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Disclaimer: Pgs. 3-20 are missing.

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Macaroni Journal

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Since those days of long ago we have gradually switched from crude natural mixtures of unknown composition and unevaluated safety to identified, evaluated, specified substances.

"Back then virtually all food preparation including use of additives was in the home. Today most food preparation occurs outside the home.

"Additives were important then for such traditional purposes as flavoring, stabilizing and preserving food.

"But additives are even more important today because of the crucial role they play in extending the range and flexibility of food processing, providing stability at the intermediate stage of preparation and making the final dish pleasing."

2,000 Additives

About 2,000 additives are put intentionally into various foods, Dr. Hall said, and about 2,000 other additives may be present in some foods as a result of packaging, processing or other reasons.

Safe use of additives, he said, is best understood in context of the risk to the user.

Saying that a crucial question in the safe use of additives is how much of an additive one consumes, Dr. Hall quoted Paracelsus, a 15th century Swiss physician and chemist, who said "Everything is poison. Only the dose makes the poison."

Each year Dr. Hall said the average person uses 100 pounds of sugar, 15 of salt, 10 or less of various other carbohydrate sweeteners, and a few ounces of each of a few dozen additives such as spices, leavening agents and emulsifiers.

"Many more than half of those 2,000 intentional additives we use at a rate of less than a milligram per person per year," he continued. "The median additive is the one in the middle. We use half the total [illegible] in greater amount and half in lesser amount. And we use the median at a rate of just half a milligram per person per year.

"That's about the weight of one grain of salt."

No Absolute Safety

There cannot be absolute safety in use of food additives, Dr. Hall went on, because risk can never be completely absent. There are health risks [illegible] such as heart disease, cancer, influenza and pneumonia.

He said that among the [illegible] the food supply experts commonly agree that the risk from food additives is minor. He added:

"The health hazards from pesticide residues, natural poisons, environmental pollutants, nutritional deficiencies and microbiological contamination are all far greater than the hazard from additives.

"Food is full of naturally occurring toxicants so toxic we would never put them there intentionally. But we consume them safely in a varied and balanced diet. By contrast the margin of safety for intentional additives is [illegible] because we know more about them [illegible]."

Food Fortification

Food fortification issues and the role of nutrition education were discussed in a session of the 1978 Newspaper Food Editors Conference held recently in Los Angeles. In a panel discussion entitled "Vitamins — Their Role in Today's Diet," sponsored by Hoffmann-La Roche, the participants explored vitamin fortification, nutrition education and federal regulation of the food industry.

The discussion preceded the release of a 16-page position paper on Vitamin Nutrition and the American Consumer by Hoffmann-La Roche which affirms the company's support of fortification and nutrition education efforts.

Participants in the panel discussion at the food editors conference in Los Angeles included the following:

Dr. Willard Krehl, chairman, Department of Community Health and Preventive Medicine at Jefferson Medical College of Thomas Jefferson University; Dr. John Vanderveen, acting director of the Division of Nutrition, Food and Drug Administration; Dr. Sarah Short, assistant professor of nutrition education at Upstate Medical Center in New York; and Dr. Arnold Schaefer, director of Swanson Center for Nutrition, Inc., Omaha.

Ms. Gail Becker, a registered dietitian and manager of the Vitamin Nutrition Service of Hoffmann-La Roche, moderated the discussion.

Most nutritionists have categorically stated that the ideal source of nutrients is [illegible] a well balanced diet, Dr. Krehl said.

Question on Well Balanced Diet

The real problem, though, [illegible] "How many people are really eating a well balanced diet?" Dr. Krehl said. [illegible] Controlled vitamin supplementation [illegible] was recommended by Dr. Krehl because of this uncertainty.

Dr. Short said nutritionists [illegible] limited number of people [illegible] nutrition textbooks while everyone reads the newspaper. She [illegible] not what it should be and that we have more and more convenience foods taking vitamins out and these should be put back by the industry.

Main Dish Soups On Recipe Cards

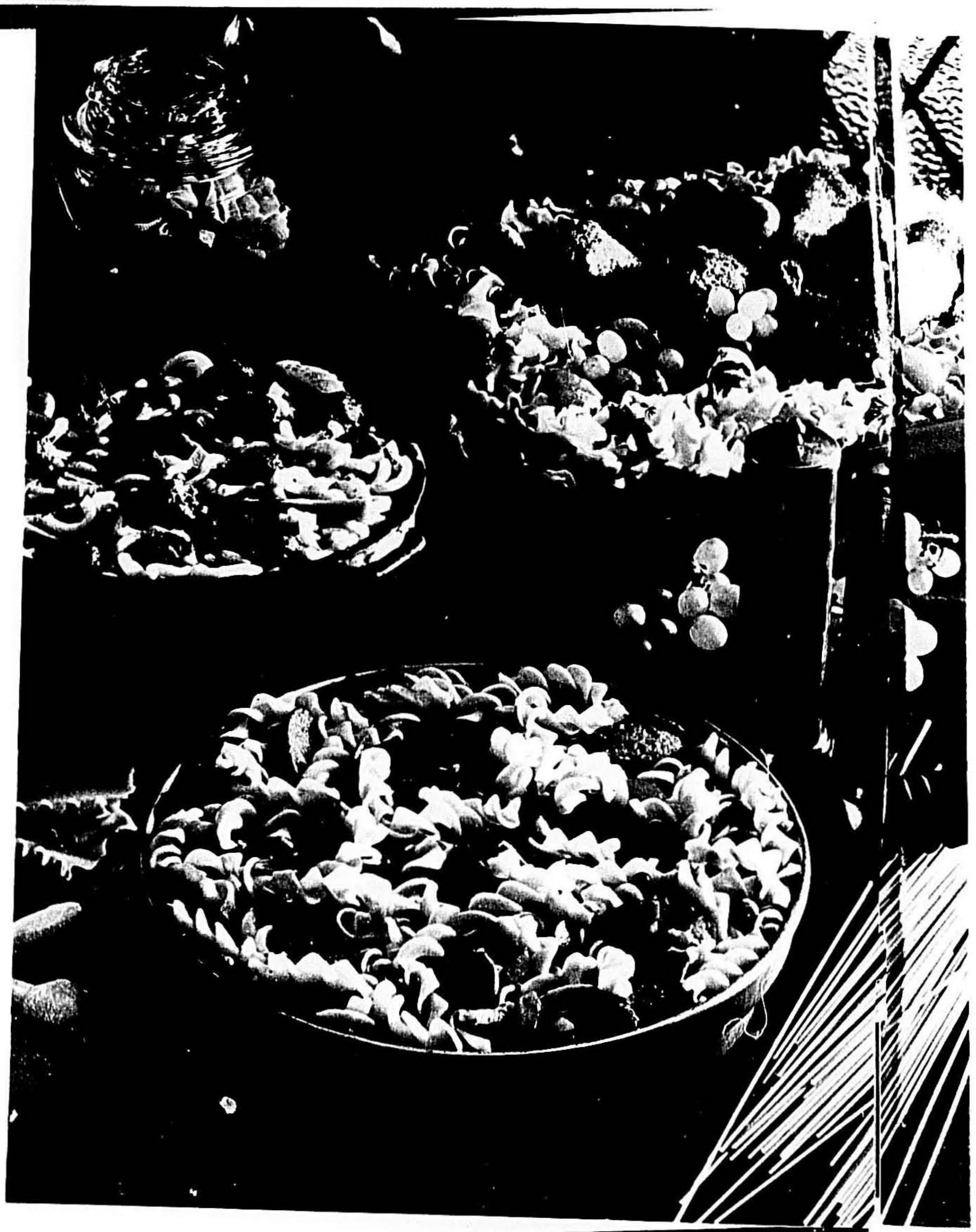
For the fourth consecutive year Campbell will promote Main Dish Soups with pop-up recipe cards in February issues of Family Circle, McCall's and Redbook.

The perforated, easily removed recipe cards will appear adjacent to a full-page, full-color ad in the magazine. They will offer consumers five new Main Dish Soup recipes — [illegible] Main Dish Soup, [illegible] Main Dish Chowder, [illegible] Main Dish Soup, Hungarian Goulash Main Dish Soup and Hearty [illegible] Main Dish Soup.

Also featured is a mail-in coupon for Campbell's brand new cookbook, "The Creative Cook," available for only $2.50. The cookbook [illegible] 250 recipes from Splendid Appetizers to Delectable Desserts.

