

**THE
MACARONI
JOURNAL**

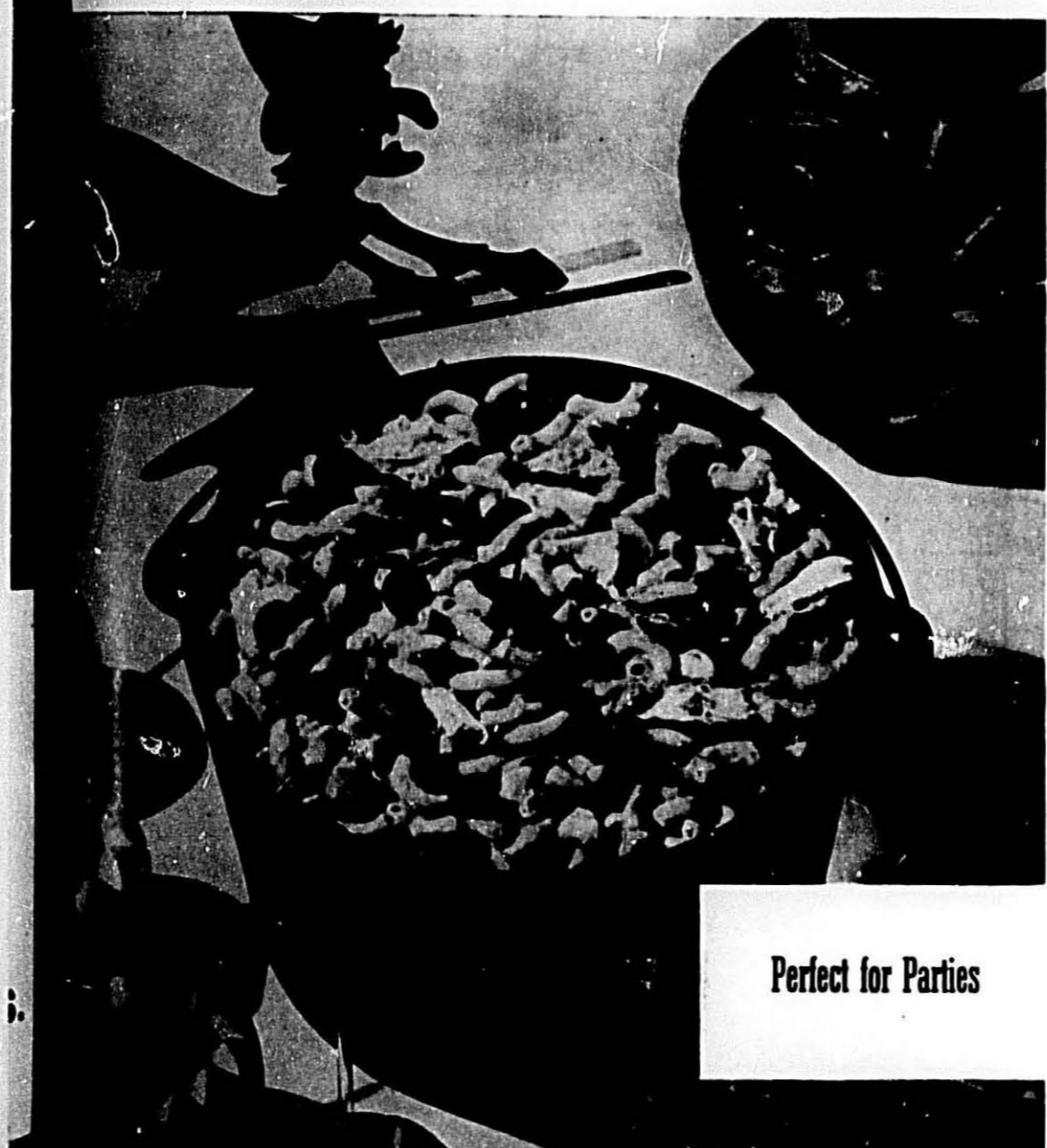
**Volume 64
No. 6**

October, 1982

Macaroni Journal

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OCTOBER, 1982



Perfect for Parties

PASTA WEEK—a national publicity effort for pasta products

Publicity Covers National Pasta Week in Every Media

National Pasta Week, October 6-17, will use the theme "Pasta's All That . . . and only 210 calories per serving." The "All That" includes nutrition, versatility, economy, convenience, and flavor.

In Electronic Media

A newly added feature to the National Pasta Association's publicity efforts will be the use of electronic media. At the Broadmoor Convention Pat Muldowney, Director of Radio and T.V. for Burson-Marsteller, Inc., reported that the most surprising reaction from the various media people is that pasta is not a fattening food and that the skepticism means opportunities when the doubters are convinced. In 1982-83 the electronic campaign will include one or more spokespersons for network and syndicated t.v. talk shows, news clips, public service announcements with same sound tracks used for radio.

Carlo Middione, an Italo-American born in Buffalo and now a restaurateur in Glendale, California, will be one of the spokespersons demonstrating how to cook, how to sauce, and how to eat pasta products. Brynna Thayer, a soap opera celebrity from Texas, married to an Italo-American, will be an alternate spokesperson.

Five-part video newsclip series will be distributed to the news programs of 100 stations.

Three and one-half minute talk show clips will be distributed to 100 talk shows.

Five-minute recipe oriented radio features will be sent to 1,000 women's interest programs.

A television kit containing an on-air prop including packages of elbow macaroni, egg noodles, and spaghetti, four color slides, the recipe leaflet "Pasta in a Slim Cuisine", and script have expected usage of 75-100 women's interest stations.

Print Media

Major market newspapers will receive three features with transparencies going to color-using newspapers; the black-and-white photo versions to non-color publications. The featured recipes will be baked macaroni and vegetables in cheese sauce; egg noodle

vegetable slaw; fall vegetable-spaghetti stir fry.

Newspaper Syndicates

• Newspaper Enterprise Association will carry a vegetable story on rigatoni vegetable casserole.

• Joan O'Sullivan in King Features will have two photo stories: egg noodle vegetable chowder; macaroni with turkey franks.

• Philomena Corradeno of King Features' Nutrition Cookbook will feature egg noodle cabbage slaw, chicken with noodles and vegetables, and spaghetti with fresh tomato sauce.

• Placements are scheduled with Ethel Moore, Amalgamated Publishers; Barbara Gibbons, United Features; Joyce Macey, Economist Newspapers; Marge Jirak, Life Newspapers; Lola Garcia, Enterprise Journal; Joyce Lofstrom, Paddock Publications; Janice Denham, Suburban Newspapers, Inc.; Valerie Foster, Westchester Rockland Newspapers; Marie Cooke, Afro-American Newspapers.

The Sunday Supplement, Family Weekly, Marilyn Hansen, editor, plans to use a salad recipe using pasta with fall vegetables.

Suburban Newspapers—1,500 publications, will be serviced with a black-and-white photo feature.

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

Grocery trade publications will receive a black-and-white photo story.

Magazines

Essence, September, has a feature titled "Pasta Perfection" emphasizing nutrition with National Pasta Association recipes.

Forecast for Home Economics, October, "Pasta Update" story describes various pasta shapes, nutrition information and some background historical data.

Lady's Circle, October, will run an economy oriented story with NPA black-and-white photos.

Supermarket Consumer Specialists will be provided with "Pasta in a Slim Cuisine" leaflet to be distributed

through consumer information centers in chains and independents.

Materials Available

Posters: Background — Milling & Pasta Manufacturing diagram — 50¢ plus postage and handling. "19 Varieties of Pasta" — 35¢.

Background Material: "Pasta Portfolio" — 28-page booklet containing: Manufacture of Macaroni Products; High Quality Hard Wheat for Macaroni Products; Semolina and/or Hard Wheat Flour for Macaroni; The Many Shapes of Macaroni; Guide to Buying and Use of Macaroni Products; Basic Directions for Cooking Macaroni Products; Food Value of Macaroni Products; How to use Leftover Macaroni; Etiquette of Spaghetti Eating; Macaroni Legends. This booklet sells for 50¢ each shipped f.o.b. Palatine, Illinois.

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

"Nutritive Values of Macaroni, Spaghetti, and Egg Noodle Products" — "Pasta Primer" — basic background piece.

"12 Award Winning Pasta Recipes" — "Macaroni Is No. 1"

"One-Pot Pasta Suppers from the Freezer"

"For Weight Control — Use Your Noodle"

"Back to Basics"

"Entertaining with Pasta"

"Unimac Cookery" — pasta quickies for singles and doubles.

"Pasta . . . Food for All"

Foodservice Manual — \$10 per copy.

(1) Pasta as a Sales Tool

(2) What is Pasta? Some Definitions.

(3) Pasta Categories and Shapes.

(4) Packaging, Storage and Cooking Directions.

(5) Food service equipment and pasta preparation.

(6) Nutrition and calorie counts.

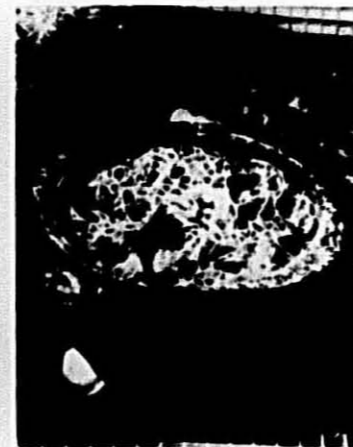
(7) Cost-Yields of pasta products and trade-up tips.

(8) Merchandising pasta.

(9) Pasta in trade and foodservice media.



Baked Macaroni and Vegetables in Cheese Sauce



Egg Noodle Vegetable Slaw



Fall Vegetable-Spaghetti Stir Fry

Typical Releases

"Pasta lovers, make note! October 7-16 is National Pasta Week. In keeping with light-eating, weight-watching patterns and nutritious dining, we offer a great egg noodle chowder.

"The soup is easy to prepare, good for you and rates tops in taste. Egg Noodle Vegetable Chowder is a mix of pasta with a medley of nourishing vegetables . . . green beans, zucchini, onion, and carrots cooked in a base of chicken broth and milk seasoned with parmesan cheese. Another bonus . . . there are only 150 calories in each one cup serving.

"Enriched pasta, made from durum and/or other high quality hard wheat, is an important part of healthy eating.

"It is an excellent source of complex carbohydrates . . . the kind of carbohydrates recommended in the U.S. Dietary Guidelines. In addition, to the carbohydrate content, pasta gives us

protein, iron, and iron. And remember, calories . . . only 210-220 per entree serving."

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1 tablespoon salt
3 quarts boiling water

In a large pot combine vegetables, milk, chicken broth, cheese, and pepper. Cover; bring to a boil. Lower heat and simmer for 15 minutes.

While vegetables are cooking, gradually add noodles and salt to rapidly boiling water so that water continues to boil. Cook uncovered, stirring occasionally until tender. Drain in colander. Add noodles to vegetable mixture. Cook 2 to 3 minutes or until thoroughly heated. Calories per cup: 150.

Pasta - Light, Healthful, Low-calorie Meals

"Team pasta with chicken or turkey franks, and you have a twosome well suited to low-calorie, light, nutritious meals. There's another big advantage in today's recipe suggestion. It is ready for the table in about 20 minutes—real time savers!"

Try this quick-to-fix skillet meal. Mix elbow macaroni with carrots, celery, parsley, and cheese-filled franks. It's a winner and tallies about 400 calories a serving.

Macaroni with Turkey Franks (Makes 4 servings)

2 cups elbow macaroni (8 ounces)
1 tablespoon salt
3 quarts boiling water
3 tablespoons margarine
1 cup shredded carrots
1 cup thinly sliced celery
1/4 cup chopped parsley
3 tablespoons chopped chives
4 turkey or chicken frankfurters
1/2 cup shredded cheddar cheese

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

While macaroni is cooking, melt margarine in a 10-inch wide skillet. Sauté carrots, celery, parsley, and 2 tablespoons of the chives, stirring frequently, until crisp-tender, about 7 minutes. Lower heat. Stir in macaroni. Cover and cook about 10 minutes. Meanwhile, cut a lengthwise slit in frankfurters, almost, but not quite through. Fill with cheese. Sprinkle with remaining chives. Place franks on top of macaroni. Cover and cook about 5 minutes, or until cheese is melted. Calories per serving: 390.

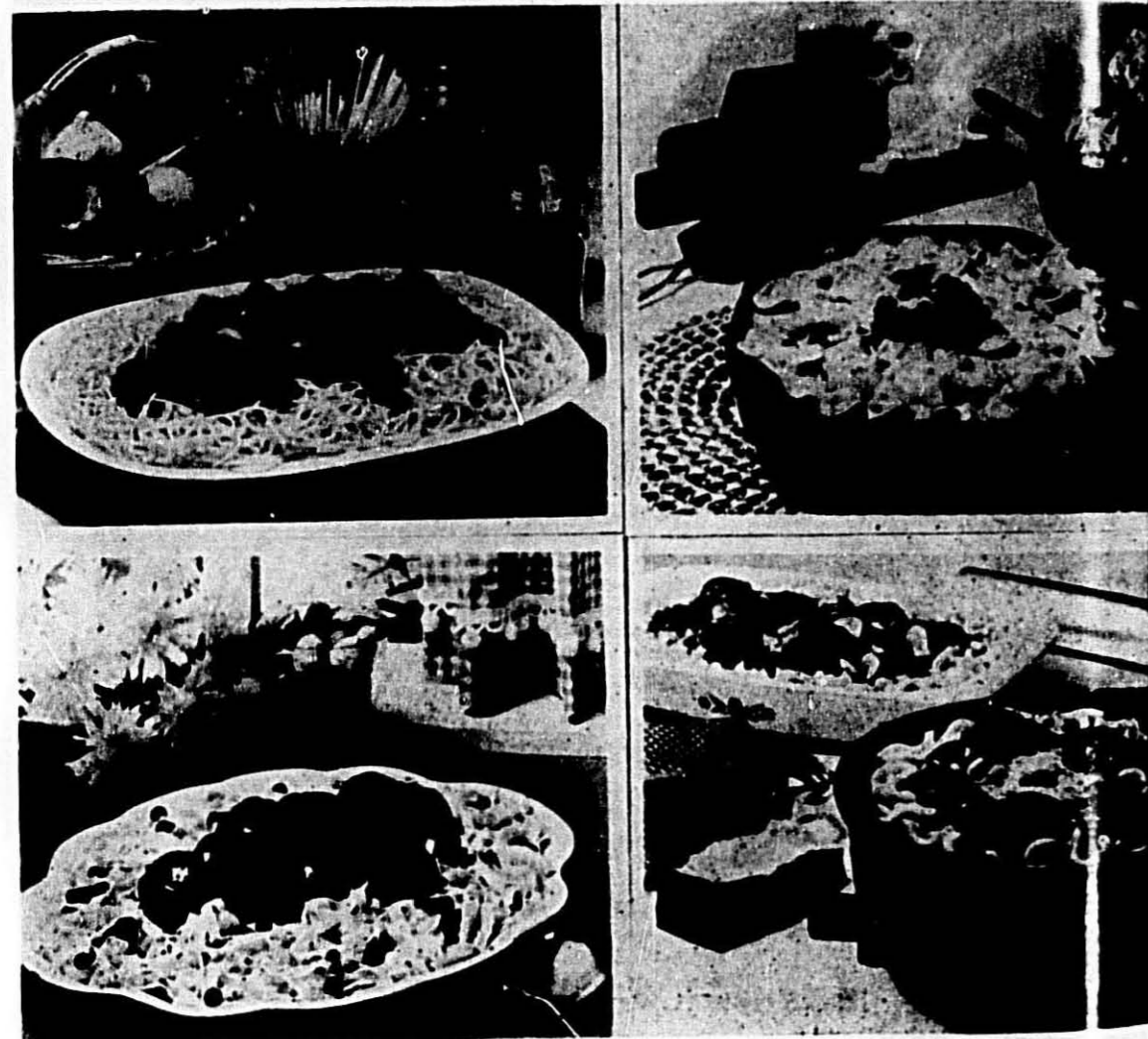
Excellent Nutrition

Enriched pasta made from durum and/or other high quality wheat offers excellent nutrition. Read the information on the package when purchasing. The carbohydrate content supplies energy. Note the protein content and the B vitamins — niacin, thiamine and riboflavin in addition to iron. Calorie counters appreciate that two ounces of uncooked macaroni and spaghetti contain only 210 calories . . . 220 in egg noodles.

