

**THE
MACARONI
JOURNAL**

**Volume 62
No. 6**

October, 1980

Macaroni Journal

(0024-0094)

OCTOBER, 1980



The Premier Pasta Package...

A premier pasta deserves a premier package. And that's just what Fold-Pak gives you. We've been making packages for the best pasta manufacturers in the business for many years.

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The Macaroni Journal

Vol. 62
No. 6
October
1980

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MACARONI JOURNAL

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Product Promotion

Month in, month out, publicity reports from Burson-Marsteller go to many media to tell the story of macaroni, spaghetti and egg noodles. Last effort be taken for granted by the macaroni industry, the National Macaroni Manufacturers Association sends

In This Issue:

	Page
National Macaroni Week - a national publicity effort	4
Product Promotion Report	9
Marginal Gains an Unexpected Twist - Chain Store Age	14
Spaghetti Sauce a Winner	16
Kraft to Use Flex-Can	17
Wide Spread Sprout Damage	20
Pasta in Other Countries	24
Triangle at PMMI Show	25
Dietary Guidelines and the Food Industries	28
FDA Backs Moisture Loss Rule	33
New School Lunch Processor Rules	36
New Jersey Plugs Unit Pricing	40
Choosing Supermarkets	42
Index to Advertisers	46

out a progress report monthly to contributors.

The August report listed 31,809,848 circulation in national magazines; 2,983,929 circulation in newspaper color pages, 16,902,633 from newspaper syndicates, 11,942,602 from syndicated Sunday Supplements, plus wide circulation in major market newspapers. Cost of similar advertising space would have been enormous.

Here are examples:

Redbook, August. Cover story - "New Price-Tag Recipes for Pasta" "Pasta titles double-page color spread featuring economy and versatility. Four recipes are recommended at "under 50 cents per serving." Entire page - "Getting to Know the Pasta Family" - includes shapes, definitions, nutrition, planning pasta meals, how much to cook, how to reheat. Circulation: 4,303,951.

Modern Bride, August/September. "Cooking, Easy Does It" story recommends NMMA recipes - Macaroni and Tuna Chowder, Party Time Macaroni Casserole. Circulation: 255,808.

Weight Watchers, August. Baked Macaroni and Salmon recipe. Circulation: 800,842.

Woman's Day, August. "Money-

Saving Menus for August: suggests Spaghetti with Clam Sauce. Circulation: 7,500,329.

Working Woman, August. "From Pesghetti to Pasta" titles double-page color story stressing economy features of pasta when entertaining. Circulation 340,997.

Bon Appetit, July. "Too Busy to Cook?" article recommends Spinach Pesto recipe. Circulation: 1,144,718.

Ebony, July. "Dining Outdoors" story shows Spaghetti Frittata recipe in color spread. Circulation: 1,262,619.

House Beautiful, July. Cover Story. "Great New Pastas ... Guiltfree and Good for You!" Pasta titles Food and Drinks section with full page color photo of pasta shapes and copy - "Discover the energy food of the '80's. It's light, nutritious, quick-cooking pasta! It's sauced with delicious fresh vegetables, seafood, cheese. On the next pages, Italian food expert Elisa Celli shares a wealth of information and her favorite recipes." Two pages devoted to color photos and four recipes, pasta buffet. Nutrition stressed in story. Circulation: 867,096.

Ladies Home Journal, July. Health- macaroni Salad recipe in color photo. Circulation: 5,502,149.

MACARONI WEEK—a national publicity effort for macaroni products

Publicity Covers National Macaroni Week in Every Media

National Macaroni Week, October 9-18, 1980 has the theme "Pasta Means More for Less".

The theme is adaptable to many subjects and can be used to address the many segments of the consumer market on a variety of topics:

- Inflation, with pasta the answer to families on a tight food budget
- Nutritious meals for the one- or two-person household, which make up more than 50% of our family profile today
- The need for on-the-go meals prepared in a hurry
- Meatless meals
- Low-calorie, low-cholesterol meals
- Gourmet meals and pasta cooking tips for the new appliances
- Ethnic menus
- Health-oriented menus, combining pasta with natural foods, with high-fiber foods, with low-fat foods
- Pasta with recycled foods
- Pasta as an extender with poultry, low-cost meats, fish

National magazines will carry macaroni materials as features. Placements will include:

- True Confessions — "Make Ahead Pasta Meals" with color photo.
- Lady's Circle — "15-Minute Meals" with photographs.
- Modern Bride — "Party Buffets" with our recipes supplied.
- Redbook — "Low Calorie Entrees" with recipes and menu suggestions.

The Sunday Supplement, Family Weekly, plans to use a series of six "Pasta with Vegetable Sauces" recipes.

Newspaper Syndicates to receive placements include Newspaper Enterprise Association, Associated Press, King Features, United Features, Copley News Service, Westchester Rockland Newspapers, Los Angeles Times, New York Daily News, and General Features.

In the black press releases have gone to Amalgamated Publisher, Afro-American Newspapers, Atlanta Daily World, Birmingham Mirror, Houston Daily Informer, Pittsburgh Courier.



For Television, a script on the theme "Pasta Means More for Less" with a sports nutrition sub-theme will be accompanied with props: 1-quart Corned Autumn Harvest (with meat motif) casserole, pasta products, four slides, and recipe leaflet on "Food for Athletes".

Radio script will be sent to 700 commentators of women's interest programs nationally.

Trade releases to grocery publications will be pointing up related item sales opportunities along with points made as pasta spells it out.

Supermarket consumer specialists and sports publications will get leaf-

lets: "Food for Athletes."

Press Party

An Annual special event: the Macaroni Family Reunion at Radio A Station, famous Italian cuisine in the heart of New York City, saw more than 100 members of the New York Macaroni Manufacturers Association, syndicates, local newspapers, syndicates, Sunday supplements, television radio mingle with macaroni manufacturers from the National Macaroni Manufacturers Association who dated them on current trends and wheat situation. President Lester Thurston, Jr., made brief remarks on the past year's accomplishments.

THE MACARONI JOURNAL

Major Market newspapers will receive three new color and black-and-white photo releases geared to the "Pasta Means More for Less" theme on an exclusive area basis.



Macaroni Chicken Dinner
(Makes 4-6 servings)

- 2 cups elbow macaroni (8 ounces)
- 1/2 teaspoon salt
- 3 quarts boiling water
- 1 egg
- 2 tablespoons water
- 1 broiler-fryer (2 1/2 to 3 pounds)
- cut into serving size pieces
- 1/2 cup grated Parmesan cheese
- 1/2 cup vegetable oil
- 1 can (28 ounces) tomatoes
- 1 medium onion, sliced
- 1 large green pepper, cut into strips

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

While macaroni is cooking, heat oil and 2 tablespoons water until just hot. Dip chicken pieces into egg mixture then into cheese, coating each piece well.

In a large skillet in hot oil brown chicken, a few pieces at a time, adding more oil if needed. When all pieces are browned pour off drippings. Add tomatoes and stir well to brown bits. Add chicken, onion, green pepper and macaroni. Cover; cook 45 minutes or until chicken is tender.



Spaghetti with Tuna and Broccoli
(Makes 4 servings)

- 8 ounces spaghetti
- 1 tablespoon salt
- 3 quarts boiling water
- 1 package (10 ounces) frozen broccoli spears
- 2 cans (6 1/2 to 7 ounces each) tuna, drained
- 2 tablespoons vegetable oil
- 1/4 cup grated Parmesan cheese

Gradually add spaghetti and salt to rapidly boiling water so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. Place on platter.

While spaghetti is cooking, cook broccoli following directions until just tender; drain. Add undrained tuna, oil and cheese. Heat through. Serve with spaghetti.



Baked Noodles with Spinach and Yogurt

Baked Noodles with Spinach and Yogurt

(Makes 2 Generous Servings)

- 4 ounces wide egg noodles (about 2 cups)
- 1 1/2 teaspoon salt
- 1 1/2 quarts boiling water
- 1 container (8 ounces) plain yogurt
- 1/2 cup creamed cottage cheese
- 1 package (10 ounces) frozen spinach, thawed
- 2 tablespoons chopped onion
- 1/2 cup shredded cheddar cheese

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

Combine yogurt and cottage cheese in a 1 1/2 quart baking dish. Combine noodles, spinach, onion and cottage cheese mixture. Top with cheddar cheese. Cover and bake in 400°F. oven 15 minutes. Uncover and bake until cheese is melted and browned.

Cookbook Calendar

Betty Crocker's Cookbook Calendar for October pictures Lasagne, Zucchini Toss and Classic French Dressing under the caption: "Betty Crocker's Dinner Parties" makes entertaining easy, whether it's a sitdown dinner, impromptu supper or "Buffet Italiano's" as pictured.

Complete the buffet menu with an antipasto tray of assorted raw vegetables and your choice of olives, pickled mushrooms and beets, marinated artichoke hearts, hot green chili peppers. For dessert, Biscuit Tortoni.

Lasagne

- 1 pound ground beef
- 1/2 pound ground lean pork
- 1 can (28 ounces) whole tomatoes
- 1 can (12 ounces) tomato paste
- 2 teaspoons garlic salt
- 1 1/2 teaspoon oregano leaves
- 1 teaspoon basil leaves
- 2 cups creamed cottage cheese
- 1/2 cup grated Parmesan cheese
- 3 cups shredded mozzarella cheese
- 12 ounces lasagne noodles, cooked
- 1/2 cup grated Parmesan cheese

(Continued on page 8)

ATR: The hotter, faster, cleaner dryer.

Dust ally reduces the time required in the production cycle.

High drying temperatures reduce plate counts to well below industry standards while enhancing product flavor and quality.

Electronic controls sequentially start and stop fans as the product moves by.

Pneumatic controls regulate relationship between time, temperature and relative humidity.

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Braibanti ATR—newest in the long line of Braibanti pacesetting Pasta Dryers.

Braibanti, the world's foremost manufacturer of Pasta Equipment.



Plate Counts Slashed.



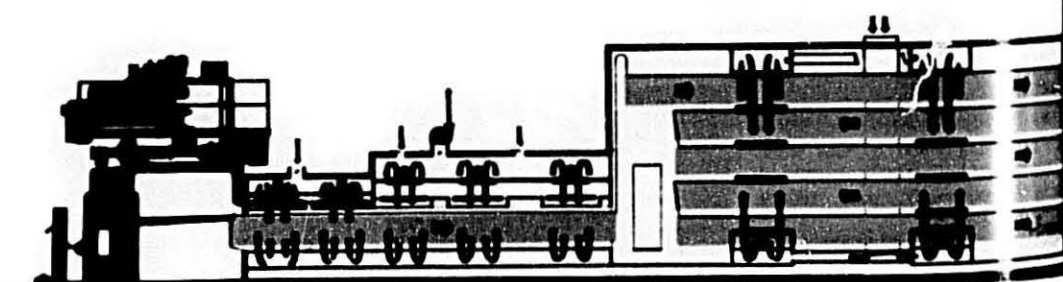
Side Panels Open for Easier Cleaning. Lock Tight to Conserve Energy.



Cooking Qualities Improved. Stickiness Eliminated.



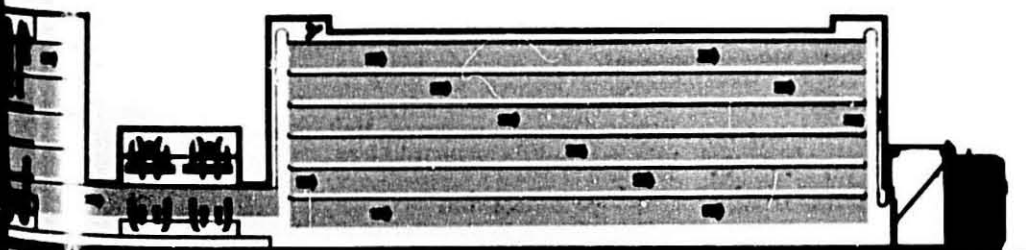
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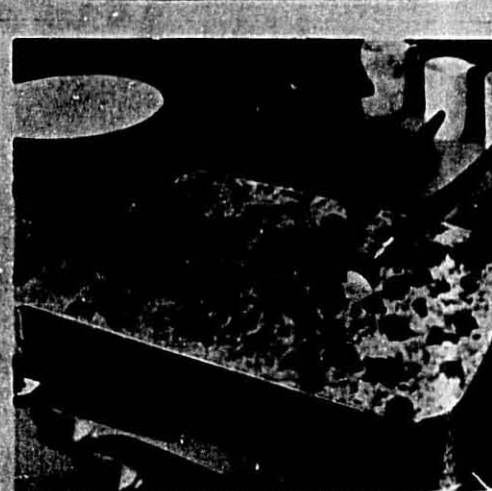
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PASTA ING. M., G. BRAIBANTI & C. S. p. A. 20122 Milano-Largo Toscanini 1

Spaghetti with Stuffed Peppers —
Spaghetti Sweeps the Nation!



Spaghetti with Meat Balls —
Spaghetti — Election Night Winner!



Noodles Remanoff —
Noodles Elected — Unanimously!

Lasagne Instructions

Cook and stir ground beef and ground pork in large skillet until brown. Drain off fat. Add tomatoes; break up with fork. Stir in tomato paste, garlic salt, oregano leaves and basil leaves. Heat to boiling, stirring occasionally. Reduce heat; simmer uncovered 20 minutes.

Stir together cottage cheese and 1/2 cup Parmesan cheese. Set aside 1 cup of the meat sauce and 1/2 cup of mozzarella cheese. In baking pan 13x9x2 inches, alternate layers of 1/2 each noodles, remaining meat sauce, and the cottage cheese mixture. Spread reserved meat sauce over top; sprinkle with 1/2 cup Parmesan cheese. Sprinkle re-

served mozzarella cheese in line across lasagne. Cover and refrigerate. Heat oven to 350°. Bake uncovered 1 hour. Let stand 15 minutes. 8 servings.

Zucchini Toss

Classic French Dressing (below)
1 head lettuce, washed and chilled
1 bunch romaine, washed and chilled

2 medium zucchini, thinly sliced
3 green onions, sliced
Prepare dressing, refrigerate.
Tear greens into bite-size pieces (about 10 cups). Place greens in large plastic bag. Add zucchini and green onions and refrigerate.

Just before serving, pour dressing over vegetables in bag. Close bag and shake until vegetables are well coated.

Pour salad into large bowl or divide among lettuce cups.

Classic French Dressing

1/4 cup tarragon or wine vinegar
1/2 cup olive or salad oil
2 1/2 teaspoons garlic salt
1/4 to 1/2 teaspoon freshly ground pepper.

Shake all ingredients in tightly covered jar. Refrigerate. Just before serving shake again. 3/4 cup.

Pasta Primer leaflet containing the following: What is Pasta? How is Pasta made? Why is Pasta Nutritious? Can Calorie Counters Enjoy Pasta? How to Shop for Pasta; How to Store Pasta; How to Cook Pasta; plus food recipes. These leaflets sell for 10¢ each shipped f.o.b. Palatine, Illinois

PRODUCT PROMOTION REPORT

by Elinor Ehrman, Burson Marsteller, at the 76th Annual Meeting

Indications point to 1980 being another banner year for publicity results for pasta.

We thought we'd start off the year with the Pasta Foodservice Manual and its impact on the media in a few short months.

