

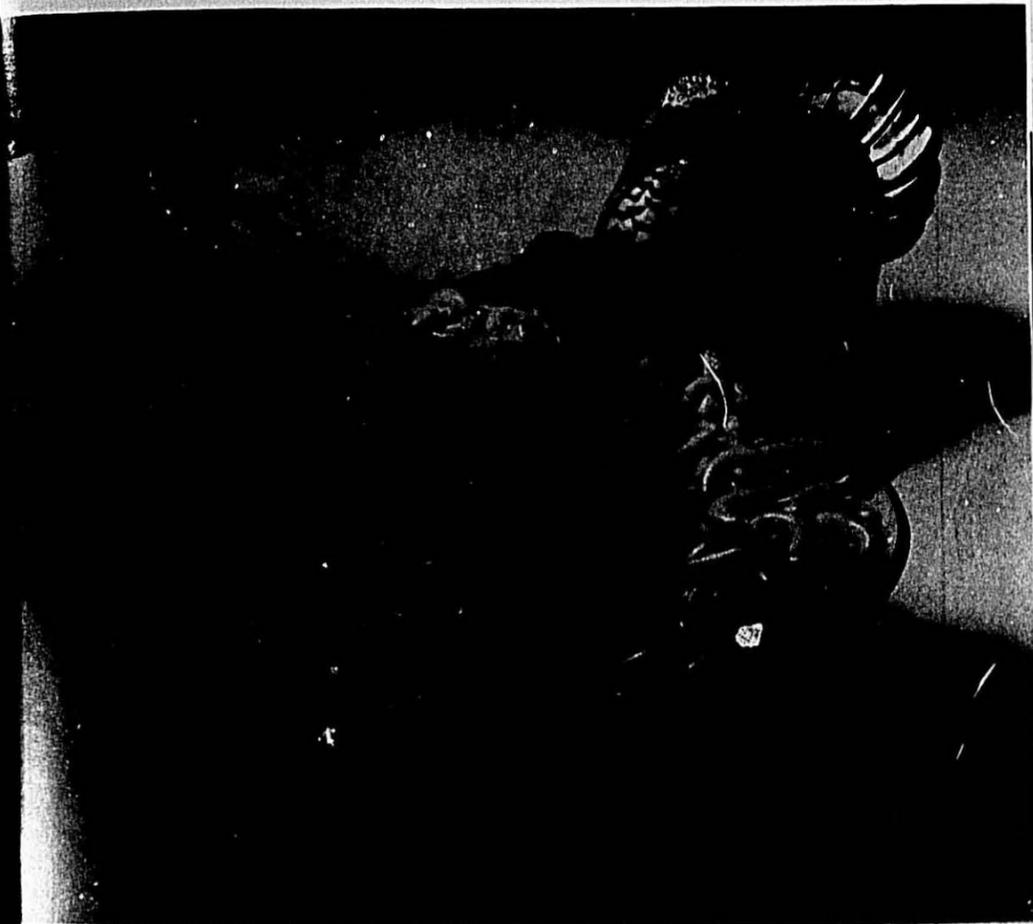
**THE
MACARONI
JOURNAL**

**Volume 54
No. 7**

November, 1972

NOVEMBER, 1972

Macaroni Journal



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The **Macaroni Journal**

November
1972
Vol. 54
No. 7

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MACARONI JOURNAL

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NOVEMBER, 1972

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Editor's Notebook:

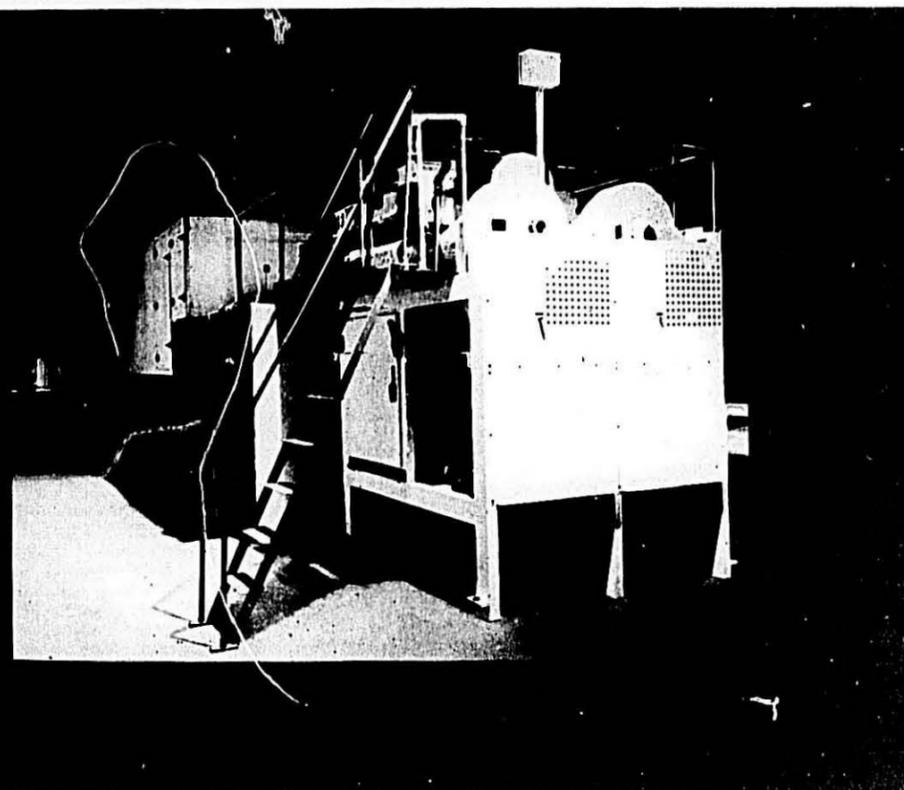
The Table of Contents tells the story:
"The Focus Is On The Nation's Capitol." Governmental actions had great impact on industry last month and will continue to do so in the months ahead.
When you vote in the elections in early November we hope you give some serious consideration as to who represents your interests in city hall, the State House, and the Capitol.
A rose is a rose, and macaroni is macaroni, or is it? The Standards Defense continues and the latest on the issue starts on page 14.



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The Focus Is On the Nation's Capitol

THE news was from Washington.

The Great Grain Deal

"From Trade Triumph to Inquisition," headlined Business Week magazine. Highlights from their report on the great grain deal follows:

When they announced a \$750-million, three-year grain sale to the Soviet Union last July 8, President Richard Nixon and Secretary of Agriculture Earl Butz virtually crowed. "This large purchase will make the Soviet Union the second largest buyer of U.S. grain," said Butz.

In mid-September, however, Butz was reduced to bluster during three days of hearings before a House agricultural subcommittee. He complained: "Biased political manipulations are jeopardizing the present and future sale of grain to the Soviet Union."

There were, however, fretful questions about the \$200-million-plus worth of subsidies supporting the Russian sale. The deal turned out to involve more than \$1-billion in one year, not the original \$750-million over three years. Original billing said the deal would be predominantly in corn and feed grains; suddenly it had been transformed into wheat, which surprised farmers and the public but not trade insiders, since there apparently were intelligence reports as early as June indicating that Russia needed wheat badly. There were also questions about the Agriculture Dept.'s negotiating skills, possible conflicts of interest, and lastly, about the dearth of information surrounding foreign wheat sales.

Meanwhile, the General Accounting Office, the Commodity Exchange Authority, and the Federal Bureau of Investigation are separately investigating some phase of wheat selling. A second House subcommittee is waiting to begin its own probe. A public interest law group is readying a book based in part on its investigation of the Russian deal. Its title: "The Great Grain Robbery."

The quick plummet from trade triumph to Washington inquisition began with an Aug. 27 *Washington Post* story that raised questions about the celebrated, albeit confusing, deal. The questions quickly turned into charges by Democratic Presidential candidate George McGovern by Sept. 9, Butz had to call a news conference and explain how neither initial Moscow contacts in April nor credit arrangements reached in July hinted at the magnitude of the deal, nor that so much of it would be wheat.

Time Magazine reported:

The complexities of the grain market are too confusing to permit quick conclusions on whether the Nixon Administration's wheat deal with the Soviet Union led to improper profits and thus amounts to another scandal from which the Democrats ought to be able to reap campaign benefits. But one facet of the highly complex situation looked like a clear-cut case of conflict of interest. Two high Government officials involved in the negotiations with the Russians quit their Agriculture Department jobs to take top positions with two U.S. exporting firms that had much to gain from the Soviet sales. One of these officials, Clarence Palmby, an Assistant Secretary of Agriculture who became a vice president of Continental Grain Co. at far more than his \$38,000 federal salary, was called before Texas Democrat Graham Purcell's House Agriculture Subcommittee on Livestock and Grains. When the brief hearing was over, Purcell declared that "if there was anything done that was legally wrong, we didn't prove it."

He did not, in fact, try. Purcell's questions were perfunctory, and all of Palmby's denials of advance information and unusual profits for his new bosses were accepted at face value. Yet Palmby's story invites skepticism. He testified that he was asked to join Continental last March, took part in initial negotiations with the Russians in Moscow in early April, discussed the sales further in Washington with the Soviet deputy of foreign trade in May, and announced his intentions to resign two days later. He joined Continental on June 8—and on July 2, he escorted the Soviet grain buyers on a sightseeing tour of Washington, D.C. On July 5, Continental sold 150 million bu. of wheat and 4½ million tons of feed grains to Russia. This was three days before the Administration announced its big grain deal. After the announcement, Continental quickly sold Russia another 37 million bu. of wheat.

When Palmby denied bringing any inside information to Continental, no one on the committee pressed him on why Continental sold wheat at precisely the same terms as those announced three days later by the White House. No one questioned why Continental would commit itself to selling 150 million bu. to Russia without some assurance that the Agriculture Department would protect its price by raising the export subsidy—as it later did. Because of the amount of money involved, Con-



tinental apparently risked heavy losses without such assurance.

In another item headed:

"A Bounty that Ended the Mutiny," Time says:

Even in good times many farmers like to complain. In Bakersfield, Calif., Joe Garone looked out over his 2,800 acres rich with cattle and cotton and said: "It used to be that we had three major problems—weather, pests and markets. Now we've got one that's even bigger—Government interference."

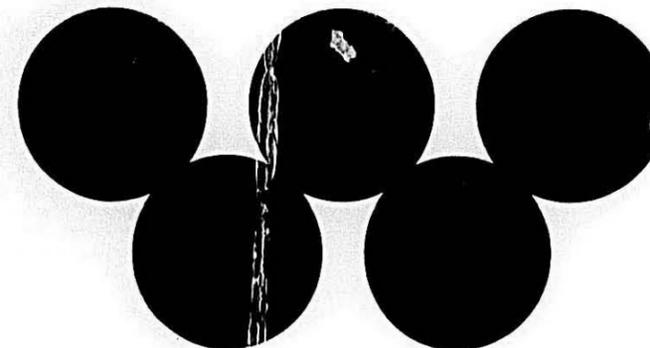
In the midst of the nation's harvest this week, Garone and the other 2.9 million American farm owners have scant reason to worry about any of those problems—least of all the openhanded Federal Government. The 1972 crop should show the most bountiful per acre yield ever, and farm income has risen a healthy 8% this year. "Never in my life have I seen a situation like this," marveled a key Midwestern farmer leader. "All across the board the price we are getting for our crops are high. We see profits in hogs, corn, cattle, soybeans and wheat."

To be sure, some wheat farmers set up in arms over the huge profits in the Soviet grain sale that went to big grain exporting firms rather than to the farmer. But the fact remains that President Nixon went out of his way to become the nation's No. 1 wheat salesman during his trips abroad. "The Soviet grain deal was good for the farmer," says Don Paarlberg, the Agriculture Department's economic director. "It made possible an increased opportunity to grow wheat in 1973."

Subsidies Up

As for the rest of the Administration's farm policy, scarcely anyone could ask for more. The Agriculture Department will hand out some \$4.1 billion in subsidies.

(Continued on page 8)



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THE MACARONI JOURNAL

Focus on the Capitol

(Continued from page 6)

billion in subsidies this year, a whopping 32% jump over 1971. Most of the increase will be for feed grains from mid-America, where the especially important farm vote seemed on the point of rebellion against Nixon only a year ago—reports Floyd Holloway, who farms near Janesville, Wis. "Right now, 25% of my net profit comes out of subsidies." The Government's liberalized food-stamp program has helped keep demand for food at an alltime high; that in turn has propped up overall farm prices 13% higher than a year ago. Then there is Agriculture Secretary Earl Butz who has publicly exulted that high retail food prices are merely an overdue reward to the farmer. Says Billy Smith, who owns a medium-sized farm in Statesboro, Ga.: "That man is really telling the story of the farmer, and the President has made no effort to stop him."

Crossfire on Bread Prices

An editorial in the Southwestern Miller, September 12, said:

No one can accuse the baking industry of not stating its case forcefully for necessary price adjustments following soaring flour costs related to sales of wheat to the Soviet Union. It even may have overstated its formidable case. Secretary of Agriculture Earl L. Butz has challenged baker's claims that price advances of 2 to 3 cents a loaf (no size indicated) might be justified. His back-up on this may be a sheet issued August 31 by the Agricultural Stabilization and Conservation Service. It cites the increased cost of flour from a 40-cent rise per bushel in wheat as "only a half a cent a loaf."

