

**THE
MACARONI
JOURNAL**

**Volume 63
No. 7**

November, 1981

Macaroni Journal

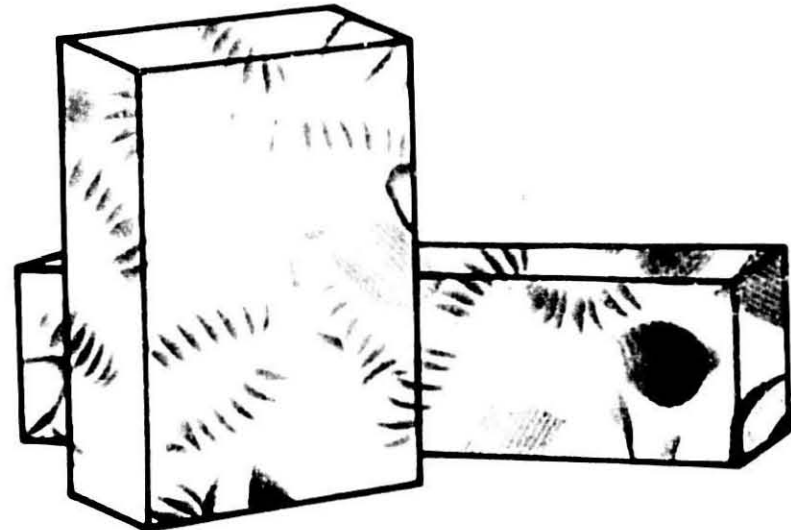
(ISSN 0024-0094)

HUNTER'S SPAGHETTI STEW

NOVEMBER, 1981



the premier pasta
package...



**by Fold-Pak
of course**

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. Whether you require high fidelity, multi-color offset, rotogravure or flexographic printing, Fold-Pak guarantees a superior package. For an added touch



of elegance, packages can be varnished, waxed or poly-coated depending on your individual product need. Our graphic and structural designers are also available to update your package or give it a completely new look. The end result is a pasta package that your product richly deserves... A premier pasta package by Fold-Pak.

Newark, New York 14513 315-331 3200
Englewood Cliffs Sales Office, 110 Charlotte Place, Englewood Cliffs, New Jersey 07632 Phone (201) 568-7800

The

Opportunity

Hunter's Spaghetti Stew

FIFTEENTH ANNUAL PASTA FAMILY REUNION

The National Pasta Association and members of the New York press celebrated the 15th Pasta Family Reunion at Tiro A Segno, the Italian eating Club in Greenwich Village, which is the traditional setting for the event. Pasta was presented the "light" way in specialties for those who wish to dine healthfully and in accord with today's eating patterns.

Fettuccine, seasoned with lemon juice and oil and cooled to room temperature, was offered as a first course with a selection of three dressings. Light in flavor and texture, the dressings complemented the pasta by delicately coating each strand.

Pesto dressing, a blend of basil, garlic, almonds and Parmesan cheese with a small amount of oil and water, was one of the trio. Yogurt and shrimp teamed with onion and carrot in another. A combo of walnuts, sesame seeds, soy sauce and green onion completed the threesome.

Pasta shells with Finanzia Sauce were savored as the entree. "Finanzia," as interpreted by Tiro A Segno staff members, is a "union of foods and flavors." Jumbo shells, filled with a souffle-like mix of ricotta cheese, spinach, nutmeg and beaten egg whites were baked in a light sauce of small amounts of ground beef, veal and pork in a tomato base seasoned with onion, celery, garlic and prosciutto.

Menu

- Fettuccine
- Pesto Dressing*
- Sesame Walnut Dressing*
- Shrimp-Yogurt Dressing*
-
- Pasta Shells with Finanzia Sauce*
-
- Green Salad - Oil/Vinegar Dressing
-
- Fresh Fruits
-
- Pignola Cookies
-
- Espresso
-
- Wines
- Ruffino Chianti
- Ruffino Soave
-

Fettuccine with Pesto Dressing
(Makes 6 appetizer servings)
8 ounces fettuccine
(about 4 cups)
1 tablespoon salt
3 quarts boiling water
3 tablespoons olive oil
2 teaspoons fresh lemon juice
2 cups lightly packed fresh basil leaves*

½ cup olive oil
½ cup water
1 small clove garlic, crushed
2 tablespoons slivered blanched almonds
¼ cup freshly grated Parmesan cheese
¼ teaspoon salt
¼ teaspoon pepper

Gradually add fettuccine and 1 tablespoon salt to rapidly boiling water so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. In medium bowl, combine 3 tablespoons oil with lemon juice. Add fettuccine and toss, cool to room temperature. Meanwhile, in food processor or blender, process basil leaves, oil, water, garlic and almonds just until leaves and nuts are finely ground. Add cheese, ¼ teaspoon salt and pepper; process just until mixed. Serve dressing over fettuccine.

*Or use 2 cups parsley leaves (no stems) and add 3 tablespoons dried basil.

Calories per serving: 353

***Fettuccine with Sesame Walnut Dressing**
(Makes 6 appetizer servings)

8 ounces fettuccine
(about 4 cups)
1 tablespoon salt
3 quarts boiling water
3 tablespoons olive oil
2 teaspoons fresh lemon juice
1 cup walnuts
½ cup water
2 tablespoons soy sauce
1 tablespoon cider vinegar
¼ teaspoon hot pepper sauce
1 tablespoon peanut or olive oil
2 tablespoons sesame seeds
¼ cup diagonally sliced green onions

Gradually add fettuccine and 1 tablespoon salt to rapidly boiling water so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. In medium bowl, combine oil and lemon juice. Add fettuccine and toss; cool to room temperature. Meanwhile, in small saucepan, heat 1 tablespoon of the butter. Add shrimp and saute until tender and firm. With slotted spoon, remove about half of the shrimp to a small bowl. Pour remaining shrimp and their juices into blender or food processor container. Melt remaining butter in same saucepan. Add onion and carrot; saute 1 minute. Add ¼ cup water. Cover and cook over low heat until vegetables are very tender. Pour vegetables and their liquids into blender with shrimp. Cover and blend until smooth, stopping and stirring frequently. With spoon, stir in yogurt, reserved shrimp, ¼ teaspoon salt and cayenne. Serve dressing over fettuccine.

Calories per serving: 269.

***Fettuccine with Shrimp-Yogurt Dressing**
(Makes 6 appetizer servings)

8 ounces fettuccine
(about 4 cups)
1 tablespoon salt
3 quarts boiling water
3 tablespoons olive oil
2 teaspoons fresh lemon juice
2 tablespoons butter or margarine
¼ pound medium shrimp, shelled, deveined and cut into ½-inch pieces
1 very small onion
2 tablespoons chopped parrot carrot
¼ cup water
½ cup lowfat plain yogurt
¼ teaspoon salt
Dash cayenne pepper

Gradually add fettuccine and salt to rapidly boiling water so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander. In medium bowl, combine 3 tablespoons olive oil and lemon juice. Add fettuccine and toss; cool to room temperature.

Meanwhile, in food processor or blender, process walnuts until finely chopped. Add water, soy sauce, vinegar and hot pepper sauce; process until pastelike in consistency. In small saucepan, heat 1 tablespoon oil. Add sesame seeds and cook about one second or just until seeds are golden. Remove from heat; add onions. Stir in ground walnut mixture. Serve dressing over fettuccine.

Calories per serving: 356

***Pasta Shells with Finanzia Sauce**
(Makes 6 servings)

¼ pound ground lean beef*
¼ pound ground lean pork*
¼ pound ground veal*
½ cup finely chopped onion
½ cup finely chopped celery
1 clove garlic, minced
1 can (35 ounces) Italian plum tomatoes
1 slice prosciutto, chopped
¾ teaspoon crumbled bay leaves
½ teaspoon salt
¼ teaspoon pepper
24 jumbo macaroni shells
(about 6 ounces)
1 tablespoon salt
3 quarts boiling water
¼ pound fresh spinach
1 carton (15 ounces) part skim ricotta cheese
¼ teaspoon salt
¼ teaspoon pepper
¼ teaspoon ground nutmeg
2 egg whites, at room temperature

In a large deep skillet or saucepan, cook beef, pork and veal, stirring to break meat into bits, until lightly browned. Add onion, celery and garlic. Cook until tender, stirring frequently. Spoon off any fat. Add tomatoes with their liquid, prosciutto, bay leaves, ½ teaspoon salt and pepper. Heat to boiling, stirring to break tomatoes into small pieces. Partially cover skillet and simmer over low heat 45 to 55 minutes or until sauce thickens.

Meanwhile, gradually add shells and 1 tablespoon salt to rapidly boiling water so that water continues to boil. Cook uncovered, stirring occasionally, until just tender. Drain in colander.

Remove stems from spinach leaves. Finely chop leaves. In medium bowl, combine spinach, ricotta, ¼ teaspoon salt, pepper and nutmeg. In small

bowl beat egg whites until stiff peaks form. With rubber spatula, carefully fold beaten whites into ricotta mixture. With spoon, fill shells. Spoon about 3 cups of the meat sauce into the bottom of a 13 x 9-inch baking dish. Arrange stuffed shells, open sides up, in a single layer in dish. Drizzle shells with remaining sauce. Cover dish with foil. Bake in 350°F oven for 45 minutes or until sauce is bubbly. *Or use ¾ pound of one kind of meat.

Calories per serving: 389



Lester R. Thurston, Jr.

The President's Comments

"1981 is a record breaking year for pasta," said Lester R. Thurston, Jr., President of the National Pasta Association at the 15th Annual Pasta Family Reunion. The traditional gathering of pasta manufacturers and leading food authorities heard glowing reports of a bountiful harvest of durum wheat assuring excellent value and high quality pasta products for consumers throughout the coming year. U.S.D.A. estimates utilization will increase substantially with greater availability of high quality raw materials.

Lending further support to optimistic prospects is the decision of the National Pasta Association, taken at the Annual Meeting in July, to double the budget of the Association's Consumer Education and Product Promotion program. As reported in Chain Store Age, "Through increased efforts by the National Pasta Association, pasta makers are megaphoning the products' nutritional value."

To better serve the entire pasta industry, increase consumption of pasta products and focus efforts on consumer benefits, the Association adopted a long range plan in July designed to achieve those objectives. Underlining the significance of the dynamic new program, the name of the organization has been changed from the National Macaroni Manufacturers Association to the National Pasta Association.

Pastaville U.S.A.

The 2nd Annual Pastaville USA celebration in Minot, North Dakota on November 13 and 14 will showcase the virtues of pasta to the state, region and nation. Inaugurated in November 1980 to call attention to the importance of the \$1 billion pasta industry, the initial event proved so successful that the National Pasta Association, in cooperation with the Minot Chamber of Commerce, is expanding the celebration with extra added attractions. Highlighting the occasion will be Bob Mathias, Olympic Decathlon Champion, serving as "ringmaster" for all the "Pastalymics" festivities.

Wheat Industry Council

A further boost to pasta prospects is the creation of the Wheat Industry Council. After thirteen years of effort the Council, comprising the entire wheat foods industry in the United States, has been established by an Act of Congress under the supervision of Agriculture. As stated in the By-laws of the Council, "the purpose of the Council is to improve and enhance the quality and make the most efficient use of American wheat through an effective and continuous coordinated program of research and nutrition education." The Council has completed the essential steps in organization and will be aggressively promoting the benefits of wheat foods, including pasta, in the immediate future.

Concluding his comments at the Press Luncheon, Mr. Thurston stated, "Pasta is the food of the eighties and 1981 is a great beginning."

International Durum Forum

Pastaville II, Minot, N.D.

November 9-16, 1981

production **25** tons per day

length **55** feet

High temperature **185°** Fahrenheit

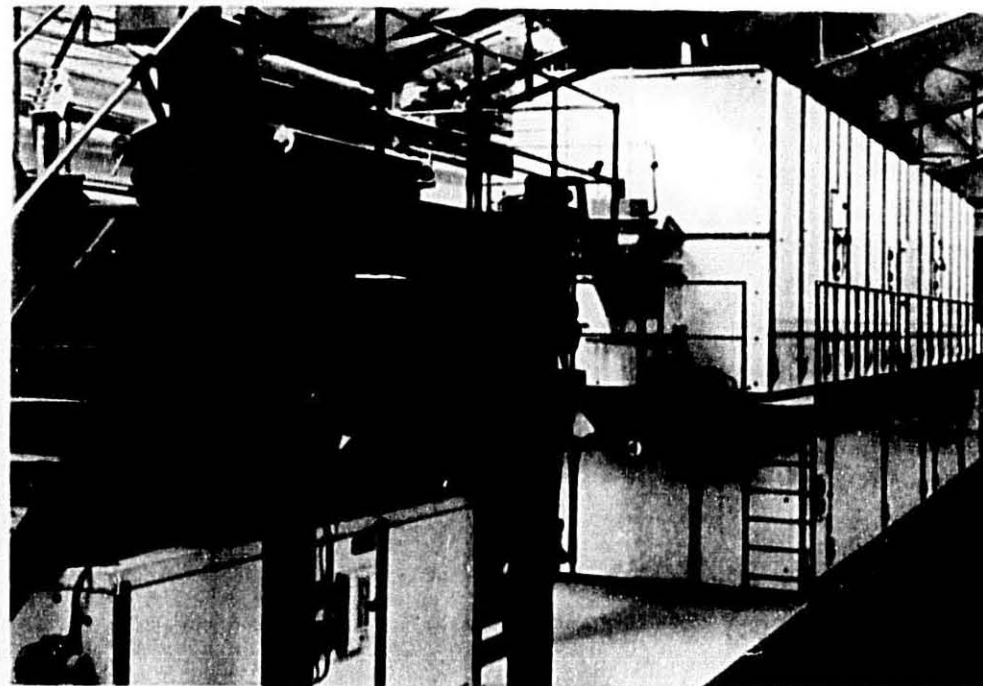
*minimum space
maximum output!*

Braibanti

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

Braibanti corporation

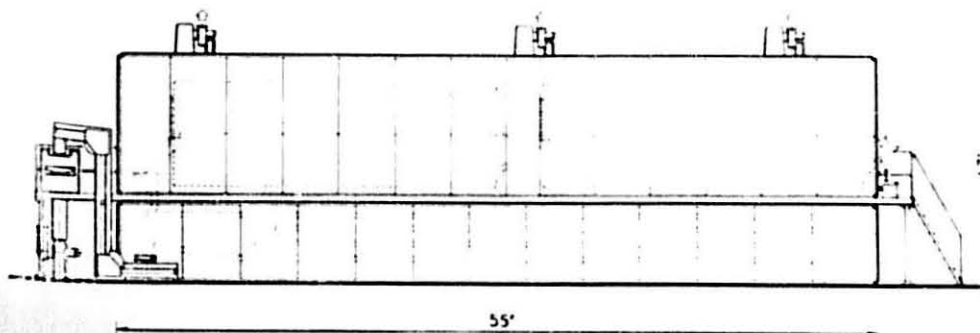
• 60 E. 42nd St. - Suite 2040 • New York, NY 10165 • Phone (212) 682/6407-682/6408 • Telex 12-6797 BRANY



LUSTUCRU Macaroni Co. - Grenoble, France

BRAIBANTI has in operation a new high temperature drying line for a wide variety of short pasta shapes:

- Cobra 1000 press with two 16" diameter die holders
- Shaker type TM/1000 AT
- 2 Metal rotary dryers model Romet 24/8
- 1 Finish dryer type Teless ATR/17/4
- 1 Cooling shaker



Pastalymphics — A Fundraiser in Minot, North Dakota

Recent federal budget cuts may bring outcries of protest in some communities, but they can also spark the spirit of innovation. Minot, North Dakota, a bustling city of 35,000 in the heart of the durum wheat belt, has come up with a new fundraiser idea for its proposed community recreation area. Called the Pastalymphics, the event is a mini-decathlon of athletic challenges for sports-minded youngsters, designed to be held in a major shopping mall.

Headling the Pastalymphics program as master of ceremonies on Pasta Power Day, November 14, will be Bob Mathias, the only athlete in history to win the Olympic decathlon twice, and the present head of the Olympic Training Center in Colorado Springs.

Pastaville USA

The Pastalymphics will be part of the town's 1981 Pastaville USA celebration, sponsored by the National Pasta Association, in cooperation with Minot's Chamber of Commerce on November 13th and 14th.

Pastaville USA was inaugurated in November, 1980 to call attention to the importance of the \$1 billion pasta industry to Minot, the state, region and nation. North Dakota produces 85 percent of this country's durum wheat, which is the principal ingredient in the two billion pounds of pasta products consumed annually.