Cover Photo

Perfect for parties. A big, black cauldron filled with macaroni, cheese-tomato sauce with black olive rings is made to order for Halloween. This particular concoction won honorable mention at the Holiday Chicken Festival sponsored by the Poultry and Egg National Board.

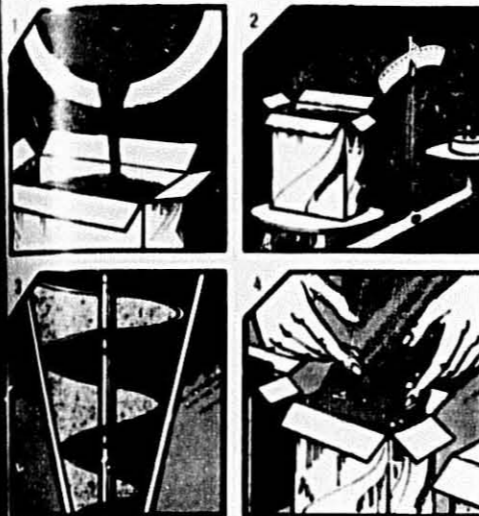
Theme: "Pasta's All That...and only 210 calories per serving."



Upper Left: Spaghetti with Egg Plant Sauce.
Lower Left: Potpourri Noodles and Meat Balls.

Upper Right: Tortelle with Three Cheeses.
Lower Right: "Serve One, Save One"
Macaroni Meat Ball Casserole.

PUSH PASTA



CLYBOURN CARTONERS OFFER 4 BASIC PRODUCT FEEDING & FILLING SYSTEMS... and more

- 1 Volumetric filling: Ideal for most free-flowing products such as powders, granules, flakes, macaroni, rice, etc.
 - 2 Net-weight scales: For free-flowing, multishaped products such as specialty pasta products, pet foods, wrapped candies, and products with frequent density change.
 - 3 Auger filling: Recommended for hard-to-lead, semi-free-flowing products like ultrafine powders and mixes with shortenings.
 - 4 Handhauling: A standard 7' extension provides 14' of space around the machine for the handling of bagged candy, pouches, liter packages, cans, bottles, tubes and solid items. Ideal for operations where product changes are frequent and production volumes are widely.
 - 5 Automatic bottle, can and pouch loading: Bottles and cans from single line conveyors are positioned accurately into cartons at high speed. Clybourn's tilt tray conveyor can tie into any machine to vertical cartoners for products like macaroni and cheese dinners.
- When you have a hard-to-lead product, frequent carton size changes or require airtight sealing—there's a standard Clybourn cartoner for your needs.
- A comprehensive assortment of options and accessories makes it possible for us to satisfy a wide range of cartoning requirements. For more information, write for brochure No. CMC-1015 and specify the type of filling system required.



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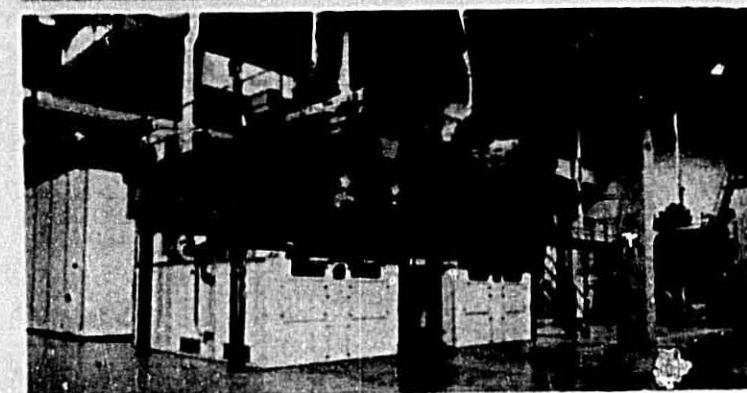
- 48 in ITALY
- 11 in FRANCE
- 10 in U.S.A.
- 8 in JAPAN
- 5 in PORTUGAL
- 5 in SPAIN
- 4 in GERMANY
- 4 in U.S.S.R.
- 3 in VENEZUELA
- 2 in POLAND
- 2 in SWITZERLAND
- 1 in AUSTRIA
- 1 in BOLIVIA
- 1 in CZECHOSLOVAKIA
- 1 in FINLAND
- 1 in GREAT BRITAIN
- 1 in GREECE
- 1 in INDIA
- 1 in IRAN
- 1 in HOLLAND
- 1 in RUMANIA
- 1 in TURKEY

113 of which 53 are for long pasta,
60 are for short pasta . . .

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of the customers
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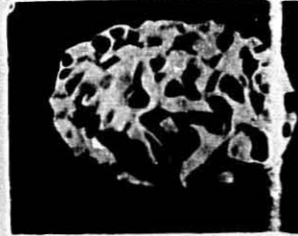
Buitoni Introduces Six Un-Tomato Sauced Products



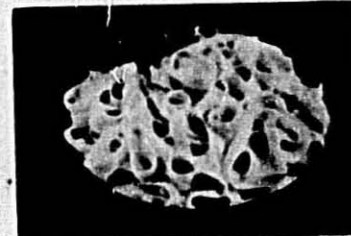
Spinach and Cheese Stuffed Shells



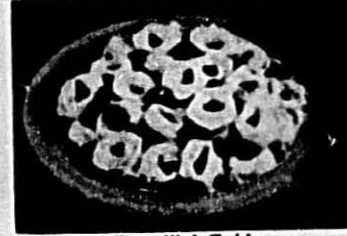
Broccoli Stuffed Shells



Fettuccini Carbonara



Fettuccini Alfredo



Tortellini Guido



Pasta Primavera

With the addition of four boil-in-bag products—Fettuccini Alfredo, Fettuccini Carbonara, Tortellini Guido and Pasta Primavera—and two new pasta and vegetable items, Broccoli Stuffed Shells and Spinach and Cheese Stuffed Shells, Buitoni Foods Corporation is further expanding what was the most extensive line of frozen Italian speciality food available.

The four boil-in-bag items are packaged in 10 oz. servings and carry a suggested retail price ranging from \$1.39 for the Fettuccini Alfredo to \$1.75 for the Tortellini Guido. The stuffed shells, packed four to each 11 oz. package, have a suggested retail price of \$1.59.

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

Chef Boyardee Campaign

This fall, Chef Boyardee will launch a new recipe ad campaign featuring "Simple 'n Sensational" dinner ideas that start with the good foods from Chef Boyardee.

Full-color spreads and pages in Family Circle and other leading magazines, plus 30-second television commercials, will show consumers how to turn their favorite Chef Boyardee products into delicious and easy dinners for the whole family.

The campaign will be introduced with Beef Ravioli, Spaghetti & Meat-

balls, and Beefaroni recipes, complete with step-by-step instructions for preparation.

Advertising support will continue through the end of the year with new and exciting recipes refreshing the campaign.

Hunt's Tomato Sauce

"Why stop at good?" That is the question asked in an eye-catching ad for Hunt's Tomato Sauce appearing in September Family Circle and other magazines. The full-color 3/8-page ad tells consumers that Hunt's Tomato Sauce is "thicker, richer and better tasting than ever." The ad agency is Ketchum Advertising, San Francisco.

Ragu' Stresses Nutrition

Nutrition and taste are the themes of a new campaign for Ragu' Spaghetti Sauce which broke this spring. Colorful ads are offering consumers surprising nutritional information about the pasta meal. "Spaghetti with Ragu' Homestyle Sauce doesn't just taste good. It's good for you."

The campaign was developed in response to the growing concern of consumers about health, nutrition and proper eating. A recent study indicated that although the spaghetti meal was the number one preferred meal by both adults and children, most people believed pasta to be fattening and not particularly nutritious.

Using a three-page format, the new Ragu' campaign opened in bold black and white graphics with the question: "What would you say about a meal course with 280 calories, no cholesterol, that's low in fat, provides you with vitamins, minerals, protein, energy and tastes terrific? The next page answers simply: "That's Italian!" which has been the Ragu' theme for over 10 years. Single-page ads in the series discuss specific nutritional aspects of the spaghetti meal.

The ads compare the spaghetti meal to other common meals nutritionally. For example, one serving of spaghetti with Ragu' Homestyle Sauce (four ounces of sauce over five ounces of cooked pasta) has 155 fewer calories than a quarter-pound hamburger with half a cup of cheese. And Meatless Ragu' style sauce contains no cholesterol compared to four ounces of steak, which contains more than 100 mg.

In conjunction with the Ragu'—the leader in the spaghetti sauce category—has changed beliefs on all spaghetti sauce products. The campaign includes nutritional information about their products.

The magazine schedule includes such publications as Family Circle, Better Homes and Gardens, Good Housekeeping, Redbook, Parents, and Working Mother.

Ragu' is part of the packaged Food Division of Chesebrough-Pond's

THE MACARONI JOURNAL

**The future
of the pasta industry.**

Our New Hi-Temp One Short Goods Dryer It Saves Time, Space and Energy.

The DeMaco Hi-Temp One dries any type of short goods in 4½ hours or less at 170°F. And since it doesn't utilize drying temperatures electrically, the energy savings are considerable when compared to microwaves. Just two-thirds the size of its predecessor, Hi-Temp One saves valuable space.

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DeMaco

A vital link in the food chain

PRODUCT PROMOTION REPORT

by Elinor Ehrman, Burson-Marsteller, at the 78th Annual Meeting

James Beard calls it "a pasta avalanche." Craig Claiborne calls it "the pasta-ri-ation of the nation." Mimi Sheraton calls it "a rags to riches change of image."

All of these phrases quoted by the most illustrious food experts appeared within the past quarter and document the fortunate phenomenon of the consumer's nationwide passion for pasta. Major news magazines, as well as women's interest and shelter magazines, are extolling pasta. Related food companies are featuring their products with pasta in their ads to identify it as "a winner." Famous celebrities are quoted as pasta devotees, including the occupants of the White House. The ultrathin restaurants, even those specializing in French cuisine, are now serving pasta entrees, and pasta appetizers are more and more common in gourmet menus.

With such widespread support, the industry must continue the focus on our pasta message targeted to consumers in the 18-49 age bracket, which includes:

- Your family can enjoy pasta every day because it is low in calories.
- Pasta is not fattening.

We must also identify the pasta copy points representative of the Association—the use of dried pasta, American made pasta, pasta made from durum and/or other hard wheat.

Program Recommendations

And now for our recommended program for the fiscal year ahead October 1, 1982 to September 30, 1983 and a review of our activities for the balance of the current fiscal year.

- Increase consumer awareness of pasta's attributes, with emphasis on the message that pasta is not fattening.
- Broaden the consumer reach to include specialized audiences.
- Grow pasta's image as the nation's favorite food.

Strategies:

- Continue News Bureau emphasis with constant stream of releases building pasta's popularity, with a theme of:



Elinor Ehrman

Pasta's All That . . . and only 210 calories per serving.

Pasta's All That Nutrition, and only 210 calories per serving.

Pasta's All That Versatility, and only 210 calories per serving.

Pasta's All That Economy, and only 210 calories per serving.

Pasta's All That Convenience, and only 210 calories per serving.

Pasta's All That Flavor, and only 210 calories per serving.

Pasta's All That Flavor, Nutrition, Versatility, Economy, Convenience, and only 210 calories per serving.

Build on the electronic publicity base with more celebrity spots, television and radio newsclips, expanded cable television and radio exposure.

Tie in with Related Industries to develop cooperative promotions (e.g., Wheat Industry Council, American Egg Board).

Reach directors of cooking schools and cooking school attendees through International Association of Cooking Schools.

Develop an educational kit for high school students for use in a variety of classroom situations, home economics, health and nutrition, etc.

Let's start and show you what we've prepared for release this fall as well as review our plans for the year ahead with our Electronic Media Program. Pat Muldowney, Burson-Marsteller's Vice President/Director — Radio/Television, will tell you about it.

Electronic Media Program

The most surprising reaction from various media people is that pasta is not "a fat food." There is great deal of doubt in their minds about our message, although they are certainly willing to listen to the information. It is an intriguing story for them. To most people, pasta still means spaghetti and meatballs and that means calories. To us at Burson-Marsteller this means opportunities for placements.

The 1982-83 electronic campaign will include one or more spokespersons in addition to the continued use of credible third party sources on these outlets.

- Network and syndicated television talk shows.
- Five-part TV Newsclips.
- Television PSA's.
- Half-hour Cable/ITV show.
- Radio Newsclips.
- Radio women's interest programs.
- Radio PSA's.

1. TALK SHOWS

One or more spokespersons will be used on a number of national and network talk shows, including Good Morning America, Today, Over Easy, The Richard Simmons Show, Hour Magazine, the ABC/Hearst Cable Channel, Cable News Network and the Cable Health Network.

Carlo Middione, the San Francisco chef and television personality, will be our anchor and primary spokesperson for most shows. However, in those instances where the show producer feels another person would be more suitable, or more entertaining, we have available actress Brynn Thayer, "Jenny Vernon" on the ABC soap opera One Life to Live (very well spoken young woman; attractive; intelligent; BA/University of Arkansas; MA/SMU; athletic, former school teacher, cook and a lover of pasta); and for those shows in need of a nutritionist-type, we will find the suitable personality.

The shows we will be using include:

- Good Morning America—a cooking segment with ABC actress Brynn Thayer from One Life to Live.

(Continued on page 14)

Product Promotion

(Continued from page 13)

- Today — a cooking segment with Carlo Middione, who will also talk about his cookbook, "Pasta! Cooking It, Loving It" and the importance of pasta in a variety of menus.
- Richard Simmons Show—the show will be taking a cruise in late fall and we have proposed that Carlo Middione appear at least once and possibly every day to talk about pasta and other foods.
- Over Easy—Carlo Middione to talk about pasta as an ideal food for the elderly—as they eat less, they still need the energy pasta can give them; it is an easy food to prepare—they don't have to worry about buying small portions; it can be prepared in a variety of meals.
- Hour Magazine—Carlo Middione with pasta recipes for singles, couples, families.
- DAYTIME ABC/Hearst Cable—Carlo Middione or nutritionist.
- Cable Health Network—This system has not yet completed its format but Carlo can probably be placed here as well as a half-hour program on pasta.
- USA Network—a half-hour program on pasta would probably get multiple showings on this new network during the course of the year.

It should be noted that additional syndicated/network opportunities will be sought wherever and whenever possible.

