

**THE
MACARONI
JOURNAL**

**Volume 65
No. 12**

April, 1984

Macaroni Journal

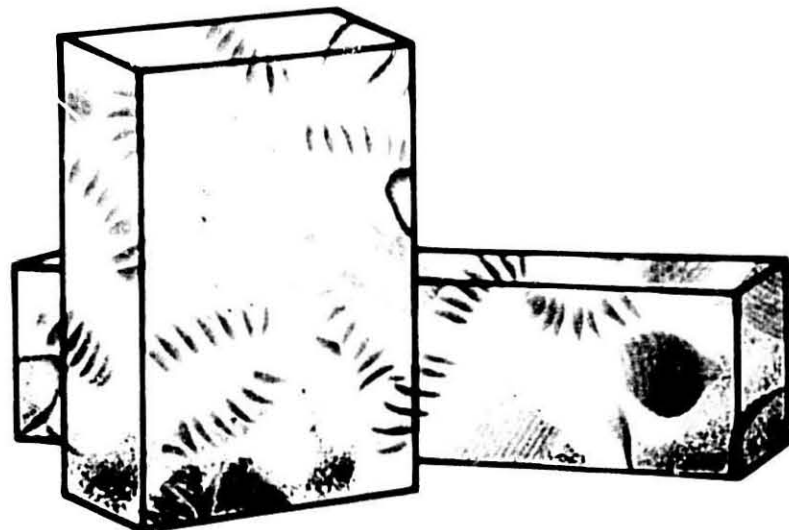
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The Macaroni Journal

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HISTORICAL HIGHLIGHTS

The Macaroni and Egg Noodle Manufacturers Journal was the house organ of the Pfaffman Noodle Company, Cleveland, Ohio, in the early 1900's. This firm was one of the leading macaroni-egg noodle manufacturing companies at the turn of the century, and Edwin C. Forbes of that company was the managing editor of their magazine.

Mr. Forbes campaigned prodigiously through his editorial columns for an organization of the macaroni industry to protect the interests of the macaroni and noodle manufacturers in America. In 1904 he succeeded in calling the industry's first national convention. The convention was held in Pittsburgh on April 19 and 20, 1904. At this meeting it was unanimously voted to form the National Macaroni and Noodle Manufacturers of the United States, and a constitution and by-laws were prepared and adopted.

Edwin C. Forbes was unanimously chosen as the organization's first secretary and his Journal named the official organ of the group. Mr. Forbes' secretarial duties were more in line of a convention secretary and the collection of association dues which were at first \$5 but later raised. He served in this capacity for some fifteen years.

The New Macaroni Journal

James T. Williams, chief executive of the Creamette Company, Minneapolis, served as president of the National Macaroni Manufacturers Association from 1917 to 1921, during World War I.

At that time he thought of launching a trade magazine for the macaroni industry to be supervised and edited by a permanent and paid secretary of the National Macaroni Manufacturers Association. At the Minneapolis convention, July 9-10, 1918, he was authorized to recruit a full-time secretary, whose salary was to come out of the proceeds of the paid advertising to be placed in an official magazine.

M. J. Donna was selected on March 1, 1919 to be the first permanent, full-time secretary of the association, and one of his first duties was to work with President Williams in organizing an industry magazine, which would be the



M. J. Donna

voice of the association. The financial returns from this venture would help bolster the limited funds raised by dues.

Mr. Williams worked tirelessly in lining up advertisers while Mr. Donna put all his efforts in preparing the editorial material, so that on May 15, 1919, the first edition of the Macaroni Journal was put in the mails. M. J. Donna continued in his capacity as editor-in-chief for over 34 years, taking over completely the task of preparing copy and handling advertisements, until his retirement in June of 1953.

After World War II

Following World War II the feeding of European civilians deprived of pasta production from bombed out plants during the war produced a lush export market. This was abruptly cut off with the establishment of the Marshall Plan in mid-1948 and led to the establishment of the National Macaroni Institute for industry product promotion. Robert M. Green was hired to coordinate this effort and Theodore R. Sills was retained to handle industry publicity.

The 15B Rust Epidemic

During the 50's, product promotion through the National Macaroni Institute crescendoed with accumulating results and benefits. But then came the problem of 15B rust attacking the previously disease resistant durum supply and reversing the upward trend of macaroni consumption.

Crash efforts by cereal technologists and plant breeders, aided by all segments of the industry, developed new strains of wheat that were rust resistant. But even in 1961 there were problems of shortages for the main type of wheat used for macaroni products. Following an ill-fated industry meeting called to determine how short the crop was and why the Government's carryover figures were unchanged after a year's time, led to the Federal Trade Commission charge that the gathering was a conspiracy to fix the prices of durum wheat.

At that time durum growers organized themselves into a U.S. Durum Growers Association and worked for the establishment of the North Dakota State Wheat Commission which joined other state wheat commissions to form the Great Plains Wheat, Inc. to promote export trade. Today, exports take more of the durum crop than the domestic market.

The soaring 60's saw resumption of macaroni popularity favored by many related food item advertisers and combination promotions. Industry units got larger all the way from the macaroni manufacturer to the supermarket operator.

In the 70's there was a rise of consumer expectations, the development of the so-called consumer advocate, consumer specialists, etc. Governmental regulations increased and competition for a share of the consumer's dollar got tougher.

Japan invaded our markets with Oriental Noodles. Then in 1980 the floodgates of subsidized Italian imports opened creating severe marketing problems.

Reorganization

In 1982 the Association adopted strategic plan, changed its name to National Pasta Association, hired Joseph M. Lichenberg as president and chief executive officer, with headquarters in the Washington, D.C. area.

Robert M. Green continues as editor-in-chief and now 65 years later The Macaroni Journal continues to report the happenings of this changing industry and to provide a forum for the news that affects it.

THE MACARONI JOURNAL

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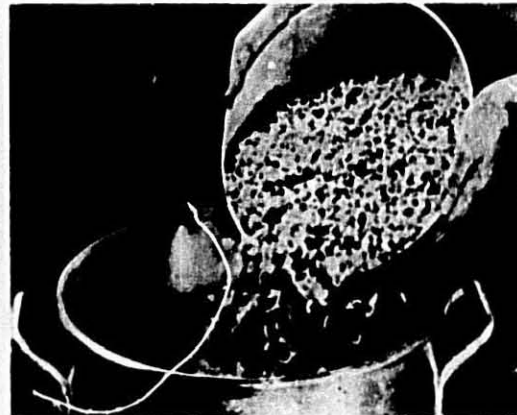
Pasta Market Boiling Over With Newfound Potential

Highlights from an Article by Christine Dugas in December Issue of Ad Forum

Pasta has been around in the West, legend has it, since Marco Polo carted the first noodle back from China in the 14th century. That makes pasta one of the more mature food products on the market. For the past five years, the U.S. market has been acting its age, showing virtually no growth. But the recent appearance of everything from scallops to broccoli as garnishes to pasta suggests that something is changing in a business that, until now, never strayed too far from spaghetti and meatballs.

That something has caught the attention of national food marketing giants and fast-food chains in the past several years. They have noticed athletes fervently endorsing the benefits of complex carbohydrates in pasta. They have seen a growing awareness that, in fact, pasta is low in calories (it's the sauce that adds inches to the waistline). And they are watching restaurants in trend-setting cities experimenting with novel ingredients that transform a humble bowl of noodles into haute—but still cheap—cuisine.

Those factors hold out the potential of healthy increases in the current per-capita consumption of 11 pounds a year, and heighten the allure of creating a national brand in a market that remains almost entirely regional. Among the more likely candidates to accomplish that task is CPC International, the huge food conglomerate, which bought the C. F. Mueller Co. from McKesson, Inc. for \$125 million. Mueller is the top producer of branded dry pasta. Coca Cola also entered the market by swallowing Ronco, a small manufacturer in Tennessee last year. Hershey Foods is no newcomer to the pasta market—it bought San Giorgio Macaroni Co. in 1966—but it has greatly augmented its activity in the pasta business in the past five years with the addition of Procino Rossi Corp. in 1978 and Skinner Macaroni in 1979. In 1980 Hershey consolidated its pasta operations into a single entity. San Giorgio-Skinner, and it is now the leading pasta producer with a 13% share of the \$1 billion industry (for both retail and institutional markets).



Fast-Food Interest

The fast-food industry may also play a key role in more pasta to an American public that now seems ready for it. Frank Carney, who latched onto two of the fast-food industry's more explosive trends with the founding of Pizza Hut and Chi Chi's Mexican restaurants, is now launching a pasta chain called Pastifico. Several smaller chains such as Spaghetti World and Spaghetti Pot recently opened up, and rumor has it that McDonald's is thinking of adding pasta line—a report the company declined to comment on. "The exciting part is that a mature industry like pasta is picking up growth," says Joseph Viviano, president of San Giorgio-Skinner.

That growth will come from emerging segments of the consumer market, predicts a detailed study of the pasta industry recently prepared by Find/SVP, a research organization. The health-conscious, the diet-conscious and the palate-conscious market segments represent the best areas for growth, but one of the beauties of pasta is that it can be aimed at just about any group if it bears the right sauce. Find projects that the \$50 million retail pasta business and the \$578 million non-retail business together will probably jump from no growth to 4.8% compound annual real-dollar growth between now and 1990. Find predicts that two national brands will emerge by that time, but if marketers make a greater commitment to pasta,

compound annual growth could go as high as 9.6%.

Problems

Despite the excitement about the revitalization of humdrum pasta, however, problems also besiege the industry. "There are two sides to the equation," says Seward Sweet, VP-corporate development at the privately owned, New Jersey-based Buitoni Foods Corp. "The demand side is very positive, but there's a glut of competition on the supply side, along with an increasing level of imports." While U.S. pasta manufacturers are putting up a united front against the assau from Italian imports, they are also waging an ongoing battle for turf among themselves that increasingly pits the small, family-owned pasta companies against large, more sophisticated food conglomerates.

Nevertheless, some privately owned companies such as Prince, Buitoni and Golden Grain have managed to hold their own very well indeed. And despite the marketing expertise and capital that the large corporation bring to the pasta industry, a national brand has yet to emerge. "We expected a national brand several years ago," says Morton Sosland, editor of *Milling and Baking News*. "It's not as easy as some large companies imagined."

"Everyone wants to be the first one to go national," says Viviano. "but they have found it will be a very

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APRIL, 1984

7

expensive move." Because of the high cost of transportation, one of the first prerequisites of a national brand is a network of strategically placed manufacturing plants. Once that is accomplished, a company has to be willing to invest heavily in advertising to introduce the new brand in areas where regional brands have been firmly entrenched for decades.

C. F. Mueller discovered the difficulty of dislodging local competition when it invaded the Chicago market in 1978. Mueller reportedly spent \$5 to \$6 million on advertising and promotion in its first year to establish itself, but the brand never won significant share. Strong trade ties between manufacturers and retailers make shelf space for pasta hard-won real estate. To a large degree, those trade ties have kept the industry fragmented, and even the nine largest pasta marketers continue to divide the 85% of the retail market they hold among 25 different brands, each with its own profoundly regional skew.

Brand Loyalty

That's also the result of what some marketers view as a deep-seated brand loyalty—although others in the business depend on price alone. "We are finding pasta to be a loyal, habit purchase," says Hershey's Viviano. "This brand loyalty is handed down from mothers to children, and if the quality is good, the consumer will have no reason to switch brands." Pillsbury, which picked up American Beauty as its pasta arm in 1978, sees only "price leverage" as an influence on the consumer, but neither view explains why the brass ring of national branding is proving tough to pluck.

"It's very expensive to expand into areas where you don't have distribution," says William Barker, director of marketing basic foods, at Pillsbury. The impregnability of local brands, in Pillsbury's view, convinced the company to hold off on any attempt at national branding.

Ironically, one of the first companies to launch a campaign for national branding is Prince Co., a privately-held company. Unlike the food conglomerates that have shrunk from transferring their strongest brand names to the local companies they bought, Prince is embossing its own name on pasta packages in Minnesota, where it acquired Jenny Lee Co. sev-

eral years ago. Prince's stronghold is New England, where it has 52% of the market.

Even Prince realizes, though, that the name switch must be handled gingerly, and it has been introducing package design changes in gradual steps. In the last few years, the Jenny Lee package design has come to resemble Prince's, but the original Jenny Lee colors were retained. "Sometimes it works and sometimes it doesn't," says a cautious Joseph Pelligrino, president. "So far, this is going well."

Prince has directed its marketing and advertising efforts primarily against the health and nutrition-conscious segment of the market, and has recently introduced a somewhat controversial Prince Light spaghetti to bolster that appeal. The controversy erupted last spring when Consumer Reports claimed that the product itself has no fewer calories—just that the directions call for using a third less spaghetti.

More Advertising Needed

Prince and other aspirants to a national title recognize that advertising spending must rise significantly if the market is to reach its potential. Pasta advertising reached some \$45 million in 1981 (it fell slightly in 1982), and expenditures are increasing some 10% annually, according to Find/SVP. The industry traditionally has relied much more heavily on price-cutting to the trade as standard marketing procedure, however, and that hasn't helped tell pasta's story one bit. "At this point, most people in the industry are promoting their brands by trade allowances," says Robert Vermeylen, vice president of A. Zerega's Sons, Inc., a small New York company founded by Vermeylen's great grandfather 135 years ago. Antoine Zerega's Brooklyn factory was the first pasta operation in the U.S. and it is still alive and well, but Vermeylen confesses, "If our business depended on branded sales, I'd be very worried."

Despite the savage pricing environment, there are encouraging signs that advertising is assuming a larger role in pasta marketing. Advertising expenditures in the first quarter of 1983 for all pasta products rose 50% to \$21 million, according to the Find/SVP study. A large part of that increase is probably attributable to frozen pasta products, which are not

broken out separately in the Find study. Nonetheless, increased advertising from frozen pasta products, which Find contends are growing 20% annually, and spaghetti sauce, which is currently taking place between Campbell and Chesebrough-Pond's, may confer secondary benefits on dry pasta products in general.

Import Problem

The bloodletting in pricing isn't about to end in the near future, however, and American manufacturers point an accusing finger at the Italians for that. At this point, import competition has forced many U.S. companies to budget more for price-cutting than for a greater commitment to advertising. "Italian pasta has been with us for a long time, but two years ago it began showing up 15¢ to 20¢ cheaper than domestic brands," says Hershey's Viviano, who is also the chairman of the National Pasta Association. The reason the Italian imports are able to undercut the American brands is that the Italian government is subsidizing its pasta companies.