"Because of recent cutbacks in government funds, we want Pastaville USA this year to help raise money for 8 softball diamonds, 4 tennis courts, 1 basketball court and a ¾ mile jogging path," explained Lester R. Thurston, Jr., president of the National Pasta Association. "And since pasta has become recognized as the food for athletes, we thought of the Pastalymphics. Who could better preside over the Pastalymphics than Bob Mathias who is not only one of this country's outstanding athletes and a respected former U. S. Congressman, but who is also Director of the U.S. Olympic Training Center where he continues to help athletes maximize their potential."

Pasta Power Day

Mathias will conduct sports clinics throughout "Pasta Power Day", as

well as emcee a series of family sports-oriented games and contests each with a special "pasta twist." The Lasagne Leap is a broad jump over a two-foot high stack of mock lasagne. Other challenges include the Spaghetti Sprint, the Tortellini Toss and a Pastacle Course, with winners receiving gold, silver and bronze "pastamedals".

"We're looking forward to a big crowd and a lot of healthy competition," commented Mathias. "Athletic activity is important to young and old, and the community recreation complex is a very worthy cause. I'm more than happy to help out with such sports projects, since cutbacks in federal aid could be around for some time," he continued. "It will be up to local governments to come up with new funding ideas. With Minot, North Dakota the center for the wheat from which pasta is made, the Pastalymphics is a natural."

Helps Community

According to Minot Recreation Director Keith White, the Minot Recreation Commission had planned since the spring of 1980 to develop a 34-acre land-fill site into a community recreation area at a cost of \$450,000. The Recreation Commission was prepared to raise \$225,000 with the remainder coming from matching federal funds from the Land and Water Conservation Act. But all monies were frozen when President Reagan took office, and now only \$130,000 of the \$225,000 has been approved for 1981.

"We can't fund the project through local taxes," explained White, "so we've planned benefits, softball tournaments and dances. We look to the Pastalymphics to be the best community fund raiser this year."

Major Events

Among the major Pastaville USA events will be:

- Pastalymphics — a series of athletic competitions for youngsters from 4th grade through high school featuring Bob Mathias as emcee
- 2nd annual Rigatoni run — a 5 and 10 kilometer race for junior and senior runners

- Spaghetti Bonspiel — an international curling tournament involving 50 groups from towns in the United States and Canada.
- Speediest Spaghetti Slurpers — Fraternity / Sorority collegiate competitions to determine who can slurp the most spaghetti in 2 minutes.
- Spectacular Spaghetti Supper — 3,000 spaghetti meals to be served with musical entertainment.
- Pasta World — a series of food boutiques serving pasta dishes from around the world.
- Pastalymphics Sports Clinic — conducted by Bob Mathias

Schedule of Pastaville USA Events Friday, November 13 9 a.m. — 9 p.m.

Pasta World opens at Town & Country Center . . . A variety of 40 food boutiques presenting different pasta specialties to be eaten at the Pastaville Trattoria — an al fresco dining area set up in the Shopping Mall.

2:00 p.m. — Midnight

Spaghetti Bonspiel — an international curling tournament with 50 groups from the United States and Canada participating. — Curling Building — Fair Grounds.

4:00 p.m.

Speediest Spaghetti Slurpers — a contest between college fraternities and sororities to determine the fastest slurping speed for strands of spaghetti. Dakota Square Shopping Mall.

5:00 p.m. — Midnight

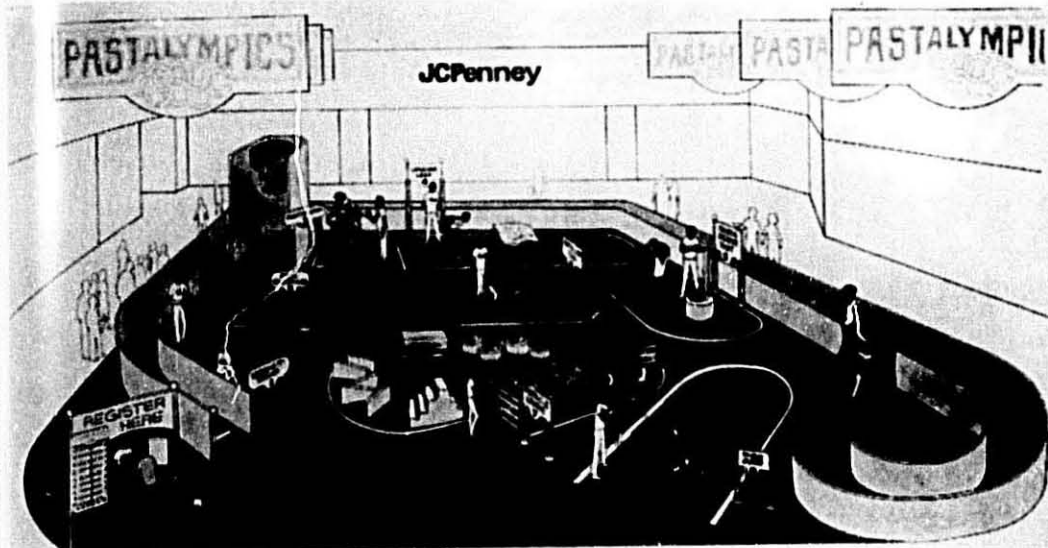
Spectacular Spaghetti Supper — 3,000 Spaghetti Meals to be served to town-folk, with entertainment by the Northwest Bible College.

Pasta Power Day — Pastalymphics Saturday, November 14 Dakota Shopping Mall 8 a.m. — 9 p.m.

Opening Ceremonies: Bob Mathias, emcee; Mayor Chet Reiten; Lester Thurston, Jr., president, National Pasta Association

Some of the events:

- Spaghetti Sprint — 100 yard dash
- Pasta Basket Shoot — a speed-shooting basketball contest
- Pastapedal — speed contest on a stationary bicycle



Lasagne Leap — broad jump competition over a heap of mock lasagne
Tortellini Toss — ring toss at stationary pegs

Pastacle Course — run through pasta-shaped obstacles
Noodle Jump — high jump from an upright position

9 a.m. — 5 p.m.

Pasta World continues Town & Country Center

9 a.m. — 6 p.m.

Spaghetti Spiel continues Curling Building — Fair Grounds

10 a.m.

Rigatoni Run — a 5 and 10 kilometer race for junior and senior runners
Dakota Square Shopping Mall

7:30 p.m.

Pasta Power Cup — Hockey Game — Pastarena — Fair Grounds

Hockey match between the Air Force Academy Juniors from Colorado Springs and the Minot Collegiates
Pastalymphic Medal Awards: Bob Mathias, Mayor Chet Reiten, Lester Thurston

Week Long Celebration

Throughout the week of November 9, the city of Minot, North Dakota will be decorated with Pastaville USA banners and signing. Display competitions for the best Pastalymphics — themed exhibits will be open to

banks, grocery stores and non-food retailers.

Pasta will be served in the city schools throughout the Week, and representatives of the pasta industry will be guest speakers at the weekly meeting of Kiwanis, Rotary, Lions and other service clubs.



Bob Mathias

Bob Mathias was born in Tulare, California, on November 17, 1930, the son of Dr. and Mrs. Charles Mathias. He is a graduate of Tulare High School, Kiski Prep and Stanford University.

In 1948, at the age of 17, Mathias gained worldwide attention by winning the Olympic Decathlon gold medal in London. Four years later, at the 1952 Olympics in Helsinki, Fin-

land, he repeated his victory, establishing a yet unbeaten record as the world's only two-time Olympic decathlon champion.

After graduating from Stanford in 1953, with a B.A. in Education, Mathias spent two and one half years in the U.S. Marine Corps. He served as Captain in the Marine Corps Reserves until his honorable discharge.

Mathias was elected to the U.S. Congress in 1966 to serve in the 90th Congress and was re-elected to the 91st, 92nd, and 93rd Congresses. While in Congress, he served on the Agriculture Committee and the Foreign Affairs Committee (now the International Relations Committee). He also served as a delegate to the House NATO Conferences.

As a representative of the Amateur Athletic Union (AAU) and on five trips abroad for the U.S. State Department, Mathias organized and encouraged sports and youth programs in America, Europe, Asia, Africa, and Latin America.

Among the many awards Mathias has received over the years are the AAU's Sullivan Award as the Outstanding Amateur Athlete of the Year, and the U.S. Junior Chamber of Commerce Award as one of America's ten most outstanding young men. He was elected to the National Track and Field Hall of Fame in 1974 and was recently selected to the Bay Area Hall of Fame.

WASHINGTON MEETING

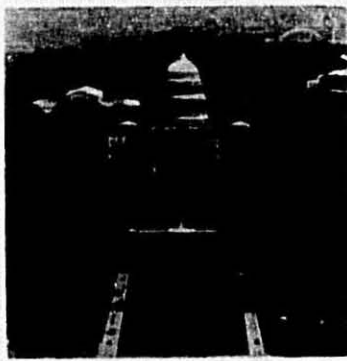
Organized labor gathered 250,000 people to march down the Capitol Mall on September 19 for a "Solidarity Day" rally against the Reagan Administration's economic and social policies.

The some 50 macaroni manufacturers, durum millers, and durum growers who attended the Washington Meeting, September 17 were impressed by how the climate has changed since a year ago when business was looked upon as an adversary by government. At a U.S. Chamber of Commerce Briefing Mark Cahoon said that Congress wants constituent input on the social security issue. Benefits have been paid out faster than taxes have been collected since 1975, and the system has been generous to the aged, the disabled, and their dependents or survivors. Too generous, in fact, with adjustments based on the cost-price index which is running the system out of money. Congress must face up to save the system before it is too late.

Eric Osfeld observed that workmen's compensation costs have tripled in the last five years because of enormous benefits granted during the '70s. The problem has been one of pyramiding benefits, but there seems to be no action planned by Congress at present. Ken Fleeharty informed the group that the U.S. Department of Commerce now has a hot line phone for business input on complaints of burdensome regulations on small business. If there are rules that are troublesome to you, contact them.

Mark A. de Bernardo said OSHA is a 10-year-old agency. Statistics indicate it has been ineffective despite a \$44 billion investment that industry has spent on health and safety efforts in the past ten years. Its nit-picking days are over, and cost-benefit standards which are big in Washington today will be applied forcibly to future OSHA regulations.

Smokey Stokes reported on the Farm Bill. Earlier in the week dairy products had been faced with a billion dollar price support slash, and peanuts did not fare much better, but sugar and tobacco look like different matters. Grain was being discussed on Thursday, and the indications



were that there would be a 15 percent set-aside in acreage next year. The U.S. Department of Agriculture wants more funds from farmers and fewer for consumer affairs.

Congressman Jack Kemp, a key supporter of President Reagan, was to have addressed the luncheon but had a conflict then. He told a conference of about 300 small businessmen in Northbrook, Illinois, that monetary reform, additional budget cuts are necessary to reduce high interest rates and stimulate the economy. His stumping for the gold standard was called "confusing the issue" by Business Week magazine which editorialized that coming back from their Labor Day vacation Congressmen had obviously heard a lot from constituents about the record high level of interest rates and the squeeze on credit. Instead of asking themselves why rates are high, they took the easy way out and blamed the market. "Investors have analyzed the combination of tax cuts and budget cuts that make up the Reagan economic program, and they have decided on balance the impact will be inflationary."

Dr. Kenneth A. Gilles, on leave from North Dakota State University and in charge of the Federal Grain Inspection Service, reported that USDA will employ more user fees to reduce costs and bureaucracy.

Bob Brady, assistant to the commissioner of the FDA, said that Dr. Arthur Hull Hayes, Jr's philosophy is that each must do what he does best—government has a role and the individual has a role. FDA will enforce the laws that Congress develops, but there is a feeling that the U.S. food supply is one of the safest in the

world and that standards have been properly developed. The new proposals on voluntary control of sodium in processed foods is an example of the new approach.

Don d'Kieffer, general counsel, Special Trade Representative's Office, observed that free trade serves business, the economy, and the consumer, but that all nations must play by the same set of rules. He observed that 60 percent of the budget of the European Economic Community is spent on agricultural subsidies. Trading with the U.S. is a privilege, and trading partners must play fair. If you do not think they are playing fair, he advised, "Lean on your lawyers."

Paul D. Cullen of the firm Collier, Shannon, Rill & Scott who are the general counselors of NPA, reported that imported pasta from Italy had increased from 10 million pounds in 1975 to a projected 42 million in 1981. The pasta case is regarded as a time bomb, because the general agreement on tariffs permitted subsidies for basic agricultural products such as wheat but not on processed foods such as flour and pasta. There has been a seven-year case pending on flour, and now a brief has been filed on poultry which is known as the chicken war. The case is ready to present on pasta just as soon as the initial draft is sent around for review within the next 10-14 days. It will then go to the U.S. Trade Commissioner, the USDA, and file in early October.

Mickey Skinner of the Standards Committee reported that an industry packaging materials survey would be taken to provide requested information for the net weight proposal. Deadline for response is mid-October, and the survey period will cover the calendar year 1982.

James O'Connell, economist for the Senate Committee on Small Business, declared that major concerns are high interest rates, the bottom falling out of the bond market, and a 50 percent increase in bankruptcies. The expectations of continued inflation and tight credit is on a collision course. Stability is needed in the money supply, and there is a possibility that serious consideration will be given to returning to the gold standard.

(Continued on page 15)

THE MACARONI JOURNAL

GFS
The future
of the pasta industry.



Introducing the Gravimetric Feed System. Advanced technology to keep your line's bottom line up!

The provides consistent and precise metering of the ingredients in pre-set ratios. The result: reduced variations of processing parameters. Requiring a minimum of skilled operator attention, the has built-in safeguards that shut down the line when low flow rates are detected and alerts the operator to the problem.

The Technology that totalizes press production within a given time frame. Invaluable in controlling production and final inventories. Another example of Demaco's capability in meeting the needs of the pasta industry for reliability and production quality that brings customers back.

DEMACO

A vital link in the food chain

Washington Meeting

The U.S. Department of Agriculture (USDA) and the U.S. Trade Representative (USTR) met in Washington, D.C., on Oct. 10-11 to discuss the implementation of the Uruguay Round Agreements. The meeting was attended by officials from the USDA, USTR, and the U.S. Trade Representative's Office (USTR/O). The meeting was held in the presence of the U.S. Trade Representative, Robert C. Murray, and the U.S. Trade Representative's Deputy, Robert C. Murray.

USDA Revises User Fees for Grain Inspection And Weighing

The U.S. Department of Agriculture (USDA) has announced a revision of the user fees for grain inspection and weighing services. The new fees will be effective starting on Oct. 1, 1991. The revision is part of the USDA's ongoing effort to streamline its operations and reduce costs to the user.

The new fees are as follows: For grain inspection services, the fee is \$1.00 per 100 bushels. For weighing services, the fee is \$0.50 per 100 bushels. The revision is part of the USDA's ongoing effort to streamline its operations and reduce costs to the user.

The revision is part of the USDA's ongoing effort to streamline its operations and reduce costs to the user. The new fees will be effective starting on Oct. 1, 1991.

The U.S. Department of Agriculture (USDA) has announced a revision of the user fees for grain inspection and weighing services. The new fees will be effective starting on Oct. 1, 1991. The revision is part of the USDA's ongoing effort to streamline its operations and reduce costs to the user.

Export Subsidies

The U.S. Department of Agriculture (USDA) has announced a revision of the user fees for grain inspection and weighing services. The new fees will be effective starting on Oct. 1, 1991. The revision is part of the USDA's ongoing effort to streamline its operations and reduce costs to the user.

The U.S. Department of Agriculture (USDA) has announced a revision of the user fees for grain inspection and weighing services. The new fees will be effective starting on Oct. 1, 1991. The revision is part of the USDA's ongoing effort to streamline its operations and reduce costs to the user.

The U.S. Department of Agriculture (USDA) has announced a revision of the user fees for grain inspection and weighing services. The new fees will be effective starting on Oct. 1, 1991. The revision is part of the USDA's ongoing effort to streamline its operations and reduce costs to the user.

The U.S. Department of Agriculture (USDA) has announced a revision of the user fees for grain inspection and weighing services. The new fees will be effective starting on Oct. 1, 1991. The revision is part of the USDA's ongoing effort to streamline its operations and reduce costs to the user.

Flour & Pasta

The U.S. Department of Agriculture (USDA) has announced a revision of the user fees for grain inspection and weighing services. The new fees will be effective starting on Oct. 1, 1991. The revision is part of the USDA's ongoing effort to streamline its operations and reduce costs to the user.

The U.S. Department of Agriculture (USDA) has announced a revision of the user fees for grain inspection and weighing services. The new fees will be effective starting on Oct. 1, 1991. The revision is part of the USDA's ongoing effort to streamline its operations and reduce costs to the user.