2. NEWSCLIPS

- TELEVISION—If our results from the Fall 5-part series are as we expect, we will produce another five-part series on pasta, this time emphasizing more of the healthful aspects of a diet that includes pasta. This series will be presented to Health and Science reporters as a serious look at how Americans are eating and what they could be doing to improve their diets—everyone from infants to the elderly. Medical doctors will be more prominent in this series, although we will again present cooking tips, advice from a nutritionist and comments from pasta eaters.

3. TELEVISION'S PSA'S

Public Service Announcements (PSA's) are non-commercial messages broadcast by stations on a regular basis during the full broadcast day.

We will prepare two TV announcements, one 30-second and one 20-second, concerning the need for complex carbohydrates, such as pasta, in the diet. The announcement will also include the information that pasta is low-calorie, low-fat.

We will utilize the existing videotape footage to produce these PSA's.

4. CABLE/ITV

Utilizing the footage already shot for the current five-part series, we will produce a 3½ minute tape for "Talk Shows" as well as for use on Cable TV. With this footage plus footage from next year's five-part series, we could produce a 30-minute, magazine format television program on pasta to be placed on cable systems and Instructional Television systems for classroom use. It will also be offered to commercial television stations.

5. RADIO NEWSCLIPS

We will utilize more radio opportunities this year, primarily because the satellite technology is improving so much and reducing costs.

Monthly radio actuality/feature story by satellite to approximately 1,000 AP Audio subscribing stations and more than 200 National Public Radio stations. Stories would all be consumer related—"The National Pasta Association today reported that pasta consumption is up for the seventh straight month, etc. . . ."

"American Heart Association director, Dr. John Doe reported today that patients adding whole grains to their diets . . . such as pasta . . . have less a chance of getting stomach and colon cancer than patients who eat an unregulated diet." Turnaround is quick—24 hours.

6. WOMEN'S INTEREST PROGRAMS

One thousand stations will be serviced with 2-five minute features with short recipes with a record

format, narrated by a professional women's interest broadcast team. AROUND THE HOUSE is distributed to a potential audience of 4,000,000 in medium and small markets. 300 stations can be expected to report usage.

7. RADIO PSA'S

We will prepare two radio Public Service Announcements (PSA's) one 30-second and one 20-second, concerning the need for complex carbohydrates, like pasta, in the diet. The announcement will also include the information that pasta is low-calorie, low-fat. We will utilize the existing soundtrack from the videotape footage to produce these PSA's.

And now back to Elinor and The Consumer News Bureau. Our basic print program will continue:

Newspapers

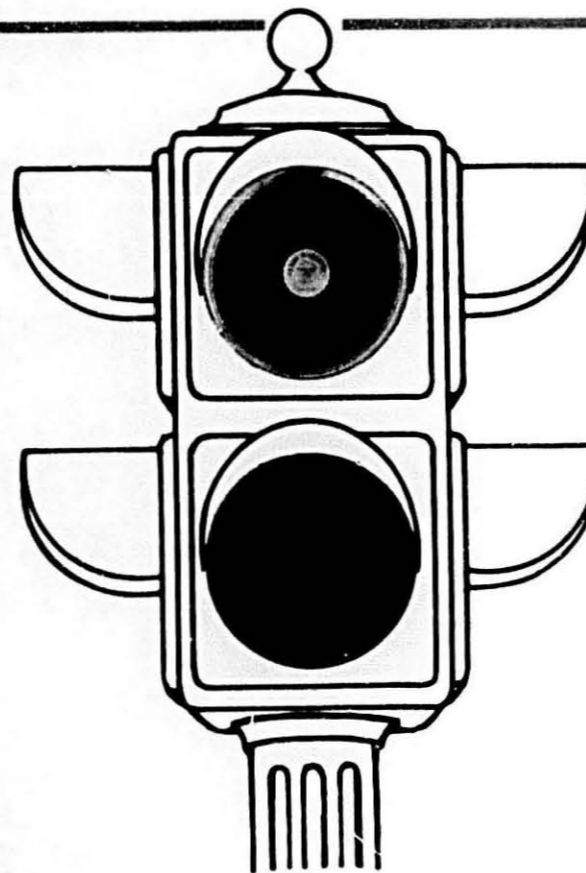
Major Market Dailies

Eighteen exclusive photo features, each distributed to food editors of daily newspapers in 265 major market areas, each with two recipes. Eight new color photographs with copy and recipes to 50-color-using newspapers serviced with transparencies.

Newspaper Color Pages

Appleton Post Crescent—June 1 PASTA.—When shopping for pasta from spaghetti to rigatoni, read the labels. Check to be sure what you purchase. Because pasta is low in fat and sodium and is an excellent source of complex carbohydrates we are urged to eat, it can be served with the knowledge that it is good food. Two photos—Spaghetti with Vegetables; Ratatouille-Filled Manicotti. Circulation: 52,222

Spokane Spokesman—view—April 21 "Good Food features—American Dietary Guidelines recommend increasing amounts of complex carbohydrates and decreasing intakes of fats, simple sugars and salts. One of the easiest and most economical methods of successfully incorporating these dietary changes into your everyday meal pattern is with enriched pasta. Chicken and vegetables photo and recipe. Circulation: 71,603.



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Product Promotion

(Continued from page 14)

St. Louis Globe-Democrat—January 30-31. "P is for Pasta—Pleasing and Palatable"—"Served as an entree or a side dish, enriched pasta is good source of complex carbohydrates. Plain pasta is low in fat and sodium and is easily digested. Two ounces uncooked pasta, an average entree serving, contains about 210 calories." Six recipes total. Circulation: 252,198.

Orlando Sentinel—May 27. "Pass the Pasta on any Occasion." "It's obvious the pasta craze is here. Cozy pasta bars in New York and other larger cities feature a multitude of fresh herbal and vegetable varieties which change daily."—"Pasta has been called the food of the 1980's," for very good reason. Best of all, pasta is low in calories. Five ounces of cooked spaghetti with four ounces of commercially prepared sauce is only 280 calories. It's low in fat and sodium, provides an excellent source of complex carbohydrates. Photo and recipe—Linguine with Shrimp-Yogurt Sauce; and second recipe—Spaghetti with Fresh Vegetable Sauce. Circulation: 200,000.

Note these headlines from Seattle Post-Intelligencer, Augusta Herald, Columbus Dispatch, Fresno Bee, Bakersfield Californian, Lubbock Avalanche Journal, Pittsburgh Post-Gazette:

"Say goodbye to high-calorie meals"
"Low-calorie spaghetti entrees nutritious, versatile, easy"

"Pasta Fills the Bill for Light Eaters"

"Pasta is food to remember for Nutrition, Good Health"

"Pasta: Nutritious Meals, Low Calories"

"Have Your Noodles and Keep Slim Too"

"This Lasagne is For Dieters"

"Pasta Lends Itself to Light Eating in Low Calorie Entrees"

"Pasta Dishes Are Excellent For Light, Nutritious Dining"

Newspaper Syndicates

150 plus recipe-oriented placements with national and regional newspaper syndicates and syndicated Sunday supplements (Family Weekly-Parade).

Syndicated Sunday Supplements

Family Weekly — April 4. Title on cover "Lotsa Pasta." It's made of semolina or durum wheat flour mixed with water and is then kneaded, shaped, rolled or cut. "Pasta also fits into the U.S. Dietary Guidelines that recommend we eat adequate amounts of starch and fiber." Circulation 12,303,505. 357 Newspapers.

In the newspaper syndicates running in daily papers here are some of this year's breaks.

King Features — O'Sullivan. "Hot or Cold Pasta Tops the Hit Parade"—This new version of lasagne keeps an eye on calories for those who are counting. Per serving, it adds up to about 238, not only a bargain, but a delicious one!

King Features — NEA. Three NEA breaks. Fishermen's Linguine, Mexican Hot Pot Pasta, Marco Polo Lo Mein. King Features Nutrition Cookbook — "Pasta, Past and Present." "Remember when pasta was a word reserved for Italian usage? For Non-Italians the great grain product, with about 150 shapes was either spaghetti, macaroni or noodles. Today, nearly everyone knows "Pasta" glorified by gourmets, highlighted in headlines and featured in restaurants with elegant names."

News features will be a new element in our 1982-83 program. We plan 4 syndicated news features (one with photographs) for newspaper Family Living and Modern Living Sections plus industry news stories, as opportunities arise, for placement with business publications.

Magazines

Continued contact with editors to tailor appropriate materials for individual formats — woman's interest, shelter, youth, romance, health, senior citizen, ethnic groups.

Here are some examples from the current program.

Good Housekeeping — February. Skillet Macaroni and Cheese. Circulation: 5,138,948.

Southern Living — February — Title — "It's Italian and it's Light."—"Italian spaghetti and garlic bread are usually flatly refused by a dedicated dieter. However, calorie counters can indulge in this month's light Italian menu without a worry. Each of the

recipes has been stripped of calories in our test kitchen a 1 give our stamp of approval for its appeal." Chicken and Spinach Noodles recipe in photo; second recipe: Meaty Spaghetti. Calorie counts on recipes — Chicken Noodle — 238. Meaty Spaghetti — 330. Circulation: 1,405,685.

Daring Romances — June. "Pasta Quickies For Single-Doubles."—"Counting calories? There are only 210 calories in two ounces of uncooked macaroni and spaghetti, 220 in egg noodles. Pasta is a low-fat, low-calorie, easily digested food." Four calorie counted recipes. Circulation: 250,000.

True Story — May "It's now easier and enjoyable to eat lightly and healthfully with enriched pasta thanks to the "Eat Light with Pasta" Recipe leaflet. Circulation: 1,750,000.

Woman's Day — 365 Money Saving Menus and Recipes — 2 color photos. Booklet to send for "Pasta Down Pasta". The NPA Offers "Eat Light with Pasta," a folder of pasta recipes for the lighter eating pattern which many of us have adopted. Circulation: 350,000.

Update — Spring Issue — "Pasta Perfect." One of Spring's favorite healthy foods and indeed a favorite for all seasons is the noodle. Long regarded as high calorie and weight pasta consumed in moderation can slimming. Also it provides great nutrition as a high energy food. Circulation: 1,500,000. Magazine: Motorist Club.

Key Influence Groups

1. Supermarket Consumer — 2 releases with information and recipe

2. Extension Home Economics — updated information a leaflets to 1,700 community leaders.

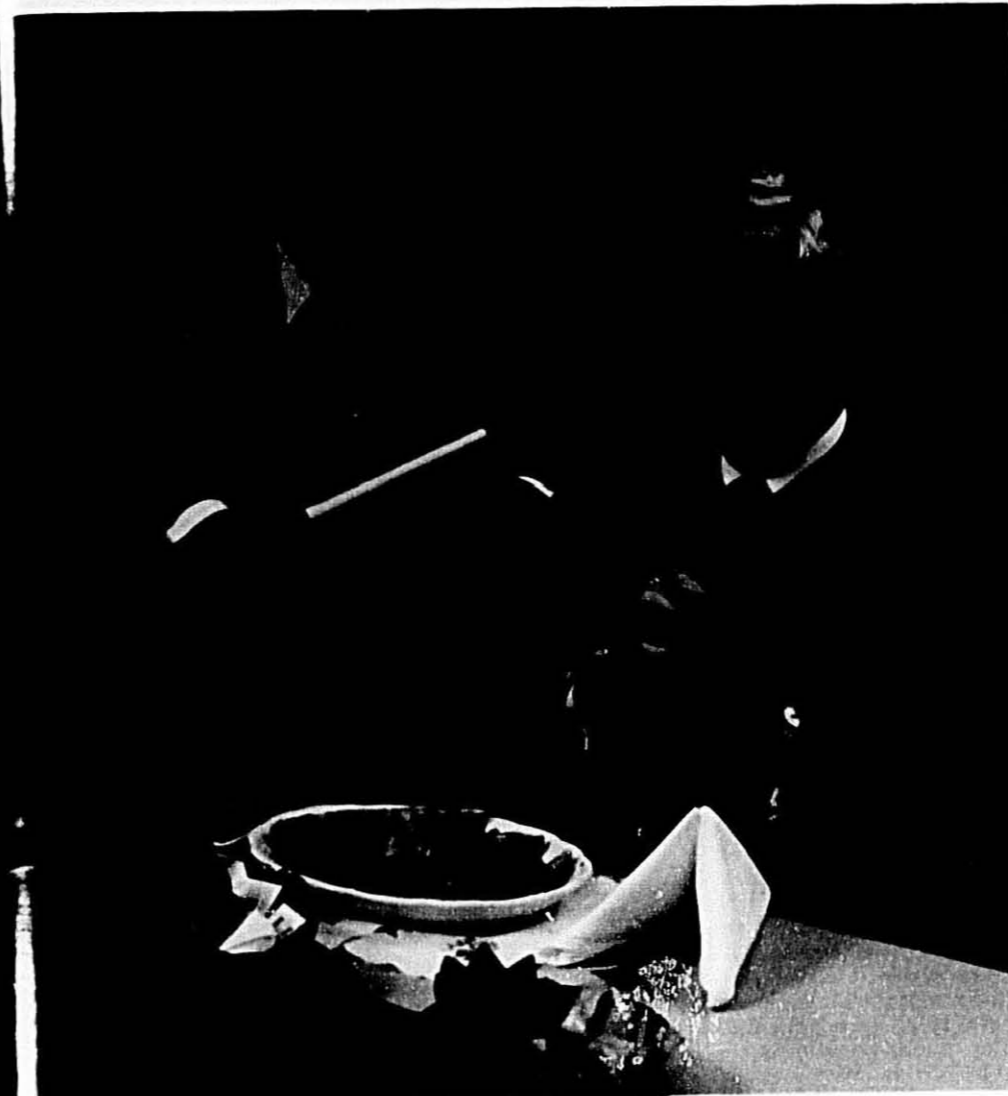
Cooperative Publicists

Contact with publicists of comparable products for publicity tie-ins, as feasible, merchandising and advertising. We plan to work with American Egg Board in a cooperative color release.

We have also met with the Wheat Industry Council and plan to dovetail our activities with their program.

(Continued on page 18)

THE MACARONI JOURNAL



Perfect pasta makes a great case for a good stuffing

Judge for yourself. No matter what people stuff inside manicotti or ravioli, the pasta just won't hold its own unless it's nutritional, good-tasting and economical.

Others might court you with eager promises. But trust Amber for top quality. Amber mills the finest durum wheat into fine pasta ingredients... Venezia No. 1 Semolina, Imperia Durum Granular or Crestal Fancy Durum Patent Flour. The consistent color and quality of your pasta products will testify to Amber's modern efficient milling techniques.

At Amber Milling, helping you prepare a great pasta for your customers' stuffings is a matter of record. Need proof? Next time you order, specify Amber. Then you be the judge!



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Product Promotion

(Continued from page 16)

Leaflet

200,000 two-fold, two-color leaflet geared to our 1982-83 theme will be distributed through supermarket consumer specialists, extension home economists, consumer media, electronic use.

Television Kit

Television kit with appropriate props, script, slides, pasta products and recipe leaflet for use during National Pasta Week, October 6-15.

Sixteenth Annual Pasta Reunion-1983

Our 1982 Luncheon to be held in the Helmsley Palace Hotel Library and Drawing Room sets the precedent for moving the annual event into the New York City midtown area.