We distributed approximately 250 manuals to foodservice executives and marketing directors of major contract caterers, fast food chains, airline feeders, college/universities, including 50 school foodservice directors. In addition, we distributed the manuals freely to our contacts in the foodservice press, both national and regional, and to members of the NMMA. This initial distribution has generated requests for approximately 200 additional copies which we have sold at the purchase price of \$10 which covers printing, postage and handling costs.

Foodservice Manual Orders

A profile of these orders includes such outlets as:

- Mamma Leone's
- Pizza Hut
- Charlie O's
- Long John Silver's in Lexington, Kentucky
- Zorbo's Pizzeria in Ana Maria, FL
- Boy's Steak House in Clovis, New Mexico
- Pizza Villa in Janesville, Wisconsin
- The Concord Caterer in Burlington, Massachusetts
- Antonio's in Simsbury, Connecticut
- The Old Spaghetti Warehouse in Dallas, Texas
- Giuseppe's Italian Station in Abilene, Texas
- Everybody's Inc. in Atlanta, Georgia
- University of San Diego
- Euro Travel Center

We hope to generate additional requests through the foodservice magazines when they announce the Manual's availability in their reader columns. As indicated the manual is reaching a broad spectrum market.

One of the most outstanding placements we have made, and a publicist's dream, is this one in Michigan's Food and Beverage, a monthly magazine with a circulation of over 16,500 res-



Elinor Ehrman

taurateurs in the state of Michigan. Pasta Means Profit captions the photo of spaghetti on the February cover. The editor has reproduced our Manual word for word in a photo offset version on special pasta paper. He prologues our chapter titles with: "during the next nine months, Michigan Food Beverage will publish the information listed below. Remove the pages and place in a loose leaf binder for your files and consideration." He ends the section, with a headline: "Coming in the March Issue of Food and Beverage . . . The Second Article of Pasta on Profits — What is Pasta? Some Definitions. Don't Miss It!"

More Important Placement

Perhaps the most significant placement to date is the story entitled Pasta Plus which ran in the May issue of Restaurant Business, a national publication with a circulation of 70,000 plus reaching operators serving 30 million meals per day. This major 7-page feature repeats a large percentage of the information in the manual. It zeroes in on the versatility of pasta and includes a full-page color photo of pasta entrees and another color series of pasta salads, sauces and meal starters. Information includes nutritional and economical value of serving pasta, as well as our cooking, storage and yield data. Brief case histories are incorporated of how various restaurants merchandise pasta for profit.

In the same issue, in the Menu Planners Guide a color photo of linguine carries the copy, "Durum Macaroni Food Service offers you a

wealth of information on pasta. Recipes, nutritional content, cost yield, shapes available, innovative serving suggestions and more.

The foodservice books joined in the promotion of our fried pasta which we featured at last Fall's Tiro a Segno editorial press luncheon. Here it is with our full-page color photo in an article entitled Simple Snacks with Deep Fried Pasta. The story which runs three pages in the February issue of Fast Service incorporates our recipes for frying pasta and for preparing accompanying dips. Circulation of this book is 50,000 plus, reaching operators responsible for serving 25 million meals per day.

Other Snack Stories

From another angle, here again our fried pasta confections are positioned as Bar snacks and Hors d'Oeuvres. Caption reads "Every customer at the bar will want to try these unusual deep-fried pasta nibbles. Although they require a little labor, food costs are low." This is the March issue of Restaurant Hospitality, with a circulation of 76,555 targeted to operators responsible for 45 million meals per day.

The April issue of Food Service Marketing carries a 4-page case history on the Copenhagen restaurant in New York City. Full color photo features Copenhagen Salad, a macaroni salad with peas and carrots, as a popular standard feature served with Roast Beef and Horseradish Sauce on the Danish smorgasbord.

The magazine has a circulation of 106,689 reaching operators serving 31,866,000 meals per day.

Consumer Program

And now, for the Consumer Program. Our Box Score for the first 5 months indicates that we are keeping up last year's pace. Of 57 placements with major magazines, here are the highlights.

We always like to be in Weight Watchers Magazine, and here is a major feature which ran in the March issue, with title noted on the cover of "Live-It-Up Pasta Meals!" Caption reads "Pasta can add delicious zest to your meal plan as you lose weight."

(Continued on page 10)

Product Promotion

(Continued from page 9)

Copy reads "Pasta! This versatile grain product comes in hundreds of shapes and is popular the world over. A low-fat food and a good source of protein, pasta can be enjoyed on your weight-loss program." Nine recipes are included, along with caloric count. Circulation: 822,480.

And again in the June issue, we have two separate food features highlighting pasta recipes - Spaghetti in Sesame Sauce in "Foods that Make The Meal" and Spaghetti with Pesto Sauce in "All About Herbs."

Good Housekeeping Twice

Another double-header this period was the Good Housekeeping Magazine. The February issue ran its Big Pasta Cookbook cover story of "50-Plus Ways to Eat Pasta - Plain or fancy, sauced or stuffed, in all shapes and sizes, store-bought or homemade - all absolutely delicious!" There follow 8 full-color pages of pasta dishes and 24 recipes, plus Quick Serving Tips. In the same issue in The Better Way section, is a full-page Shapes Quiz featuring 12 pasta shapes including the lesser-known riccini, maruzze, cavatelli, stelline farfalle, tortellini. No longer does pasta mean just spaghetti.

Again, the April issue of Good Housekeeping, in their 45-minute Cookbook feature highlighted pasta in 30 Spring Menus Under 45 Minutes. Included were Pasta Primavera with Stir-Fried Chicken, Zesty Chicken with Orzo. Circulation of Good Housekeeping: 5,178,296.

Color in Woman's Day

Another fine placement was in the April issue of Women's Day in a color feature entitled "Make Two, Freeze One!" Microwave reheating instructions are also included with the recipe for Clam-Stuffed Mannicotti. Circulation 8,083,799.

Our placement in the June/July issue of Modern Bride is entitled Let's Cook Italian. This 3-page feature which credits NMMA runs 3 pages. "Pasta is the staple dish of Italian cooking. Entertain your guests with a show-off entree - Tuna-Stuffed Shells or a flag-waving Red, White and Green Lasagne."

Moving along to Newspaper Color Pages, we are in step with last year with a total of 81 placements to date.

Here are a few of them:

Dallas Times-Herald - "The Spaghettis, linguinis and the lasagnas of the world want their reputations cleared. They are not the villains responsible for Dallas' bulging waistlines. The only thing they stretch is your budget." Circulation: 241,208.

This 2-photo feature in The Daily Oklahoman incorporated 5 recipes in a winter feature circulated to 176,403.

Sing Praises For Pasta; It's A Money-Saver Yet Tasty Dish. This is the headline in the Birmingham News. Circulation: 174,493.

Even the New York Times acknowledges Pasta's progress in the world of gourmet foods. In their January 20th issue: "If we had to make a list of the major developments in American taste within the past decade, it would most certainly include the discovery that there is more to Italian pasta than spaghetti and lasagna with tomato or meat sauce. During the 1970's, many Americans began to do as the Italians do - serve their pasta with a variety of subtle sauces made with vegetables, fish, poultry, game or meat." Circulation: 1,403,077.

Newspaper Syndicates

In the category of newspaper syndicates, we have equalled last year's number of 75, with a potential circulation of -464-million. Three placements ran this period in the newspaper Enterprise Association food pages. Circulation 25 million each. Each ran with one of our photographs and "pasta" headline.

Two other syndicates - Associated Press and King Features. Nutrition Cookbook, with such headlines as: Pasta: Dollar Stretcher with Protein Value Almonds Enhance Pasta's Protein and Minerals.

Here are additional b/w placements in major newspapers with good headlines as a result of our exclusive releases to major market newspapers. Papers represented include: Houston Chronicle, Mobile Register, Knoxville Journal, Providence Journal, Columbus Dispatch, St. Louis Globe Democrat, Cleveland Press, etc.

In line with our mini-campaign. Pasta... Food and Athletes, we had this placement in Family Weekly Cookbook of February 17, entitled Foods from the Winter Olympics. Featured in the Olympic circles and the lead-off recipe is our formula for

Chicken Noodle Soup. Instructions for freezing are also included.

Leaflets in Supermarkets

And in collateral distribution, we have offered leaflets entitled Pasta Meets The Challenge to Supermarket Consumer Specialists. Those who have requested supplies for their outlets include A & P, Kroger, Von's, S. Markets and others.

Leading up to our National Macaroni Week Fall campaign is a photo and release to the grocery trades. "Pasta Means More For Life" is our program theme.

Store operators are reminded of related item sales impact of pasta products. Here a recipe for Spaghetti with Meat Sauce illustrates how a \$1.00 purchase of spaghetti saves \$10.07 in related foods such as tomatoes and herbs, onions and cheese and beef.

Future Plans

Currently in the works and in planning stages... Our new Recipe Leaflet geared to Sports Nutrition Specific placements of:

Family Weekly - Summer issue Pasta with Fresh Vegetable Sauces

Woman's Day Simply Delicious Meals in Minutes in major publication - two color photos

Working Woman - August - page Quick Pasta Article with NMMA color, recipes and background information.

14th Annual Macaroni Family Reunion - September 17

National Macaroni Week - October 2-11

TV Kit - Pasta Means More For Life - Macaroni Week Theme

And in Foodservice: A set of 6 recipe cards to pair with the Macaroni and targeted to various markets.

Current Placements

Crit, Aug. 3 - "Hot or cold salads give you more for less". Macaroni vegetable anti-pasto salad. Photos and recipes with 2 additional recipes. Circulation: 899,115.

Chicago Tribune - July 17. The summer's hot dish: cold pasta. For recipe. Circulation: 752,500.

Philadelphia Inquirer, July 30. You are tired of salads, try this Chef-style macaroni salad photo recipe. Circulation: 417,206.



**The proof
is in the
pasta!**

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

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

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

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

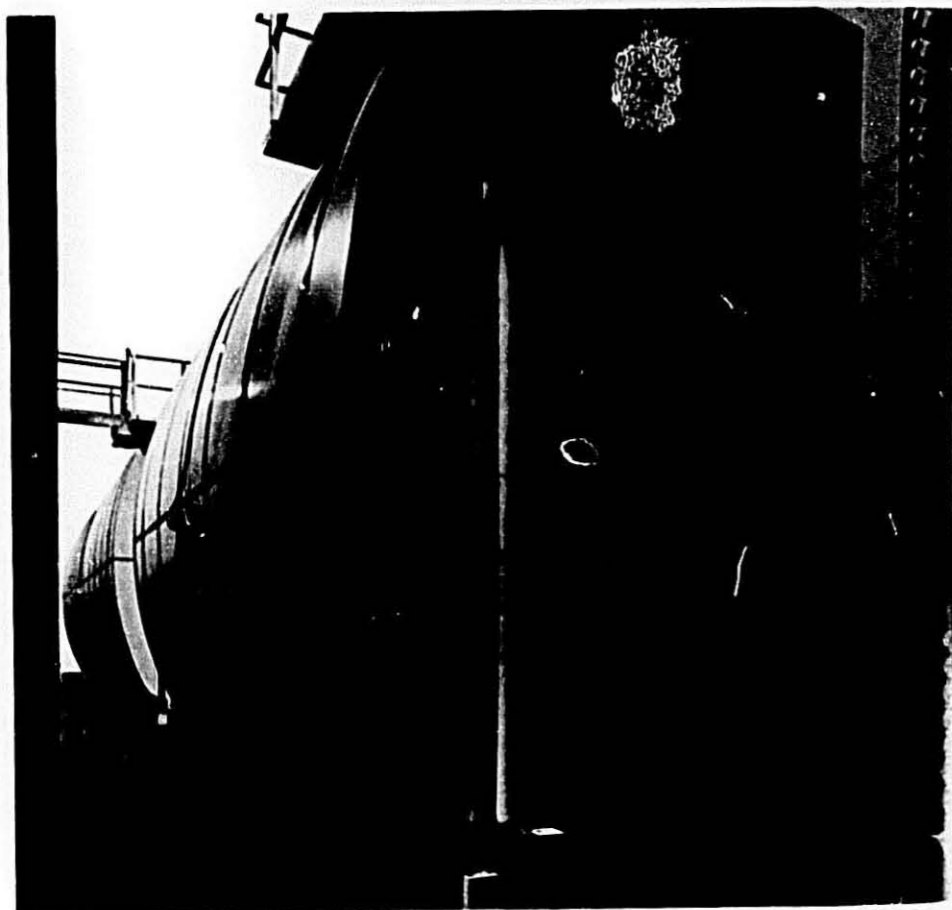
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TRT	TTT	500- 2,000
TRNA	TTNA	1,000- 4,000
TRNC	TTNC	2,000- 6,000
TRBB	TTBB	4,000-10,000

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in design
in construction*

Energy-Saving Design

High temperature and high humidity drying, requiring a minimum volume of fresh air. The most energy-efficient design! Walls 1 1/2" thick with polyurethane foam core. Aluminum lining inside for heat reflection and absolute vapor barrier. No heat losses.

Smaller, high-efficiency units require less floor space.

Insulating air fan motors are mounted inside dryers, utilizing 100% of electrical energy. (New type of energy-efficient motor available).

Heat-in heat recovery system (optional) utilizes exhaust air heat.

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High temperature drying controls bacteria. Dry bulb temperature adjustable from 100°F to 180°F.

Controls are in front panel for product control during operation. Dryers also give easy accessibility for weekly cleanouts. Swing-side panels extend entire dryer length, allowing fast access and service.

Seals are absolutely tight, yet easy to clean, maintain and super-

Quality Product

Each dryer is equipped with a patented, U.S.-built BUHLER-MIAG T-Control System that allows the product to adjust its own drying climate. The result is a stress-free, nice yellow-colored product.

High drying temperatures, in combination with ideal drying times, increase the cooking quality of final product.

Product losses are minimized through the entire production process, including startups, shutdowns, production interruptions and changes.

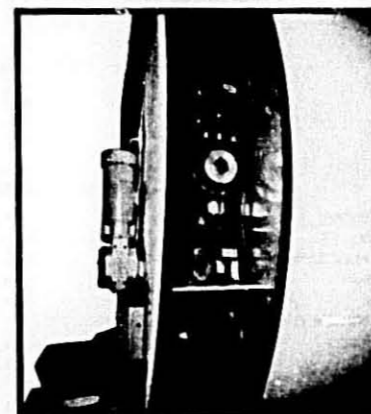
Product Quality is What Really Counts!

Product quality is yours from BUHLER-MIAG equipment. Your customer recognizes and deserves it. Can you afford to give him less?

For information on BUHLER-MIAG Short Goods Lines and other Macaroni Processing Equipment



Product conveyor belt made of special heavy duty roller chains, extruded aluminum alloy "S"-shaped elements and anodized aluminum product side guides. Automatic conveyor chain tensioner and lubrication system.



Each dryer is equipped with two drive stations. Special safety device protects drives. Gearmotors mounted outside panels for long life and easy service. AC or DC variable speeds. Standard U.S. built drive components.



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MARGINAL GAINS AN UNEXPECTED TWIST

from
"Chain Store Age/Supermarkets,"
July, 1980

In spite of the old adage that pasta performance goes up as the economy goes down, pasta posted only marginal real gains last year — although, say the experts, the picture should brighten somewhat in 1980.