On the other side, many local bakers were telling their newspapers that the price advance to consumers would amount to 2 to 3 cents per loaf. Headlines such as these appearing in two major metropolitan daily newspapers.

LOCAL BAKERS EXPECT PRICE HIKE TO HIT SOON—BAKERS SAY BREAD PRICES TO RISE 2 TO 3 CENTS A LOAF

... caused alarm among price-conscious consumers who always flinch at the mere suggestion of bread prices going up.

Trying one's case in the public press is good neither for lawyers nor bakers, no matter how sound the case. This is particularly true in an election year and in times of great sensitivity to price increases and concern about inflation. It is impossible to determine what pressures were brought to bear on the Cost of Living Council for its untimely

and damaging turndown of the bakers' crucially-needed price relief. Yet, it is certain that the alarm triggered by press coverage was heard in high places and contributed to the Council's deaf ear to the bakers' fully justified requests for permission to raise prices.

Background

The bakers were told by Council Director Donald Rumsfeld that any price advances would have to be within the framework of the unbending rules of the Price Commission. Bakers had asked for permission to raise bread prices by up to a cent a loaf without regard to the Commission's profit margin constraints.

The 1c per loaf advance was asked for by the bakers in a special meeting with the Council on Aug. 29. The public press had reported that bakers had asked for 2 to 3c per loaf price upturns. The 1c per loaf figure had not been reported before this.

In a Sept. 8 letter to Joseph M. Creed, general counsel for the American Bakers Association, who led the baker delegation at the Council meeting, Mr. Rumsfeld said:

"In response to your inquiries and those of other representatives and members of your association, the Cost of Living Council has met and decided that no adjustment in the economic stabilization program regulations should be made at this time which would permit increased bread prices beyond those which would be allowed by the normal Price Commission rules and regulations."

Later, Mr. Rumsfeld added:

"Please be sure that all aspects of the wheat situation will continue to be examined and the market closely monitored to provide guidance for any future actions of the economic stabilization program."

The press release from the Cost of Living Council went beyond Mr. Rumsfeld's comments to Mr. Creed, stating flatly that Mr. Rumsfeld had "stressed the importance of maintaining stable bread prices for American Consumers." The press release was widely quoted by the national press but the letter to A.B.A. apparently was not released.

Another part of the Council release quoted Mr. Rumsfeld as indicating that the Council's decision "means that there should be no rise in bread prices at this time."

That was not a part of Mr. Rumsfeld's response to A.B.A.

The turndown by the Council of the bakers' request was termed by Mr. Creed a "vast disappointment" for the industry. "Unfortunately," Mr. Creed

said, "the biggest impact of this ruling will fall on the smaller baker."

For major baking concerns, the "bumping up" against their margin ceilings (earnings as percent of sales), the government action means no relief from the profit margin rule. It prevents price advance that would increase a company's total profit per dollar above the average of the best of its last three fiscal years prior to Aug. 15, 1971.

Smaller bakers competing with the prenotification bakers in local areas would be unable to advance prices to cover costs if the larger bakers cannot raise prices.

As pointed out by Mr. Creed in his Aug. 23 letter to the Council:

"Unless the Price Commission modifies its margin rules to permit adjustments at the local level for all plants competing in the area, many companies cannot survive..."

At a press conference in Washington, Ezra Solomon, a member of President Nixon's Council of Economic Advisors, noted: "There will be no increase in the price of bread," referring to the Cost of Living Council statement issued on the same day.

In discussing the price of bread generally, Mr. Solomon told reporters that he did not expect any shortages of wheat, "despite the Russian purchases and despite the rumor that China may be in the market for wheat." He did acknowledge that wheat inventories would be reduced.

Mr. Solomon also said the Nixon administration "has no fixed scenario the ending of controls."

Durum Markets

Southwestern Miller for September 19 reported: "Stunned Trade Watchers See Durum Prices Soar."

Only forced purchases representing urgent needs were made in some granulars and durum flour last week. Macaroni and noodle manufacturers joined mills on the sidelines watching the incredible climb in cash durum costs. Mills were withdrawn from the market, in fact during some sessions held purchases strictly to p.d.s. Prices soared 65c per cwt, all the more extraordinary occurring during peak of harvest in prime durum triangle of North Dakota.

Growing segment of the industry reached low point on contracts, mills adding to p.d.s. rolls daily. Most users have balances to carry them through September and a few are covered into early October, with only rare instances of commitments beyond October, practically confined to single manufacturer. (Continued on page 10)

ADM Milling Co.

Durum Markets

(Continued from page 8)

er that often takes on needs for entire crop year on first bulge in bookings.

Heavy Rate of Operations

Durum mill grind was heavy, near peak of capacity. Operations were suspended only as required for maintenance of other technical considerations and mills were behind on shipments. Rapid expansion in retail business, exceeding expectations, spurred ordering out of ingredients. In fact, the rush of directions tended to shrink coverage which had been thought sufficient to last until first major new crop commitments.

Range of Durum Semolina Prices

Carlot prices, per cwt, f.o.b. mill, Minneapolis: Semolina, 100% durum, \$7.75-7.80; granulars, \$7.50-7.65; flour, \$7.45-7.50; first clear, \$6.75-6.80; second clear, \$4.80-4.85.

Cash Durum Bids Climb

Top sides of all grade ranges of cash durum soared 17c a bu, while low ends were up 17-23c. Sensational strength came at peak of harvest, evidence of the overwhelming influence of overseas demand for all wheat, including durum. Numerous cargoes traded in Europe, basis f.o.b. Lakehead. U.S.D.A. evaluation of the wheat situation predicts exports in 1972-73 at 45,000,000 bus, against 44,000,000 in previous season. Many observers consider estimate too low. Carryover next July 1 is estimated at 62,000,000 bus, against 69,000,000 at the start of year.

Harvest was at full tilt in prime triangle. Yields and quality this season cover a wider range than year ago, when crop was gathered under almost ideal conditions. Substantial portion of 1972 crop durum is excellent quality, but damage, including black point, is prevalent, test weight average down.

Durum stocks in Minneapolis-St. Paul public elevators increased 30,000 bus to 1,458,000, against 1,274,000 a year ago. Of the total, 699,000 were C.C.C. stocks, 759,000 privately owned.

Wheat & Wheat Foods Foundation Bill Defeated

Following the defeat of the latest effort of wheat-industry self-help, H. Howard Lampman, President of the Wheat & Wheat Foods Foundation, Inc., sent out the following message:

As you may have read or heard, the "Wheat and Wheat Foods Research, Education and Promotion Act" (H.R. 13514) failed to win approval in the House by vote of 122 versus 235 after debate, Wednesday, September 6.

While it was generally agreed that the timing in bringing up the measure was bad, the debate disclosed both misrepresentation and misinterpretation of the legislation. After amendment of the measure to require a referendum, many of those originally in favor of the "Act" were believed to have voted against it. Thus, the final tally of "ayes" and "nays" should not be considered representative of opinion in the House, pro and con. A number of points were apparent, including:

1. The issues were clouded by wheat sales to Russia and a possible rise in bread costs. There was reference to a bread "tax," even though sponsors made the point that the beginning assessment amounted only to 1/150th of a cent per pound loaf.
2. Opponents repeatedly referred to a producer "check off" without pointing to the inter-industry approval and control.
3. The belief was expressed that opponents used the debate on the measure in a deliberate attempt to embarrass principal sponsors because of the election campaign.
4. Reference was made to "cramming the measure down the throats of producers" without mention of their mutually-shared veto power and control.
5. While both the Farm Bureau and National Farmers Union were noted as opposing the measure, no credence appeared to be given to the fact that wheat grower organizations, whose members belong to one or the other or both the Farm Bureau and NFU, were unanimously in favor of the "Act."
6. Questions of "consumer interest" emerged with no mention of the role of the Secretary of Agriculture as guardian of public interest.
7. No mention of consumer benefits to be derived from research was made. Rather the producers, processors and end-product manufacturers were made to appear as though they were soliciting the power of government to tax consumers for a selfish program designed solely to encourage consumption.

There may have been other points which will emerge from careful reading of the Congressional Record. A full report will be made to you at an early date.

Business Foots the Bill For Progress

This country must never lose sight of the fact that the source of progress is America's private economy which

pays the bills for public progress and private progress alike.

That central thought punctuated the statement of the U.S. Chamber of Commerce, presented by Arch Booth to both the Democratic and Republican Platform Committees.

The way to cure joblessness and poverty is to cure what ails the source of jobs and wealth—the private economy, Mr. Booth reminded the platform writers.

Growth of the private economy from 1969 to 1971 helped nearly 15,000,000 persons climb out of poverty, Mr. Booth declared. This result was achieved by that growth and not "some magic governmental formula for the redistribution of wealth."

To provide the proper incentives to stimulate the private economy, Mr. Booth said these four things must be accomplished:

1. We must control inflation.
2. We must have a fair, equitable tax system.
3. We must re-establish a fair balance of power between labor and management.
4. We must make our products more competitive in world markets.

Success in the effort to control inflation, he said, "is basic to the resolution of virtually every other problem facing the nation. . . ."

"Obviously there is only one way to curb it: Spend less and restrain the expansion of the money supply. . . . The relentless rise in government spending must be halted and a ceiling imposed on such spending by Congress and the Administration, he said, advancing the five-part program developed by the Chamber:

1. Project all major spending over a five-year period.
2. Re-evaluate all spending at least once every three years.
3. Pilot test every proposed major program before it is put into operation nationwide.
4. Require a joint Congressional committee to evaluate the budget as a whole.
5. Subject trust fund programs to the same spending controls as other tax-supported programs.

On foreign trade, Mr. Booth said we may continue to work for freer trade, and enjoy the greatest possible variety of goods and services at the lowest possible prices.

"Or, in a misguided attempt to subsidize a few companies and a few unions," he cautioned, "we may enact something like the Burke-Hartke bill; admit to the world that we are afraid of competition."

NMMA Meets in Washington

Some forty-five macaroni manufacturers and allies lunched with their Congressional Representatives at the Rayburn House Office Building in Washington, D.C. on September 12. Representatives came from California, Minnesota, Missouri, North Dakota, New Jersey, New York, Ohio, Pennsylvania, and Tennessee.

North Dakota Representative Mark Andrews brought the press release just issued by the Food & Drug Administration on the new standards of identity for enriched macaroni products with fortified protein. He was of the opinion that all was not lost—that a protein-fortified product might even expand a segment of the market.

Business Session

In an afternoon business session at Hotel Washington, Fred Mewhinney of the Millers National Federation declared concern on the wheat carry-over as there is no control by class. He was concerned about the pressures on supply and prices with the Soviet sale and the Chinese inquiry made that week.

Glenn A. Weir of the Agricultural Stabilization & Conservation Service reported that 8,000,000 bushels of durum had been sold since July 1 and the expected carry-over next July would be about 50 to 55,000,000 bushels with exports totalling 50,000,000 and total usage 85,000,000. He reported that some 17,000,000 pounds of wheat-soy macaroni had been purchased during the first half of 1972 and 2,000,000 pounds of durum flour in an announcement September 8, purchases of 1,854,816 pounds of wheat-soy macaroni were made for October delivery. This was about two-thirds of requested quantities which has been the pattern for several months, reflecting lack of sufficient offers and price variations. 240,000 pounds of durum flour was also purchased for October delivery.

Wheat Growers

Berry Rees, executive vice president, National Association of Wheat Growers, commented on the defeat of the bill for Wheat and Wheat Foods Research, Education and Promotion Act of 1972. Not only was there unfortunate timing with the current flap over rising flour costs, but there was an abundance of misinformation about the bill reflected in comments in the floor debate. One representative termed it a "bread tax against the poor." Some backers of the bill watched the floor debate with its politically motivated in-fighting, in

utter amazement and, when it was over, resigned themselves to try again, perhaps under better circumstances.

Juan del Castillo, Director of Food Distribution Service for Food and Nutrition Service, USDA, reported that purchases of durum flour for distribution under conversion contracts would run about 3,000,000 pounds in 1972 and go up to 4,200,000 in 1973.

School Lunch

Mary Ann Moss of Nutritional Programs Group, Food and Nutrition Service, USDA, reported that the specifications have been issued for three new foods: (1) textured vegetable protein; (2) protein fortified macaroni-type products; (3) fortified baked goods. The first two of these engineered foods are aimed as meat supplements for Type A School Lunch that calls for two sources of meat, fish, poultry, cheese or beans. The protein fortified macaroni will satisfy half of the requirements when used in combination with any of these and makes it a reimbursable item.

Questions were asked about reimbursable items and Dr. Kermit Bird of FNS noted that they included milk, butter, bread, some fruits and vegetables, and meats. Protein fortified macaroni is reimbursable because it is a meat substitute. He noted that the size of the School Lunch Program had grown to a participation of some 25,000,000 children daily.

In the course of the discussion, Will Dade of San Giorgio Macaroni expressed his opinion that there was little interest in the program because there was no existing demand; it requires missionary work and then warehousing expense on relatively small production and deliveries which does not make it economically attractive. Stanley Tregillis of German Village Products took the opposite point of view by declaring that there would be a demand for this product in the future and suppliers who helped pioneer the project would benefit from that demand.

A bill boosting school-lunch aid cleared Congress the same week. The measure, sent to the White House, increased federal payments to 8¢ a lunch from 6¢, plus 40¢ for each free lunch given needy children.

