketing magazine, declares: "For smaller food manufacturers, growth comes from concentration on what it does best. When creative ads are considered, these companies are a good match for the giants."

Ronzoni Macaroni Company is cited as one of these organizations. Always strong in Atlantic Coast Italian markets, Ronzoni broke out into wider distribution in 1968. It nearly doubled investment in television to about \$1,000,000. The "Non-Italian United for Ronzoni Now" series of commercials was instrumental in achieving extended distribution in Philadelphia, Providence

and Boston. Protagonist of commercials was T. Bryce Wadcallader, aristocratic character who led the humorous effort to make Ronzoni available to non-Italians. Spots used copy that fitted with the market, mentioning the Main Line in Philadelphia, Newton in Boston and Newport in Providence. In Philadelphia, Penn Fruit increased distribution of Ronzoni products from 3 to 70 stores; A & P added 224 stores to the one which carried items before; Pantry Pride put products in 110 stores, and the company is awaiting distribution to 280 Acme markets; in addition, from a handful of mom-and-pop outlets, products are now in 2,000 independents.

Spotini Sauce Mixes

Spotini Sauce Mixes nearly doubled their investment in spot television in 1968, to about \$500,000, with color commercials built around a quaint little Italian gentleman. Also during the year, its packages of sauce mixes were changed by Firestone & Associates and Sam Riveman to identify more with the advertising theme. Packages were made wider and lower with a more recognizable identity.

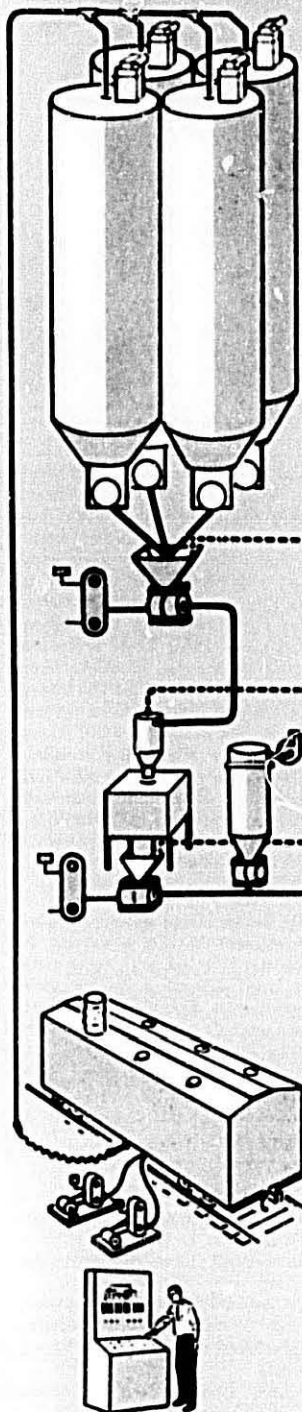
In the Test Market

The Creamette Company, of Minneapolis, Minnesota, is test marketing a dry macaroni and cheese product in the Twin Cities.

The 7 1/2-ounce package contains macaroni and a foil-packaged cheddar cheese powdered mixture. Price is two for 45 cents.

The quick dinner takes about ten minutes of preparation.

Unloading, storage,
transfer, and rebelling



BUHLER automatic

Continuous operation . . . 24 hours a day

Here are modern production methods at their best . . . truly *automatic* and *continuous* production lines that operate 24 hours a day. And at the same time, they also provide automatic storage for long goods so you can do all packaging during the daytime shift.

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Whether you manufacture long or short goods, you will be pleased to discover the savings which a modern, automatic all-BUHLER production line can offer you.

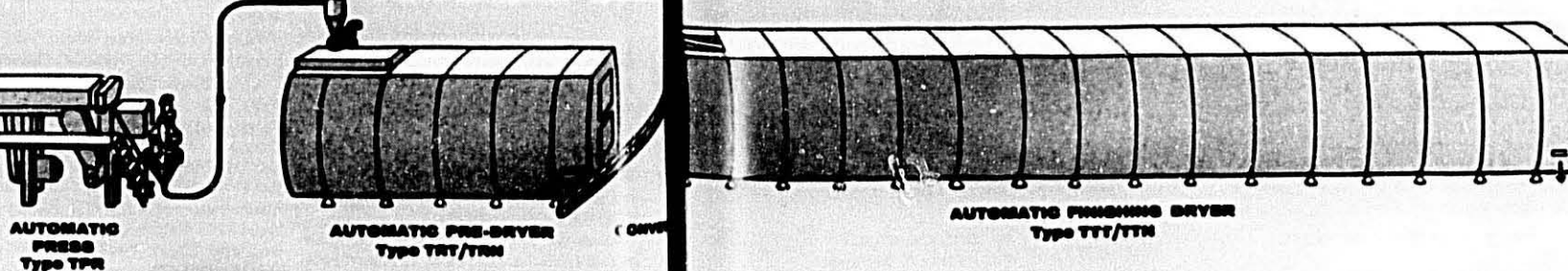
production lines

Flexible...to fit your available floor space

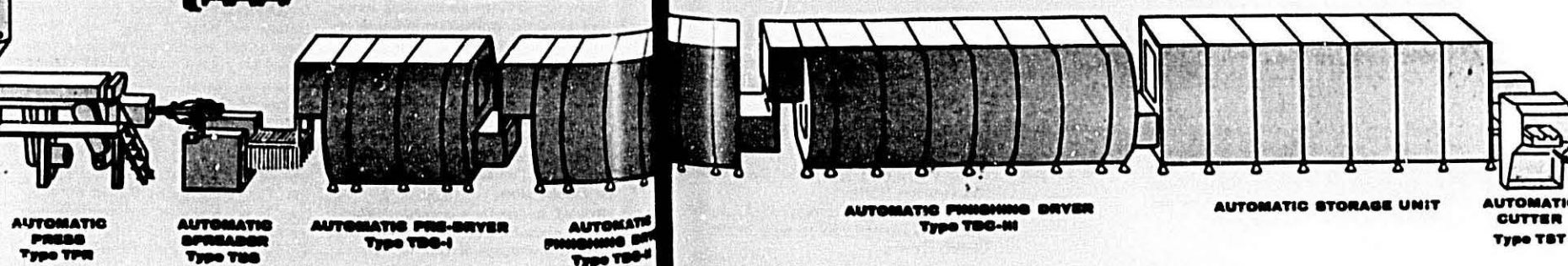
Typical BUHLER bulk handling and both long and short goods production lines are shown on these pages. In actual practice, however, the bulk handling system is engineered to fit your existing facilities and the Press, Spreader, Pre-dryer, Finishing Dryer, Automatic Storage, and Cutter need not be installed end-to-end. Thus, if your present floor space in your present building does not lend itself to such a plan, it's possible to arrange the various units side-by-side or on different floors.

Your nearest BUHLER representative can give you valuable help in reducing production costs through plant modernization. Call him or write The Buhler Corporation, Minneapolis, Minnesota 55426, *today*.

FOR SHORT GOODS capacities up to 2500 pounds per hour



FOR LONG GOODS capacities up to 2000 pounds per hour



IDEA SAFARI

65TH ANNUAL MEETING

National Macaroni Manufacturers Association
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Sunday, July 13

Convention Registration Desk will be open from noon until 5:00 p.m.

2:00 p.m. Trip to Tijuana, Mexico, from del Coronado by bus.

1. Visit the town and shop.
2. See the bullfight at 4:00 p.m.
3. Dinner and games at the Jai Alai Fronton at 6:00 p.m.



Shopping in Tijuana

Monday, July 14

Convention Registration Desk opens at 8:30 a.m.

- 9:00 a.m. **FIRST GENERAL SESSION** in the Ocean View Room.
"State of the Industry"—
Report by President Peter J. Viviano
Appointment of Convention Committees: Nominations, Audit, Resolutions.
- 9:30 a.m. Long Range Planning Committee Report.
by Chairman Lloyd E. Skinner
- 10:00 a.m. "Macaroni's Part in the War on Hunger"
by Director of Research James J. Winston.
- 10:30 a.m. Report on Legislative Matters Affecting the Industry
by Counselor Harold T. Halfpenny.
- 11:00 a.m. "What Consumers Think About Macaroni Products"—
An unrehearsed dialogue with a group of Southern California homemakers—where they buy—how they use macaroni and noodle products—what they like and don't like about them. There will be an opportunity for you to ask questions.
- 12:00 noon Adjournment.
- 12:30 p.m. Luncheon, with the ladies invited, in the Crystal-Continental Room.
"How to Watch Girls Successfully"—
President Joe Beagin, International Society of Girl Watchers, Inc.
- 2:00 p.m. Committee Meetings in the Garden Room.
- 6:30 p.m. Patio Party and Suppliers' Reception in the Garden Patio.
There will be no planned meal function. The hotel invites you to dine in the Crown Room.

THE MACARONI JOURNAL

Tuesday, June 15

Convention Registration Desk opens at 8:30 a.m.

9:00 a.m. **SECOND GENERAL SESSION** in the Ocean View Room.
The Information Explosion has been harnessed. And put to work. The Computer Sciences Corporation of El Segundo, California, has developed an entirely new kind of time-sharing computer services network providing management and line operations with direct access to solutions: solutions to their information problems. CSC has an interesting audiovisual presentation of vital interest to you.

9:30 a.m. Robert I. Cowen, Jr., A. Goodman & Sons, Inc., Long Island City, N.Y., will describe the operations of their computer system and how they share time with other food item distributors.

10:00 a.m. "Management By Objective"—
Mark W. K. Heffelfinger, Executive Vice President, Peavey Company Flour Mills.