Pasta producers and retailers had hoped the ailing economy would spur sales of the wheat-based staple last year as consumers retrenched from higher-priced foods such as beef. But the final figures proved them wrong. Although sales rose respectably, slightly more than 20 percent over 1978, tonnage inched ahead, rising barely 3 percent in many cases.

Pasta pros cite two reasons for the poorer — than — anticipated showing. First, an increase in the cost of raw materials resulted in higher prices on the supermarket shelves. At the same time, plentiful potato, rice, and bean crops dropped shelf prices on those

staples, apparently drawing economy-minded shoppers away from macaroni items. When pasta is priced at 75¢ a pound, rice at 45¢ a pound, beans at 40¢, and potatoes at 10¢, says an Illinois retailer, what else is a consumer likely to do?

"We're kidding ourselves if we blindly stick to the old axiom that we're depression-proof," adds a regional pasta manufacturer. "You raise prices 60¢ and you're going to lose."

But, he and others contend there's enough truth to the "depression-proof" saying to raise, some hope for next year, when the nation's economy will be as bad or worse. And, they add, there are several other factors that point to stronger performance.

Prime among them is the emerging awareness that pasta, despite its traditional reputation as a fattening food, is indeed a nutritious one. U. S. Sen. George McGovern's Senate Nutrition Sub-committee and other governmental groups now call for a recommend-

ed diet containing less meat and more of what they term "complex carbohydrates." Pasta, as a complex carbohydrate, fits right in.

At the same time, pasta is gaining in popularity as a party food, a versatile meal ingredient that is part and parcel of the gourmet cook's bag of tricks. (In fact, in larger cities like New York and San Francisco, there is even a resurgence of specialty shops that make and sell fresh "wet" pasta.)

For instance, says Lester Thurston, chairman of the country's No. 1 Pasta producer, Foremost-McKesson's C.P. Mueller Co., "Lasagne has been one of the — if not the — fastest growing items in the lines of most pasta manufacturers for the past few years. It, and new specialties like jumbo manicotti, have found a market in areas where they were not found all a few years ago."

Both the new-found popularity and the increasing reputation as a healthy food provide legs to support pasta pushes. One tried this spring by the Prince Macaroni Co. of Lowell

(Continued on page 16)

Pasta Products: 1979 Performance — \$1 Million Supermarkets

	1979		1978		PROFIT % of Dept. Gross Profit	ASMT. Items Shipped (Mill.)	MARGIN Av. Gross Margin (% of Retail)	
	% of Dept. Sales	\$ Vol. (Millions)	% of Dept. Sales	\$ Vol. (Millions)				
Macaroni Dinners	18.34	148.83	120.17	23.90	16.35	29.50	8	19.8
With cheese	14.48	117.50	81.48	44.21	12.37	22.33	7	19.0
All other Mac. Dinner	3.86	31.33	38.64	18.91	3.98	7.18	1	22.9
Noodle Dinners	6.94	56.39	54.86	2.79	7.58	13.67	17	24.2
With Meat	.96	7.83	9.32	15.98	1.09	1.97	3	25.1
All other Noodle Din.	5.98	48.56	45.54	6.63	6.49	11.70	14	24.1
Spaghetti Dinners	3.28	26.64	21.58	23.45	3.30	5.97	3	22.4
With Meat	1.93	15.67	13.80	13.55	1.82	3.29	1	21.0
All other	1.35	10.97	7.78	41.00	1.48	2.68	2	24.4
Noodle Mixes	.77	6.27	4.14	51.45	.87	1.57	3	25.0
Macaroni	22.20	180.16	144.90	24.33	22.40	40.42	29	22.4
Elbow	9.07	73.63	62.10	18.57	9.06	16.35	10	22.2
All Other	13.13	106.53	82.80	28.66	13.34	24.08	19	22.6
Noodles	14.87	120.63	97.98	23.12	15.45	27.86	22	23.1
Flat	11.39	92.43	75.90	21.78	12.35	22.28	17	24.1
All other	3.48	28.20	22.08	27.72	3.10	5.58	5	19.8
Spaghetti	22.20	180.16	141.51	27.31	21.37	38.56	20	21.4
Regular	15.64	126.90	113.16	12.14	15.61	28.17	14	22.2
All other	6.56	53.26	28.35	87.87	5.76	10.39	6	19.5
Pizza Mix	3.48	28.20	23.46	20.20	3.69	6.66	7	23.6
One-Pot Dinners w/ Fresh Meat/Fish Added	5.22	42.30	41.40	2.17	6.01	10.85	9	25.7
With Noodles/Macaroni	2.32	18.80	17.94	4.79	2.56	4.63	4	24.6
With Rice	.39	3.13	1.38	126.81	.45	.81	1	25.8
All Other	2.51	20.31	22.08	7.73	3.00	5.42	4	26.6
Noodles w/Sauce Mixes	1.54	12.53	9.66	29.71	1.83	3.30	3	26.3
All other Pasta Dinners	1.16	9.40	5.52	70.29	1.15	2.07	1	22.0
TOTAL	100.00	811.51	667.89	21.50	100	180.41	122	22.2

% of total store volume — 0.52%.

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Marginal Gains

(Continued from page 14)

Mass., is tied in with a new-product introduction: Prince has come out again with Superone, a soy-enriched line it tried two years ago and that early reports say is doing well this time. Another firm is pushing a line it says contains 10% fewer calories than standard pasta. And the advertising mileage that can be made out of standard pasta's nutritional content has not been lost on manufacturers.

Going national: A basic change in the organization of the pasta producing sector also may bode well for the category's future, some say. Traditionally, pasta was made by small, regional firms, usually family-owned. There still is no truly national manufacturer. But within the last five years, large national corporations have caught acquisition fever — and now five own a large chunk of the macaroni market. Besides, Foremost-McKesson, which bought Mueller about four years ago, they are Herabey (San Giorgio Macaroni), Pillsbury (American Beauty Macaroni), Borden (Creamette) and the English firm, Ranks Hovis McDougall, Ltd.

Opinions vary, but a prevailing prediction is that the large firms will inject the pasta market with the heavy doses of capital, marketing savvy and mass-merchandising creativity that many smaller companies were unable to afford.

Smaller, regional companies remain strong, however. Two in particular, Prince in the Northeast and California based Golden Grain on the West Coast, are holding well against forays into their turf by large firms.

The jury is still out on generic pasta; its success in some markets has been offset by poor sales in others. Meanwhile, Oriental-style "instant"

noodle products have had their greatest impact not on pasta but on the dry soup and instant dinner markets. Manufacturers like Nissin (Cup o' Noodles) admit they prefer their products to be stocked in the dry soup section. And pasta producers point out that Oriental-style noodles are merely wheat and water fried, in fact, not traditional enriched noodles made according to strict Government standards.

Spaghetti	Unit Sales	Dollar Sales
1979	23	\$26.37
Update '80		
(% change)	+13	+19
1st quarter '80		
v. 1st quart. '79		

Spaghetti Sauce a Winner

Sauces and dressings are entering the era of the Big Tradeoff.

In an atmosphere of economic turbulence and heightened nutritional awareness, consumers will be making choices based on budget, health, conveniences, taste and lifestyle. And the order of their priorities will determine the sales fate of many products.

Spaghetti sauce has ridden the budget / convenience / taste / escalator to double-digit sales increases over the past several years. Until sales began to level off, it was the fastest growing member of the tomato sauce family.

Traditionally, when red meat prices rise, consumption of beef drops, and pasta and spaghetti sauce take off as consumers trade down their meals.

That's what happened in the consumer meat boycott of 1973 when pasta sales rose 20%. Yet pasta sales in 1979 increased only minimally and remained soft the first quarter of 1980. Spaghetti sauce, however, has fared better.

Pasta execs are perplexed by this

double vision readout. Sauce companies, however, see it clearly: In addition to using pasta as a vehicle for spaghetti sauce, consumers are positioning spaghetti sauce over meat, pizza, and vegetables, as well as in main dishes.

Convenience is also encouraging people to give up old habits. Instead of using two products (tomato sauce and tomato paste) plus water to make their own spaghetti sauce, many are now buying ready-to-serve prepared spaghetti sauce.

The same scenario is apparent in spaghetti dry mix dressings. The need to add paste, seasoning, and water to the enveloped product goes against the consumer's convenience grain.

Spaghetti Sauce	Unit Sales	\$ Sales
1979	16	\$17.25
Update '80		
(% Change)	+25	+25
1st quarter '80, v.		
1st quarter '79		

Still, pasta is the base for 85 percent of spaghetti sauce usage. This fact is not lost on manufacturers, who are trading up to gourmet tastes by offering such combinations as mushroom, onion, and peppers and sausage peppers.

Canned & Dry Soup — Giants Fight for Market Share

"Double, double, toil and trouble; fire burn and cauldron bubble."

Shakespeare was right. The soup pot, both this year and last, has been a cauldron of competition as instant soup/lunch manufacturers in particular worked overtime to conjure up the brew that would win shelf space and customer loyalty.

Although the battle may not produce as many victims as one of Shakespeare's many tragedies, survival will be costly. The principals here are among the giants of the industry: Nissin, Maruchan, Inc. Sanwa Foods, Grand Imperial, Nestle S.A., American-based General Mills, Kraft, and Lipton. These companies and a host of regionals are battling in a market that has been relatively flat in the last year. Dry soup and instant lunch sales made marginal gains in 1979, although the category's explosive three-year growth, that is hardly surprising. Sales moved ahead an average 4.56 percent last year for the combined dry-canned category.

"It's a real bloodbath in some regions," says Martha Rappaport of General Mills, Minneapolis, whose Mug-o-Lunch is knocking heads with Lipton's Lite Lunch and Nestle's Cup of Noodles.

Part of the problem may be the product itself. Although the manufacturers are convinced the concept is still viable, no one seems to be completely satisfied with the actual items. Changes in serving size, packaging, and even the noodles themselves are all in the offing.

Nestle, S.A., for instance, which developed the popular Soup Time, has the largest research and development budget in the business, according to a company spokesman. The Swiss conglomerate is spending a piece of that budget on marketing its Lunchtime, noodle-based one-serving product with varieties ranging from cheese with ham to chow mein.

"The ideas on this one are just unbelievable," says the spokesman, Mike Perry, "but the economy will have a lot to do with it, because the economy has a lot to do with convenience."

Because of the economy, consumers suddenly viewed some products as overpriced, forcing a quick reformation. "They did a hell of a job when they came into the market," says one critic, "but they had no repeat sales, because ounce for ounce, they were way overpriced."

But competition has brought prices down, and retailers could have a field day with deals if the fire stays hot. Indeed, some manufacturers say that discount stores are jumping into the market as the deals become more attractive.

"The category has leveled off as far as its growth goes," says Chuck MacConnell of Grand Imperial, whose Take 5 was an early entry into the market. "From here on in it could be all out war, because what space is there is all there's going to be."

Kraft to Use Flex-Can

"Flex-Can", a leader in retortable pouch food packaging for the American lifestyle of the 1980's, has been selected by Kraft, Inc. to introduce its new "a la Carte" line of convenience food entrees.

The Flex-Can retortable pouch is produced and marketed by the Reynolds Packaging Division of Reynolds Metals Company for the consumer and institutional food service industries. Reynolds is a major supplier of

retortable pouch packaging for the Kraft "a la Carte" line.

Kraft "a la Carte" fully-cooked entrees in the 8-ounce Flex-Can retortable pouch are being test marketed. Requiring no refrigerator and ready to serve after heating only five minutes, "a la Carte" entrees include Beef Burgundy, Creamed Chicken, Sweet 'N Sour Pork, Beef Stew and Beef Stronganoff.

"The Flex-Can retortable pouch is emerging as the food package for the American life style of the 1980's," according to David A. Heintz, marketing director of food and beverage packaging for Reynolds Metals Company. "Retortable pouch packaging helps food processors control rising food costs by providing energy savings and longer shelf life."

Cuts Cooking Time

The thin profile of the Reynolds Flex-Can retortable pouch cuts precooking time for Kraft a la Carte entrees up to 50 percent. It provides both energy savings and shelf-stable convenience while offering consumers premium quality in a light-weight package. Food processing time is reduced, resulting in superior food taste and color, and heat sensitive nutrients are not affected as greatly as with canned foods.

In addition to Kraft's use of Flex-Can for its a la Carte line, the Reynolds retortable pouch is also being used by ITT Continental Baking Company for marketing its Continental Kitchens entrees. The Defense Department is also using Reynolds Flex-Can for its Meal, Ready-To-Eat program of retortable pouch meals to replace rations used by military units in the field. Retortable pouches are also being used in several international markets.

Reynolds Flex-Can has been developed in both the retail/consumer 8-ounce size and a #10 can size equivalent for foodservice markets. Flex-Can's thin profile provides major storage and shipping savings with one thousand 8-ounce pouches weighing a little over 12 pounds versus 109 pounds for one thousand 8-ounce cans.

Additional information is available from the marketing director, food and beverage packaging, Reynolds Metals Company, Richmond, Va. 23261.

SAUCES: 1979 PERFORMANCE — 1 MILLION SUPERMARKETS

Sales	Sales		% of Dept. Sales	Profit	Assmt.		M. gin A. G. on M. gin (% of Retail)	
	1979 \$ Vol. (Millions)	1978 \$ Vol. (Millions)			% of Dept. Gross Profit	Gross Profit \$ (Mill.)		Items Shipped '79
Dry Mixes and Seasonings								
Spaghetti Sauce Mix	1.22	15.67	17.94	-12.64	1.82	5.22	6	31.3
Spaghetti Sauce	26.54	341.53	270.48	26.27	23.23	66.65	34	19.5
Meatless	15.22	195.83	161.46	21.29	13.24	37.99	20	19.4
With Meat	9.37	120.63	86.94	38.75	8.03	23.04	12	19.1
With Clams	1.95	25.07	22.08	13.54	1.96	5.62	2	22.4

Product Usage
In Progressive Grocer's 1980 guide to product usage — "What's Hot — What's Not," the following information is shown for 200 most used supermarket grocery products.

Rank	Category	% Using	% Using Daily	Exclusive One Brand Users
20	Soup, canned	89.8	NC	61.4
32	Macaroni, Spaghetti and Noodle products, packaged	86.6	0.8	58.7
41	Sauce (excluding flavored and seasoned mixes)	83.9	11.7	69.2
95	Sauce, spaghetti (in jars or cans)	55.2	NC	66.7
99	Packaged dinner mixes (with pasta)	53.8	NC	58.6
128	Canned spaghetti, macaroni	39.9	NC	54.8
145	Flavored, seasoned rice mixes	31.7	0.4	70.1
154	Dinner Mixes (add meat, fish)	29.1	0.2	59.1

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WIDE SPREAD SPROUT DAMAGE

by Melvin G. Maier, Administrator
North Dakota Wheat Commission

Weather damage to the 1980 North Dakota durum crop already extensive is potentially more serious than the situation in 1977, the last year in which serious damage occurred.

According to wide spread and numerous reports fully one-third of the crop has already been damaged. Damage estimates range from bleached kernels to loss of grade to high percentages of actual sprouted kernels. Twenty-one counties in the northern half of the state reported sprout damage in last week's North Dakota Crop and Livestock Reporting Service Report.