The U.S. Department of Agriculture (USDA) has announced a revision of the user fees for grain inspection and weighing services. The new fees will be effective starting on Oct. 1, 1991. The revision is part of the USDA's ongoing effort to streamline its operations and reduce costs to the user.

Export Subsidies

(Continued from page 15)

The millers feel they have a very strong case. Wayne E. Sweigle, president of the federation, puts it this way: "The EC, through its aggressive subsidy policy, has taken the lion's share of commercial flour markets around the world. When new markets emerge, they go in and take them. Their subsidy has been over \$100 a ton in some cases - as much as a third of the price of flour." The EC's share of the world flour market has grown from 29% in 1960 to 74%. The U. S. share is down to 10% from 24%.

Under Section 301 of the Trade Act, the President can retaliate against subsidies and other trade practices that hurt U.S. exports to non-EC markets. He will try first to use the dispute-settlement machinery of the international subsidies code to persuade the EC to phase out its subsidies. If a deal cannot be made, he will be under pressure from farmers to strike back hard.

Officials ruefully concede that a trade war with the EC could grievously wound U.S. exporters, especially farmers. The U.S. is running a \$7 billion annual surplus in agricultural trade with the EC. Of that, \$2 billion is accounted for by soybean exports. These are dutyfree under a GATT agreement, but EC officials hint darkly that that agreement could be scrapped.

So far, Brussels has brushed aside repeated warnings by U.S. Trade Representative William E. Brock and Agriculture Secretary John R. Block. The EC position is that its subsidies have not unfairly distorted historical market shares and that pasta and wheat flour are not manufactured products. Given such widely clashing positions, a showdown cannot be avoided much longer.

Cereal Case Is Dismissed

The Federal Trade Commission's nine-year-old suit against the three largest breakfast cereal companies neared its end when Administrative Law Judge Alvin Berman dismissed the complaint.

Although the decision can be appealed to the commission by the FTC staff, the outlook for an appeal

is cloudy. A new director of the Bureau of Competition will be appointed shortly, and this - together with Administration and Congressional sentiment for FTC to drop the case - would militate against an appeal.

If the appeal does reach the commission for a decision, an upcoming 3-2 conservative majority probably will reject it.

Berman dismissed the complaint because he said the FTC staff had failed to prove that the three respondents - Kellogg Corp., General Mills and General Foods Corp. - had fixed prices or attempted to monopolize the industry.

The FTC's 1972 complaint in the case charged the companies had overcharged for cereals, which led to excessive profits. The FTC staff claimed, "The fact that each respondent gains enormous monopoly profits as a result of their conduct demonstrates that they are sharing monopoly power."

In ruling FTC had failed to prove the charges, Berman held the companies: Did not enjoy monopoly profits; did not conspire to fix prices; did not agree, tacitly or otherwise, to allocate shelf space in stores, and did not use advertising or brand proliferation to maintain the shared monopoly.

Shared Monopoly Issue

Berman noted, however, that his decision did not address the issue of whether a shared monopoly alone constitutes a violation of the anti-trust laws.

Under FTC rules, the staff must appeal a decision to the commissioners within 10 days of the initial decision by an administrative law judge. The notice is expected to be filed by the staff later this month. However, James Miller 3d, currently with the Office of Management and Budget, takes over as FTC chairman Oct. 1. One of his first acts is expected to be the appointment of a new director of the bureau.

The new director is expected to share Miller's dislike for the case and could withdraw the notice of appeal.

Miller has said he believes the shared monopoly case is weak. He told his confirmation hearing in July,

"I believe the economic rationale of the shared monopoly case is very weak. It does not seem convincing to me that those situations have a reverse economic consequences."

William Lamothe, Kellogg's board chairman, said his company is "delighted" by the decision.

Noting that Kellogg had spent \$10 million defending itself, he said, "It's been a real battle. It was just a matter of time until we convinced the FTC and members of Congress as to what was behind this whole shared-monopoly theory."

Berman held that such indirect pricing activities as cents-off labels on cereal boxes, toys inside the boxes and the production of house brand cereals are conducted competitively.

The FTC staff did not establish that those activities were part of any agreement or that they "reflected anything other than independent business decisions made in an effort to further legitimate business interests," he said.

The FTC staff contended the companies had exchanged advertising information through A. C. Nielsen Co. so they would not get involved in an ad war.

Senate Farm Bill

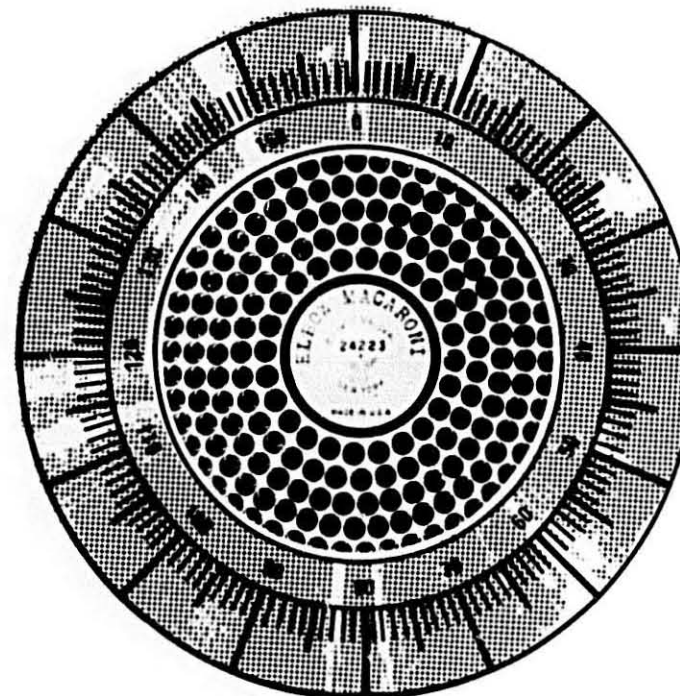
The Senate by a vote of 49-32 on Sept. 18 approved a compromise version of a new four-year farm bill which, with some exceptions, represents a victory for the Reagan administration's effort to cut back farm program spending commitments. At the same time, the measure, which will go to a joint conference committee with the bill the House is now considering, is in reality a compromise on different issues; a "mixed bag," said Secretary of Agriculture John R. Block.

Senate acceptance of S. 884 as successor legislation to the Food and Agriculture Act of 1977 came on the fourth day of debate that saw some significant splits in the traditional farm bloc/commodity coalition in the Senate Committee on Agriculture, Nutrition and Forestry.

Major actions taken by the Senate in enacting the \$10.8 billion farm bill including the following:

(Continued on page 18)

The right combination for superior production



1. Maldari Quality
2. Maldari Workmanship
3. Maldari Service



America's Largest Macaroni Die Makers Since 1903 - With Management Continuously Retained In Same Family

D. MALDARI & SONS, INC.
557 Third Ave., Brooklyn, NY 11215
Phone: (212) 499-3555

Farm Bill

(Continued from page 16)

- Rejected elimination of the largest price concept but reduced the original Senate committee target prices.

- Rejected efforts to strike a new sugar price supports system.

- Made permanent the 1973 suspension of the wheat processor certificate levy.

- Trimmed dairy price supports to lowest level in 35 years.

Wheat Producers May Receive Deficiency Payments

The likelihood of deficiency payments to U.S. wheat producers has increased this year due to a weakening price trend, according to the North Dakota State Wheat Commission.

Neal Fisher, NDSWC marketing specialist said the deficiency payments producers receive are equal to the difference between the \$3.81 target price and the national average producer price from June to October, 1981.

"The maximum per bushel payment this year cannot exceed the difference between the loan rate of \$3.20 and the target of \$3.81 or 61 cents," Fisher said.

Last year there were no payments because the national average price remained above the then effective \$3.63 target price.

Fisher said USDA's calculation of the national average price from June through August is 18 cents below the target level. "Final determination of the payment size will be assessed early November."

Food Industry Rules Need Update

New regulations are needed to keep pace with evolving changes in the food industry, according to a recent report by the General Accounting Office.

Federal regulations address such aspects of the food industry as quality, safety and labeling requirements, the report noted.

And antitrust laws have regulated market structure and price competition involving some segments of the industry.

But the study concludes that new regulations must be developed to cope with such issues as the surge in the introduction of new food products and the changing nature of product competition.

The report found the food industry's complexion has changed in the past 50 years because of the advent of:

- Processed foods, such as bottled salad dressings, which are made of several ingredients and physically altered by mechanical means, unlike homogeneous foods, such as milk and meat.

- Increasing diversification of food processing firms, such as Pillsbury Food's acquisition of Green Giant.

- The merger of food manufacturers with non-food firms, such as the acquisition of Hanes, a hosiery and knitwear producer, by Consolidated Foods.

- Generic — or "no-name" — foods, which are similar to brand-name products but are generally less expensive.

Limited Effect

The GAO study noted that while anti-trust laws "can significantly affect the structure of homogeneous-product markets," their effect has been "limited" in markets such as processed foods, where competitive activity is heavily focused on factors other than price.

Unlike homogeneous goods that depend solely on price competition because consumers cannot distinguish any major differences between sellers' products, processed foods rely on a number of marketing stratagems, the study said.

Processed food manufacturers compete by differentiating their products through color, shape, size, design and packaging.

Smaller-sized food manufacturers are also involved in product differentiation, the study found. Under private-label arrangements with supermarkets chains, they can offer a host of generic-brand products, such as canned soups. But unlike the large processed-food firms, generic manufacturers use price as their competitive base.

According to the GAO report, it is the "qualitative" aspects of processed foods—size, shape, design, etc.—that

"need to be recognized and their value defined" before new regulations can be formulated.

Furthermore, the report said, rule makers must answer several questions to create these new regulations, including:

- Is concentration among the firms competing through product differentiation a serious concern while the generic food markets exist?

- What are the benefits and costs to society from competition through new product development?

- Does rapid turnover of products affect the productivity of food manufacturers?

- Does the type of competitive conduct that exists in the food industry promote the consumption of nutritious foods?

Egg Production Unchanged

Egg production and prices are expected to remain near year-earlier levels during the balance of 1981.

Egg output during January-June totaled 2,874 million dozen, down from 2,891 million dozen in first half 1980. Contributing to this change was an extra production day in 1980.

Unfavorable profit margins have caused producers to reduce the number of replacement pullets, but producers have held their old hens longer. High interest rates and low returns have caught many producers in a cost-price squeeze, forcing them to keep their old hens longer. Higher interest rates and low returns have caught many producers in a cost-price squeeze, forcing them to keep their old hens in production to pay current cash expenses. One indication of this is the very high percentage of the laying flock with molt completed. On August 1, 18.3 percent of the flock had completed molting compared with 16.0 percent in 1980 and 14.0 percent in 1979.

During the first-half 1981, egg-type chicks hatched were 7 percent below January-June last year. These birds will provide replacement pullets during July-December 1981. Thus, young hens will not expand production during the remainder of 1981. However, continued delayed culling can be expected to maintain output for the rest of the year near the year-earlier level.



Photo: "Macaroni" perfection can only start with palatable pasta products.

**Macaroni
mastery
demands great
performing
pasta**

Macaroni masters know what they want...and demand it: Nutritious, economical, good-tasting pasta products.

Amber Milling can help you deliver top-quality pasta products to your pasta people. Amber knows your pasta operations require the finest ingredients...Amber's Venezia No. 1 Semolina, Imperia Durum Granular or Crestal Fancy Durum Patent Flour.

Only the best durum wheat is used at Amber. Our modern, efficient mill grinds the durum into semolina and flour with a reliable consistency that makes it easier to control the quality and color of your pasta products.

And because we know that demanding customers are waiting for your products, we meet your specs and ship when promised.

For quality and uniformity...specify Amber!



AMBER MILLING DIVISION of THE GRAIN TERMINAL ASSOCIATION

Mills at Rush City, Minn. • General Offices at St. Paul, Minn. 55165/Phone (612) 646-9433



Record Harvest

Harvest of durum was largely finished in Upper Midwest by early September and crop is new record by a wide margin. U.S.D.A. September crop summary placed durum output at 187,353,000 bus, up slightly from 186,293,000 as August indication and 81% more than last year's weather-ravaged crop of 103,395,000 bus. Previous record was in 1976, at 134,914,000 bus. Quality of 1981 durum is good.

Cargill Moves Into Flour

from Business Week Magazine

Within the lackluster flour industry, Seaboard Allied Milling Corp. has earned a reputation over the past 15 years as the most forward-looking company in the business. Despite slim profit margins, the Boston-based company, with fiscal 1981 revenues of \$450 million, has borrowed and spent heavily since 1963 to relocate its milling operations from the wheat fields of the Midwest to populous East Coast markets in anticipation of changing freight rates that would make it cheaper to haul raw wheat than finished flour. That strategy is finally about to pay off under railroad deregulation. But to the astonishment of the rest of the flour industry, Seaboard has decided to sell out and abandon the domestic flour business.

Largest Flour Combine

In a move that would create the nation's largest flour-milling combine, Seaboard is said to be close to an agreement to sell eight U.S. flour mills to the privately held grain giant Cargill Inc., of Minneapolis, for about \$55 million in cash. Competitors fear the deal will provoke a devastating price war in an already low-margin industry. A Cargill-Seaboard link, says one rival milling executive, "will only make the industry sicker than it already is."

Industry speculation is that the Cargill offer looks enticing to Seaboard, controlled and managed by the Bresky family, who see continued rough sledding ahead in the flour business and better investment options elsewhere. The price of Seaboard's \$6.5 million in net income in fiscal 1981 is believed to

have come from a collection of foreign operations that generate only about one-third of total revenues. These include five flour mills in Africa and South America, feed plants in Nigeria and Ecuador, and a Nigerian shrimp-boat operation. Thus, a deal that gets even book value for the domestic flour assets, concludes R. Hugh Uhlmann, chairman of Standard Milling Co., in Kansas City, Mo., "is a brilliant sale."

Economies of Scale

Economies of scale are crucial in a commodity business such as flour, where orders can move from mill to mill on price differentials of less than 1%. Although a combination of eighth-ranked Cargill and fifth-ranked Seaboard would involve only 15% of the total U.S. flour-milling capacity of 1.1 million hundredweight (cwt) per day, the hefty bargaining clout Cargill has with the railroads because of its massive corn and soybean movements could give it considerable leverage in wheat and flour freight-rate negotiations. Millers note that transportation accounts for roughly one-fourth of the cost of flour — \$11 per cwt, delivered to the New York City market — and transportation is a key ingredient of Cargill's \$14 billion-a-year agricultural merchandising and processing business. "Flour milling is extremely complementary to our other business," observed a Cargill milling executive interviewed earlier this year "It is important to us to be the low-cost producer."

Indeed, there has been a mad scramble among flour millers this year to cut costs and to reposition milling capacity through mergers, mill closings, modernization and new construction.

For example, Archer-Daniels-Midland Co. bumped Pillsbury Co. out of first place in the flour business by acquiring the West Coast operations of Univar Corp.'s Centennial Mills Div.

The Cargill move, however, would represent a quantum leap toward a much-expected consolidation of the milling industry. "Cargill wants to be General Motors of agriculture," declares Uhlmann of Standard Milling, a small miller that recently decided to get out of the flour business. "They want to be the dominant factor in all

major agricultural commodities — from the grower's hands to the consumer's mouth."

Major Coup

Cargill would score a major coup by buying Seaboard's relatively new mills for the rumored price of \$60 per cwt per day of capacity, or roughly book value. Even though the pretax profit margins of most domestic mills are only about 2% on sales, requiring a payback period of 7 to 10 years, that price is nevertheless only one-fourth the cost of building an equivalent number of new mills — let alone the value of Seaboard's customer base. Seaboard's eight mills are strung from Albany, N.Y., to Port Allen, La., and complement Cargill's mills in Kansas and Texas, and in two of the newest sites. Seaboard mills already use Cargill elevators.

Cargill is considered to be the only flour miller big enough to buy Seaboard that would not face potential antitrust problems because of overlapping markets. Moreover, half of Seaboard's capacity is in mills close to major markets, where transit costs are lower and profits higher than at interior mills. Half of Seaboard's capacity can also use either winter or spring wheat — allowing Seaboard to shop seasonally for the cheapest raw material. "For what Cargill is getting," states an executive at rival ADM, "I'd say Cargill is getting away pretty cheap."

Seaboard Gains

Seaboard Allied Milling Corp. posted record sales and the highest net earnings in its history the fiscal year ended May 30, 1981, despite an 8% reduction in domestic flour production. The company's annual report points out management in the current year anticipates continued growth overseas and domestic operations "with a commensurate increase in profits."

Net income of Seaboard in the 1981 fiscal year was \$6,511,892, equal to \$4.38 per share on the common stock, up 12% from \$5,818,005 or \$3.91 per share in fiscal 1980. In the 1979 fiscal year, Seaboard had recorded net income of \$7,601,206, equal to \$5.58 per share.