Dr. V. O. Wodicka

Dr. Virgil O. Wodicka, Director of the Bureau of Foods for the Food and Drug Administration, declared his department is responsible for standards of identity, quality and fill. He explained that the present standards program



handles petitions that come in, revise present standards for more innovation, and provide for declaration of all optional ingredients. He described the difficulties they are encountering in trying to accommodate the International Health Organization for the development of international food standards.

Commenting on the report of the General Accounting Office on unsanitary conditions in many food processing plants he observed that Congressional heat was on the Food and Drug Administration to do something about this situation. In all probability inspections staff will be doubled or tripled for more frequent inspections.

On labeling he observed that some 3,000 comments were being analyzed on nutrient labeling on an optional panel and that the target date for initiatives and time schedules for such labeling would be July 1, 1974. He predicted that it would have the same impact as the Fair Packaging and Labeling Act. As far as enforcement is concerned he warned: "If you say it, you had better mean it."

Good Turn-out

There was a good turn-out of Representatives totaling some 20 to 30 with several aides of Senators also in attendance. Some of those that could not make the luncheon earlier in the day attended the reception on the rooftop of the Washington Hotel in the evening.

Among those in attendance at the meeting were Harold Hofstrand, president of the U.S. Durum Growers Association; Dr. Kenneth A. Gilles, vice president for Agriculture, North Dakota State University; Clifford Kutz of Archer Daniels Midland; Sam Kuhl of North Dakota Mill & Elevator; who accompanied Howard Lampman, Director, Durum Wheat Institute, in company with Paul Vermeylen and Robert Green of the Macaroni Manufacturers Association, to visit with personnel of Agricultural Stabilization & Conservation Service on purchasing specifications of wheat-soy macaroni.

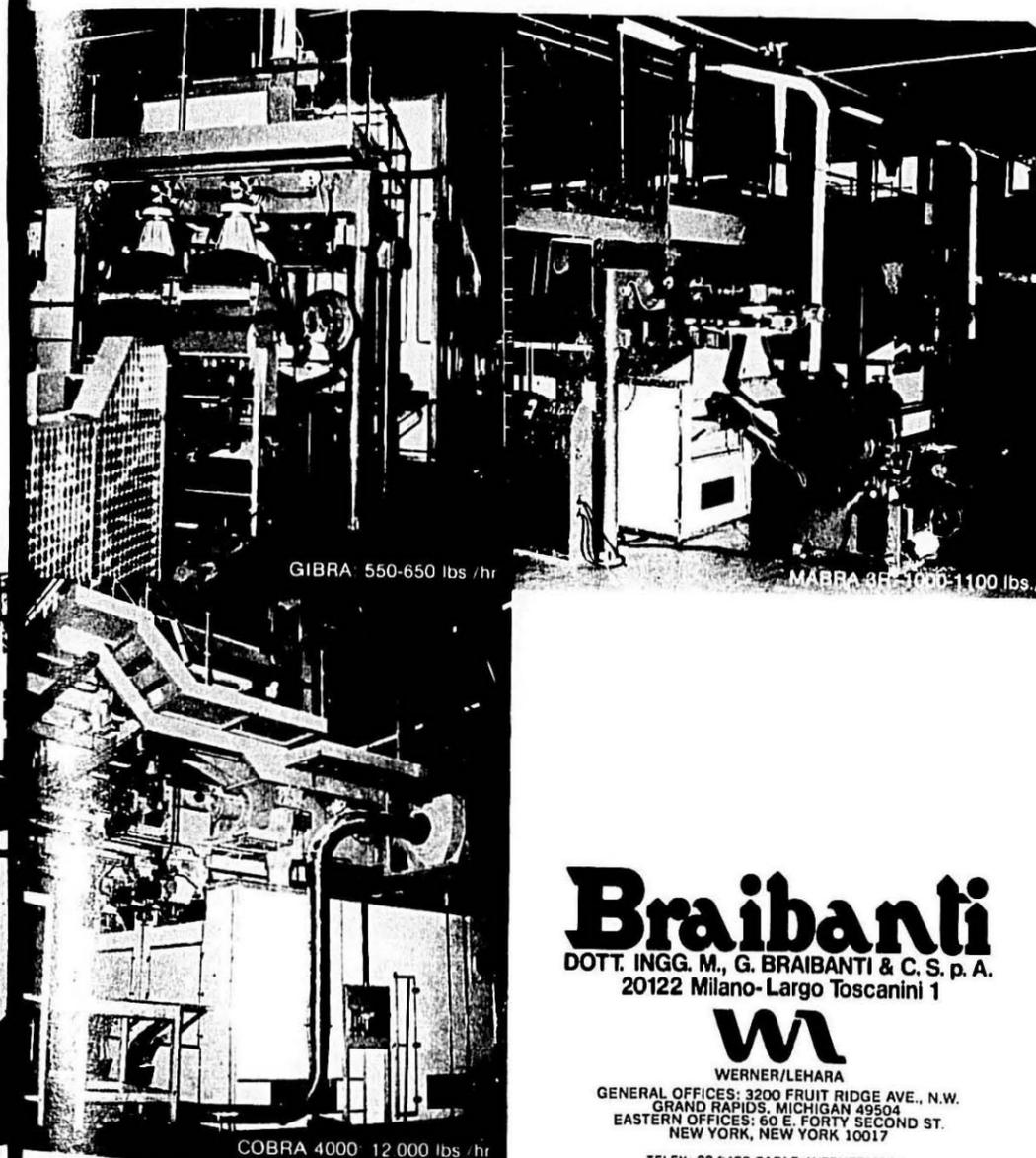
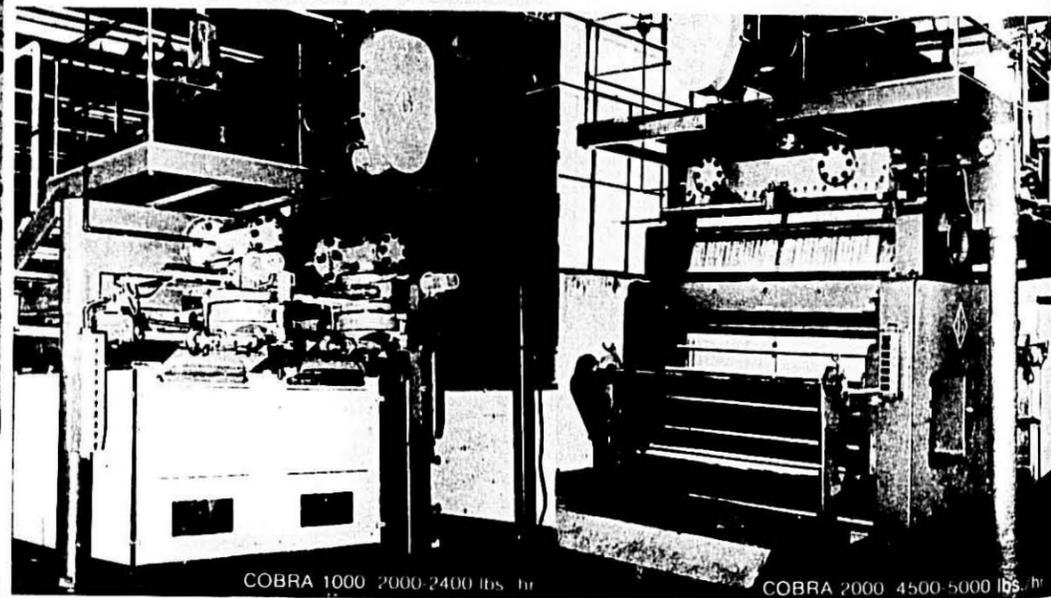
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FDA Issues New Standard For Fortified Macaroni

STANDARDS for "enriched macaroni products with fortified protein" providing that wheat portion must be larger than any other ingredient were published by the Food and Drug Administration in the Federal Register of Sept. 13. The new standards will become effective in 60 days, barring any "valid objections." The new standards represent a compromise between the "Golden Elbow" fortified macaroni product developed by General Foods Corp., in which corn is the predominant ingredient, and the proposal by the National Macaroni Manufacturers' Association that the standards for enriched macaroni with fortified protein be withdrawn entirely.

Adoption of the new standards will neither repeal nor amend any existing standard for macaroni and noodle products but simply will be an added section.

General Foods has been the principal proponent of the fortified macaroni standards. The company's "Golden Elbow Macaroni" comprise ingredients that are 40% corn, 30% soybeans and 30% wheat. That product was developed after the White House Conference on Food, Nutrition and Health in late 1969 urged that such food staples with special appeal to low-income families be enriched with additional protein to provide a better diet. General Foods increased the wheat portion subsequently since its first test marketing.

Macaroni manufacturers contended that the protein content of the new standards could be met under those already existing, using wheat, soybeans and fortification.

'Golden Elbow' Will Conform

When informed of the publication, General Foods said that the "Golden Elbow" formulation would be changed to approximately 35% wheat, 34% corn and 31% soybeans in lines with the new standards.

Robert M. Green, executive secretary of National Macaroni Manufacturers Association, said publication of the new standards "caught the industry by surprise" while representatives were meeting with Congressional delegations and U.S.D.A. officials in Washington. He said the new standards will be studied but that no decision has been made as to whether objections will be presented.

More than 800 persons filed comments in response to the proposal, according to F.D.A. The proposal was first published in the Federal Register of March 3, 1971, and the time for filing comments was twice extended.

Text of Notice

Following is text of the notice filed by F.D.A., which includes a review of the pros and cons in the lengthy dispute over what can be called macaroni:

"Almost all of the comments from consumers (approximately 700) favored adoption of a standard for enriched macaroni products with improved protein quality, as proposed.

"Nearly all of the remaining comments, including those from three representatives of designated consumer groups, expressed opposition to the proposed standard.

"A number of the opposing comments expressed a fear that establishing a new standard for the protein-improved product would result in financial loss to the wheat growers, especially those who raise durum wheat, and to the macaroni producers, who favor continued production of only those macaroni products that are covered by the present standards. The statutory purpose of establishing reasonable food standards is to promote honesty and fair dealing in the interest of consumers. Standards are neither adopted nor rejected for the purpose of promoting the financial interests of particular food industries or of those who supply them with their ingredients."

Six Points of Opposition

The points of opposition expressed in the adverse comments can be classified as follows:

- The proposal should be rejected and no standard should be promulgated for protein-improved macaroni.

- Any standard that is promulgated should require the use of wheat ingredients.

- No corn ingredient should be permitted.

- The standard should require the product to be made in a form (shape and size) unlike any form that has been used for traditional macaroni products.

- Changes should be made in the provisions concerning enriching ingredients.

- The name prescribed for the protein-improved product should be one that will avoid any confusion with traditional macaroni products.

It has been concluded that some of the points in opposition should be rejected and that others warrant modification of the proposed standard as is set out in the more detailed consideration of the comments which follows:

Macaroni Industry Says 'No'

The National Macaroni Manufacturers' Association, representing most

macaroni producers, urged withdrawal of the proposal. They asserted that within the compositional requirements of the current standards their industry could produce macaroni products, e.g., wheat and soy macaroni products, to meet the protein requirements proposed.

The Commissioner of Food and Drugs has concluded that no convincing explanation was advanced for limiting the flour-like supplement to soy flour and for not providing permission to add other sources of protein such as the protein concentrates made from soybeans or other oilseeds or dairy protein sources such as nonfat dry milk. Among the present standards, two require between 12 and 25% of milk solids-not fat, but they do not permit soy flour or other flour-like ingredients from nonwheat sources.

There were comments, similarly worded, that said establishing the standard proposed would undermine all standards of identity for foods. Grounds for this assertion were not clearly set forth. Adopting the additional standard will neither repeal nor amend any existing standard for macaroni and noodle products.

Several comments noted that during the long period macaroni products have been produced they have always been made with milled wheat ingredients like semolina, farina, durum flour, and flour. There has been a standard for wheat and soy macaroni products for approximately 30 years. This shows that wheat has not been the exclusive source of the flour-like ingredients for macaroni products.

No Mandatory Wheat Part

The proposal as published referred to using "one or more suitable farinaceous ingredients" but it did not make the use of any portion of wheat ingredient mandatory. Many commented that the food should be exclusively or predominantly a wheat product, and the levels of wheat ingredient proposed varied considerably. It is the opinion of the Commissioner that it is reasonable to require only that a wheat ingredient be the predominant ingredient of the food, and the final order so provides.

Some of the comments objected to the use of the word "farinaceous" on the ground that it does not mean flour-sources. In view of the disagreement as to whether the term "farinaceous" properly includes flour-like ingredients from sources other than wheat these ingredients are designated in the final order as "food grade flours or meals

made from nonwheat cereals or from oilseeds."

Opposition to Corn Inclusion

In comments from representatives of the macaroni industry, corn was singled out for opposition. The proposal permitted corn flour to be used and permitted omitting wheat ingredients entirely. It was noted that corn is cheaper than wheat and it was asserted that products made with a corn ingredient would be inferior.

The final order has been changed to require the use of more wheat ingredient than any other ingredient. The comments do not demonstrate that permitting the use of corn ingredients, within this limitation, will result in an inferior product or otherwise be contrary to the interests of consumers.