In two years Italian imports have taken nearly 12% of the New York market. While only 10 million pounds were imported in 1975, 75 million will be imported from Italy this year. "We believe that the Italians have the right to compete," says Viviano, "but they should play by the same rules as we do. At this rate they could totally destroy our industry."

Last year the National Pasta Association filed suit with international trade authorities to put an end to the subsidies. This year the General Agreement on Tariffs and Trade (GATT) announced its support for the U.S. position that the subsidies should not apply to a processed agricultural product like pasta. Still, no action has been taken.

In the absence of any regulator shackles, some of the Italian importers have been aggressively expanding their share and one even has national ambitions of its own. De Laurentiis Imports, a venture started by Italian film producer Dino De Laurentiis, himself the son of a macaroni maker, is now distributing its pasta brand in New York, Los Angeles and San Francisco. By next year, De Laurentiis is planning for distribution in 15 states. The

(Continued on page 10)

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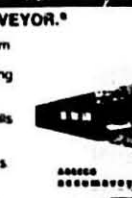
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Pasta Market Potential

(Continued from page 8)

brand is supported with radio spots and newspaper coupons in a marketing thrust that emphasizes both the product's Italian origin and quality and its extremely low price.

It's tactics like that have soured San Giorgio-Skinner on any immediate plans for a national bid of its own. "No one has the stomach or money to be a national brand," grouses Clifford Larsen, VP-marketing of San Giorgio-Skinner. "It's a fight you can win, but it's not worth winning."

Despite Larsen's gloomy outlook, several factors suggest that marketers may get their appetite back. For one thing, Italian subsidies to exporters may well be stymied or reduced by legal action. For another, durum wheat prices, which have been falling, are forecast to stabilize within the next two years. That would restore some of the profitability to pasta and make the battle to create a national brand very much worth winning.

Pasta Importer Tries for National Brand

A subsidiary of North American Systems of New Bedford Heights, Ohio has announced plans to brokers around the country to promote a line of imported Italian pasta with \$37,000,000 advertising campaign. The firm, d'Amelia is a subsidiary of the same firm that owns Mr. Coffee.

Advertising in Supermarket News said: "Stock Up With Italy's Finest. A full line of pasta made in Italy, for over 100 years, from 100% "di semola di grano duro" d'Ameliawheat and pure spring water.

"This special high-quality wheat is grown only in a specific region of Italy. When combined with pure spring water it produces a pasta with more body, substance and taste making d'Amelia superior to any other pasta in America.

"Now for the first time ever, a national pasta program:

- Heavy national advertising on T.V., in magazines and newspapers.
- Attractive trade promotions throughout 1984.
- A streamlined line (10 S.K.U.'s) of top selling items.
- Attractive packaging and identifiable name."

Product Promotion Report

by Elinor Ehrman
Burson-Marsteller



Elinor Ehrman

For fiscal year 1983 (October 1982 through September 1983), the National Pasta Association's public relations campaign brought the pasta message into millions of American homes, continuing to raise the "pasta consciousness" of Americans coast to coast.

The program achieved over 15,000 placements, resulting in over 1.6 billion potential impressions. Based on a

The following table summarizes public relations results for the 1983 fiscal year:

	Placement	Impressions
Consumer News Bureau magazines	174	354,850,456
newspapers*	4,941	1,106,918,861
Electronic Media network	3	10,550,000
radio newsclips	10,050	144,000,000
women's interest	564	6,600,000
Foodservice	8	712,590
PLUS	15,770	1,623,631,911

Co-op publicist

Leaflet

Video news releases

Television PSA's

Cable television

Radio PSA's

NPA Annual Press Luncheon

*Audience impression potential based on placement with newspaper syndicates, Sunday supplements and major market dailies.

total budget of \$304,000, these impressions cost only 19¢ per thousand.

Program highlights include placements in leading women's magazines such as Good Housekeeping and the Ladies Home Journal; use of stories by editors at UPI, AP, and NEA; network television placements on shows like CBS Nightwatch, Hour Magazine and the McNeil/Lehrer Report; distribution of TV and radio PSAs to stations in major markets; cost-effective publicity tie-ins with other food companies and associations; production of pasta leaflets for distribution in supermarket chains and independents; placements in Foodservice trade publications with a potential impact of almost 300,000,000 meals per day; and the annual NPA Press luncheon, which attracted 48 key members of the press in 1983.

Objectives

- Continue to increase consumer awareness of pasta's attributes, with major thrust that pasta is not fattening.
- Target low-calorie message to consumers in 18-49 age bracket.

(Continued on page 12)

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And vitamins and minerals to create precise enrichment blends to bring your product up to requirements of the FDA or your own company's specs. It's guaranteed too, with a certificate of analysis accompanying every Paniplus blend — standard or custom.

He takes it personally.

Lyle coordinates the development of your blend, personally tracing its process through research and development and quality testing. Whenever necessary, Lyle pulls together a qualified technical team to implement the blend at your plant.

He doesn't know when to quit.

For Lyle, it's not enough simply to create a guaranteed enrichment blend. He follows it up with another Paniplus service --

final product testing. We'll analyze your product to make sure its enrichment meets your label claims throughout its projected shelf life.

He's on top of the market.

With a sharp eye on the market, Lyle has expanded this specialty from simple flour enrichment to include cereals, snack foods, dairy and confectionery products. By anticipating the market, we can respond that much faster to your special blend requests. And at Paniplus, our response speed is second only to our accuracy.

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Call the STAR Squad enrichment experts toll-free 800/255-6637.

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Pasta Market Potential

(Continued from page 10)

- Reinforce merits of American-made pasta to combat inroads to imports and fresh pasta.
- Continue to focus on pasta as America's favorite food.

Strategies

- Implement News Bureau information with theme of "Pasta Goes American" tying in with emerging "American cuisine."
- Utilize pasta diet cookbook as base for electronic and print placements.
- Implement electronic program to feature one or more pasta cookbook authors as spokespersons for network appearances. Continue television and radio newscasts, women's interest radio program.
- Arrange tie-ins with related industries.
- Introduce pasta into home economics and health classes with educational kit.

Activities

- Burson-Marsteller Pasta Product Promotion Program.
- Grocery Buyer Product Promotion Flyer.
- Pasta Week Promotion.
- Food Marketing Institute — NPA cooperative consumer brochure offer.
- School Food Service Convention Pasta Bar exhibit.
- Clearinghouse for consumer requests (2000+ per year).
- Grocery Trade Pasta Presentation.

WIC Consumer Panels

People would like to eat more pasta than they do now. They also would like to eat bread. What, then, deters them from eating more wheat-based foods?

- "They're fattening for me;"
- "They're not healthy for my kids."

"The first thing they tell you to cut down on if you're dieting is bread and spaghetti and things like that . . .", they say.

These comments come from women who attended one of four consumer focus panels conducted by market researcher Gerald Schoenfeld for the Wheat Industry Council (WIC). The WIC is attempting to gather consumer attitude information in order to better promote wheat-based foods. Schoen-

feld presented the results of his focus groups to the WIC Board of Directors. Here is a report of his remarks.

"At the heart of consumers' deeply ingrained convictions are these basic ideas, expounded for decades by such fad diet proponents as Dr. Robert Atkins, by self-help books, or popular magazines, and even by the family doctor:

- protein is better for reducing diets than carbohydrates;
- bleaching removes all the nutrition from flour; and
- carbohydrates, or "starchy" foods, fill you up with "empty calories" and any energy they might provide is short-lived.

Other negative perceptions: Milling removes most of the nutrition and enrichment puts some back in the form of "artificial chemical" nutrients; whole wheat bread is far lower in calories and higher in nutrition than white bread.

So many so-called "authorities" have expounded so much misinformation for so long, can there be any hope of changing America's mind with the truth about wheat products?

The consumer panels were conducted in Chicago, Illinois and Ridge-wood, New Jersey. Panelists were married women between the ages of 25 and 50, with one or more children living at home. They had to do all or most of the grocery shopping and food preparation for the family and spend \$100 or more per week on groceries. Twenty-one concept ads were shown to these consumers covering a wide range of product positionings and ideas. Recall was used to determine which positionings, symbols and ideas they remembered and which they were "most interested in."

Why the Change?

During each of the four panels, four out of five panelists, after viewing the ad concepts, said they now believed that bread and pasta are "good for you", that they are more nutritious than was thought, far lower in calories, a superior source of energy, healthy for kids and adults alike, and most important, they felt they would buy, eat and serve these products far more frequently than before. What changed their minds so dramatically? Four things changed their minds . . . First, simply showing calorie counts for breads, pasta, cereals, etc. Panelists were happily surprised. Currently, calorie information

is relegated to tiny type on the back of the package. Showing the calorie count bold indicated confidence that the calorie value is attractive and the actual counts were 40%, 50% and 60% lower than might be expected.

The variety and appetite appeal of the wheat-based foods in the ads displaying calorie values surprised and delighted panelists. "So much variety, so much choice, so few calories", was the most frequent comment. For some reason, wheat-based foods are not often advertised with appetite appeal. Thus, close-up depiction of thick and toasty sandwiches, steaming bowls of spaghetti, crunchy breadsticks, pizza, and donuts, evoked such comments as "It makes me hungry and now that I know the calories and nutrition, it makes me want to eat them all the more . . . so much satisfaction, for so few calories."

Context of Fitness

Second, showing these products in a context of fitness — family joggers, Olympic athletes, and fitness-conscious people made food purchasers feel better about serving white bread, pasta and other wheat-based foods to their children. When supported by the claim that wheat's carbohydrates give long-lasting and time-released energy, the idea that wheat is fitness food was further underscored.

Third, when symbols for such organizations as the American Heart Association were displayed prominently in some concepts, they made all the claim in these concepts more important and more cogent. Endorsement by, or at least reference to, important independent health authorities is key to opening consumer minds to the truth about wheat products.

Fourth, so many years of misinformation — "bread is fattening", "spaghetti is empty calories", "protein better than starch" — so deeply entrenched, is so much a part of our "common knowledge", that care needs to be taken in the way argument and information are presented. An emotional feeling helps us experience facts, not just receive them. An expectant mother thinking about healthy nutrition, a grandfather sharing a sandwich with his grandchild, the idea of America's accomplishments . . . talk to our hearts as well as our heads.

People want to buy, eat and serve more wheat-based foods. They just

(Continued on page 14)

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America's Largest Macaroni Die Makers Since 1903 — with Management Continuously Retained in Same Family.

WIC Consumer Panels

(Continued from page 12)

need the information provided in the right environment to feel better about doing so, concluded Schoenfeld.

"While the conclusions reached by Mr. Schoenfeld have guided the National Pasta Association's pasta product promotion program for some time, it is comforting to have our direction reconfirmed and to have more specific marketing research on which to base our future direction," said NPA's Joe Lichtenberg.

The Nutrient Profile of Pasta Debuts

Supermarket consumer affairs directors lunched on pasta primavera with scallops in Washington, D.C., February 10 — compliments of the National Pasta Association. More than forty members of the Food Marketing Institute (FMI) Consumer Affairs Council from supermarket chains around the country attended.

"This was the perfect opportunity to introduce the *Nutrient Profile of Pasta*, produced by the NPA's Nutrition Research and Education Committee. These consumer affairs professionals develop and distribute the in-store commodity brochures and are the nutritional information source for supermarket customers. 'The Profile will provide basic technical nutrition information for the development of consumer materials,' and Darla Tufto, Committee Chairperson. Joe Lichtenberg represented the NPA and offered to work with the FMI and individual supermarkets in developing consumer materials.

Christine Filardo, Stop & Shop stores, Boston, pointed out a recent recipe in the February issue of Stop & Shop's *Consumerisms* — Pork Stir Fry with Linguine. The article entitled, Tips for Making the Most of Your Meat Dollars, says "no longer confined just to Italian dishes, pasta can be part of many meat dishes."

Betty Lafone, Harris-Teeter stores, Charlotte, North Carolina, is sending a recently completed brochure on pasta.

The fourteen page booklet *The Nutrient Profile of Pasta*, defines macaroni and noodle products, discusses caloric distribution comparing pasta with other foods; reviews carbohydrates, protein, fat, vitamins, minerals;

storage/cooking loss; and pasta in the American diet. A half dozen tables cover standards for enrichments of cereals; nutritional composition of pasta; amino acid content of pasta products; vitamin/mineral content of pasta products; nutrient label; dietary advice to the public; and cited references. Copies of the booklet are available from the National Pasta Association, 1901 N. Fort Myer Drive, Arlington, VA 22209 for fifty cents per copy.

"Prudent Diet" Advocates More Pasta

The National Institutes of Health's Coronary Prevention Trial Survey conducted over the past ten years with nearly 4,000 men at 12 major medical centers has furnished the first conclusive evidence that lowering blood cholesterol, whether by diet or drug, can help prevent heart attacks. The American Heart Association has offered a prudent diet or meal plan. It, in essence, recommends shunning solid fats, shunning cholesterol foods in order to live longer.

NIH's National Heart, Lung and Blood Institute has begun planning a vigorous national educational campaign to tell people to see a doctor and get their blood cholesterol measured and, if the cholesterol level is too high, move toward a prudent diet. The food page cover story of the Sunday *Washington Post* written by Victor Cohn said "no medical subject could be more important than cholesterol and its relationship to health."

Heart and blood vessel diseases rank as the nation's number one killer. Some 1.5 million Americans will suffer heart attacks this year and a half million of them will die.

The causes of heart attacks are often what scientists call multifactorial, meaning that there may be more than one cause. Smoking, hypertension, and inherited tendencies may all play a factor.

But, almost everyone, most specialists are now saying, can benefit from a lower-fat, low-cholesterol diet.

"The American Heart Association has for many years recommended to the American population, both those who are healthy and well and those who have a heart and blood vessel disease, a diet aimed at lowering their cholesterol levels. The key message from this study is that if all Americans would reduce their blood cholesterol

by 25% this would eventually lead to a 50% reduction in the incidence of coronary heart disease," said Dr. Antonio Gotto, of Baylor University, President of the American Heart Association.

The NPA has cooperated with the American Heart Association previously and will again offer assistance in the promotion of the Meal Plan as well as to find if there are some cooperative promotional opportunities available.