The concept of [illegible] Main Dish Soups [illegible] Campbell's Soups [illegible] than ever. And [illegible] the peak soup season [illegible] the colder weather [illegible] the country.

The ad agency is BBDO in New York.



Pasta Partners.

Peavey and pasta makers. Working together ... partners in profit. Milling of Semolina and Durum flour isn't a sideline with Peavey. We're more in the total people feeding process than most suppliers to the pasta industries ... from field to table. Peavey is a leading supplier in both quality products and production capacity for service to customers total needs. We've been at it over 100 years. And we believe our future growth depends on helping our pasta manufacturers grow.

In fact, pasta is a way of life with many of our Peavey people. Everything we do has one objective. To bring you the finest Durum products. With rich golden color. The color of quality King Midas Semolina and Durum flour.

That's why we begin with the North Country's finest Durum wheat. And mill it in facilities designed specifically for the production of Semolina and Durum flour.

We make pasta in miniature press and dryer operations. And we check the pasta for color and constancy. We also work with our customers on new product innovations ... creative shapes ... with this miniature equipment. Confidentially, of course.

We even develop recipes using pasta. Like the dishes at the left. Recipes are available to you with no obligation. Just write to Peavey. Anything that helps make pasta more appealing to the housewife is good for the pasta makers. And good for Peavey.

Today, Peavey is the first supplier of Durum products with a total range of grades and granulations. To match your needs. Plus people who look upon themselves as your pasta partner.

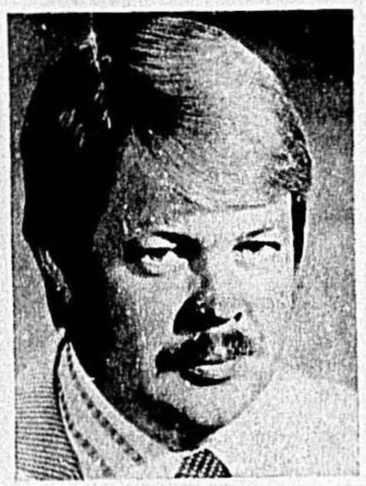
Peavey

Industrial Foods Group

Sales Offices [illegible]

HYPERMARCHE TO THE BOX STORES

by Ronald D. Peterson, Executive Vice President and General Manager, Jewel Food Stores, Chicago at the NMMA Winter Meeting



Ronald D. Peterson

Mr. Peterson illustrated his presentation with a series of slides:

It's a great pleasure to be with you and to be discussing a topic as broad as the one I've asked to cover. The Hypermarche to the box store gives me license to talk about the full spectrum of retail developments in the United States including a significant western European influence from France and Germany. It's an exciting challenge and one that is very well timed because there have been more significant changes in the last five years than in the previous twenty in the retail food industry. I intend to cover the hypermarket development, the evoluntionary impact it's had on conventional stores, the food-drug combination store, the box stores, and briefly generic label. Hopefully, when I'm finished it will all make good sense and you will have a clear impression of where I believe retailing is headed in the 1980's.

Hypermarche

To begin, the term hypermarket (hyermarche) emerged in France and to some degree Germany in the 1960's. Carrefour in France had been the leader in terms of successfully expanding the hypermarket concept. In fact, they were so successful that in 1975 the French government passed the Royer Law which requires government authorization for the construction of a hypermarket. For this reason but also because the hypermarket formula is reaching a saturation stage in France, there were only 18 hypermarkets opened in 1978 versus 32 in 1977. Size has also been declining.

It has been suggested by some that the western Europeans jumped over several generations of stores and moved way out in front of the United States with its hypermarket. It is typically 200,000 square feet; one-third food and two-thirds general merchandise behind common checkout. They do over 50MM annually. It includes large reserve areas since it doesn't work with a central warehouse and it reflects mass merchandising above and beyond that typically seen in the United States today with a dual objective of better customer appeal and increased efficiency and productivity. Pictured were checkouts, game area, grand aisle, overview, general merchandise product display, appliances, cameras, boys' shirts, customer service, overview of food, dairy-yogurt, produce, cheese, fish, delicatessen, meat, sausage, special prepared foods, bakery, wine — fill your own.

Grand Bazaar

Our interest in Carrefour and our great concern over our inability to do everything we wanted to do in a 30,000 square foot supermarket led to our development of the Grand Bazaar Store in the early 1970's. We opened our first store in September in 1973 hoping that it would enable us (1) to present all of our newest merchandising ideas in a single store; (2) to focus on the natural interest, beauty and excitment of food as opposed to elaborate and extensive decor; (3) to serve as a laboratory for testing new methods of serving our customers and new product handling and display techniques designed to help us improve our productivity. The first Grand Bazaar was 67,000 square feet and it has a 23,000 square foot Osco Drug Store next to it.

Basic to food retailing is a perishables presentation that excites the customer and puts her in a good mood for buying throughout the store.

First, is the in-store bakery with all items baked from scratch right in the store: about 200 items with hot bread available every few minutes to attract lots of customers to this department.

Next, the Chef's Kitchen which provides a comple delicatessen variety of salads, heat and serve meats and related items, table ready desserts and party specialties. Note the macaroni. Most of this product is prepared centrally.

Now we move to the produce department which we believe is a prime example of letting the natural product beauty sell for you rather than fancy decor. At this time we were still prepacked so it was our goal to present massive and interesting displays so the product outshines both packages and decor. We have since gone the next step to a completely bulk operation.

Flowers are interesting in importance to food stores and this store represents our most extensive effort in a floral department at that time. The sausage shop includes over 100 old world sausage favorites, many of which we make in our own meat processing plant.

We believe there is a significant potential in fresh fish if we can find a way to consistently present good variety of fresh fish and seafood plus consumer education on preparation and how to serve. The Pier 14, as does the bakery and Chef's Kitchen, provide a balance between service and self service which we believe is important

Fresh meat is presented in a staggered case layout to break up the monotony of a long straight line display. Important to the development of the Grand Bazaar concept is production and packaging operations which include the latest and most efficient high speed equipment to enable us to have product ready for peak business periods and to help us improve productivity. And at the same time we're increasing productivity, we are operating the special service of a custom cut shop to handle special requests.

The cheese chalet offers a wide variety of domestic and imported

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Hypermarche to Box Stores

(Continued from page 24)

cheese all on a service basis. Service is important here because like fresh fish most people are simply not aware of the product. Sampling and personal selling is necessary to capture the potential available here.

Milk and dairy are rear feed-wheel in cases which enables us to gain productivity, improved stock rotation, and to have full cases even when customer traffic would not allow stocking from the front.

The consumer service center includes a full-time home economist available from 10:00 a.m. to 9:00 p.m. daily to offer helpful suggestions covering meal planning and food preparation as well as general consumer information and demonstration of new products and serving ideas. This service has been very very well received by our customers.

We have broken up the grocery department somewhat by developing some sub-shops such as natural foods and candy.

The basic grocery presentation is one of spaciousness and massiveness while giving the customer the impression of large quantity purchases direct from the factory. The utilization of devices like forklift trucks, palletainers (large and small), shelf baskets and baskets in lieu of shelves all help us handle large volume efficiently while adding some excitment to our product displays. Quite honestly, since the opening of the Grand Bazaar we have found other ways to add the excitment so we are using palletainers and fork lifts to a much lesser degree today.

Service desk and checkout area are extremely important to a store like this because a customer must not only be able to buy a lot of product in a relatively short period of time but she must also be able to check it out, pay for it, and get it to her car as quickly as possible. We used new shopping carts, new checkout counters, electronic registers, plus a combination of conventional counters and separate indexing and pay stations.

The separate pay station is another example of a good idea that just didn't work out. The customer perceived it as standing in line twice, even if she did in fact get out of the store more quickly. We have since taken them out.

The next store I would like to show you is a 45,000 square foot store which we opened in an all black community in Chicago in 1977. Four years have passed since the first Grand Bazaar opened and we had eight bazaars in total ranging in size from 50,000 to 68,000 square feet in food. This store because it was less than 50,000 square feet was not called a Grand Bazaar. However there was Grand Bazaar influence on this store.

Combination Stores

Now, I would like to move to the subject of combination stores. This subject has been a hot topic for at least three years with Skaggs & Albertson serving as the focal point. The Skaggs-Albertson's combos whether operated by either partner are about 55,000 square feet in total and are about 50-50 food and drug. Jewel Food Stores has operated combo stores since the early 1960's and we have made a major commitment to combos for the future so I will now show you three combination stores and again you will see how our Grand Bazaar experience is influencing what we do.