As plans are made for 1983, we will be researching various upscale locations suited to a chic pasta presentation. Consideration can be given to the newly re-opened, elegantly decorated Cotillion Room in the Pierre Hotel, with a view of Fifth Avenue and Central Park. Food services will emphasize low-calorie pasta entrees.

We will plan to have a featured speaker such as Carlo Middione, along with some new and innovative pasta entrees and an industry update.

Attendees (75-100) will include consumer and foodservice food editors, local television and radio media, industry members. Guests will receive press kits and take-home gifts.

International Association of Cooking Schools

The Association has a membership of 690, all of whom either conduct cooking schools or are instructors in cooking schools. Many also author cookbooks and magazine articles.

We believe this organization can be an effective vehicle in conveying our pasta message. New ways to serve pasta can be communicated for use in the foods classes through the monthly newsletter.

The annual convention is scheduled March 17-20, 1983 in Houston. Cooking demonstrations are a part of the format. This would provide an excellent opportunity for Carlo Middione to appear with new presentations.

Features for Consumer News Bureau Already Scheduled Include

- Pasta at the Palace — Sept. 15
- National Pasta Week—Oct. 7-16

Essence — August — "Pasta Perfect" tentative title for two-page pasta spread using NPA black-and-white photos — Macaroni Carbonara; Noodles Alfredo.

- Woman's Day Simply Delicious Meals in Minutes — July — Pasta Section Using One of Our Transparencies . . . About 12 recipes.
- Woman's Day Home Entertainment issue — December, Spaghetti and Meatballs transparency for "Buffet Table" section.
- Denver Post interview with Carlo Middione.

National Pasta Association Foodservice Program

There isn't a segment of the foodservice industry that isn't taking advantage of pasta's low-cost, high-profit advantage. For example,

- Restaurants are using pasta's perceived value to offer high-profit menu items. Pasta is chic. Its image has come a long way from spaghetti and meatballs. We now see it tossed with sophisticated foods to attract the big spender, in addition to the old favorites to keep the moderate spender interested.

- Schools / Hospitals / Nursing Homes are taking a look at pasta's nutritious value — A critical factor to menu planning for this group. More than ever before, pasta recipes are being added to menus for low-calorie meals and pasta is being considered a viable protein supplement. This new look, along with pasta's low-cost, is a boon to institutional dietitians and foodservice directors whose menu selections are dictated by nutrition and cost.

- Contract-Feeders — Much of their success is based on creating menus that fit the demand of a captive audience. Currently, nutrition and weight control are important to consumers. We know of several examples where pasta is the focus for health and diet promotions.

- Take-Out — More than a concept, this service has become a market segment of its own and pasta is showing up as a hot and cold item. Pasta salads have created their own competition as op-

erators vie for a piece of this market with pasta salad creations that range from creamy to vegetable.

"We believe that our efforts to maintain a high pasta profile in the foodservice industry through trade placements, creating new recipes, industry contacts, collateral distribution have reinforced and confirmed pasta advantages to this industry and have encouraged increased use.

We also believe the high popularity of pasta in ultrachic restaurants today has a positive effect in influencing the diner-out to cook more pasta at home. Pasta appetizer salads are an excellent example of a restaurant specialty which boosts pasta salads for in-home use.

Many consumer magazines and newspaper food writers incorporate into their articles quotes from well-known chefs and restaurateurs on the glories of pasta. These are often sparked by foodservice stories profiling specific restaurants and chefs to place possibilities with compatible foods to extend our reach and visibility at a lower cost and will continue to aim for additional placements utilizing existing photos with new releases produced.

Examples from this year's program: Our 1982 Pasta Foodservice Program has focused on showing operators the many wonders of pasta — especially how it can be used to increase profits and customer traffic, and apply to new markets like take-out and catering. We've continued to position pasta in the mainstream of today's eating habits by thin diets by developing low-calorie recipes for all food service applications. This is what editors were asking for.

Pasta recipes were still one of the most asked-for types by food editors. We've developed some great ones and scored prominent photo plays throughout the trade press. In the year-to-date, we've placed several photos and recipes, totaling coverage in 13 major trade magazines; in addition, five more placements are scheduled for this year. Here's a quick rundown of some of the different audiences we've reached with pasta.

Food Service Marketing

In perfect step with this year's program, pasta got the lead spotlight in this story on low-calorie, light menu

feature. A pasta salad as served at New York's popular Between the Bread restaurant is a light, refreshing crowd favorite, served both to table and take-out customers at an unusually low food cost of only 30 percent. The copy tells our pasta story to a "T," the misconception that pasta is "heavy" is changing, and many restaurateurs are meeting the demands of customers for low-calorie foods with exciting pasta menu items."

Circulation: 106,700. Focus: Low Calorie Foods.

Restaurants and Institutions

When editors at restaurants and institutions wanted a story on creative lunch ideas, they called for pasta. We created Caponata Spaghetti — a delicious low-calorie, unique recipe that puts pasta in the lunchtime mainstream. Festive without being too filling, the recipe was developed for take-out service, too. It can be served hot or cold, which means it fits all services. An added bonus in this placement, editor played up pasta as a perfect feature in the school lunch room, which gives pasta a place in the institutional lunch market, too. Circulation: 107,000. Focus: Lunch.

Restaurants and Hospitality

Pasta lends itself beautifully to self-service food bars. A growing merchandising technique, we've seen salad and dessert bars growing in popularity. Now we're seeing pasta bars springing up in many restaurants. Joe Rigatoni's restaurant in Houston puts pasta in the limelight — exactly where it belongs. Customers select their favorite shape, sauce. It's a marketing strategy that is cost and labor efficient and a traffic builder. Circulation: 76,500. Focus: New Merchandising Concept.

Restaurants and Institutions

Our color publicity photo continues to attract and stimulate requests for the pasta foodservice manual and recipe cards. This is an example of a placement that appears in the buyer's market section of restaurants and institutions. This section is usually reserved for major advertisers, but our ongoing contact with editors won us this spot. Circulation: 107,000. Focus: Ongoing Editor Contacts Get Results.

Restaurants and Institutions

Restaurants and institutions wanted to know where pasta fits into the

boom in bar nibbles. Viola, these fried pasta treats make unique finger foods which editors felt deserved a fullpage treatment. Circulation: 107,000. Focus: Pasta Makes an Ideal Bar Nibble.

That concludes our presentation of activities for this current fiscal year and our present plans for the year ahead.

We think we've already made great progress in getting our "non-fattening" message across to consumers in both print and electronic media. We hope to accomplish our objectives of expanding the pasta market by following these strategies in the year ahead.

Couponing's Growth in Food Marketing

The number of cents-off coupons distributed by manufacturers and retailers skyrocketed between 1965 and 1980, from 10 billion to 90 billion. About 80 percent of U.S. households redeemed coupons in 1979, making coupons the most rapidly growing form of food advertising. This report analyzes the use of coupons by consumers, as a marketing tool by manufacturers and retailers, and in the marketing of farm produce.

About 60 percent of the coupons redeemed in foodstores were for food, for a total value approaching \$900 million. Although coupons still make up the smallest portion of all major food advertising, their value rose from less than 6 percent of total advertising expenditures in 1970 to 11 percent in 1979. This is still less than about 25 percent of what the manufacturers spent on electronic advertising (TV, radio), and less than 50 percent of

that spent on printed media or premium offers (such as trading stamps).

This Economic Research Service study from U.S. Dept. of Agriculture also finds that:

—Only about 1 out of 20 food coupons issued are redeemed.

—About 3.3 cents of every \$10 spent by the consumer for food goes to cover the cost of coupons.

—Coffee, prepared foods, breakfast cereal, and flour and flour mix products, which account for 10 percent of the consumer food budget, make up about 60 percent of the value of coupons redeemed.

—There is no hard evidence that food prices would drop in the absence of coupons because manufacturers could shift to other types of advertising.

—Manufacturers use coupons to introduce new products, build brand loyalty, and ensure that price reductions are passed on to the consumer.

—In general, retailers feel that couponing reduces their control over shelf space. Some retailers also view reimbursement of their handling costs as inadequate and think that double couponing (coupon redemption at twice the coupon face value) cuts their profits.

—Coupons have little effect on the demand for raw farm products because coupons are mostly used to promote food with a low farm price compared with retail price (that is, a large farm-to-retail price spread).

—Coupons are primarily issued for storable, branded items instead of less processed, perishable products.

(Continued on page 22)

Pasta Publicity Box Score

July, 1981 — June 30, 1982

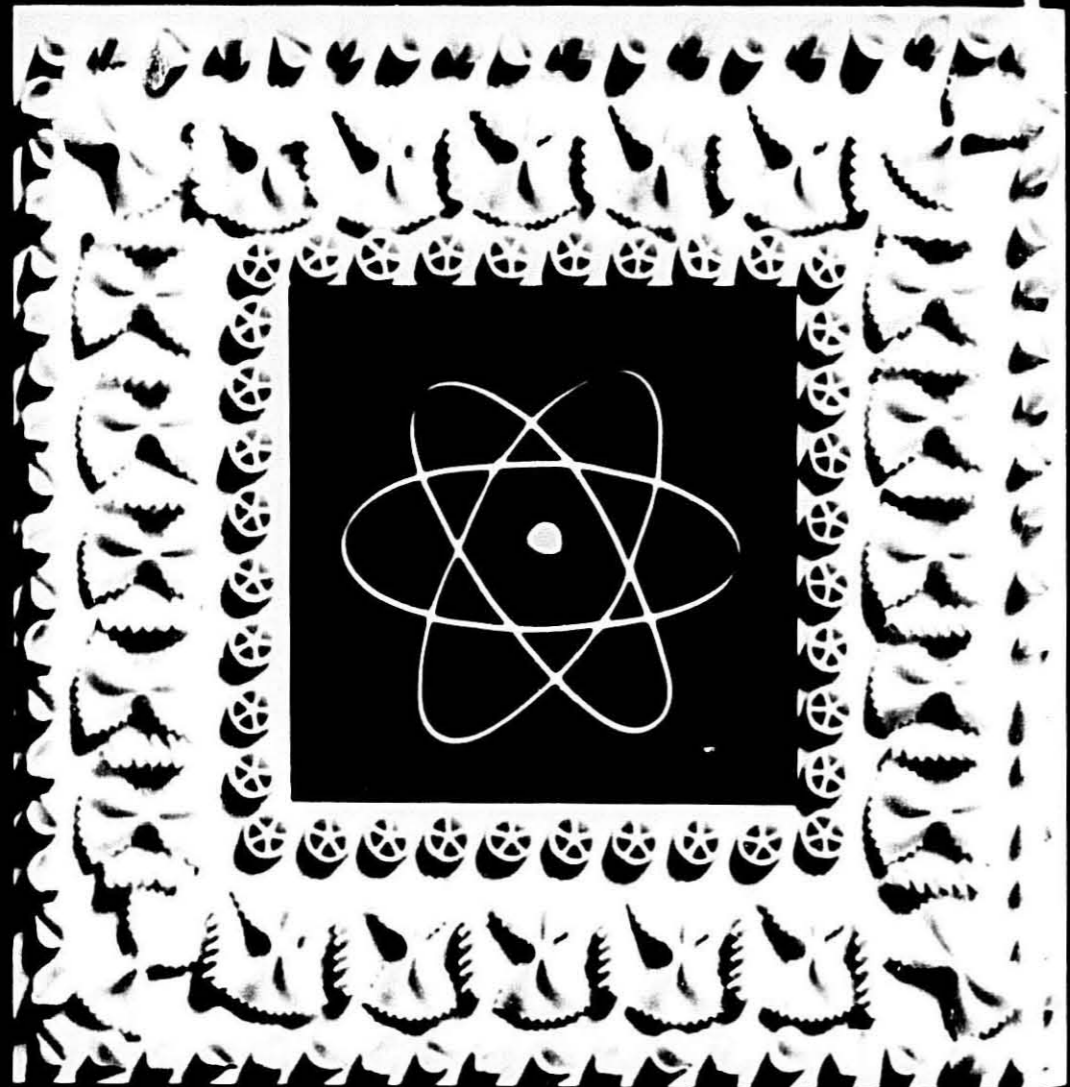
| | Placements | Circulation |
|----------------------------------|-----------------------|----------------|
| Consumer Magazines — | | |
| Women's, Youth, Romance, | | |
| Shelter, Farm, Black, | 96 | 317,727,405 |
| Special Interest | 139 | 863,501,378 |
| Newspaper Syndicates | 18 | 468,000,000 |
| Major Market Newspapers | 3 | 24,000,000 |
| Suburban Newspapers | 9 | 110,931,545 |
| Syndicated Supplements | 163 | 37,254,611 |
| Newspaper Color Pages | 8 | 997,264 |
| Black Press Releases | 3 | 2,400 stations |
| Radio Releases | | |
| Cooperative Publicity | 36 organizations | |
| Trade Releases | 2 to 320 publications | |
| Television Kit | to 90 stations | |
| New York Press Luncheon | 5 releases + kit | |
| Supermarket Consumer Specialists | 90,000 leaflets | |
| Extension Home Economists | 1,700 leaflets | |
| Foodservice Releases | 23 publications | |
| Circulation | 1,700,635 | |
| Meals Per Day | 1,049,176,300 | |



Peavey

Sales Offices

Peavey
Sales Offices



Pasta is an art and a science.

An art

Pasta prepared in its many gourmet forms can be pure art. Fettuccine Alfredo, Cannelloni Alla Nerone, Stuffed Manicotti, Ravioli Alla Bardelli, Rigant Vermicelli, Spaghetti with Bolognese Sauce, Be-Chamel Sauce on Tortellini, Chicken Terrazzino, Linguine in Clam Sauce.

The names alone are an art.

A science

Pasta is also an ongoing work of R & D.

The scientific nutritional facts are that as a functional food, pasta is difficult to surpass. Its dietary contribution to the well being of the active body is important as a source of niacin, riboflavin, thiamine, vitamin B₆, and iron. And as the chart shows, pasta garnished with tasty accompaniments is an excellent source of protein and carbohydrates with a minimum of calories.

| | 100 GRAMS EDIBLE PORTION | | | | |
|--------------------------------|--------------------------|-----------|--------------------|-----------------|----------|
| | Protein (GMS) | Fat (GMS) | Carbohydrate (GMS) | Water (Percent) | Calories |
| Macaroni or Spaghetti Dry Form | 12.5 | 1.2 | 75.2 | 10.4 | 309 |
| Cooked Firm | 5.0 | 0.5 | 30.1 | 63.0 | 148 |
| Cooked Tender | 3.4 | 0.4 | 23.0 | 72.0 | 113 |
| Tomato Paste | 3.4 | 0.4 | 18.0 | 75.0 | 82 |
| Tomato Puree | 1.7 | 0.2 | 8.9 | 87.0 | 40 |
| Cheese American | 23.0 | 30.0 | 1.9 | 40.0 | 370 |
| Swiss | 26.4 | 26.9 | 1.0 | 40.0 | 355 |
| Parmesan | 36.0 | 26.0 | 2.9 | 30.0 | 393 |
| Hamburger Lean Raw | 20.7 | 10.0 | 0.0 | 68.3 | 170 |
| Cooked | 27.4 | 11.3 | 0.0 | 60.0 | 210 |
| Famburger Regular Raw | 17.9 | 21.2 | 0.0 | 60.2 | 208 |
| Cooked | 24.2 | 20.3 | 0.0 | 54.2 | 280 |

ADM Milling is making this information available to help you make the most of your pasta. This information is for informational purposes only. For more information, contact ADM, 4550 W. 109th Street, Shawnee, Missouri 64021. ADM is a registered trademark of ADM.