Pasta is a perfect food for a low-cholesterol fat-controlled diet not only because of its substantial nutrient benefits and qualities, but also because of its versatility in using with other recommended foods in the other four recommended food groups.

National Brands Gain

Private Label Magazine reports:

After reaching a new unit share high of 24.7% in November, 1982, private labels lost 1.7 points in unit share and 1.0 points in dollar share in the 12-week period ending May 27, 1983, according to a special September study of the PL and generic industry by SAMI (Selling Areas-Marketing, Inc.), New York, N.Y.

Meanwhile, generic labels increased 18% in the year ending May 27th, 1983, representing supermarket sales of \$2.6 billion. However, focusing on the 12-week period ending May 27, 1983, generic sales lost their momentum, recording only a .1 point increase in dollar share (to 5.0%), while unit sales remained the same (7%). This was the first time since their introduction in the U.S. in 1977 that generics failed to record impressive sales increases.

In those stores who were not offering generics as of the period ending May 27, 1983, national brands gained share from regular private labels in dollars (.6 share points) and in units (.9 share points).

The private label setback is being attributed to major promotional campaigns being conducted by national brand manufacturers in an attempt to regain substantial market share losses to private labels over the past several years, according to a spot-check of several major retailers. These promotional assaults aimed at reducing the price spread between national brands and private labels, include couponing, dou-

(Continued on page 16)

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National Brands Gain

(Continued from page 14)

ble couponing, special deals, two-for-one offers, drastic price reductions, etc. Most retailers were not surprised by the losses recorded by private labels. They pointed out that national brand manufacturers have been dealing and promoting their products for about two years and that only now is it finally paying off. Retailers also indicated that these price reductions have resulted in smaller profits for the name brand manufacturers and that the price cutting campaigns will be declining shortly, resulting in a comeback by private label.

Generic and private label shares of pasta in units were down .5 points, from 19.7 to 19.2, May, 1982 vs 1983.

Advertising Helps Hershey

The 1970s were not great years for Hershey Foods Corp. Early in the decade, it lost its spot as the No. 1 candy seller to Mars Inc., and it suffered a profit slide in 1977 when coca costs tripled. Customers deserted Hershey as the price of a candy bar shot from a dime to a quarter. But the company began to diversify cautiously — creating nonchocolate candies, expanding its line of pastas, and buying the Friendly Ice Cream Corp. restaurant chain. "We're not a high-flying company," observed Vice-Chairman and Chief Executive William E. C. Dearden. "We hope to be, you might say, aggressively conservative."

Mr. Dearden, now chairman, and President Richard A. Zimmerman stepped back after their cautious flurry of acquisitions in the late 1970s to focus on internal growth. But they were aggressive enough that they more than doubled both sales and earnings from 1978 levels, setting new records every year. The gains continued in 1983, when industry analysts expect earnings to pass \$100 million on sales of \$1.7 billion. That would represent a 9% jump in revenue in a year when prices stayed flat while costs, including a 20% increase in cocoa prices, rose steadily. "I think we did rather well," observes Zimmerman, who was named CEO on Jan. 1.

Jumping Into Marketing

One reason Hershey prospered is that "they really jumped into marketing with a flourish," says James Hanlon, president of rival Peter Paul Cad-

bury Inc. For a company that shunned advertising until 1969, Hershey has become a heavy hitter. Promotional spending rose to \$137 million, or 8.8% of sales, in 1982, from \$76 million, or 6.5% of sales, in 1979. "Our sustained marketing efforts have really been important in these years," says Zimmerman.

Under Hershey, Friendly has become "much more marketing-and new-product-oriented," says Carl DeBiase, president of *Restaurant Trends*, an industry newsletter. It has tripled its promotional spending, opened about 75 new units, and remodeled existing outlets. Along with new entrees, such as fried scallops and spaghetti, the chain has launched a bevy of new ice cream products, many using Hershey ingredients. Says Chairman Dearden: "Friendly seems to be a real growth vehicle on a real roll now."

With 10% of the pasta market, Hershey can expect increased competition from imports and from the leading (16%) C. F. Mueller Co. line, which was acquired last December by powerful CPC International Inc. Still, Dearden insists, "we're gunning for No. 1" in pasta. There are no such claims for Hershey's two smallest units, Cory Food Services Inc., a vendor of coffee-break snacks, and international candy and pasta operations. Their results were "well below expectations," a Hershey official concedes. But the company says it still plans to expand overseas and denies rumors it will sell Cory, whose industrial food services were hit hard by the recession.

Hershey Record Sales

Hershey Foods Corporation announced record consolidated sales and earnings for the year 1983. Net sales for the year were \$1,706,105,000 compared with \$1,565,736,000 in 1982. Net income for the year was \$100,166,000 compared with \$94,168,000. Earnings per share increased to \$3.20 per common share in 1983 compared with \$3.00 per common share in 1982, based on an average of 31,337,112 shares outstanding.

Net sales for the fourth quarter were \$464,164,000 compared with \$417,907,000 for the fourth quarter of 1982. Net income for the quarter rose to \$30,266,000, or \$.97 per common share, compared with \$23,627,000, or \$.75 per common share, for the same period in 1982.

All shares and per share information have been restated to reflect the two-for-one stock split effected September 15, 1983.

"We are pleased with our fourth quarter results which reflect a particularly strong finish by Hershey Chocolate Company. During the 1983 Halloween season, Trick or Treating returned to normal levels, contributing to a strong fourth quarter. Strong Christmas season sales and a customer buy-in associated with the price increase on Hershey's standard chocolate bar lines also helped Hershey Chocolate Company make significant sales and operating income gains in the fourth quarter. Friendly Ice Cream Corporation and San Giorgio-Skinner Company also contributed positively to the fourth quarter results," said Richard A. Zimmerman, President and Chief Executive Officer.

"The Company's 1983 record performance reflects excellent operating results posted by our major divisions tempered somewhat by higher net interest expense and a higher tax rate. In spite of intensified competitive conditions, our three major divisions posted market share gains, volume growth and increased operating margins," Zimmerman continued.

Chocolate - Ice Cream

Hershey Chocolate Company capitalized on the continued strength of its established brands, led by Reese's Peanut Butter Cups, Kit Kat and Hershey's Kisses, and the success of its new product introductions to achieve another year of record results. The Company's sales increase is largely attributable to unit volume growth, and its significant operating income improvement reflects lower raw materials costs, particularly cocoa, and manufacturing efficiencies during 1983 as compared with 1982.

"Friendly Ice Cream Corporation had an outstanding year. Strong sales volume gains aided by good weather and accompanied by relatively stable costs for food and labor resulted in improved operating margins and income for the year.

Pasta

"Despite strong domestic competition and competition from subsidized imports, San Giorgio-Skinner Company achieved record sales, market share and operating income.

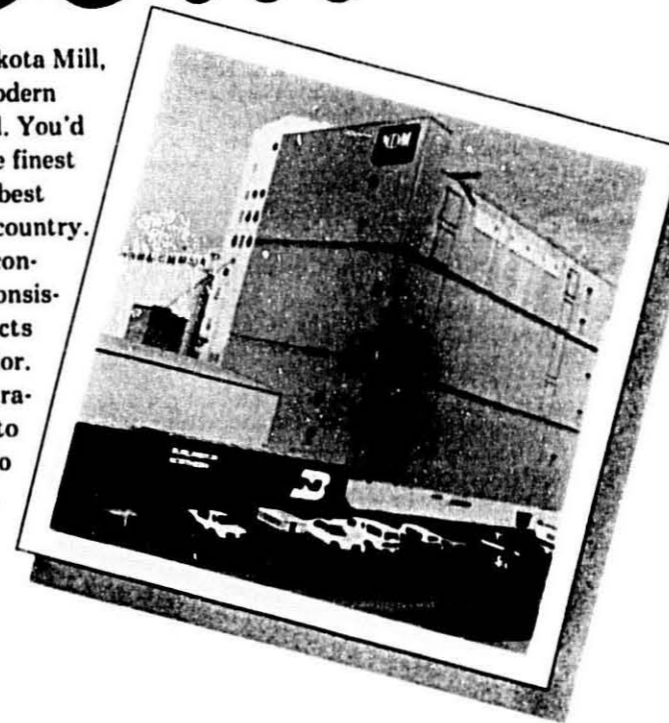
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If you were at the North Dakota Mill, you'd see one of the most modern milling facilities in the world. You'd see the latest equipment, the finest lab facilities, and one of the best fast loadout systems in the country. You'd meet people who are concerned with producing the consistent quality of durum products that make your pasta superior. Place your order now for Durakota No. 1 Semolina, Perfecto Durum Granular and Excello Fancy Durum Patent Flour.

the durum people



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Buhler-Miag, Inc., Minneapolis

In recent years, the U.S. pasta industry has experienced a revolution in its structure. Many formerly family-dominated enterprises are now part of large national companies. Therefore, it is only natural that the requirements of today's pasta industry are shifting to high-capacity, high-efficiency pasta production lines.

Buhler-Miag is one of the leading pasta equipment suppliers to the U.S. market with machinery sales dating back to the early years of this century. With its advanced technology combined with innovative engineering and manufacturing of machinery for this industry, Buhler-Miag has met these requirements and has insured continued successful business relations with the U.S. pasta manufacturers. Over the last five years, Buhler-Miag has installed the following pasta equipment in the U.S.:

- 5 high temperature long goods lines, ranging from 1000-4000 lbs/hr.
- 3 high temperature short goods lines, ranging from 1000-4000 lbs/hr.
- 8 extruders
- several flour handling system and auxiliary equipment.

Founded in 1860

The company was founded in 1860 when Mr. Adolf Buhler opened a foundry in Uzwil, Switzerland. In 1876 the first grain roller mill was produced and in 1903 the first machinery for pasta was manufactured. In 1911 the first Buhler equipment was sold to the U.S. In 1924 Buhler established the U.S. office in New York and six years later, in 1930 the "American Buhler Machinery Corporation," the predecessor of Buhler-Miag, Inc. was founded. In 1972 Buhler acquired MIAG of Braunschweig/West Germany, the leading German manufacturer of milling and conveying equipment. Buhler-Miag, Inc./USA moved into new headquarters in Minneapolis in 1977.

Today Buhler-Miag employs about 9000 people all over the world. The company is active in industries such as grain milling, pasta, confectionery, brewing, vegetable oil, animal feed, tobacco, chemical, etc. Buhler-Miag is not only dedicated to manufacture first-class equipment but also strives to assist their customers technically

and technologically. Besides the Milling Schools in West Germany and Switzerland, Buhler is operating a Feed Milling School in Switzerland and has a large training center for customers in Uzwil. Large test facilities in the Uzwil plant enable the different divisions to constantly improve their equipment and find new applications.

Large Subsidiary

One of the largest subsidiary companies in the organization is Buhler-Miag, Inc. in Minneapolis, which employs about 230 people and has its own manufacturing and testing facilities. It also has its own pasta division with factory-trained engineers and service people. All the planning and engineering for complete plants is done in Minneapolis. Buhler-Miag, Inc. supplies complete pasta manufacturing lines for short goods, twisted goods and Nidi, including flour handling systems and auxiliary equipment. With more than 50 years of experience in this country and the close collaboration with Buhler representatives all over the world, Buhler-Miag, Inc. can combine the knowledge of the requirements of the U.S. pasta industry with worldwide experience and can help to improve this industry.

The consumption of pasta products in the U.S. is still growing and expected to increase in the years to come. Buhler-Miag is dedicated to continue to service this growing industry with its leading know-how and quality equipment.

Pillsbury Reappointments in Consumer Foods Group

Three senior management reappointments have occurred in the Consumer Foods Group, effective January 15.

George McCarthy will relocate to New Jersey to serve as executive vice president, Haagen-Dasz Ice Cream Company. He reports to Kevin Hurley, president of Haagen-Dasz. Prior to this appointment, Mr. McCarthy was vice president, general manager, Entrees.

Tom Gartner replaces Mr. McCarthy as vice president, general manager, Entrees. Most recently he was vice president, general manager, Basic Foods. He now reports to Tom McBurney, group vice president, Refrigerated Foods.

Jim Petersen fills the Basic Foods position vacated by Mr. Gartner, mov-

ing from director, Operations Analysis. He reports to Kent Larson, group vice president, Dry Grocery.

Pillsbury Executive Committee

The Pillsbury Company announced two major promotions in its executive management.

Winston R. Wallin, formerly President, was promoted to Vice Chairman. John M. Stafford, formerly President of Pillsbury's Consumer Foods Group, was named President of The Pillsbury Company. Both promotions are effective immediately.

In addition, Mr. Stafford joins Mr. Wallin and William H. Spoor, Chairman and Chief Executive Officer, as a member of the company's Executive Office.

Mr. Spoor said, "The consistent high level of performance of these two men, their depth of knowledge about our operations add the value placed on their leadership abilities make them clear choices for these new assignments.

"The two-man Executive Office has served us well up to this point in time. As we look to the future, our growth, the increasing complexity of our business and a more decentralized operating environment have caused us to re-think the size, scope and role of the Executive Office. A major rationale for this restructuring is to allow Mr. Wallin to concentrate on the broader strategic and organizational issues that importantly impact our growth.

"Operationally, Mr. Wallin will focus primarily on restaurants and Mr. Stafford will be responsible for Consumer Foods, International and Agri-Products.

"The three of us will share major strategic, policy and operating decisions for the entire corporation.

"The Pillsbury Company is on the threshold of a new era and this organization ideally positions us for the future," Mr. Spoor said.

General Foods Completes Ronconi Acquisition

General Foods Corporation and the Ronconi Corporation jointly announced the completion of the transaction whereby General Foods has acquired all the stock of Ronconi Corporation. The purchase price was not disclosed.



Pasta is a product known around the world.

Buhler-Miag is known around the world as a leader in pasta manufacturing equipment.

And Buhler-Miag is also an international leader in milling equipment and systems for semolina and flour.

So if you want to take advantage of worldwide expertise in both industries, consider Buhler-Miag. A company that

spans the pasta and milling industries, as it spans the globe.

Buhler-Miag conducts business in over 100 countries throughout the world. International headquarters in Switzerland. U.S. headquarters and manufacturing facilities in Minneapolis, Minnesota.

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E3-310

Update on World Durum Production and Trade

Although durum typically represents one-third of the wheat production in North Dakota, it currently accounts for only 5% of the total world wheat production and trade picture. It takes on almost a specialty crop status due to its specialized uses in pasta products and very limited use in bread products.