Comments from some industry representatives objected to having the standard permit the subject food to be made in the forms (shape and size) that have been used for the macaroni products presently standardized. Alternative forms were not suggested. It was only conjectured that consumers would ignore the label name and mistake the new article for the macaroni products that comply with the old standards. The philosophy of the 14 sections in the macaroni and noodle products regulations is that consumers will distinguish among products by their names.

No to Six Other Nutrients

One comment suggested that the protein-improved macaroni product should contain, in addition to those vitamins and minerals that have been specified in all the other standards for enriched cereal foods, six other micronutrients. To provide by this regulation for listing 10 micronutrients as mandatory ingredients will single this food out from all other standardized foods as being superimproved. The merit of this food is that it is an enriched macaroni product with improved protein quality. Listing all of the vitamins and minerals suggested like ingredients from nonwheat is apt to lead to consumer confusion. It is concluded that an adequate basis was established to support this suggestion.

No to Nutrient Ranges

One comment said it would be more desirable for the regulation to establish minimum and maximum range levels for the enrichment nutrients rather than the single levels proposed, because such range levels would be easier to meet. The use of single-level requirements, rather than ranges, for the nutrients is desired in order to provide uniformity and to reduce the

potential for extravagant claims by manufacturers. This is not the first food standard to use single levels in place of ranges. The standard for nonfat dry milk fortified with vitamins A and D sets single levels and includes the recital permitting reasonable overages being prescribed in this case. Experience with that standard does not warrant a conclusion that in this case the enrichment nutrient levels should be changed from the single values as proposed to the ranges suggested in the comment.

What's In a Name?

A number of the comments were concerned with the name of the food. Fears were expressed that consumers would mistake the new food for "traditional macaroni products."

A number of the comments objecting to the proposed standard recommended that labels for the product should not be permitted to bear the word "macaroni." The basic standard for macaroni products is the one set out in 16.1 of the regulations. Eight other sections apply to different kinds of macaroni products. In all of these sections the paragraphs prescribing the names for the differing foods provide for including the word "macaroni" when the form of the units is appropriate.

There was no showing that permitting use of the word, "macaroni" on products like wheat and soy macaroni has caused consumers to confuse wheat and soy macaroni with other macaroni products.

No evidence has been presented to show that the word "macaroni" on labels of this product will cause consumers to confuse it with other macaroni products. It was suggested by some that a way to avoid confusion would be to require the protein-improved product to be labeled "imitation." Others proposed that it be designated "Pro-Corniteana," "Proteina 71" or the like. The Commissioner has concluded that designating it by the fanciful names suggested would result in misleading labeling and greater consumer confusion.

The name set out in the proposal was "enriched macaroni product with improved protein quality," with the blank filled in to show the farinaceous ingredients contributing significantly to the protein quality. The existing standards for wheat and soy macaroni products, vegetable macaroni products, and enriched vegetable macaroni products suggest that there would be less chance for consumer confusion if the regulation should prescribe that the word "wheat," followed by the

name of the source of any other flours or meals used, shall intervene in the name immediately after the word "enriched." The final order therefore provides for this form of labeling, which will make it consistent with labeling for other macaroni products.

Question on Protein Quality

The phrase "improved protein quality" has come into question as being subject to a variety of interpretations. There may also be limited consumer understanding of the concept of protein quality. For these reasons, it is concluded that the name can be made more explicit and hence more meaningful to the consumer, by replacing the phrase "improved protein quality" with the words "fortified protein."

Where any other protein source ingredient, e.g., nonfat milk, is added to furnish 10% or more of the total quantity of protein in the food the name prescribed will include the statement, "Made with" and the blank will be filled in to name each such protein source ingredient.

The Commissioner considers that since there are no mandatory ingredients in the subject food (any of a variety of milled wheat ingredients can be used) the final order, in accordance with the provisions set forth in 21 CFR 3.88(b), as published in the Federal Register of March 10, 1972 (37 F.R. 5120), requires that the common name of each of the ingredients used be declared on the label with the exception of optional spices and flavorings, which may continue to be designated as such without specific ingredient statements.

In the proposal the requirement for not less than 20% protein was based on the weight of the finished food. It has been concluded that this requirement can be made more definite by expressing it on the basis of the product calculated to a 13% moisture basis.

It is recognized, and many of the comments pointed out, that macaroni products and enriched macaroni products are good and economical foods. The macaroni products that have been produced in greatest amounts have depended chiefly on the wheat ingredient for their protein content. These products have contained about 13% protein but the biological value of wheat protein is not high because of certain amino acid deficiencies. It is feasible to add other protein source ingredients to produce products with 20% or more protein, and at the same time achieve a significant over-all improvement in protein quality. It is concluded that since none of the current standards carry specific minimum protein requirements,

(Continued on page 16)

New Standards

(Continued from page 14)

setting a standard for protein requirements to cover such foods will serve consumers.

On the basis of the information given in the proposal the comments received, and other relevant information, the Commissioner concludes that promulgation of the following definition and standard of identity for enriched macaroni products with fortified protein will promote honesty and fairness in the consumers' interest.

The order itself follows:

16.15 Enriched macaroni products with fortified protein; identity; label statement of ingredients.

(a) (1) Each of the foods for which a standard of identity is prescribed by this section is produced by drying formed units of dough made with one or more of the milled wheat ingredients designated in 16.1(a) and 16.3(a), and other ingredients to enable the finished food to meet the protein requirements set out in subparagraph (2)(1) of this paragraph. Edible protein sources, including food grade flours or meals made from nonwheat cereals or from oilseeds, may be used. Vitamin and mineral enrichment nutrients are added to bring the food into conformity with the requirements of paragraph (b) of this section. Safe and suitable ingredients, as provided for in paragraph (c) of this section, may be added. The proportion of the milled wheat ingredient is larger than the proportion of any other ingredient used.

(2) Each such finished food, when tested by the methods described in the cited sections of the book "Official Methods of Analysis of the Association of Official Analytical Chemists," 11th edition, 1970, meets the following specifications:

(i) The protein content ($N \times 6.25$) is not less than 20% by weight (on a 13% moisture basis) as determined by the method in section 14.134. The protein quality is not less than 95% that of casein as determined on the cooked food by the method in sections 39.166 through 39.170 of the official methods.

(ii) The total solids content is not less than 87% by weight as determined by the method in section 14.125 of the official methods.

(b) (1) Each food covered by this section contains in each lb 5 milligrams of thiamin, 2.2 milligrams of riboflavin, 34 milligrams of niacin or niacinamide, and 16.5 milligrams of iron.

(2) Each lb of such food may also contain 625 milligrams of calcium.

(3) Iron and calcium may be added only in forms which are harmless and assimilable. The enrichment nutrients may be added in a harmless carrier used only in a quantity necessary to effect a uniform distribution of the nutrients in the finished food. The requirements of subparagraphs (1) and (2) of this paragraph shall be deemed to have been met if reasonable overages, within the limits of good manufacturing practice, are present to assure that the prescribed levels of the vitamins and mineral(s) are maintained throughout the expected shelf life of the food under customary conditions of distribution.

(c) The safe and suitable ingredients referred to in paragraph (a) of this section are ingredients that serve a useful purpose, e.g., to fortify the protein or facilitate production of the food, but they do not include color additives, artificial flavorings, artificial sweeteners, chemical preservatives, or starches. Ingredients deemed suitable for use by this paragraph are added in amounts that are not in excess of those reasonably required to achieve their intended purposes. Ingredients are deemed to be safe if they are not food additives within the meaning of section 201(s) of the Federal Food, Drug, and Cosmetic Act, or in case they are food additives, if they are used in conformity with regulations established pursuant to section 409 of the Act.

(d) (1) The name of any food covered by this section is "Enriched Wheat Macaroni Product—with Fortified Protein," the blank being filled in with appropriate word(s) such as "Soy" to show the source of any flours or meals used that were made from nonwheat cereals or from oilseeds. In lieu of the words "Macaroni Product" the word "Macaroni," "Spaghetti," or "Vermicelli," as appropriate, may be used if the units conform in shape and size to the requirements of 16.1 (b), (c), or (d).

(2) When any ingredient, not designated in the part of the name prescribed in subparagraph (1) of this paragraph, is added in such proportion as to contribute 10% or more of the quantity of protein contained in the finished food, the name shall include the statement "Made with" the blank being filled in with the name of each such ingredient, e.g., "Made with nonfat milk."

(3) When, in conformity with subparagraph (1) or (2) of this paragraph, two or more ingredients are listed in the name, their designations shall be arranged in descending order of predominance by weight.

(4) In the case of a food made to comply with another section of this part, but which also meets the compositional requirements of this section, it may alternatively bear the name set out in that other section.

(e) The common name of each of the ingredients used shall be declared on the label as required by the applicable section of Part 1 of this chapter. Further, the declaration of ingredients as set forth in this paragraph, shall appear in letters not less than one-half the size of that required by 1.8b of this chapter for the declaration of net quantity of contents, and in no case less than one-sixteenth of an inch in height.

Any person who will be adversely affected by the foregoing order may at any time within 30 days after its date of publication in the *Federal Register* file with the Hearing Clerk, Department of Health, Education, and Welfare, Room 6-88, 5600 Fishers Lane, Rockville, Md. 20852, written objections thereto. Objections shall show wherein the person filing will be adversely affected by the order and specify with particularity the provisions of the order deemed objectionable and the grounds for the objections. If a hearing is requested, the objections must state the issues for the hearing and such objections must be supported by grounds legally sufficient to justify the relief sought. Objections may be accompanied by a memorandum or brief in support thereof. All documents shall be filed in six copies. Received objections may be seen in the above office during working hours, Monday through Friday.

Effective date: This order shall become effective 60 days after its date of publication in the *Federal Register*, except as to any provisions that may be stayed by the filing of proper objections. Notice of the filing of objections or lack thereof will be given by publication in the *Federal Register*.

Public Hearings Requested

Written protests to the new standards have been filed by the Durum Wheat Institute and the National Macaroni Manufacturers Association.

They also joined forces with the U.S. Durum Growers Association to petition Food & Drug Commissioner Dr. Charles Edwards for a public hearing on the standards. The request was filed through the offices of Senator Milton R. Young of North Dakota. Governor William L. Guy joined in the protest.

While no opposition has been made to the nutritional improvement of existing foods, the danger of changing standards to permit imitation, synthetic or ersatz products under the same established name was clearly enunciated.

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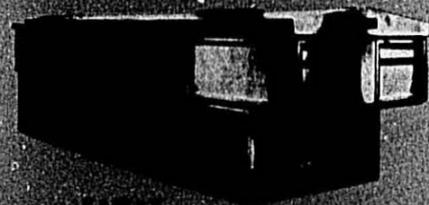
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PEAVEY COMPANY
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Press Reaction to Standards Proposal

Among reactions in the press, the New York Sunday Times ran this quick quiz on "How Well Informed Are You?":

1. A feature of the new Social Security law gives:
 - (A) Low cost life insurance
 - (B) Benefits even if you work
 - (C) Cost of living raises
2. Macaroni makers say you're not getting the real thing unless it's made from:
 - (A) Wheat and water
 - (B) Wheat and corn
 - (C) Wheat and soy flour

In the Jersey Journal

Lois Fegan of the Jersey Journal returned to her office following the New York Press Party to write her report and to induce the editorial page to run comment on the Food and Drug Administration action. Conclusion: "We cannot accept the emotional contention that the decision was a political move to favor some big business during an election year. We will just write it down as another demonstration of the FDA's bureaucratic inability to relate itself to consumer reality."

In Memphis, Tenn.

Editorial in Commercial Appeal: Pasta Lovers, Unite

Macaroni makers are mad at the Food and Drug Administration, and we don't blame them. The FDA plans to permit soybeans, cornmeal and other high-protein ingredients in pasta products in place of wheat. The Macaroni Association complains that the name "macaroni" should not be besmirched by substitutes. Wheat and macaroni, it says, have been wedded in purity for 600 years.

The government has a noble motive. Pasta products, being cheap, are a staple in the diet of the poor. Making the products more nutritious would have obvious benefits.

But what happens when the grocery shelves are laden with the doctored macaroni, spaghetti and vermicelli? The unsuspecting father, magnanimously having condescended to treat his family to a treasured recipe, picks some up. He labors four, five, six hours over a slowly simmering pot. Every ingredient is measured within an nth of memorized accuracy. Glorious odors permeate the house.

And then the whole rapturous fantasy crumbles into the reality of a takeout order. Soybeans and cornmeal in Italian spaghetti? Better watch it, Food and Drug Administration.

"Malnutrition" Politics

Anthony Harrigan, Executive Vice President, Southern States Industrial Council, is the author of the following statement:

In recent years, Sens. George McGovern, Ernest F. Hollings and Edward Kennedy have made "hunger" tours of rural areas and discovered alleged nutritional deficiencies as an effective political issue. As last, however, the claims of the hunger sensationalists are being subjected to informed, critical analysis.

The most complete analysis to date is an essay by Dr. John B. Parrish, professor of economics at the University of Illinois. In an essay published in *Baron's Financial Weekly*, Prof. Parrish explodes the myth of hunger in America. Dr. Parrish asserts:

"For nearly a decade, Americans have been told that millions of their fellow citizens are suffering from acute 'hunger and malnutrition.' As a result, a compassionate and concerned electorate has been persuaded to support the institutionalization of feeding by federally-financed programs of school lunches for all and food stamps for the poor.