Most of the damage is again being reported in swathed grain. Up to mid-August about fifteen percent of the durum crop in central and northern North Dakota has been swathed and another twenty-five percent has been combined. Samples of harvested durum with an excess of 20% sprout have been reported. Most reports are less than that, but any sprout damage, even at the 1% level can adversely affect the quality of durum products. Sprout damaged durum has lost much of its elasticity in the dough when semolina or durum flour is mixed to produce pasta. Pasta products such as spaghetti, lasagne and other long goods break apart in the drying process. When cooked they lack the "al dente" or firmness of products made from 100% sound durum or blends of 100% sound durum and wheat.

Much of the northern half of the state has experienced more than two



Melvin G. Maier

weeks of wide spread rain and temperature conditions are ideal for germination not only in the swath but in standing grain. Sprout damage in standing grain of from 2 to 5% has been reported in numerous areas of the state.

The 1980 North Dakota durum crop was already badly reduced by drought with most market observers anticipating no more than a 60 million bushel North Dakota durum crop. Carryover of high quality durum from past years of 57 million bushels and 1980 U.S. production of 90 bring the total durum supply to 147 million bushels. Last year's domestic consumption totalled 54 million bushels and 83 million bushels were exported. Prices for No. 1 Hard Amber Durum were up sharply and are expected to increase further as the situation worsens. The larger spread (about \$2.00-

\$2.50 between No. 1 Hard Amber Durum and No. 2 Dark Northern Spring (DN) is undoubtedly cause pasta makers to substitute bread wheat durum in order to reduce the finished pasta goods. This year's total export and domestic consumption of durum is currently expected to be 120 million bushels.

Durum Crop Poor Prices Up Sharply

Durum wheat production on July 1, forecast at 90.5 billion bushels (2.2 million metric tons), was 15 percent below 1979. Yield is forecast at 11.4 bushels per acre as hot dry weather placed the crop under stress. The outlook for the durum crop in North Dakota was mostly poor. By mid-July none of the durum crop was good, 60 percent was fair, 60 percent was poor. In face of the poor crop prospects, buyers advanced the spot price for No. 1 Hard Amber Durum to \$7.55-\$7.60 per bushel on July 15, the highest price since January, 1974.

Stocks

According to the Crop Reporting Board, U.S. old crop durum wheat stocks in all positions on June 1, 1980 were 57.4 million bushels (1.59 million metric tons), which was 31 percent below last year's 85.8 million bushels (2.33 million metric tons) and 14 percent less than two years ago. This year's farm holdings accounted for 44.4 million bushels (1.21 million metric tons) compared with 69.7 million (1.90 million metric tons) one year ago.

Off-farm stocks totaled 12.9 million bushels (2 thousand metric tons) compared with 16.1 million bushels (438,000 metric tons) last year. April-May disappearance this year totaled 18.4 million bushels (722 thousand metric tons) compared with 18.7 million bushels or 509 thousand metric tons last year.

Exports

U.S. exports of durum wheat for the last crop year totaled 79.3 million bushels (2.2 million metric tons), which was an increase of 13.4 million bushels over last year. The largest importer was Algeria with a total of 12.5 thousand metric tons. Durum exports out of Duluth/Superior since the opening of the shipping season through July 10, 1980 totaled 15.8 million bushels compared to 11.4 million bushels one year ago.

Canadian Situation

Durum wheat, according to Canadian statistics, increased to 3,200,000 acres compared to 2,600,000 acres sown in 1979. The visible supply of Canadian durum in licensed storage and in transit on July 2, 1980 amounted to 719.2 thousand metric tons, 74.3 thousand metric tons more than last year. With the early opening of the St. Lawrence Seaway and the new upper cars added during the last year, Canadian exports of durum in the June 1979-May 1980 period increased to 1.7 million metric tons compared to 1.4 million metric tons last year. Algeria, Italy, Poland, and the U.S. were the largest importers taking a total of 1.5 million metric tons.

Southwest Durum

The supply and demand factors which have provided substantial strength in the durum market may also potentially increase acreage and production in the southwest durum area of California and Arizona. Durum in the southwest competes for acreage with cotton which is currently experiencing a very favorable market situation. If that price strength is maintained at current levels or higher, cotton may occupy a good share of the potential 1981 SW durum production area. On the other hand if potential producer returns from durum ap-

pear to be greater than from alternative crops at seeding time (December and January), durum acreage could increase substantially with the potential of 3.5 mil. acres or a possible 30 mil. bu. crop in 1981 compared to 18.7 mil. bu. produced in the southwest in 1980. Substantial quantities of 1981 California durum have reportedly already been contracted.

1981 Target Price

USDA has announced that the 1981 target price for wheat will be increased to at least \$3.81 per bushel from the current \$3.63. At the same time, the Department said that there would be no set-aside program for either wheat or corn next year. Secretary Bergland did, however, leave open the possibility of a paid-diversion program for wheat acres dependent upon the supply situation in the spring. Decisions on a haying and grazing program will also be made later. Farmers must comply with Normal Crop Acreage to be eligible.

Mill Closing

Changes in transportation rank among the major economic reasons cited by Seaboard Allied Milling Corp. for closing its 12,500-cwt mill in Kansas City.

The impact of diminishing export flour business also contributed to the decision.

If economic conditions would become more favorable within the next year, the company would give strong consideration to reopening the mill, it was stated.

Closing of the Kansas City mill is in harmony with the company's pioneering role in the shifting of milling operations from the wheat growing areas of the central Plains to the consuming centers of the Southeast and East.

With the Kansas City closing, wheat flour milling capacity of Seaboard in the U.S. will be 72,100 cwt. Adding durum capacity of 6,000 cwt and rye capacity of 1,000 cwt brings total milling capacity to 79,100 cwt. Doubling of wheat flour capacity at Albany, N.Y., currently under way, will increase wheat flour capacity of Sea-

board to 79,100 cwt, and all flour to 86,100 cwt.

The mill to be closed in Kansas City ranked with Culpeper, Va., as Seaboard's largest plant, both at 12,500 cwt. Next in size is Buffalo, at 11,500 cwt. When expansion at Albany, N.Y., is completed, it will be Seaboard's largest milling complex, at 19,000 cwt, including 14,000 cwt of wheat flour and 5,000 of semolina.

The first step in Seaboard's shifting of capacity was opening of a new mill at Chattanooga, Tenn., in 1963. A mill was opened at Jacksonville, Fla., in 1965, and a mill at Culpeper, Va., came on stream in 1970. Seaboard opened a bakers' flour and semolina mill at Port Allen, La., in February, 1975. The Albany mill began operations in June, 1976.

Seaboard has flour mills in Jacksonville, Fla., Port Allen, La., Albany and Buffalo, N.Y., Chattanooga and Cleveland, Tenn., Culpeper, Va., and two at Topeka, Kas. In addition, the company has flour mills in five countries in South America and Africa with a combined capacity of 20,600 cwt.

Pillsbury Annual Report

The Pillsbury Co. 1980 annual report gives major attention to returns on capital investment, declaring that "improving the rate of return on invested capital requires satisfactory rates of return on new capital projects, improving returns on present operations and converting existing assets with unsatisfactory returns into cash for reinvestment at more attractive returns."

This is in line with the company's goal of achieving an annual per-tax return on average invested capital of 25%. The actual return in fiscal 1980 was 19.2%, as average invested capital in the year increased by 24% to \$1.24 billion. Invested capital is the sum of working capital and non-current assets.

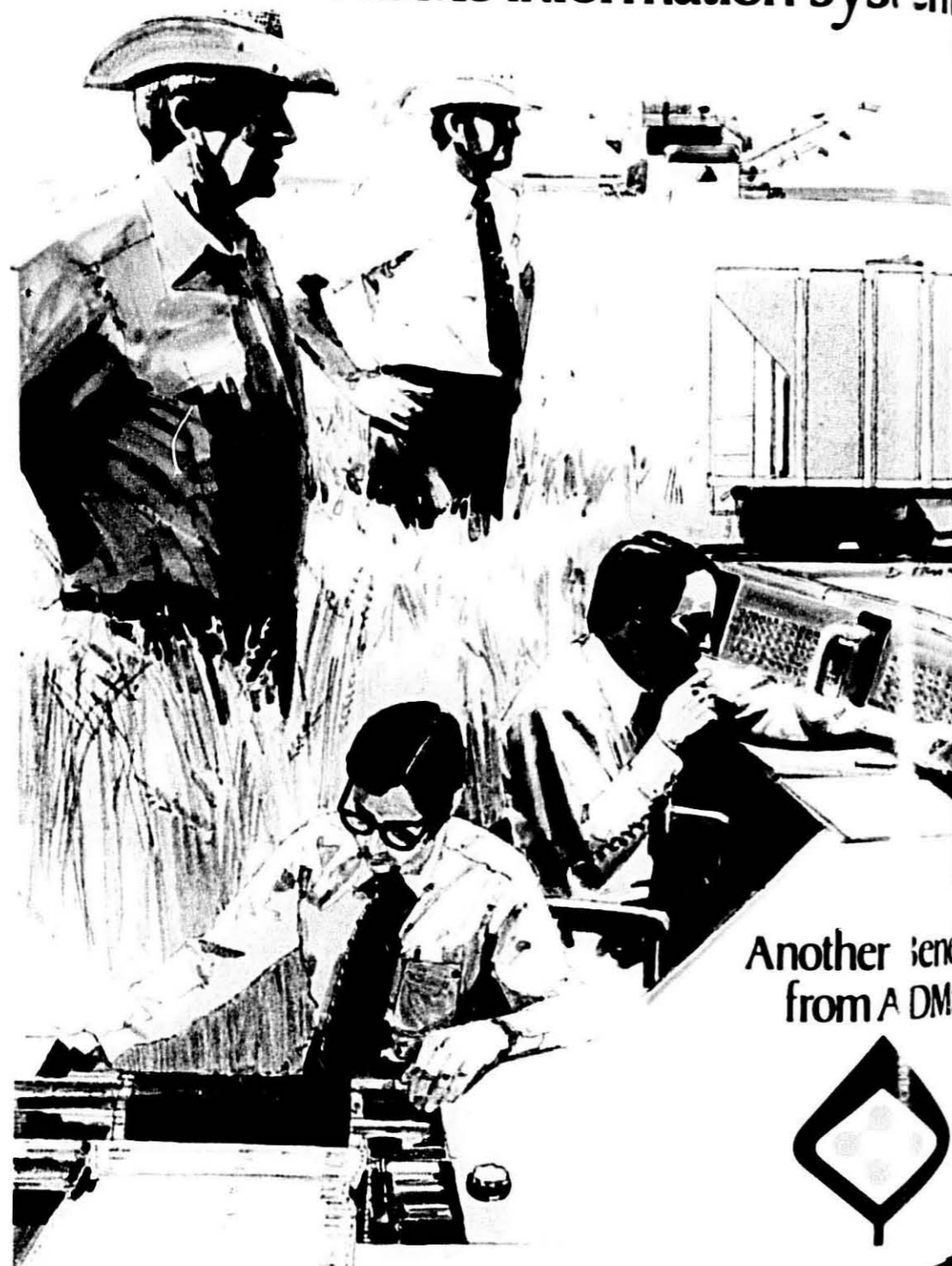
The report sets forth the following criteria on new investment decisions:

"New capital projects are subject to a common discipline of analysis throughout the company. Profit-adding projects must generate at least a 16% after-tax return on net cash flows over the life of the project. This minimum was increased from 15% during the year.

(Continued on page 24)

State	Area Harvested			Yield			Production		
	1978	1979	1980	1978	1979	1980	1978	1979	1980
	1,000 acres			bushels			1,000 bushels		
Traditional									
Minnesota	98	77	129	38.5	37.0	28.0	3,773	2,849	3,612
Montana	290	325	400	30.0	21.0	11.0	8,700	6,825	4,400
North Dakota	3,240	3,250	4,000	31.5	26.0	15.0	102,060	84,500	60,000
South Dakota	190	165	225	20.0	22.0	17.0	3,800	3,630	3,825
Nontraditional									
Arizona	91	70	145	70.0	75.0	75.0	6,370	5,250	10,875
California	115	45	100	75.0	80.0	78.0	8,625	3,600	7,800
Total U.S.	4,024	3,932	4,999	33.1	27.1	18.1	133,328	106,654	90,512

ADM's information system provides essential, timely market data - helps you make sharp buying decisions.



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ADM Milling knows that when you buy is often just as important as how much you buy.

So to help our customers, we combine our nearly 80 years of in-depth market experience with the sophistication of ultra-modern data processing techniques — to provide our customers with dependable, detailed information on the current market conditions and the significant trends.

This is an extra service — a benefit for ADM Milling customers. As a result, our customers have confidence in the fact that they are basing their buying decisions on the most accurate, up-to-the minute market data available.

With ADM's flour bleaching and conditioning services, you can use our unique process. Plus, ADM's total control over the quality of our products. And that's a definite advantage to you.

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That's why — and in many others — ADM Milling Company is the market leader.

ADM Milling assumes total responsibility for — and maintains — the quality and availability of its products.

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ADM also supplies quality baker's shortening, corn sweeteners, CO₂, soy protein and vital wheat gluten for the baking industry.

Pillsbury Report

(Continued from page 21)

"This hurdle rate for project evaluation is not to be confused with the pre-tax return on invested capital used for measuring the current productivity of the total pool of capital employed. Projects successfully meeting our hurdle rate will enhance the return on total invested capital."

The report says that American Beauty pasta maintained market leadership in its primary areas west of the Mississippi River. American Beauty had a 21% share, against 11% for its nearest competitor.

Marketing Manager

William J. O'Meara has been promoted to marketing manager — bakery flour/durum for the Industrial Foods division of International Multifoods Corp.

In O'Meara's new capacity, he will be responsible for the pricing and marketing of Multifoods bakery and specialty flours. He was formerly export/specialty flour manager.

In other action, Amelia M. Jaeger has been promoted to export sales manager for the division. She will

Government Purchases

The following table shows A.S.C.S. purchases of durum flour, farina and pasta products in 1979, with comparisons, in cwt's.

Cwts	1979	1978	1977	1976
Durum Flour	54,100	86,500	111,200	87,330
Farina	25,780	27,220	21,860	29,840
Macaroni	125,330	154,090	10,320	8,980
Spaghetti	154,610	0	0	0

12-WEEK TREND VS. YEAR AGO AS OF NOVEMBER 16, 1979

Selling Areas Marketing, Inc. trends of Food Operators Handling reports Generic Label Penetration and Generics.

Category	Dollars				Pounds			
	Generic % Share	Generic % Change	Reg. PL % Change	Total PL % Change	Generic % Share	Generic % Change	Reg. PL % Change	Total PL % Change
Pasta	3.9	+138.9	+3.4	+16.4	6.3	+114.7	-5.1	+9.4
Canned Pasta Dishes	3.2	+++	N.R.	N.R.	4.5	+++	N.R.	Non-Reportable
Dry Packaged Dinners	4.1	+41.4	-3.5	+8.4	8.3	+33.8	-7.7	+6.9
Italian Food Sauces	6.7	+++	+3.4	+139.6	11.0	+++	-8.2	+149.8

+++ Gain of 500% or more

handle marketing and sales of all export flour including USDA and P.L. 480 bids. Both O'Meara and Jaeger report to William B. Deatrick, division vice president — marketing, Industrial Foods division.