The first store in South Naperville is a 61,000 square foot combo with 38,000 square feet in food and 23,000 square feet in drug. Shown were: farmstand concept and displays, floral with a specialist, bake shop, dairy, Chef's Kitchen, generic products, mass beverage displays, meat, juice bar, yogurt bar, consumer information center.

The second is an 83,000 square foot combo. It is 45,000 square feet in food and 38,000 square feet in drug. This particular store is larger in drug and is a different configuration because it was formerly called Jewel Village and it included a 100,000 square feet Turn-Style store. At any rate, it is another good store to show you our merchandising ideas and how they are implemented at store level. A mall of shops has a Chef's Kitchen, bake shop, "Thee" floral shop, butcher shop, sausage shop, pier 14, consumer service center, farmstand, spacious frozen foods, generic foods, dairy, beverages, relaxation, Hallmark, camera, beer-wine-liquor, cosmetics, paperback books, paintings, soft goods, sporting goods, magazines, professional services, optical, pharmacy.

The third combination store is o[…] that best exemplifies the hypermar[…] or grand bazaar ideas combined wit[…] the combination food-drug ideas. I[…] took us two years in the plann[…] stage for our first Grand Bazaar an[…] it also took us two years to deve[…] this very unique combination store. I[…] is 45,000 square feet in food an[…] 23,000 square feet in drug with farm[…] stand, Chef's Kitchen, dairy, pier 1[…] butcher shop, consumer service cen[…] ter, milk, bake shop with Europea[…] influence, floral, generic foods, bev[…] erages, pharmacy, camera, Hallmar[…] cards, gift wrap, wicker, small appli[…] ances, glassware, bathroom accesso[…] ries, yarn, books and magazines, cos[…] metics.

Marketing Factors

Now, as I make the transition be[…] tween hypermarket, the combinatio[…] store, to the box store and generi[…] label, I'd like to touch on some ma[…] keting environmental factors whic[…] influence the kinds of stores bein[…] constructed as well as the perform[…] ance of existing stores.

1. We are marketing to a mor[…] sophisticated customer toda[…] who is shopping differently, pr[…] paring meals differently, an[…] eating differently. Customers ar[…] responding to a variety of ma[…] keting approaches today.
2. The market is not expanding a[…] rapidly today which means we're[…] all working hard to serve cu[…] existing markets better.
3. Rising costs are a serious an[…] major challenge to the enti[…] food industry. Any progra[…] which focuses on the cost side o[…] the equation warrants serio[…] thought and generic label, wa[…] house stores and limited asso[…]rt ment stores do concentrate o[…] the cost side of the equation.
4. The general attitude of the co[…] sumer is not particularly health[…] in general but more specificall[…] it's very negative about price[…] and about what we're doin[…] about rising prices.

There are a lot of things America[…] do not agree on, but there is one thin[…] they do agree on now: things are get[…] ting worse for America!

A majority of Americans name in[…] flation spontaneously as the nation[…] major problem. Only one in four ex[…]

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Hypermarche to Box Stores

(Continued from page 26)

pects inflation to stop. A majority expect prices to go up even faster in the coming months.

Even though most Americans expect their incomes to increase, the number who expect to have a harder time paying their bills and getting along is growing.

Nine in ten see food prices rising faster than other prices: Not necessarily reflecting the reality but reflecting the closeness with which consumers watch food prices. Eating is one of the few things we all do every day as long as we live. You may shop for a car or a suit of clothes once in a couple of years, but you shop for food every couple of days, so you see food price changes continuously. And that's what makes people maddest right now.

When people think about a further sudden jump in prices, they resolve literally to tighten their belts. When people hurt . . . they figure someone is to blame and it is the shadowy middleman and the government that get blamed. So far, virtually no one blames themselves as consumers or blames the farmer.

People see labor unions and the U.S. Congress as having the power, but not necessarily the concern, that would lead them to act in the public interest.

Farmers are seen as having the concern, not the power to help or hurt.

Heading the list of solutions favored by Americans to deal with rising food prices are cuts in government spending. The idea of limiting the farmers' profits to stop food prices from rising is favored by fewest Americans.

It is quite clear that most Americans feel something should be done about rising food prices and that they favor what we would consider to be rather drastic action to reduce prices. The point of all this marketing environmental background is not that the box store or generic or a hypermarket is the answer to the callenges we face. They're only small attempts to get at the answer. The point is that we as an industry do have a serious problem with rising costs, rising retails, and a reputation for not doing as much as we should to make improvements. As a retailer we believe that in our role as our customers' buying agent we have a responsibility to do something about rising prices. I hope that each of you will see and feel some responsibility also.

The Box Store

On to the box store — the concept of reduced price, reduced service outlets was pioneered successfully in West Germany by Aldi. Aldi began operations in the U.S. in May, 1976, when it purchased Benner Tea, and since then it has expanded to include more than 70 stores primarily in Iowa, Illinois and Missouri. Aldi operates exactly the same in the U.S. as in Germany. The concept is basically very simple:

- 7-8,000 square foot second use facility.
- 400-500 items — basically non-perishable grocery.
- Prices 30-40% lower than national brands, 15-20% lower than many private labels.
- Gross margins a little more than half of normal grocery margins.
- No merchandise price marked: All items memory checked by checkers.
- Minimum service — The customer must furnish her own bags, return the shopping cart, pay with cash or food stamps only.
- To date, a combination of private brands, packer label and national brands have been carried although the direction seems to be toward strictly private label sometime in the future.
- All possible expenses are eliminated with product displayed in cut cases from bare bones type shelving.

Box stores at this point number something well over 200 and are located in the middle to Eastern half of the country. The two markets with the greatest concentration of stores are Chicago and St. Louis with about 20 stores each.

Our own Jewel Tea now has 30 stores in operation, 23 of which are in Florida and 7 of which are in Pennsylvania. We will soon be opening in Atlanta.

- We opened our first store in the town of New Port Richey in February of 1977.
- The store was a former hardware store — free standing. The selling space is only 4,200 square feet.
- Our 14th store — a former food store opened in Jacksonville earlier this year and is one of our higher volume stores. This store is over 10,000 square feet in size.
- Checking is done from one basket to another and prices are memorized.
- While we sell grocery bags, customers generally bring their own and do their own bagging.

Others to watch in this field are Kroger, Fisher Fazio, and A&P. Especially A&P, now that the West German Kengelman group have acquired 42% of the A&P stock. Kengleman has 500 limited assortment stores called "Plus Discount" in West Germany.

Generic Label

Now, a few comments on generic label. It is an interesting subject to discuss and needless to say, controversial. There has been extensive publicity regarding generic label much of it reflecting total lack of understanding of the concept, so let me explain it as we intend it.

Generic label is intentionally plain, simple, stark and inexpensive in appearance. It is very simple designed to help us provide our customers with lower priced, better value food through our buying differently and taking out all possible costs. Our buyers understand that the real challenge with generic label is how we buy as opposed to how we sell. The quality intent is not to sacrifice nutritional value, wholesomeness or utility value. Examples of cost savings:

1. Packaging — the least expensive approach: no pull tabs, flip tops, cellophane window. Tea bags unwrapped.
2. Ingredients — less sugar in canned fruits: broken peanuts in peanut butter instead of U.S. #1 whole peanuts, grapefruit pieces rather than sections. Less uniformity in size of fruits and vegetables.
3. Sizes and colors limited to one.
4. Fragrances in paper products and laundry products eliminated.
5. Advertising and promotional expenses are minimal.

We began testing this program almost two years ago in ten stores and today have it in over 200 stores. We [are] selling 125 items under this label [an]d it is essentially a non-perishable [gro]cery program.

We display all products together in [ev]ery store and have chosen not to [in]tegrate item by item. We are using [un]conventional display approaches to [pr]esent this unconventional product [t]o our customers.

These slides were taken in one of [ou]r Grand Bazaars so this represents [ou]r largest display effort. In more con[ve]ntional stores we could make a lim[ite]d presentation in as little as 30 feet [of] space, although generally we are [us]ing more space than that.