"The claims of widespread 'hunger and malnutrition' have been false from the beginning. The political solution is equally false. It could prove counterproductive.

"Meantime, the 'sick society' politicians will find new false claims to take us just one more step toward the communal state where all are equal and 'Big Daddy' does everything."

The U.S. government—"Big Daddy"—already is subsidizing the food purchases of nearly 12 million Americans. In addition, four billion free school lunches are being served annually. The federal government will have an even bigger role as a super parent in feeding children if the "hunger sensationalists" have their way. The irresponsible parents in this country won't have to worry at all. Big Daddy will do everything.

Public Misled

Prof. Parrish's central point is that major scientific tests indicate that the American people have been misled about the extent of hunger and malnutrition. He cites the Household Food Consumption Survey conducted by the U.S. Department of Agriculture. It was learned, he says, that "the average daily nutrient intake of the poor exceeded the full Food and Nutrition Board's recommended daily allowance in every one of the eight nutrients."

A second test, he notes, may be ap-

plied from the National Survey, 1969-70. One major finding was that virtually no cases were discovered of the common nutritional diseases that would have been found if the poor had been chronically hungry or malnourished. "In terms of daily dietary intake," Prof. Parrish says, "very little difference was found between the poverty and non-poverty populations in calories, protein, vitamin A."

Eating Habits Have Suffered

This is not to say that the American people are without nutritional problems. Eating habits have suffered as result of a reliance on snacks and fast-service food. But the problem is by no means restricted to the poor. The lack of balance in diets cuts across income groups.

In the case of the welfare population, for example, there is unwise use of the food budget. A sound, nutritious diet can be obtained for very little money by stressing greens and cereals such as oatmeal. But available funds are squandered on specialty items with little nutritional value. Food stamps haven't provided a solution because the recipients have used them improperly. As Prof. Parrish explains, "There is abundant nutrition research available to indicate that food has a low priority in the expenditure of the poor. Unless this is changed, the total amount spent on food, including the cash value of food stamps, will remain about the same. The income released by food stamps will be spent on nonfood items."

Nutritional Illiteracy

Nutritional illiteracy is a fact in the United States. Obviously, much should be done in the way of nutrition education. Poor people should be advised as to what wholesome foods are available at low cost. But the politicians don't see any mileage in the educational approach. They simply want to hand out food stamps and gain a reputation as great humanitarians—a reputation that will pay off at the polls.

Curb Big Daddy

Responsible citizens should demand an end to the political food stamp program and insist that public efforts be concentrated on raising the standards of nutritional literacy. That's the only valid way of aiding the poor. At the same time, such action would be a step away from what Dr. Parrish refers to as "the communal state where all are equal and 'Big Daddy' does everything."

In 1970, Americans spent \$14 billion more for government than for food, shelter, clothing and new cars combined.

Prince Macaroni Receives Fortified Product Permit

A temporary marketing permit for "enriched macaroni products deviating from identity standards" has been issued to Prince Macaroni Co., Lowell, Mass., and First National Stores, Inc., Somerville, Mass., according to the *Federal Register* of Sept. 14. The permit covers limited interstate marketing tests of wheat and soy macaroni products that deviate from the identity standard for wheat and soy macaroni products in that they will contain 8% soy flour and added wheat gluten, wheat germ and L-lysine. Thiamin, riboflavin, niacin and iron will be added as specified in existing standards.

The fortified products will be labeled "enriched macaroni (or spaghetti) made from wheat and 8% soya." The label will declare by common name the ingredients used as well as the percentage of minimum daily requirement for the vitamins and iron supplied by the product. The permit is for a period of 12 months.

New York State Requires Enrichment

The State of New York has enacted the following law:

Since 1945 the legislature has recognized the need for providing satisfactory nutritional levels in bread and flour. The legislature now finds that under-nourishment still exists in a substantial number of families in this state including, but not limited to, families whose diet is restricted by economic, cultural, or social factors.

In order to insure these nutritional guarantees apply notwithstanding cultural and other differences in dietary patterns, the legislature hereby extends the authority of the commissioner of agriculture and markets to require the enrichment of food products, to include other staple foods such as rice, macaroni and noodle products.

The legislature also finds that in the interest of public health, the statutory enrichment program should be made more flexible in order to take advantage of present and future developments in nutritional knowledge and food technology.

Standards for Enriched Foods (215-a)
1. The commissioner is hereby authorized and empowered to establish after public hearing definitions, standards of identity and standards of enrichment for any or all of the food products within the following categories:

- (a) wheat flour, corn flour and related products;

- (b) bread, rolls and related bakery products;
- (c) milled rice;
- (d) macaroni and noodle products.

2. The standards of enrichment so established may prescribe maximum and minimum amounts of vitamins, minerals and other nutrients which enriched products must contain, or such standards may prescribe single level requirements, with provisions for a reasonable overage within the limits of good manufacturing practice. In establishing such standards of enrichment, the commissioner shall conform, insofar as he finds practical, to standards of enrichment promulgated by the secretary of health, education and welfare pursuant to the federal food, drug and cosmetic act, and acts amendatory thereof. Any standard established by the commissioner after public hearing may be amended without hearing, if the amendment substantially conforms to standards promulgated under the federal act.

Sale of Unenriched Product (215-b)

1. When a definition, standard of identity and standard of enrichment has been promulgated for any food product pursuant to section 215-a, enrichment of such product shall be mandatory and it shall be unlawful for any person to manufacture, mix, compound, sell or offer for sale such food product or any imitation thereof unless it has been enriched as required by such standard.

2. The terms of this section shall not apply to flour sold to distributors, brokers or other processors, if the purchaser furnishes to the seller a certificate in such form as the commissioner shall by regulation prescribe, certifying that the flour will be (1) resold to a distributor, baker, or other processor, or (2) used in the manufacture, mixing or compounding of flour, white bread, rolls or related bakery products enriched to meet the requirements of this article, or (3) used in the manufacture of products other than flour, white bread or rolls. It shall be unlawful for any such purchaser so furnishing any such certificate to use or resell the flour so purchased in any manner other than as prescribed in this section.

Rules and Regulations (215-c)

The commissioner is hereby authorized and empowered to promulgate, amend and repeal rules and regulations to carry out and give full force and effect to the provisions of this article including rules and regulations prescribing the methods which may be used to accomplish the enrichment of the food products governed by this article and rules and regulations governing the labeling of enriched foods.

A public hearing was held October 4 in Albany and the law became effective November 1.

GMA Panel at Senate Hearing

A panel of six expert industry witnesses testified September 19 on food additive safety, efficacy and testing and nutritional standard setting and labeling before the Senate Select Committee on Nutrition and Human Need.

Terrance Hanold, president, The Pillsbury Company, Minneapolis, Minnesota moderated the panel which appeared on behalf of the Grocery Manufacturers of America. Mr. Hanold is chairman of GMA's Task Force on Health, Safety and Quality.

Testimony was also given by John M. Creger, senior attorney, Kraftco Corporation, Glenview, Illinois; Dr. Richard L. Hall, vice president, research and development, McCormick and Company, Hunt Valley, Maryland; Dr. Andrew G. Ebert, director of product safety, regulatory affairs, William Underwood Company, Boston, Massachusetts; Dr. Lloyd W. Hazelton, founder, Hazelton Laboratories, Vienna, Virginia; and Dr. Paul F. Hopper, General Foods Corporation, White Plains, New York.

Nutritional Guidelines

GMA support for the concept of voluntary nutritional quality guidelines for formulated foods and the principle of voluntary nutritional labeling was cited by Terrance Hanold.

"Industry recognizes the importance and relevance of nutritional quality guidelines as we enter an era of increasing dependence on convenience foods and formulated foods," Hanold said. However, he noted that GMA does not support recipe formulations because of constraints imposed on product development.

Noting that GMA has been actively involved in working toward the establishment of nutritional labeling since 1970, Hanold called for the careful deliberations by FDA of consumer, industry and regulatory agency input. He said the labeling proposal now stands, there are elements which make such a voluntary program less feasible to implement.

Emphasizing that we do not have a national nutrition policy, or even agreement on the restoration, enrichment and fortification policies and practices for this country, Hanold said the dialogue on nutritional guidelines and labeling may be a first step in this direction. He said GMA has impressed on FDA the need for maintaining a broad perspective. He urged subordinating the labeling of enriched foods.

(Continued on page 22)

GMA Panel

(Continued from page 21)

tion of FDA's immediate concerns with conformity and precision to the more basic concerns of feasibility and consumer acceptance and utilization.

GRAS List

John M. Creger called attention to the increased activity at FDA in dealing with the safety of food additives and the present review of the GRAS list.

Creger said, "GMA supports reasonable, practical procedures for assuring the safety of the ingredients used in America's foods. In particular, it supports the orderly review of the GRAS list."

In this evaluation, he said, some materials may have to be subjected to further testing, while others on the GRAS list, already have an adequate assurance of safety.

Creger also noted that Senate Bill 76 would totally eliminate the concept of GRAS and pointed out that if the GRAS list did not exist, "we would immediately have to create one." The bill would ultimately require the pre-clearance by FDA of salt, sugar, baking powder and many other similar substances. Such pre-clearance would, of necessity, be a pro forma one, he said.

"I question the desirability and need for legislation for that purpose and I question how it would benefit the consumer, particularly taking into account FDA's activity in reviewing the safety of substances which are currently GRAS," Creger said.

Efficacy Requirement

Dr. Richard L. Hall in discussing efficacy as a requirement for the use food additives, urged that food additives should not be compared with drugs. He said food additives should always be used only if there is the "practical certainty that injury will not result from the substance when used in the quantity and in the manner proposed for its use."

Many benefits can be measured effectively only in use, not by test, according to Hall. In contrast to most drugs, the benefits of food additives are often more subjective—not less important—but harder to measure, he said.

Hall pointed out that while we could do without any single additive—at some small or large cost—we cannot do without them en masse. To do without many of them would cause drastic sacrifice of variety, economy, nutrition or safety, and anything to the contrary is simply "uninformed."

"Third Party" Listings

In response to proposals for the "third party" listing of food additives, Dr. Andrew G. Ebert noted that an effective third party testing system used by industry already exists. The protocols used are often prepared with and/or approved by regulatory officials.

Ebert said the question becomes: Will 'obligatory' third party testing improve the nation's food supply in terms of efficacy and safety at a reasonable cost? "GMA believes that just the opposite would occur," he said, "that the creation of a government review and placement system would, in effect, be a 'baffle' resulting in inefficient use of manpower and funds considering the immense current responsibilities of those agencies regulating the food industry."

According to Ebert, larger corporations often utilize third party testing to supplement their own capabilities, and industry scientists often seek the advice of a knowledgeable third party. The balancing of in-house capabilities has had its impact upon the safety evaluation of a host of important food ingredients, Ebert said.

On Delaney Clause

Lloyd W. Hazelton speaking on the Delaney clause, said that the Food Additive and Color Amendments were the only ones in which Congress did not recognize the two scientific tenets, that there can be no guaranty of absolute safety and that it is not possible to prove a negative. Instead, the Delaney clause forbids the Secretary from issuing a regulation if the additives are found to induce cancer in man or animal.

Hazelton said, "The really basic question is not whether our natural foods, or extracts from them, can cause cancer, but whether this is injurious to health." He gave as an example Section 402 which recognizes this concept by prohibiting added poisonous or deleterious substances, but provides for such substances that are not added and not injurious to health.

"Of equally great concern," he said, "is the suggestion that now legislation can, and should, ban other specific diseases such as mutagenesis and teratogenesis. This would have no more rationale, scientific or legal, than does banning cancer. Each of these entities is a proper endpoint for evaluating the safety of a chemical regardless of its source, under conditions of exposure."

For Toxicological Research

Dr. Paul F. Hopper emphasized industry's support of the role of the Na-

tional Center for Toxicological Research at Pine Bluff in examining the biological effects of chemical substances found in man's surroundings.

Each of these elements of the Center's basic mission is of vital concern to the food industry, he said, "In establishing levels of safe use, we believe that it is critical to develop a clearer understanding of the dose response relationship that exist upon long-term exposure to low doses of chemical constituents under the intended conditions of use," he said.

Hopper commented that a majority of the expert toxicologists of the world believe that every chemical substance has a dose response curve and a "no effect" level. Those who hold the "one molecule" theory, implying that even a single molecule of certain toxic substances can be hazardous to man, are few and far between. As part of its mission, therefore, the National Center for Toxicological Research will help to determine the validity of this theory—or lack of it.

Even more important, Hopper said, is the role of NCTR in the development of new methodology for determining toxic manifestations of chemical substances.

Feeding the Aged

Under a new bill passed by Congress, which provides authority for a program which is allocated (but not funded yet) \$250,000,000 over the next three years to feed the elderly, the Health, Education & Welfare Department will be doing the feeding, not the USDA. An appropriation bill is expected for the year of \$100,000,000. Persons over 60 who cannot afford to eat adequately, lack the skills and/or knowledge to select and prepare nourishing and well-balanced meals, who have limited mobility which may impair their capacity to shop and cook for themselves, and those who have feelings of rejection and loneliness which could prevent their eating properly, all will be eligible for the feeding program, and so will their spouses. This could well be a new, totally different area of business for the nation's foodservice distributors and manufacturers. In addition to commercial operators, schools, poverty groups, churches, etc., will get into the act at local levels. The States will run the program with 90% of the funds from the Federal government. To find out who is going to handle it at a state level, write to the Agency on Aging, Office of State and Community Programs, Department of Health, Education & Welfare, Washington, D.C.