10:30 a.m. "Long Range Planning for Individual Companies"—
H. Edward Toner, President, C. F. Mueller Company.

10:50 a.m. "Budgetary Control—Essential For Profits"—
Albert F. Robilio, President, Ronco Foods.

11:10 a.m. "Recruiting and Training Sales Representatives"—
Arvill E. Davis, General Manager, Goch Food Products Company.

11:30 a.m. "The Importance of Advertising"—
Edward A. Horrigan, Vice President Continental Division, Thomas J. Lipton, Inc.

11:50 a.m. Reports of the Nominations Committee and Election of Officers.

12:00 noon Adjournment. Afternoon free.

12:30 p.m. Board of Directors Organizational Luncheon Meeting in the Garden Room.

6:30 p.m. Reception and Suppliers' Social in the International Room.

7:30 p.m. Italian Dinner Party. Music by the Gaetanos.

JULY, 1969

Wednesday, July 16

Convention Registration Desk opens at 8:30 a.m.

9:00 a.m. **THIRD GENERAL SESSION** in the OceanView Room.
A panel of West Coast grocers has been invited to discuss developments in the grocery field.

Howard Moyer, Grocery Merchandise Manager, Central Region, Mayfair Markets, Oakland, California, will comment on packaging as it relates to sales and sizes and on advertising of macaroni products.

Don Stuetz, Grocery Division Manager, Vons Grocery Company, El Monte, California, will discuss the apparent decline in sales of macaroni products.

Carl Peterson, Jr., A. M. Lewis, Inc., San Diego, California, will give his views on current grocery trends.

10:00 a.m. "Trends in the Growing Restaurant, Hotel and Institutions Field"—
Comments by Ralph Frank, Jr., Vice President, Lawry's Associated Restaurants

10:30 a.m. "Macaroni's Place in Navy Chow—On Land, At Sea"—
Lt. Cdr. Dean S. Lane, SC, USN, Officer in Charge, Navy Food Management Team, San Diego Naval Supply Center.

11:00 a.m. "Spaghetti Safari and Product Promotional Plans"—
Theodore R. Sills and Associates.
Comments by John W. Wright, U.S. Durum Growers Association.

11:30 a.m. Durum Wheat Institute Report by H. Howard Lampman, Executive Director.

11:50 a.m. Reports of the Auditing and Resolutions Committees.

12:00 noon Adjournment. Afternoon free.

6:30 p.m. Reception and Suppliers' Social in the Ballroom.

7:30 p.m. Dinner Dance. Music by Paul Ravino and His Orchestra.

Thursday, July 17

9:00 a.m. Board of Directors Meeting in the Windsor Room.

15

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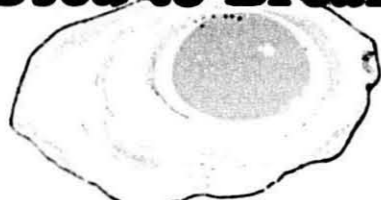
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James J. Winston, Director
156 Chambers Street
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THE MACARONI JOURNAL

The Egg Situation

Spring is the flush producing period but egg prices have been firm this year as egg products of all types have been in heavy demand while inventories are low. On order to satisfy the requirements for breaking stock eggs are being diverted from table use. This causes a relatively firm breaker market although it follows the table market to some degree.

Through May the U. S. Department of Agriculture had purchased 15,021,000 pounds of scrambled egg mix at a cost of \$13,317,000. This is the equivalent of about 750,000 cases of shell eggs.

The Hatchery Report is most favorable for continued higher prices throughout the year. Only one per cent more egg type chicks have been hatched than last year. The slaughter report show more laying hens being killed than last year when there was an effort to get rid of them.

Egg whites are in short supply in both frozen and dried form. The government program is taking the liquid production from the larger breakers and the smaller breakers are having trouble keeping up with demand.

Egg Processing

Production of liquid egg products (ingredients added) during April was 58,108,000 pounds, according to the Crop Reporting Board. This was 36 per cent above the preceding month but 15 per cent below a year earlier. The January through April total was 174,388,000 pounds, 26 per cent below the same period of 1968.

Liquid egg used for immediate consumption during April totaled 7,097,000 pounds, 30 per cent more than a year earlier. The quantity used for drying of 21,200 pounds, was down 12 per cent from April 1968 and the quantity used for freezing was 29,499,000, 24 per cent below a year earlier.

Egg solids production in April totaled 6,000 pounds, more than double the preceding month and 19 per cent above the same month a year earlier. Egg solids produced during the four months, January through April, totaled 14,122,000 pounds compared to 19,151,000 pounds during the same period of 1968. Production of whole egg solids during April amounted to 594,000 pounds, down 37 per cent from this month in 1968. Output of albumen solids during April was 673,000 pounds, 53 per cent below a year earlier. The output of yolk solids at 861,000 pounds compares to 1,678,000 produced in April 1968. Production of "other solids" during April was 4,388,000 pounds compared to 1,407,000 pounds a year earlier.

Government Egg Reports

U. S. Cold Storage Report		May 1, 1969	Year Ago
Shell Eggs	Cases	152,000	102,000
Frozen whites	Pounds	5,878,000	9,994,000
Frozen yolks	Pounds	14,239,000	21,902,000
Frozen whole eggs	Pounds	27,908,000	50,825,000
Frozen unclassified	Pounds	1,439,000	2,989,000
Frozen Eggs—Total	Pounds	49,464,000	85,710,000
Crop Report (48 States)		April 1969	April 1968
Shell eggs produced		5,874,000,000	5,975,000,000
Average number of layers		311,600,000	316,307,000
Average rate of lay		18.85	18.89
Layer Reports:		May 1, 1969	May 1, 1968
Hens and Pullets of Laying Age		309,253,000	313,513,000
Eggs Laid per 100 Layers		63.4	63.3

Suit Charges Rigging Of Egg Prices

A group of egg producers filed an anti-trust suit for \$4,500,000 damages charging twelve brokers with conspiring to fix wholesale prices on the New York Mercantile Exchange.

According to the suit, eggs sold on the exchange are unfit for sale by stores and must be sold to breakers.

Although the exchange's volume is relatively small, its prices are a daily guide for the egg industry throughout the country.

The suit charges the brokers are using the exchange's "outdated and illegal pricing mechanism" to set fictitious wholesale prices throughout the country.

Besides damages, the suit seeks a court order prohibiting the exchange from maintaining a spot cash call in wholesale eggs and stopping Urner-Barry Publications from publishing New York egg prices.

Everette Harris, president of the Chicago Mercantile Exchange, which was not named in the suit, said "If a better system is found, we will welcome it. We get no criticism of our market when prices are high. We have had criticism when prices are low. When it gets cold, people want to break the thermometer."

Minnesota Requires Egg Processing Inspection

Gov. Harold Levander has signed a meat inspection bill and an egg inspection bill into law.

The meat inspection bill, House File 289, complements the Federal Wholesome Meat Act but extends inspection in Minnesota to require labeling of all custom processed meats exempted under Federal law.

Meat inspection in the next two years is estimated to cost about a million dollars, a Statehouse spokesman said.

with the Federal Government expected to pay part of the costs, the amount not determined at this time.

The governor also signed into law HF1119 which provides for inspection of all egg production in the State, including liquid, frozen or dried eggs.

The Statehouse spokesman said egg inspection in Minnesota had been covered previously under regulations of the State Department of Agriculture. The new law makes Minnesota "a forerunner" in providing for inspection by statute, the official said.

Marigolds in Chicken Feed

Merry marigolds are popping up in the news. This popular annual flower, when added to chicken feed, deepens the color of both the hen's skin and the yolk of the eggs she produces.

The constituent causing this is xanthophyll, found in the petals of the marigold flower. The more xanthophyll in the chicken feed—up to a certain point—the deeper the skin and egg yolk color.

It is not a big business yet, but next year 2,000 acres in Mexico will be producing marigolds known as 242, all of whose flowers are destined to wind up in chicken feed.

Buhler Macaroni Plants

Buhler Brothers of Uzwil, Switzerland, has recently received a series of new orders for installation of macaroni manufacturing plants, including two each in Peru and Algeria and one in Ecuador, Italy, Mexico, Republic of South Africa, Spain, Switzerland, United States and Venezuela.

The average production capacity per hour of these plants is 7,800 kilograms of short goods, 1,600 of long goods, and 1,600 kilograms of twisted goods, Buhler said.

Good Manufacturing Practices

James J. Winston, NMMA Director of Research, reports that on April 26 the Food and Drug Administration published new regulations establishing good manufacturing practices for food processing plants. These regulations are designed to cover the most basic essentials of sanitation.

These regulations cover a broad range of sanitation and production practices including the condition of plant buildings and grounds, equipment, sanitary facilities for employees, and controls in processing, packaging and storing food products. Some of the standards are mandatory—while others are recommended practices.

The regulations were originally proposed December 15, 1967. Comments received from industry resulted in significant changes and led to publication of a revised proposal on December 20, 1968.

Posters

As an additional guide to industry, the Food and Drug Administration has issued a series of posters setting forth recommendations for preventing bacterial contamination in manufactured food products. This consists of a series of 41 posters which can be displayed in conspicuous places in a plant to alert both management and workers. This set of posters can be obtained for \$2.35 by writing to the U. S. Government Printing Office, Washington, D. C. 20402—FDA Poster Set on Sanitation. Copy on the posters reads as follows:

Sanitation Guidelines for Plant Employees

- Report to your supervisor if you are ill, have a cut or boil.
- Wear clean clothing and protective nets or hats as required.
- Wash hands after: Visiting toilet; blowing nose, coughing or sneezing; handling unsanitized non-food items.
- Sanitize hands after washing, as required.
- Do not scratch or touch head, face or other body surfaces while handling foods.
- Keep your locker clean and orderly.
- Place soiled clothing in container provided.
- Place lunch wrappers and beverage containers in trash cans.
- Carefully follow posted instructions.
- Do not use tobacco in forbidden areas.
- When in doubt about sanitizing procedures ask your supervisor.
- Follow these guidelines: Produce a clean safe product—Protect the public health. Prevent economic loss. Remember you, too, are a consumer.