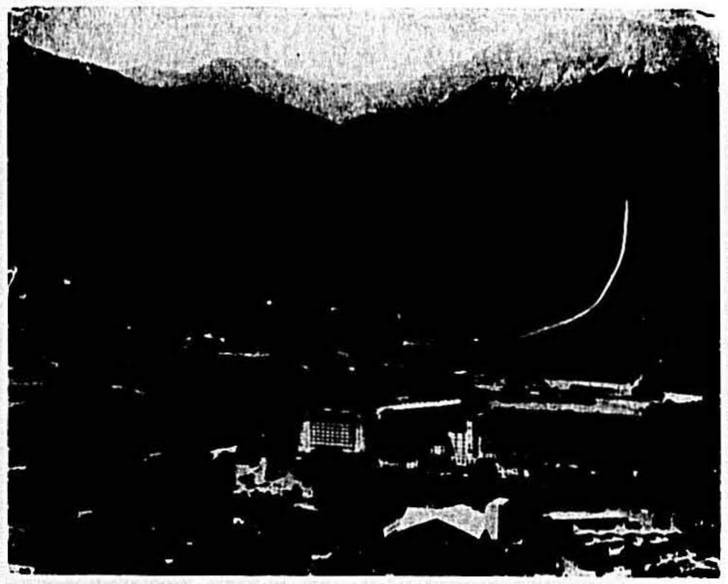
This final slide on generic label [pr]oduct anticipates one of your ques[ti]ons regarding brand trade-off. There [d]efinitely is some trading away from [bo]th national brands and private [br]ands. We are still studying the im[pa]ct and in the meantime are hoping [fo]r improved price reputation and an [ex]panded market in total.

Summary

In summary, hopefully the pieces [ar]e falling together pretty well. The [re]tail store environment in which [w]e'll be operating in major U.S. mar[ke]ts is one of extremes. Most new [su]permarkets will be larger, more ex[ci]ting, better merchandised and com[bi]ned with some type of general mer[ch]andise presentation. At the other [en]d of the spectrum we'll see a rather [ra]pid proliferation of the box type [st]ore until the saturation point is [re]ached. The majority of these units [w]ill be second use low cost facilities. [T]he vast middle ground of the con[ve]ntional store will diminish signifi[ca]ntly. This will lead to a temporary [op]portunity for independents and for [con]venient stores. Obviously, this pat[ter]n will be modified as we move from [ma]jor metropolitan centers to smaller [an]d even rural markets.

The consumer environment while [cha]llenging offers great opportunity [to] the more creative merchant. While [ou]r customers will be more concerned [ab]out price and value than ever they'll [al]so be very concerned about the [q]uality of life. While the fast food [in]dustry will continue to grow, so will [fo]od at home as it becomes more fash[io]nable to work in the kitchen and to [en]tertain at home. While the con[su]mer will be more discriminating [an]d even demanding she will also [ha]ve better taste and a greater appreciation for good food. While she is more concerned about health and nutrition, she also sees food as fun and something to be enjoyed.

The marketing environment then is one which is both challenging but also potentially very rewarding. There is a great need for honestly better value but also a great need for creative selling.



Panoramic view of the Broadmoor complex.

75th Annual NMMA Meeting at the Broadmoor

The 75th Annual Meeting of the National Macaroni Manufacturers Association will be held July 8-12 at the Broadmoor Hotel, Colorado Springs, Colorado.

The schedule will feature an opening dinner party with a featured speaker on Sunday, July 8. Committee reports and Association business will be transacted on Monday morning, July 9. A tennis mixer will be held that afternoon.

A grocers' panel, product promotion discussions, and other management considerations will fill out the program for the remaining two days.

Golfers can play their tournament round any time during the first three days of the meeting. Prizes will be awarded at the Suppliers' Social preceding the Dinner-Dance, Wednesday, July 11.

The Board of Directors will meet Sunday afternoon, July 8, and again Thursday morning, July 12.

Reservation forms will be available from the Association office shortly.

An Institution

To many people, the Broadmoor is an institution.

"Natives still think it's a high class European resort spa," says Fred Sindt, the Broadmoor's publicity and advertising director. "Up until the mid-1950's, the Broadmoor was a European resort-type of spa. It catered to tourists who were coming up here for a resort experience."

Maintaining that resort atmosphere, the directors of the Broadmoor decided in the late 1950's to expand the hotel facilities with the 144-room addition (Broadmoor South) and the convention-designed International Center, which can seat a 1,600-person banquet.

Away from Home in Canada

According to Alex T. Manikas, president of the Canadian Restaurant and Foodservice Association, 1978 sales of food and beverages for the away from home market will reach $9 billion, pass $10 billion in 1979 and top $12 billion by 1980. Manikas said, "The foodservice industry has now become a major force in Canada's economy." Restaurant chains account for less than 25% of foodservice sales in Canada.

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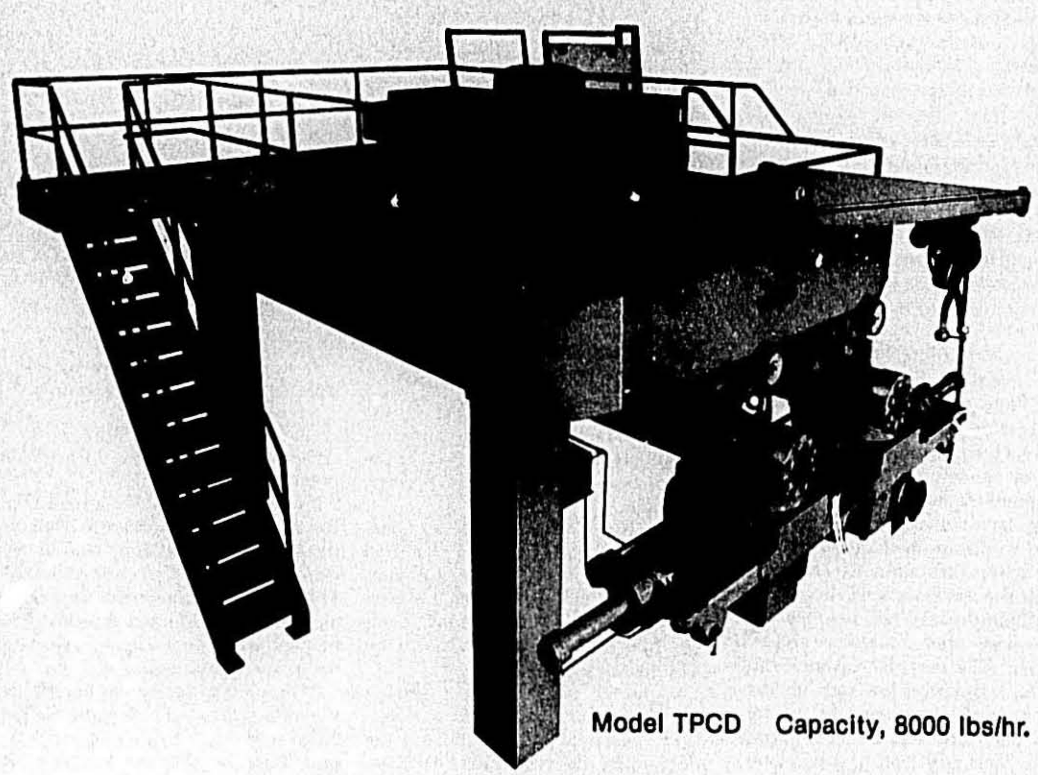

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Model	Lbs./hr. Capacity
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TPAE (Single Screw)	660- 1,320
TPAD (Double Screw)	1,320- 2,640
TPBE (Single Screw)	1,000- 2,000
TPBD (Double Screw)	2,000- 4,000
TPCE (Single Screw)	2,000- 4,000
TPCD (Double Screw)	4,000- 8,000
TPCV (Four Screw)	8,000-16,000

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- One-piece Unique Trough Design has smooth rounded corners for easy cleaning. Product hangup on mixer walls is virtually eliminated.
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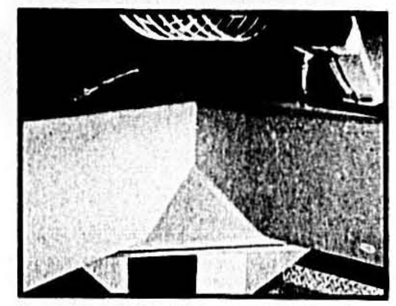

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Buitoni's Captain Protein

It's a bird, it's a plane. No, it's Captain Protein, the smiling little figure in the green space suit who has come to Earth from the planet Proteinus located in the distant Pastan Galaxy. Buitoni has made is possible for him to be here to share with Earth children the secrets of growing strong, healthy and courageous too.