International Multifoods, based in Minneapolis, is a worldwide food processing company with annual sales of \$1 billion. The company has operations in the United States, Canada, Venezuela, Mexico, Brazil and franchising activities in the United States, Japan, Canada and Thailand.

Foremost-McKesson Establishes Scholarship Fund

A \$1.5 million scholarship fund has been established at New York University by Foremost-McKesson, Inc.

The new fund was announced jointly by Thomas E. Drohan, president and chief executive officer of Foremost-McKesson, and Dr. Ivan L. Bennett, Jr., acting president of NYU, the country's largest private university.

Dr. Bennett said that income from the fund would be used to provide financial aid to highly qualified students at the university. The scholarship will be administered by NYU and awarded on merit as well as need, with preference given to current employees, children and grandchildren of present, retired and deceased employees of Foremost-McKesson. As many as 100 students may receive financial assistance under the scholarship program each year.

Although the scholarship program will be nationwide, Drohan noted that

approximately 1,000 Foremost-McKesson employees reside in the greater New York City area. Many of these employees work for the C. F. Mueller Company which Foremost-McKesson acquired from NYU in 1974. The Mueller Company, the nation's largest pasta manufacturer, is headquartered in Jersey City, New Jersey. The Foremost-McKesson Wine & Spirits Group is headquartered in New York City.

The parent company, which reported \$3.7 billion in sales last year, is engaged in the distribution of drug and health care, wine and spirits and chemicals, and in the manufacture of food products. Foremost-McKesson is headquartered in San Francisco.

Pasta in Other Countries

From Cali, Columbia comes the report that there are some 53 plants in the country with wide variations as to production capacity.

In addition to hard wheat semolina, pre-cooked soy, corn meal and rice flour are used as raw materials.

Spaghetti is the most popular shape accounting for some 35% of consumption. Noodles are next accounting for 15% of consumption.

The industry is plagued with price wars and low profit margins because of over capacity and because consumption has not met expectations.

In Spain

In Spain consumption trends have been steady for the industry's some forty producers. But the social and economic problems of the country concern business.

Macaroni and vermicelli are the most popular varieties sold in cellophane between 80 and 90 pesetas per kilo.

United Kingdom

The United Kingdom is predicting growth at 5% per annum from a base that is extremely low when compared to European or U.S. patterns.

The six domestic plants face competition from poor quality imports from other European countries. They have insufficient funds available to dramatically change quickly consumer eating habits away from the traditional British potato to pasta.

In Belgium

The country's three pasta makers report a slight increase in sales.

Triangle at PMMI Show

Among the new products introduced at the 1980 PMMI Pack Expo by Triangle Package Machinery Company, Chicago, Ill., were a variety of "industry firsts," including the first all-microprocessor controlled packaging system and the only entirely self-contained casing system.

The company also exhibited its new system for packaging fragile items and a new microprocessor accessory that instantly generates performance data. Completing the Triangle exhibit were a packaging system that makes flat bottom bags and a twin tube system that delivers the production and versatility of two machines in little more space than one unit occupies.

The Triangle exhibit featured state-of-the-art packaging systems including:

System 2000 — This all microprocessor controlled packaging system combines a Flexitron 2000 weigher and a Pulsamatic 2000 bag machine. It features digital keyboard control, CRT screen readout, and cartridge programming.

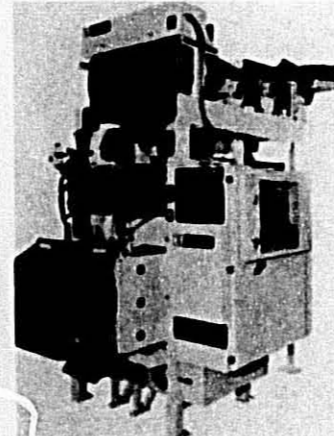
Besides more efficient and highly accurate performance, the System 2000's keyboard and CRT combination greatly simplifies operator control and allows operator/machine dialogue. Triangle pre-programmed cartridges can be modified by the operator without memory loss.

Flexicase — Triangle's new packaging system is the only self-contained system for flexible pouches that eliminates all hand-packing by integrating a variety of functions.

The system erects a corrugated box from its own magazine, collates and loads flexible packages into it, seals and discharges the box.

FP System — Fragile products are carefully handled by Triangle's new FP System. Product rapidly "slides" through net weighing and form-filling, thereby avoiding breakage.

Weighgard — The company's new microprocessor accessory that fits into the panel of Triangle's 1600 series Flexitron weighers instantly generates minimum and maximum weights, averages weight and standard deviation. Samples are not necessary since weighgard data is determined from



Triangle Fragile Product (FP) System

automatic calculations of the previous 100 weights per scale head.

Flat Bottom Bag — This exclusive system creates a package that stands erect by relaxing film while lower package gussets are formed and sealed, preventing product from entering the folds.

Twin Tube Systems — Twice the product than a single tube model in far less space is produced with this new Triangle packaging system. Dual controls allow two different products, weights, bag sizes and materials to run at the same time.

Additional information is available by writing Triangle Package Machinery Company, 6655 West Diversey Ave., Chicago, Ill. 60635.

Spaghetti Winder

An invention patented by a Swiss merchant wraps spaghetti around a fork so that it can be lifted to the mouth without splattering the tablecloth or clothing. Janos Zapomel, who runs a hardware and cookware store in Basel, was granted patent 4,211,372.

The winding is done in a circular device that can be attached to the edge of a dish. The eater pushes a fork loaded with loose spaghetti into the device and rotates its collar. The patent says the disordered spaghetti is neatly wound on the fork. The winder is being manufactured in Basel, and Mr. Zapomel is reported to be planning production in the United States.

Accurate Checkweighing

Accurate weight readings are an important part of every checkweigher. At Hi-Speed Checkweigher Co., Inc., every checkweigher is designed and built to meet each customer's accuracy needs. The range of accuracies available varies according to a number of factors including product weight, line speed, product characteristics.

No Exaggerated Claims

Hi-Speed does not make exaggerated claims for checkweigher accuracy. Accuracy is quoted according to statistically valid parameters and to the level of accuracy required by the customer to solve their weight problem. Some applications require and are therefore designed to provide accuracies of ± 3 milligrams. Other checkweighing applications may have accuracies as high as ± 1 ounce. It all depends on what is needed.

Rigorous Accuracy Tests Before Shipment

Every Hi-Speed checkweigher is subjected to a rigorous set of accuracy checks before shipment. These accuracy tests begin with the Automatic Checkweigher Test Procedure (ACTP) which consists of a multiple series of 20 pass tests around the reject zone limit. All COMPUTA-WEIGH equipped checkweighers are further tested with accuracy tests at $\frac{1}{4}$, $\frac{1}{2}$ and $\frac{3}{4}$ capacity plus a 100 pass test to determine the accuracy based on the standard deviation statistic. All accuracy test results are shipped with every checkweigher as a final proof to the customer that the machine was built and tested to conform to the accuracy specifications made in the customer purchase order.

This is not standard procedure for some other checkweigher manufacturers and it should be. It is to every customer's benefit to have recognized accuracy test procedures which meet approved and valid statistical guidelines.

Sample Accuracy Test Forms Available on Request

Complete information and sample copies of Hi-Speed accuracy test procedures are available from Hi-Speed Checkweigher Co., Inc., P.O. Box 314-MJ, Ithaca, New York 14850.

DIETARY GUIDELINES AND THE FOOD INDUSTRIES

by D. Mark Hegsted, Administrator, Human Nutrition, U.S. Department of Agriculture,
Speaking to the Institute of Food Technologists

I assume that the honor I have of talking to you is indicative of a changing perception and interest in nutrition among food technologists. I have been told many times in the past that 'you can't sell nutrition.' I am sure that the evidence is abundant that a product that is nutritious — however that is defined — may not sell. We do not buy or consume food simply to fulfill our nutrition needs and a product will not sell unless it has other characteristics that are desirable. Yet it is also true that our diet must fill nutritional needs and the challenge, is to produce products which not only yield a nutritious diet but are sellable in other ways as well. An increasing proportion of the total amount of food consumed by the American public is now processed to greater or lesser degree outside the home. As more women work, share the responsibility for producing income and have less time to devote to food preparation, it is likely that this trend will increase and as it does, the nature of the food eaten and its nutrient content will be increasingly dependent upon the commercial processor rather than the person who buys and puts the food on the table. It seems to me inevitable that the food industries must assume greater responsibility and be held responsible for nutritional consequences of the American diet.

This is not an easy task since we are talking about the "diet" as a whole. The array of products available is so large that it is clear that anyone who has adequate knowledge can select a nutritious diet. Yet this large array of foods accompanied by promotional efforts makes it increasingly difficult for any consumer to select food appropriately. As it becomes more and more difficult for the consumer to control his diet and make appropriate selections, it is legitimate to ask where the responsibility of the industries lies in assisting the consumer. In simpler times it was probably legitimate to assume that if a grocer presented food products in an attractive place and was pleasant and helpful, he had fulfilled his responsibility. With only a



Dr. D. Mark Hegsted

few hundred items to select from, a reasonably knowledgeable person could be expected to select a reasonably nutritious diet for the family. Now the definition of a nutritious diet is more complex as our knowledge of nutrition has increased, the consumer is exposed to a great deal of promotional effort, and the vast array of products makes it more difficult to distinguish between products or increases the opportunity to make less than desirable selections. The challenge and opportunity for the food industries is clear.

Americans Are Healthy

It is important to emphasize, of course, that the net effect of the great changes in our food supply during the past 30 or 40 years has not been a negative one on the health of the American people. As has been emphasized in the Surgeon General's Report (1), Americans are healthier now than they ever have been and the food industries have played a role in this. This does not, however, mean that the health of Americans is optimal or that nothing remains to be accomplished in nutrition. Quite the contrary.

Processing of food by industry is often, if not generally, perceived by the public to be a negative influence. Some of the reasons for this are as apparent to this audience as they are to me. Yet it is abundantly clear that this is not necessarily true. Most of the food we eat is processed either by the industry or at home and the processing procedures can be, and probably

usually are, better controlled in industrial processing than they are at home. Setting the record straight is simply another challenge for the food industries and nutritionists. Yet processing may have negative effects on nutrition quality and blanket denials are also inappropriate.

We are now in a transition period in the definition of a nutritious diet. Prior definitions were based almost entirely upon vitamin, mineral and protein content. This was appropriate 20 or 30 years ago and consistent with nutritional knowledge. It is now no longer appropriate. The joint statement issued by the USDA and DHEW entitled "Nutrition and Your Health; Dietary Guidelines for Americans" sets new objectives and, notwithstanding some objections which have been made, represents a consensus of scientific opinion on the issues at this time. The message is one of moderation, not only moderation in total calorie consumption, but with specific recommendations for moderation in the intake of fat, saturated fat, cholesterol, sugar, salt and alcohol and recommendations for increased consumption of fruits, vegetables and grain products. This represents a considerable departure from prior recommendations which urged increased consumption of products designed to assure an adequate intake of essential nutrients. The essential nutrients are, of course, just as essential now as they ever were. The Dietary Guidelines do not mean less concern about essential nutrients but this concern must be combined with a concern for the constituents listed above. This is a more difficult job. It is not possible, for example, to throw the equivalent of a vitamin pill into a product and label it nutritious.

Deficiencies Occur

Nutritional deficiency diseases undoubtedly do still occur in the United States and we must be vigilant in searching for those who are undernourished and find means to alleviate these differences when they can be identified. It should be clear, however, to any one familiar with the current evidence that most of the deficiency

diseases which can be identified are relatively mild and nutritional deficiency does not constitute a widespread, threatening public health problem. The major causes of morbidity and mortality in our population are the chronic diseases — coronary heart disease, cancer, stroke, hypertension, diabetes, obesity and the like. Major improvements in health of our population depend upon alleviating the ravages of these diseases. These diseases have a complex etiology. They are not strictly nutritional diseases. Yet diet plays a role and diet can be modified. These diseases are associated with over-consumption. It is time that we develop a "nutrition message" appropriate for the problems of our population. These are embodied in the Dietary Guidelines for Americans.

Not the Last Word

It is not concluded that the Dietary Guidelines are the last and ultimate word in nutrition. All recommendations stand to be corrected when it is justified by evidence and experience. The Recommended Dietary Allowances, for example, which have provided the basis for dietary recommendations in the past, have been regularly reviewed and modified at five-year intervals. It was not concluded that modification of the RDA means that the prior recommendations were useless but only that they could be improved. It has always been understood that estimates of appropriate levels of intake of various nutrients were useful even though the evidence upon which they were based was far from conclusive and they have always been made with the expectation that they would be modified.

The establishment of RDA has always been done with the full realization that the nutrient needs of individuals of similar age, sex and activity do vary and with the understanding that the nutrient needs of a specific individual could not be specified. The RDA, therefore, have always been relatively generous and in excess of the expected need of most individuals. The levels selected by a particular committee can be, and frequently are, debated, and few of us are in entire agreement with the conclusions of any committee. Yet they do represent a valid public health principle. That is, the recommenda-

tions should maximize benefits and minimize risks for the greatest number of people. The same principles must be followed in developing recommendations to moderate consumption. Since practically everyone in the United States is at some risk of developing one or another of the chronic diseases associated with over-consumption; since our capability of identifying those at risk is limited; since there has been no risk identified with reduced consumption of fat, saturated fat, cholesterol, sugar, salt and alcohol and increased consumption of fruits, vegetables and grain products; and since no advantage has been claimed for diets high in fat, cholesterol, sugar, salt and alcohol and now in vegetables, fruits and grain products, it would be irresponsible not to provide the public with such advice. This is no more and no less than the conservative position that nutritional recommendations should maximize benefits and minimize risks.

No-Growth Industry

It would seem quite clear that no dietary recommendations can be developed which will be equally and uniformly acceptable or advantageous to the food industries as a whole. Total food consumption in the United States is probably about as large as it can get and the extent of obesity indicates that it is higher than it should be. Total food sales cannot be expected to increase except in proportion to population growth and it would appear that we now waste enough food to account for population growth for years to come. Distribution is, of course, not uniform nor adequate but it would appear that within the U.S. the food industry is or ought to be practically a no-growth industry. Thus to greater or lesser degree, every part of the industry competes with all other parts. Increased consumption of one product ought to be balanced by decreased consumption of something else. Projected or actual increased sales will come out of the hide of someone else in the industry. Nutritional recommendations to increase consumption of one class of products should ordinarily be associated with decreased consumption of others.

It appears inevitable, therefore, that the nutritionist will be seen as an opponent to some segment of the indus-

try. This was not so bad as long as the recommendation was simply to limit consumption of total calories which fell, more or less uniformly, upon the industry as a whole. More specific recommendations to limit consumption obviously pose more specific problems. We understand that the business of business is to make money and that no one likes to have the disadvantages of his product displayed. Yet it is also a truism that excessive consumption of anything, whatever its nature, is undesirable. The food industries do encourage overconsumption.