World durum production was reduced to 725 mil. bus. (19.8 mil. tons) in 1983-84, down almost 20% from the previous year, due largely to drought in the Mediterranean Basin (Southern Europe, Northern Africa and the Middle East) and acreage cutbacks in major producing regions of the U.S. As a result, world trade in durum is expected to total 173 mil. bus. (4.7 mil. tons), down from the 179 mil. bus. (4.9 mil. tons) traded in both 1981-82 and 1982-83.

U.S. durum exports have picked up again this year on increased business to Mediterranean Basin countries. Although export credit is usually associated more with lower priced wheats, the extension of credit to durum importing countries like Tunisia and Algeria will play an increasing important role in expanding U.S. durum sales. Canadian competition in the area has increased due to potentially smaller sales of Canadian durum to the USSR this year.

U.S. Durum Situation Tightens

The North Dakota Wheat Commission reports: The overall supply and demand situation for U.S. durum indicates a 31% decline in projected carryover stocks by May 31, 1984, the end of the current marketing year. A closer look at the free stocks situation indicates a substantially smaller availability of free stocks of U.S. durum as the end of the marketing year approaches.

Current USDA estimates of durum commitments to the farmer-owned reserve and CCC ownership programs may not reflect a totally accurate picture at this time due to delays in recording PIK entitlements and other changes in stocks. However, by any interpretation the free stocks situation is considerably tighter than it was a year ago, supported further by a lower than expected January durum stocks

World Durum Production and Trade

— Million Bushels —

Production	79-80	80-81	81-82	82-83	83-84
EEC	150	173	159	153	140
Canada	66	71	109	114	99
U.S.	107	108	186	148	72
Argentina	7	7	7	4	5
World Total	774	844	910	894	725
Exports					
EEC	3	3	11	21	12
Canada	58	80	85	99	88
U.S.	82	59	82	59	70
Argentina	3	5	—	—	1
World Total	155	152	179	179	173

estimate. It now appears that a high percentage of 1983-84 year end stocks of U.S. durum will be tied up in the reserve or other CCC programs. The first new crop U.S. durum will begin to be available to the market in mid-May and June when a potential 13-16 mil. bus. of southwest durum will be harvested in California, Arizona and possibly Texas. Durum prices have not yet reacted significantly to the tighter U.S. situation while durum receipts at Minneapolis continue to be adequate.

Despite a smaller 1983 Canadian durum crop, Canada is reported to have sold less durum to the USSR this year and will have more available for other markets in Western Europe and North Africa. Argentina has also been actively pursuing a supply agreement with Venezuela, the primary importer of U.S. durum and HRS in Latin America.

Algerian Agreement

Algeria and the United States signed an agreement on agricultural cooperation, trade and technical assistance in early February, during USDA Secretary John Block's market development travel to North Africa. The agreement followed USDA's latest blended credit announcement of \$160,000,000 to Algeria for the purchase of about one million metric tons (37,000,000 bushels) of U.S. wheat. U.S. farm trade with Algeria, one of North Africa's fastest growing markets, totaled \$203,000,000 in fiscal year 1983, and should improve substantially over the next few years. The newest U.S. Agricultural Trade Office is scheduled to open in Algeria on March 1, 1984.

Algeria is a major wheat import market, consistently buying over 2,000,000 metric tons (73,000,000 bushels) annually in recent years. USDA forecasts 1983-84 wheat imports to reach the 2,700,000 metric tons (100,000,000 bushels) level, with 1,400,000 mmt (51,000,000 bu.) being durum. Algeria exceeds even Italy as the world's largest durum importer, particularly when Italian re-exports of durum semolina are considered—much of which is sold to Algeria. Algerian durum trade has substantial upside potential given that semolina imports, which approached the 500,000 mt level last season, should begin to be replaced with durum wheat imports as some of the estimated twenty new durum mills now under construction or in the planning stage begin to come on line later in 1984. U.S. wheat sales to Algeria in 1982-83, all of which was durum, declined to 586,000 mt (21,500,000 bu.) from 843,000 mt (31,000,000 bu.) the previous season. U.S. wheat sales this season presently stand at 379,000 mt (14,000,000 bu.) all of which is durum. Algerian durum imports in recent years have accounted for 27 to 30 percent of world durum trade, which is forecast at 4,700,000 metric tons (173,000,000 bu.) in 1983-84.

Price Situation

The U.S. Durum Growers in their January newsletter state: "The durum price was good for a time this past fall but there are some things in the world durum situation that are frightening. An Italian Company called Italgrani has taken away U.S. markets

(Continued on page 22)



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It is with pride that we call your attention to the fact that our organization established in 1920, has throughout its 64 years in operation concerned itself primarily with macaroni and noodle products.

The objective of our organization, has been to render better service to our clients by specializing in all matters involving the examination, production, labeling of macaroni, noodle and egg products, and the farinaceous ingredients that enter into their manufacture. As specialists in this field, solutions are more readily available to the many problems affecting our clients.

We are happy to say that, after 64 years of serving this industry, we shall continue to explore ways and means of improving our types of activities to meet your requirements and help you progress with your business.

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- Contract research projects on farinaceous ingredients, eggs, process water, finished products and food additives. All work is strictly confidential unless other arrangements are made.
- Troubleshooting specific problems with workable solutions.
- Exact nutritional information by testing of your particular product line including mandatory and optional nutrients. Timely re-analysis of your products according to FDA requirements.
- Private & Professional consultations.

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Price Situation

(Continued from page 20)

in the Mediterranean region by exporting Greek durum under EEC subsidies. They just plain undersell the U.S. The price was good this fall in part due to a poor Greek durum crop. Italgrani has a contract with Canada for durum which they deliver to the Mediterranean region. Italgrani also is offering Southwest U.S. durum to export channels. They recently bought a Texas plant breeding company and a chain of line elevators in west Texas. They are encouraging the production of southwest durum so they can export it. Right now Italgrani is not offering northern U.S. durum out of the Great Lakes.

Southwest durum is becoming tough competition in export markets because of its low moisture, high strong quality gluten, its cleanliness and low dockage. Northern grown durum still has the edge in higher protein. And Italgrani seems to be ignoring northern durum right now."

Northern Crops Institute

The Northern Crops Institute is off and running. Since it opened its doors on the 29th of April, 1983, it has hosted trade teams and representatives from throughout the world. Sixteen trade teams have visited the Institute this past year. Eight of the teams were interested in wheat or durum. Four were interested in sunflowers, two in barley, one in potatoes and beans and one in buckwheat.

There are a number of short courses planned for 1984. Of these at least two will be durum oriented. A pasta processing technology school will be held during August for a group from the Philippines. The National Pasta Association has requested a five-day training program which will include study in the lab as well as in the durum field.

Dr. Brenden Donnelly, Institute director, is looking forward to a busy and successful year. Jerry Thuesen, U.S. Durum Growers Association vice-president, from Reserve, Montana, is representing Montana on the governing board of Northern Crops Institute.

Wheat Notes

• A new farmer owned reserve program for 1983 crop wheat, contract VI

has been established by USDA. The release price will be \$4.45 this year the same as this year's target price but will float at a level equal to the target price in effect for upcoming years, but never less than the 1984 level of \$4.45. Wheat from earlier crop years already in the program will be eligible for roll over into the new reserve for an additional 2 years. Approximately 400 mil. bus. of 1983 crop currently under loan will be eligible for entry as the regular loans begin to mature in March.

• The European Economic Community (EEC) in order to ease economic strains in the system has proposed raising agricultural support prices by an average of only 0.75%. Prices for cereal crops with the exception of durum and rice are to be frozen in 1984 following increases of 3.0% in 1983 and 8.5% in 1982.

• A Canadian Wheat Board (CWB) representative recently indicated that Canada will sell wheat to any interested buyers, considering no market sacred. The CWB official expressed concern over the likelihood of the U.S. flooding the world market with wheat in the current buyers market and indicated that Canada would rely on long-term agreements and traditional customers to survive price cutting practices of Australia and Argentina.

EDB Suspended

Ethylene Dibromide (EDB) was suspended, effective February 3, from use as a grain fumigant by the Environmental Protection Agency (EPA). The EPA further recommended tolerance limits of 900 parts per billion (ppb) of EDB in grain for human consumption, 150 ppb in consumer products such as flour and mixes that require further preparation, and 30 ppb for ready-to-eat products. In recent weeks, several states have initiated testing procedures on grain-based products for EDB residues. Since prior to the Feb. 3 EPA announcement there were no government-recommended acceptable levels for EDB in food products, several states had actually ordered grain products and mixes removed from retail stores when self-imposed limits were exceeded, while several others requested voluntary removal of suspected products. All fifty states are expected to adopt the EPA recommended tolerance limits. EPA is seek-

ing to remove current impediments to federal enforcement of its recommended tolerances, thus the states must implement the EDB limits for the time being.

Over 90 percent of the use of EDR in the U.S. is as an additive to gasoline. It is estimated that only about 9,000 tons of EDB is actually used as a fumigant, with over 90 percent used as a soil-injected pre-plant treatment. Concerns over EDB levels in grain products stem largely from the previously very common use of EDB as a fumigant in grain mills. EDB was also commonly used as a fumigant on fruits and vegetables, however, the EPA banned this use in September, 1983.

In the export market, EDB's quarantine-use is often required by importing countries including the U.S. and Japan. In grain-based products, scientists generally agree that EDB residues are generally reduced by up to 80 percent in the cooking process. Recent press reports suggesting that all or most of the U.S. grain stockpile could be contaminated with EDB have been cited as wholly inaccurate by government officials. EPA Administrator William Ruckelshaus said February 3 that only one to two percent of grain samples analyzed had EDB residues higher than the 900 ppb guideline and that "there will not be any necessity . . . for any destruction of grain." A USDA study several years ago of on-farm stored grain indicated only two percent of the wheat and 0.5 percent of corn may have been treated with EDB, although the mixing of treated with non-treated grain could increase those percentages. Ruckelshaus said that EDB residues in grain decline over time, and that warmer weather and acratin hasten that decline.

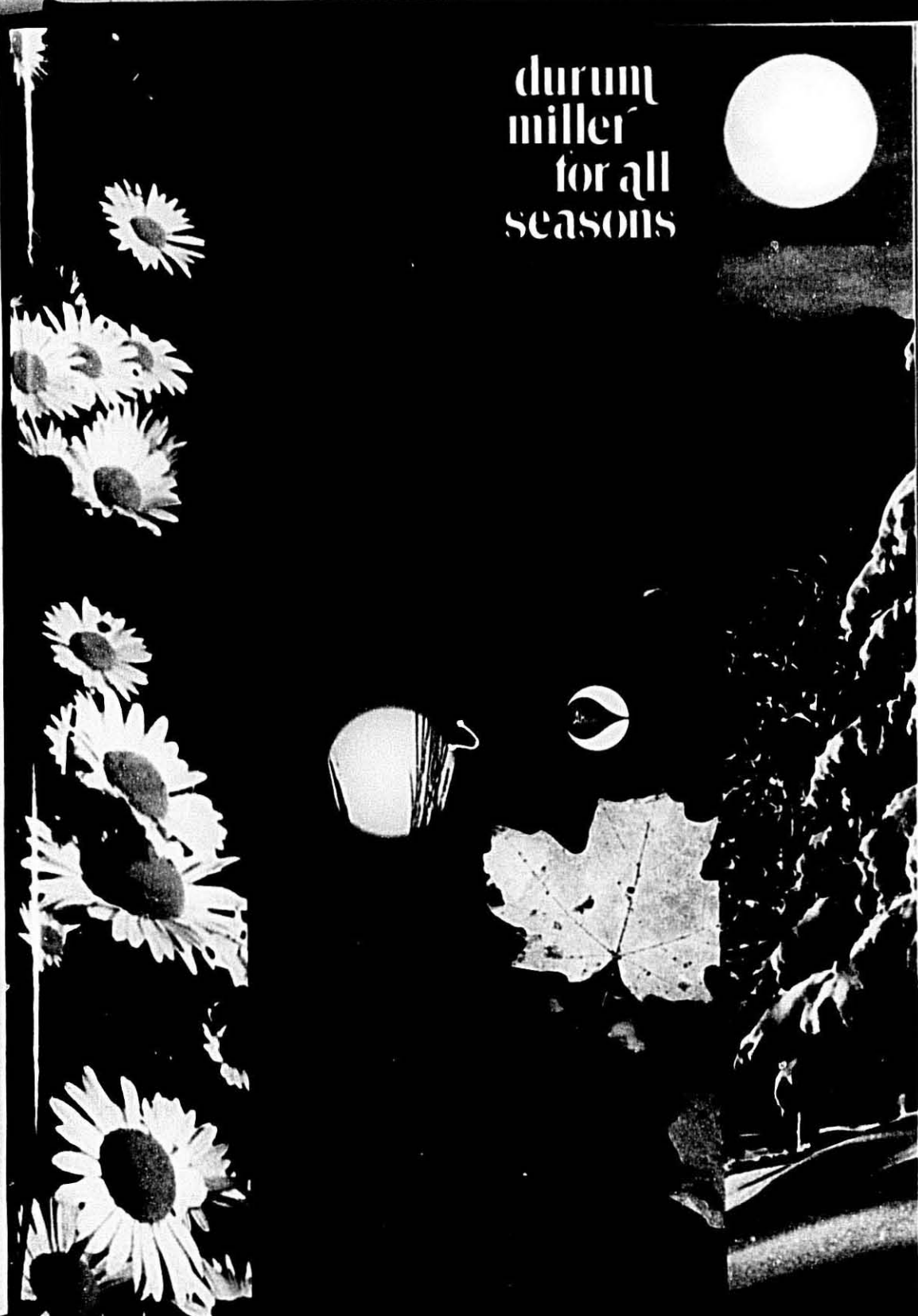
OSHA Grain Elevator Standards

NPA General Counsel, Rick Silverman, a partner in Collier, Shannon, Rill & Scott commented on the recently proposed *minimum requirements* for the control of fires, grain dust explosions and other safety hazards with grain handling facilities. The standards will apply to grain elevators, flour mills and other types of mills, Silverman said.

"I believe this proposed rulemaking will be of interest to members of the

(Continued on page 25)

durum
miller
for all
seasons



Grain Elevator Standards

(Continued from page 22)

National Pasta Association since it provides an indication of OSHA's approach for regulating safety hazards posed by dust.