Pastas — let's tell it like it is.



ADM

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ADM also supplies quality shortening, corn sweeteners, CO₂, soy proteins, dough conditioners and vital wheat gluten for the baking industry.

Activities of the American Egg Board "THE INCREDIBLE EDIBLE EGG"

by President Louis B. Raffel

Some of you out there are egg processors and are already familiar with the American Egg Board's promotion programs, but please try not to move your lips along with me while I try to explain it to those who don't know much about it.

About 8 years ago, Congress passed a law enabling egg producers to assess themselves to establish a promotion and research program. After a couple years of rulemaking and other government procedures, the checkoff began in September of 1976. We spent those first few months developing our plans and collecting some money and our full scale program began in January of 1977.

Incidentally, there was an American Egg Board prior to 1976, but it was financed on a voluntary basis and its annual budget was around \$250,000. With the checkoff, our annual budget went to about \$5 million, which I guess shows you the dramatic advantage of a legislated checkoff over a voluntarily financed promotion program.

That is not meant to be a criticism of the National Pasta Association or even of the former American Egg Board. With the dollars the industry made available, they both do and did an outstanding job.

TV Advertising

But let me show you very simply the difference that \$5 million makes. It's TV advertising.

We're proud of our commercials and they have won a number of awards, but awards don't do much except for the ego. Their purpose is to increase demand. How many of you have seen those commercials on TV? Raise your hands.

Not too many of you. But I would have been surprised if you had seen them. They are running on daytime TV—the Soap Operas and the Game shows. You see, you aren't our target audience. Our target audience is the heavy to medium egg users—generally women from 18 to 54—who make the shopping decisions for the family. They are big watchers of daytime TV



Louis B. Raffel

and we reach them most economically that way.

The reason for targeting the heavy and medium users is because when you have a limited amount of dollars to spend—and yes, \$5 million is a limited amount of dollars when you're talking TV—you can sell more eggs by increasing the heavy users' consumption by say 1% than you can by increasing a light users' consumption by 1%.

Radio

That doesn't mean we ignore the other markets. Radio is a good way to fill in. Radio gets a lot of the target audience, but also gives us much greater frequency and we reach more men, teens and others who are not our direct target audience. Let me play our current radio commercials for you.

As you can hear, we play heavily on the economic value of eggs in our radio commercials, which we know is a key consumer concern.

Radio, also is a fast breaking medium for special campaigns. At the end of 1981, economists were telling us to expect higher egg prices, probably averaging over a dollar a dozen in most of the country.

We knew there was consumer resistance to eggs at a dollar a dozen. Equally important, we know that there was retailer resistance to eggs over a dollar a dozen. As in the case with most foods, consumers would get used to the new higher prices, if they stayed up for a few weeks.

So we designed what we called a "Buck or Better" campaign to reach consumers on radio.

We wanted something a little different. Something that would stand out from our commercials that consumers had been hearing all year. So we went to celebrities with recognizable voices. We used Phyllis Diller, Eve Arden and Minnie Pearl.

Before the radio commercials began, we ran ads in all the major grocery trade publications telling them about the campaign and encouraging them to participate in the "Buck or Better" campaign.

From a consumer and retailer standpoint, the Buck or Better campaign was a huge success.

The problem was that the continued oversupply of eggs got the better of us and instead of eggs staying at profitable levels, we have seen egg prices plummet again and the consumer still expects them at less than a dollar.

Processed Products

Let me stop here to mention an important point. By now you may have gotten the impression that AEB only promote eggs at retail and we're not interested in processed products. I know, of course, that you are interested in what we are doing about eggs in further processed forms, because that's how eggs are used in pasta.

Well, it's true that a large part of our program is aimed directly at consumers, and, therefore, we are usually talking about either retail grocery stores or foodservice. But before I tell you what we are doing specifically to promote eggs in further processed form, let me say that all our promotion is designed to improve consumer attitudes about eggs.

In that way, we establish a base for these products that contain eggs to work from. As we convince consumers of the goodness and natural benefits of eggs, it makes it a stronger statement for a pasta manufacturer to inform consumers that his pasta contains eggs. So while we don't do a lot of promotion directly on products that contain eggs, we are setting the stage for those

Quality product... when you need it!

- Bulk truck delivery of No. 1 Semolina direct from the mill in a matter of hours.
- Load-out scaling for super-accurate weights.
- No demurrage costs as a result of stacked up cars.
- Complete control of loading and unloading schedules.

For year-round super semolina service...



Seaboard Allied Milling
DEPARTMENT OF CARROLL, INC.



Print Advertising

products to establish their own special advantage because they contain eggs.

Let me return to our advertising effort. You've seen our TV and heard our radio. Now let me show you our print advertising. First, all of our print advertising has been with coop partners. We have found that this has been an effective way to double our exposure at relatively low budget levels.

They all appear in major consumer magazines, primarily women's magazines as *Better Homes & Gardens*, *Redbook*, *Good Housekeeping* and *Family Circle*. And we have occasionally been in such general circulation books as *People* and *Reader's Digest*.

We have worked with the Avocado Board, The Almond Growers Council, The Rice Council.

Foodservice

But I told you we do foodservice advertising also. We appear in most of the major foodservice operator and distributor magazines with ads encouraging menu ideas, such as traditional ones like omelets, souffles, frittatas, quiches and egg salad.

In addition to the advertising, we have other foodservice materials such as a manual that has a significant amount of information on eggs, including eggs in processed form to operators and distributors.

We have a foodservice film which shows purchasing, handling, serving and other information, again including processed forms. We have quantity recipe cards, menu clip-ons and other promotional aids for foodservice operators and distributors.

I know that the restaurant and institutional market is not an especially significant part of your pasta promotion, but it is a growing and important market for the egg industry. We sometimes wonder where we would be without McDonald's and the Incredible Egg McMein. I think it is also important to remember that restaurants are trend setters and what is the "in" food in restaurants also gets served more often at home. We're trying to encourage consumers to make more omelets and quiches at home, just like the ones they had at the restaurant. And certainly pasta manufacturers have a great advantage right now because pasta is an "in" food at restaurants. I'm sure this will stimulate more pasta eating at home.

Consumer Education

Let me move on to some activities that are more familiar to those of you who have been close to the National Pasta Association's programs. I'll talk a little now about our Consumer Education program. A lot of the things we do are similar to what you do.

For example, we send out photos, recipes and releases to newspaper food editors. I'll show you a few of them. Incidentally, in case you don't notice, I've picked the ones we have done that include pasta: Macaroni Salad, Golden Lasagna Florentine, Creamy Cheese and Egg Salad, Old Fashioned Egg Salad, and our latest foodservice quantity recipe — Presto Pasta.

We also mail them color mats, some with coop partners such as Knox Gelatin, and the Blueberry Association.

We also work with major magazine and syndicated food editors to obtain editorial space and here are a couple of our recent successes in *Weight Watchers' Magazine*, and *Seventeen*.

We produce information pieces such as these Sunnyside Up bulletins for extension home economists, consumer affairs directors of grocery chains, utility and other home economics communicators.

We exhibit at a number of meetings such as the American Home Economics Association, American Dietetic Association, American School Foodservice Association and others that reach influential food decision makers.

We produce recipe and information folders, leaflets, booklets and the like.

We produce educational materials. We have multi-media kits including film strips, cassette tapes, teachers' guides and other materials.

There are more than 10,000 of each of our elementary and high school kits being used in the schools right now.

One of the greatest advantages of the egg promotion efforts is the fact that we have about 30 state and regional egg promotion organizations. AEB serves as a national resource for these local groups and they are effective in getting much of the material you have seen used at a local level.

In addition to the materials you have already seen, we produce special materials for the state's exclusive use four times each year.

Now let me show you a little more excitement on film. We sponsor an

egg restaurant at Disneyland called the American Egg House.

We've used our association with Disney to produce a newsclip which was used at the opening ceremonies and also to produce a public service television spot announcement. Let me show you both of them.

Howard Helmer, who you saw break the Guinness Record for omelets, also travels around the country doing omelet demonstrations and appearing on television for us.

Nutrition Research

There are a lot of other elements to our promotion program, but I think you have seen the highlights. Now let me tell you about some of our less visible efforts.

Each year for the past six years, we have spent about a half million dollars on nutrition research. That's somewhat euphemistic. For the most part it's cholesterol research. There's no secret that cholesterol represents a problem for the egg industry. It's a complex and emotional issue both on the scientific and consumer levels and not an easy problem to solve.

But we're working on it in a way which, in the long run, represents the greatest promise. In order to keep our research from being tainted with the criticism that it is self-serving and that we are buying results, we established a scientific review panel of lipid research scientists with reputations that are above reproach. The first chairman was a past president of the American Heart Association and the others have equally high reputations.

This panel reviews the requests for grants and ranks them for us in the order they believe represents the greatest scientific merit. Our Board then decides which studies to fund using the ranking.

What this has accomplished is enormous credibility for us in the scientific community. The scientists realize that we are sincere in our desire to help find the truth and that helps open minds.

Many scientists who firmly believed that dietary cholesterol was a cause of heart disease are now re-examining their beliefs, and we think this pendulum is swinging in our direction. This can only happen, however, when the scientists begin to re-examine the research. It's a slow and painstaking

(Continued on page 30)

American Egg Board

(Continued on page 29)

process and may take years. But, in the long run, we believe it will pay off.

Now let me tell you about our product development program. This year we have taken a whole new direction in new product development. Formerly, we gave grants to university scientists who had some interesting new product or food science ideas. We discovered, however, that while we learned some things, we weren't getting them applied in the marketplace.

Our new direction is a much more practical approach. We are developing data sheets on the properties of all types of processed products. We will then go directly to food industries and food companies and try to show them how they can benefit by marketing more egg products or using more egg products in their processing. As we discover what additional information is needed by industry, we will be able to direct research into those areas where we know it will have the greatest application.

More Money Needed

Those are the highlights of the AEB program. You may think that \$5 million is a lot of money for a promotion program. And it is. But it doesn't seem like a lot when you talk TV advertising. Breakfast cereals, for example, spend hundreds of millions of dollars on TV. Grape Nuts, one cereal alone, spends \$9½ million. And the breakfast market is only a part of our competition.

In addition, our \$5 million buys less than half of the TV and other promotion that is bought when we started in 1977. We have reached a point where without additional funds we will be unable to advertise effectively on TV in 1983.

Therefore, there has been legislation passed which will allow us to have a referendum of egg producers in September to request an increase of the assessment level from the present 5¢ per case to 7½¢ per case. If approved, we will have a budget in the neighborhood of \$7½ million which will allow us to reach effective levels again.

If you would like a copy of our annual report, which describes our overall operation or a copy of our catalog, which contains information on all the promotional materials we have available, please let me know and I will be happy to send them to you.

Joint Promotion

Before I close, I did want to mention that I have talked with Les Thurston and with Elinor Ehrman about how AEB and the National Pasta Association can work out a joint promotion for 1983 and I think there are a lot of exciting opportunities.

I don't want to steal Elinor's thunder, just suffice to say I think that some of the new electronic media programs you will be conducting offer some exciting possibilities for joining our spokesman Howard Helmer, with one of your pasta spokespersons.

Another possibility would be one of the color mat features such as I have shown you before.

We know that selling pasta helps sell eggs and we are eager to work with you. I'm sure that we will find an exciting and effective project we can work together on and all be proud of. Thank you!

Canadian Pasta Promotion

The most unusual feature of Canadian pasta promotion during the month of May was a "Pasta Performers Workshop/Media Tour" which used Vanessa Harwood, principal dancer with the National Ballet as pasta spokesperson.

She was joined by Linda Hall, health and fitness instructor from the University of Toronto, when she extolled the virtues of pasta at shopping centers and spoke on television and for newspaper publicity.

Spaghetti Legs

Miss Harwood, who used to be called "Spaghetti Legs," appeared on behalf of the Canadian Pasta Association dressed in a white tutu with a blue ribbon sash printed with the words "Pas-ta De Deux." She delivered the pasta message on CHUM-AM, CJCL, CBC-TV "McLean at Large," and was featured in the Toronto Globe & Mail where she stated: "The image of an athlete devouring a big steak before a performance is outdated, as it takes a lot of energy just to digest red meat. Complex carbohydrates found in pasta among other foods are more valuable, because they provide lasting energy.

"It starts to take effect in about an hour," she added. "It's not like a chocolate bar, giving you an instant rush and then it's gone. The energy is continuous until you use it up."

Dealing with Stress

Linda Hall said: "A healthy diet is crucial in dealing with stress. There are certain foods which rob us of nutrition. Caffeine uses up B-complex vitamins, sugar depletes the calcium in the body, and aspirin uses up vitamin C."

She acknowledged the place of exercise in fighting stress and emphasized the importance of simply "playing." The big issue in stress is balance, she said, adding that stress can be caused by too many self-imposed demands, coupled with "too little relaxation and play."

In addition to the two speakers, those who attended the "unique lifestyle" workshop presented by the Pasta Information Bureau observed a cooking demonstration and sampling of light pasta salads for summer.

Eating Light

Eating Light with Pasta was the theme of newspaper publicity for Canadian dailies and weeklies during the month of May also. Daily newspapers featured chicken, egg noodles, and vegetables in a dish that contains 448 calories per serving. "Even if you're counting calories, you can afford to count pasta in!"

Weekly newspapers carried a chicken, egg plant, and noodle casserole recipe with 561 calories per serving. As a side dish a recipe for noodle cabbage slaw was featured.

Potato Consumption Climbs

National Food Review reports that per capita consumption of fresh potatoes fell from 134 pounds in 1960 to 87.9 in 1979. Processed potatoes climbed from 58.4 pounds to 105 in 1979 — 256%! The category rose from 94.6 pounds in 1960 to 121 in 1979.

Beans, peas and nuts increased from 95.8 pounds in 1960 to 111 in 1979. Wheat flour from 118 pounds to 120 pounds. Rice from 6.1 pounds to 9.2 pounds.

Looking for something cheap to eat? Try spaghetti.

Looking for a food that's high in protein? Try macaroni.

Looking for the latest food fad? Try 'em all.

Americans have gone crazy over pasta.

At North Dakota Mill, there are many factors that make it one of the top mills in the nation. The finest durum wheat is milled with the most modern milling equipment. Superior laboratory and testing facilities assure you of quality control. And, one of the greatest contributing factors is teamwork. Everyone at North Dakota Mill works together to insure the highest level of quality production.

When you order your durum products from North Dakota Mill, you become part of a team where each member is doing his or her best to insure that your products are the finest available. When you start with the best durum wheat, and mill it with the finest milling equipment, you can't help but win!

Because at North Dakota Mill, we deliver teamwork.