As I have already indicated, the sophisticated consumer which you serve increasingly deserves and demands better information about the advantages and disadvantages of a product and its place in the diet. Typical food advertising focuses on the nutritional advantages of a product, however trivial these may be. I suppose the basic question that the industry faces is whether or not or how the industry can present a balanced picture which will truly assist the consumer in making wise choices. We all agree that the message of moderation does not imply elimination of products from the diet yet it obviously does mean less consumption of some kinds of products or constituents of products. The only industry that I am aware of that has seriously tried to deal with the problem of over-consumption is the liquor industry. The issue can at least be raised whether or not in a sophisticated society, bombarded with advice, a message of moderation and corporate responsibility may not be as effective as the hard sell.

Criticized from All Sides

The Dietary Guidelines have, of course, been criticized from all sides. They either go too far, they don't go far enough, or to quote Dan Greenberg (2) "No one can quibble with the Guidelines — seven points. What's curious . . . is that it could have been issued 10 years ago." In other words, the Guidelines are common knowledge already. I do not wish to deal with all of these criticisms. The evidence to be reviewed is massive and has been accumulating for many years. The guidelines are in accord with the conclusions reached by many expert

(Continued on page 32)

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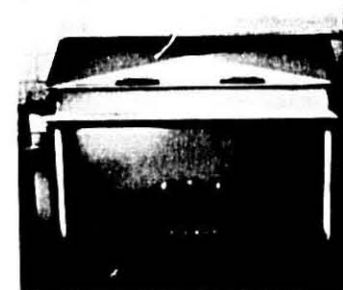
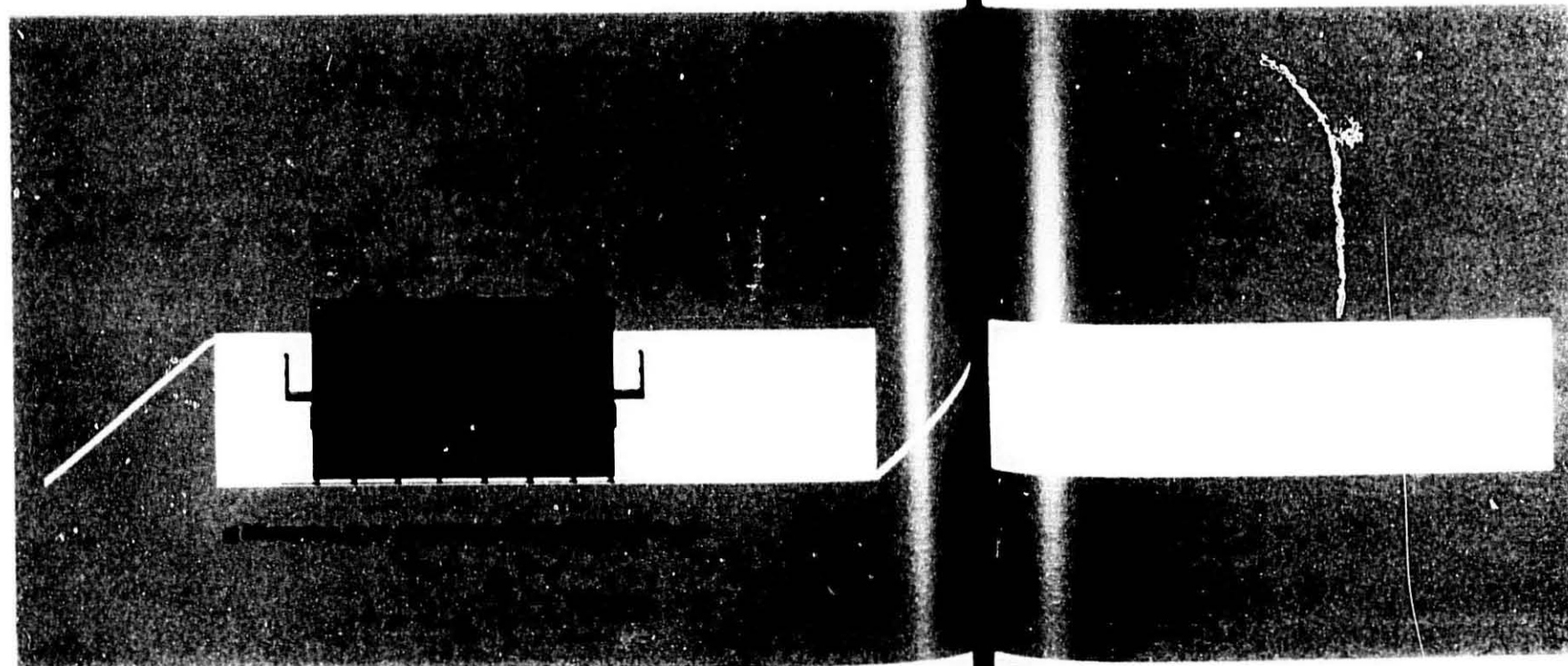
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Dietary Guidelines

(Continued from page 29)

groups over the past 15 or 20 years and represent sensible advice to the public based upon current knowledge and no one has seriously suggested that following the guidelines will impair health.

Nevertheless, some of the criticisms and counter proposals are rather remarkable. The statement from the Food and Nutrition Board (3) in conformity with the position of the American Medical Association (4) is that "Every individual should be aware of his risk factor profile, which includes assessment of hyperglycemia, hypercholesterolemia, hypertension and family history." Then, if any of these are abnormal, they should see their physician and receive appropriate dietary advice. "Abnormal" is not defined but consider what this means. Nearly half of Americans die of coronary heart disease and, thus, if our ability to define risk were adequate about half of all Americans would be in this group. Some 20 percent or more of Americans have clinical hypertension. The value reaches 50 percent or more in some age and sex groups and there is increasing evidence that increases in blood pressure less than those defined as clinical hypertension do impose some risk. Most Americans have some increase in blood pressure as they grow older. 20 to 40 percent of Americans are obese. Perhaps 5 to 10 percent are diabetic. Many, perhaps most, Americans have more than one risk factor, but what appears to be anticipated is that nearly the entire population would eventually be "on a diet" specified by their physician. This suggestion is made in spite of the repeated conclusion by the nutrition community that the average physician is not well informed about nutrition and we also know from our experience with obesity that being put on a diet is not a very effective exercise. This recommendation ignores public health principles. Public health methods are required to deal with public health problems and this is particularly true of the chronic diseases which may have a long incubation time and in which treatment is admittedly not very effective. Public health methods should, of course, be supplemented by treatment and curative medicine and those at highest risk should have

special treatment. Yet even if we could deal with the group at highest risk—the upper 20%, assuming these could be identified—we would not effectively deal with the public health problem (5).

This kind of recommendation ignores the fact that atherosclerosis, which underlies coronary heart disease, develops over a very long period of perhaps 20 or more years. If the effects of this and similar diseases are to be ameliorated, good dietary practice over a life-time will be required. Everything we know about these diseases tells us that children should be taught good dietary practice which will not only maintain their health but protect them from future health problems.

If we follow the philosophical argument of identifying individuals at risk and then providing appropriate individual advice to its logical end, then we would also ask for each individual to be examined to determine whether or not he is at risk of nutritional deficiency of any of the 40 to 50 essential nutrients while consuming his usual diet, and then have a physician provide appropriate advice. After all why should we bother an individual by urging him or her to consume a diet which will provide all the essential nutrients at levels specified by the RDA when we believe that relatively few individuals will benefit from such diet?

The statement from the Food and Nutrition Board warns against broad general recommendations and then proceeds to make such a broad general recommendation against excess salt consumption. An examination of the evidence will demonstrate that there are more convincing reasons to reduce fat and cholesterol consumption than to reduce salt consumption although both, of course, are appropriate.

Finally, the Board states correctly that when the benefits of a recommendation are uncertain, it should be carefully examined to be certain that it will not be harmful. They should have borne this caveat in mind when they conclude that the average American does not need to reduce his fat and cholesterol consumption. To my knowledge no-one has concluded that diets of the kind recommended in the Dietary Guidelines—will be harmful in

any way and a great many investigators conclude that our current diet does impose risks. No-one has seriously suggested that there are advantages in recommending consumption of high levels of fat, saturated fat, cholesterol, sugar, salt and alcohol. We believe that governmental and other agencies with responsibility for advising the public about dietary practice can only take a conservative position, that is recommend dietary practice that minimizes risk and maximizes possible benefits.

Of course we find ourselves in agreement with many of the conclusions of the Food and Nutrition Board report. People should be advised to consume a variety of foods. Account should be taken of special needs related to sex, physical activity, age, pregnancy and lactation in developing dietary advice. Obesity is a risk factor and the development of long-term discipline should be used rather than fad diets. Physical activity is important. Limitation of salt and alcohol intake is wise. We are also in agreement that dietary fat and cholesterol are important determinants of serum lipid levels and that these are risk factors of atherosclerosis and coronary heart disease. Where we disagree primarily is in the most sensible advice about dietary fat and cholesterol consumption for the American public.

Assistance Needed

The acceptance of good dietary practice by the American public is not likely to widely be adopted without assistance from the food industries. Such good dietary practice is relatively easy to achieve and we can probably anticipate that there is increasing reliance upon the food industries to provide service as well as attractive, highly acceptable and nutritious food. There is evidence that when these are combined, nutritional information is a factor in food selection. The Dietary Guidelines provide constraints but also opportunities for the industry. A recent conference at the American Health Foundation outlined many of the research and development opportunities which are available or may be available to assist the message in the Dietary Guidelines simply one of moderation and does not call for drastic changes in the American diet. We believe the mes-

age is be on from the food indus-
cooper on from the food indus-
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making ise food choices.

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DA Backs Moisture Loss Rule

In a major victory for the flour milling industry, Food and Drug Administration has proposed a net weight labeling regulation which retains the prohibition of moisture loss in family flour and certain other packaged foods.

In its new proposal, the F.D.A. would establish a maximum acceptable level of moisture loss in flour of 4%. Current regulations provide only for "reasonable variations" from slated net weight but do not spell out these variations. The 4% variation is considered reasonable by milling industry experts. The F.D.A. action, published as a proposed rule in the Federal Register on August 8, 1977 by weight and measure agencies of California and several other states in the wake of a historic U.S. Supreme Court ruling upholding the constitutionality of flour millers and existing regulations on net weight labeling.

State Petitions

The state petitions urged the F.D.A. to change its labeling regulations, as well as asking for revisions in similar regulations of the Department of Agriculture, which permit weight variations attributable to unavoidable deviations in manufacturing or to loss or gain of moisture content in distribution. In effect, the Supreme Court said

federal regulations must prevail over California's more stringent state weight labeling regulations, which make no allowance for gain or loss of moisture and require that average weight of the package when inspected at retail must at least be the stated weight on the package.

F.D.A., in publishing its proposed rule, reiterated several points made by the Millers' National Federation and the Grocery Manufacturers of America at 1977 hearings on the regulations.

"The evidence gathered at both state and national levels," F.D.A. said, "fails to substantiate the claim that consumers have been subjected to sustained or intentional short-weighting. On the contrary, the most recent nationwide survey reveals that consumers routinely receive a 4% overfill for the average of all packaged foods purchased."

Commenting on the California petition that a minimum weight standard at the retail level be established, F.D.A. said, "The Millers' National Federation estimates that the level of overpack required to accommodate the position advocated by the California petitioners lies in the 5 to 6% range. Congressman Dan Edwards from the 10th district of California indicated that an error level of 5% on each packaged food would result in an extra charge to consumers totaling \$1 billion annually."

F.D.A. also cited the Federation's testimony that use of hermetically sealed containers to reduce moisture loss would cause flour and rice to deteriorate more quickly when stored in air-tight containers, and would substantially increase the costs of packaging.

The F.D.A. indicated it would consider product additions to the categories, as well as additional maximum moisture loss ranges, if justified by submitted data. It cited dried fruit, macaroni and noodle products as examples of other foods losing moisture during storage but for which "a reasonable judgment regarding an acceptable level of moisture loss could not be made."

F.D.A. said comments on the proposal should be submitted by Nov. 6 to Hearing Clerk, F.D.A., Room 4-62, 5600 Fishers Lane, Rockville, Md. 20857.

USDA Issues Nutrition Labeling Data Sets

The United States Department of Agriculture has recently issued a booklet on Food Composition Data which is an expansion of data published in "Nutrition Labeling... Tools for Its Use" and "Agriculture Information Bulletin #382."

Twelve composition values for common household measures of 885 foods are included.

Composition values are for food energy, protein, carbohydrate, fat, and percentages of the U. S. RDA for protein, vitamin A, vitamin C, thiamin, riboflavin, niacin, calcium, and iron. Calories have been rounded to the nearest whole calorie and to the nearest gram of protein, carbohydrate, and fat. Nutritive values are based on those in Agriculture Handbook No. 8, "Composition of Foods... Raw, Processed, Prepared"; Agriculture Handbook No. 456, "Nutritive Value of American Foods... In Common Units".

U.S. Recommended Daily Allowances as follows:

Protein	65 grams
Vitamin A 5000 International Units	
Vitamin C	60 milligrams
Thiamin	1.5 milligrams
Riboflavin	1.7 milligrams
Niacin	20 milligrams
Calcium	1.0 grams
Iron	18 milligrams

Macaroni and cheese have been included in the "Meat Alternate" section. Baked from a home recipe, 1 cup equals 200 grams; 1 cup of canned enriched macaroni and cheese equals 240 grams.

One cup of home cooked chicken and noodles equals 240 grams. This is listed in the "Stews and other Combinations" section. In the same category are various forms of spaghetti. The following equivalents are given. All amounts are for 1 cup of enriched spaghetti. Spaghetti in tomato sauce with cheese from either a home recipe or canned equals 250 grams. Spaghetti in tomato sauce with meat balls from a home recipe equals 248 grams, while canned spaghetti in tomato sauce with meat balls equals 250 grams.

Labeling Data Sets

(Continued from page 33)

In the pasta and noodle section the following values are given: Macaroni (enriched) cooked to the tender stage and served hot has 140 grams per cup while if served cold the number of grams decreases to 105. If the macaroni is cooked to a firm state the number of grams per cup is 130. The number of grams per cup of cooked, enriched noodles is 160.

One cup of either chicken noodle, turkey noodle, or beef noodle soup, all canned, condensed, ready-to-serve prepared with an equal volume of water contains 240 grams. The same figures apply to dehydrated chicken noodle soup (2 oz. package mixed with 4 cups of water) or beef noodle soup (2 oz. package mixed with 3 cups of water.)

USDA and FDA Repropose Net Weight Labeling Requirements

The U.S. Department of Agriculture and the Food and Drug Administration of the Department of Health and Human Services are proposing to modify their net weight labeling regulations to precisely define just how much the weight of a packaged food may vary from the weight listed on the label.

"We are aiming for regulations that will result in accurate statements about the contents of containers," said Carol Tucker Foreman, assistant secretary of agriculture for food and consumer services.

"The lack of precise federal regulatory guidelines has made it difficult for state and local authorities to determine if net weight declarations are accurate at retail," she said.

Jera E. Goyan, FDA commissioner, said, "The defining of what variations are allowed should benefit consumers and producers alike."

The USDA proposal defines net weight as the total weight of the package and contents minus the weight of the packaging materials. USDA has not determined whether to include liquid absorbed by the packaging in the net weight, Foreman said.