James J. Winston

Sanitation Guidelines for Raw Materials

- Determine temperature in vehicle compartment if refrigerated.
- Check cleanliness inside vehicle.
- Inspect incoming raw material for rodent, insect, bird or other contamination.
- Reject contaminated or suspect materials.
- Store products away from walls.
- Reinspect stored material frequently.
- Isolate infested or damaged materials.
- Keep storage containers covered.
- Keep receiving and storage area clean.
- Handle materials with clean equipment.
- Rotate stock: First in—First out.

Sanitation Guidelines for Food Processing

- Use only clean sanitized utensils and equipment.
- Make sure equipment is working properly.
- Reinspect raw materials before using.
- Process properly—maintain temperature and holding time as required.
- Use clean packaging containers.
- Package product promptly.
- Check container closures for proper seal.
- Keep your working area clean.

Sanitation Guidelines for Finished Products

- Store promptly and away from walls.
- Maintain required storage temperatures.
- Rotate stock: First in—First out.
- Remove defective or damaged packages.
- Keep out rodents and insects.

- Use pesticides carefully—follow label directions exactly.
- Keep storage area clean.

Implementing Good Sanitation

Effective sanitation must stress the fight against "hidden microbes" such as Salmonella, Staphylococcus and E. Coli Bacteria. A program which will prevent and eliminate bacteria contamination in the finished products should include the following:

1. Promote personal cleanliness among employees.
2. Institute a germicidal dip solution for employees' hands at work stations.
3. Train employees to prepare, handle, and store foods in a sanitary manner.
4. Adopt good manufacturing practices including closed line operations, wherever possible. Dismantle e/g-water-pump system on a daily basis; clean thoroughly, followed by using the necessary amount of available chlorine (250-300 PPM) in order to eliminate bacteria in the system.
5. Maintain rigid specifications on incoming ingredients likely to be contaminated with Salmonella and reject any incoming raw materials showing damage or visible contamination with foreign materials.
6. Destroy bacteria in raw products by approved methods.
7. Maintain proper storage temperatures.
8. Rotate raw and finished stock and destroy spoiled foods.
9. Maintain an effective control program on the plant environment. For example:
 - a. Eliminate insects, birds and rodents.
 - b. Control dust in plant.
 - c. Assure clean air intake system.
10. Test finished product (by batch or composited batches) for presence of Salmonella and other pathogenic bacteria.

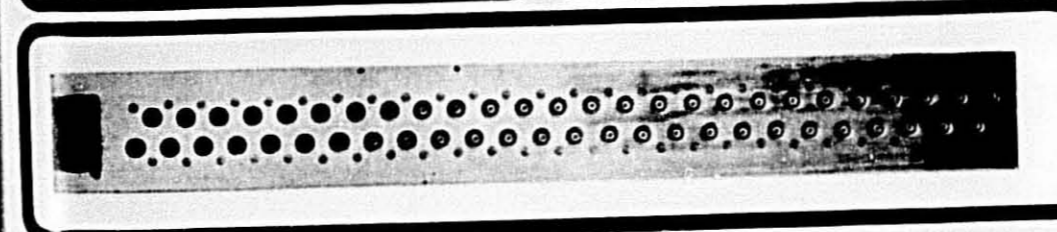
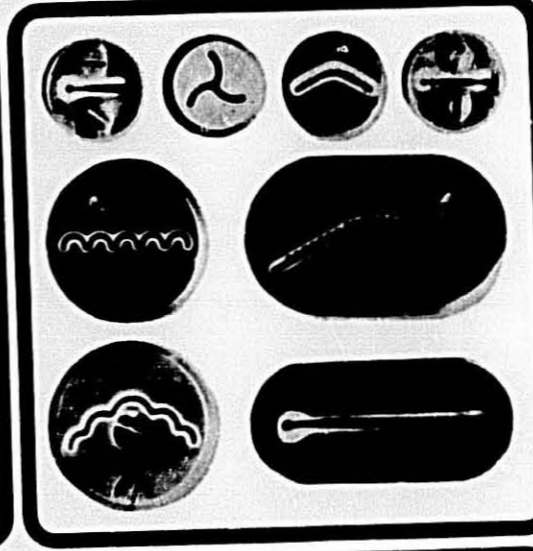
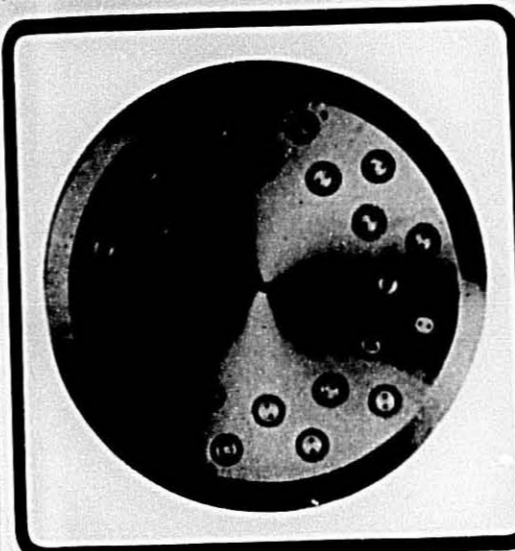
Role of Business in Shaping Environment

"The free enterprise system cannot continue to succeed if private business is not willing to play a role in shaping our environment as well as responding to it. . . . Most important in long-range corporate planning is to put the urban problems on the organization chart."—G. William Miller, president, Textron, Inc.

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Millers' National Federation Convention

THE 1969 annual convention of the Millers' National Federation combined the talents of industry leaders and government officials to paint a relatively bright future for the flour milling industry in the year ahead.

Keynote

The keynote address for the convention was delivered at the opening general session by P. Norman Ness, International Milling Company, Minneapolis, chairman of the Federation board, who embarked on his second year in office at the meeting. Mr. Ness reviewed developments in milling that make him optimistic about the future. Greatest significance was attached to Mr. Ness' presentation of the results of a survey just completed of flour milling industry capacity, which placed the current daily total for plants of 400 cwt. or more at 925,270 cwt. He said that this total, along with previous revisions in capacity figures by the Census Bureau, once and for all eliminate the fallacious thinking that the industry is faced with over-capacity.

Government Representatives

Also appearing on the program were Senator Robert Dole of Kansas, a member of the Senate Committee on Agriculture, and Representative Graham Purcell of Texas, chairman of the Livestock and Grains Subcommittee of the House Committee on Agriculture. Senator Dole discussed a wide-ranging number of subjects, particularly emphasizing the importance of millers helping in securing a strengthening of the P.L. 480 program following its expiration at the end of the 1970 calendar year. He also voiced strong support for the milling industry's position in opposition to a proposal by the Bureau of Customs to exempt second flour clear imports from the annual quota on flour moving into the United States for human consumption.

Representative Purcell saluted the milling industry for its role in launching the Wheat and Wheat Foods Foundation. "You people, and I mean all segments of the wheat industry, have done a very mediocre job of selling wheat foods," Mr. Purcell said that "until we can create even more desire, we will spin our wheels." He pledged his assistance in any way in helping to launch a broad-scale program of research, promotion and education in behalf of wheat foods.



P. Norman Ness

One program was devoted to a full-scale review of "Hunger, Malnutrition . . . Role of the Milling Industry." A panel of top nutritionists—Dr. Frederick J. Stare, chairman, Department of Nutrition, Harvard School of Public Health, who served as moderator; Dr. Arnold E. Schaefer, chief, nutrition program, Division of Chronic Disease Programs, U. S. Public Health Service; Dr. Frederic L. Senti, deputy administrator, Agricultural Research Service, and Dr. Philip L. White, secretary, Council on Foods and Nutrition, American Medical Association—told millers the important role that flour-based foods can play in helping to eliminate malnutrition in the United States. Results of several recent surveys in America showing the existence of much more malnutrition than had previously been thought to exist were presented. The main problem, according to the panelists, appears to be a shortage of iron that contributes to anemia. Several of the panelists specifically suggested that millers move to raise the level of iron in the enrichment formula, but the point also was made that full realization of the benefits of that course will come only when all flour-based foods are enriched, not just flour, bread and rolls.

The panel moderator, Dr. Stare, disclosed that the Harvard School of Public Health is about to launch in southern Tunisia a comprehensive research project to measure the value of lysine enrichment of flour.

Antitrust Talks

Glenn G. Paxton, Federation counsel, presided at a program where the first two speakers were Richard W. McLaren, assistant attorney general and

head of the Antitrust Division in the Department of Justice, and Edwin S. Rockefeller, a Washington attorney. Mr. McLaren presented a comprehensive review of antitrust policies of the present administration, emphasizing the primary goal is "to preserve and foster competition in a free economy."

Mr. Rockefeller gave a comprehensive picture of the Robinson-Patman Act, particularly its implications in the field of price discrimination and related practices. He pointed out that the law does not prohibit all price differences. He noted that the most complex part of Federal Trade Commission regulation under the act involves promotional allowances.