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Manager:
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William K. Blodgett

Peavey Realignment

E. E. Powers has retired as Peavey Company's vice president for sales in Flour Mills. His 40-year career included clerical, operations, and sales responsibility.

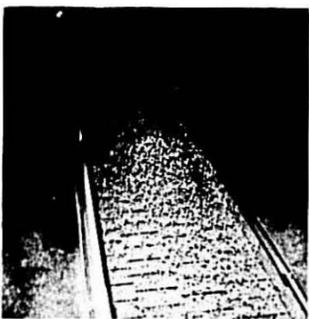
An international realignment follows Powers' retirement. Now reporting to W. K. Blodgett, vice president-marketing, will be W. M. Wingate, vice president-bakery sales; R. H. Cromwell, vice president-durum sales; S. B. Rodning, vice president-grocery products; R. F. Boyd, director-specialty products; M. J. Schaefer, vice president, general manager-Coast Dakota.

W. J. deWinter, vice president-export, and R. R. Ferguson, manager-technical services, will be reporting to W. M. Wingate.

Two other reporting changes include J. W. Pehle, vice president-production coordination; and J. R. Weddle, manager-mill feed department, will be reporting to H. G. Deaver, vice president-operations.

E. B. Wells Retires

Ernest B. Wells, southwest regional sales manager of bakery flour sales for



Granular material on air conveyor.

General Mills, Inc. retired after 37 years with the company. His entire business career was in grocery products and flour operations.

Hygrade Sales Rise

Although Hygrade Food Products Co. of Detroit reported higher sales for the third quarter ending July 29, net income tumbled some 61%. This was attributed to reduced supplies of hogs and escalating prices of both cattle and hogs.

The company's Mrs. Grass division, maker of noodles and soups, has increased its volume substantially. Hygrade reported.

Open-Air Conveyor Systems

A new development is ending a major problem in systems that convey solid objects (or granular bulk materials) on a layer of air, claims air-conveyor pioneer Rudolph Futer. Until now there has been a major drawback in handling solid objects accumulated in live storage for batch feeding. These moved out too slowly and could not keep up with the cycling demand of case packers or other receiving equipment.

Attempts to solve this by forcing more energy into the system have failed, as items travelling up to 1000 feet/minute slammed into others in the accumulation zone.

The new Futer System (patent pending) is said to eliminate impact damage and crush pressure, and to speed up feeding, through zone-control. For example, accumulating packages in an area six feet wide and four feet long are cycled into a case packer at 20 times/minute without product damage.

The new technique already has moved over five million 4" x 4" items in one plant without any damage or downtime, claims Futer. He considers this a vital step in perfecting open-air conveyor systems and points out that savings from lowered maintenance and almost total elimination of product damage have paid for such systems within months.

To date the method has been proven only with objects weighing up to five pounds per square foot.

Outstanding results also are claimed for conveying granular materials such as grain while drying it, too; and sand while cooling it; also for sequential operations of heating, quenching, drying and conditioning of various chemicals.

For more information write Futerized Systems, Incorporated, 1401 Eastshore Highway, Berkeley, California 94710.

International Multifoods Gains

International Multifoods reported increased sales and earnings for the second quarter and six months ended August 31.

For the second quarter, sales were \$121,765,000, up seven percent from \$113,795,000 a year ago. Net earnings were \$2,171,900, up 11 percent compared with \$1,953,000 in the second quarter a year ago.

Earnings per common share for the second quarter were 62 cents, up seven percent from 58 cents a year ago on a greater average number of shares outstanding. During the second quarter last year, Multifoods had a public offering of 300,000 new common shares.

Sales for the six months were \$238,700,000, up eight percent compared with \$220,315,000. Net earnings were \$3,559,000 compared with \$3,227,000 for a 10 percent increase at midyear. Earnings per common share for the first six months were \$1.00, up three percent compared with 97 cents a year ago.

Multifoods' President William G. Phillips said that all operating divisions of the company were profitable at mid-year and that operating earnings from the firm's international and agricultural products divisions along with its Mister Donut franchise chain were significantly higher than a year ago.

Consumer Relations

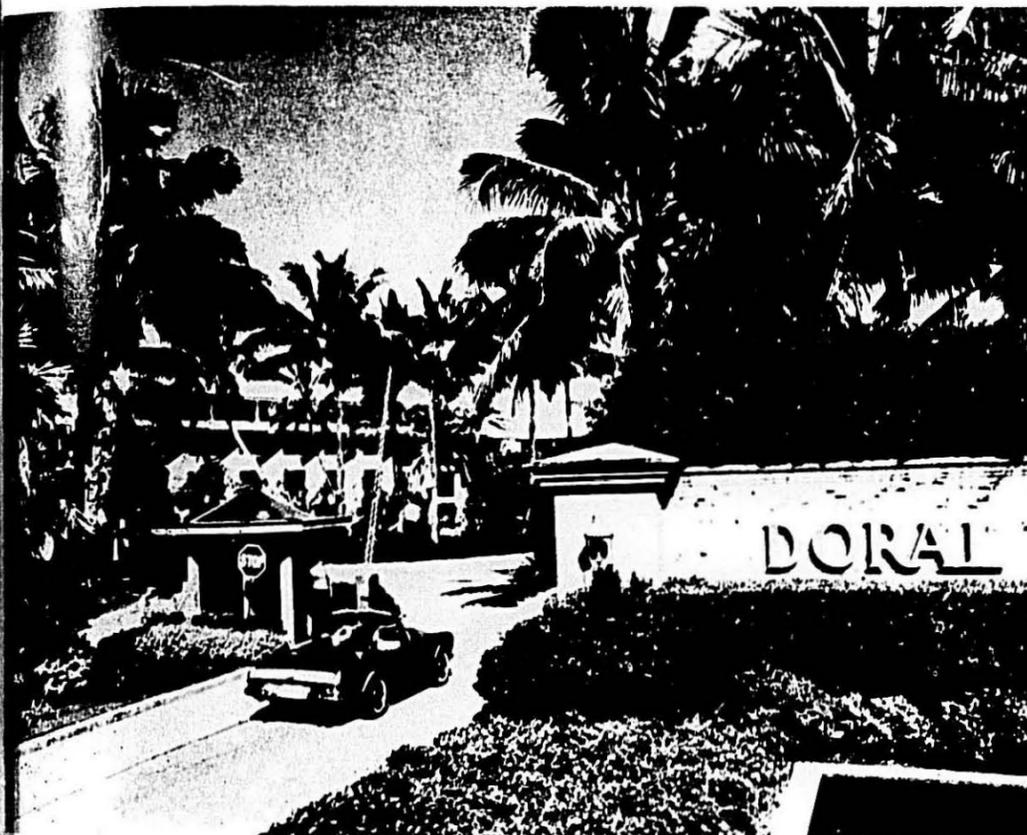
Judy Zuhlke has joined International Multifoods' public relations department as manager of consumer relations.

In this job she will handle a wide variety of public relations projects with emphasis on consumer product publicity.

A 1969 Home Economics graduate of the University of Wisconsin, she comes to Multifoods from Milwaukee where she was associate editor of *Fax Wife News*. Prior to that she was assistant director of special events for department stores.



Packaged goods on air conveyor.



WE SHALL RETURN

The Winter Meeting of the National Macaroni Manufacturers Association will be held January 24-28, 1973 at the Doral Country Club, Miami, Florida.

Convention reservation forms as well as room reservation forms available from the office of

THE NATIONAL MACARONI MANUFACTURERS ASSN.

P.O. Box 336, Palatine, Illinois 60067

NEW YORK PRESS PARTY

TIRO A SEGNO, a private club with a dignified Italian atmosphere, was the setting for the sixth annual Macaroni Family Reunion press luncheon sponsored by members of the National Macaroni Institute, an organization comprised of pasta manufacturers throughout the country.

Vincent DeDomenico, president of the group, welcomed guests and stressed the convenience, economy and versatility of macaroni, spaghetti and egg noodles. "Today when four out of ten mothers are working and food costs are spiraling, American homemakers depend on pasta as a quick-to-fix food that helps stretch the costly meat budget," he said.

The historic Greenwich Village club founded officially in 1888 has an outstanding reputation for serving pasta dishes par excellence. Under the exacting direction of steward Antonio Manfredi, each macaroni product is perfectly cooked *al dente*, as the Italians say.

Lavish Luncheon

For luncheon, a lavish buffet table in the Garden Room held a wide variety of antipasto including imported Provolone cheese and paper-thin slices of Italian salami. Highlighting the table were two pasta dishes: Pasticcio di Maccheroni, one of the national dishes of Italy, made with pipe-shaped ziti, Italian luganica sausage and a creamy cheese sauce without tomato; and Fettucine alla Antonio prepared with a subtle blend of four cheeses: Swiss, Cheddar, Romano and Parmesan.

Spaghetti to Order

What—no spaghetti at the buffet table today? That's right. It is a rule of the club that spaghetti must be rushed directly from the kitchen to each dining table so that guests can enjoy it at its steaming best.

Mr. Manfredi's spaghetti specialty this year was Spaghetti Matriciana, a zesty tomato-sauced pasta robustly flavored with a generous amount of bacon and onions.

The wines for the occasion were Lambrusco Modena, a dry red wine, and Pinot Grigio, a full-bodied white wine from the Santa Margherita area near Portofino in northern Italy.

From Portofino

A native of Portofino himself, Mr. Manfredi came to New York in 1922 and has been at Tiro A Segno since 1939. Like everyone else, Mr. Manfredi is complaining now about rising food costs. When plans were being made for



Antonio Manfredi

the luncheon, he stated emphatically, "Everything has gone sky high except pasta!" And that's what the macaroni manufacturers like to hear. For those who would like to try Mr. Manfredi's specialties themselves, here are recipes for the pasticcio, fettucine and spaghetti scaled down to family size.

PASTICCIO DI MACCHERONI (Makes 10 servings)

- 1 large eggplant (1½ pounds), cubed
- Salt
- ½ to ¾ cup olive or salad oil
- 1 pound luganica sausage,* par-boiled and thinly sliced
- 1 pound ziti
- 4 to 6 quarts boiling water
- Bechamel Sauce**
- ½ cup grated Parmesan cheese
- 1 container (15 ounces) ricotta cheese
- 8 ounces mozzarella cheese, thinly sliced

Sprinkle eggplant with salt, then fry in oil until brown (use small amount of oil at a time). Drain on paper towels. Brown sausage and drain; combine with eggplant.

Gradually add ziti and 2 tablespoons salt to rapidly boiling water. Cook uncovered, stirring occasionally, until tender. Drain in colander.

In 13 x 9 x 2-inch baking pan, pour enough sauce to cover bottom. Layer half the ziti, meat-eggplant mixture, sauce, Parmesan and ricotta cheeses. Repeat layers. Top with mozzarella

cheese. Bake in 375° oven 30 to 40 minutes.

* Or use pork sausage links.

** **Bechamel Sauce (Makes 4 cups):** Melt ½ cup butter or margarine in saucepan; blend in ¼ cup flour, 1 teaspoon salt, ¼ teaspoon nutmeg and ¼ teaspoon pepper. Gradually add 3 cups milk. Cook, stirring constantly, over medium heat until sauce thickens and boils 1 minute. Add 1 cup milk, cover and keep warm.

FETTUCINE ALLA ANTONIO (Makes 8 servings)

- 1 pound fettucine
- 2 tablespoons salt
- 4 to 6 quarts boiling water
- ½ cup butter or margarine
- 2 cloves garlic, crushed
- ¼ cup flour
- 1 teaspoon salt
- ½ teaspoon dry mustard
- ¼ teaspoon pepper
- ½ teaspoon Worcestershire
- ¾ cups milk
- 2 cups (8 ounces) grated Swiss cheese
- ½ cup (2 ounces) grated Cheddar cheese
- ¼ cup grated Romano cheese
- ¼ cup grated Parmesan cheese

Gradually add fettucine and 2 tablespoons salt to rapidly boiling water so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander.

Meanwhile, prepare cheese sauce for fettucine: Melt butter in Dutch oven or large pot. Add garlic and sauté for about ½ minute. Stir in flour, 1 teaspoon salt, mustard, pepper and Worcestershire. Gradually stir in milk. Bring mixture to a boil; simmer 1 minute, stirring constantly. Add cheeses; stir mixture constantly over low heat, about 1 to 2 minutes, or until cheeses are melted. Add fettucine and toss until coated with cheese sauce; turn into serving dish.

SPAGHETTI MATRICIANA (Makes 8 servings)

- 1 pound sliced bacon, diced
- 2 cups chopped onions
- 2 cloves garlic, crushed
- 2 cans (28 ounces each) tomatoes in puree
- ½ teaspoon salt
- ¼ teaspoon pepper
- 1 pound spaghetti
- 1 pound sugar
- 2 tablespoons salt
- 4 to 6 quarts boiling water

Fry bacon in large pot until crisp; remove bacon with slotted spoon to

on paper towels. Pour off all but 2 tablespoons bacon drippings. Stir onions and garlic into drippings; sauté until onion is golden. Add tomatoes in puree (break tomatoes into pieces with 1 spoon). Stir in ½ teaspoon salt, ½ teaspoon sugar and about ½ of the puree. Simmer mixture, uncovered, 30 minutes, stirring occasionally.