"We particularly want public comment on the liquid issue," she said. "We will decide after reviewing the comments."

"Reasonable variations" from stated net weight have been permitted since Congress used the phrase in a 1913 amendment which recognizes the practical impossibility of packaging to exact net weights, Foreman said. However, the current regulations do not define "reasonable variation."

The new proposal would replace the undefined standard with objective, quantifiable standards. Compliance would be based on the weight of a specified number of samples taken from each production lot.

For example, if the total weight of 10 random-size containers from a lot of 250 containers equaled or exceeded the total of the labeled weights, the lot would be in compliance, she said.

The proposal would allow single packages within the lot to be underweight because of recognized, unavoidable variations that occur during manufacture. However, the proposal sets a limit to the amount any single package could be underweight.

Besides defining "reasonable variations" for the food under its jurisdiction, FDA is proposing to allow for weight losses as a result of lost moisture in selected food for which there are data. Frozen fruits and vegetables packed in cartons could lose up to 1.0 percent of their weight due to moisture loss, soft ripened cheese would be allowed up to 3 percent and flour packaged in Kraft paper would be permitted up to 4 percent.

Food processors or associations may submit data justifying moisture losses for other food products to FDA.

Hermetically sealed containers cannot always be used to reduce moisture loss, Goyan said. Some packaged commodities need to "breathe." Flour and rice, for example, deteriorate more quickly when stored in airtight containers, he said. Certain cheese must be packaged to allow continued aerobic curing and moisture must be allowed to escape from many baked goods to prevent foods from becoming soggy.

The USDA proposal takes into account the thousands of consumer and industry comments on two previous USDA proposals, Foreman said. A majority of the comments opposed the earlier proposed changes.

"Significant new data obtained since our 1977 proposal has given us reason

for publishing a new proposal," said Foreman. "The present proposal takes into account the comments and studies, our consultations with other federal and state agencies, comparisons with other net weight systems, and USDA's own impact analysis."

"The National Advisory Committee on Meat and Poultry Inspection also reviewed the proposal," she said. "We believe the proposal remedies the shortcomings of the previous proposals while providing state and local agencies with a clear, enforceable standard."

The net weight standard proposed in 1977 — known as the drained weight system — would have excluded dry packaged material, liquid absorbed by the packaging, as well as free liquid that had drained from the product.

"Our previous proposal called for the drained weight system because many consumers believed they were paying for liquid," Foreman said. "However, a study by USDA's Economics, Statistics and Cooperatives Service showed prices in the marketplace are adjusted downward to reflect the liquid that is included. Therefore, a drained weight system might not provide the savings to consumers we thought it would, but we'll still take comments on the value of this system."

The new proposal applies not only to consumer-size packages, but also to the containers of bulk products intended for further processing and packaging. The allowable variations for bulk packages are defined in the proposal.

Comments on the USDA proposal should be sent to: regulation coordination division, room 2637-S, USDA, FSQS, Washington, D.C., 20250. Comments on the FDA proposal should be sent to: office of the hearing clerk (HFA305), FDA, room 462, 5600 Fishers Lane, Rockville, Md., 20855. Comments are due by Nov. 6.

USDA's Food Safety and Quality Service is responsible for accurate labeling of federally inspected meat and poultry products under the Federal Meat Inspection Act and the Poultry Products Inspection Act. The Food and Drug Administration is responsible for the labeling of all other foods under the Food Drug and Cosmetic Act.

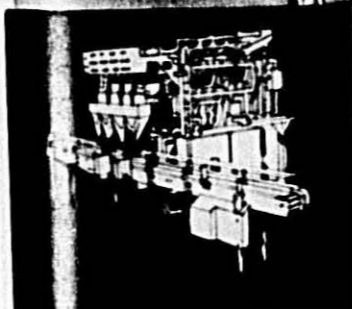


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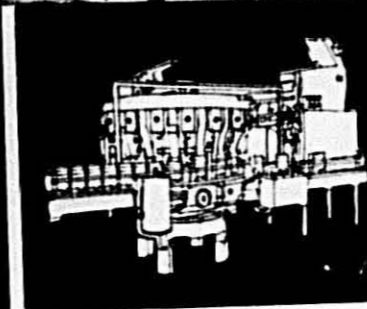
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New School Lunch Processor Rules

New regulations governing the processing of flour and other foods into different end products for use in school lunch and government feeding programs have been proposed by the Food and Nutrition Service of the Department of Agriculture.

The proposal, published in the Federal Register of June 24, would strengthen regulations governing contractual provisions, substitution of donated foods with commercially purchased foods, labeling requirements, use of commercial distributors, inventory management and overall program supervision.

The action is in response to a report issued in February, 1979, by U.S. D.A.'s Office of the Inspector General stating that tighter program controls were needed on processed donated foods.

Waste and Fraud

"O. I. G. determined that processing activities were not being conducted in a manner which assured that recipient agencies were receiving maximum benefits from end products containing donated foods," U.S.D.A. says of that study. "The audit report revealed that wasteful and possibly fraudulent practices have occurred in processing as a result of inadequate federal guidelines and insufficient monitoring." The F.N.S. notice indicates that most of the problems have been in the processing of U.S.D.A. ground beef.

The proposed regulations include the following provisions:

- Processors may continue certain foods meeting U.S.D.A. standards for donated foods, including flour, but would be required to certify that foods they substitute are as good or better quality than the donated foods that go into processed products.

- Processors may continue to use commercial distributors to deliver processed products, but now are accountable for quality and quantity of goods delivered.

- The proposed regulations also require U.S.D.A. inspection of certain processing operations, limit inventories of U.S.D.A. foods that processors can keep on hand to four months' supply unless a higher level is specifically approved, and require closer

federal monitoring of each state's use of processing contracts.

Macaroni, spaghetti added to list

F.N.S. proposes to expand the present list of substitutable items to include corn grits, peanut granules, roasted peanuts, soybean oil, macaroni and spaghetti. Food already on the list are butter, flour, rice, rolled oats, rolled wheat, dried peas, lentils, dried beans, cheese and peanut butter.

"Any suitable donated foods," F.N.S. points out, "may be commingled with commercial foods as long as the identifiable characteristics of the commercial foods at least meet the minimum specification requirements of the donated foods. Section 250.6 (q) (4), as revised, would require processors to maintain records which would permit an accurate determination of the donated-food inventory when commingling takes place."

The proposed rule would eliminate the stipulation that substitution only take place in instances where depleted inventories would otherwise hold up production. "This requirement," F.N.S. says, "is considered unnecessary in the light of permissible commingling."

Improving School Lunches

If Rep. Fred Richmond (D., N.Y.) has his way, Federally subsidized school lunches will be widely upgraded to the "nutritionally superior" level instead of just remaining "nutritionally adequate."

That would mean including low-fat as well as whole milk. Under this plan, proposed by the chairman of the Senate Agriculture Subcommittee on Domestic Marketing, Consumer Relations and Nutrition, all bread in the school-lunch program would have to be whole-grain. Desserts would be fresh fruit only. Meals would have to be low in salt, sugar and fat. So-called "competitive foods" would be limited strictly — especially soda and candy.

While the nutritionally superior school lunch would not be mandatory under Richmond's H.R. 8496, a strong incentive would be provided to schools and school districts. This would take the form of a 10¢-a-day increase in the Federal subsidy for nutritionally superior meals. Schools and districts could continue serving

nutritionally inadequate meals if they chose, but would lose the extra dime Richmond proposes to parcel out.

The concept for an alternate and nutritionally better school lunch program is attributed to the National Nutritional Foods Association and its president, Dave Ajay.

Richmond, a prime figure in nutritional and food stamp initiatives in Congress, argues that schoolchildren too often know little about the relationship between good eating habits and healthful living.

"The poor eating habits acquired in youth usually last a lifetime, bringing in their wake preventable sicknesses and ill health," the Brooklyn Congressman said. "Even if, as they mature, children learn about nutrition and health, they may already have been adversely affected during their formative years."

While the 20-year-old Federally aided school lunch program is considered a success story in terms of providing nutritionally adequate meals for millions of students, educators and nutritionists have been calling attention to ways in which the program could be improved.

Why is Pasta Nutritious?

Each day's menus should include foods from the basic four food groups. Pasta is a part of the bread and cereal group. Pasta is enriched. Nutrient content appears on all packages.

Pasta products are valuable providers of protein. They have good distribution of essential amino acids which are necessary for optimum health and growth. Pasta is usually served or prepared with meat, fish, eggs, poultry or cheese which complement the protein content in the pasta. Two ounces of uncooked pasta furnish these proportions of the U.S. recommended daily allowances for adults:

Protein	9%
Thiamine	5%
Riboflavin	5%
Niacin	5%
Iron	10%

Carbohydrate content provides energy:

Macaroni	210 calories
Spaghetti	210 calories
Egg noodles	220 calories

Pasta is a low fat, low sodium, easily digested food.

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Guest Check

TABLE NO.	SERVER NO.	DATE	ORDER NO.
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1	spray albumen		
1	spray dried yolk		
1	spray dried whole egg		
4	spray dried blends		
	liquid whites		
	liquid yolks		
	liquid whole egg		

THANK YOU



Make a special effort to prepare your eggs the way you want them. When it comes to baking cookies, cakes, doughnuts, and making pastas, mayonnaises, and salad dressings, come through with the products you require according to your particular formulas. We go out of our way to serve you eggs the way that meets your special specifications. And whether it's SPRAY DRIED ALBUMEN, SPRAY DRIED YOLKS, SPRAY DRIED WHOLE EGGS, or any of our FOUR SPRAY DRIED EGGS, we guarantee you'll be pleased with our eggs, quality control, and our service. You can have your eggs the way you want them, shipped to you in poly-lined 50 lb. boxes or larger drums. And we can provide you with liquid whites, yolks, or whole eggs shipped to you in selected temperature controlled tank trucks. You have only to call or write. And tell us how you want your eggs.

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New Jersey Plugs Unit Pricing

"Shopping the unit pricing way" was the theme of a press conference held in North Bergen by the New Jersey Division of Consumer Affairs and the New Jersey Food Council, to announce a statewide year-long campaign urging shoppers to save grocery dollars by comparing prices.

At Shop Rite on John F. Kennedy Boulevard, Adam K. Levin, Director of the State Division of Consumer Affairs, and Jay Adelman, president of the New Jersey Food Council — representing over 90 percent of New Jersey's supermarket retailers — described the details of their joint efforts.

The press conference also featured Bugs Bunny, who with his famous one-liner, "What's Up, Doc?" — UP, Unit Pricing — will symbolize the campaign. Bugs will appear on all materials and media messages to be disseminated throughout the campaign.

Levin declared, "New Jersey is the first state to implement a unit pricing consumer education program, a program we view as very valuable to the shopper, who today is searching for additional ways to save money in the supermarket."

"Our goal is to reach over 60 percent of all shoppers, as surveys indicate that currently only one to five percent of all shoppers — most of them middle income consumers — utilize the UP method. We are appealing to all consumers and in particular senior citizens, low income consumers and children, the future shoppers," Levin continued.

Bugs Bunny was selected as the mascot because he is recognizable and likeable and can present a simple and clear message. The Bugs Bunny theme, as well as the overall education campaign, was developed by Venet Advertising Inc. of Union and New York.

Extensive Campaign

The campaign will consist of supermarket advertisements and displays which began on Sunday, June 22, with radio and television public service announcements and a Division of Consumer Affairs' hot-line for inquiries and reports of supermarket non-compliance, to be phased in by December 1.

Levin added that he is pleased to have the total cooperation of the New Jersey Food Council, in this rare dis-



What's Up, Doc? Unit Pricing! Bugs Bunny's famous line, "What's up, Doc?" is the theme of a new statewide campaign urging New Jersey shoppers to follow the information on unit-price labels on food products and grocery shelves. The campaign was introduced at a press conference in New Jersey by Zal Venet (l), president of Venet Advertising, Adam K. Levin (c.), director of the New Jersey Division of Consumer Affairs, and Jay Adelman (r.), president of the New Jersey Food Council.

play of government and industry working together for the benefit of the consumer.

Adelman responded by saying, "All of the Food Council members have expressed their intentions to sponsor advertisements promoting unit pricing, and to post signs and pamphlets to educate their customers on the value of UP. We are looking forward to a successful campaign."

Supermarkets, under a regulation enforced since 1976 by the State Division of Consumer Affairs, are required to affix unit price labels to the product or grocery shelf directly beneath the product. The unit price label must include the name, size, unit price and total cost of the product. Since all products of the same category must show the same unit of measure, the consumer can easily compare the cost per unit of different sized products.

"In an age of wild inflationary and recessionary cycles where value is of critical importance and there is no uniformity of package size, the unit price label provides an invaluable method of price comparison," Levin declared.

Venet Advertising Wins an ANDY

A 1980 ANDY Award of Excellence has been awarded to Venet Advertising

Inc., New York, for its Prince Macaroni radio campaign.

The campaign features 60-second radio spots utilizing an Italian arrangement (a mandolin included) of Steve Karmen's "I Love New York" theme song. The commercials, developed by Murray Skurnik, senior vice president and creative director; Myrna Gelman, producer, and Nancy Weisbord, copy writer, talk about the goodness of pasta, its versatility and why Wednesday is Prince Spaghetti Day in New York, New Jersey and Connecticut. The commercials were produced in October 1979.

Venet Advertising, Inc. won an ANDY award last year for its Leder's Bagels campaign.

The Andy awards are sponsored by the Advertising Club of New York. This year 39 awards were made in various categories.

\$10 Million Ragu Expansion

Cheshire - Pond's Inc., Greenwich, CT, announced plans for a \$10 million expansion of its Ragu manufacturing plant in Rochester, NY. The expansion will involve construction of a 225,000 sq. ft. distribution center adjacent to the existing facility. Construction will begin in September with completion scheduled for mid-1981.

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Choosing Supermarkets

Quality and freshness of meat and produce are the most important factors used by consumers in selecting their supermarkets, according to a survey conducted by Burgoyne, Cincinnati, a market research firm.

Burgoyne interviewed by phone 2,490 randomly-selected consumers from all regions of the country during the latter half of 1979. The just-released survey, in two volumes, analyzes the responses on the basis of demographics and geography.

Among other survey findings:

— Over the previous year, 18.2% of the consumers had changed the supermarket where they do most of their shopping.

— More than 60% rated private labels as having the same quality as national brands. Almost 40% of the consumers buy generic brands.

— Although most said they are influenced in where to shop by supermarket newspaper ads, more than three-quarters said they are not influenced by television ads.

Most Important Factors

The survey analyzed the most important factors in selecting a supermarket, putting them on a scale of 1-9. The most important factor was said to be quality and freshness of meat, followed by quality and freshness of fruit and vegetables; attractiveness and cleanliness of the store; overall prices, and variety and selection of merchandise. Given a relatively low rating were advertised specials.

Switching supermarkets was most common among young people and large families. The most common reason for switching was lower prices, cited by 36.8%, followed by moving to a different area, cited by 29.6%.

When asked why private label goods are priced lower than nationally advertised brands, 60.9% said it is because advertising costs are eliminated, while 31.1% said the quality is not as good or as consistent.

About 60% said the quality of generic products is about the same as that of private label. The most popular generic items were paper products, purchased by 61.9%, followed by canned fruit and vegetables purchased by 40% of those who had bought generics.