In reality, Captain Protein is Buitoni's umbrella name for four new differently shaped, outer space inspired protein macaroni products meant especially for children. They include:

Spacemen,
Spaceships,
Moon Buggies,
and Space Robots.

Responding to the needs of today's consumer, the new pasta line was created by Buitoni especially to help mothers solve the problems of feeding their families, the dilemmas of providing nutritious meals with shrinking dollars and those of getting kids to eat foods that are good for them. Macaroni and cheese made with any of these shapes is sure to be more fun for all the six through twelve year old youngsters for whom Captain Protein products were created.

According to "Recommended Dietary Allowances," 8th Edition, 1974, National Academy of Sciences, the suggested daily dietary allowance of protein for children aged seven through ten is thirty-six grams daily. A two-ounce dry serving of any Captain Protein macaroni contains twelve grams of protein or approximately 33⅓% of the suggested daily allowance.

Children Need Protein

Today, every one is very aware of the need for protein in their daily diets. Adults and children need protein, but children need plenty of it because it is essential for growth as well as for body building and tissue replacement. But, protein is the single most expensive food ingredient in the world today. Because of the high prices for protein-rich meats, fish, eggs, chicken and cheese, it's becoming increasingly more difficult to provide children with adequate amounts of protein daily.

As a food category, kids like pasta. The combination of Captain Protein

with other ingredients kids enjoy, such as cheese or tomato sauce, does an excellent job of giving them proteins and carbohydrates. The protein nutrition in Captain Protein brand products comes from a special Buitoni wheat germ and food yeast formula. In combination with other ingredients such as cheese, butter or tomato sauce, easy to eat shapes, Spacemen, Spaceships, Moon Buggies, and Space Robots provide quality protein economically in versatile, completely nutritious and fun to eat meals for youngsters, in line with the most modern nutritional thinking.

The best or most complete proteins are found in expensive meat, fish, eggs, milk, chicken and cheese. Plant proteins from grains, nuts and vegetables are incomplete because they lack certain amino acids. In order to get the most useful protein from wheat, vegetables, even yeast, complementary proteins which make up for the amino acid deficiencies of plant proteins must be eaten along with them. Examples of complementary protein combinations are: whole grains with beans, grains with milk products and macaroni with cheese, milk, butter or tomato sauce. Such informed eating is vital to all families who want the best possible nutrition but want to cut down on meat meals to save money or for health or human reasons.

Energy from Carbohydrates

Additionally, food scientists are widely agreed that it is preferable that energy-furnishing carbohydrates be derived mainly from complex carbohydrates such as bread and macaroni rather than calorie laden but nutritionally empty sugar and fats. Captain Protein products' thirty-seven grams of carbohydrates per each two-ounce dry serving fill this carbohydrate preference.

Each Captain Protein macaroni space shape, Spacemen, Spaceships, Moon Buggies or Space Robots, is packed in an eight-ounce package which colorfully shows the smiling Captain Protein himself. There's play value in the box, since by following dotted lines, the Captain can be made into a five-and-a-half inch tall stand-up cut out. Retail is approximately an economical $.39 per box.

Red Cross Spaghetti Bowl in Chicago

Chicago's prestigious Midtown Tennis Center hosted and the Red Cross Spaghetti Co. sponsored the fifth Play Spaghetti Bowl tournament. The Red Cross Spaghetti Bowl was a success. The tournament was covered by the press and television. Stories ran in the Chicago Sun Times and the Chicago Tribune. Two of the television stations aired interviews with the players of the tournament.

Chicago's Midtown Tennis Center has a membership of over 3,000 and the daytime hours are booked out mostly by women. It is an excellent facility to display promotional banners and signs. Red Cross also hosted a children's clinic and served free spaghetti dinners a few hours each day of the tournament to the players and spectators. The spaghetti dinners

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Introducing Hoskins Company

Charles M. Hoskins

Glenn G. Hoskins Company was launched in 1941 as a business and technical consulting service to the Macaroni Industry. Over half the industry in North America subscribed to the Hoskins service. During the consulting years substantial contributions were made to the technology and operation of the industry.

Temperature and humidity controls of maraconi dryers were first introduced by Hoskins and then disseminated throughout the world.

Plant operations Forums were held for 13 years. Members of the industry and suppliers discussed technology and theory of macaroni manufacture. The most valuable contribution of these meetings was a free exchange of information which substantially increased the technological competence of the industry.

One of the proudest contributions to the industry was Bob Green, the Secretary of the NMMA, who originally entered the industry through our organization.

We acted as consultants in designing a number of new factories and expanding old factories. This included the Creamette Company, American Beauty, A. Zerega's Sons and Ronco.

In the 1960's the name was changed to Hoskins Company and the nature of the business was changed to a Manufacturers Sales Representative for:

DEMACO, the principal domestic manufacturer of complete pasta production lines.

ASEECO, a manufacturer of storage systems and mechanical conveyors for noodles and short cut macaroni products.

SEMCO, a manufacturer of systems for pneumatically conveying and storing semolina and flour.

RICCIARELLI, an Italian manufacturer of pasta packaging machines, systems for conveying long spaghetti from saw to packaging machine and specialty machines for making bowties and twisted vermicelli.

CLERMONT, a manufacturer of noodle cutters, noodle sheeters, Chinese noodle production lines, crepe manufacturing lines and related equipment.

Spaghetti Bowl

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added to public's interest in the tournament.

Since the beginning of the Spaghetti Bowl tournaments, Mr. Harz, organizer, has worked closely with the sponsors to expand the promotional advantages to also include the sponsor's trade customers. At the more recent tournaments, a trade, round-robin tournament has been introduced. The sponsor invites his sale personnel and his customers to participate in the round-robin tournament. Those customers that can not participate in the round-robin are invited to a tennis clinic.

100 More Cities

As the demand for more Spaghetti Bowl tournaments has grown, a list of 100 cities has been added to the circuit. This will enable the sponsor more flexibility in holding an event in his marketing areas.

Mr. Harz believes that the pasta industry benefits as a whole by being involved in the Spaghetti Bowl tournament. The pasta industry as of yet has not identified itself with the field of sport. Tennis is an excellent medium to advertise the fact that pasta products are nutritious, digestible products for sportsmen.

Since the IOTF (International Open Tennis Federation) sanctions all the Play Spaghetti tournaments, Mr. Harz would like to introduce yet another idea to the benefit of the pasta industry. The IOTF sits in an excellent position to endorse pasta products as a foodstuff for tennis players.

By developing the Play Spaghetti Bowl concept, Mr. Harz sees unlimited possibilities to involve sponsors promotionally with their consumers and their trade. For further information about the Spaghetti Bowl tournament circuit in your area contact the Macaroni Journal or Play Spaghetti; P.O. Box 6414; Omaha, Nebraska 68106 or call (402) 533-3770.

George Glowa, winner on the left, and Carl Gates, Red Cross Marketing.

R H M Annual Report

Progress toward stability in baking operations was achieved by Ranks Hovis McDougall Ltd. during the 1978 fiscal year, according to the company's annual report.

Against a background of industrial disputes and severe competition, RHM was able to move its baking business to a "more satisfactory economic base," Joseph Rank, chairman, states in the report.

Sales of Ranks Hovis McDougall in the fiscal year ended Sept. 2, 1978, totaled £1,228 million (U.S. $2,468,280,000), compared with £1,107 million (U.S. $2,225,070,000) in fiscal 1977 and £921 million (U.S. $1,851,210,000) in 1976. Profit before taxes and extraordinary charges came to £31,121,000 (U.S. $62,553,210) against £36,458,000 (U.S. $73,280,580) in 1977 and £39,847,000 (U.S. $80,092,470) in 1976.

Profits after taxes and extraordinary items totaled £13,595,000 (U.S. $27,325,950) in fiscal 1978, compared with £15,174,000 (U.S. $30,499,740) in the previous fiscal year and £18,816,000 (U.S. $37,820,160) in 1976.

Baking in U.K.

The first half of the fiscal year was marked by a series of industrial disputes in the bread industry, including a nationwide strike, which contributed to a further decline in consumption, Mr. Rank points out in his review of operations. "The situation was further aggravated by the severe competition which resulted from the industry's over-capacity which, in turn, led to an escalation of discounts to major customers," he states.