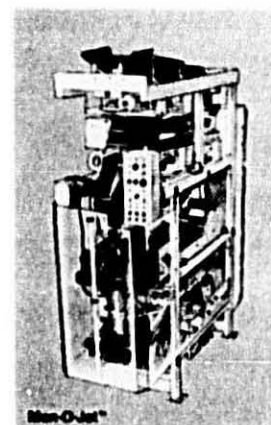
(Continued on page 22)

THE MACARONI JOURNAL

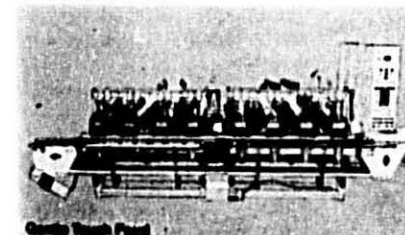
WE'VE BEEN DOING THINGS WRIGHT SINCE 1893.

In fact, we're one of the oldest American manufacturers of packaging machinery. And we didn't get to be a respected old-timer in this business by being a follower.

For the past 88 years, Wright Machinery has consistently been a leader in engineering innovation to meet highly specialized packaging needs.

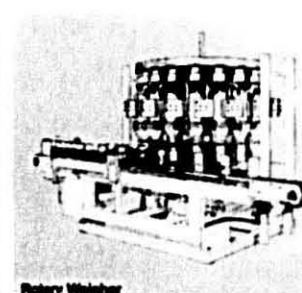
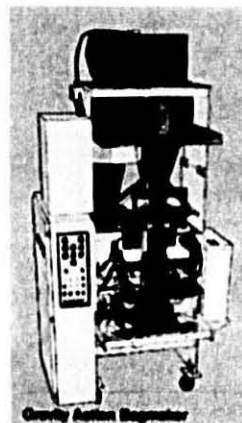


Our all-new Mon-O-Jet™ with Micro Processor is engineered to put good things in small packages — potato chips up to 2½ ounces (71 Grs.) and other snacks up to 4 ounces (113 Grs.).



Wright's Gentle Touch Feed is engineered to handle mushrooms with a minimum of bruising and abrasion. And it's adaptable to other delicate products.

The Gravity Action Bagmaker is designed to handle heavy and bulky products which require larger bags. The actual bag is formed from the gravitational force acting on the product.



Modular design sets our new Rotary Weigher apart. This innovation allows the assembly of a system to meet specific requirements at minimum special engineering costs. Also, it permits quicker changes in container sizes.

WRIGHT Rexham

Rexham Corporation Wright Machinery Division
Post Office Box 3811 Durham, North Carolina 27702
(919) 682-8161 TWX 510-927-0925

© 1981 Wright Corporation

Seaboard Gains

(Continued from page 20)

Net sales in fiscal 1981 totaled 450,444,888, up 11% from \$406,611,948 in fiscal 1980 and compared with \$332,436,504 in 1979.

Stockholders' equity rose to \$39.63 per share in fiscal 1981, up from \$35.70 per share a year earlier.

"The reduction in units produced," the report says of domestic flour production, "was the result of the closing in August 1980 of the Kansas City mill, with a daily capacity of 13,000 cwt. The effect of that action was offset to a degree by the opening of a third milling unit at Albany, N.Y., in March 1981 with approximate daily capacity of 7,000 cwt.

"These actions were a part of management's long-standing program, launched in the early 1960's, to close older milling capacity near wheat producing areas and to build new capacity in areas where flour is consumed.

New Milling Division Headquarters

The Seaboard report notes the completion of new headquarters facilities in the past year for the milling division at Merriam, Kas., a suburb of Kansas City, and points out that the expansion of the Albany mill brought daily milling capacity to 19,000 cwt.

"Expansion of these facilities," the report says of the Albany mill project, "also included the erection of 20 concrete grain storage tanks with a total capacity of 753,000 bus.

Management's discussion and analysis of financial condition and results of operation states that the increase of dollar sales in 1981 over 1980 "again reflected inflation of domestic price as well as a \$14.7 million increase in sales to the foreign subsidiaries, which offset to some extent lower domestic unit sales."

The report states that the company has been adversely affected by dramatic increases in interest costs during the past three years. "The weighted daily average interest rates paid on the short-term borrowing have increased from 10.29% in 1979 to 14.83% in 1980 to 15.26% in 1981," it says.

"The company has taken various steps to mitigate higher interest costs, such as seeking out faster means of transportation to reduce transit time

of inventory. Working against such efforts, however, are increased costs of the company's primary raw material, wheat, and inflation of production costs, especially those of energy."

ADM Annual Report

Gross additions to property, plant and equipment by Archer Daniels Midland Co. in the fiscal year ended June 30, 1981, according to the company's annual report, totaled \$368,206,000.

The record capital spending in fiscal 1981 — more than 10% of net sales and other operating income — is up 97% from \$186,461,000 in fiscal 1980 and compares with \$45,512,000 in the fiscal year ended June 30, 1979.

"Throughout the year, ADM concentrated its engineering, marketing and research activities on investments that will maintain the company's position as a least cost producer of products," the ADM annual report states. "Investments in capacity expansion, energy and handling efficiency, transportation and product development during the past year will enable ADM to continue to supply the food, feed and fuel ingredients needed throughout the world."

The report notes that, as of June 30, 1981, "the company had commitments for construction of facilities and purchase of equipment amounting to \$100 million. These commitments represent only a portion of capital expenditures planned for 1982."

Operating Report

In their operating report to shareholders, James R. Randall, president, and Dwayne O. Andreas, chairman of the board and chief executive, state that the net sales increase in fiscal 1981 "was due largely to higher volumes reflecting new production facilities, better utilization of existing operations and the additional sales generated by operations acquired by the company during the fiscal period."

In grain operations, Mr. Randall and Mr. Andreas say, continued emphasis was on improving handling capacities. "These improvements," they say, "continue to show benefits in grain merchandising, transporting and by-product marketing for all divisions."

By the end of the fiscal year, the ADM officers state, 75 unit hopper car trains were moving from the Kansas City facilities of Smoot Grain Co. to ADM Milling flour mills. ADM Grain Co., they add, completed the year with all storage capacity under maximum utilization. "Efforts to increase export shipments of grains and sunflowerseeds," they say, "offer excellent potential for improved volumes."

Overall efficiency of operations at American River Transportation Co., the ADM officers say, was reduced by low water conditions on the Mississippi river. Total grain shipments, it is noted, were reduced due to the Soviet embargo.

Records for Gooch

In reviewing the Gooch Companies, Mr. Randall and Mr. Andreas point out that unit production and profits reached record levels at Good Foods, Inc. "Results of recent capital investments in new and remodeled production lines, as well as the installation of new process equipment, achieved improved quality and production efficiency," they say.

Impact of total food costs on institutional feeding programs, Mr. Randall and Mr. Andreas say, resulted in increased institutional sales of pasta products, including "significant" tonnage of macaroni and spaghetti into such markets as the school lunch program.

Pillsbury Announces Executive Changes

The Board of Directors of the Pillsbury Company named several Pillsbury executives to new positions of increased responsibility.

Norman E. Brinker, Chairman and Chief Executive Officer of Pillsbury's Steak and Ale Restaurant subsidiary, was elected an Executive Vice President of Pillsbury. He was formerly a Vice President of the parent company.

Louis P. Neeb, Chairman and Chief Executive Officer of Pillsbury's Burger King subsidiary, was also elected an Executive Vice President of Pillsbury. He was formerly a Pillsbury Vice President.

John L. Morrison was elected as Vice President and General Manager

of the Company's International Group. He was named to his present position in June.

Berbert D. Ihle was elected Vice President-Controller of Pillsbury. He formerly served as Vice President-Finance for the Company's Consumer Food Group.

The Board of Directors also approved the appointment of two additional corporate executives.

Lyle T. Walker was appointed Vice President and General Auditor. He was previously General Auditor.

Jerry F. Ford was named Vice President, Finance for Pillsbury's Consumer Foods Group. He previously served as Vice President, Finance for Pillsbury's Poppin Fresh Pie Shops subsidiary.

William H. Spoor, Chairman and Chief Executive Officer, said, "Each of the individuals selected for positions of greater responsibility by the Board today have had long associations with The Pillsbury Company. Their promotions reflect the depth of our management structure."

Pillsbury Profit Gain

Pillsbury Co. increased its quarterly dividend 12% and predicted a 12% to 15% increase in earnings in fiscal 1982, ending May 31. However, it expects to report an earnings decline for the fiscal first quarter, ended Aug. 31.

The food processing and commodity merchandising company raised its dividend to 56 cents a share from 50 cents, payable Nov. 30 to stock of record Nov. 2.

William H. Spoor, chairman and chief executive, said after the annual meeting that a major factor in the expected increase in earnings this year is the anticipated drop in the cost of commodities, such as sugar, cocoa flour and cottonseed oil, that Pillsbury uses to make many of its products.

In fiscal 1981, Pillsbury had net income of \$119.6 million, or \$5.95 a share, on sales of \$3.3 billion.

Mr. Spoor noted that the decline in fiscal first quarter earnings probably won't be as sharp as the 25% drop previously predicted, but he declined to be more specific. In the year-ago period, the company had net

income of \$28.7 million, or \$1.43 a share, on sales of \$720.5 million.

Winston R. Wallin, president, said results of Pillsbury's grain merchandising business, which depressed first quarter earnings, should improve the rest of the year. He added that the company's restaurant earnings could grow 20% and that Pillsbury also expects higher earnings from its consumer foods and international groups in fiscal 1982.

Pillsbury expects to open about 250 additional Burger King fast-food restaurants in fiscal 1982, down from 272 new stores last year. The company is slowing down the addition of Burger King restaurants because high interest rates are making it difficult for franchisees to finance new outlets, Mr. Wallin said. There were 3,022 Burger King restaurants at the end of fiscal 1981.

Mr. Wallin said Burger King is test marketing chicken, seafood and Mexican meals in a basket as part of its effort to continue increasing sales per restaurant. The percentage of Burger King outlets serving breakfast is expected to increase to about 40% by the end of fiscal 1982 from 25% at the end of fiscal 1981, he said.

Peak Sales for Peavey

Peavey Company posted record sales and earnings in the fiscal year ended July 31, paced by record grain merchandising volume and earnings.

Net income of Peavey in fiscal 1981 was \$23,418,000, equal to \$4.16 per share on the common stock, up 4% from the previous record of \$22,624,000, equal to \$4.02 per share, in fiscal 1980. Sales aggregated \$820,854,000, a 12% gain from the fiscal 1980 record of \$734,788,000.

In the fiscal year ended June 30, 1979, Peavey had net income of \$17,940,000 on sales of \$594,430,000.

"The Agricultural Group," William G. Stocks, chairman and chief executive officer, said, "achieved record grain merchandising volume and earnings for the year, despite a much more competitive grain merchandising environment, and lower margin in the year's second half."

Mr. Stocks said that Food Group earnings were up due to improved results in the Home Brands opera-

tion and a gain on the sale of Brownberry Ovens to Oroweat Foods Co.

Flour milling earnings declined slightly, he said, in spite of record flour milling volume. Mr. Stocks pointed out that increased competitive pressures reduced milling margins throughout the second half of the fiscal year. Retail Group sales increased 10% while earnings were even with a year ago, Mr. Stock said. He said increases in both sales and earnings from fabric stores offset a decline in earnings from farm store and building supply retailing operations.

In the fourth quarter ended July 31, Peavey had net income of \$5,742,000, equal to \$1.01 per share on the common stock, off 3% from \$5,949,000, or \$1.07 per share, a year ago. Sales totaled \$193,996,000, up from \$173,459,000.

Turning to the first quarter of the current fiscal year, Mr. Stock said, "Because of a continuing high level of interest rates, a difficult grain merchandising and flour milling environment, and depressed new housing construction, fiscal 1982 first quarter earnings will probably be lower than a year ago."

Peavey to Add Semolina Mill Near Phoenix

Peavey Company announced plans to add a durum semolina mill to its 5000 hundredweight daily capacity flour mill to be built at Tolleson, Arizona, a suburb of Phoenix.

Groundbreaking for the new milling facilities, which will grind hard winter wheat for bakery flour as well as durum for semolina, was scheduled for mid-October. Plans call for completion of construction in early 1983.

Peavey's Food Group now operates nine flour mills throughout the U.S.

Multifoods Sells Frozen Food Interests

International Multifoods Corp. said the Canadian government approved the sale of its frozen foods business and assets to Nestle Enterprises Ltd. of Toronto.

(Continued on page 26)



Peavey

*Quality
Performance*

Sales Offices

Atlanta, GA	Chicago, IL	Denver, CO
Boston, MA	Cincinnati, OH	Dallas, TX
Charlotte, NC	Cleveland, OH	Fort Worth, TX
Dallas, TX	Columbus, OH	Houston, TX
Denver, CO	Dayton, OH	Los Angeles, CA
Detroit, MI	Dayton, OH	Los Angeles, CA
Houston, TX	Dayton, OH	Los Angeles, CA
Los Angeles, CA	Dayton, OH	Los Angeles, CA
Los Angeles, CA	Dayton, OH	Los Angeles, CA
Los Angeles, CA	Dayton, OH	Los Angeles, CA

Multifoods Frozen Foods

(Continued from page 23)

The sale was to be completed Oct. 1, the company said. Terms weren't disclosed.

The sale includes the company's interests in Gusto frozen pizza and Stouffer frozen foods, the company said. Both brands are owned by Robin Hood Multifoods Inc., a Canadian subsidiary of International Multifoods.

General Mills Names Atwater Chairman

The board of directors of General Mills, Inc., elected R. Brewster (Bruce) Atwater Jr. chairman of the board and chief executive officer, effective Jan. 1, 1982. Mr. Atwater, now president and chief executive officer, will succeed the current chairman, E. Robert Kinney. Mr. Kinney will continue as a member of the board of directors after Jan. 1.

Mr. Atwater, 50, became chief executive officer of General Mills on April 1 in one of several management changes announced in December 1980 in anticipation of Mr. Kinney's retirement.

The management team reporting to Mr. Atwater, General Mills said, remains unchanged. There will be no corporate president. Vice-chairmen Donald F. Swanson and F. Caleb Blodgett each will continue to be responsible for approximately one-half of the company's operations.

The Management Policy Committee of the company includes Mr. Atwater, Mr. Swanson, Mr. Blodgett, Paul L. Parker, executive vice-president and chief administrative officer, and Mark H. Willes, executive vice-president and chief financial officer.

Executive vice-presidents Jane Evans, James G. Fifield, Robert W. Hatch and Joe R. Lee remain responsible for the fashion, toy, specialty retailing and restaurant operations, respectively, and report to Mr. Swanson, Executive vice-presidents Walter R. Barry Jr., Arthur R. Schulze and Preston Townley continue to head areas within the Consumer Foods operation reporting to Mr. Blodgett.

Mr. Atwater was elected chief operating officer in 1976 and president in 1977. He joined General Mills in 1958 and held a variety of sales and

marketing positions before becoming vice-president, Consumer Foods group, in 1969 and executive vice president in 1970.

Mr. Kinney, 64, chief executive officer since 1976, joined General Mills as a vice-president in 1968 following acquisition of the Gorton Corp., where he was president. He was elected executive vice-president of General Mills in 1969, chief financial officer in 1970, president in 1973 and chairman of the board in 1977.

At Kerr Pacific

Ned L. Skinner has joined Kerr Pacific Corp., Portland, as executive vice-president, it was announced by Thomas Kerr, chairman.

In his new position Mr. Skinner will have administrative and operating responsibilities for Kerr Pacific, a holding company, and its subsidiaries, Hawaiian Flour Mills, Inc., Honolulu; Kerr Pacific International, Inc., Portland; Kerr Land and Livestock Co., Pocatello, Idaho, and Kerr Pacific Milling Corp., Pendleton, Ore.

Before joining Kerr Pacific, Mr. Skinner was manager of the Pacific Southwest grain operation of General Mills, Inc., at Stockton, Calif. He received a master's in business administration at Harvard University.

GTA Unit-Train Project

The Grain Terminal Association has embarked on a \$5.5 million project to develop a group of unit-train loading stations. Barney J. Malusky, GTA president, said the objective is to enable farmer members to take advantage of lower freight rates for unit-train shipments.

The project includes construction of a new GTA unit-train elevator at Marshall, Minn., and modifications of seven other GTA facilities at Warren, Minn.; Courtenay and West Fargo, N.D.; and Great Falls, Rudyard and the Shelby-Cutback-Valter area, Montana.