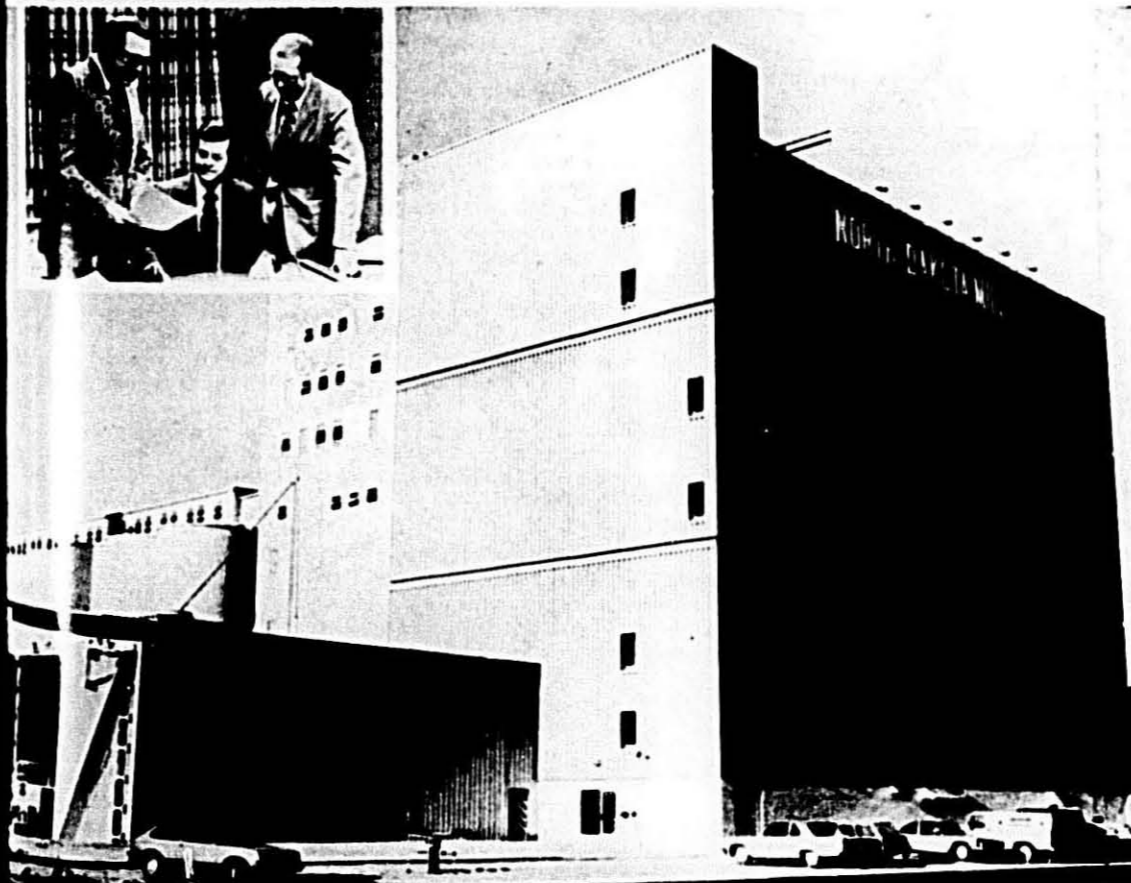
Shown below are three of the North Dakota Mill people working together on some common goals. Left to right: 'Skip' Peterson, Leo Cantwell and Howard Berg.

the durum people



NORTH DAKOTA MILL
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We Deliver Teamwork.



USDA Wheat Geneticist Views Need for Increased Yields

Annual wheat yields throughout the world are no more than half what the yields would be if the genetic capability of today's seed were fully expressed, says wheat geneticist Virgil A. Johnson of USDA's Agricultural Research Service (ARS).

Much of the potential wheat yield is not achieved because of environmental constraints that cannot be manipulated. But new varieties can be bred for resistance to diseases, insects, lodging, low temperatures and drought, Johnson says.

New varieties to provide high-protein for improved human nutrition are being developed.

Will wheat varieties of the future provide enough grain to feed some six billion people who demographers expect by the year 2000? Johnson says he's inclined to be cautiously optimistic.

As long as usable variation exists in wheat breeders' nurseries and germplasm collections, there is opportunity to increase yields, the scientist says. But success involves time and the cooperation of many scientists. Each breeder builds on improvements already made by himself and others. Johnson suggests that there is an urgent need for increased efforts to identify, preserve and share wheat germplasm.

What Breeder Looks For

How would better identification help? A breeder who needs a gene is looking for more than just the gene. He wants the gene with many of the other genes that are most suited to the environmental conditions for which he is breeding, Johnson says.

Presently, stewards of working germplasm collections periodically propagate wheat, which is self-pollinating, to preserve viability. To get more genes together in useful combinations, Johnson suggests that chemical pollen suppressants could be used in a cross-breeding program that could be called continuous directed enforced genetic recombination. Some genes that are normally linked together might be usefully recombined with other genes.

Molecular biology techniques known as genetic engineering also offers hope

for increasing genetic variability that could be exploited to feed the world's growing population. However, in light of the urgent need, Johnson sees these techniques as too futuristic to be perceived as a substitute or replacement for classical breeding methods. Future wheat improvement, even for the long term, may depend most on preservation, management and wise use of germplasm.

All Can't Depend on U.S.

Why should we be greatly concerned about the future considering that the United States has always had the capacity to produce wheat vastly in excess of domestic needs? Last year, U.S. farmers produced 2.79 billion bushels and exported more than half of that amount at depressed prices. Many nations that needed grain exports lacked the money or credit to buy them. Johnson suggests that, despite grain production capacity in the U.S., world hunger can be avoided only if hungry countries learn to feed themselves. Knowledge gained by U.S. scientists could be shared as a stabilizing force for world peace.

Breeding wheat for higher yields is the main way production of the grain can be increased, in Johnson's view. Most arable land suited for wheat and other crops already is being farmed. And any new land brought into production cannot realistically be expected to do more than compensate for large amounts of land that are being lost from agricultural use.

An acre of the fertile Punjab region of northern Pakistan is lost every five minutes to salt accumulation caused by heavy irrigation and poor drainage, Johnson says. In Iowa, two bushels of soil are lost for each bushel of corn that is produced. And 6.2 million acres of prime cropland in the U.S. were lost from 1967-1975 to growth of cities, industry and roads.

"We must commit our best efforts to making use of our wheat germplasm and other agricultural resources if we are to double world wheat production to help feed those six billion people only 19 years from now," Johnson says.

International Multifoods "B" mill in St. Paul expects an early fall completion to its capacity expansion and facility upgrading.

Durum Stocks

Durum stocks included in the all wheat aggregate as of Jan. 1 made up 152,329,000 bus, up 47% from 103,438,000 bus a year earlier and 42% more than 107,160,000 bus held on Jan. 1, 1980.

Surge in durum stocks was almost entirely accounted for by on-farm holdings. Durum in all positions at the start of 1982 included 121,384,000 bus on farms and 30,945,000 bus in off-farm positions, against 73,990,000 bus and 29,448,000 bus, respectively, in 1981.

1982 Durum Crop Down; Large Supplies to Continue

Relatively low market prices at planting time, the acreage reduction program, and prospects of a record carryin were ample reason for Durum wheat growers to reduce the area seeded to the 1982 crop. Also, cool, wet conditions delayed progress and resulted in some of the intended crop not being planted. An estimated 4.35 million acres were seeded, 26 percent less than last year and 21 percent less than in 1980. This reverses the trend of the past 2 years, when near-record acreage was planted. All Durum-producing States indicated substantial acreage reductions, with North Dakota, the leading State, down over 1 million acres from 1981. Average yields will be down slightly from the record yields that produced last year's record production. But conditions as of mid-July indicate a 1982 Durum crop of about 125 million bushels, a third below 1981's record. A crop of this size, coupled with the record carryin, means that total Durum supply for 1982-83 will still be only modestly below the alltime high supply of 1981-82.

Crop Damage

Heavy frost was reported August 27 doing varying amounts of crop damage over a widespread area of North Dakota. Most occurred in the north and eastern sections of the state.

Heavy rains also slowed harvest. About 60 percent had been brought in from North Dakota by the end of August. Test weights were running 61-62 pounds but excessive moisture could result in some quality deterioration.

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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

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

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Tubular sanitary open frame model permits easy inspection and cleaning. Also available in complete stainless steel construction.

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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.

Vibrating Conveyors: Ideal for conveying materials gently without breakage. One piece stainless steel trays which are self-cleaning meet the most stringent sanitation requirements. All units utilize corrosion free "Scotch Ply" reactor springs which can be washed down plus simple maintenance free positive eccentric drives. Capacities of up to 2500 cu. ft. hr. with lengths over 60 feet.

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FAMILY BUSINESS COLUMN

by Frank M. Butrick, Akron, Ohio

Part V — How to Talk With Your Son

Talking is one of the easiest of all things to do. Yet, ironically, it is often also an extremely frustrating process, particularly so for fathers and for their sons. Father-son talks are part of the process of being a family, but every parent knows that a son has a well-developed tin ear by the age of six or so; a father can give his son a real "talking to", ending up convinced that not a single word registered. This early ability to tune out the "background noise" of life is never lost. Fathers use this ability every day, as they listen politely to employees, customers, suppliers, their accountant and attorney, the radio or TV, their wife and son, and never hear a word. We often hear that the world has an excess of talk. Doubtless it has — but there is certainly no matching excess of LISTENING. And therein hangs the key to why talking with anybody can wind up so devoid of fruit: We are always too eager to talk; when it is not our turn — when the other person is talking — we appear to be listening, but are actually rehearsing what we will say when our turn comes again.

Listening has to be as close to a lost art as can be found. Oh, we all listen when we want to — and as long as we want to, provided we really wanted to listen (as to a customer or to somebody answering our own questions), or provided our attention has been captured. But we do not automatically start listening whenever somebody else starts talking. Because of this, we can have a conversation with somebody and afterward remember virtually everything we said, but only tiny snatches of what was said to us. The average conversation is likely to resemble two actors speaking rehearsed lines, not really listening to each other, but alert for the cue which means it is time to talk again.

Among the most frequent complaints at Son's Seminars is always, "Dad won't listen to me". At the Father's seminar, we hear, "You can't tell him anything — he just won't listen to me". On no other point are fathers and sons in such full agreement. By definition, the family business ties together a father, mother, sons, daughters,

sons-in-law, daughters-in-law, and miscellaneous in-laws, nephews, uncles, aunts, cousins, ad infinitum. Within the clan percolates all the good and bad of a family: The old ones trying to maintain their position of leadership, authority, and assume wisdom; the young ones clamoring to be recognized as adults and individuals and practicing one-upmanship on each other, establishing their own pecking order and trying to have it recognized by their elders; and the one-down members trying to obtain intervention on their behalf. It may be a place for familial affection, and benevolence, but it is also a place of tension, subrosa strife, conflicting viewpoints and goals, and plain frustration.

Within such a climate, it should not be surprising when conversation turns out to be ineffective as a device for exchange of viewpoints or for achieving mutuality of thought. So one of the most important tasks for both father and son — so important that it antecedes every other thing — is establishing a real ability to have an adult conversation, one in which each can talk without dissembling. And be listened to. There is a time for selling and for being sold, for asking and receiving yes or no, for asking and being told how or why. But there must also be time for talking as a way to organize and present one's thoughts and viewpoints — for two adults to work out a closer bond of respect and understanding of each other as people. Father and sons who can do this are constructing a FAMILY business; those who cannot are constructing a relationship in which the frustrations and disappointments can only increase.

Case History No. 1

Earl Whitfield is not at all unusual: He is proud of the pasta business which he built up from nothing — and even more proud of his two sons who work with him. In their late 20s now, both were football stars in high school, brilliant athletes in college, and cut a swath of popularity among the boys and girls of their home town. Both married pretty girls who were considered to be "catches", and their

athletic and extracurricular activities are still discussed at the barber shop. Earl's cup runneth over with satisfaction about his business, his sons, himself, and his glowing dream of the future. But what he chooses not to see is a growing rivalry between his two sons, their habit of "humoring" him, occasional outbursts which reflect growing frustration, and the fact that both of the daughters-in-law want their husbands to leave and find work elsewhere. Beneath the serene crust, this family business is slowly becoming a volcano which is certain to blow up in Earl's face.

Observation:

Earl fell into an old-fashioned trap: an unschooled laborer, he built up his business from sweat, ambition for his family, and luck. His boys were not going to "have it so tough" and he raised them to have the same sense of warped values which Willy Loman espoused in DEATH OF A SALESMAN. Like Willy, Earl lives in a dream world; his sons talk, but he simply does not listen. To him, conversation is a one-way street. But unfortunately, it is taking Earl the same time it took Willy Loman: Nowhere in this "family" business, will rupture and it will be irreparable.

Case History No. 2

Jack Forster, a very successful wholesaler equipment and supplier, is a well-educated man and he would not fall into such a simple trap. He not only makes it a point to give his son, Jack Jr., a chance to talk, but has done so since his son came into the firm. Unfortunately, Jack is a methodical by-the-book man of strong habits, and the pattern for these talks were set within the first six months. He started out with a professional manner (to teach his son the business) and Jack Jr. (now 30) finds the pattern so set that he cannot pierce his father's all-knowing posture. The "talks" consist of father talking and son listening; when Jack Jr. does talk his father listens carefully then delivers a pontifical statement which

always translates to be "No", or "When you are older you will understand".

Observation:

One of the hardest aspects of being a parent is to keep up to date; just as you figure out your offspring, they become a year older and your opinions and conclusions are obsolete. A paternal behavior pattern which is appropriate one year may be very inappropriate a year later. Jack Forster decided to make time for talks with his 23-year old son, established a pattern for these talks, and then let his son outgrow the pattern. This is not a serious case; someday the son will become tired of being treated like a neophyte in the business and draw his father's attention to the passage of time. Meanwhile, their opportunities for two-way communication are being wasted.

Case History No. 3

A similar situation, founded upon the father's desire to let his son see decision-making in the process. After each decision or crisis, the father explains the circumstances, asks for his son's opinion, then gives his decision and how he arrived at it. In the early days, this was instructive. But it has now degenerated into an explanation of why the son's opinion is never quite right; this son is not learning how to make decisions — he is being drilled in how his FATHER makes decisions. So at each meeting the father talks and the son daydreams of how things will be when it is his turn to run the company. Except for the father's enjoyment (and experience as a lecturer), the meetings have been a waste of time for years.

Case History No. 4

This son has been in the business less than a year; his father's talks are frank, instructive and this is suitable. The son has a good head and is beginning to advance intelligent questions and make astute observations — and this father will actually listen. The communication is excellent — but the setting is wrong. All the talks are held in the father's impressive office, with him ensconced behind his massive desk and his son in a visitor's chair across from him, squinting toward the light. A son is automatically one down; this setting makes it impossible for him to forget.

Comments:

A son is more than an employee; he is a vital part of a father's life and of his business. Although office "talks" may be adequate for other employees, they are much too studied and impersonal for a son. Of course, have business meetings at the office with your son — but deliberately structure a low-powered, informal meeting place, too. Lunch together, go to baseball games, or fishing, or drive to work together, or meet after work for a beer. But personal, father-son talks are vital; find time and a suitable place for them.

This article is condensed from a chapter in the author's book, *THE FAMILY IN BUSINESS*, to be released by the IBI Press, Box 159, Akron, OH 44309.

MACARONI JOURNAL will be printing key chapters from the book, the first ever devoted exclusively to the personal relationships within the privately-owned business, during the forthcoming months. For information on the book, contact the publisher directly.

Frank Butrick has, for over two decades, been a leading consultant, convention speaker and author on the family-owned business. He has written hundreds of magazine articles through the years and his concepts have been incorporated in numerous books. He averages nearly 50 convention appearances a year, and is active as a consultant, serving business owners all over America. If you have a situation upon which you would like Mr. Butrick's comments or advice, you may contact him through MACARONI JOURNAL, or by writing the IBI Press in Akron, or calling him at 216-253-1757. There is no cost or obligation — but if you write, be patient. His heavy travel schedule precludes quick replies to his correspondence.