Against this background, Mr. Rank says, Spillers Ltd. made a decision to withdraw from the British bread baking industry in April, 1978. Following this action, RHM acquired seven of the Spillers bakeries and 44 of its shops and depots.

"The integration of these bakeries and the absorption of the extra trade at our other bakeries following the closure of 23 bakeries by Spillers created considerable difficulties to which our management and work-force alike responded magnificently," he states in the report. "This integration took several months during which we moved the business, which had operated at loss for most the year, on to a more satisfactory economic base."

Mr. Rank indicates that after a year of unsatisfactory trading, the company has decided to sell its Canadian operations. These interests include CanVin Products, its main operation in Canada, and the Gattuso Corp. of Montreal, a macaroni manufacturer. RHM also has sold its business in Argentina—its only foothold in South America, Mr. Rank says.

Pasta in the U.S.

"Apart from the pasta business of Ravarino and Freschi, to which I referred last year, no further acquisitions were made during the year in the U.S.," he states. "Our pasta companies there again made a significant contribution to overseas profits though is was marginally below our expectations owing to fierce competition."

In commenting on other operations in the U.K., Mr. Rank points out that Pasta Foods successfully continued its sales drive in the retail market to the point where the company's Record brand is a contender for brand leadership. "Our wholewheat pasta dominates the high-fiber section of the market," he states. "Nevertheless cheap pasta from Europe seriously affected our sales to processors, and profits were reduced as a result. Snack foods produced disappointing results but we are looking for an improvement in this sector of the market shortly.

New Assignment

Malcolm Semple, Deputy Chairman of RHM Overseas and Chairman of Pasta Foods Limited, has been appointed Chairman and Managing Director of RHM Holdings (USA) Inc.

Mr. Semple takes up his new post in New York. He will continue to be a member of the RHM Main Board, but his new appointment confirms the group's growing interest in

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Malcolm Semple

(Continued from page 34)

the United States — in particular the consolidation of interest in pasta manufacturing, which could certainly lead to further acquisitions in due course.

This new arrangement should strengthen the development link build-up between the UK pasta interests and those of the United States.

Trends in Britain

Potato sales took a dive in 1976 as the retail price increased over 70 percent due to a potato famine as expected crops failed to come in.

Retail sales of rice also fell during the period as in common with most other foodstuffs the retail price rose but not so drastically as for potatoes.

Pasta sales however, grew steadily through that year and continued to do so through 1977 as well. By the beginning of this year the gap between retail sales of rice and pasta had closed considerably.

With sales of cooked chips and instant potato falling very considerably over the period because of the sharp rise in raw potato prices, the housewife was looking for an alternative food as part of her main course. This was and is an opportunity for pasta. If current trends in pasta sales are maintained it could be challenging rice by the mid-eighties as the most popular second choice to the potato.

EEC Policies Create Problems for German Millers

The volume of durum milled in West Germany since 1972/73 has declined by 47 percent, falling from 280,900 tons (10.3 million bushels) to 149,400 tons (5.5 million bushels) in 1977/78. During the same period, however, German pasta production has remained nearly constant at 202,000 to 217,000 tons annually. Domestic pasta consumption has been slowly increasing and now averages approximately 8.8 pounds per capita. These apparent inconsistencies result from several factors: (1) there are relatively large volumes of pasta products, particularly from Italy, imported into Germany which are processed from less than 100 percent durum semolina and are reputed to be cheaper than German-produced pasta; (2) durum and semolina imports into Germany from Italy and France are significant, approximately 50,000 tons (1.8 million bushels) in calendar 1977; and (3) the cheaper pasta, durum, and semolina imports require German millers to blend 33 to 40 percent soft wheat flour or farina into their products. According to the Great Plains Wheat European Regional Office in Rotterdam, this situation stems from the inequitable EEC pricing policies.

Threshold Price

The EEC threshold price (the commodity value plus the import levy) for durum imported into the EEC is approximately US$370.00 per ton (or US$10.07 per bushel) while the soft or bread wheat threshhold price is approximately US$260.00 per ton (or US$7.08 per bushel). Thus the 43 percent price differential results in extensive blending by German processors to compete in their own domestic pasta market. However, through the 1973/74 period that price differential was 17 to 19 percent. Thus this situation has precipitated in the past five or six years. A further element aggravating the situation is that the EEC threshold price for durum imports in Italy is somewhat lower than that for West Germany and other northern European countries. European durum millers associations are attempting to resolve this situation with the EEC and at the same time press for 100 percent durum-based pasta products.

1971 International Wheat Agreement Extended

The International Wheat Council formally extended the current agreement, the International Wheat Agreement of 1971, for an additional two years. The agreement, which would have expired June 30, 1979, will now remain in effect at least through June 30, 1981. While extending the 1971 Agreement, the IWC also stressed the importance of resolving as soon as possible the difficult issues that deadlocked the negotiations to reach a new agreement. Specifically, these issues were the size of the world wheat reserve stocks, the price levels at which the stocks would either be acquired or released, and the sharing of the reserve stocks among member countries. The Wheat Trade Convention of the International Wheat Agreement of 1971 is consultative in nature, providing a forum for international cooperation, discussion and review of the world wheat situation. The 1971 Agreement also contains a Food Aid Convention providing for a minimum of 4.2 million tons of food aid donations by the member countries. Although there was general agreement to increase the commitments under the Food Aid Convention of any new wheat agreement, the failure to reach agreement on a new international accord resulted in the food aid commitment remaining at its previous level. There may be consideration, however, for the International Wheat Council at its regular June meeting to increase the level of food aid to about 10 million tons, possibly through the approval of a Memorandum of Understanding, which would be apart from the 1971 Agreement. Although the food aid commitment has been targeted at 4.2 million tons since 1971, actual food aid donations in recent years have been at least double that figure.

Ragu' Rises to the Occasion

In a recent Wall Street Journal story, Ralph Ward, chief executive officer of Chesebrough-Pond's Inc., is quoted as saying: "We're basically not interested in promoting the corporation — we're more interested in the consumer knowing the product name and what the product will do."

The recent Ragu' spaghetti sauce set-to with Hunt-Wesson's Prima Salsa brand is related. In mid-1976, Ragu had almost two-thirds (63.5%) of the market. Hunt-Wesson introduced Prima Salsa and spent an estimated $15,000,000 in a year to promote the thickness of its product. The campaign was effective and Ragu's market share slipped to 57.5%.

Thick and Zesty

Ragu' rose to the challenge coming out in July, 1977 with a new Thick & zesty sauce. Advertising expenditure rose from $7,500,000 to $11,000,000 to tout the brand's Italian flavor as well as its thickness. The rebound gave Ragu' 66% of the market, although Hunt-Wesson states it is satisfied with Prima Salsa progress.

Hershey Gains

Hershey Foods Corp., which includes in its operations four leading pasta manufacturers, recorded gains in both earnings and sales for fiscal 1978.

Net income from continuing operations for the year was $41,456,000, or $3.02 per share on the common stock, compared with $36,031,000, or $3.01 per share, in the previous year. Consolidated net sales totaled a record $767,880,000, against $671,227,000 in fiscal 1977.

Sales for the fourth quarter were $223,809,000, up from $196,497,000 in the same period a year earlier. Net income for the quarter was $13,342,000, or 97¢ per share, against $14,212,000, or $1.03 per share in the previous year.

"Record sales for 1978, which were 14% above 1977, reflect market share increases achieved despite intensified competition in the industries in which we operate," said William E. Dearden, vice-chairman and chief executive officer of Hershey Foods.

"Our gains in income were realized in the face of the highest cocoa bean costs incurred in the history of the company," he said. "It was the third consecutive year in which the company's cocoa bean costs set new record highs."

In early January, Hershey acquired the Skinner Macaroni Co., Omaha, for 398,680 shares of Hershey common stock. Besides Skinner, other macaroni and noodle manufacturers owned by Hershey are San Giorgio Macaroni Co., Lebanon, Pa.; Delmonico Foods Co., Louisville, Ky., and Procino-Rossi Corp. of Auburn, N.Y.

San Giorgio Macaroni

The annual report of Hersey Foods Corporation states that San Giorgio Macaroni enjoyed large dollar volume increases in 1978 as penetration into the New York market was ahead of plan.

Two new products realized encouraging sales in 1978. The early test market success of Light 'n Fluffy Egg Noodles prompted an accelerated roll-out to most major markets. San Giorgio's new "Natural" Spaghetti Sauce was expanded from its initial 1977 test market into a second test market in 1978.