First 100 Days

"The First 100 Days" was the subject of a presentation by Rowland Evans, Jr. and Robert D. Novak, prominent newspaper and television political analysts. Mr. Evans reviewed foreign policy developments in the Nixon administration, stating that the President's desire for a new foreign policy is threatened in the first instance by difficulties in the Middle East and the probable reluctance of Israel to accept any settlement dictated by the United States and Soviet Russia. Thus, he said, the President's global strategy in its first phase "is bound to fail," which in turn could mean a failure in arms control talks. He gave Mr. Nixon "high marks" for trying, but noted that he is finding the "real world" much different from that seen as a candidate for office.

Mr. Novak described Mr. Nixon as a "super pragmatist," whose policies initially are being marked by "restraint that borders on caution." He said the main doctrinal position of the administration in the domestic field is "there will not be a recession." Mr. Novak also reviewed various domestic issues, such as inflation, major revisions of the tax structure, law and order and partisan politics. His main conclusion is that the administration now "needs a more definite basic spelling out of policy."

Flour Demand

"Outlook for Flour Demand" was reviewed by a panel comprised of Clifford G. Pulvermacher, general sales manager, Export Marketing Service; Raymond A. Ioanes, administrator, Foreign Agricultural Service, both of the Department of Agriculture; Frank Ellis.

(Continued on page 24)

ADM Flour Mills

Millers' Convention—

(Continued from page 22)

director, Food for Peace Division, Agency for International Development, and Roy Lennartson, administrator, Consumer and Marketing Service. Carl C. Farrington, Archer Daniels Midland Co., Minneapolis, chairman of the Federation's Committee on Agriculture, served as the panel moderator.

It was the conclusion of the first three panelists that flour exports in the 1969-70 crop year will about equal the heavy pace of the season now drawing to a close.

Secretary of Agriculture

Featured speaker was Secretary of Agriculture Hardin, who gave a wide-ranging address. He specifically challenged flour millers to join the federal government in current efforts to eliminate malnutrition from the United States, specifically suggesting that the industry should expand its enrichment formula to eliminate some of the main causes of dietary deficiency and to further assist by spurring good nutrition in consumer advertising programs.

Dr. Hardin emphasized that all farm policy decisions must be made with recognition for the two top priorities of the Nixon administration—ending the war in Vietnam and restoring stability to the domestic economy. The latter, particularly, has placed limitations on the budget for agricultural programs, he said. While not expressing any stand on the trend of future agricultural supports, Dr. Hardin indicated that active study is being given to a long-range land retirement program that would aim for acreage cutbacks of 60,000,000 to 70,000,000 acres from all crops. He also said "we are not going to find any magic answer," and pledged "all possible vigor" in the stimulation of exports.

Milling — Major Role In Malnutrition

THE flour milling industry was challenged on a number of counts to take a leading role in helping to eliminate hunger and malnutrition in the United States during a panel discussion at the annual convention of the Millers' National Federation.

The challenges, laid down by four of the nation's topmost authorities in the nutrition field, specifically centered on increasing, most likely doubling, the level of iron in the flour enrichment formula; actions to assure enrichment of all flour foods, not just family flour and bread and rolls; innovating products or improvements in existing prod-

ucts to assure greater nutrition contribution, and joining in the vast education program that is needed to assure the elimination of hunger and malnutrition from the U. S.

The panel discussion, on "Hunger, Malnutrition . . . Role of the Milling Industry," was moderated by Dr. Fredrick J. Stare, chairman, Department of Nutrition, Harvard School of Public Health. Participating with Dr. Stare in the program were Dr. Arnold E. Schaefer, chief, nutrition program, Division of Chronic Disease Programs, U. S. Public Health Service; Dr. Frederic L. Senti, deputy administrator, Agricultural Research Service, U. S. Department of Agriculture, and Dr. Philip L. White, secretary, Council on Foods and Nutrition, American Medical Association.



Mark Heffelfinger

Also participating were Mark W. K. Heffelfinger, Peavey Company, Minneapolis, chairman of the Federation's Nutrition Study Committee, and Dr. William R. Johnston, International Milling Co., Minneapolis, chairman of the Technical Advisory Committee.

Conclusions

In summarizing the panel findings at the conclusion of the program, Dr. Stare said that the panelists were unanimous in feeling that the milling industry is making an important contribution to nutritional well-being, but also a tremendous potential exists for improvement. All cereal products, he said, can be improved in a number of ways, pointing especially to the recent decision of a leading cracker baker to use enriched flour.

He urged the milling industry to work with bakers to stimulate enrichment of a number of baked foods that presently do not share in the program. He also suggested the possible inclusion of enrichment in cake mixes. Observing that claims have been made of technical

problems in incorporating enrichment in some specialty products, he expressed confidence in the ability of the industry to solve these difficulties.

Dr. Stare urged the industry to engage in more promotion and advertising to acquaint the general public with the nutritive contributions of flour-based foods. "You have an important role to play in education in pointing out that cereals are really very important foods to the well-being of the world," he stated.

Iron Deficiency

Dr. Schaefer devoted main attention to the National Nutrition Survey currently being conducted in 10 states by the Public Health Service under his direction.

The survey, he said, is concentrated on low income families, representing the bottom fourth of the income scale. It involves complete physical-medical examinations of the entire family. Dietary surveys are conducted on individual intakes. A lengthy questionnaire is being used on a wide range of medical and economic factors, including the impact of government food programs. Final results will be submitted to Congress in July.

The key problem that has thus far emerged is anemia, due in large part to a deficiency of iron. The survey shows that 15 per cent of the children studied in the low income families were retarded in height by six to nine months at the age of six.

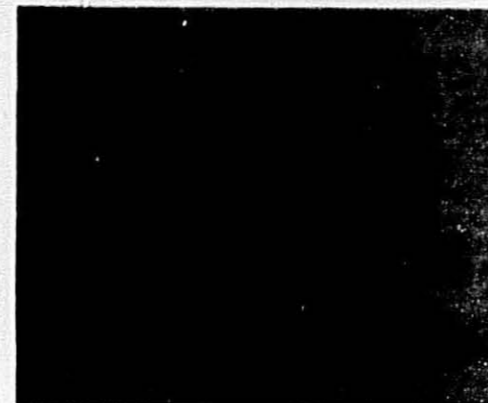
After analyzing the early findings showing the prevalence of anemia, particularly in pre-school children and intakes of less than 50 per cent of the recommended levels for iron and vitamins A and C, Dr. Schaefer declared that "this inadequate level is not justified by food plenty in the U. S."

For his discussion, Dr. Senti drew mainly on the household food consumption survey recently published by the Department of Agriculture. He opened by citing the important diet contribution of enriched cereal products, accounting for only 12 per cent of the money spent for food, but 40 per cent of the thiamine, 31 per cent of the iron, 26 per cent of calories, 20 per cent of protein, 19 per cent of riboflavin and 17 per cent of calcium. Enrichment alone, he said, accounts for about half of the thiamine and riboflavin provided by cereal foods and 40 per cent of the iron.

He reviewed the various nutritional levels on an area basis, the South versus other areas of the nation. He noted that usage of grain products in the South is

(Continued on page 26)

spaghetti lovers don't know us from Adam.



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be great. Your customers will love you, when they enjoy spaghetti or macaroni products made with our flour by you. As we said, we're not important. Your product is! the durum people.



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Milling Role in Hunger—

(Continued from page 24)

25 per cent higher on a per capita basis than in other parts of the country, but southern consumption of bakery groups, other than those normally enriched, has increased 65 per cent in the past 10 years.

Dr. Senti also said that the Department survey indicated a large number of families with diets at least 10 per cent below that recommended by the National Research Council.

In reference to the potential contribution of cereals to diet improvement, Dr. Senti said that "particularly, something could be done about iron," in view of the broad need for more iron in diet and the important role of cereal products as a vehicle in fortifications.

Fortification of all bakery products at the increased iron level would increase the share without a deficiency from 63 to 79 per cent. He stressed that to achieve the same result from bread alone would require increasing the iron level to 35 milligrams per pound, and thus he stressed that "the largest impact will come from extending the enrichment program to include all bakery foods."

In regard to deficiencies in the diets of infants, he said that the recommended iron intake level in this age group would be met if all cereal products were fortified.

Fortification Sells Products

Dr. White emphasized that milling has a great stake to play in whatever effort finally evolves to eradicate dietary deficiency in the United States. "You should be concerned with the problem because you provide about 25 per cent of the food energy and 17 per cent of the protein in the American diet," he said. "The source of carbohydrates from wheat foods is three to four and a half times that provided by any other single food group. This is significant when it is kept in mind that some authorities maintain that the providing of nutrients through fortification should be set in relation to the level of carbohydrates provided by individual foods."

He also said that heavy enrichment of breakfast cereals would be an important step toward providing a major share of nutrients needed.

Stating that problems of hunger and malnutrition require a concerted effort, he specifically urged milling to adopt the following program:

- 1—Strong support for enrichment.
- 2—Cooperate in current studies of present enrichment levels to determine if additions to the mixture are needed.

3—Raise nutrient content of specialty baked foods.

4—Insist on assimilable grades of iron and not be concerned about toxicity in high levels of iron enrichment.

5—Consider the launching of education efforts on proper diet to all segments of the foods. The Wheat and Wheat Foods Foundation should employ nutrition workers, and the milling industry should consider "adopting" a segment of the population for special work.

6—It is time for all in the cereal industry to join in pertinent nutrition education, including research on the most effective education programs.

"Fortification equates with a desire to sell products," Dr. Stare stated. He said that food manufacturers should be anxious to fortify all products and then make a "real pitch" to stimulate sales based on the enrichment message.

Attention also was called to the fact that current studies at the F.D.A. that appear to aim for a reduction in vitamin and enrichment levels are in conflict with current findings in surveys of the needs of the American people for higher levels of nutrition.