Foremost Agrees to Sell Dairy Division

Foremost-McKesson reached an agreement to sell its Foremost Dairies division to a group of private investors for about \$65 million in cash. The transaction, which is subject to a number of conditions, was expected to be completed by Oct. 1.

Foremost Dairies operates 19 production facilities with about 3,000 em-

ployees in nine states: California, Missouri, Texas, Louisiana, Hawaii, Arkansas, Wisconsin, Arizona and New Jersey.

Donald J. Proctor, vice president and general manager of Foremost Dairies, will become president of the new company. Other management personnel will retain their position. No major changes in operations are contemplated by the prospective owners, a spokesman for Foremost said.

"While we believe Foremost Dairies has a good future, in recent years we have been giving increasing emphasis to our distribution businesses and to other proprietary product lines," Thomas E. Drohan, president and chief executive officer of Foremost-McKesson, said.

Record Sales for Hershey

Hershey Foods Corporation announced record consolidated sales and earnings for the second quarter ended July 4, 1982. Net sales were \$314,364,000 compared with \$296,439,000 for the second quarter in 1981. Record net income for the quarter was \$16,036,000, or \$1.03 per common share, compared with \$14,376,000, or \$1.02 per common share, for the same period last year.

Net sales in the first six months of 1982 were a record \$704,811,000 compared with \$679,680,000 in the first half of 1981. Record net income in the first six months was \$42,721,000, or \$2.73 per common share, versus \$35,509,000, or \$2.51 per common share, for the same period last year.

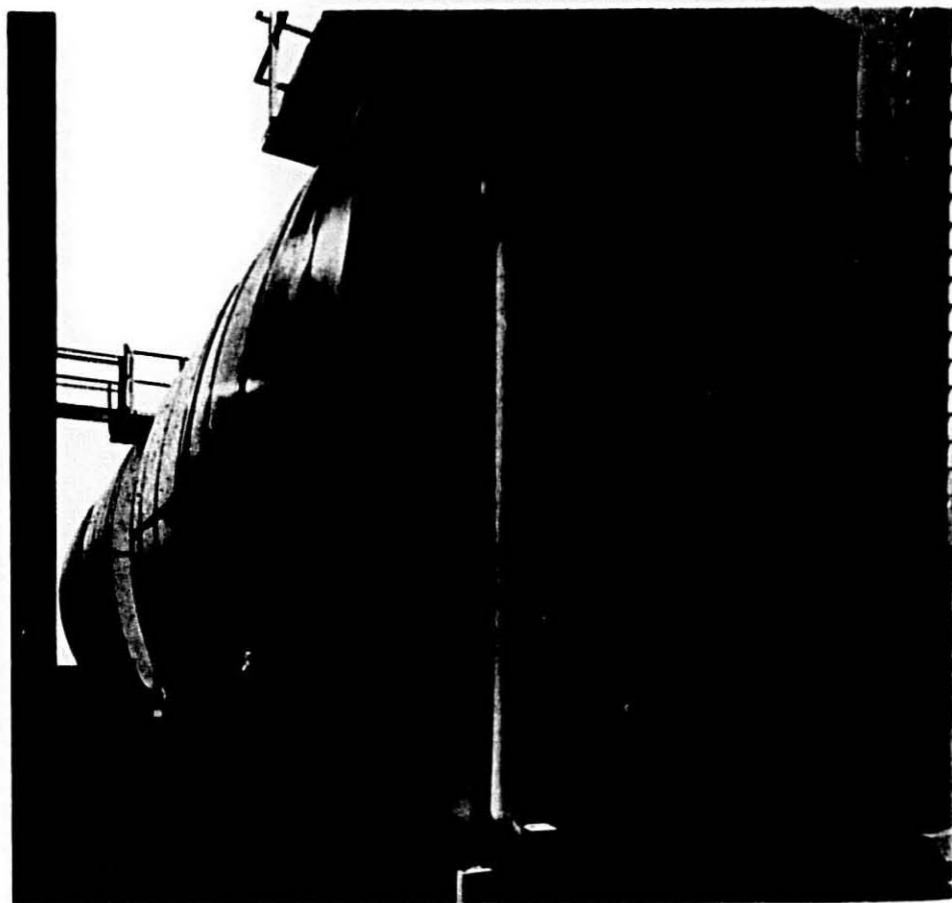
In the second quarter and the first six months of 1982, the average number of shares outstanding was 15,688,556 compared with 14,164,205 during the second quarter and 14,162,340 for the first six months of 1981, reflecting the November 1981 stock offering in which 1,500,000 shares of the Company's common stock were sold to the public.

"In view of the particularly strong second quarter of 1981, the recent transition to our higher weight standard bar line, and the unsettled state of the economy, we are quite pleased with the Company's performance during the second quarter of 1982," said William E. C. Dearden, Vice Chairman and Chief Executive Officer.

"During the second quarter, sales increase were achieved," Dearden

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High temperature and high humidity drying, requiring a minimum volume of fresh air. The most energy-efficient design!

Walls 1 1/2" thick with polyurethane foam core. Aluminum lining on inside for heat reflection and absolute vapor barrier. No heat bridges.

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

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

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

Dryer is absolutely tight, yet easy to clean, maintain and super-seal.

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

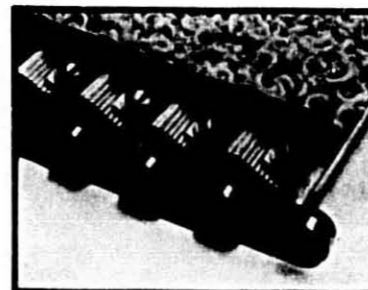
High drying temperatures, in combination with ideal drying time, increase cooking quality of final product.

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

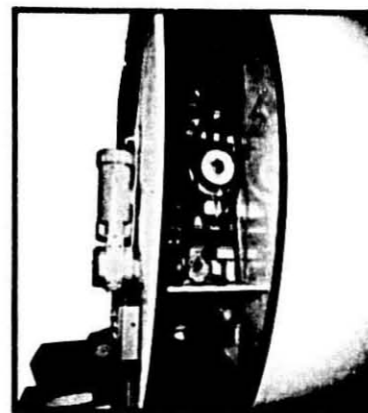
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DeFrancisci Equipment

by Leonard DeFrancisci at the Plant Operations Seminar

"Does anybody here know what a pasta extruder is? Has anyone ever seen one of these affairs in operation?"

A pasta extruder is a very special machine that is expected to operate 24 hours a day, seven days a week for years on end with a minimum of maintenance and down time. Remarkably they do. Not only Demaco, but all manufacturers of machines here today can boast of this quality.

Metering Materials

The most important part of the effective operation of the extruder starts at the beginning — the precise and consistent metering of the raw materials into the extruder, including the semolina or flour, water, and/or eggs, if required. Very few ingredients are used, but if they are not kneaded consistently, the results can be poor product quality, slow changes in the drying of product later on, and damage to the extruder in the extreme case.

At Demaco we have solved this problem with the Demaco gravimetric feeding system using a weigh belt feeder, a mass feeder, for flour which is always electronically proportioned to the water feed. The flour and water always enter in the exact proportion which you preset.

This system also gives you a continuous reading of the press production and also a summation of the flour used at any given time. It also has built in safety devices which can shut the system down in the event of insufficient raw material availability or other deviations from normal operating conditions.

It also regulates incoming water temperature, a very important factor in the extruder control. The extruder goes a long way toward taking product quality out of the operator's hands and putting it into the manager's hands.

The next step in the process is the actual pre-mixing and mixing done in the sanitary Demaco pre-mixer and mixer. The pre-mixer is a small, high-speed mixing device which in a very short time gives an intimate dispersion of the raw materials. The pre-mixer enhances the mixing process by allowing the mixer to be used only for mixing and water absorption. You are not using part of the mixing time for the



Leonard DeFrancisci

dispersion of flour and water. The pre-mixer is an all stainless steel unit with all contact parts readily removable from the main mixer for sink cleaning.

The main mixer is a large sanitary all stainless steel double shafted mixer built to the highest standards of sanitation. Our machine is approved for use in meat-inspected plants. All metal joints are welded. No cracks or crevices are allowed in any metal joint. All surfaces are ground and polished to a #4 finish, and all contact areas must be accessible, including mixer shields. This is extreme design criteria, but we have substantial evidence that there is less bacteria growth using this type of mixer over those using conventional methods of construction.

Our mixer is also completely under vacuum from the first contact of raw materials to the final extrusion. This feature enhances the color of the product. The actual extrusion screw is constructed by machining from a solid stainless steel bar for maximum strength. This screw is extra long length and has a removable front bearing section to reduce screw wear and the effect of screw wear.

Our cylinder is a steel-welded unit with a water jacket for efficient cooling. It is nickel plated and hardened to avoid the use of paint. At the same time the working life of the unit is increased. The cylinder also has a removable front bearing surface which is a hard chrome-plated bushing which will further enhance the life of the unit.

Beyond this, all the sub structures of the press such as cross bearings,

gear reducers, motors are built to the highest industrial standards. All components conform to OSHA standards and all electrical work to the national codes with UO approval in most states which require it.

Our machine manufacturing is done with highly sophisticated numerical controlled tools with computer printed tapes. This assures you of interchangeability of parts and quick turn-around when required.

Service

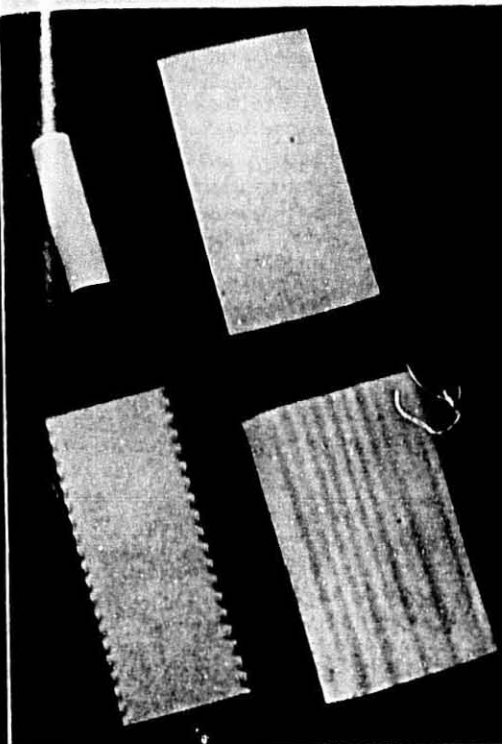
I would also like to touch on the service, because that is an important part of the utilization of the extruder. We pride ourselves on good service. We are instituting three new programs to improve our service capability. You will receive information on these as we get them organized.

First we are going to have "same day" service program for commonly used parts. We will have an inventory of parts on hand for same-day shipment. We will send you a list of these parts with part numbers, and you will be assured of "same day" service on all of the listed items.

Secondly is an identification program. We plan to take an inventory of all the equipment in the field and identify each Demaco machine using your coding system to classify the parts on all the equipment so that when you call for a "wachamacallit" on a #7 line, we will know what you are talking about and be able to get you the part quickly.

We are also instituting a service contract on all new machines. We hope will consist of a series of visits over a couple of years or when a new line is purchased on a regular basis. We will outline the details when we talk about new lines with you.

We feel that the technology is growing so rapidly, and we are using a lot of highly technical electronics on these new machines — microprocessors, etc. — and we feel that most of the plants will take awhile to get up on these items. Quite frankly, we have to learn a little bit, too, so we would like to keep a close degree of contact on these newer lines because of the high degree of sophistication.



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Our client, a major European manufacturer, needs a self-starter to market and manage a new line of capital equipment (with additional lines to follow). Territory nation-wide, but with emphasis in Northeast. Office location in northern New Jersey. Candidate requirements are:

- 10 years experience in selling food processing equipment.
- Technical competence, to learn features and functions of the equipment, and to explain these to others. College degree desirable.
- Ability to manage both sales and service activities for the product line, research the market, identify prospects, plan sales strategy, supervise advertising program.
- Ability to communicate well with home office on both technical and sales matters — requires ability to speak French (or willingness to learn).

Send Resume to:

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Small Pasta Maker

The "PastaMak'r V", an easy to operate and compactly designed new extruder that can process up to 40 pounds of the most popular pasta varieties per hour, is introduced by Bonnot.

Readily interchangeable dies are available with the unit to process virtually any pasta blends into finished products such as spaghetti, linguini, fettucini, spirals (rotini), elbows, rigatoni, wagon wheels, shells, fusilli and ziti. Another die can produce sheets of dough for making specialty filled pasta.

The new Bonnot extruder can be quickly installed in almost any desired location since it operates off standard 115-volt electrical service. It weighs only 320 pounds and is mounted on wheels for portability. Compact in size, it is just 42 inches long, 20 inches wide and 54 inches high.

Simply designed for dependability and durability, major assemblies of the PastaMak'r V can be easily removed and cleaned in about 15 minutes. The unit meets all safety and sanitation requirements, according to Bonnot.

Operation of the PastaMak'r V is simple and requires minimal training. The pasta blend is emptied into the 5-pound capacity hopper. A see-through hopper lid permits viewing of the mixing operation to determine when the batch is ready for extrusion. Push-button controls activate the mixing and extrusion cycles.

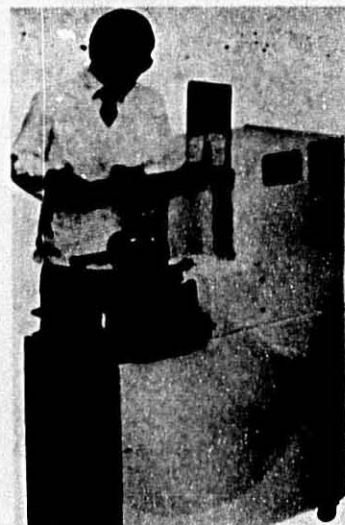
As the pasta mixture is extruded, an adjustable speed cutter wipes across the face of the die holes to cut the pasta at the desired length. The pasta then drops into a perforated collection tray, and a fan under the tray dries the pasta surface moisture so the pieces will not stick together when packaged.

For companies interested in the new PastaMak'r V extruder, Bonnot offers a free laboratory testing program enabling prospects to try processing their specific pasta blends in the unit.

The Bonnot Company, 805 Lake Street, Kent, Ohio 44240.

New Macaroni Plant In Portugal

Managers of the Companhia Industrial de Portugal e Colonias (C.I.P.C.), Lisbon, are expanding the company's macaroni production with Buhler-Miag equipment. They are installing a new



Pasta Mak'r V

high-temperature short-goods pasta line with a rated capacity of 1500 kilograms per hour.

How Can Human Performance Be Improved

What do your employees really want from you? You might think that money would satisfy them, but that is only partially true. Even though money is a temporary satisfier, there are other ways to enrich and bring out the best in others. Your visible example can improve or detract from productivity. People would rather see a sermon than hear one! Relationships do not stand still. The manager can and should lubricate and ignite those people assigned to his group. Listening to what others have to say, whether related to the job or not, can be an excellent way to begin. We want those in positions of authority to recognize that our private priorities away from the job are also relevant to us. The number one reason why people leave to take another position is that what they were hired to do — they cannot do with their specific talents. Reinforcement can be predetermined and scheduled as part of your style of managing others. Visible appreciation of their work is needed. Assisting others can be fostered by encouraging participation. Satisfaction of a job well done is a part of the reinforcement process. If possible, ask your people to schedule their own work. Managing is action, not reaction. If you are in the

business of putting out brush fires — the problem is with you and not with others. It takes time to ignite each one-to-one relationship, but much can and should be accomplished if the manager is available and accessible.