Mr. Malusky said the new Marshall elevator will be built on the Burlington Northern adjacent to the present facility. It will be equipped for loading 54 cars. Lidgerwood is also being prepared for 54-car trains.

Rudyard for 52 and the other five elevators for 26 cars with capacity

for handling 52-car trains when needed.

"This original project was approved by the GTA board of directors after long-range planning and studies indicated the eight locations are the most feasible for construction at this time," he said. "We are also looking at several other locations as part of our strategic plan to place GTA and its locally-owned affiliated cooperatives in a positive grain marketing position for the future."

Mr. Malusky said a study is under way for similar improvements at GTA-owned elevators in Fergus Falls, Madelia, and Morris, Minn.; Galchutt, N.D.; Milbank, S.D.; and Sidney and Lewistown, Mont.

Mr. Malusky said locally-owned affiliated cooperatives have built unit-train facilities or are working on plans for unit train outlets at more than 30 locations in Minnesota, the Dakotas and Montana.

North Dakota Trade Team

A three member hard red spring wheat and durum promotion team visited Europe Sept. 12-30, 1981, to acquaint overseas buyers with the size and quality of the 1981 U.S. spring wheat and durum crop.

The North Dakota State Wheat Commission said the promotional trip, planned near the end of harvest, is designed to publicize the greater availability and better quality of this year's hard red spring and durum wheat crop.

The three member team consisted of Elmer Dockter, NDSWC chairman; Norman Weckerly, U.S. Durum Growers Association president and Joel Dick, Department of Cereal Chemistry and Technology, NDS.

According to Mel Maier, NDSWC administrator, the quality problems associated with last year's spring wheat and durum crop resulted in reduced sales to Europe.

Maier said the Europeans bought 62 million bushels of hard red spring and 37 million bushels of durum in 1979-80. "Due largely to our poor quality 1980 crop U.S. hard red spring and durum exports to Europe were down 15 percent during 1980-81."

"This year our producers harvested a record production of vastly improved quality wheat, Maier said. "This needs to be brought to the attention of overseas wheat producers. The

team will provide their contacts with problem quality information and assure them that we value their business."

The team will visit with importers, as well as buying representatives of European mills and pasta manufacturers in Great Britain, Netherlands, West Germany, Switzerland, Italy and France.

The hard red spring wheat and durum promotional visit to Europe is sponsored by the NDSWC and Minnesota Wheat Council in cooperation with the Foreign Agricultural Service, USDA.

DeKalb Gives Up on Hybrid Wheat

After investing \$25 million over 20 years, DeKalb AgResearch Inc. is giving up on hybrid wheat.

The company said it wants to sell its hybrid-wheat research unit, which has about 30 employees, mostly scientists and technicians. "We're trying to sell the whole operation as a package," said Wayne White, vice president.

The development of hybrid corn about 45 years ago sharply boosted farmers' yield of that grain and agricultural researchers have tried to duplicate that success with other grains. The effort has been largely futile. Wheat has a more complex chromosome structure than does corn, so the genetic engineering necessary to produce a hybrid is more difficult.

"To reach commercial reality, hybrid wheat is going to take substantial more funding than we have been putting into it, and even at that, it's going to be somewhere around 1990 before we see any contribution to the bottom line," Mr. White said, adding: "Also, realizing the risk of failure in any research program, we felt we'd be better off concentrating on hybrid corn and sorghum."

DeKalb, a leading seed-corn producer, has produced a hybrid wheat seed that has been on the market for four years. But the hybrid is suitable only for growing in the high-elevation areas of northeast Colorado and southwest Nebraska.

DeKalb's announcement yesterday said that sales of the existing product "have increased steadily, and several

other experimental hybrids looked promising in 1981 tests." But Mr. White added later: "No one has yet produced hybrid wheat in volumes that have reached the break-even level."

The company added that it doesn't expect the sale of the operation to affect its financial results significantly. In the nine months ended May 31, DeKalb had net income of \$30.8 million, or \$2.42 a share, on revenue of \$554.6 million.

WIC Selects W. B. Doner & Co.

The executive committee of the Wheat Industry Council has selected the W. B. Doner & Co. advertising agency to handle the Council's nutrition education and consumer information programs.

C. Joan Reynolds, executive director of W.I.C., said Doner was one of five agencies making presentations to the Council in May.

Potential agencies for W.I.C. originally were screened by a committee headed by Lauren H. Batty, ITT Continental Baking Co., Rye, N.Y. Mr. Batty is an end product manufacturer member of the Council and was named to head the screening by Vernon Baird, Mrs. Baird's Bakeries, Inc., Fort Worth, Texas, W.I.C. chairman.

The Baltimore, Md., office of the Doner agency will handle the W.I.C. account. Doner is headquartered at Southfield, Mich., and also has offices in Los Angeles, Dallas, Houston, St. Petersburg, Fla., and Westmount, Canada.

On the basis of gross income and billings, W. B. Doner is ranked among the 50 largest advertising agencies in the U.S. in the 1980 compilation of agency data by Advertising Age magazine.

Borden Expands in Pasta

A marked expansion in the pasta operations of Borden, Inc., was disclosed Thursday, Sept. 17, including acquisition of National Food Products, Inc., Harahan, La., and plans for construction of a \$7.7 million Creamette Company pasta plant at Phoenix, Ariz.

The expansion of Borden's pasta business was announced by Eugene J. Sullivan, chairman and chief ex-

ecutive officer, in an address to security analysts in New York. The meeting was held to update analysts on the progress of a \$1.5 billion assets redeployment program that was initiated in 1980 and will continue through 1985.

National Food Products

National Food Products, Mr. Sullivan said, is the largest distributor of pasta in the New Orleans market.

The company has annual sales of more than \$10 million. Production is primarily in flexible packages under the Luxury brand. Products include noodles and dry dinners.

New Plant in Phoenix

Mr. Sullivan said that Borden currently is discussing financing of a new pasta plant at Phoenix with the Industrial Development Authority of Maricopa county, Arizona. The plant, he said, should be in production by late 1982 or early 1983.

Additional Line

In its annual report for the fiscal year ended Dec. 31, 1980, Borden said it was considering construction of "an additional production facility in the West to better support the growing Creamette business in that area, where sales increased almost 50% during 1980." In addition, a new production line went on stream early this year at Creamette's plant at New Hope, Minn.

Hong Kong Project

Mr. Sullivan in his address also announced a joint venture with the Garden Company in Hong Kong for manufacture of potato chips and other snacks. The production facility, he said, will be in operation next January.

Garden Company currently is the largest distributor of bread in Hong Kong with 80% of the market, he noted.

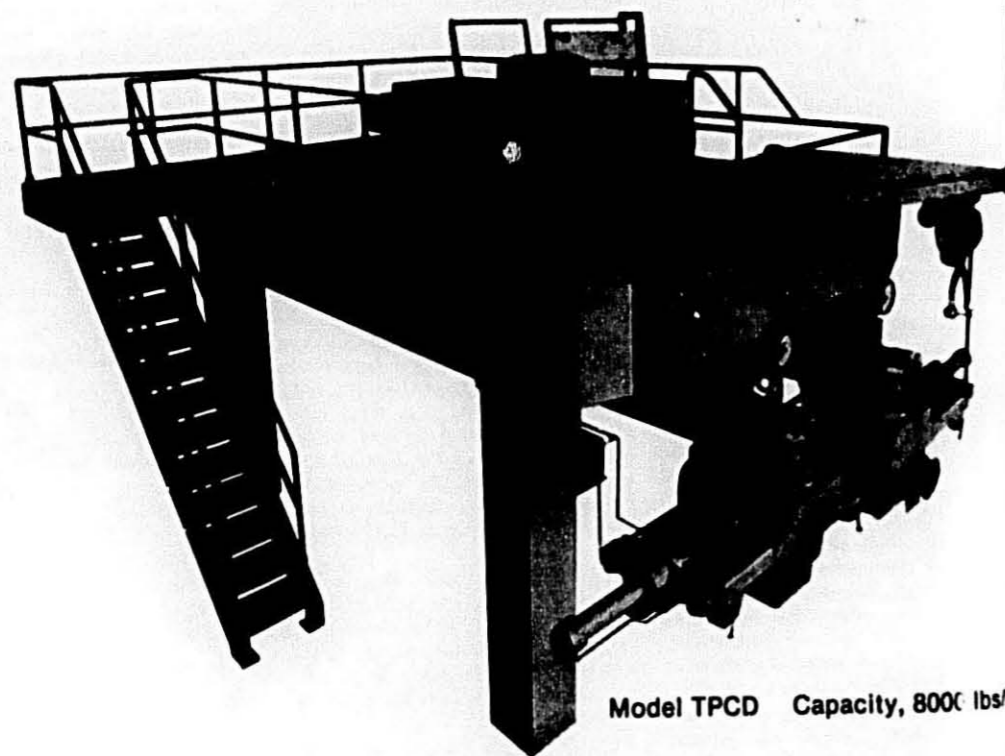
Development Program

In its development program to date, Mr. Sullivan said, Borden has undertaken 18 capital projects and four acquisitions at a cost of almost \$500 million.

The company, Mr. Sullivan added, plans to spend \$200 million for above-normal capital projects and acquisitions in fiscal years 1982 through 1985.

BUHLER-MIAG[®] EXTRUDERS...

Performance You Can Depend On!



Model TPCD Capacity, 8000 lbs/hr

Eight Models — Capacities from 50 to 16,000 lbs/hr

Model	Lbs./hr. Capacity
TPLE (Single Screw) Lab Extruder	50-300
TPAE (Single Screw)	650-1,320
TPAD (Double Screw)	1,320-2,640
TPBE (Single Screw)	1,000-2,000
TPBD (Double Screw)	2,000-4,000
TPCE (Single Screw)	2,000-4,000
TPCD (Double Screw)	4,000-8,000
TPCV (Four Screw)	8,000-16,000

We can help your profit picture, regardless of your plant size.

Sanitary Design

- Structural Members completely enclosed; can't collect dust or dirt.
- Motors and Drives are open, away from product area and easy to service.
- Drive Guards are completely enclosed in oil baths for chain drives. Belt Drive Guards are open at bottom, to prevent dust and dirt accumulation.
- One-piece Unique Trough Design has smooth rounded corners for easy cleaning. Product hangup on mixer walls is virtually eliminated.
- Outboard Bearings on mixer shafts absolutely prevent product contamination by lubricant. Seals may be replaced without removing bearings or shafts.

Easy Supervision and Operation

- Mixer Cover has plexiglass window for easy inspection.
- Variable Speed Drive with remote control for accurate capacity adjustment.
- Time-Saving Hydraulic Die Change Device.

Rugged Construction

- Time-Proven Design assures long, trouble-free extruder life.
- Reliable U.S.-built Drive Components selected for low noise operation.

Product Quality is What Really Counts!

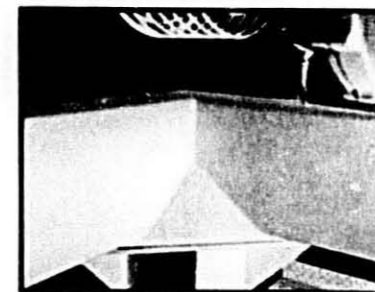
Top-grade quality is yours from BUHLER-MIAG equipment. Your customer recognizes and deserves it. Can you afford to give him less?

Contact us for information on BUHLER-MIAG Extruders and other Macaroni Processing Equipment.

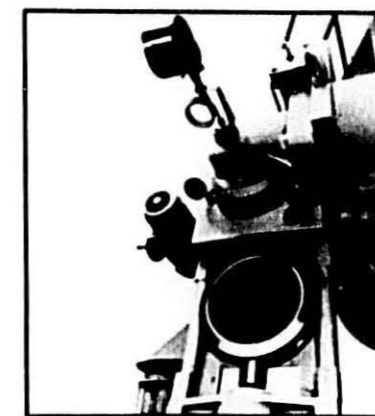


BUHLER-MIAG[®]

BUHLER-MIAG, INC., P.O. Box 9497, Minneapolis, MN 55440 (612) 545-1401
 BUHLER-MIAG (Canada) LTD., Ontario (416) 445-6910



Press base and belt guard reflect the clean, efficient design and attention to detail in every Buhler-Miag press. Base is sturdy and easily accessible. All joints have smooth welds for easy cleaning.



Head for round dies, 15 1/4" (400 mm) diameter, with hydraulic die change device (Single screw extruder).

On the Durum Harvest Tour: At North Dakota State University, Fargo



Unloading grain at the elevator.



Vernon Lewis explaining milling set-up.



Examining color in finished goods.



Orville Bonasik explains procedures in Cereal Chemistry and Technology Department.

Expanded Durum Breeding Project

Project Leader: Dr. Roy G. Cantrell

Other Personnel:

- Don Weed (Graduate Research Fellow)
- Dan Lerfald (Technician)
- Anna McClung (Graduate Student)
- Nick Haugerud (Graduate Student)
- Edgar Haro-Arias (Graduate Student)

Support: State funding, North Dakota State Wheat Commission, National Macaroni Manufacturers Association and Durum Wheat Institute

Cooperators: Pathologists:

- J. D. Miller
- G. A. Statler
- R. H. Hosford
- R. W. Stack

Geneticists:

- L. R. Joppa
- N. D. Williams

Cereal Chemists:

- J. W. Dick
- V. L. Youngs

Parental Testing

CROSSING

- F₁ - 300
- F₂ - 200 X 2000
- F₃ - 12,000
- F₄ - 8,000
- F₅ - 4,000

PRE YIELD (F₁s)

- F₁ - 1000
- F₂ - 500
- F₃ - 500

ADV YIELD (F₄s)

- ND (2 LOC) - 175
- ELITE (3 LOC) - 25
- REGIONAL - 30
- DRILL STRIP - 30
- INCREASE - 6

VARIETY RELEASE - 6 to 10 YEARS

VARIETY INCREASE - 3 YEARS

Major Durum Wheat Breeding Objectives

Agronomic

- Grain Yield
- Test Weight
- Kernel Weight

Height

- Maturity
- Lodging Resistance
- Weathering Resistance

Disease Resistance

- Stem Rust
- Leaf Rust
- Foliage Diseases
- Blackpoint
- Root-Crown Rot

Insect Resistance

- Wheat Stem Sawfly
- Cereal Leaf Beetle

Quality

- Kernel Size
- Vitreousness
- Semolina Protein
- Semolina Absorption
- Semolina Specks
- Semolina Color
- Semolina Yield
- Total Yield
- Spaghetti Color
- Spaghetti Firmness
- Gluten Strength
- Cooking Characteristics
- Sprout Resistance

North Dakota Mill is one of the mills in the nation for many reasons! Leo Cantwell, marketing director, is proud of the fact that only the most modern milling equipment is used to mill the finest, highest quality durum wheat in the world. Superior laboratory and testing facilities assure you of quality con-

trol. Your macaroni products will be the best when you start with durum products from North Dakota Mill.

One of our top priorities is to back our products with responsible, personal service. Jane Rowland and Kathy Hjelden take great pride in handling and processing your orders through our customer sales center. Your complete satisfaction is very

important to us. That's why at North Dakota Mill, we deliver service

the durum people

NDM
NORTH DAKOTA MILL
Grand Forks, North Dakota 58201
Phone (701) 795-7000

We Deliver Service.



Creamettes and Veg-All

Creamettes Macaroni and Veg-All Mixed Vegetables will mount a new edition of last year's successful tie-in campaign with a major promotion featuring a four-color, full-page ad that invites readers to try the recipe for a "Quick Skillet Supper."

The ad appeared in October 13 Family Circle, October Good Housekeeping, and November Parents' and Reader's Digest.

Point-of-sale materials will be available through both Creamettes and Veg-All sales representatives.

The recipe in the ad will also be featured on Creamettes Macaroni 7-oz. packages, along with 10¢ off store coupons for Veg-All, during September and October.

Creamettes Macaroni is the most widely distributed pasta in the U.S. and Canada, and Veg-All is the leading brand of mixed vegetables.

Tie-ins have been featured by both companies lately because of their popularity with retailers. Two sales groups can provide display and merchandising ideas with increased effectiveness — and can help merchandisers sell more related items.

Creamettes sells a complete line of Spaghetti, Egg Noodles and other pasta items. Besides Veg-All, the Larsen Company offers a complete line of vegetables under the Fresh-like brand name.

The ad agency for Creamettes is Martin/Williams in Minneapolis, Campbell-Mithun in Chicago is the agency for Larsen.

Kraft Grated Cheese Promotion

October, Kraft grated cheeses kicked off the "Greatest Grated Recipe" Contest, the finale of three 1981 promotions for grated cheeses.

Backed by national print advertising, free recipe booklets, cents-off coupons, point-of-sale materials and national publicity, the promotion is designed to reinforce the theme, "It Doesn't Stop at Topping Spaghetti."