Of greatest interest to NPA members are the provision relating to the control and elimination of dust. Employers must develop and implement a housekeeping program designed to control and remove dust, thereby minimizing the fugitive dust accumulations on ledges, floors, equipment and other exposed surfaces inside grain handling facilities. Employers may choose from three options to achieve this goal: (1) establish an action level of $\frac{1}{8}$ " layer of fugitive dust averaged over a 200 square foot floor area and initiate means and methods to remove immediately accumulations which exceed this level; (2) ensure removal of dust by cleaning the area once per shift; or (3) install and maintain a pneumatic dust control system. The option of cleaning one per shift was included as the result of pressure from the Office of Management and Budget ("OMB") and the White House. It is extremely controversial because it would permit the accumulation of dust to hazardous levels during a shift so long as the work area was cleaned once during each shift.

Additionally, the proposal would require employers to develop and implement an emergency action plan which includes an alarm system, evacuation procedures and employee training. This plan may be communicated orally to employees and need not be in writing. Employers must train their employees in the preventive measures and safety practices for handling the hazards posed by grain elevators. Contractors hired to perform work at the facility must be informed of the applicable safety rules.

Employers must develop and implement a permit system for hot work and for work requiring entry into bins, silos and tanks. Other precautions including atmospheric testing of the oxygen level and the use of lifelines and respirators must be undertaken before an employee may enter bins, silos and tanks.

The proposal also contains a delayed effective date (3 years) for small elevator facilities. A small elevator facility is a grain elevator which has less than one million bushel storage and

less than four million throughput during the previous 12-month period. Again, this is the result of a compromise between OSHA and OMB. OMB had advocated an exemption for small elevator facilities."

Avian Flu

The avian flu disease is a source of concern for egg producers. "If the disease can be contained within the four states where quarantines now exist (Pennsylvania, New Jersey, Maryland and Virginia), we feel it can be eradicated within a few months," said Kenneth Klippen, Director of Member Services, United Egg Producers, Atlanta. "If it should spread to North Carolina we would be panicky since this is a very big poultry and egg producing state."

In an interview with *Supermarket News*, Klippen continued, "In the winter this disease is relatively dormant, but in the spring it could be spread by flies and rodents. In addition, fowl migrating north pose a real danger since they are carriers of many types of viruses."

To date, the flu has claimed 6.5 million layer hens, which represents 2.5% of the nation's layers. "For each 1% change in supplies you see a 5% change in wholesale prices, so we estimate the flu has raised wholesale prices by 12-13¢ a pound."

Pennsylvania has been hit hardest. Only last year it ranked second in U.S. egg production behind California, now it ranks seventh. Although Klippen declined to predict how high retail egg prices would climb, he said he doubted they would reach \$3 a dozen.

Egg Prices Soar

In the past nine months egg prices have more than doubled as a result of production cutbacks and an outbreak of avian influenza among chicken flocks on the East Coast.

Net run shell eggs were quoted on July 1, 1983 in the Central States at \$11.40 to \$12.60; \$12.00 to \$13.20 in Southeastern States. By the first of February, 1984 Central States quotations were from \$24.90 to \$27.00 and Southeastern States \$27.00 to \$29.10.

Processed eggs, dried and frozen experienced the same climb in prices. Processors, noting some easing in availability of raw materials, were hoping markets have peaked as end users were

cautious and many looked to alternative products.

Poultry and Egg Institute Gone

The Poultry and Egg Institute of America has apparently disbanded.

Without comment or explanation, PEIA directors voted to end operations March 1 after about 60 years in business. All telephones at its Rosslyn, Va., headquarters have been disconnected and its office closed.

A poultry industry official who asked not to be identified said PEIA in recent years had confined its activities to promoting exports. Since 1980, foreign competition has cut U.S. poultry and egg exports more than 75%.

Plant Operations Seminar

The National Pasta Association sponsors a plant operations seminar with the theme "Manufacturing Quality into Pasta" at the Hyatt Regency Cambridge overlooking Boston, April 9-12.

The Hyatt Regency Cambridge is conveniently located in the area that includes Harvard University, Massachusetts Institute of Technology and Boston University. Less than fifteen minutes away are the heart of downtown Boston, the Prudential Center and Logan International Airport.

There will be a reception and dinner the opening night, April 9. President Joe Lichtenberg will report on "Your Association in 1984".

Tuesday will be devoted to a tour of Spaghettilville, the Prince Macaroni Company complex at Lowell, with lunch scheduled at the famous Prince Grotto Restaurant.

Wednesday features panel discussions on "Marketing Goals vs. Production Goals" to examine how they relate and depend on each other. Panels will include raw material, mixing/extrusion, drying, and finished product testing.

Thursday forenoon program considers Food and Drug Compliance. Counselor Richard S. Silverman, partner, Collier, Shannon, Rill & Scott and a representative of the Food and Drug Administration will lead the discussions. Adjournment is scheduled for noon.



**CONAGRA
AND PEAVEY:
MILLERS TO AMERICA'S
PASTA MAKERS**

No one mills more quality durum than Peavey and ConAgra. No one provides a more dependable supply — the right product at the right time at the right price.

That's why you can count on Peavey and ConAgra — America's largest supplier of quality Semolina and other fine durum products.



Flour Milling Company

Today's Moms Are Under Pressure—But They're Doing O.K.

Today's moms are satisfied with child care arrangements, don't feel guilty if they're working and have families and friends who support their chosen lifestyles. But they're also under pressure and, if working, frequently feel they're trying to do too much.

These are among findings of a major national survey released by Franco-American, a product line of the Campbell Soup Company. *The Franco-American Study of Today's Moms* reveals attitudes and behaviors of over 700 wives and mothers nationwide who were interviewed by telephone in March 1983. Among the issues addressed are: family health and nutrition, child care, employment, and household chores.

Women are exploring new lifestyle options and continuing to embrace the traditions of the past, the study indicates. No longer does a woman's personal lifestyle choice — to work, to raise a family, to do both — necessarily imply disdain for the road not taken. The study reveals that women who are combining family and career have a growing respect for the challenges faced by those who choose to stay at home — and vice versa.

Based on responses of women who said they "agree completely" with attitude statements, a great number of women believe it is possible to do it all — be a good wife, mother and worker all at the same time. Working mothers are the most likely to feel this way (70%) and the most likely to report they frequently feel they're trying to do too much (51%).

Both working and non-working women feel they are under more pressure than five years ago. Contrary to popular belief, however, it's not work that creates most pressure — it's motherhood. Sixty-eight percent of mothers say they are under more pressure, compared to 44% of working and non-working married women without children.

Only 28% of all mothers surveyed believe mothers who stay at home are under less pressure than mothers who have to work.

Both working and non-working moms feel their family and friends support them in their chosen roles. Both also report that husbands are taking an active role in parenting. But there's bad news as well.

Attitude vs. Behavior

As with any major social change, attitudes appear to be changing more quickly than behavior. Despite a decade of consciousness-raising, new role models and diminishing emphasis on traditional male/female stereotypes, women overwhelmingly report they do most household chores themselves.

Here again, it's motherhood that seems to mean the difference between satisfaction and dissatisfaction. Only 37% of mothers, working and non-working, are satisfied with the way their household chores are divided. This contrasts sharply with the attitudes of 63% of non-mothers who are satisfied.

Although they may be doing things differently than their own mothers, today's working moms don't feel guilty about their lifestyles. Only 5% of mothers with children under six and 10% of mothers of older children said they feel guilty about not being as good a wife and mother as their mother was.

The disappearance of the proverbial "guilt trip" may be attributed to several factors, the study indicates. An overwhelming number of working mothers who require child care say it is readily available. Even mothers of children under six, both working and non-working, say they are satisfied with their child care arrangement (91%).

In addition, few mothers (17%) feel guilty serving their families convenience foods and (41%) of mothers of older children feel confident their children can fix their own meals when they're not around. Finally, only 16% of working moms feel household chores are their responsibility.

Personality Types

In addition to analyzing the responses of the total sample, Franco-American performed a second analysis using responses of mothers only. Mothers who answered groups of attitude statements alike were grouped together allowing a closer look at their personal characteristics and opinions. As a result of this analysis, six personality types emerged:

- **Happy Homemaker:** Married with children, the Happy Homemaker fits everyone's image of the traditional mom. She's confident her family gets the foods they need.

In fact, she's satisfied with most every aspect of her life and gets a sense of achievement from staying at home with her family.

- **Petticoat Prisoner:** Stuck at home when she'd love to be working, the Petticoat Prisoner doesn't want more time with her family. She's under pressure and virtually no one is willing to help.

- **Nouveau Mom:** This young professional is taking time off from the fast track to start a family. She plans to go back to work but would love to make it part-time. For Nouveau Mom, motherhood has its rewards — and its pressures.

- **Mighty Mom:** You've seen her in advertisements, you've read about her in magazines. Thanks to a few compromises, she's doing it all — and loving it. She doesn't feel food from scratch is more nutritious than convenience foods. At work and at home, Mighty Mom is mighty satisfied.

- **Sister Superstress:** She's off in a million directions — working, raising kids, keeping house — and it's getting to be too much. Sister Superstress feels constantly torn and is vulnerable to guilty trips when she tries to compromise.

- **Mother Maturity:** Her kids are teenagers. If she's working, it's because her family needs the money. If she can afford it, she's staying at home. Her kids help out in the kitchen and she frequently relies on convenience foods. Mother Maturity is under a lot of pressure, but she gets by with a little help from her friends — and family.

Statistical profiles of each personality type are included in the study report.

For a copy of the study write: *The Franco-American Study of Today's Moms*, 3240 Prospect Street, N.W., Washington, D.C. 20007.

By exposing the true nutritional facts about pasta products to the dietitians, ADM Milling is keeping these food planners fully aware of the fact that pasta is "good food."

Study Shows Moms No Longer Feel Guilty About Serving Convenience Foods

Moms don't feel guilty using convenience foods and would use them more often if they felt they were nutritious, according to a new study released by Franco-American, a product line of the Campbell Soup Company.

"The disappearance of the proverbial guilt trip is a major development," said market research manager Diane Stalker. Previous company research has indicated that women felt guilty serving canned convenience foods because they question their nutritional value. "We're still seeing the nutrition concern, but women are apparently beginning to feel they don't need to spend hours in the kitchen in order to be nurturing to their families."

Based on responses of women who "completely agree" with attitude statements, working and non-working moms have similar problems providing nutritious family meals; they're in a rut about what to cook; feel food labels are inadequate; and have to worry about their family eating junk food between meals.

Working moms have a special complaint: 80% said they were concerned about not having enough time to cook. To ease some of this pressure, 37% of working moms are relying on convenience foods more they used to.

Concerns About Nutrition

Although canned convenience foods fit nicely into a busy lifestyle, few mothers (16%) are convinced that they are nutritious. Doubts about the nutritional value of convenience foods cause some women to serve them less often than they'd like. Thirty-nine percent of working mothers say they would service convenience foods more often if they really felt they were nutritious.

Despite their doubts about the nutritional value of convenience foods, only 17% of working non-working moms said they feel guilty using them.

To allay mothers' concerns about the nutritional value of its products, Franco-American shifted the emphasis of its advertising in early 1983. Ads for Franco-American products including Spaghetti and Meatballs and "Spaghettio's," now emphasize their nutritional quality. Using data from the U.S. Department of Agriculture, Campbell Soup Company and Michigan State University, ads compare the nutritional

content of leading Franco-American products to other good foods.

"It's important to us that mothers feel comfortable serving Franco-American products," said company nutritionist Dr. Chor San Knoo. "We want them to know they can save valuable time and energy without sacrificing quality."

The Franco-American Study of Today's Moms reveals mothers with older children feel confident their kids can prepare their own meals are most likely to make breakfast (57%) or lunch (46%) and to use frozen, canned or prepackaged (69%).

Few married women report their husbands are preparing more of the family meals. Those that do help out are most likely to be married to working women without children. Unlike kids who cook, husbands are most likely to prepare dinner (63%) and to use food from scratch or fresh food (83%).

ADM Milling Is "Telling Like It Is" to Dietitians

ADM Milling Company is "telling it like it is" with regard to pasta being a good, nutritious and non-fattening food; and quite simply ADM thinks that's the best way of increasing per capita pasta consumption in the U.S.

In order to help get the good word out about pasta to those persons responsible for institutional menu planning; ADM Milling is running a series of advertisements in the major technical journal read by dietitians. . . . *Journal of the American Dietetic Association*.

The ad currently appearing in the *Journal of the American Dietetic Association* is very similar to a pasta advertisement that was published several times in *Macaroni Journal*, except that the wording was specifically rewritten to appeal to the dietitians. The copy in the ad describes pasta as an excellent source of carbohydrates and protein with a minimum of calories. Also in the ad is a chart that visually displays the protein, carbohydrate, fat, calorie and water content of pasta as compared to regular and lean hamburger, American cheese, Swiss cheese and Parmesan cheese.

The Journal of the American Dietetic Association is sent to 44,801 dietitians and nutritionists . . . of which, 93% are dietitians, 5% are food supervisors or dietetic assistants and 2% are dietetic technicians. Seventy-nine percent of the recipients

recommended, specify or approve the purchase of institutionally eaten food products.

In other words, the readers of this journal are responsible for the planning of many millions of meals each year at schools, universities, hospitals, military bases and other institutions.

In less than 6 months, over 300 dietitians have already requested one or more copies of the comprehensive and informative data kit for dietitians that was offered in the advertisement . . . and more requests come in every month. It's an excellent response for an offer that promises to send (only) technical literature to the reader. The data kit is sent to recipients in a hand-somely produced blue folder and includes 1) pasta and breadstuffs (both wheat based foods) nutritional charts 2) a reprint of a magazine article that states pasta is in the "good" group of foods 3) a 16 page research report from the American Heart Association 4) reprints of ADM Milling ads 5) pasta and breadstuffs posters.

To find out who reads the *Journal of the American Dietetic Association*, a survey of American Dietetic Association members (all members receive the *Journal*) was conducted and found that members had these demographic characteristics:

Sex:	
Male	3%
Female	97%
Age:	
Under 25	6%
26-30	25%
31-35	17%
36-40	12%
41-45	9%
46-50	8%
50 +	23%
Years in Active Practice:	
1-5	8%
6-10	35%
11-15	20%
16-20	12%
20 +	25%
Area of Practice:	
Clinical	39%
Food Service Management/ Administrative Dietitians	26%
Community	10%
Generalist	9%
Consultant	4%
Educator	4%
Other	8%



Pasta is in the "Good Group"

New research shows pasta releases
the right complex carbohydrates –
rewards us with better health, slowed aging
and built-in weight control.

pasta produces a flat
reading on insulin release

which

Pasta – let's tell it like it is.