About 15 minutes before serving time, gradually add spaghetti and 2 tablespoons salt to rapidly boiling water so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Toss spaghetti with hot tomato sauce; turn into serving dish. Sprinkle remaining bacon around edge of dish. Serve with grated Parmesan cheese.

In the Press Kits

The Help That Macaroni Products Give You . . .

This was the theme of National Macaroni Week, celebrated October 5-14. Members of the National Macaroni Institute, the organization that promotes the use of pasta products, emphasize that macaroni, spaghetti and egg noodles . . .

• **help by being convenient.** They're ready to cook as they come from the shelf without paring, peeling or chopping. Pasta (the Italian name for macaroni products) is easy to cook, cooks quickly and is easy to serve.

• **help by being economical.** There's been virtually no price increase for macaroni products within the last two years and only minor increases during the past five years. You can stretch your food budget by using them to make higher priced foods like meat go further. You can save a lot more people with a pound of hamburger that's cooked in sauce and served over a platter of spaghetti, than if you serve hamburgers.

• **help by being versatile.** Macaroni combines with any meat, with fish, poultry, cheese and eggs. It can be a main dish, a side dish, salad or soup. Use it for a snack, an hors d'oeuvre or a dessert. Macaroni is popular with all ages—it's a fun food for everyone.

• **help by being nutritious.** Most macaroni and spaghetti contains approximately 12 to 12.5 per cent protein, while egg noodles contain as much as 13.5 per cent. The amount of protein they contribute is higher than most women realize. Add to this the vitamins and minerals the products are enriched with and you have an

inexpensive source of wholesome, nourishing food.

So during National Macaroni Week, and throughout the year, always keep in mind "the help that macaroni products give you!"

Consumption Is Climbing

"Americans will eat more macaroni products in 1972 than in any other year of the 196-year history of the macaroni industry," forecasted Robert M. Green, executive secretary of the National Macaroni Institute.

This means that this year, we as a nation will polish off 1.5 billion pounds of macaroni, the generic term which includes spaghetti and egg noodles as well. Roughly speaking, that's 128,409,000 miles of spaghetti, enough to stretch from the northern tip of Manhattan to the Battery (a distance of 14 miles) 9,172,000 times. That's 7.6 pounds of pasta for every American man, woman and child.

The growing popularity of macaroni products is not confined solely to the family dinner table. A recent census of food service industry menus revealed that macaroni products are important foods in the increasing number of meals eaten away from home. Green pointed out that spaghetti is one of the most popular items ordered in restaurants.

Holiday Leftover Ideas

Break away from the routine of serving turkey and other holiday leftovers "en casserole" and serve them "en salad" instead. And make it a hearty salad, too—one that's a meal in itself with a little help from a bowl of soup, perhaps.

The ingredient that gives Macaroni Turkey Salad its heartiness is the macaroni. It stretches out a few leftovers into a full and nutritious meal. Pasta products and poultry, as well as other meats, are perfect go-togethers, not only because their flavors go so well together but they complement one another nutritionally, too. Macaroni products provide a good source of the B vitamins and contain protein to supplement that of the meat. They are also a very good way to make vegetables more appealing to youngsters.

Pasta can help you out with a few ham leftovers, too—combine them with noodles in a Ham Noodle Bake.

MACARONI TURKEY SALAD (Makes 4 to 6 servings)

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

- 1 cup dairy sour cream
- ¼ cup mayonnaise
- ¼ cup lemon juice
- 1 teaspoon seasoned salt
- ½ teaspoon dill weed
- ¼ teaspoon white pepper
- 2 cups julienne cut, cooked turkey
- 1 cup cooked cut green beans
- ¼ cup chopped sweet onion
- 1 can (4 ounces) pimientos, drained and halved
- 1 jar (6 ounces) marinated artichoke hearts, drained
- Crisp salad greens

Add 1 teaspoon salt to rapidly boiling water. Gradually add macaroni so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Rinse with cold water; drain again.

Blend sour cream, mayonnaise, lemon juice, seasoned salt, dill weed and pepper in large bowl. Add macaroni and toss well. Arrange turkey, beans, onions, pimientos and artichoke hearts over macaroni and chill. Toss together just before serving. Serve on salad greens.

HAM NOODLE BAKE (Makes 4 servings)

- 1 tablespoon salt
- 3 quarts boiling water
- 8 ounces medium egg noodles (about 4 cups)
- ¼ cup butter or margarine
- ¼ cup flour
- 1 teaspoon salt
- ½ teaspoon pepper
- ¼ teaspoon dry mustard
- 2 cups milk
- 2 cups diced cooked ham
- 1 can (4 ounces) pimientos, drained and diced
- ¼ cup chopped green pepper
- 2 tablespoons chopped onion

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

Melt butter over medium heat; stir in flour and remaining seasonings. Gradually stir in milk. Cook, stirring constantly, until sauce boils for one minute. Combine sauce, noodles and remaining ingredients. Turn into 2-quart casserole. Bake in 375° oven 20 to 25 minutes or until bubbling hot.

Plentiful Foods

Wheat products, turkey, broiler-fryers, eggs, rice, dry beans, and apple products have been on the Plentiful Food list. These are good consumer buys promoted by the U.S. Department of Agriculture.



SMOOTH SELLING

by George N. Kahn, Marketing Consultant

© MCMLXIX by George N. Kahn

THE TEAM BACK OF YOU

"A house divided against itself cannot stand," said Abraham Lincoln.

The salesman also might heed these words. If he attempts to play a lone hand, asking for no cooperation and giving none, he is doomed to be one of the "also rans."

A sale is the end result of a long chain of events. Each link in this chain represents an individual who did his share in making the sale possible. True, the salesman is on the firing line, but he requires a great deal of logistic support if he is to function effectively. In short, selling is a team operation and needs team cooperation.

Think Team

The first step in achieving teamwork is for the salesman to think of himself as a member of an organization. This may seem needless advice but it is surprising how many salesmen think they occupy an island by themselves. They just don't class themselves as team members. Often they cheat themselves of expert help and advice because it never occurs to them to seek it from men in their own outfits.

If you are such a person start today to learn all about your firm and its components. Find out the key men in production, finance, research and development, office management, etc. Discover the length and breadth of your firm's operations. Learn if it manufactures other products. And when you've found out all this, pick out your role in the whole picture. See how you fit into the operation. This is an eye-opener for a salesman. He learns how vital he is to the company but, at the same time, he realizes that he is dependent on a lot of other people, all working toward the same end.

Meet Your Team Mates

To know your company's story is not enough. You must meet the people who help make things go. If your firm does not have a plan to acquaint employees with each other, then you should take the initiative. Visit different parts of the plant; make it a point

to introduce yourself to various managers and supervisors.

Company picnics, golf matches and dances provide excellent opportunities to meet your team mates. And, of course, you can always make your own social arrangements with people from other departments and divisions. There is no law that says salesmen must spend all their free time with each other. It broadens one to widen his field of acquaintance.

Talk About Your Team

In making calls, the salesman is too apt to play the lone wolf. He acts as if he is business for himself. I know the salesman must win or lose on his own merits but there is nothing wrong with letting the customer know he has a solid team behind him. This will impress the buyer and insure more confidence in the salesman.

Ritchie Banks, who sells sheet aluminum, first tells a prospect about his company and its ranking in the industry.

Said Ritchie:

"I figure he has heard of my firm, even though he may not have heard of me. By elaborating on my company I can build up my personal stock. Many times I find there is a lot of goodwill in just mentioning my outfit and the product."

How Can They Help?

Knowing your team mates and their contributions is not enough. You must also find out how they can help you. How, for example, can the head office aid you? Check and see. Perhaps it can help you with your correspondence. Or maybe it can unravel a tough bookkeeping problem you have. What about production? Isn't it possible that an expert in this department can supply information to help put over your presentation? Buyers like to hear knowledgeable sales talks. It makes them think that they are dealing with a top man and a top firm.

Virtually every manager or supervisor in your company can add to your selling power. Just give them a chance. Jerry Latham, a former chemical

engineer turned dye salesman, can see the situation from the other side of the fence.

"When I was in the research and production end, I always wondered why we didn't see more salesmen. There was a lot we could have told them that would have helped them with prospects and customers.

"Now that I'm selling I never hesitate to get all the information I can from other people in the company. I find they are flattered when I ask for advice or help. They actually make me a better salesman."

Unified Sales Staff

The relationship with the sales boss is particularly important. Some salesmen resent the idea of supervision; the sales manager is a burden to be borne. They resent everything he tells them. This, of course, makes things difficult for the entire sales force.

A salesman should understand that his supervisor is in a position to help. The boss is almost always a former salesman. He knows what it's all about since he's been through it himself.

In most companies the sales manager wants to be a friend as well as a boss. He is only asking for the chance.

Working With Customer

The spirit of cooperation should prevail between the salesman and customer. Each is dependent on the other; each should negotiate in an atmosphere of mutual trust and respect.

Don't take the customer for granted. He wants and deserves your respect. Play fair with him and he'll reward you with his continued loyalty.

Are you a team man? Do you think cooperatively? Try this quiz and see. If you can answer "yes" at least six times you definitely are a working team member.

1. Do you think of yourself as a team member? Yes No
2. Do you make a point of meeting people in other departments in your firm? Yes No
3. Do you consider before you blame others for mistakes? Yes No
4. Do you talk about your company when you call? Yes No
5. Do you seek the advice and cooperation of your sales manager? Yes No
6. Do you try to work with your fellow salesmen? Yes No
7. Do you and your customers have a mutual feeling of loyalty and respect? Yes No
8. Do you know how production specialists etc. can help you? Yes No
9. Are you doing your best to uphold the traditions of selling? Yes No

ing Division, Department TP, 212 Fifth Avenue, New York, N.Y. 10010.

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16. Samples Can't Talk

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2.8 Million Chickens Killed

Exotic Newcastle disease of poultry and other birds has been diagnosed in Egg City, a 2.8-million bird egg-laying operation near Moorpark in Ventura County, California, the U.S. Department of Agriculture has reported.

A release dated Sept. 12 said, "The flock will be destroyed and the owner paid a Federal indemnity for their fair market value. USDA and the California Department of Agriculture have been fighting exotic Newcastle disease in southern California since mid-March, when a national emergency was declared because of the spreading outbreak of the disease that was brought into southern California by a shipment of exotic birds."

USDA officials emphasized that exotic Newcastle is not a hazard to consumers of eggs and poultry products—that these products are perfectly safe to eat.

There are about 34.6 million laying hens in southern California and an estimated 303.7 million layers nationwide.

Ranchers Assail Government Efforts

Frank Del Olmo, Los Angeles Times reporter, recently wrote:

Southern California's egg production industry already beset by a major virus epizootic, is now being endangered by overzealous government efforts to combat the disease, exotic Newcastle.

Attorney Stephen W. Edwards, representing a number of poultry ranchers, asked the State Assembly Committee of Agriculture for an immediate end to the slaughter of healthy immune birds on mere suspicion of possible exposure to disease. More than 4,000,000 birds have been destroyed in Southern California since efforts to stem the disease began. Some 3,000,000 more are due to be exterminated.

Full Hearings Called For

He called for full hearings to find a "reasonable means" of controlling Newcastle disease. He charged the task force with implementing some steps in its campaign without adequately consulting poultrymen and—when ranchers were consulted—of ignoring their recommendations.

Dr. Bill Uterbach, USDA epidemiologist, said extermination of infected flocks was preferable to vaccination of poultry—which most poultrymen prefer—because no known vaccine can completely halt the spread of the disease which is usually fatal to birds but harmless to humans.

Live With Problem

Dr. John Allen, veterinarian at Egg City, said it is not possible to eradicate the disease, as government experts seek, but that poultry ranchers can "learn to live with it" with the help of intense vaccination programs. Allen said Egg City hens are vaccinated against Newcastle disease four times before they are five months old, and then every few months on a regular basis. He told the Assemblymen that the disease had never been isolated in Egg City flocks but was instead detected through the use of special test hens placed on the ranch as part of another controversial aspect of the government's anti-Newcastle campaign.

"Sentinel Bird Program"

Dubbed the "sentinel bird program" the procedure involves the use of specially raised, unvaccinated hens to detect the presence of Newcastle virus. The special hens are freed to mingle with a suspect flock. If they fall ill with the respiratory symptoms of Newcastle disease the flock will be exterminated.

Allen said this occurred at Egg City where several out of 1500 sentinel birds apparently contacted the virus. "Sure the virus is there," Allen told the committee, "but our birds were immunized so there was no problem." If the birds were all destroyed it would take two years to resume level operations.

The Newcastle disease was brought into Southern California by a shipment of exotic birds.

Chick Sexing

Visitors to Egg City (Macaroni Journal, Sept. 1972, page 34) were impressed with the chick sexing operations. Bill Paul recently described the art and an artist in the Wall Street Journal:

Snatch, squeeze, plop (CHIRP). Snatch, squeeze, plop (CHIRP). Snatch, squeeze, plop (CHIRP).

Those are the workaday sounds of John Udaka, whose job sounds more interesting than yours, but probably isn't.