A new cookbooklet, "Fresh Ideas for Fish 'n Poultry," will be made available to shoppers in stores. It features grated cheeses and over 49 related items in eight full-color pages of delicious new recipes.

Along with the cookbooklet, point-of-sale pieces include a "Greatest Grated Recipe" Contest pole topper, cookbooklet holder, and contest entry form pads prompting shoppers to visit end-aisle or case display of both grated parmesan and romano cheeses.

October 13 Family Circle, and October issues of Better Homes and Gardens, Good Housekeeping, Ladies' Home Journal, TV Guide (10/3), Southern Living and Sunset will carry a two-page, full color ad announcing the contest, with rules for entering. Consumers will have a chance to enter their own favorite grated cheese recipes in the following categories: appetizers, side dishes, meat entrees and meatless entrees.

A royal gourmet European tour for two, valued at \$12,000, is the Grand Prize. Four dining suites by Keller will be awarded as 1st Prize; eight 2nd Prizes will be Norelco microwave ovens and coffee makers; and 32 silverplate serving sets by Leonard/Towle Mfg. will be 3rd Prizes.

Grocers are being advised to plan now for the "biggest Kraft grated cheese event of the year."

Nissin Side Dish

Nissin Foods, U.S.A., makers of Cup O'Noodles, Top Ramen, and Oodles of Noodles, announces the national introduction of Quick 'n Tender, a tasty new side-dish with tender Oriental Noodles and flavorful sauce.

The product was first introduced early in 1981 in selected western markets and in the Greater Philadelphia, Pa. market. It has now been rolled out to full national distribution in the summer of 1981, supported by a strong ad campaign in national magazines this fall through March, 1982.

Three different full-color magazine ads will be featured in Family Circle, Woman's Day and Good Housekeeping. Half of the ads will carry 15¢ store coupons.

Quick 'n Tender is available in three flavors: Butter & Herb, Cheese, and Chicken. The new campaign positions the product as "the Quick 'n Tender way to add delight to dinner." It is a convenient and economical

way to enhance any meal. The fast-moving product is in the rapidly growing packaged dinner section of supermarkets and incorporates Nissin's same high quality as in the popular dry soup brands.

Quick 'n Tender is simple to prepare — just add water and it cooks in only three minutes. It takes 50% less cooking time than other products in this category, and no rinsing or draining is required.

"This appealing packaged sidedish offers a higher retail profit margin than competing brands, and is designed to generate rapid increase in sales and profits for the grocery trade," reports Mr. Sakai, National Marketing Manager of Nissin.

Nissin Foods has plants in Gardena, Calif. and Lancaster, Pa., and is a pioneer in dehydrated foods. Today it accounts for over 25% of all U.S. dry soup sales.

The advertising and promotion campaign was created by Dentsu Corporation of America in Los Angeles.

Bad News for Brand Names

Nearly half the general public says it's buying generic and store brands more often than it did two or three years ago, with the most enthusiastic offbrand buyers falling in the much sought-after 18-to-49 age group, according to the latest Marketing Index study by the Opinion Research Corp. ORC also reports that a surprisingly large number of high-income consumers are shopping at price. The survey outfit concludes that marketing could change "very dramatically" in the 1980s as nationally advertised brands lose their franchise with inflation-conscious shoppers who used to pay premiums for quality.

Lots of Rice

The U. S. rice industry, now harvesting what is expected to be its largest crop, is facing its toughest year in a decade. Domestic demand is projected to be up only slightly, while exports will decline by 5 percent, and softening prices seem inevitable. U.S.D.A. officials met with representatives of the South Korean government in search of a trade agreement that would boost exports.

ASEECO



DELRIIN ROLLERS

roll on tracks instead of sliding thereby reducing friction and wear.



**USDA APPROVED
OPEN TUBULAR FRAME
POLY-STAINLESS OR ALUMINUM**



Floor Hopper, Feeder and Lift elevator for feeding overhead hoppers.



BUCKET ELEVATOR

The Versatile Bucket Elevators with Space Age Design-Sani-Plus Buckets (Polypropylene) FDA approved. Sanitary Delrin rollers on chain—reduce friction and wear. Pre-lubricated chain bushings where lubrication is not possible. Sectionalized uni-frame construction permits easy changes in height or horizontal run—allows for ease in cleaning and inspection. Available as standard with conventional frame or sanitary open tubular frame design. Capacities to 4000 cu. ft. hr.

Write for Bulletin CAL-50



VIBRATING CONVEYORS

The Modu-Tran II Vibrating Conveyor feeds product sideways as well as in the normal forward direction. This unique development by Aseeco Corporation makes it possible to split a stream of product to any rates of flow desired, with sanitary esthetically designed vibrators. Units can be installed in series to distribute product to multiple packaging machines or to several use points simultaneously on demand.

bulletin cmv-30



CONVEYING SYSTEMS

FOR "NON-FREE FLOWING" ITEMS SUCH AS:
potato chips • cereals • cookies • snacks • pet foods • frozen foods • powders

MODU-TRAN II®

HOW IT WORKS

1. Material is delivered to a surge hopper or feeder which is the point of control. Upon the demand of a downstream unit in the Modu-Tran distribution system, it is instantly delivered at the desired rate during the delivery cycle. The hopper automatically replenishes itself with product, for the next cycle.

services offered: Plant Engineering and Layout, Electrical Engineering and Control Panels, Erection and Start-up

ASEECO 8857 W. Olympic Boulevard, Beverly Hills, Calif. 90211
12131 688-5760 TWX 910-490-2101

Buitoni Foods Announces Major Advertising Campaign

A major new advertising campaign to promote Buitoni's Italian frozen foods line broke in metro New York in early September.

Approximately \$1 million will be spent in a New York market test between September and January. This projects to a national level of \$20 million annually.

"After a hiatus from advertising, we at Buitoni Foods are especially excited about this effort," said Manus Gass, Buitoni President. "We've spent this time examining and evaluating the direction Buitoni Foods is going, the future of our company and its products. Changes have been made in our structure and our thinking; product lines have and continue to be revamped. Our outlook for the eighties is to be a more consumer-oriented company. We believe we've found the way to mesh Buitoni's 150 years of expertise as producers of authentic Italian food products with the demands of today's marketplace, and expect this to be readily apparent to all in the foreseeable future," he continued.

Compton Advertising, which was named Buitoni Foods' agency this past March, has created two new commercials and transit posters as key components of this campaign.

"Ticking Tomato"

The first commercial, "Ticking Tomato," features the Buitoni line of Italian frozen entrees. According to William P. Smolka, Buitoni Vice President of Marketing and Sales, this is the first Buitoni commercial ever produced on behalf of an entire product line.

"In 'Ticking Tomato,' we've taken a soft-sell approach, emphasizing what food advertising should be all about: appetite appeal and taste. The spot relies largely on a superb visual presentation of several products in our frozen food line with copy which conveys the goodness of Buitoni frozen entrees," Smolka stated. "Our strategy throughout this campaign is to communicate to consumers that every morning Buitoni starts to fresh prepare its product using wholesome ingredients, that the Buitoni brand should be synonymous with top quality in frozen foods."

"Wheat"

A second commercial, "Wheat," to air this winter promotes the Buitoni High Protein line of pasta products. Conveying the consumer benefits and advantages of this Buitoni pasta brand — which is made with all natural ingredients — "Wheat" tells consumers that Buitoni High Protein pasta provides them with "More of what you want; less of what you don't."

Both "Ticking Tomato" and "Wheat" are 30-second commercials. They will air in prime time, day and fringe network television at 125 GRPs per week in the New York market.

Transit Advertising

Transit advertising is another major factor in the new ad campaign. From October through January, Buitoni will have transit poster ads in subway cars of the four main Manhattan subway lines. Two four-color posters per car are planned. One will feature Buitoni frozen Italian entrees; the other will promote Buitoni High Protein pasta.

"Subways are intrinsically a part of New York life. Whether they live or work in New York, consumers ride the subway daily. We've chosen to go the transit advertising route for Buitoni products because it offers incredible repeat exposure for garnering millions of impressions on behalf of our brands in what is practically a 'captive audience' setting," commented Smolka. "Additionally, reaching subway riders on their way home from work — when many of them will then be stopping at the supermarket to purchase products for that night's dinner — appears to be a very viable means of encouraging impulse and repeat purchase."

Sales Promotion

Extensive sales promotion is also planned. Buitoni ran an in-store promotion, "Dine Italian With Buitoni," during October to tie-in with Columbus Day. The promotion will be coordinated with other in-store Italian food festivals.

Point-of-sale materials will include the same visuals as the transit poster ads, along with shelf-talkers fea-

turing tear-off refund offer packs, whereby consumers can get \$1.00 off funds on Buitoni frozen products with the appropriate proofs-of-purchase.

Additionally, to support the new product introduction of Buitoni egg noodles, a cash back promotion will be run.

Newspapers

Buitoni also will be running newspaper ads with 4.5 million cents off coupons in all major New York area dailies and participating in the EFA Fall Freezer Festival, which began October 14.

Other promotional activities planned include an assortment of on-pack self-liquidation offers.

"We are very proud of Buitoni Foods' new advertising," said O. Milton Gossett, Chairman and CEO of Compton Advertising, Inc. "It underscores the excellence of their products in a very creative way. We are convinced the campaign will help them achieve their ambitious marketing objectives," he added.

Buitoni Food executives emphasized that these activities constitute elements of their marketing program through the end of 1981 only.

New Packaging

Within the next few months, Buitoni Foods will be introducing new packaging for its entire frozen food product line," announced Smolka. "Essentially, we look upon the 'fall campaign, which is concentrated on New York, as a test," he continued. "Beginning in January, the start of our fiscal year, we will implement a very cohesive twelve-month marketing program. The forecast calls for market expansion, a significant increase in advertising expenditures, and — during 1982 — the introduction of a number of new Buitoni products. We are aggressively moving toward broadening our consumer base, strengthening our leadership position in the marketplace, and becoming the pacesetters in each of our markets."

Buitoni Foods Corporation manufactures and markets a full line of quality Italian dry pasta products, sauces, pizzas and frozen entrees.

COMPTON ADVERTISING, INC.
25 M. Jison Avenue, New York, N.Y. 10022
Telephone: PLaza 4-1100

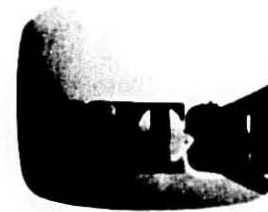
CLIENT: BUITONI FOODS CORP.
PRODUCT: BUITONI FROZEN ENTREES
TITLE: "TICKING TOMATO"
COMML. # BFFE 0023
DATE: 9/4/81
TIMING: 30 SECONDS



1. (SFX: TICKING CLOCK) (MUSIC UNDER) ANNCR: (VO) Like clockwork, every morning



2. one company starts to bring you frozen entrees filled with great taste. Buitoni.



3. And we do it by starting out fresh, (SFX: ALARM RINGS) the way you would.



4. Everyday we stuff ravioli



5. with fresh creamy ricotta cheese.



6. We grate fine cheeses



7. over tempting ziti.



8. And each plump Buitoni Mancotti is covered



9. with perfectly seasoned tomato sauce.



10. Buitoni Frozen Entrees.



11. They taste great.



12. Because we start out fresh the way you would. (SFX: BING)

ADM's labs constantly analyze both wheat and flour— making sure you get the best.



Another
Benefit
from ADM.

ADM Milling reaffirms its long-standing, total commitment to quality assurance on a regular, daily basis. That's because careful testing of both wheat and flour is a full-time job at every ADM Milling Center.

As wheat crops from Texas to the Canadian border reach maturity, ADM Milling is there to sample and analyze that specific wheat for quality, nutritional content, and baking potential.

With this specialized data on each local crop, ADM is in an excellent position to select only the wheat that will mill out to our rigid specifications.

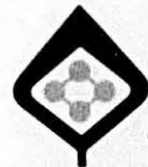
But quality assurance at ADM goes even further: The milling and blending processes are also constantly monitored. Flour is tested at routine intervals as it comes from the mill — and comprehensive bake tests are conducted to ensure that the flour meets absolute specifications before shipment to you.

And then ADM spot-checks the efforts of the labs in the individual mills by conducting duplicate tests in its Central Control Lab at Salina, Kansas.

In this respect — and in many others — ADM Milling Company is unique in the market.

But all you really have to remember is that ADM assumes total responsibility for — and maintains total control of — the quality and availability of its products.

And that's a definite advantage to you.



ADM Milling — supplying Breadwinners since 1902.

ADM MILLING CO.

4550 W. 109th Street • Shawnee Mission, Kansas 66211 • Phone (913) 381-7400

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



CROOKS, CONMEN AND CLOWNS ON TELEVISION

By
Richard L. Lesher
President
Chamber of Commerce
of the United States

The Media Institute, a nonprofit, nonpartisan research organization based in Washington, D.C., has a reputation for conducting very comprehensive studies of network news coverage of key economic issues. For example, in *Television Evening News Covers Nuclear Energy: A Ten-Year Perspective*, it analyzed all network news videotapes on the subject of nuclear energy broadcast between August 5, 1968 and April 20, 1979. The Institute found both an anti-nuclear bias in the coverage and a lack of sufficient information to judge objectively the risks and benefits of nuclear power.

Now the Institute has done it again, producing its most ambitious—and shocking—study to date. In an effort to determine how television network entertainment programs portray business men and women, its researchers viewed 200 episodes from the top 50 television series broadcast between December 1979 and April 1980. The Institute's sample was restricted to prime time programs aired on ABC, CBS and NBC, and it excluded all specials, sporting events and news programs. Given the evidence below, it is not surprising the Institute decided to entitle its study *Crooks, Conmen and Clowns: Businessmen in TV Entertainment*.

—Two out of three business people are portrayed as foolish, greedy or criminal.

—Over half of all corporate chiefs on television commit illegal acts.

—Only three percent of television business executives are shown engaging in socially or economically productive behavior.

—Hard work is usually labelled "workaholic" and leads to strained personal relations.

In other words, the single-most powerful medium penetrating nearly every American home invariably portrays business as a conspiracy against the American people. Of course there are a few logical problems here: First, it is business, through its taxable

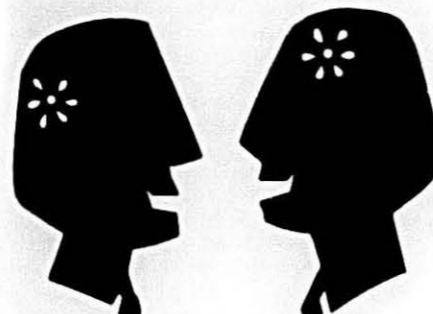
profits, wages and dividends, which provides the revenues that fund all the government programs assisting people in need. Were it not for profitable businesses, there would be no revenues to collect and no programs to fund.

Then too, business is people, so if we are to believe all business is corrupt, how do we explain that the vast majority of Americans can be both dishonest and God-fearing, law-abiding people at the same time?

Asked why there is such blatant and persistent anti-business bias on television entertainment programs, Leonard J. Theberge, President of the Media Institute answered:

"There are possibly several reasons. First, the formats of TV entertainment programs are highly simplistic and lead to the portrayal of good and bad guys. Two, we have fortunately eliminated many of the traditional stereotypes in our society, which in the past would have been the "bad guys" on television entertainment programs. Minorities, ethnic groups and women are treated much more fairly than they have been in the past. Of course this has left a vacuum in TV entertainment programs which may explain why the American businessman is such a prominent villain. Finally, there are cultural reasons which might explain a bias by TV writers against businessmen. For example, it is not a new phenomenon for creative artists to look down on the commercial sector."

The business community, of course, has no right to dictate the content of scripts coming out of Hollywood. That is totally foreign, indeed, abhorrent to the concept of free speech embodied in the First Amendment. Still, it's worth remembering that these programs are being funded by our advertising dollars. So if it seems clear we are not receiving even a whisper of objectivity, then why should we continue wasting our shareholders' and employees' funds by subsidizing our own demise? Think about it.



Profitable Barter

If you have a dollar, and I have a dollar, and we exchange . . . we each still have a dollar. No profit there.

But if you have an idea, and I have an idea, and we exchange . . . we each double our ideas.

That's the kind of profitable exchange you benefit from when you actively participate in your trade or professional association. Multiplication of ideas between members goes on all the time. It's such a natural process you may never be aware of it.

About all it takes to get started is, "Well, Mac, how's business . . ." and from there ideas begin to flow.

Your association works hard to create the right atmosphere for this profitable idea exchange. Conventions, seminars, workshops, all of the activities that pull members together, help to keep ideas moving.

The officer you can put yourself in this company, the more you'll benefit. Step number one is to join and support your trade association.