International Milling Annual Report

International Milling, Minneapolis-based food and feed company, will concentrate its marketing efforts in consumer products, institutional foods and ingredient foods, according to IM's annual report.

William G. Phillips, president and chief executive officer, in his letter to shareholders stated that all three areas have good profit possibilities and that the company plans to grow both through acquisition and internal development.

Phillips joined International last October after serving as president of the Glidden-Durkee Division of the SCM Corporation in Cleveland.

As previously reported, International's net earnings were up 29 per cent for the fiscal year ending Feb. 28. Earnings were \$4,914,119 or \$1.82 per common share, an increase from \$3,811,525 or \$1.37 per share for the same period a year ago.

Improved overseas operations and better margins in formula feed, egg and industrial products in the U.S. were primary reasons for the earnings increase, Phillips said.

Net sales for the past fiscal year were \$339 million a decline of seven per cent from \$365 million for the same 12 months last year.

Three major strikes, the closing of two flour mills (Greenville, Tex. and

Salina, Kan.) and lower price levels in industrial flours in the U.S. resulted in the decrease in sales, he said. On April 29, IM also announced it is ceasing operations at its flour mill in Calgary, Alberta.

Phillips revealed that 33 per cent of IM's sales come from non-flour milling products, an increase from 11 per cent in 1960.

Diversification

International's trend toward diversification was evident during the year by acquisitions and expansion of markets. Gross capital expenditures for International during the fiscal year were \$6.2 million which included acquisitions and construction of new facilities.

In the U.S. the company purchased a bakery mix plant at Belleville, Ill., improving its service to the Midwest market. IM also acquired the Nappanee (Ind.) Milling Co., a formula feed business which will be operated by the company's Supersweet feed division. Construction is now underway on a new Supersweet feed plant at Oskaloosa, Iowa.

International entered the U.S. convenience food market for the first time last January with the introduction of four consumer mixes for buttermilk pancakes, buttermilk biscuits, corn bread and corn muffins. The company's interest in the growing consumer market was emphasized with the formation of a new consumer products division last February.

In Canada, IM purchased the Matthews-Wells line of pickles, relishes and olives and also began marketing three new consumer dessert mixes. Another Canadian acquisition was the Fiorentino & Sons poultry processing operation at Niagara Falls, Ontario.

High Protein Product

IM reported that it is developing a low-cost, high protein wheat product for Tunisia, and consumer testing is now in progress. International is collaborating with the Agency for International Development and the government of Tunisia on the program.

International disclosed it spent \$1.3 million in research and development during the fiscal year, conducted primarily at its research center at Minneapolis, a research farm at Courtland, Minn. and an experimental flour milling facility at Lockport, N.Y. Product development is also performed in Canada and Venezuela.

Marcus Tullius Cicero

107 B.C. to 43 B.C. said: "We were born to unite with our fellow men, and to join in community with the human race."

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Durum Acreage Cut

Grain Market News' Quarterly Durum Report for May, 1969 stated: Acreage planted to durum wheat in the United States this spring is expected to be down 6 per cent from last year. North Dakota growers plan a 5 per cent reduction in acreage, according to the March Prospective Planning Report of the Crop Reporting Board. A 28 per cent reduction in Montana's acreage was about offset by an increase of 26 per cent in South Dakota. This 6 per cent cut in U. S. durum acreage as compared with a 17 per cent decrease in acreage of other spring wheat reflects a higher expected cash return per acre from durum compared with other spring wheat, according to the Statistical Reporting Service.

Durum Wheat

State	Acreage Planted		Yield, 1968 as	
	1967	1968	1968 of 1968	1969 of 1968
Minn.	64	85	77	91
N. Dak.	2,353	2,012	2,861	95
S. Dak.	160	186	234	126
Mont.	243	379	273	72
Calif.	6	7	7	100
U.S.	2,826	3,669	3,452	94.1

Durum Stocks

On April 1 stocks of durum wheat in all positions totaled 67.5 million bushels, according to the Statistical Reporting Service of the USDA. These stocks were 46 per cent larger than on April 1, 1968. Farm-held stocks at 49.9 million bushels were 52 per cent larger than a year ago and off-farms holdings at 17.5 million bushels were up 32 per cent. Disappearance during the 6-month period from October 1, 1968 through March 31, 1969, amounted to 40.1 million bushels, a 27 per cent increase from the same period the year before. CCC stocks were minimal. Only 138,000 bushels were stored in CCC bins. At mid-May the agency had terminal stocks of only 244,000 bushels available for program use, of which 113,000 bushels were stored in Minnesota.

Durum Exports

Durum wheat inspected for export during the July, 1968-March, 1969 period totaled 32.7 million bushels. Under the Subsidy Bid Program, CCC had accepted bids for export of approximately 48.3 million bushels from July 1, 1968 through May 1, 1969. USDA announced on April 18, 1969, that effective August 1 the Export Subsidy Bid Program for durum will be discontinued and that subsidies will be set by the Department as they are for other classes of wheat.

Durum Wheat Inspections For Export by Country of Destination

Country	1,000 bushels		
	1966	1968	1967
Algeria	2,152	2,168	2,166
Arabia	0	37	0
Canal Zone	19	0	0
Costa Rica	40	0	0
Dominican Republic	78	77	57
France	2,140	1,628	2,899
Ireland	0	44	947
Italy	2,697	447	0
Japan	150	226	58
Libya	290	0	0
Morocco	0	661	0
Netherlands	760	350	1,548
Norway	0	0	657
Poland	0	854	0
Portugal	0	466	517
Tunisia	788	1,278	0
United Kingdom	0	0	2,452
Venezuela	166	194	238
Total	9,280	8,430	11,539

Canadian Situation

Canadian farmers intend to plant 2,777,000 acres to durum wheat in 1969, an increase of 19 per cent from last year when the Prairie Provinces produced 44.4 million bushels. Primary marketings for the crop year August 1, 1968-April 2, 1969, totaled 20.8 million bushels against 15.1 million in that period the year before. The Canadian visible supply on April 2 was about 2 million bushels larger than last year and amounted to 17.5 million bushels. Commercial disappearance in Canada, domestic and export, totaled 14.8 million bushels so far in the crop year August 1-April 2. This is 4 million bushels ahead of last year. Canadian domestic disappearance accounted for about 3 million bushels of the total.

Seeding Progress Nears Normal

Crop Quality Council reports small grain seeding progress in the Upper Midwest is now about normal for mid-May, although still slightly behind 1968. After a rather slow start, generally good weather since mid-April has permitted rapid progress, and seeding of spring bread wheat, durum, barley and oats is nearing completion in most of Minnesota, South Dakota and Montana. North Dakota small grain seeding has progressed rapidly, except for extreme north central areas. Here progress has been slow because of excessive moisture. Currently, soil moisture supplies are adequate in practically all areas and have benefited germination of crops.

Moisture conditions are excellent across the Canadian Prairie Provinces. Field work is now general and seeding of small grains is progressing rapidly in practically all areas. Seeding is nearing completion in southern Alberta and Saskatchewan. Rain and wild oats infestations have caused some delays. Excess moisture in parts of the Red River Valley has seriously limited seeding operations and drying weather is badly needed. Good progress is reported in harvesting the remainder of the 1968 small grain crop, trapped last fall by heavy early snow.

Experimental Lines

Experimental bread wheat, durum, barley and Triticale breeding lines grown last winter in Mexico were recently returned to scientists at Upper Midwest and Canadian experiment stations for spring seeding. This Crop Quality Council sponsored winter increase programs, now in its sixteenth year, continues to aid plant scientists in research efforts to speed development and release of improved varieties. This has permitted replacing older varieties sooner with new, high quality, better yielding, rust resistant ones. A substantial number of varieties, first increased in the Mexican program, now occupy a major portion of the spring grain acreage, benefiting crop producers, processors and handlers of these crops.

Hercules durum is a recently developed Canadian durum and is now only in early seed increase stages in Canada. It is described as having greater yield, shorter straw and larger kernels than Stewart 63, a widely grown Canadian variety. Hercules also has good resistance to prevalent races of stem and leaf rust. Agronomic performance and quality characteristics have not been fully evaluated under Upper Midwest growing conditions. Special plantings of Hercules were made this spring at three locations in North Dakota to obtain additional information and provide industry with samples for quality evaluation.

The Export Wheat Slump


Agriculture Department analysts are increasingly pessimistic about chances that U.S. wheat exports will recover anytime soon from their current slump. Foreign sales of U.S. wheat and flour in the crop year beginning July 1 at best will only match the depressed 509 million to 550 million bushels expected as the current year's total, department experts believe. Last year, exports totaled 761 million bushels. In 1965-66 a record 867 million bushels of wheat and flour equivalent moved out of the country.

(Continued on page 30)


THE MACARONI JOURNAL

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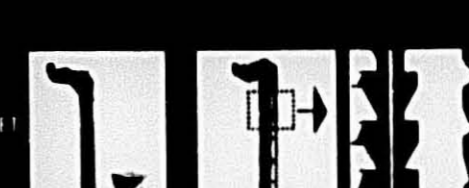
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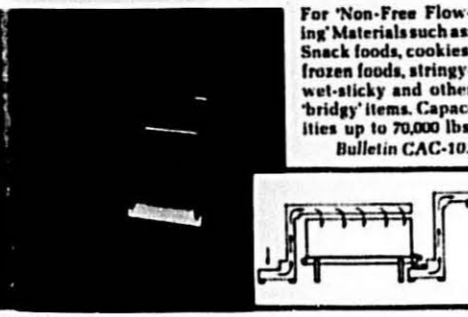
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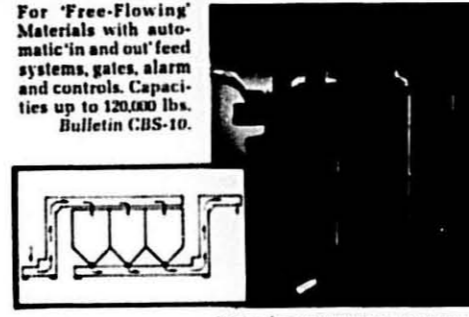
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The Export Wheat Slump— (Continued from page 28)

Barring massive crop losses from drought or other accidents of nature, U.S. producers and traders could well find themselves confronted by a near-billion-bushel carry-over of wheat stocks by July 1, 1970. Such a figure portends heavy Government storage expenses, which could prove unpopular with taxpayers lulled by the heavy drawdown of grain stocks during the mid-1960s thanks to heavy food aid and commercial export demand.