The price of durum wheat, pasta's major ingredient, increased by 17% in 1978 over 1977. The 1979 supply appears to be adequate and the market price is expected to be stable.

Peavey Net Up

Net earnings of Peavey Company increased sharply during the first half of the 1979 fiscal year despite a slowdown in barge and rail transportation.

Net earnings of Peavey for the six months ended Jan. 31 totaled $8,251,000, or $1.43 per share on the common stock, against $6,411,000, or $1.10, in the period a year ago. In the second quarter, net income was $4,100,000, or 71¢, against $2,917,000, or 50¢, a year ago.

Net sales for the half-year were $286,599,000, up from $249,928,000. In the second quarter, sales were $142,472,000, against $123,437,000 in the same three months of fiscal 1978.

Rough Winter

William G. Stocks, chairman and chief executive officer, said that earnings of the Agricultural Group improved sharply although "operations were severely curtailed during January by the Mississippi River system being closed by ice as far south as Cairo, Ill., and midwestern snows slowing rail movement, compounding already existing rail car and locomotive shortages."

Mr. Stocks said that an earnings increase in the second quarter for the Industrial Foods Group, which includes flour milling, nearly overcame the impact of first quarter labor strikes, resulting in first half income nearly matching a year earlier. Sales for the Consumer Foods Group were up in the second quarter and six months, he said, but earnings were down due to higher costs.

All operating areas of Peavey's Retail Group had improved sales and earnings for both the quarter and first half.

"Although severe winter weather conditions have already adversely impacted all operating groups in the third quarter," he said, "we look for continued earnings improvement during the second half."

Mr. Stocks also announced that Peavey has acquired 101,500 shares of its common stock in a private transaction, completing a stock repurchase program. He said that the shares will be used for future contributions to the company's profit sharing plan and for the exercise of stock options under Peavey's qualified stock option plan.

Seaboard Report

Although earnings of Seaboard Allied Milling Corp. attained a new record in the first 36 weeks of the current fiscal year, profits in the third quarter were lower than the same period a year ago, showing some reversal of the trend established in the first six months, Seaboard said.

"Domestically, unit sales continued at all-time highs but growing competition and weather-induced transportation difficulties have deteriorated margins," Seaboard explained.

"New burdensome import regulations in some of our overseas locations," Seaboard added, "have created diseconomies resulting in reduced earnings."

Net earnings of Seaboard in the first 36 weeks totaled $6,627,731 equal to $4.58 per share on the common stock, compared with $5,032,965 or $3.74, a year ago. Sales aggregated $225,353,791, up from $178,169,945.

Earnings before taxes in the 36-week period came to $12,747,929 against $9,683,365 last year. Income taxes totaled $6,120,198, compared with $4,650, 400 in the first 36 weeks of fiscal 1978.

Durum Mill Grind

from U.S. Department of Commerce

1978	Semolina cwts.	% Up-Down	Bushels of Durum	% Up-Down
Jan.	1,506	2.6	3,454	4.3
Feb.	1,460	— 3.4	3,285	— 7.5
Mar.	1,476	— 9.6	3,326	—10.[illegible]
Apr.	993	—12.3	2,237	—16.5
May	1,127	0	2,591	— 2.5
June	1,028	—17.5	2,362	—15.1
July	961	—16.3	2,225	—14.5
Aug.	1,483	2.8	3,352	0
Sept.	1,468	1.8	3,278	— 3.8
Oct.	1,726	18.7	3,944	19.0
Nov.	1,608	12.3	3,619	14.0
Dec.	1,452	1.7	3,362	1.4
1977				
Jan.	1,466	12.2	3,278	7.0
Feb.	1,511	4.0	3,548	6.9
Mar.	1,632	15.8	3,730	14.8
Apr.	1,131	6.4	2,679	10.2
May	1,125	5.9	2,657	4.4
June	1,254	8.9	2,781	7.7
July	1,147	9.9	2,601	6.6
Aug.	1,442	8.5	3,347	5.0
Sept.	1,453	— 3.0	3,406	3.4
Oct.	1,431	3.7	3,314	9.7
Nov.	1,349	— 1.1	3,174	4.6
Dec.	1,427	9.4	3,214	10.1

Egg Consumption Rising

Production and consumption of eggs are expected to rise this year as Americans switch more of their protein needs away from costly meat, according to Paul Korody, vice president of the Poultry and Egg Institute of America.

U.S. egg production is likely to increase 2-4% in 1979 as consumers, disenchanted by soaring meat prices, eat more eggs, he said. "What's more, they're bothered less by cholesterol," he claimed.

"We're definitely seeing consumers and the scientific community changing their views about cholesterol. It's no longer a major factor," Korody said.

According to an Agriculture Department report, the nation's laying flocks produced 5.27 billion eggs during February, 3% more than last year. In addition, the number of layers during February averaged 290 million, compared with 282 million.

Prices Up

Prices in the first quarter were up sharply, 10-15%, against the first three months of last year, but Korody predicted a leveling off later this year. The overall increase for 1979 probably will be 5-10%, he said.

Meanwhile, egg producers are ready to increase their output still further if necessary. "They are closely watching the demand trend and working closely with retailers, ready to increase marketing plans," Korody said.

Per-capital egg consumption is expected to rise by one or two eggs, about the same as in 1978. Last year was, in fact, the first increase in consumption per capita — although a slim one — for some time. In 1970, for example, Americans, on the average, ate 310 eggs each and the rate has been dwindling ever since.

Egg Products

March Price Range

Central State Nest Run—$12.00 to $14.70.
Southeast Nest Run—$12.00-$14.70.
Frozen Whole—40¢-46¢.
Frozen Whites—33¢-36¢.
Dried Whole—$1.58-$1.79.
Dried Yolks—$1.43-$1.56.

International Durum Forum
Nov. 13-14, Minot, North Dakota

Marshall on the Move—Top brass at the Egg Products Division of Marshall Foods, Inc., have a bit of fun during a strategy meeting devoted to mapping out an expanded national sales effort, including introduction of a variety of new products. Flanking corporate board chairman and Chief executive David J. Weiner are Glen Morin, general manager (left), and Richard McCluskey, sales manager.

Durum Markets in March

No. 1 Hard Amber durum ranged from 3.70 to $$3.75 per bushel, Minneapolis with semolina quoted at $$9.40 to 10.00, granular 15¢ less, durum flour 40¢ less.

Durum Wheat Notes In Forecast

All existing records for magazine reader response to advertising were shattered when more than a third of those receiving the September, 1977, issue of "FORECAST for Home Economics" requested 158,833 pieces of educational material offered by the Durum Wheat Institute.

The September edition was sent to a guaranteed list of 90,000 home economics classroom teachers, extension agents, food editors and other professionals. It carried a four-page issue of "Durum Wheat Notes," written and prepared by the International Institute of Foods and Family Living, Inc., a Chicago-based concern specializing in communications in areas suggested by its name. The flood of inquiries finally tapered off after January of this year, but not until a grand total of 30,350 requests had been tallied by the Neilsen Company. The response and the huge volume of reprints requested for classroom use smashed all records for the magazine and possibly for any magazine.

The special two-color issue of "Durum Wheat Notes" stressed the quality of milled durum wheat as the preferred ingredient for superior macaroni, spaghetti and noodles. The history, processing and production of durum semolina and granulars, a flour, into pasta were covered and illustrated, along with recipes and suggested classroom lesson plan demonstrating the advantages of using 100 percent durum-based prod ucts. More than an estimated quarter million student consumers, and soon-to-be buyers were thus reached with the information story.

"Durum Wheat Notes" formerly had been mailed directly to a list of 57,000 largely part of the same audience reached by "FOREMOST." Rising postage rates dictated the change in strategy, turning from direct mail to paid advertising space. The overwhelming success of the Septemb[er] response called for a second insertio[n] in the next May-June issue of th[e] magazine this time devoted to th[e] nutritional attributes of 100 perce[nt] durum pasta. The Durum Wheat In stitute is also considering using th[e] September, 1979, issue of "FORE CAST" to circulate a classroom wal[l] chart in full color devoted to the his tory, processing and manufacture [of] all-durum pasta.

The Durum Wheat Institute is a[n] association of the millers of that prod uct specializing in supplying the man ufacturers of pasta.