Step number two is to attend their next meeting. And take an idea along with you. You're bound to at least double it before you leave.

JOIN

The National Pasta Association

P. O. Box 336

Palatine, IL 60067

Write the Executive Director
for details.

SALVATORE DI CECCO

Exclusive Sales Representative for:

RICCIARELLI:

Automatic Packaging Machinery in cartons or cellophane bags for Long and short goods macaroni Cereals, rice, dried vegetables, coffee, cocoa, nuts, dried fruits, spices, etc.

BASSANO:

Complete pasta lines equipment Rolinox patented processing equipment

BRAMBATI:

Systems for pneumatically conveying semolina and flour. Storage for noodles and short goods Macaroni products. Dry pasta mill grinders

Address:

R.R. 1, Richmond Hill, Ontario L4C 4X7
Canada

Phone: (416) 773-4033

If No Answer, Call Alessandro Di Cecco,
898-1911

Telex No. 06-986963

WINSTON LABORATORIES, Inc.

EST. 1920

Consulting and Analytical Chemists, specializing in all matters involving the examination, production and labeling of Macaroni, Noodle and Egg Products.

- 1—Vitamins and Minerals Enrichment Assays.
- 2—Egg Solids and Color Score in Eggs and Noodles.
- 3—Semolina and Flour Analysis.
- 4—Micro-analysis for extraneous matter.
- 5—Sanitary Plant Surveys.
- 6—Pesticides Analysis.
- 7—Bacteriological Tests for Salmonella, etc.
- 8—Nutritional Analysis.

JAMES and MARVIN WINSTON, DIRECTORS
P.O. Box 361, 25 Mt. Vernon St.,
Ridgefield Park, NJ 07660
(201) 440-0022

IRS Ruling Protested

Senator Lowell Weicker Jr. (R-Conn.) Chairman of the Senate Small Business Committee, has been joined by a coalition of 11 senators in introducing legislation to postpone an IRS ruling which they claim threatens the survival of small businesses and farms.

The ruling, issued August 24, reverses a nine-year IRS policy of allowing states to pool industrial and agricultural development bonds of 1 million or less, and issue them as a single bond offering. Under the new ruling, a \$1 million ceiling would be placed on each single bond offering and such pooling of small bonds would not be allowed.

Weicker, the leader of the coalition asking postponement of the ruling, called the IRS measure "outrageous" and said it "could not have been more ill-timed."

In a September 8 letter to Senate colleagues, Weicker — joined by Senators David Durenberger and Ted Stevens — said, "the effect of this ruling . . . is to deprive farmers and owners of small businesses of this important source of affordable capital at the very time that interest rates are at record high levels."

Weicker added: "In Connecticut alone, this program has been responsible for the awarding of \$195,476,000 in bonds since 1973. Those bonds went to 518 companies and created 9,400 new jobs. In addition, they allowed another 19,500 jobs to be retained."

"At a time when interest rates are skyrocketing, when unemployment is staggering, and when all forms of conventional small business development assistance are being cut back, this kind of ruling by the IRS is irresponsible and wrongheaded," Weicker said.

Postponement Proposed

Under the legislation offered by the coalition, the effective date of the ruling would be postponed until January 1, 1983, in order to give Congress time to decide the issue, and to allow states to honor commitments for loans already in the pipeline.

In addition to the bill introduced today, Weicker and other senators have written to Secretary of the Treasurer Donald Regan, asking for

executive action to postpone the ruling.

Members of the coalition besides Weicker include Senators David Durenberger (R-Minn.) Ted Stevens (R-Alaska) Mark Andrews (R-N. Dak.) William Cohen (R-Maine) Alfonse D'Amato (R-N.Y.) Alan Dixon (D-Ill) Christopher Dodd (D-Conn) Larry Pressler (R-S. Dak) David Pryor (D-Ark) Paul Tsongas (D-Mass) and John Warner (R-Va.)

Why Should the IRS Be An Heir?

By Frank M. Butrick,
Independent Business Institute

A report just released by the Independent Business Institute, of Akron, Ohio, points out that with double-digit inflation, the value of a business doubles every 6 to 8 years from inflation alone; true growth speeds the increase in value, pushing the owner's estate into highly taxed brackets. The minimum estate-tax rate is now 30%. Yet most estate-tax planning techniques do little to reduce taxes; they merely shift the burden to current expenses or create a gift-tax liability. Standard estate-planning arrangements simply are ineffective in a period of soaring inflation.

Gifting Stock

Gifting stock ownership of a business is a popular tactic. Between the owner and his wife, \$6,000 worth of stock can be given annually to an heir/successor. But if the business is worth, say \$500,000, inflation pushes its value up far faster than it can be given away! At 15% inflation, the owner would have to have a dozen heirs just to catch up with inflation. Gifting is fine as far as it goes; it just does not go far enough.

Another popular arrangement is to have one or more successor heirs buy the owner's stock. This means giving them a raise and letting them use the extra money to buy the stock. But stock purchases are not deductible; they are made with after tax dollars. For every one the owner gets, the IRS gets another. This becomes totally impractical for a business of any significant value.

Another version is to give some stock to the heir, then the owner

gradually sells his own stock back to the business. But the objection is the same: Stock is always purchased with after-tax dollars. In this case, after the business taxation. Once again, for every dollar the owner gets (which is taxable), the IRS gets another.

Trusts

Trusts form an extremely complex subject, but stripped to basics, a trust is a legal entity, just like a corporation. Gifting stock to a trust which will hold it on behalf of heirs was once a very popular scheme. But gifts to a trust are taxable. Further, the owner loses control of the business when 51% of the stock has gone into the trust. If he retains vicarious control by being the trust executor, the trust itself has an estate-tax obligation. Just as bad, the trust must be irrevocable to be of value—and the laws are changeable! A trust can become a horrible trap as the laws change.

Preferred-stock schemes are common; generally they involve giving the heirs nonvoting common stock and then trading the owner's common for voting preferred. But the value will be taxed at estate time. Worse yet, the income on the preferred is taxed as a dividend—not deductible by the business, and highly taxed as received. This is merely an IRS enrichment scheme.

Insurance-funded buyouts come in many variations, but the insurance generally goes to pay taxes and eliminate a stockholder (the deceased). Years ago this worked. But with 15% inflation, it is impractical. At 15% inflation, everything doubles in value every 5.5 years: 4X in 11 years, 8X in 16.5 years, 16X in 22 years. Who can afford to buy insurance to cover the taxes at those valuations?

Long-Term Buyout

The only technique which appears to offer protection against inflation, control for the present owners, and elimination of estate taxes is a long-term buyout (installment sale) of the business to the heir or heirs. Generally, the heir sets up a corporation to make the purchase, and hires the present owner as its president or treasurer, with a noncancellable, lifetime employment contract. This maintains the owner's effective con-

THE MACARONI JOURNAL

trol (which is as it should be) and gives him life-time (or long-term) income. Then the heir's corporation buys out the parent's business over 10 to 20 years, using the cash flow to make the payments. The terms of the father's employment contract let him cancel the deal if he changes his mind, tax laws change, or anything else goes wrong. The owner gets total inflation protection, no estate taxes on the business, no increase in income-taxes, full operating control over the business, and ability to cancel the deal. Which is a hard package to equal.

For more information, send a stamped, self-addressed #10 envelope to the Independent Business Institute, PO Box 159, Akron, Ohio 44309, and ask for their report, "Why Should The IRS Be Your Major Heir?" It is free to business owners and their successors.

New FTC Chairman

President Reagan has announced he is nominating James Miller to serve as chairman of the Federal Trade Commission.

Miller, director of the Regulatory Task Force in the Office of Management and Budget, will replace Commissioner Paul Rand Dixon when his term ends Sept. 30.

The President also announced the appointment of F. Keith Atkinson as an FTC Commissioner to replace Robert Pitofsky, who resigned April 30. Atkinson is a Washington attorney who formerly served as counsel of the Senate Permanent Subcommittee on Investigations.

Miller is 38, Atkinson, who also served as a director of the Democrats for Reagan Committee during the campaign, is 36.

The latest nomination will give the Republicans a 3-2 majority on the commission, which has two Republicans, David Clanton and Patricia Bailey, and one Democrat, Michael Pertshuk.

OSHA Curbs Safety Checks

The Occupational Safety and Health Administration plans to exempt nearly three-fourths of all U.S. manufacturing companies from routine safety inspections after Oct. 15.

Thorne Auchter, head of the Labor Department agency, outlined the program of "targeted" inspections in testimony before a Senate Labor subcommittee.

Republican members praised Mr. Auchter for the program and for the agency's other moves to act less like an adversary of business. Chairman Orrin Hatch (R., Utah) said he doesn't any longer believe OSHA "should be buried," because its new policies suggest "government can play a positive role in workplace safety and health." But Democrats on the panel, such as Edward Kennedy of Massachusetts, expressed worries that OSHA's reduced enforcement efforts and weakening of standards have "emasculated" worker protections under federal law.

New Program

Under the new inspection program, Mr. Auchter said inspectors would focus on the 27% of manufacturers whose rate of employee work-time lost due to occupational injuries exceeds the 5.7% national average for manufacturing generally. About 78% of the 1.2 million annual serious manufacturing injuries occur in those 70,200 concerns, the OSHA chief testified.

Another OSHA official explained that a company will be visited if, in a given state, the rate of serious injuries in that company's industry exceeds the national manufacturing average. These inspections would end if an individual concern's records show its serious injury rate is below the average.

"This system will avoid wasting our resources in the safe workplaces" and focus inspections on more dangerous ones, such as in maritime and construction industries, Mr. Auchter said. And, he added, "we will, of course, continue to respond to employee complaints alleging specific hazards."

AFL-CIO Critical

The new safety inspection program was sharply criticized as "ill-conceived" and "unsound" by another witness, AFL-CIO lobbyist Ray Denison. The system "removes more than 13 million workers from coverage" of routine safety inspections, Mr. Denison said, and "eliminates one of OSHA's most effective compliance

tools — the threat of a general scheduled inspection . . ." In an interview after the hearing, Mr. Auchter called Mr. Denison's estimate "hogwash" and "a bunch of garbage."

Mr. Auchter also tried to allay fears expressed by critics such as Messrs. Denison and Kennedy, that he intends to gut the much criticized job-safety agency. There isn't any question "that perception is out there, but it's the wrong perception," he said. "If I were a worker, I would be happy this administration has taken charge of the Occupational Safety and Health Administration," he said.

Earning More — But Buying Less

American taxpayers are earning more than ever, but have less real buying power today according to the Washington Tax Foundation. Increasing Federal taxes and inflation have caused this unnecessary burden. The foundation's researchers report the U.S. median income was a record breaking \$19,950 for 1980, compared to \$9,750 only 10 years ago. But after-tax income, measured in constant dollars, was lower than any year in the past 10 years — \$7,976 — compared to \$8,412 in 1970. The typical American family of a fully employed person, spouse and two children has less disposable income each year. For example, the direct Federal income tax took \$964 of the wage earner's gross income 10 years ago with social security taking another \$374. The net result here was a median income of \$8,412 after taxes. The same typical family in 1980 paid \$2,028 in individual income taxes and \$1,223 in social security payments for a total tax slice of \$3,251. In addition, inflation reduced the remaining \$16,699 in income to about half of its face value when measured in constant 1970 dollars. During the past 10 years, median family income has risen by 105%, but Federal Income taxes have jumped up by 110% and social security taxes by over 300%. Today's dollar is worth about 47 cents compared to that dollar you carried with you ten years ago!

"Fanaticism" was once described by Santayana, the philosopher, as: "Redoubling your efforts when you have forgotten your aim."

SAVE OVER \$1 MILION IN TEN YEARS!

WITH EACH MICROWAVE DRYER

Up to 4 times the production in the same feet of floor space—a bargain in itself with construction costs in the \$40 sq. ft. range.

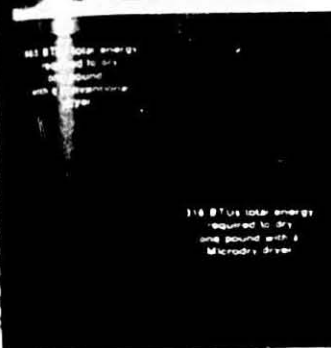
- Free production 5-42% with a 5-day week
- Save energy. Tests prove over 50% total energy savings compared to some competitive dryers.
- Sanitation savings. Minimum \$100 each cleaning. Most easily sanitized dryer—hose it down or steam clean it.
- Save on installation. Fabricated and assembled at our plant. Up to 5,000 man-hours savings.
- Other factors of increased flexibility, less waste from spillage, more exact moisture control.

A BETTER PRODUCT

Finally we have the capability we've been trying to achieve for hundreds of years—drying macaroni products from the inside out. Until now we have had to wait for the product to sweat or rest so that the moisture would migrate to the surface, when we could again dry some more in small stages. We had to be careful not to case harden the product so the moisture would not get trapped, thereby causing the product to keep drying on the outside, but not properly and to check at a later date when that moisture finally did make its escape.

Microdry actually produces a better product than does conventional processing. The superior bite, the cooking strength and the color enhancement and micro-organisms when presented in the package. We will be pleased to submit samples of product made on the same press same die same raw material but dried in conventional and Microdry units. You will readily see the color difference, cook and taste the bite differences and measure for yourself the starch content of each product.

- Kills all weevils, eggs and adults.
- Kills all salmonella, Shigella, Coli and Coliforms. Greatly reduces total microbial count.
- Makes a product with better color.



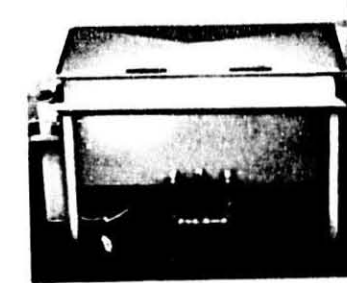
Pasta drying operation from section line comparisons by two processors. Shows total energy required.

WHAT USERS SAY

- Lowest downtime. We keep an accurate record of all downtime and express it as a percentage of time down to time scheduled. Microdry leads the list at less than 2%.
- Plant Manager of a leading mid-west operation: "All future equipment will be Microdry. Technical director of a large pasta plant: "I guess the greatest compliment I can pay to Microdry is that if we were going to install another Short Cut line in our Operation, it would definitely be a Microdry Microwave Dryer."
- Executive Vice President, pasta manufacturer:

UNITS IN THESE CAPACITIES: 1500, 2500 AND 4000 ARE OPERATING TODAY OR ARE ON ORDER FOR:

- GOLDEN GRAIN PASTA, 2 units, Chicago, Seattle, San Diego
- DAMICO, 1 unit, Chicago
- CATELY, 1 unit, Montreal
- GOUGH, 2 units, Lincoln, Nebraska
- HEBB, 1 unit, Fort Worth, Texas
- LIPTON, 2 units, Toronto, Canada
- GILSTER MARY KEE, 1 unit, Chester, Illinois
- WESTERN WHITE, 2 units, Los Angeles
- PILLSBURY, 1 unit, American Beauty Division, 2 units, Kansas City, Kansas
- SKINNER, 1 unit, Omaha, Nebraska

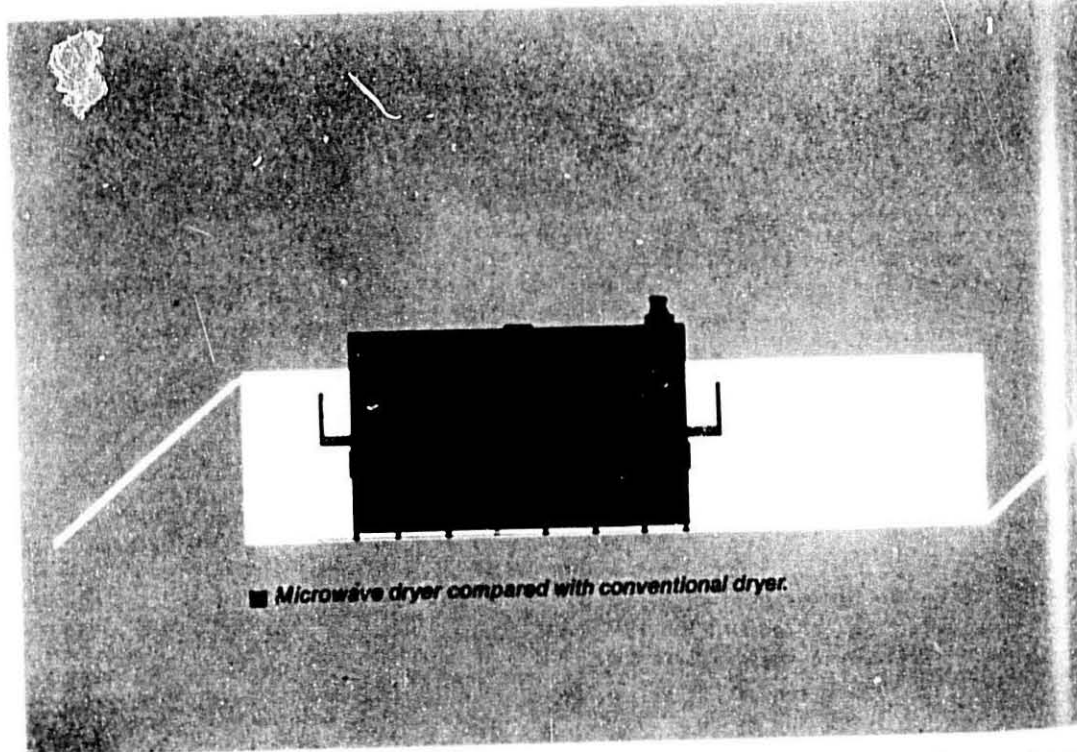


■ Driewasher by Microdry. More compact. 2,000 p.s.i. water nozzle pressures.