The pile-up of unsold U.S. wheat is only one aspect of a world wheat glut. Canada, for example, probably will begin its new crop year on August 1 with a record 800 million bushels or so. Although close to the expected U.S. figure for the comparable period, this carry-over looms enormous when judged in light of Canada's relatively small national economy as compared with that of the United States.

IGA Problems

To grain traders and some Federal lawmakers, Uncle Sam's wheat export troubles are greatly aggravated by the International Grains Arrangement between wheat importing and exporting nations.

Now Agriculture Department officials openly concede that U.S. wheat export prices, aided by Government subsidies, have been consistently below IGA floors in recent months to meet world competition.

From the trade viewpoint, the department's export subsidy policy has not matched the aggressiveness of foreign wheat competitors. Moreover, the grains arrangement itself contains a built-in handicap for American wheat, grain handlers complain, because IGA prices largely are based on U.S. quotations at Gulf ports.

The U.S. grain trade suspects that foreign competitors' price cuts may be even deeper than appears on the surface.

Newly released Agriculture Department figures show that foreign shipments, excluding flour, by the five major wheat exporters—the United States, Canada, Australia, Argentina and France—fell about 14 per cent during the eight months ended February 28, 1969, but the U.S. alone was down almost 40 per cent in the same period.

India Comes Back

Most of the reasons for this slide seem to have nothing to do with competition or the IGA, though. Pakistan and India appear to have made permanent advances in their own produc-

tion and have sharply pared their long-term credit purchases under the food-for-peace program. Shorter-term factors in the poorer showing were the temporary halt that the Japanese ordered in U.S. wheat shipments when they discovered a dampness problem, and the dock strike earlier this year.

Then there's the problem of Brazil—a non-IGA member—whose American wheat imports slid to 21 million bushels in the eight months ended February 28, 1969 from 38 million a year earlier. When Brazil sought 100,000 tons of wheat in March, it was deluged with some 75 offers and alternatives aggregating 15 times that amount. It wound up taking 100,000 tons of Rumanian wheat plus another 50,000 tons from the United States.

Keep the Lid On

The Nixon Administration is trying to keep the lid on anti-IGA sentiments. Most grower organizations, including the National Association of Wheat Growers and the National Farmers Union, continue to back the agreement. There is also the fear that dismantling the IGA might open the door to widespread commodity dumping, bilateral trading and other trade ills the U.S. has sought to cure since World War II.

"We must be patient" was the theme of Agriculture Secretary Hardin's reply to a recent suggestion that the U.S. quit the IGA. This optimism could be sorely tested in the coming months if the continuing world over-supply of wheat continues to hold down U.S. exports as anticipated.

Professor L. D. Sibbitt Speaks in Germany

Professor L. D. Sibbitt of the Cereal Chemistry and Technology Department of North Dakota State University, Fargo, North Dakota, was invited to participate in a conference concerned with durum wheat and its processing which is held at Detmold, West Germany at the Federal Institute for Grain Research. The paper presented by Professor Sibbitt was co-authored by K. A. Gilles and described new developments in durum milling and macaroni processing industries.

The meeting which occurred on the 27th and 28th of March was attended by several hundred cereal chemists and millers from western European countries. Fifteen papers were presented from such countries as Italy, France, Germany, Spain, Belgium and Switzerland. Professor Sibbitt was the only speaker invited to participate from the United States.

Escalating the War on Hunger

President Nixon is proposing a \$1 billion increase in food stamps and other federal hunger programs—including some realignments of administrative lines of authority.

The proposals will involve \$270 million of increased Agriculture Dept. spending in fiscal 1970, which starts this July 1—and \$1 billion a year when fully in effect to increase allotments of food stamps and reduce their price to poor families.

Mr. Nixon also has announced plans to seek the help of companies and unions in the food processing and distribution industry by calling a White House conference on food and nutrition.

The word in Washington is that food stamps eventually, may supersede all direct distribution through warehouses and schools. The National Association of Retail Grocers have pledged their support to the president's plan. The industry already is taking steps to aid nutrition by fortifying food products with vitamins.

\$100 A Month

The major program would provide poor families with at least a monthly \$100 worth of food for four people—the Government's minimum for an adequate diet. Provide food stamps at no cost for the very poor, but always at less than 30 per cent of income. Give the Agriculture Department authority to operate both the Food Stamp Plan and direct distribution programs concurrently where this is requested by local officials.

Also of importance for food men is Mr. Nixon's proposed food program to aid needy pregnant women and mothers with young children. Accordingly, the President would provide these women with vouchers, redeemable at food and drug stores for infant formulas and other nutritious special foods.

New Agency

Mr. Nixon's other recommendations to help in the battle to end hunger include: The possible establishment of a new agency, the Food and Nutrition Service; whose exclusive function would be to administer federal food programs.

An interagency effort by which the Government could look more deeply into such problems as the relationship between malnutrition and mental retardation, and to provide food, health and sanitation services for depressed areas.

Most of these programs however are a long way off—faced by the need of legislation and extra money.

Tomorrow's self-made man needs a break today.

And local businessmen can help. Now.
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Thousands of disadvantaged school youngsters will soon be out of school and looking for jobs. Waiting for a chance to work at becoming a better citizen.

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Hire one young man or woman. Hire more if you can. But, at least, hire one.

No business is too small to help. Think about an extra pair of hands for the summer. Think about a bright youngster filling in vacation gaps. Think about next summer—and the one after that—when you'll have an "experienced beginner" to call on for extra help.

Do yourself a favor. Give a kid a break this summer. Do it now. Call the National Alliance of Businessmen office in your city.

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Packaging-Converting Machinery Show Announced

The Packaging-Converting Machinery Show, scheduled for October 27-30 in Detroit's Cobo Hall, will be at least 4 1/2 per cent larger than the previous show held in Chicago in 1965.

As of early May, 244 companies had contracted for 174,161 net square feet of space, 12,000 more than had been originally laid out. New exhibitors are continuing to sign up, reports A. V. Petersen, Show Committee chairman.

Petersen is executive vice president of Wright Machinery Company, Durham, North Carolina, and serves also as vice president of the Packaging Machinery Manufacturers Institute, which produces the show.

"Due to the unexpected demand," said Petersen, "We had to open up an additional area in the Cobo Hall complex. The new demand is caused by three factors: previous exhibitors have booked more space to show a greater variety of products; there are more converting machinery and packaging materials exhibitors; and the British and Canadian governments have unexpectedly taken space for pavilions for the first time."

The PMMI Exposition was known previously as the Packaging Machinery Show, but the word "Converting" was added to the name this year to describe more completely the kinds of products eligible for the show. Packaging materials are also eligible.

The 1969 show is expected to draw 20,000 visitors from all 50 states and three dozen countries. It is managed by Leif Oxaal, Executive Director, PMMI, 2000 K Street, N.W., Washington, D.C. 20006.

Paramount Packaging Progresses

Paramount Packaging Corporation had record first quarter sales and earnings during the first three months of 1969 reports Theodore Isen, president.

Net sales for the 1969 first quarter totaled \$4,096,487, compared with \$3,717,514 for the same period last year. Net earnings were \$227,471, or 25 cents a share, compared with \$169,810, or 21 cents a share, for the 1968 first quarter.

Paramount Packaging, headquartered in Chalfont, a suburb of Philadelphia, is an important designer and producer of flexible packaging products for a wide variety of consumer goods such as bakery products, processed meats, candy, snack foods. Polyethylene, cellophane, polypropylene, aluminum foil and protective papers are printed, laminated and formed into rolls, bags or pouches.



Foil Packaging

In its March, 1969 issue, Aluminum Packaging News calls attention to foil's role as the primary packaging material favored by major processors of dehydrated and freeze-dried foods, sauces and seasoning mixes.

The four-color, executive report from the Containers and Packaging Committee of The Aluminum Association notes that aluminum foil has been used by Lawry's Foods, Inc., Los Angeles, since the introduction of its dehydrated spaghetti sauce mix some 16 years ago. A spokesman for Lawry's cited the material's superior barrier qualities and amenability to point-of-purchase graphics in explaining his company's choice of foil for food mix packages and as labels for its bottled products.

Aluminum Packaging News also names McCormick & Co., Baltimore, and its Schilling Division at San Francisco, as outstanding users of foil for packaging. McCormick began using the versatile material as a tea bag liner over 20 years ago and, today, it packages nearly 30 sauce and seasoning mixes in foil envelopes.

Triangle Brochure

What design simplicity can do for packaging systems is described in a new four-page brochure—Keeping the "Go" in Go Carts—recently published by Triangle Package Machinery Company, Chicago.

Solid-state controls, component arrangement for quick adjustments, and single mechanisms controlling multi-operations are just a few examples of Triangle's design concept at work. These innovations are incorporated in each of the four packaging machines illustrated in the brochure.