Sunflowers Profitable

In the wake of a tripling in thr[ee] years in the acreage planted to sun flower in both North Dakota an[d] Minnesota, the crop still provides th[e] largest return over production co[sts] for area growers. This was stated b[y] LeRoy Schaffner, agricultural econ omist of North Dakota State Univer sity, in talking to the annual Sun flower Forum in Fargo.

Growers in North Dakota last ye[ar] planted 1.9 million acres to sunflo[wers] against 620,000 in 1976.

Wheat, barley, soybeans and sun flower all had approximately the sam[e] production costs, which ranged fro[m] $100 to $107 per acre.

"Only by using individual farm pro duction costs and yields can produ[c]ers make wise cropping decisions f[or] 1979," Mr. Schaffner emphasize[d]. "The cost relationship between cro[ps] is more important than the level [of] costs when making a farm decision [as] to the combination of crops to b[e] grown."

[I]ndustry Echoes: [C]hecking of Pasta

by Charles M. Hoskins

Last month we discussed the type [a]nd causes of check macaroni. The [s]ubject this month is practical appli[c]ations of this knowledge.

Delayed Check

Delayed check is caused by remov[i]ng the moisture too rapidly during [t]he period when the macaroni dough [i]s changing from a soft state to a hard [s]tate. The stresses are trapped and [t]he macaroni product may check with[i]n hours or weeks after it is dried.

The problem here is to find where [t]he damage is done in the dryer. In a [s]hort cut dryer this can be determined [b]y measuring the moisture content as [t]he product leaves each drying screen. [A] lot of spaghetti should be fol[lowe]d through the whole dryer. This [can] be done by putting a dough ball [in] the dryer and taking moisture [sampl]es close to it as it passes through [the d]ryer from screen to screen.

[Th]e moisture content should then [be p]lotted on graph paper with per[cent] moisture on a dry basis on the [verti]cal axis and time on the hori[zonta]l axis. The graph should show a [sudd]en drop of moisture. This might [occu]r in passing from around 1% to [...] which is the range where the [pro]duct changes from soft to hard. [M]oisture can be converted from [dry] basis to wet basis and vice versa [b]y the following formulas:

% Dry Basis =
% Wet Basis x 100/
100 — % Wet Basis

% Wet Basis =
% Dry Basis x 100
100 + % Dry Basis

Wet basis is unsatisfactory for drying calculations because the total weight of product changes as it passes through the dryer. Dry basis gives a constant base since the total solids do not change as the product passes through the dryer.

To correct this type of check it is necessary to change the drying cycle in some way. This can be done by changing the surface area of the heating coils, changing the settings of the instruments, or putting baffles in the dryer to redirect the air flow.

One of the principal causes of delayed check is holding back drying at the start too long so that the product is too wet going into the last stages of drying. Then all the drying must occur in a very short time. This is the reason that material with delayed check sometimes shows signs of having been too wet. This might be a glassy appearance or pieces sticking together.

Check In Storage Bins

If warm, high moisture dried product is put into metal storage bins in a cool area sometimes the product will check next to the walls of the bin. The cause of this is that the layers of product next to the wall cool down. The high temperature product near the center of the bin creates a high humidity around itself and this moisture migrates to the outer cool layers and is absorbed on the surface causing check.

Usually the product will not check on the exposed surface at the top of the bins because the humid air escapes before the humidity builds up to the point of condensation or absorption.

This difficulty can be prevented by cooling the macaroni on the conveyor before it gets into the bin, by keeping the temperature around the bin at a higher level or by drying the product to a lower percent moisture so it will not give off so much humidity. This last solution is not always the best because material that checks in the bin probably has trapped stresses from faulty drying. Removing a few more percent moisture may increase these stresses. Nevertheless, drying to a lower percent moisture sometimes solves the checking problem simply by making the product more strong.

Some More Simple Experiments

Take samples from all stages of drying and put them in all kinds of temperature and humidity conditions. Take dry product and put it in the preliminary dryer and in the early high humidity stages of the finishing dryer. Take wet product and put it on top of the boiler which is at a high temperature. Put dried product on a window sill on a cool day when it is raining (keep the liquid water from hitting it directly). Take product off the press and put it in an oven at 200° F.

Examine the types of check and write down your results so you can remember them fifteen years from now. Who knows, you may find the ultimate drying method.

Certification Manual

To assist box makers and users determine required markings on corrugated shipping containers, write for "Certification Manual", Fibre Box Association, 5725 East River Road, Chicago, IL 60631. Price $3; includes postage.

E. T. Beck

Aseeco Appointment

E. T. Beck has joined the staff of Aseeco Corporation of Beverly Hills, California as Vice President-Operations. Aseeco is a major supplier of engineered material handling systems. Beck has 30 years experience in the process equipment industry and was formerly President of the Chemetron Corporation's Votator Division. He has been active in international trade throughout his career and has participated in U.S. Department of Commerce trade missions to European, Middle Eastern and Eastern Bloc countries. Beck is the Past Chairman of the Food Processing Machinery and Supplies Association and currently serves as a District Export Commissioner for the Department of Commerce.

Larry Williams Dead

Lawrence D. Williams, Sr., President of The Creamette Company of Minneapolis, passed away of a heart attack on April 9, 1979, at age 58.

Survivors include his widow, Frances, and eight children: Frances, Jeanne (Mrs. Steven Spiegler), Lawrence, Jr., Harold, Katherine, Molly, Amy, and Mary; his brother Robert, and sister Mrs. John (Margaret) Linstroth.

Mr. Williams was a graduate of St. Thomas Military Academy and the University of Minnesota, and served as an officer in the United States Army during World War II. He was a member of a landing party on Omaha Beach in June, 1944.

Lawrence D. Williams

After the war, Mr. Williams helped found Martin/Williams Advertising Company, one of the largest agencies in the Twin Cities, and went on to join the Creamette Company in 1962, which had been founded by his father, James T. Williams, Sr.

He was past president (1977-78) of the National Macaroni Manufacturers Association and chairman of the National Macaroni Institute committee. Mr. Williams also served on the Board of Directors of Home Federal Savings and Loan Association and the Boys Club of Minneapolis, and was on the President's Council of St. Thomas College. He was a member of the Minneapolis Athletic Club, Interlachen Country Club and Edina Country Club.

Souped-Up Recipe Book

A 128-page cookbook—"Souped Up Recipes from Lipton"—is offered for $1.50 in this full-color page ad for Lipton Recipe & Soup Mixes in February 1 Family Circle. A mail-in coupon is part of the ad. Other magazines running the ad are February 26 People and February Better Homes & Gardens, Redbook, McCall's and Women's Day.

Tie-In

A joint ad for Creamettes and California Pitted Ripe Olives, appeared in the April issue of Family Circle and other magazines, featuring a recipe for "Creamettes & Ripe Olive Casserole Ole'." The full color tie-in ad urges readers to "have several cans and packages on hand at all times for a repeat performance."

More Coupons

Manufacturers distributed a total o 72.7 billion coupons during 1978, ac cording to Nielsen Clearing Hous estimates.

This distribution volume represent an increase of 10.5 billion coupons o 17% over the 62.2 billion circulate in 1977. Over the last three years cou poning activity has doubled, with dis tributions rising from 35.7 billion i 1975 to 72.7 billion this past year.

These industry figures reflect dis tributions of regular cents-off coupon but exclude in-ad coupons circulate by retailers in their newspaper ad vertisements.

Newspapers

Daily newspapers accounted fo 55.6% of total coupon distributions i 1978. Sunday supplements and maga zines declined in share of coupo circulated this past year. On the oth hand, sharp gains were made by fre standing inserts, whose share of dis tributions rose to 13.4% in 1978 fro 11.8% in 1977. Direct mail offers fo 3% of total distributions, while in/o pack promotions represent 8.9% o all coupons in circulation.

Distribution

% of Coupons Distributed by Media	1976 %	1977 %	197[illegible] %
Newspapers	55.8	56.0	55
Sunday Supplements	9.5	8.5	7
Free-Standing Inserts	7.2	11.8	13
Magazines	15.4	12.5	11
Direct Mail	4.1	3.0	3
In/On Pack	8.0	8.2	8
Coupons Distributed (Billions)	45.8	62.2	72

Eating Out

Nearly everyone is a customer o fast-food restaurants. In any on month, the typical American visits on about nine times—five times to e there and four times to take food ou says a study by the National Adve tising Bureau. And over a six-mont period, 93% of all Americans over 1 years old patronize the restaurants least once.


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