MICRODRY Corp. World leader in industrial microwave heating.



3111 Fostoria Way
San Ramon, CA 94583 415.837.9106



■ Microwave dryer compared with conventional dryer.

Booklet Available on Microwave Processing

Development of the remarkably broad potential for industrial microwave heating — which can range from recycling of roads to food processing to printing with colored glass — is encouraged with a new 24-page simplified guidebook. "What You Should Know About Industrial Microwave Processing" is available free.

Not a sales booklet, it simply cites unusual advantages as well as disadvantages and limitations of this neglected technique. Other applications and possible applications include chemical processing, drying Space Shuttle tiles, fibre curing, making plywood and drilling for petroleum.

It is published as an industry service without brand mention by a firm that for over twenty years has been a world leader in researching, designing and manufacturing industrial microwave processing systems.

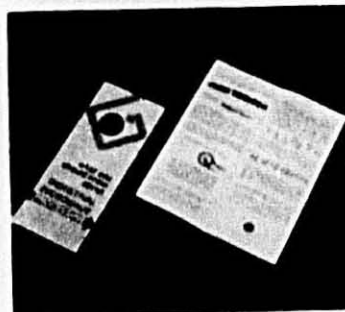
It shows how a firm can determine whether microwave processing might benefit them or not, pitfalls in testing, comparing capital and operational costs, whether present conventional heating equipment can be used to advantage with microwave, questions of safety, etc.

Saves Energy

Where applicable, microwave heating can save enormous amounts of energy. One official states: "If full advantage were taken of these methods huge amounts of oil and gas could be saved." It also uses only a small fraction of plant space and production time of conventional heating. It can benefit some products in ways no other heating methods can, such as heating simultaneously throughout the product, almost complete elimination of infestation with much longer shelf-life resulting, heating below nitrosamine-forming temperatures and select spot heating without overheating.

On the other hand microwave use requires entirely different heating concepts and practices and sizeable capital investment. The booklet cites applications not suitable and dispels some misunderstandings.

For a free copy write to Svenson & Associates, 45 Webb Road, Watsonville, California 95076.



There's No Lid on Packaging Costs

Packaging costs are rising, says the Department of Agriculture, and that's no small consideration in many lines of business. Almost \$1 out of every \$11 worth of food and beverage items in a grocery cart now goes to pay for packaging.

And for one fourth of the food and beverage industries' products, the cost of the package, is greater than the cost of its contents. For example, chewing gum, soft drinks, ready-to-mix desserts, chips, syrups and other prepared foods come in packages worth twice the cost of the product.

Two trends are responsible for the rising prices: More items are being packaged, and packaging is becoming more elaborate; also, the cost of the packaging material has been going up. Packaging and container prices were 2½ times as high in 1980 as in 1970.

It took more than 600 pounds of materials, on average, to package all items purchased by each American last year. More than two thirds of the packaging in the U.S. is used in the food and beverage industries. Of the raw materials that go into packaging, those industries used 62 percent of the paper, 71 percent of the metal and 96 percent of the glass.

Diamond Appointment

Diamond International Corporation announces the appointment of Mr. Paul Wilch, Jr. to the position of Divisional Vice President and General Manager of both the Paperboard and Packaging Products Divisions. Mr. Wilch will have total responsibility for sales and manufacturing of the Paperboard and Packaging Products Divisions.

The decision to place the Divisions under one general manager was made after considerable analysis. Integrating the general management will enable the Divisions to function more effectively.

During Mr. Wilch's long and successful career with Diamond, he has served in several sales and management positions. He is a veteran of World War II, serving in the Army Air Force as an Aircraft Commander. He is a graduate of Salmon P. Chase in Cincinnati with a degree in business administration. He is married and the father of two sons.

Mr. Wilch, the Paperboard Division, and the Packaging Products Division will be headquartered in Middletown, Ohio.

November Show Invitations Available From PMMI

Invitations to the newest packaging show — PMMI's Packaging Machinery & Product Information Show — are now available and contain registration badges for free show admission.

The show, part of the annual International Packaging Week this year running under the Pack Info 81 title, operates concurrently with a full schedule of 64 seminars November 10-12 in Philadelphia's Civic Center.

According to PMMI's Show Committee Chairman Art Schaefer, president of NJM, Inc., "We expect about 100 PMMI member companies to exhibit in the show which will provide an important forum for technical information exchange during our 'off-year' when there is no Pack Expo."

The show was also designed to help support the conference program which PMMI along with the American Management Associations, the Packaging Institute/USA, and the Society of Packaging and Handling Engineers, organize.

Information about the show and the conference is available from PMMI, 2000 K Street, N.W., Washington, D.C. 20006.

Lawry's Expands

After nearly a year of construction, Lawry's Foods Inc., has completed a 27,000 square-foot addition to its

Des Plaines, IL, manufacturing and distribution center, which includes space for public tours and cooking classes.

The \$2 million expansion was the second in the 12-year history of the plant at 1938 S. Wolf Road, where spices and other food products are produced and distributed to food service and retail grocers east of the Rocky Mountains.

In addition to the new warehouse and manufacturing areas, the company will begin offering public tours of the facility, meetings and cooking classes.

"The addition will enable us to do in some degree what we have done for 15 or 20 years in California," said Richard N. Frank, Lawry's president and chief executive officer. The company's original production facility in Los Angeles now includes three restaurants and tours of the building and grounds attract nearly 500,000 visitors a year, Frank said.

Although he doesn't envision a restaurant in the Des Plaines building, Frank did not entirely rule it out for the future.

Member of Lipton

Production in the expanded building will account for more than half of Lawry's total output of seasoning mixes, Mexican products and liquid salad dressings. The company, which in 1979 became a member of the Thomas J. Lipton Inc. group, reported sales of \$81.2 million in 1980, up from \$70.5 million in 1979. Earnings in 1980 increased modestly to \$4.87 million.

Known primarily for its seasoned salt Lawry's also produces other spices, salad dressings and taco and spaghetti seasoning mixes. Two plants, in California and Texas, produce nothing but taco shells. Lawry's international group operates an office in Toronto and recently constructed a new plant in Dublin, Ireland.

"But we had always planned for expansion here (Des Plaines)," said Robert Converse, Lawry's manager of manufacturing and production, and a lot of our future growth will come out of this facility.

Converse said a second shift at the plant, which now employs about 100 people, will probably begin operation next year.

Frank earlier this year said the company plans to double its sales by 1985, with most of that increase coming from domestic growth products.

Foremost-McKesson Expectations

Foremost-McKesson Inc. said it expects annual revenue to increase 50% to \$7 billion and earnings to nearly double by fiscal 1985, with its drug and chemical operations leading profit growth.

In the fiscal year ended March 31, the wholesale distributor of drugs, liquors, food and chemicals earned \$69.3 million, or \$4.33 a share, on revenue of \$4.15 billion.

Trends toward home shopping by computer and one-stop "omni" stores will revolutionize wholesaling and pose marketing challenges that Foremost is positioning itself to meet. Thomas E. Drohan, president and chief executive officer, told a security analysts' meeting.

He said the company will participate in a "teleshopping" venture this fall in San Diego; consumers will be able to order merchandise by home computer.

Along with its current practice of installing pharmacies inside supermarkets, the company said it is weighing more intergroup activities to address the omni-store market.

Soup Is Good Food

With more than 80% of the market already in its grasp, Campbell Soup Co. really doesn't need to increase its share of the \$1.2 billion of condensed soup sold annually in food stores. What the company does need is to make folks hungrier for soup.

That's the motive behind a new national ad campaign Campbell began this week. Complete with footnotes and a text that cites the American Journal of Clinical Nutrition, the ads contend — as the campaign slogan phrases it — that "soup is good food."

Demand for condensed soups, one of the 10 largest categories in supermarkets, has been lethargic for years. Barry Ziegler, a food analyst at Bache Halsey Stuart Shields, Inc., estimates that unit volume for the product is growing just 1% a year. In-

creasing the demand for soup "is a difficult task," he says. "Campbell hasn't been able to do that in the past."

One way the food maker will try is to stop relying on newspaper food sections, women's magazines and daytime television shows favored by housewives. Instead, Campbell will spend most of its budget — estimated by trade sources at \$23 million — for news magazines, regular news sections of newspapers and prime-time TV.

The campaign, developed by Backer & Spielvogel Inc., started on a trial basis on the West Coast in December. Impressed by the results, Campbell fired Batten, Barton, Durstine & Osborn Inc., its ad agency of 27 years, and gave the account to Backer & Spielvogel.

A Guide to Taking Charge

- You have to be able to set priorities.
- You need an ability to grab hold of tough problems and not delegate them. The leader has to get deeply, personally involved in challenging issues and set the policy.
- Set and demand standards of excellence.
- You need a sense of urgency. It is absolutely better to do something, recognizing that it may not be the right thing, than do nothing at all.
- Pay attention to details. Getting the facts is the key to good decision-making.
- You need commitment.
- Don't waste your time worrying about the things you cannot do anything about. Concentrate on the possibilities.
- You need the ability to fail. You cannot innovate unless you are willing to accept some mistakes.
- Be tough but fair with people. Being tough means setting standards and demanding performance.
- You can't accomplish anything unless you're having some fun.

—Charles Knight of Emerson Electric, quoted by Fraternity Executives Assn

"It's amazing what ordinary people can do if they set out without preconceived notions." — Charles F. Kettering, inventor.

INDEX TO ADVERTISERS

Advertiser	Page
A D M Milling Co.	36-37
Amber Milling Co.	19
Asecca Corporation	33
Braibanti Corporation	6-7
Buhler-Miag Corp.	28-29
DeFrancisci Machine Corporation	11-12
Di Cecco	39
Fold Pak Corporation	2
International Multifoods Corp.	48
Maldari & Sons, D., Inc.	17
Microdry Corporation	42-43
North Dakota Flour Mill	31
Peavey Company	24-25
Rossotti Consultants Associates	47
Seaboard Allied Milling Corp.	13-14
Winston Laboratories	39
Wright Machinery Div.	21

CLASSIFIED ADVERTISING RATES

Want Ads \$1.50 per line
Minimum \$5.00

FOR SALE—Ten-year-old pasta plant, capacity 12 tons per day. For details write S. Nazari, No. 302-2145 Bellevue Ave., W. Vancouver V7V 1C2 Canada.

WANTED: Demaco used presses, spreaders. For information write P.O. Box 336, Palatino, IL 60067.

ONE STOP Supermarket For Shippers

GROCERY DISTRIBUTION



• Warehousing
• Consolidation • Transportation

Call or Write

PORT JERSEY Distribution Services

2 Colony Road
Jersey City, N.J. 07306
201/333-1300

NMMA Winter Meeting
The Breakers Hotel
Palm Beach, Florida
Feb. 28 - March 4, 1982

School Lunch Bread Alternatives

The Department of Agriculture's proposed revisions in national school lunch and other child care food programs include two changes governing use of bread alternatives.

"Not all food items which contain enriched or whole grain cereal, flour or meal are allowed as creditable bread items in all child nutrition programs," U.S.D.A. points out in the proposal. "For a food item to be credited as bread in the school lunch program, it must serve the customary function of bread in a meal as an accompaniment to, or an integral part of, the main dish. Accordingly, dessert items such as cakes, cookies and dessert pie crusts have not been credited as bread."

U.S.D.A. adds that "it is expected that good menu planning practices will ensure that food items credited as bread will generally be served as an accompaniment to, or an integral part of, the main dish."

The following is the listing of bread/bread alternatives, which, U.S.D.A. adds, "is not intended to be all inclusive."

Group A — Bread and Bolls: 1 serving = 25 grams (0.9 oz): Bagels, biscuits, cobbler crust, corn bread, cracked wheat bread, English muffins, French or Vienna bread, "try bread," Italian bread, muffins, pie and turnover crust, pizza crust, pretzels (soft), pumpernickel raisin bread, rolls, rye bread, bread stuffing, Syrian bread (flat), tortillas, white bread, whole wheat bread.

Group B — Crackers and Low moisture bread: 1 serving = 20 grams (0.7 oz): Bread sticks (dry), chips (corn, wheat, or other grains), Graham crackers, Melba toast, pretzels (hard), rye wafers, saltine crackers, soda crackers, taco shells, zwieback.

Group C — High Moisture Bread, Cookies, Cakes and Specialty Items: 1 serving = 35 grams (1.3 oz): Cakes, cookies, corn dog batter, Boston brown bread, donuts, muffins, mush puppies, pancakes, sopapillas, spoonbread, waffles, fruit/vegetable/nut breads (applesauce, carrot, banana, etc.).

Pasta

Group D — Pasta, Cereal Grains and Cooked Cereals: 1 serving = 1/2 cup: Bulgur, corn grits, corn meal,

farina, lasagna noodles, macaroni, noodles (egg), rice, rolled oats, rolled wheat, spaghetti.

Group E — Dry Cereals: 1 serving = 3/4 cup or 1 oz, whichever is less: Dry cereals — puffed, flaked, shredded, etc.; Granola.

New Pasta Leaflet

A new recipe leaflet . . . Eat Light With Pasta . . . is introduced for nutrition-conscious Americans who have adopted the "light" eating pattern. It is easy and enjoyable to eat lightly and healthfully with pasta as shown in the recipes, which include salads, soups, skillet, casseroles — all with calorie counts.

Enriched pasta, made from durum and/or other high quality hard wheat, is an excellent source of complex carbohydrates. The Dietary Guidelines issued by the U.S. Department of Agriculture recommend we increase our intake of these carbohydrates and decrease sugars and fats. The carbohydrates in pasta are broken down by the body into simple forms and sent directly to the muscles and brain. In addition to its carbohydrate value, pasta supplies protein, iron, niacin, thiamine, riboflavin and iron. It is a low-fat, low-sodium, easily digested food. And pasta is a calorie saver — an average entree serving adds up to only 210-220 calories.

Leaflets are 12¢ each plus 25¢ postage and handling; \$10 per hundred plus freight.

Fashionable Foods

Super cook and food author Jane Beard says Chinese cuisine, vegetarianism and pasta are the fashionable foods of today. He told People magazine that quiche has had its day and pizza and hotdogs are on the way because they are so often badly prepared. Same goes for tacos. Beard is resigned to the fast food restaurant as part of the American scene, but the food is revolting. Besides, he says he "can't understand what people do with all the time they save."

Spaghetti Pot

A franchise restaurant featuring take-out spaghetti reports it has more than 120 franchises, located mainly in southern California.

ROSSOTTI

LEADING CONSULTANTS TO THE MACARONI INDUSTRY
SINCE 1898

With more than half a century of experience we believe we might be able to help if you have any problems in our areas of experience.

PACKAGING — we believe we have undoubtedly modernized more packages than any other sources. We constantly continue our updating processes.

PROMOTION — we have not only conceived many promotional plans, but we have studied many that others have launched throughout the country. We believe we can help promote your products that you have by study, and recommend additional products that might be promoted in your trading areas.

MARKETING — rather than depending entirely on advertising dollars, we can show you modern marketing methods which will help capture more of your market. We have done it for others.

MERCHANDISING — We can point the way towards new profitable products and lay out merchandising methods.

We have experience in these areas.

Charles C. Rossotti, President

Jack E. Rossotti, Vice President

ROSSOTTI CONSULTANTS ASSOCIATES, INC.

158 Linwood Plaza
Fort Lee, New Jersey 07024
Telephone (201) 944-7972
Established in 1898



*We make regular inspections during the growing season
to give you the finest in the field. We're Multifoods.*



 INTERNATIONAL
MULTIFOODS



*We make regular inspections during the growing season
to give you the finest in the field. We're Multifoods.*



 INTERNATIONAL
MULTIFOODS