A copy is available on request from Triangle Package Machinery Company, 6655 W. Diversey Avenue, Chicago, Ill. 60635.

Science is not merely the control, but also the understanding of Nature.

—Sir George Thomson

Decorator Tray for Casseroles

Seven new frozen casserole items from Green Giant Company are packaged in Bake 'n Serve aluminum decorator trays with clear polyester film covers. Tray, supplied by Alcoa, is designed for serving as well as cooking. 3M Company supplies the film, which Green Giant says seals in flavor, permits more rapid heating and eliminates spillage. The new casseroles—Hungarian cauliflower, deviled spinach, broccoli and noodles, noodles Espanol, Swiss corn, rice and cheddar cheese, and brussels sprouts au gratin—are being test marketed in Buffalo and St. Louis.

Home Economist at Peavey

Rita Holmberg, formerly food editor of Better Homes and Gardens Magazine, has joined Peavey Company as Head of Home Economics in the Research and Development Department.

In addition to working on existing product lines, Miss Holmberg will contribute to the development and marketing of new food product lines. She will interpret consumer needs and wants for food items, supervise development of package directions and recipe material, and coordinate product publicity.

Most recently a food writer and consultant in Des Moines, Iowa, she was previously director of home economics and account executive with McCann Erickson Advertising Agency in Chicago, and assistant director of consumer service for Armour and Company there.

A native of Dubuque, Iowa, Miss Holmberg received her foods and nutrition degree from Clarke College there. She completed a dietetic internship at the Johns Hopkins Hospital in Baltimore and then taught diet therapy in the hospital's school of nursing.

She is a member of the American Home Economics Association, Home Economists in Business, and the American Dietetic Association, and their affiliated state associations.

Dr. Betty Sullivan in Chile

Dr. Betty Sullivan, a Vice President of Experience Incorporated, Minneapolis based agri-business consulting firm, has accepted a one-month assignment with the International Executive Service Corps to assist the milling firm of Cia Molinera San Cristobal of Santiago, Chile in improving technical operations.

Dr. Sullivan is a recognized international authority in the food industry, and prior to her retirement as a Vice President with the Peavey Company, spent 40 years as research director for the company and its corporate predecessor, Russell-Miller Milling Company.



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A Recent View of Yeast Utilization Aspects in Nutrition

by Peter J. Ferrara, Keop Chemical Company

Editor's Note: The talk transcribed at the Seminar on Eggs was supplemented with discussion of certain chemistry aspects using a blackboard.

I WOULD like to begin our discussion of yeast utilization with a bit of chemistry in a roughhanded way. But before getting to the chemistry, let me cite a bit of background.

Background

Man has consistently demonstrated a capacity to make use of many things even before he was able to define or understand what they were and what made them work. This accommodation obviously applied to fire, food, and even sex. Yeast is also a typical product. Yeasts were known for centuries. Men knew in biblical times how to make wine and recognized the existence of some intangible coating on his grapes that not only gave rise to fruit flies but mysteriously entered into the processes of winemaking.

The world of microbes came under closer study with the development of the microscope in the late 15th century. However, it was not until the scientific studies of Louis Pasteur in about 1850 that we began to sort out the world of microbes into friendly and unfriendly groups. We have come a long way in the 120 year span since Pasteur. Progress was by no means rapid. By 1875, I believe certain yeasts were isolated and distributed for baking purposes. These yeasts were made by using cereal mash. Even with crude apparatus, man had already discovered Nature's secret of converting starch into sugar, the kind of sugar used to make bread yeasts.

When World War I came along and foodstuffs—cereals included—became scarce, scientists then tried to shift yeast propagation over to molasses with singular success. So successful in fact that molasses came to be almost exclusively used for bakery yeast production. The Germans in World War I had very little molasses available, so their interest turned to the possibility of using other sugars chemically derived by hydrolysing wood.

All of this new interest in yeast research by 1920 had succeeded in generating a tremendous interest in yeast. Brewers yeast from breweries was washed free of bitter hop flavor and sold as a remedy for every conceivable

ailment. Some surplus bakers yeast was dried and also marketed. It was largely a health faddist orbit, and annual consumption was on the order of one ounce per person.

Research on yeasts was continued, but the explosion in yeast technology was delayed until the early 1930's. After the repeal of Prohibition, we entered a period which at that time had the label of technocracy. We had reached the point where the vision of mechanical servants was both appealing and frightening—these ideas were still playing with when we were suddenly confronted with the terrible World War II. Thus, beginning in the late 1930's, we opened up a new world of biosynthesis... antibiotics... vitamins... new yeast... and new foods.

Chemistry

Now, let's go back to our chemistry to observe that most foods can be set down as consisting of six important components: protein, fat, carbohydrate, minerals, vitamins, and water. Let's take carbohydrates first, as this one is the culprit from which we can make yeast.

Dehydrate is probably a more common word than hydrate; yet these both signify water. A carbohydrate is carbon plus water. Glucose has six carbons; starch has six carbons; sucrose has twelve carbons.

Proteins have 22 known amino acids and are carbon and water combinations with nitrogen added.

We now want to convert sugars into yeast. Why? Yeast is a good source of protein. By "good" we mean a high level of the important and essential amino acids.

Animals have to be fed to grow. Only plants have the capacity of fixing some of the nitrogen in the air through photosynthesis. Thus, some plants can grow using only water and sunlight and air.

Yeast are fed like people. They need nutrients, air, and water. Some yeasts are like fine cars, others like Mack trucks having brute strength capable of consuming impurities or invaders.

The harder the yeast has to work to get its food, the healthier it is, up to a point—and more work produces more heat; hence, the need for cooling. Like a car going up a steep grade in low gear, more work and more heat is generated as useful production and waste.

Tortula Yeast

Now, in Germany in the late 1930's and early 1940's when protein supplies were scarce, the scientists turned to Tortula yeast. Today over 600 million pounds of Tortula yeast are produced annually, and the rate is increasing by ten per cent per year. This means 300 million pounds of protein. This is not large. Your own macaroni output in the United States is almost as much in terms of protein. But the point is that it is going up and up. Yeast is now recognized as the quickest way of generating the protein supplies we will need in the future. The production of meat, milk, and cereal crops is slow and not so efficient. They require special climate and soil.

I cannot predict how far Tortula yeast output will go, but I expect that it will double inside of ten years.

Proteins from Petroleum

Before we go on to what will happen to all this yeast, let's take a look at the newest development in this rapidly unfolding yeast age—proteins from petroleum. This sounds like science fiction, until you note the names of the large oil companies working in this area of protein production.

Making petroleum protein is more complicated than with carbohydrates. We know from looking at the amino acids that we have to get oxygen and nitrogen into the molecules. Carbohydrates already have some oxygen, so we have a headstart. Remember what I said about doing a more vigorous amount of work with this yeast? It gives off more heat, and this is true with petroleum protein or yeast. In some cases it generates up to twice as much heat.

How do we go about producing petroleum proteins? The steps are to take crude oil, put into preparation, mix with water and nutrient, ferment, wash and clean-up. Problems include cooling and refrigeration. Flavor is something of a problem, and cost is still hard to predict with any finality.

However, you can rest assured that in another ten to fifteen years Tortula yeast will have to make way for a new entry in the protein field. I hope the producers of Tortula yeast will do all they can to assist the oil companies. The world will be in great need of these protein supplies.

Use in Macaroni

Now, where does this yeast business touch on your activities? Each of you will have certain business decisions to make, though to me it seems clear that the greater appreciation being accorded to protein means you will have to raise your sights as to protein and use your macaroni markets as a means of widening the application of these new protein supplies. If you do not do this, some other industry will.

Currently, your Macaroni Standards limit you in reaching for the new requirements and demands for protein. You will have to do what the baker has attempted, even though I don't think he has done it to the best of his ability. Move into his area of specialty products and away from the umbrella of Standards. Yes, I say "umbrella" because you have helped write those Standards, and you can change them if you really want to do it. Of course you have to have a reasonable basis for wanting to do it. You could outperform the baking industry. Macaroni use is increasing, while bread consumption is on a decline. Bread at 30 cents per loaf, has 38 per cent water, so on a solids basis is approximately 50 cents a pound. Your product is already at 84 to 95 per cent solids and is priced below 50 cents a pound. You have good quality protein at a better price and no shelf life or return problems.

You could pack away a good chunk of the forthcoming yeast protein supplies and do it so easily and nicely. Our country will be far ahead if you do so. Of course, yeast protein isn't the only way as other suppliers will tell you. You must, however, develop new techniques to produce macaroni that will be almost as instant as bread. It is a big challenge, but even a partial success will be rewarding to you and your customers.

Petition Pending

Now, one final word. I talked about Tortula yeast. I should tell you that there is now pending in Washington a petition to amend the macaroni Standards so Tortula yeast may be used in enriched macaroni products, subject to the limitations prescribed for dried yeast. When approved, Tortula yeast may be used as an optional ingredient to provide enrichment as thiamine, riboflavin, niacin, and iron. Thank you.

Nutrition Research

The Russell D. L. Wirth Fund for Nutritional Research was established by the Universal Foods Foundation, Inc., in memory of the late Mr. Russell



Richest Sources of Protein—which our bodies need—are milk, meat, eggs and fish. Because the first three are scarce in many areas—as well as expensive—this tasteless, odorless protein concentrate is harvested from the sea. The ½ of an ounce shown here—costing ½ cent—supplies your daily protein requirement. The new food additive will be produced by Cardinal Proteins, Ltd., Bronxville, N.Y., through an isopropyl alcohol extraction process which removes the oils and other non-protein constituents from portions of fishing fleets' catch not readily soluble.