ADM

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

Insect Fragment Issue

Flour millers are continuing their efforts to obtain changes in wheat standards to properly reflect insect damage and provide an economic incentive for producers to properly care for wheat. Tom Klevay, director of technical affairs for Millers' National Federation, Washington, told an Advanced Food Plant Sanitation seminar sponsored by the American Institute of Baking.

In exploring this history and complexity of the insect fragment problem, Mr. Klevay told the A.I.B. seminar, "The level of fragments has been increasing because the level of infestation in wheat which is being made available to the milling industry has increased. The increase is the result of larger carryover in supplies, more on-farm storage and failure of the wheat standard to give a meaningful indication of the level of insect infestation in wheat."

Projects are under way, Mr. Klevay said, to improve the industry's ability to test wheat for infestation and determine whether the wheat is of millable quality. "Work is being done with Kansas State University to determine whether legal flour can be made from all wheat which complies with the defect action level for wheat," he added. "Food and Drug Administration has agreed to cooperate in this effort and review the results of the study."

Text of Mr. Klevay's presentation follows, in part:

The title Bill Pursley, director of sanitation education at A.I.B., has given to my presentation is "Insect Fragments and Defect Action Level—Is It Getting Better or Worse?" If it is fair to answer a question with a question, I ask you, would I be here if things were getting better?

I will try to explain the history behind the subject of insect fragments in flour. In addition, I will try to answer the who, what, why and where of insect fragments. By this I mean:

Where do insect fragments come from?

Why are fragments there?

What is being done about them?

Who is responsible for the fragment levels increasing?

Sanitation is essential to the milling and baking industry. The fact that you

are here today is evidence of your commitment and your company's responsibility to produce a wholesome and safe food product is a challenge that everyone in the business of producing, processing and packaging food must meet. Our country has a great record in meeting this challenge. We must not lose sight of this achievement nor let our success breed complacency.

History of Seizures

In the first 30 years of this century, there were seizures "off and on" of weevily flour. Evidence of the live insects or whole dead insects led to these seizures. In the 1930's, Food and Drug Administration reported that insect infestation of flour ordinarily developed after the flour had left the mill, implying that the infestation occurred during the transportation or storage. Also during the Thirties, it was revealed that it was possible for insect eggs and larvae to pass uninjured through the entire mill rolls system. During mill insect infestation identified the following sources of mill infestation:

- 1—Wheat.
- 2—Infested clear or low grade flour used in blending.
- 3—Returned infested flour.
- 4—Second hand bags and machinery.

To control infestation the report gave the following suggestions:

- 1—Perform two or more general fumigations annually.
- 2—Clean out and perform spot fumigations of conveying equipment.
- 3—Install drag type conveyors.

Out of the hundreds of seizure cases only two or three times were mills charged with being a source of contamination. Up until the 1940's most seizures amounted to comparatively small amounts of flour. But in 1941 F.D.A. seized 160 rail cars of flour. At the time, this was the largest food product seizure in history. The frequency and magnitude of seizures began to make millers and their customers very weevil-conscious. When flour was seized, destruction or loss fell upon the owner at the time of seizure. Flour buyers began rejecting shipments when a few live weevils were found on the

outside of flour sacks. Flour buyers tried to get millers to agree to replace any shipment of flour seized because of infestation. Millers refused to do so since they had little control over the condition in which flour is transported and no control of the condition of the customer's storage facilities.

1940 — Major Change

In 1940 there was a major change in how to determine or evaluate infestation. Instead of defining infested flour as flour containing visible live or dead insects, a method of microscopically examining flour for insect parts was used. This is when a count of insect fragments in flour started to be used as an indication of the conditions under which the flour was produced and the purity of the product.

In 1949, the first flour seized solely because of high insect fragment counts occurred. Prior to this time, excessive fragment counts had been alleged in various seizure actions, but it was invariably coupled with unsanitary storage or plant conditions, or other facts which were chiefly relied upon to sustain the charges.

This new method for determining insect fragments had shortcomings from the beginning. It was a misconception that the number of insect fragments in flour was a direct indication of the sanitary condition of the mill. Shortly after the method for identifying insect fragments was introduced it was discovered, as suspected by industry representatives, that the source of fragments in flour was the wheat.

Another shortcoming of the method of counting insect fragments was the wide variability in results from various labs. Since it is a visual examination, people see different things. What one analyst sees as an insect fragment, another might see as a bran particle. The subjectivity of the method continues to cause problems today. Since the test data does not consider the size of the fragment, one large fragment is the same as one very small fragment. Therefore, the test does not give an actual indication of the amount of insect fragment matter but a count of matter.

Once it was recognized that the wheat was the source of fragments, the industry turned its attention to-

ward the purchasing of wheat. It was then that the obvious failures of the U.S. wheat standards to include some indication of the amount of insect contamination was noticed.

The standard only specifies insect contamination if the insects are alive or the level of insect damage is enormous. Practically speaking, dead insects are ignored in the standard. Despite a miller's effort to purchase only the cleanest wheat, the wheat standards permit the marketing of wheat with levels of infestation which make it unsuitable for milling. The level of insect infestation in wheat is not considered a quality factor by the Department of Agriculture. Yet infested wheat and wheat not infested are in no way equal in value to the milling industry. These failures have been pointed out to U.S.D.A. for some 36 years, yet they continue to defend their illogical position.

During the 1940's, the industry sponsored several activities designed to improve understanding of the subject. This included a series of three flour mill sanitation short courses sponsored by the Federation, the Association of Operative Millers and American Institute of Baking. In 1950, the Federation and F.D.A. designed and conducted an extensive study to:

- 1—Determined the relationship of insect infestation in wheat to the fragment count in the flour made from it.
- 2—Evaluate the effectiveness of mill cleaning equipment and procedures.
- 3—Determine the incidence and level of insect infestation in commercial wheat as received at representative flour mills over a 12-month period.

Some of the major findings were:

- 1—The level of insect infestation of wheat depends upon the type of wheat, and the area of the country where it is grown and stored.
- 2—Levels of infestation vary with the time of the year because of harvesting and marketing of the new crop wheat.
- 3—The number of insect fragments in flour is closely related to the number of whole insects or equivalent inside the wheat.
- 4—Overall reduction in internal in-

festation by mill cleaning is about one-third.

- 5—Average ratio for all mills was 13.7 fragments in 50 grams of flour for each whole insect in 100 grams of wheat.
- 6—The average insect fragment count for all flour samples in the study was 41.3 per 50 grams.

Contaminated Grain Program

After completing the study in the early 1950's, F.D.A. began a sanitation program directed toward contaminated grain as well as the sanitary condition of mills and elevators. U.S.D.A. took steps to tighten sanitation requirements for government grain and intensified educational efforts of the extension service on clean grain. After opposition by grain trade interests, both the efforts of F.D.A. and U.S.D.A. were watered down. Nevertheless, improvements were made in the conditions under which grain was being stored.

In addition to government efforts during the 1950's, there were several industry efforts designed to address the different aspects of the problem. This included more studies, formation of special committees and several national grain sanitation conferences. To address the problem of discrepancies between various laboratories on insect fragment counts, a series of six fragment counter schools were held throughout the U.S.

In the 1960's very little activity took place. In the 1970's F.D.A. tightened its defect action level for wheat. The defect action level for wheat is 32 insect-damaged kernels per 100 grams of wheat. According to this standard, wheat containing greater than this level of damage may not be used for food use. Wheat with this level of damage cannot be milled to meet the current defect action level for flour. Compliance with the wheat defect action level is rarely checked. Therefore, wheat with higher levels of damage makes it into commercial grain marketing channels for food use. Because of the failure of the U.S. wheat standard to indicate the level of infestation or grade wheat based on the degree of insect damage, the insect-damaged wheat finds its way into food processors' hands despite efforts of the industry to purchase only wheat which is of suitable milling quality.

In 1980, F.D.A. undertook an effort to formalize many of its defect action

levels. Up until this time they were simply guidelines which F.D.A. established informally and communicated to the regulated industry. Prior to 1980 the defect action level for insect fragments in flour was 100 fragments per 50-gram sample. In true bureaucratic fashion, F.D.A. forgot or ignored all it learned about the variables which affect the level of fragments in flour. The agency conducted a survey of the level of fragments in flour during a time when the levels of infestation in wheat were much less than they are today. It's no secret that the amount of wheat being stored on farms has increased and the condition of much of the wheat has deteriorated. Based on their survey, F.D.A. lowered the defect action level from 100 to 50 insect fragments per 50-gram sample of flour. We have requested F.D.A. to reconsider its decision but they have refused because they say they have no data. I suggest that F.D.A. does not lack data but rather lacks memory and feels little empathy for the operational limitation of manufacturers. It is worth noting that the standard for insect fragments is not set because of any health concerns for fragments.

The Department of Agriculture is currently in the process of revising the wheat standards. The Federation has asked on four separate occasions that changes be made in the standard to better reflect the sanitary condition of wheat. U.S.D.A. has refused to even invite public comment on the subject. The U.S.D.A.'s ownership of large quantities of commodities and the political might of the grain handling industry have effectively kept the problem of higher levels of insect infestation in wheat from being publicly debated. The consequences of a deterioration in the quality of wheat because of insect infestation are passed on to the milling industry and its customers.

Pertinent Questions

Let's look at the who, what, why and where of the insect fragment issue.

First, where do insect fragments come from? That's clear—the wheat. The large carryover in wheat and more on-farm storage have resulted in very high levels of insect infestation in stored wheat. The number of fragments which make their way into the flour because of the sanitary condition of the mill are insignificant.

(Continued on page 36)



BASSANO DRYING OF PASTA AT TEMPERATURES UP TO 226° F

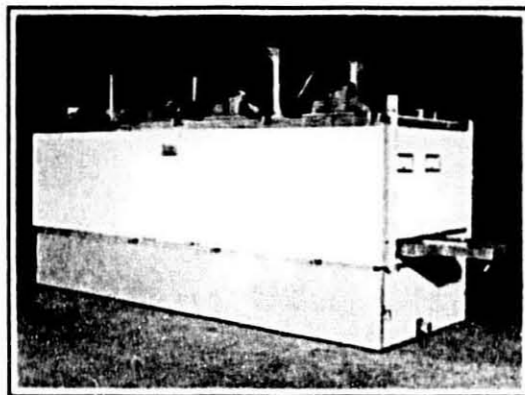
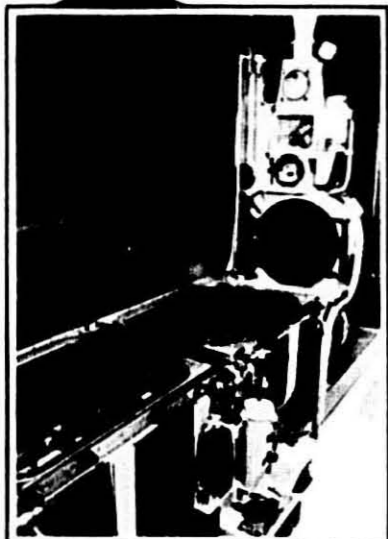
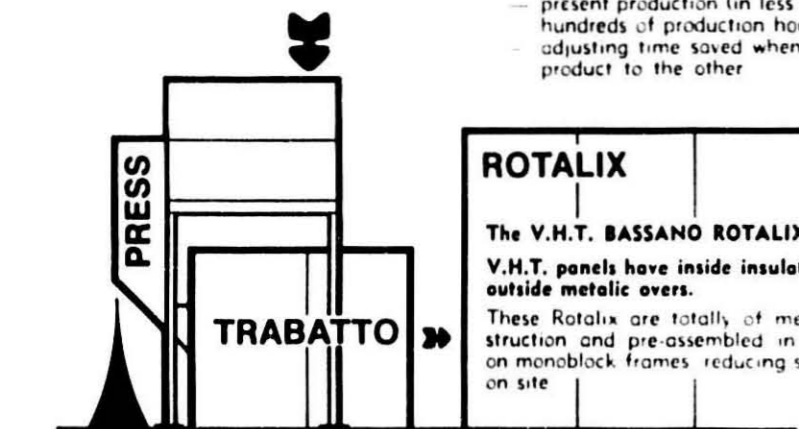
offers "V.H.T." (Very High Temperature) production lines allowing a drying of pasta at temperatures up to 266° F with better results. A better quality pasta — better utilisation of production facilities and plant operation, cost reduction.

• BETTER PASTA QUALITY:

- improved resistance to cooking and also excess of over cooking
- improved bacteriological conditions
- improved storage life
- reduction cost in breakage

• PLANT PRODUCTION COSTS ARE REDUCED:

- power-energy reduced from 10 to 20% (depending on conditions)
- less space needed (our production lines with equal production capacity are more compact)
- time saving (drying periods are three to four times shorter)
- present production (in less time you will be saving hundreds of production hours per year)
- adjusting time saved when changing over from one product to the other



BASSANO PRESS constructed with

- Volumetric or ponderal dosing units (optional) with electronic control
- Vacuum mixing unit with controlled opening plexiglass doors
- Compression screw with continuous variable speed and with low speed re-start
- Optional thermo-regulated cask and head
- Retractable mask for pasta cutting with electronic control (to give you length 7 mm to 100 mm (1/32" to 4"))
- Lift conveyor for rapid set up of the mould

These presses are pre-assembled in our plant on a aesthetic and rigid frame.

ROTALIX

The V.H.T. BASSANO ROTALIX

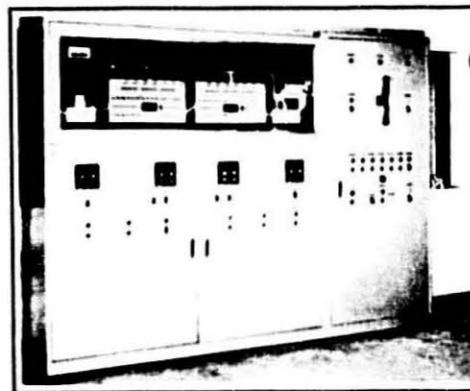
V.H.T. panels have inside insulation and outside metallic covers.

These Rotalix are totally of metallic construction and pre-assembled in our plant on monoblock frames, reducing set up time on site.