Union Membership Declines

The membership of American labor unions declined sharply between 1978 and 1980, reducing organized labor's share of the working force to about 20.9 percent, according to the U.S. Department of Labor. The largest decline came in the United Auto Workers union, which lost 142,000 members from its 1978 total of 1,499,000.

Tax Bite

An average taxpayer (\$22,000 of income with a spouse and two dependent children) will pay \$6,339 in taxes this year. Federal income tax will claim \$2,423. Social Security will take another \$1,463. Indirect taxes will account for the remaining \$2,453.

Of the \$6,339, more than 11%, or \$716, will be spent on interest paid by the government on past borrowings. National defense will take 24%, or \$1,501. The biggest bite of 34%, or \$2,127, will go for income security—that is, retirement, disability, social security payments, and welfare. All this according to The Tax Foundation, Washington, DC.

Technology on the Packaging Line

The world of technology is ever changing, and no where is this more evident than in the area of packaging machinery. New techniques can often make for increased production and lower cost, but keeping abreast of new developments, which are coming into the market almost daily, can be very difficult.

At Pack Expo '82, to be held in Chicago's McCormick Place on November 15 through 19, packaging professionals will have an opportunity to learn about the latest developments in packaging from a technological viewpoint. Of the 48 concurrent sessions to be held, 13 will cover the area of technology and new techniques. They offer a chance for the working packager to learn about the best of the new ideas and how they can be adapted to specific situations and problems.

THE PROMISE OF INDIVIDUAL RETIREMENT ACCOUNTS

Richard L. Leshner
President
Chamber of Commerce
of the United States



How would you like to turn a \$20-per-week savings account into a \$300-per-week income when you retire?

If you find that hard to believe, I would like to call to your attention a little-publicized feature of President Reagan's tax package—Individual Retirement Accounts (IRA). Under the landmark tax legislation just passed by Congress, all American workers, as of January 1, 1982, will be entitled to open such accounts whether or not they are participants in an employer-sponsored pension plan.

Here is how an IRA works. The worker may deposit up to \$2,000 per year (\$2,250 for a taxpayer with a non-working spouse) in a special savings account set up with a bank, insurance company, mutual fund, savings and loan or stock brokerage firm. The deposits and the interest or other earnings on them are excused from tax until retirement age. You may begin withdrawals from the account when you reach age 59½; withdrawals made before that age are subject to tax and a penalty.

These new provisions put a self-sufficient retiree within reach of the average working American. Suppose you are now 35 years old and earn \$24,000 a year for your family of four—the national median income. If you deposit \$1,000 into an IRA each year (it's less than \$20 per week), and do so until you are age 65, you can deduct the annual deposit from the income you report each year for tax purposes. This provision in itself will reduce your yearly federal income tax burden by about \$220, meaning that of the \$20 per week you deposit, Uncle Sam is "contributing" \$4.23 of that in the form of a lower tax bill.

The long range benefits are even more impressive. If you save \$1,000 a year for 30 years and earn, say eight percent interest (a conservative figure now and for the foreseeable future), at age 65 you will have a retirement fund totalling \$133,770—all of that generated from just \$30,000 in deposits! If you decided to pay yourself an annuity from your account for a 15 year period, then you would have an income of just over \$300 per week, which combined with Social Security and a company pension, makes for a comfortable, secure retirement. Naturally, these amounts would

be greater if you are able to save more than \$1,000 per year or earn a higher rate of interest or return.

It is clear that an IRA could provide enormous financial benefits for the average family. But the promise of IRA's goes beyond the individual worker. When President Franklin Delano Roosevelt signed the Social Security Act into law on August 14, 1935, he declared, "We have tried to frame a law that will give some measure of protection to the average citizen and to his family against poverty-ridden old-age."

The word "some" is important. Social Security was never meant to provide the total income needed for retirement. Most Americans understand this and agree with the concept of Social Security as a retirement supplement. When asked in a recent survey if the system, by itself, should provide enough money to support retirees, respondents disagreed by a 50-37 percent margin. Clearly, most Americans believe that they, through individual initiatives such as personal savings, investments and pensions earned on the job, should bear the primary responsibility for providing for retirement.

Making all workers eligible for Individual Retirement Accounts reaffirms this important principle. I'm not suggesting that saving \$20 a week is an easy task with the family budget already as tight as it is, but by doing so we would not only help ourselves, but we'd help each other too—because any new infusion of savings would make more capital available for business to expand, modernize and create new jobs.

Turn a small weekly savings into a comfortable retirement income; realize immediate benefits in the form of reduced tax payments; contribute to capital formation which will mean increased productivity and prosperity; and relieve the intense pressure on the Social Security system to provide a complete retirement income, something it was never meant to do—these are the opportunities we can seize by opening Individual Retirement Accounts. Any way you look at it, it's a winning proposition for you and our nation.

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Les Thurston Retires

Foremost-McKesson, Inc. announced the retirement of Lester R. Thurston, Jr. as chairman of C. F. Mueller Company, a subsidiary of the corporation. Mueller's is the largest selling brand of pasta in the nation with plant and offices located in Jersey City, New Jersey.

Completing a thirty-two year career in the pasta industry, Thurston became associated with Mueller as vice president and assistant to the president in 1969. He was elected president in 1971 and chief executive officer in 1975 upon the death of Chairman H. Edward Toner.

Mueller was acquired by Foremost-McKesson in 1976. Thurston continued as president of Mueller until 1980 when he was named chairman. "The hallmark of Les' career was the outstanding leadership he provided in industry operations, in associations and in the community at large", said Bill



Lester R. Thurston, Jr.

Markus, president of the Foods Group of Foremost-McKesson.

Started in Sales

Thurston entered the pasta industry in 1950 as a sales representative for the Megs Macaroni Company in Harrisburg, Pennsylvania. He rose to become president of Megs in 1964, during which time Megs-Pennsylvania Dutch Brand Egg Noodle products became a major factor in the pasta industry. Megs was acquired by Thomas J. Lipton in 1965. Thurston served in various management capacities at Lipton until 1969 when he joined Mueller.

Active in Industry

Thurston has maintained an active involvement in industry affairs throughout his career. He has been a long time director of the National Pasta Association and in July 1982 completed two years service as president of the association. In 1980 Thurston was appointed a founding member of the Wheat Industry Council by the U.S. Secretary of Agriculture and elected a member of the Council's executive committee.

Thurston is a director of the First Jersey National Bank with headquarters in Jersey City. He serves on the Board of United Way of Hudson County, N.J.; the Board of Governors of Rockaway River Country Club and is an Elder in the Community Church of Smoke Rise, New Jersey. He is married, has three children and four grandchildren.

Following retirement on October 1, Thurston said he plans to continue actively in business and civic affairs and to pursue "an infinite variety of personal interests."

Record Sales For Hershey

(Continued from page 25)

continued, "despite the conversion to Hershey Chocolate Company's new weight standard bar line, now selling for 30¢ in most retail outlets, which temporarily disrupted normal selling patterns. Friendly's operations were hampered by adverse weather conditions, especially during the months of April and June, and also by the high level of competitive activity.

"Hershey Chocolate Company incurred significantly higher promotional expenses associated with the introduction of the new weight bar line and other new products of the Division during the second quarter. However, net income in the quarter was benefited by lower interest expense and a lower income tax rate resulting from capitalized interest and investment tax credits associated with the new plant under construction in Stuarts Draft, Virginia.

"As we look at the first six months of 1982, we are pleased with our results and feel that the Company is well positioned to build on this positive performance as it enters the last half of the year," Dearden concluded.

Ragu' Spaghetti Sauce

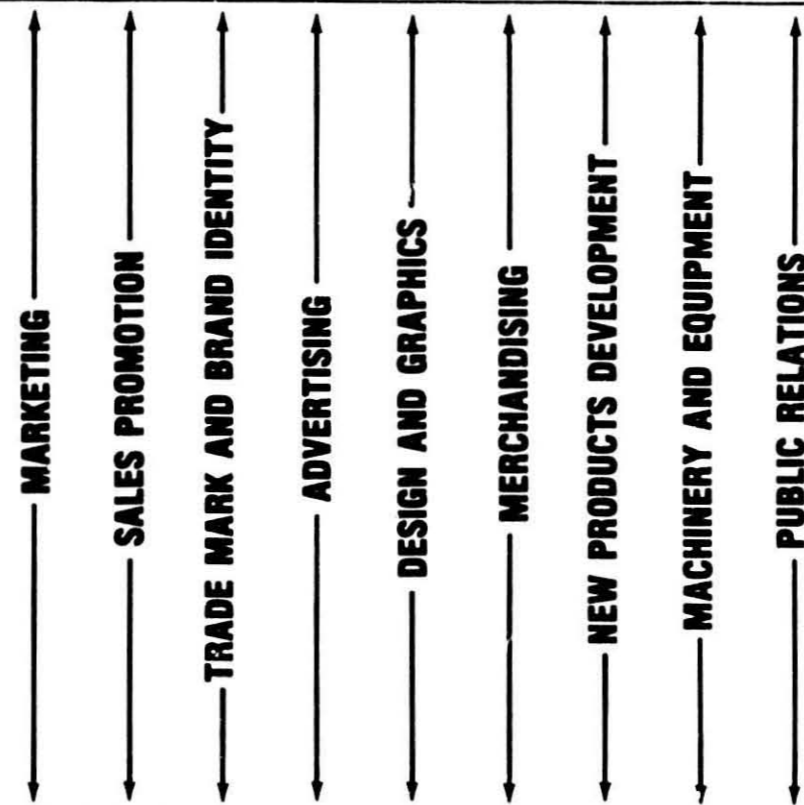
Ragu' spaghetti sauces, maintaining a nearly 60 percent share of the spaghetti sauce market, led the Packaged Foods Division of Chesebrough-Pond's to a strong second quarter in both sales and profits. Ragu' Homestyle spaghetti sauce, introduced less than a year ago, has succeeded beyond original expectations and now ranks a strong second in popularity to traditional spaghetti sauces, the long-time category leader. In addition, Ragu' Homestyle sauce is contributing significantly to the current rapid growth in the spaghetti sauce category. Also contributing to the division's 5 percent second-quarter sales increase was the Ragu' Pizza Quick line — particularly two new "chunk-style" sauces and a crust mix introduced earlier in 1982. Overall, the division's advertising and promotion investment increased significantly in the second quarter, with major efforts devoted to Ragu' Homestyle sauce, the Ragu' Pizza Quick line and an advertising program stressing the nutritional value of the spaghetti meal. The division's product development continues in ethnic and other specialty foods.

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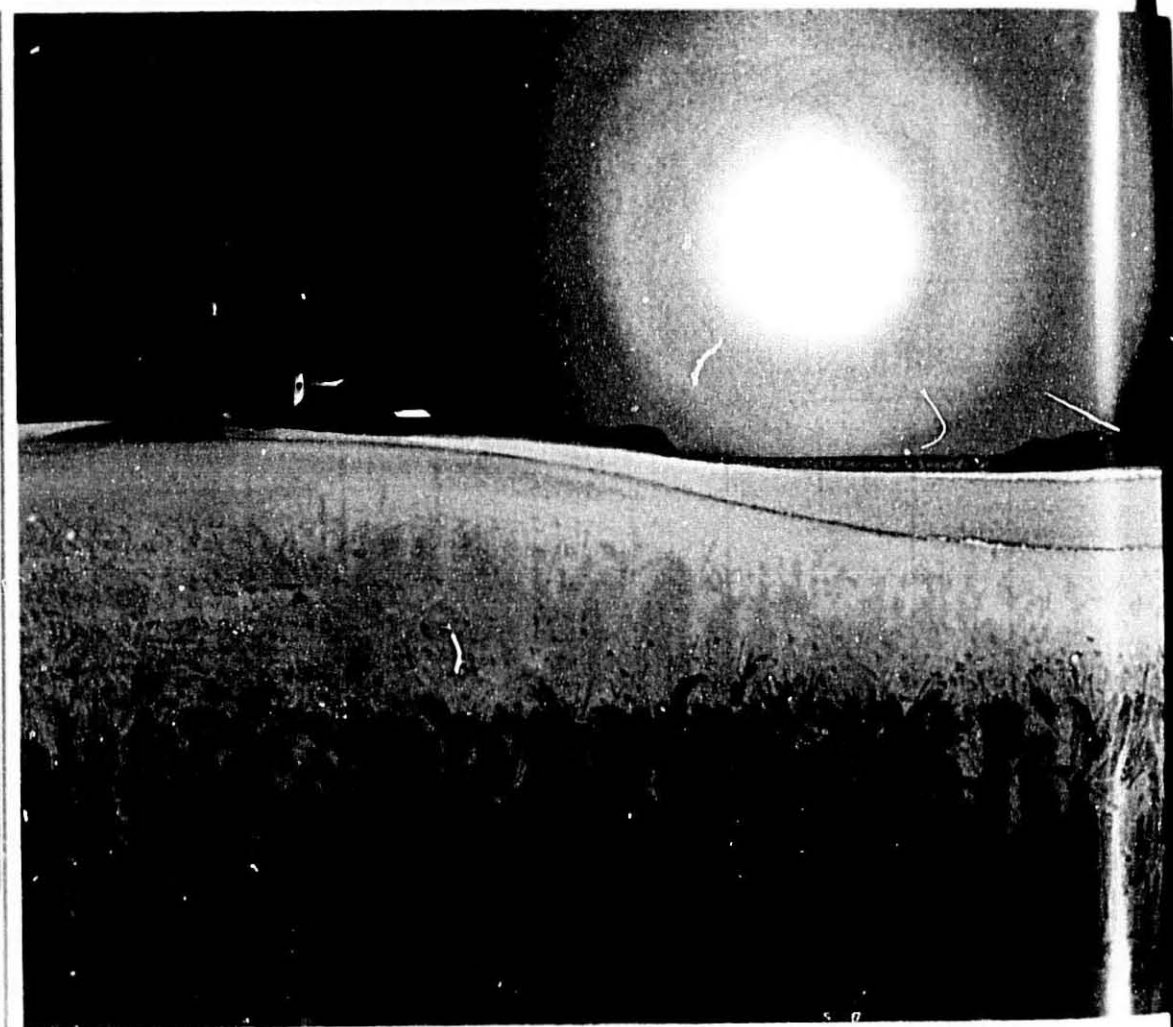
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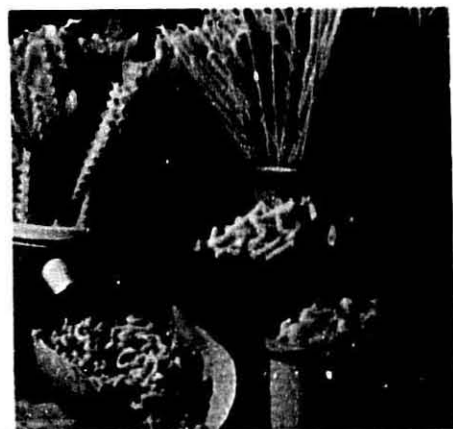
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