Deciding Where to Shop: 38 Factors

Rank	Characteristic	Score	Extremely Important (% Rating)	Not Important At All (% Rating)
1	Cleanliness	5.80	83.0	0.2
2	Low prices	5.74	81.8	0.2
3	All prices clearly labeled	5.67	77.0	0.2
4	Good produce department	5.62*	73.7	0.1
4	Freshness date marked on products	5.62*	75.7	0.1
6	Accurate, pleasant checkout clerks	5.53	68.3	0.5
7	Shelves usually kept well-stocked	5.49	62.9	0.2
8	Good meat department	5.46	70.0	1.0
9	Good parking facilities	5.43	60.2	0.5
10	Good dairy department	5.38*	56.7	0.5
10	Frequent "sales" or "specials"	5.38*	64.3	1.3
12	Convenient store location	5.31	56.8	1.8
13	Don't run short of items on "special"	5.29	62.0	1.2
14	Good layout /or fast, easy shopping	5.26	51.1	1.0
15	Helpful personnel in service departments (meat, produce, deli)	5.25	51.6	1.0
16	Short wait for checkout	5.20	48.3	1.0
17	Good selection of low-priced store brand items	4.96*	45.4	3.3
17	Aisles clear of boxes	4.96*	44.0	1.0
19	Baggers on duty	4.90	42.2	3.3
20	Good frozen foods department	4.80	39.8	2.8
21	Good selection of nationally advertised brands	4.79	35.8	2.0
22	New items that I see advertised are available	4.68	31.5	3.8
23	Pleasant atmosphere, decor	4.66	31.2	2.8
24	Check-cashing service	4.63	43.7	11.4
25	Manager is friendly and helpful	4.43	35.4	7.9
26	Not usually over-crowded	4.29	23.8	7.7
27	Unit pricing on shelves (price per unit)	4.15	29.3	13.2
28	Good selection of budget-priced generic (no brand name) products	4.06	26.4	13.0
29	Open late hours	3.95	21.6	13.2
30	Good drugs and toiletries section	3.46	15.7	2.7
31	Have deli department	3.43	17.1	2.1
32	Good assortment of non-foods merchandise	3.35	9.6	1.6
33	Carry purchases to my car	3.32*	19.6	3.1
33	Have in-store bakery	3.32*	11.9	2.1
35	Eye-catching mass displays	2.83	6.2	3.8
36	People know my name	2.52	6.9	4.6
37	Trading stamps or other extras	2.34	8.4	5.4
38	Sell hot foods to take out or eat in store	1.91	3.0	5.5

* = tie score.

A total of 68.8% said they read supermarket newspaper ads. Of those, 76.5% read between one and three ads. A total of 54.1% said the newspaper ads influence where they shop. A total of 47.6% of the respondents said they had seen at least some food store advertising on television in the

past two weeks, but 81.1% said ads do not influence their selection of supermarkets.

Moreover, 74.4% said they compare prices between supermarkets either regularly or occasionally, and of those, 78.4% do by checking

(Continued on page 44)

WHO WILL HAVE THE MOST MODERN DURUM MILLING EQUIPMENT IN 1980?



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Choosing Supermarkets

(Continued from page 42)

supermarket ads.

A total of 76.3% said they buy their fresh meat at a supermarket, while 83.7% said they buy their produce there. And 35.9% buy most of their health and beauty aids in supermarkets. More than half, or 36.4%, said they never shop at convenience stores.

A total of 11.6% said they were participating in any game or contest at a supermarket where they shop when the survey was conducted. When asked their feelings about the importance of ease of check cashing when deciding which supermarket to shop at, 51.7% said it is "very important."

Further, 55.6% of the respondents shop just once a week, while 24.8% said they had shopped in one market the past month, and 41.6% said they had shopped in two. The average amount spent per week in supermarkets was \$48.62, while the average amount spent per week in any type of restaurant was \$12.58.

Non-Food Items

More mothers (36%) bought health and beauty aids in supermarkets than other women surveyed (31%) in the report. Sixteen percent of the mothers surveyed bought razor blades and batteries in markets.

Nine percent of other women surveyed said they buy batteries in food stores; 15% of the same group said they buy razor blades there.

Competitive pricing was rated as the most important requirement by both mothers and other women rating supermarkets' general merchandise departments. They also said they wanted to see weekly specials, more attractive and cleaner displays, and more quality merchandise. All the women surveyed said they would rather have all general merchandise in one location, not integrated with groceries. They also would like to see a broader selection of brands, sizes and categories.

Nutritional Labeling Is a New Trend

"Nutritional Labeling", a popular concern both in the industry and among consumers is the topic of a new three-day course offered by The

Center for Professional Advancement on June 30 - July 2, 1980, in the Academic Center in East Brunswick, NJ. Nutrition, nutrient stability, legislation, compliance, methods, equipment and economics are among the topics to be covered.

"Major things are still happening in this field", stated Dr. Endel Karmas, Course Director. He went on to explain that "food manufacturers must go ahead and make sure they are offering the best to their consumers even though that legislation has not been finished. They need to develop new products and it is mandatory to have them labeled when nutrient claims have been made". Dr. Karmas who is presently an Associate Professor in the Food Science Department of Rutgers University, quickly

Comment on Food Label Format

The Food and Drug Administration, the Department of Agriculture and the Federal Trade Commission have scheduled a series of four public meetings to discuss implementation of a research program to develop and test alternative food label formats. At the same time, the three agencies are soliciting suggestions for design of labels.

First Meeting Oct. 6

In a notice in the *Federal Register* of July 8, F.D.A. states that the first meeting will be held Oct. 6 at the Department of Health and Human Services Auditorium at 330 Independence Ave., S.W. in Washington.

F.D.A. points out that the agencies' position statement on food labeling issued late last year called for further public comment on tentative positions as well as on food labeling issues on which the agencies have not yet reached tentative decisions.

"This notice," F.D.A. adds, "announces the formation of an inter-agency task group to coordinate efforts by the agencies and the public to develop research and evaluate the alternative food label formats. As part of this program, the agencies are soliciting information from the public and planning a series of four public meetings at key junctures in the program. The notice also announces the

initiation of a two-year F.D.A. research and development project on how to communicate label information. It is important to emphasize that this is not the beginning of a rule-making proceeding."

Stating that it had contracted with the New York design firm of Robert P. Gersin Associates, Inc., to create a number of alternative food label formats for presenting nutrition and ingredient information, F.D.A. adds:

Submit Data

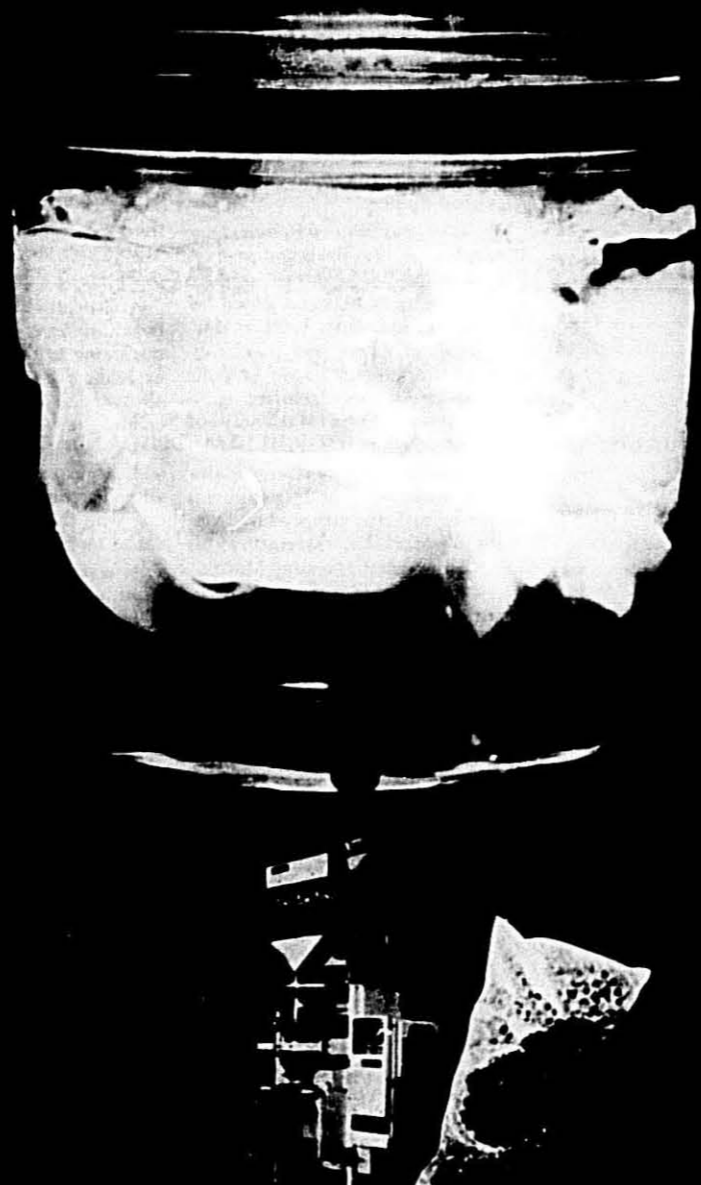
"The agencies encourage the food industry, food and nutrition professionals, consumers, and other interested members of the public to submit data to F.D.A. and comments on how to display or arrange label information more effectively so that they can be incorporated. . . in sample label formats. Suggestions should include, but not be limited to, mechanical devices or schemes for organizing or displaying nutrition and ingredient information (such as pie charts, bar graphs, nutrient density, and numerical or verbal scale) as well as considerations of layout, type size, and use of colors and symbols."

F.D.A. states that following completion of the label design project early 1981, it intends to "conduct consumer research to evaluate the communication effectiveness of the alternative formats. In view of the large amount of nutrition and ingredient information to be accommodated on the food label, the complexity of nutrition information, and the large number of alternative formats likely to be produced in the design phase, the agencies believe that consumer research is necessary to screen the formats and identify those that are more readily understood by consumers and useful to them in evaluating and selecting foods."

Alternate Formats

At the Oct. 6 hearing, Gersin representatives will report on progress in developing alternative label formats. The other public meetings, F.D.A. says, will be held "at appropriate view and decision points during the course of the project." Written comments should be submitted by Oct. 8 to Hearing Clerk, F.D.A., Room 4-62, 5600 Fishers Lane, Rockville, Md. 20857.

You won't find the top name in pasta in any pot.



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INDEX TO ADVERTISERS

	Page
A D M Milling Co.	22-23
Amber Milling Co.	11
Asoca Corporation	41
Braibanti Corporation	6-7
Buhler-Mieg Corp.	12-13
DeFrancisci Machine Corporation	19
Di Cocco	18
Fold Pak Corporation	2
International Millwoods Corp.	48
Macaroni Journal	18
Maldori & Sons, D., Inc.	15
Microdry Corporation	30-31
National Egg Products Corp.	39
North Dakota Flour Mill	43
Pacvey Company	24-27
Rossotti Consultants Associates	47
Seaboard Allied Milling Corp.	37-38
Winston Laboratories	18
Triangle Package Machinery	45
Wright Machinery Div.	35

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Coming Events:

Pack Expo — Packaging Machinery Manufacturers Institute
McCormick Place, Chicago
October 27-31, 1980

International Durum Forum
Remoda Inn, Minot, North Dakota
November 11-12

National Food Brokers Association Convention
Las Vegas, December 5-10

N.M.M.A. Winter Meeting
Boca Raton, Florida
February 4-8, 1981

Pack Expo Sets New Hours

New show hours for Pack Expo have been set by the Packaging Machinery Manufacturers Institute's Show Committee for the 1980 show

opening October 27 in Chicago's McCormick Place.

Monday through Friday, the show will open at 9:00 a.m., an hour earlier than customary for the PMMI show.

For the first four days, Monday through Thursday, it will close at 5:00 p.m.

On the final day, Friday, the show will close at 2:00 p.m.

Giuseppe Marcello Volpi

Volpi & Son Machine Corporation; SoBrook Division; of 2043 Wellwood Avenue, East Farmingdale, L.I., New York 11735; is very sad to announce the death of its founder — Mr. Giuseppe Marcello Volpi — at the age of 80 on August 9, 1980.

Mr. Volpi was born in Fubine, near Alessandria in the Piedmont section of Italy in the year 1900. He came to New York City in 1915 and joined his father Pietro and older brother Marcello (both of whom had previously come to the United States) in their own machinery manufacturing company — Pietro Volpi Machinery of New York City.

This company manufactured pasta "box" machinery and peripheral equipment and was acquired by Consolidated Macaroni Machinery in 1918. Consolidated Macaroni Machinery Co. consisted of Cavagnaro, Cevasco, Ambrette and De Francisci — all to later go their separate ways. But Giuseppe Volpi spent the following 28 years at the Cavagnaro Company — his son Peter to join that company under the tutelage of his father as an apprentice in 1936, at the same time continuing his studies in school.

After Peter Volpi, Giuseppe's son, returned from overseas duty during World War II, he co-founded, along with his father, the present Volpi and Son Machine Corporation — then called SoBrook Machine Company. This company started out in a small garage on Ninth Street, near Third Avenue in Brooklyn, New York, in early 1946. It was to remain in this early shop until 1951 when it moved to its newly built building at 542 Third Avenue — also in Brooklyn. The end of the '50's also brought further expansion of the facility to 544 Third Avenue. The '50's also saw SoBrook Machine Company become SoBrook Division of Volpi and Son Machine Corporation.

Giuseppe and his son Peter pioneered new lines in the textile manufacturing field; as well as continued servicing, designing, and then building Chinese Noodle machinery for the New York City area.

The decade of the 1960's saw Volpi and Son build its textile machine line to an international reputation with very little sales effort but word of mouth. It also saw some small expansion of its Oriental noodle line reputation to the Northeast U.S.A.

In the late 1960's they took on a northeastern USA Sales Agency agreement with Giacomo Toresani of Milan, Italy — utilizing its in depth knowledge now in the pasta field — really where it all began for them in 1915.

August 1971 saw the addition of a third generation of Volpi and Son — Mr. Joseph P. Volpi, then 23, the son of Peter; and grandson of Giuseppe.

As Joseph P. learned the trade he began utilizing his college degrees in marketing to the best of his abilities, expanding the Chinese noodle line to all over the U.S.A. and Canada; and creating new markets with his father and grandfather in the textile line; as well as expanding their relationship with Toresani into a more personal one with the North American continent as their area of jurisdiction.

As a result of this three generation effort, and in the company's 80th year of business, Volpi and Son began realizing its need for further expansion. In September, 1978 they moved their entire operation onto Long Island into a much larger, more modern facility where they are today.

Giuseppe Volpi remained on as a consultant in a daily capacity to the end. He died on the job as the result of an unfortunate, untimely accident leaving behind his wife of 27 years, his only child Peter; three grandchildren; and five great-grandchildren.

An enormous man in physique and strength he surprised everyone with his vitality, stamina, and desire never stop moving.

He is, and always shall be severely missed by his entire family; the business he founded; and the industry who knew him. This tribute to him is something nobody at Volpi and Son thought would need to be given for another 10 years.

Giuseppe Marcello Volpi
1900 to 1980

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