Mr. Udaka is a chick sexer. He sexes chicks, the little yellow kind with feathers. And Mr. Udaka sexes 700 to 1,200 of them an hour, eight hours a day, or over two million a year.

Chick sexing, in truth, isn't much fun at all. It involves picking up chicks, peeking at their private parts and sorting them according to gender. There are about 800 fellows across the country who make their living that way, and Mr. Udaka is one of the best of them.

Mr. Udaka makes the job sound simple—"You just pick it up, squeeze, look, then drop it"—but it isn't. The snatching and plopping must be repeated every three to five seconds and with

an accuracy of at least 98 to 99 out of 100 chicks sexed correctly. The chick sexer's road to the top is long and typically begins with four months of formal schooling and a two-year apprenticeship. After that, it can take 10 years or more to establish a good reputation with hatcherymen.

Roosters Don't Lay Eggs

Hatcherymen need chick sexors because, as most every farmer learns early, only hens lay eggs. And it's costly to keep roosters around the barn for six to eight weeks after birth, which is how old they have to be for the untrained eye to determine their sex. Even farmers who raise chicks to be eaten instead of to lay eggs don't want too many roosters around; they get so greedy that they steal food from hens. (The roosters not the farmer.)

So important is every penny in the chicken game that newborn birds are typically sexed and shipped by a hatchery and unpacked by the farmer before they even get their first meal in life. That means that Mr. Udaka and his 10 or so assistants, who travel from hatchery to hatchery, must be standing by at the ready for the instant an average batch of 75,000 or so chicks emerge from their three-week stint in 75,000 or so incubated eggs.

Mr. Udaka works in a white cap and gown, standing before three cardboard boxes. One contains 100 unsexed chicks. The other two await sexed chicks, one for the females, the other for the males (who, by the way, generally get asphyxiated as soon as their secret is out). Mr. Udaka's surgeon-like hands are a blur as he scoops up one bird after another. His thumb and little finger support the bird while his middle and three fingers delicately but swiftly open the "vent." The chicks are so fragile that the tiniest bit of misplaced pressure can squash them.

Before long, the small bright light room in the hatchery reserved for sexors is hot from the heat of the birds. The din is ear-splitting as each chick protests being subject to a search. Mr. Udaka and crew keep at it, a chick per man every three to five seconds. Mr. Udaka gulps down some coffee and splashes cold water on his face. He'll be on his feet 10 hours this day. "To do a good job," he says, "you've got to suffer a little."

Strict Training

Suffering a little pays well. Mr. Udaka won't say what he makes, but it's enough to pay each of his assistants \$12,000 to \$15,000 a year. He lives in a posh house overlooking a lake here and is served his saki or beer by a maid. In-

de he says he began sexing after World War II because he had a sexor friend "who wore good clothes and drove a fancy car."

In 1970, reliable sources say, some 10 billion eating-type chickens and 500 million egg-laying-type chickens were sexed. Almost all the latter and some of the former were sexed, which, at a going rate of a little more than a penny per chick meant that sexors made well over \$5 million for the year.

Japanese Americans Dominate

Japanese Americans dominate the field because, Mr. Udaka proudly points out, they have the patience and diligence necessary to stand for hours over a steady stream of beaks and cheeps. Mr. Udaka himself, at age 53, is the George Blanda of the art; the long hours and constant strain cause many sexors to burn out in their early 40s. Some simply lose the sensitivity in their fingers. But those who last can sex 1,000 or more chicks an hour and earn up to \$25,000 a year on their own.

Despite his affluence, Mr. Udaka complains that business is getting "very bad" these days. One reason is competition. Mr. Udaka works the area from Chattanooga to Atlanta, and in the past couple of years he has been engaged in a price-cutting war with some Koreans who have come into his territory. His going rate is 1.1 cents a chick, but he has had to come down to as low as three-fourths of a cent on some jobs.

Would he do it all over again if he were a young man starting out today? No.

"It's hard work," he says, "and here I am at 53 without a pension to look forward to." Also, he is in danger of becoming obsolete. Some hatcheries are experimenting with birds whose sexes can be determined at birth simply by examining the feathers. "I enjoy my



NOVEMBER, 1972

work," says Mr. Udaka. "It's a challenge and an art. But it's just getting too tough to cut the mustard. In fact, with these new birds coming, I recently told my son-in-law that there's no future in chick sexing. He'd be better off doing something else."

Campbelled-Eggs Dealer Kit Wins Award

Getting the attention of the dealer, plus increasing in-store displays of creamed soups, was accomplished by Campbell Soup Co. in a unique premium presentation kit to the dealer. The promotion has won an award in the tenth Premium Showcase competition of National Premium Sales Executives.

Increase Sales

Campbell's marketing goal was to increase sales and consumption of creamed soups. Capitalizing on the American popularity of eggs, they created a recipe for "Campbelled Eggs." The package for dealers contained a Regal gourmet fry pan and a variety of creamed soup cans made into coin banks. The formula: "Your eggs plus our soup equals Campbelled Eggs."

Charles W. McClarran of Regal Ware Inc., a NPSE member who sold and serviced the program, entered it in the competition.

Dealers received the premium kit for listening to the salesmen's promotional story. A fact sheet packed into the case stressed that the average American eats 323 eggs every year, and reminded the dealer that, as he knows, eggs are a high-profit item. By combining the creamed soup and eggs, Campbell salesmen showed the retailer possibilities of increased profit potential.

Point-of-Purchase

Point-of-purchase material was offered, including tear pads, display cards and case cards. Each tear-off sheet featured a Campbelled Eggs recipe on the back. Campbell also advertised the promotion nationally in Reader's Digest, Ebony, Family Circle and Woman's Day.

The program ran in November and December, a holiday entertainment period. Campbell product promotion manager Jim Weber noted that it was a "most successful promotion" because of both the timing and the imaginative premium.

This promotion, one of three in the dealer-premium category, will be selected for top honors in the class by a ballot of a "jury" of buyers, premium suppliers and advertising-agency executives expected to witness the presentation.

"Charlie The Tuna" Wins Award

A diet-conscious "Charlie the Tuna" helped Star-Kist Foods launch an extensive consumer mail-in promotion emphasizing the importance of low-fat, high-protein canned tuna fish in weight watching.

The promotion, which featured a Charlie Tuna bath scale, has earned an award in the tenth Premium Showcase competition of National Premium Sales Executives.

Phillip Driscoll of the Brearley Co., a NPSE member who sold and serviced the promotion, entered it in the Showcase competition.

Check Diet Progress

Star-Kist, who runs many consumer premium offers featuring Charlie the Tuna, decided the bath scale showing Charlie at his whimsical best would create the desired results—to remind customers of Star-Kist when they step on the scales to check their diet progress.

The first stage of the promotion was a dealer premium offer. The Brearley Co. shipped scales to Star-Kist dealers every 2 weeks for 3 months to insure point-of-sale display usage in supermarkets. A complete package of point-of-purchase materials was supplied, including tear-off pads, 4-color stack cards and 4-color pole displays.

Consumer ads appeared in Good Housekeeping and Weight Watchers Magazine, offering the "Charlie" scales at \$5.95 with three labels from Star-Kist tuna as proof of purchase.

In addition to the in-store display material and the consumer ads, network and local spot TV gave impetus to the promotion.



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office is swamped with requests from around the country for Macaroni Is Number One, Macaroni Makes Sense, and Pastaport.



Up and Away

How do you get a lot of heavy dust collecting equipment up to the top of a wheat elevator hundreds of feet in the air? You could rig up a block and tackle and haul it up with a lot of strain, or you could hire a helicopter and fly it up.

This is what Union Equity Cooperative Exchange, Enid, Oklahoma, recently did with two dust collectors manufactured by The Buhler Corporation, 6925 Wayzata Boulevard, Minneapolis. The Buhler dust filters were two of the first new airshock units recently introduced on the market by Buhler and said to have twice the load handling capabilities of conventional type filters.

Antique Plane

Dick Korupp, plant manager of German Village Products, Waseon, Ohio was pictured on the front page of the Fulton County Expositor, July 8, with his 1937 Fairchild airplane. The craft was used in the 1930's to fly executives of the Green Bay Lumber Company. The bulky craft is reported to be as agile as a bird in flight.

The antique is owned by Dick Korupp and his neighbor Jack Stone. The two agree, "It's a fun old airplane."

Buhler Acquires MIAG

Gebruder Buhler GmbH, in Konstanz, West Germany has acquired all outstanding shares of MIAG Muhlenblau und Industrie GmbH, Braunschweig, West Germany. MIAG will

belong to the group of Buhler companies, but will remain a separate legal entity.

The affiliation of MIAG and Buhler allows the pooling of resources for research, for the development of new equipment and to assure first class customer service.

Technological Trade-off

This unidentified editorial was recently sent to us:

Italy is to spaghetti what the U.S. is to hot dogs and China is to spare ribs—which is to say a plagiarist.

Spare ribs, as everyone knows, were invented at Leon's Bar-B-Q in Del Rio, Texas, hot dogs were invented at the Brau Haus in Frankfurt, Germany, and spaghetti is nothing more than Chinese chow mein noodles, left malleable instead of case-hardened, and smothered in tomato sauce rather than table scraps.

So it is with no little amount of gall that the Italian delegation to the Chinese-Italian Trade Fair in Peking plans to demonstrate to the Chinese the art of making spaghetti by machine. It was the Chinese who taught the Italian, Marco Polo, how to make spaghetti in the first place.

The Italian machine is a marvel of modern technology, if not culinary accomplishment. An Italian diplomat (and perhaps short-order cook) explained, "You put flour, water and tomato sauce in at one end of the machine and five minutes later hot spaghetti, already cooked and prepared and with cheese and tomato sauce on top, comes out at the other end." A culinary abomination!

The Chinese probably can put the machine to their own uses. They can start with flour and water and substitute toppings of their choice. Then all they need do is to modify the works to add sufficient patching plaster to the mix to give the resultant chow mein its characteristic crunch.

History passes in cycles, says a wise man said. But was his name Confucius or Enzo?

Food Trade Convention Calendar

- Nov. 11-15: Nat'l. Frozen Food Convention, San Francisco, Cal.
- Dec. 2-6: Nat'l. Food Brokers Association, New York, N.Y.
- Jan. 24-28: National Macaroni Mfrs. Association, Doral Country Club, Miami, Fla.
- Apr. 8-12: Millers' National Federation, Hotel Mayflower, Washington, D.C.

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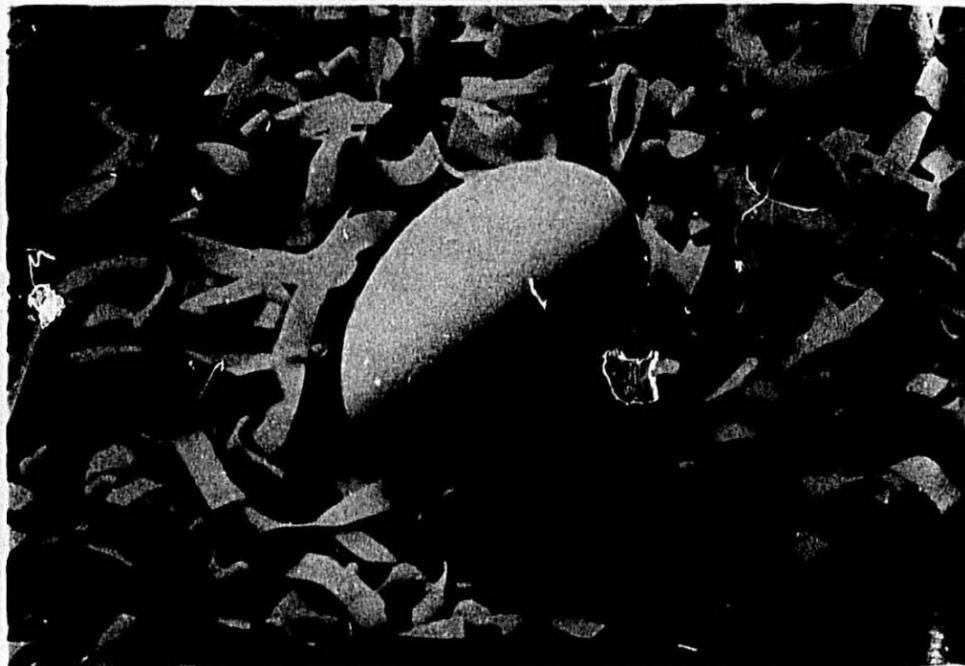
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Gourmet's Guide

On September 18 Moneysworth, a budget slanted consumer newsletter, carried an offer of macaroni recipe leaflets in their Gourmet's Guide. Our

**Okay.
Who put egg in the noodles?**



Sal Maritato did.

So now when you buy Multifoods' new noodle mix called "Duregg" — all you add is water.

We've gone ahead and added the egg solids to Multifoods' top-quality durum flour.

A number of our customers have already ordered "Duregg" in hefty lots.

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less chance of contamination, and less time and mess.

- Duregg eliminates the need to re-freeze unused egg.
- Duregg assures a consistent blend.
- Duregg eliminates the necessity to inventory two ingredients. Storage and record keeping is reduced.
- Duregg simplifies delivery. Now it's one source — Multifoods.
- Duregg lowers your manpower requirements.

Enough said. Order your Duregg with a phone call. The number is 612/339-8444.



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