D. L. Wirth, former chairman of the board of Universal Foods Corporation. According to Robert T. Foote, president of Universal Foods Foundation, Inc., the Fund will consist of monies donated to the Foundation by the corporation from proceeds from insurance policies on Mr. Wirth's life. It is intended that the income of \$7,500.00 per year produced from this Fund for the five-year period beginning September, 1969, be used to support nutritional research for the improvement of the human diet throughout the world, a long-time interest of Mr. Wirth's. The Fund will be administered by the directors of the Universal Foods Foundation, Inc.

Basic Research

The funds will be disbursed through The Nutrition Foundation, Inc., in New York City. They will be requested to place the funds in institutions conducting research falling into the category of basic research. It is desired that the funds be employed to support work in the broad field of fermentation as it relates to: (a) Microbial production of nutrients; (b) Microbial modification of foods and raw materials, both beneficial and detrimental; (c) Production of microbes as foods.

The Nutrition Foundation was created many years ago by leading companies in the food and allied industries for the purpose of making essential contributions to the advancement of

nutrition knowledge and to its effective application for the public benefit. It is a non-profit institution.

The Universal Foods Foundation, Inc., was established in 1957 to help carry out objectives of the company in aiding charitable and community projects in which the corporation has a major interest.

New Food

TVP, Archer-Daniels-Midland's textured vegetable protein, is pictured atop a platter of egg noodles and peas in the center spread of the April issue of Food Processing. Copy reads: "If you like pork Continental-style, you'll like this pork-flavored TVP textured vegetable protein. It could include chunks of real pork, too, but it would hardly improve the taste, appearance or economy."

"TVP is the new all-vegetable textured protein food from ADM. It is available in minced, chunk, dice or chip forms. It comes unseasoned, or with flavoring of almost any kind—meaty, nutty, tangy, salty, even fruit flavors. Easy to handle and to store and completely controlled in texture, flavor and color. TVP is exceptionally well suited for institutional feeding and restaurants. It's an excellent protein ingredient for casseroles, snacks, stews, gravies, ground meats, and many convenience foods."

Hoffmann-LaRoche Representative

The appointment of Howard T. Gordon to the new position of food industry specialist with the Technical Services Department has just been announced by the Chemical Division of Hoffman-La Roche Inc.

Mr. Gordon will help expand technical services to the food industry as part of the Chemical Division's increased emphasis in this field. He brings to Roche considerable industrial experience in most phases of the food field, including production and product development. Before joining Roche, he was a technical service representative with the American Sugar Company.

Mr. Gordon is a graduate of Delaware Valley College, Doylestown, Pa., where he received a B.S. degree in food technology in 1956. He and his wife, Tobi, reside in Brooklyn.

USDA to Buy Macaroni

The Department of Agriculture is reported to be planning to buy some 300,000 pounds of milk macaroni and wheat and soy macaroni for feeding the hungry.

PEAVEY COUNTRY



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There is good reason for Peavey to be a major factor in the milling and distribution of durum products. The durum wheat fields of North Dakota, where the bulk of America's durum crop is grown, form the heart of Peavey Country (see map). This broad, wheat-rich land supplies the Peavey mills that specialize in the milling of Semolina and Durum flour. Durum is important to Peavey. It receives great attention in the multitude of Peavey activities related to the growing, storage, transportation, merchandising and processing of cereal grains. Peavey has streamlined and coordinated its operations in this com-

plex business to deliver the highest efficiency.

Peavey operates durum mills at Grand Forks, North Dakota; Superior, Wisconsin; and Buffalo, New York. Peavey Flour Mills process wheat received from 700 grain elevators located in the areas producing the finest wheat in the world. Peavey's total milling capacity is 60,000 hundredweights a day, much of it, of course, in durum.

No wonder spaghetti and macaroni manufacturers have come to rely most heavily on Peavey for their quality durum products. And it all starts "way out in PEAVEY COUNTRY."

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mills. *** Total capacity. See also Peavey Flour Mills, Inc.,
www.peavey.com and National Grain Elevator Association.

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John W. Sheetz

John W. Sheetz, plant manager and a member of the board of directors of the Sen Giorgio Macaroni, Inc., Lebanon, Pennsylvania, died of a stroke on May 21.



John W. Sheetz

Sheetz was one of the area's prominent citizens and active in community affairs. In 1958 he was awarded the Silver Beaver Award from the Lebanon Boy Scout Council in recognition of his outstanding work on behalf of the Boy Scout movement. He was a past president of the Boy Scout Council. He was also a past president of the Lebanon Lions Club. He was active in the YMCA and Community Chest.

He was born in Reading, where he graduated from high school in 1922. He graduated from Penn State University as an industrial engineer. He then attended the Wharton School of Business at the University of Pennsylvania and received a master's degree.

Among his many activities was his membership in the Lancaster chapter of the National Association of Accountants and the Society for the Advancement of Management.

In Macaroni Since 1936

He joined the Keystone Macaroni Company in 1936. This was later to become San Giorgio. When the firm was destroyed by fire in 1960 he was in a large measure responsible for the planning and organization that went into the construction of what is now a modern plant facility.

In addition to using his training in his working career, Sheetz also taught courses in industrial management at Penn State extension branches. He also contributed articles to national publications.

Sheetz was closely affiliated with the work of the Cornwall United Methodist Church. He was president of the board of trustees. He was also a member of Mt. Olivet Lodge No. 704, F. & A.M.; Harrisburg Zembo Shrine and Harrisburg Consistory, Quittapahilla Forest of

Ta'li Cedars and Industrial Management Club.

Sympathies go to the widow Catherine at 1521 Woodland Street, Lebanon, Pa. 17042.

Farrington Leaves ADM

In mid-May Secretary of Agriculture Hardin announced the appointment of Carl C. Farrington as deputy administrator for commodity operations in the Agricultural Stabilization and Conservation Service.

Mr. Farrington, who leaves the staff of Archer Daniels Midland Company, Minneapolis, to assume the Departmental post, will be responsible for procurement and sales and inventory management operations carried out by A.S.C.S. The major part of these operations involve inventories acquired by Commodity Credit Corporation in its price support operations.

Mr. Farrington, well known in both the milling and grain industries for his understanding of industry-government relationships, has been with ADM in Minneapolis since 1947. For nearly 20 years prior to that he was on the staff of the Department of Agriculture, holding the post of assistant administrator in charge of C.C.C. and a vice-president of C.C.C. when he left to enter private industry.

His services to the grain industry have also been important in that he served as chairman of the National Grain Trade Council from 1954 to 1957 and has been president of the Terminal Elevator Grain Merchants' Association since 1964, just being re-elected at a meeting recently at Scottsdale, Arizona.

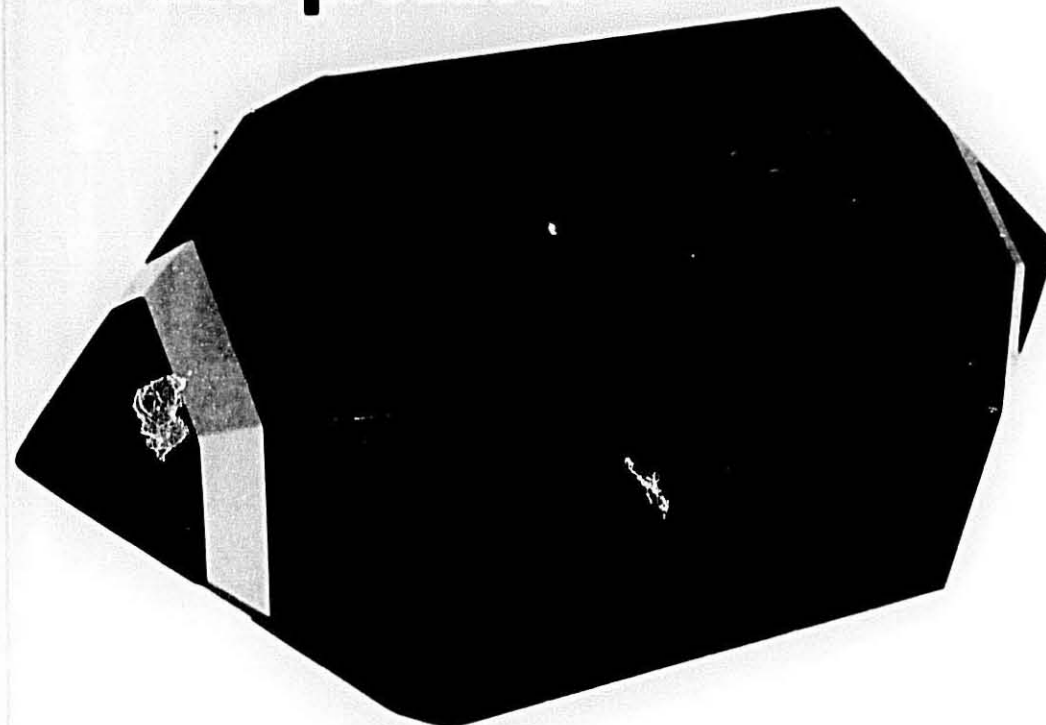
Mr. Farrington served on an international task force on emergency food reserves of the Food and Agriculture Organization of the United Nations, as a member of the Interim National Agricultural Advisory Commission on Food and Fiber in 1966.

While formerly with the Department, Mr. Farrington gained a reputation among industry representatives as a man who was practical and scrupulously fair in his judgments.

Peavey Research and Development

Product formulation, production control, quality assurance methods and systems will be the responsibility of David Brower, who has joined the Research and Development staff of the Peavey Company. Working in the product development department, headed by Dr. James Dietz, Mr. Brower brings experience in quality control to his new post.

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