CLIMATISATION REGULATION

V.H.T. drying is obtained by optimization of the ventilating and hydrothermic circuits.

The heating is controlled by an electronic regulator. The air extraction and steam injection allow us to maintain optimum climatic conditions.



The V.H.T. BASSANO TRABATTO

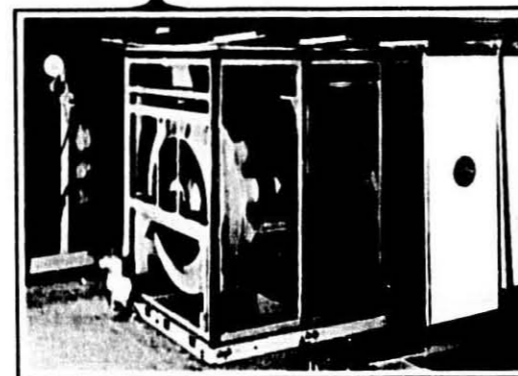
Easy frame construction allowing total access to the elements located inside the frame.

Frame and blade suspension are entirely fitted in metallic construction.

V.H.T. metallic panels are suspended for easy and rapid opening.

Two speed motor with external location.

TRABATTO COOLING SYSTEM



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offers a comprehensive line of equipment and machinery with all the following assets:

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- Easy cleaning and maintenance

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Telex: 130233



One Minute Manager

Putting The One Minute Manager To Work, the management blueprint long awaited by millions who have adopted The One Minute Manager's "three secrets", is now available at bookstores. It is predicted to be the cabbage patch book of the publishing industry for 1984.

Worldwide acceptance and the immediate demand for *Putting The One Minute Manager To Work*, by Ken Blanchard and Robert L. Lorber, gives testimony to the universal American management technique first introduced three years ago in *The One Minute Manager*.

The One Minute Manager, a national best seller in hardback for over a year and a half and now number one on the paperback charts, has changed and simplified the character and practice of American-style management. The book has been purchased by over two and a half million Americans and is now in print in 16 languages.

In *Putting The One Minute Manager To Work*, Blanchard and Lorber provide disciples of the One Minute Manager's style with specific skills which will positively influence the professional and personal lives of millions at home and on the job.

Putting The One Minute Manager To Work, provides techniques for goal setting praising and reprimands. The book demonstrates how managers and others can apply these concepts, on a systematic, day-to-day basis to achieve tangible, bottom line results.

According to Gordon W. Anderson, president of Santa Fe International Corporation, "The concepts presented in *Putting The One Minute Manager To Work* are guiding all our multinational work force. It is making a significant difference in our performance."

Ken Blanchard

Blanchard, an internationally known author and lecturer, is professor of Leadership and Organizational Behavior at the University of Massachusetts, Amherst. Heading his own San Diego-based human resource development firm, Blanchard Training and Development, Inc., he serves as a consultant to AT&T, The Chase Manhattan Bank, Holiday Inns, Inc., IBM, and The Southland Corporation, among others.

Written as a parable, *Putting The One Minute Manager To Work* pro-

vides readers with immediately useful managerial techniques. William A. Andres, chairman of the board for the Dayton Hudson Corporation, said, "*Putting The One Minute Manager To Work* deserves a praising. It's straight forward, concise and works!"

Robert Lorber

Lorber is known in international business circles as an innovative expert in performance improvement. He heads his own company, RL (Note: no periods between initials) Lorber and Associates, Inc., headquartered in Orange, California. He has successfully implemented productivity systems for such clients as Pfizer, Koppers, Norton Simon Inc., Saga, Kaiser Resources, Ltd., and Atlas Hotels.

"By utilizing the concepts of *Putting The One Minute Manager To Work*, we not only increased productivity, significantly improved safety and absenteeism, but most importantly, developed more effective communications throughout the organization," stated Robert A. Elliot, former president and chief executive, Shiley, Inc., subsidiary of Pfizer, Inc.

Elliot concluded, "If you can only read two books this year, read this one twice!" *Putting The One Minute Manager To Work* is published by William Morrow and Company.

Costs of Employee Turnover

The costs of employee turnover involve many variables, some of which are difficult to estimate. In general, however, there are two major categories of expenses: direct costs and indirect costs.

Direct Costs

Direct costs are those costs that are easily measured. They usually involve the time spent by all staff involved in the separation and subsequent hiring as well as the costs of food, materials, supplies and services used. In general, the direct costs are:

1. cost of hiring and training each new employee
 - the interviewer's time to interview the applicants plus time spent in completing forms
 - advertising expenses
 - cost of supervisors', instructors' and other employees' time spent in orientation and training of new employees

- wages paid to the new employee in excess of his/her value to the operation; specifically, the time required by the new employee to learn the job and
- poor performance and wasted food and supplies during the learning process

2. cost of overtime work required from regular employees to maintain required level of production and service while the new employee learns the job

3. production loss until the new employee is able to produce or perform at the required standard

- maximum loss created by no replacement and
- efficiency loss until a work group adjusts to a new member

4. loss of production due to accidents, which usually are more frequent for a new employee

5. expense of equipment and facilities that are not used during the training period and

6. increase in unemployment insurance premiums.

Indirect Costs

Indirect costs are those that are hidden and, although intangible and impossible to compute accurately, can often be many times higher than direct costs. The indirect costs are:

1. lost customers caused by the inferior quality of food and/or service (If you are understaffed because of employee turnover or are busy training new employees to replace those lost, it is very difficult to maintain quality standards. Also, keep in mind that every dissatisfied customer can discourage his friends and associates from dining at your establishment.)

2. low employee moral created by a worker while still employed but in the process of quitting

3. stress suffered by managerial and supervisory staff when there is a constant flow of separations and replacements and

4. remaining workers' built-in resistance to and resentment of new and untrained workers. (Obviously, this temporarily eliminates a cooperative effort by employees in your operation.)

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30 Ways to Motivate Employees

From the National Restaurant Association

1. Send every new employee a letter of welcome.
2. Write down company policies as they are made, and distribute them to all employees, along with loose-leaf binders for storage.
3. Plan the work schedule two, three or four months in advance rather than every week.
4. Give immediate feedback, whether positive or negative, on job performance.
5. "Rehire" employees periodically. Sit down with them. Go over achievements and problems. Set goals for the future.
6. Pay employees a base wage plus an additional amount each time a task is performed correctly.
7. Pay a greater proportion of health insurance, life insurance and pension benefits to employees who have worked longer for you.
8. Give a bonus or wage increase to an employee who saves you money by taking on an extra duty.
9. Put an extra \$5 in each tip jar on an especially hectic day.
10. Reward useful employee ideas with cash or public praise.
11. Don't guess what employees are thinking. Take written surveys; hold meetings; talk to them individually.
12. Ask employees to take their vacations in several installments during the year rather than in one chunk (relaxed employees are more productive).
13. Promote from within. When employees lack the skills for a new job, help them gain the necessary qualifications.
14. Combine several different tasks to create a job with more variety.
15. Avoid reprimanding employees in front of customers.
16. Offer bonuses for perfect attendance.
17. Use preshift meetings, not only to convey information, but also to praise specific employees who have performed well.
18. Be firm, professional and consistent in disciplining workers for poor performance.
19. Consider offering employees a stock option or profit sharing plan.
20. Give the chef or cook a bonus for inventing a recipe that becomes a regular menu item.
21. Pay double wages during vacations to help cover loss in tips.
22. Offer part-time employees the chance to participate in group insurance programs, even if they must pay all or part of the premiums themselves.
23. Invite employees to sign up for a free course in customer relations, trends in food and wine, accounting and so forth.
24. Consider adding an alcohol abuse or health maintenance program to your benefits package.
25. Give an employee the day off on his or her birthday.
26. Include families in parties occasionally (they will be more sympathetic the next time the employee has to work late or on a weekend).
27. Help employees welcome in the New Year with a bonus based on the profits from the old year.
28. Give employees a half day off for Christmas shopping and an occasional afternoon off during the summer to go to the beach.
29. Encourage young people to save part of their earnings by starting a "thrift plan" under which the company matches worker contributions up to a certain point.
30. Train managers to motivate employees and reward them for good retention rates.

Industrial Replacement Value Cost Trends

The rate of inflation in industrial machinery, equipment and building costs—while increasing between the first and second halves of 1983—still remain relatively low, according to a survey released by the Kemper Group.

For the six-month period ended December 31, 1983, machinery and equipment costs increased an average of 1.19 percent, compared to 0.96 percent during the first half of 1983 and 1.00 percent during the second half of 1982. Industrial building costs rose an average of 2.94 percent in the June through December, 1983 period, primarily because of rising labor costs. This rate compares with an increase of 2.09 percent during the first six months of 1983 and 2.23 percent during the second six months of 1982.

Although apprehensive about interest rates, the companies surveyed remain optimistic about the economy and predicted increases in machinery costs will average 0.23 percent per month during the first half of 1984, or 1.40 percent through the next six months. The companies cited rising labor and material costs along with increased manufacturing capacity in making the prediction.

Those surveyed anticipate building costs will rise about 0.40 percent per month in 1984's first half, or 2.45 percent in the next six months. They expect labor costs will continue to rise while material prices will remain relatively constant.

One of the world's major industrial insurers, Kemper develops these cost trends through biannual surveys of more than 300 North American manufacturers. The trends are calculated by use of a weighted index, corrected for productivity and include an installation factor. The cost trends indicate overall percentage increases in the cost of buildings erected and machinery fully installed, for various industries.

"This information aids companies in determining the present worth of their facilities for insurance purposes," says Carl C. Chrappa, Kemper's highly protected risk property valuation and appraisal manager.

A special section of the survey, North American Industrial Building Cost Location Factors, compares the value of industrial buildings of similar construction in 116 North American cities, using Chicago, IL, as a base at 100. Some of the cities compare as follows: Boston, MA—106; New York City, NY—113; Atlanta, GA—91; Dallas, Texas—97; Los Angeles, CA—113; Toronto, Ontario—109; Montreal, Quebec—99; and Vancouver, British Columbia—116.

Also included in this edition of the industrial survey are cost trends for Australia, Belgium, France, Japan, Singapore, the United Kingdom and Federal Republic of Germany. In comparison to the U.S., the annual industrial cost trends were higher for Australia, Belgium, France and the United Kingdom; lower in Japan and Singapore; about the same in the Federal Republic of Germany.

Single copies of the survey results are available by writing: Carl C. Chrappa, HPR, B-7, Kemper Group, Long Grove, IL 60049.

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Salvatore Di Cecco

Salvatore Di Cecco, 103 Bayview Ridge, Willowdale, Ontario, Canada, M2L 1E3, Tel. (416) 441-3093, Telex No. 06-986963.

Sixty years of his life directly involved in the macaroni production and sales on two continents have instilled in Mr. Salvatore Di Cecco a unique knowledge and affection for the macaroni industry.

From Italy

Born in Palena, Abruzzo, Italy on the 13th day of February, 1915 in a family that had been macaroni manufacturers for two generations, he quickly developed a keen devotion for his family business. With great interest, he learned the skills of his father and uncles, and at the young age of 18 years, he was already production manager of the world-renowned Filla De Cecco Macaroni Plant in Fara San Martino, Italy. He remained there until the age of 28 by which time he had been in charge for several years of both the macaroni plant and flour mill.

From 1943 forward, Mr. Salvatore Di Cecco went on to build, operate and manage a series of successful macaroni plants starting first in the Republic of San Marino, then Modena, and later Rome. His innovation skills linked him very closely with all European manufacturers of macaroni manufacturing and packaging equipment who promoted his involvement in the consulting field. Although a macaroni manufacturing entrepreneur himself, his interest to promote and perfect the macaroni industry made him a greatly sought-after and respected consultant and promoter.

In 1959, he was retained as a consultant by Count Matarazzo of Brazil to supervise, restructure, and improve every facet of Count Matarazzo's gigantic Brazilian macaroni industry. In 1960, Mr. De Cecco decided to transfer his whole family to Canada and accepted the position of plant manager of the newly created Romi Foods Ltd. in Toronto where he remained until 1970.

Sales Agent

For the last several years, Mr. Salvatore Di Cecco has operated his own business as North American sales agent

of the most prestigious and advanced producers and manufacturers of equipment for the macaroni industry. Adhering to his desire to improve and perfect the production procedures of his customers, he has left the sales motivation always secondary to his desire to help and to gain the gratitude and respect of all members of the macaroni industry. He represents the Ricciarelli, Grondona-Nimet, Niccolai, and Brambati firms in North America.

Ricciarelli

Ricciarelli is the renowned manufacturer of packaging equipment and Bologna-Style stamping machines. Well established in this field for over 150 years, it has always been the trendsetter in innovation and efficiency. Its machines are designed for durability, minimum and simple maintenance, speed, precision, and aesthetic appeal of the finished product. It covers the range of packaging all products from form film to cartons. It provides machines for the full packaging process including loading, transporting, weighing, packaging, bundling, etc. Ricciarelli equipment has already been introduced on a large scale in North America and prospective purchasers are invited to obtain references from all of Ricciarelli's clients which include: The Creamette Company (Winnipeg and Minneapolis), Primo Importing, Lancia Bravo, Skinner Macaroni, Viviano Macaroni Company, Gioia Macaroni, A. Zerega & Sons, Catelli Primo Ltd., Foulds, Inc., Romi Foods, Gattuso, Unico Foods, Ravarino & Freschi, and the Pillsbury Company (American Beauty), Western Globe, Major Italian, Del Monico, Zerega, San Giorgio, Facchin, Naples Macaroni, Loretta, Ronzoni, Anthony, Prince and Catelli.

Grondona-Nimet

Grondona-Nimet has been manufacturing pasta production machinery since 1948. Its technicians have always been innovative and avant-garde in the pasta production machinery field. For example they introduced the press cylinders real and true cast iron and stainless steel masterpieces, where the cooling chambers are directly obtained from the casting. This type of construc-

tion, in addition to presenting exceptionally robust characteristics, permits the treatment of the pasta during extrusion at the right and constant temperature level, thus obtaining better quality pasta presenting at all times the best organoleptic characteristics. Another technological innovation was the realization of the long pasta spreader, self-adjusted by the descent speed of the pasta itself. This innovation permitted the reduction of production trimmings obtained during the leveling operation. Another among the numerous technological innovations introduced some years ago, but still very relevant and important was the adoption of separate floors in the three or five floor long pasta drying lines. This type of construction offers the guarantee of being able to manufacture different pasta shapes in succession and obtaining for each shape the same degree of controlled dryness and therefore a high quality product. In successive years the separation of the drying floors for long pasta permitted the introduction of the technology for the high temperature controlled drying method with excellent results: this technology was later transferred and has for several years also been applied to the drying lines for short-cut pasta.

Full Line

Grondona-Nimet carries the full gamut of short, long, and special shape pasta production lines. Short cut pasta lines are made with belts or the rotation apparatus systems or combination of the two. All lines have a modular design that adapts itself to all the particular requirements and specification of any given pasta manufacturer.

Grondona-Nimet's highly efficient modern, and productive shop is located in Turin, Italy. Its pasta production lines are the most modern and reliable. It is backed by a tradition of prompt and dependable service and most at tractive prices.

Brambati

The Brambati firm, also a family operation, has been in business for at least fifty years. It is highly specialized in the manufacturing of systems for the pneumatic conveyance

(Continued on page 53)

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BUYERS' GUIDE

The following firms support the industry's trade association as associate members and/or as advertisers in the Macaroni Journal.

DURUM PRODUCTS

A D M MILLING Co., Box 7007, Shawnee Mission, Kansas 66207. Manufacturers of Comet No. 1 Semolina, Romagna Durum Granular, Goldenglo Fancy Durum Patent Flour, Palermo Durum Patent Flour. See ad pages 30 and 31.

AMBER MILLING, P.O. Box 43594, St. Paul, Minnesota 55164. Telephone: (612) 641-3796. Manufacturers of Venezia No. 1 Semolina, Imperia Durum Granular, Crestal Durum Fancy Patent Flour, and Kubanka Durum Flour. See ad on page 5.

CONAGRA-PEAVEY, One Central Park Plaza, Omaha, Nebraska 68102. Manufacturers of King Midas No. 1 Semolina, King Midas Durum Granular-King Midas Durum Fancy Patent Flour, Uno Durum Patent Flour, Sales Office, Minneapolis. William H. Grady (612) 370-7837; Sale Office in New York: Tom Shaughnessy (914) 428-7750; District Office in Glen Ellyn, IL 60137: (312) 858-7680. See ad pages 26-27.

GENERAL MILLS, INC., Sperry Division, Bakery Flour Sales, Western Region, P.O. Box 10-730, Palo Alto, California 94303. Manufacturers and distributors of Royal and Golden Durum Granulars; Sperry Macaroni Flour; Gold Medal Semolina No. 1; Exalto Durum Clears; Gold Medal Durum Flour. Northern California and Pacific Northwest call: Jean Hassell, Marketing Manager (415) 327-0372; Southern California call: Don Anderson (213) 583-4935.

INTERNATIONAL MULTIFOODS CORP., Durum Product Division, Multifoods Tower, Box 2942, Minneapolis, Minnesota 55402. Manufacturers of Duregg Egg Noodle Mix, Como No. 1, Semolina, Capital Durum Granular, Capital Fancy Durum Patent, Ravena Durum Patent, Bemo Durum First Clear

and Naples Durum Second Clear, Duregg (TM). General offices in Minneapolis. Principal durum mills in Baldwinsville, New York, and St. Paul, Minnesota. See ad on back cover.

NORTH DAKOTA MILL AND ELEVATOR, Grand Forks, North Dakota 58201. Manufacturers of Durakota No. 1 Semolina, Perfecto Durum Granular, Excello Fancy Durum Patent Flour, Nodak Durum Patent Flour, Red River Durum Flour, and Tomahawk Durum Flour. General Sales Office: W. Leo Cantwell, Director of Marketing (701) 795-7228; V. M. "Skip" Peterson, Sales Manager (701) 795-7224. See ad page 17.

PENDLETON FLOUR MILLS, INC., P.O. Box 1478, Pendleton, Ore. 97801; Phone (503) 278-8511. Durum products. Mr. Dan Breland.

SEABOARD ALLIED MILLING Department of CARGILL, INC., P.O. Box 9300, Minneapolis, Minnesota 55440; (518) 447-1700, Albany, New York, John La Spina; (615) 698-4432, Chattanooga, Tennessee, Dan Dougherty; (612) 475-6127, Minneapolis, Minnesota, Lin Lundgaard, VP National Sales. See ad pages 23-24.

EGGS

BALLAS EGG PRODUCTS CORPORATION, 40 North Second Street, P.O. Box 2217, Zanesville, Ohio 43701. Sales office in New York City. Packers of pasteurized frozen and spray dried high color yolks for the noodle trade.

BENDER GOODMAN CO., INC. 5 Worth Street, New York, NY 10013. (212) 431-5700. Liquid, dried, and frozen eggs for the pasta industry.

BROWN PRODUCE CO., INC., Farina, Illinois 62838, (618) 245-3301, has been servicing the macaroni-noodle industry for over twenty-

five years with a full line of colored egg yolk and whole eggs, special blends made on request. Products are marketed under the brand name of Bake-Rite and distribution is coast to coast. The company is fully integrated with its own feed mills, egg production, and storage facilities and able to quote your short or long term needs.

CUTLER EGG PRODUCTS INC., 612-30 Sedgley Avenue, Philadelphia, Pa. 19140. Mr. Harold M. Cutler—Sales Telephone: Area Code (205) 585-2268. Packers and distributors of frozen eggs and egg solids. Processing plant: Industrial Park Road, Abbeville, Alabama 36310.

EGG CORPORATION OF AMERICA, 583 Broadway, P.O. Box 119, Westwood, NJ 07675. "Total suppliers of eggs to the Macaroni Industry." * Shell * Liquid * Frozen * Dried * Blends. Seasonal or High Color.

HENNINGSEN FOODS, INC., 2 Corporate Drive, White Plains, New York 10604. (914) 694-1000. Manufacturers of Free Flowing Egg Yolk Solids, Free Flowing Whole Egg Solids, Dehydrated Chicken, Beef, Ham, and Turkey products. Sales offices in each of the major cities in the United States, Western Europe, Japan, Mexico and South America. Technical assistant available. Samples sent on request. For information, contact: Vito J. D'Agostino, Kit Henningsen, Rich Reynolds or White Plains; West Coast—Mike Nolan at (714) 861-7216. See ad on page 37.

MONARK EGG CORPORATION, 601 East Third Street, Kansas City, MO 64106; (816) 421-1970. We offer Dried Whole Eggs, Dried Egg Yolks, Dried Egg Whites, standard and free flowing.

NATIONAL EGG CORPORATION, P.O. Box 608, Social Circle, Georgia 30279. Telephone: (404) 464-2852. Egg Yolk Solids, Free Flow. Whole Egg Solids, Free Flow.

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MILTON G. WALDBAUM COMPANY, Wakefield, Nebraska 68784. Phone: (402) 278-2211. (800) 228-8178. TWX 9108238000 Waldbaum, WAFL. Dean Hughson, Product and Export Manager. Egg Processor. Fresh shell eggs, fresh liquid egg, frozen whole eggs or egg yolks, egg white, whole egg, egg yolk solids. Special package size available. Dark color whole eggs and egg yolks available on contact. Experienced exporter. See ad on page 57.

CHEESE

COMMERCIAL CREAMERY COMPANY, S. 159 Cedar St., Spokane, WA 99204. Manufacturer of dehydrated products, specializing in powdered sauces for pasta. Telephone (509) 747-4131. Toll free (800) 541-0650. Telex: 328439. Bud Gilmartin, President; Dr. Judy Kintner, Technical Director.

MANUFACTURING EQUIPMENT

A.C.B. INDUSTRIES INC., Fairfield, New Jersey 07006, markets in the USA and Canada "Bassano" V.H.T. (very high temperature) long and short pasta drying equipment. The use of V.H.T. allows our equipment to dry pasta in one fourth the time than conventional dryers new on the market. The results are an excellent quality product with improved bacteriological conditions, improved storage life, reduction cost in breakage, power and energy reduction, less floor space needed, time saving etc.

Luke Dupras is our Sales Manager in the USA and Canada. Luke is a graduate in Food Technology from L'Universite de Montreal, is a professional member of the Institute of Food Technologists and a member of the National Cereal Chemists. You can contact him at (201) 882-0380 at A.C.B. Industries, Inc. 277 Fairfield Rd., Fairfield, NJ 07006 for more information on A.C.B. Bassano pasta drying equipment and V.H.T. See ad pages 34-35.

ASEECO CORPORATION, 3100 Bandini Boulevard, Los Angeles, California 90023. Engineers and

manufacturers of complete storage systems for noodles, cut goods and specialty items. Product Lines: Aseeco overlapping bucket lifts (elevators), belt conveyors-sanitary, accumaveyors, vibratory conveyors and scalping screens, modular distribution systems—vibratory and belt, selectomatic bin storage systems, automatic continuous blending systems. Services: Engineering and plant layout for complete macaroni plants from storage to warehouse. Supervision and installation of all equipment. See ad page 9.

AZO, Incorporated P.O. Bx 181070, 4128 New Getwell Road, Memphis, TN 38118 (901) 794-9480. AZO Incorporated has over 35 years of worldwide experience in flour handling systems. AZO features: Computer controlled continuous blending systems to assure that accurate blends of different flours and regrind are fed to each press. Each press can receive a different formula — automatically. Trouble-free silo discharge — efficient, quiet, Turbo-Segment Discharge Cones for any size silo. Dust-free Conveying Systems — efficient utilization of both vacuum and pressure conveying with large filters and dust-free design throughout. Centrifugal sifters — no dust, no vibration, low maintenance. Different sizes available to handle from 1 to 50 tons per hour. Sanitary construction — all crevice free interiors and FDA approved epoxy coatings inside and out. Regrind systems — complete storage, grinding and feeding systems for regrind. Experienced engineering staff. If you are building a new plant or modernizing an existing one, put our staff of experts to work for you. See ad page 15.

DOTT, INGG. M., G. BRAIBANTI & COMPANY, Largo Tosonini 1, 20122 Milano, Italy. U.S. and Canada Office: Braibanti Corporation, 60 East 42nd Street, New York, New York 10165, Phone (212) 682-6407, Telex 12-6797 BRANY NYK. Manufacturers of completely automatic lines for producing long, twisted and short goods. Production lines from 5,000 to more than 200,000 pounds of finished product per day. Pneumatic flour handling systems. All types of specialty machines, including ravioli and tortellini. Free

consulting service for factory layouts and engineering. See ad page 7.

ZAMBONI, Via G. Verga, 3 40033 Casalecchio de Reno, Bologna, Italy. U.S.A. and Canada Office: Braibanti Corporation, 60 East 42nd Street, New York, New York 10165. Phone: (212) 682-6407, Telex 12-6797 BRANY NYK. Manufacturers of coiling machines, ravioli machines, nesting machines. Cartoning, weighing and bag packing machines.

BUHLER-MIAG, INC., 1100 Xenium Lane, Minneapolis, Minnesota 55440; Telephone (612) 545-1401. Planning, engineering and consulting for complete pasta factories. Manufacturers of complete pasta processing lines:

- for short goods; presses, shakers, dryers, coolers, bins as well as belt storage systems.
 - for long goods; presses, spreaders, dryers, coolers, cutters, stick and cut product storage units
 - for twisted goods; presses, twisters, dryers (also Nidi machine)
- Specialty Processing Equipment:
- steamer (for instant product)
 - extruders for snack foods

We also offer a complete line of laboratory equipment, and a die washer for every size and shape of die used in the pasta industry. Buhler-Miag's engineering and manufacturing staff can supply you with complete semolina and flour bulk handling systems including dust control equipment.

Sales offices at 580 Sylvan Avenue, Englewood Cliffs, New Jersey 07632; phone (201) 871-0010. See ad on page 19.

MANUFACTURING EQUIPMENT

DEFRANCISCI MACHINE CORPORATION, 280 Wallabout Street, Brooklyn, New York 11206: Full range of automatic lines of machinery for both short cuts and long goods including lasagna, from 250 to 5,500 lbs/hr. Full range of high temperature drying equipment. Automatic long goods cutters, auto-cutters. Die washers, dry egg feed-

THE MACARONI JOURNAL

How do you like your eggs?"

Guest Check

TABLE NO.	SERVER NO.	DATE	ORDER NO.
			9685-41
1			<i>spray albumen</i>
1			<i>spray dried yolk</i>
1			<i>spray dried whole egg</i>
4			<i>spray dried blends</i>
			<i>liquid whites</i>
			<i>liquid yolks</i>
			<i>liquid whole eggs</i>

THANK YOU!



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

NATIONAL EGG PRODUCTS CORPORATION
Box 608, Social Circle, Georgia 30279
Phone: 404/464-2652

ers, hydraulic tube cleaners and conveyors. Direct canning spreaders for filling spaghetti at a pre-determined quantity directly into cans. Fresh pasta presses for restaurants. Concentric extrusion dies. Twenty-five pounds per hour Laboratory Extruders. Pilot and production extruders for snack foods and cereals. See ad page 39.

SALVATORE & ALESSANDRO DI CECCO, 103 Bayview Ridge, Willowdale, Ontario M2L 1E3 Canada. Exclusive sales representatives for **Garibaldo Ricciarelli S.a.S.**: Automatic Packaging Machinery in cartons, cellophane, polyethylene, or laminated film for long and short cut pasta, cereals, rice, dried vegetables, coffee, cocoa, nuts, dried fruits, spices, etc., automatic loaders, bucket conveyors, electronic microprocessor weighers, checkweighers, stamping machines, noodle machines, case packers, taping machines, bucket conveyors, coders & printers, and summing devices; **Grandona-Nimet**: high temperature completely automatic long goods pasta lines, short cut pasta lines with belt or rotating apparatus dryers or combinations thereof, individual presses, shaking pre-dryers, dryers, spreaders, strippers, stick-recovery systems, conveyors and bucket elevator, etc.; **Tralle Ricciarelli-Niccolai S. a. e.**: pasta dies, die-washing machines; **Brambati**: systems for storage and pneumatic conveyance and blending of semolina and flour, storage for noodles and short cut pasta, dry pasta. See ad on page 43.

FOOD ENGINEERING CORPORATION, 2765 Niagara Lane, Minneapolis, Minnesota 55441. Phone: (612) 559-5200. Manufacture, assemble and service a standard line of short goods pasta processing equipment, including Dryers, Coolers, Vibratory Conveyors, Bin Storage Systems, Continuous Belt Storage and accumulating systems and other related equipment. Also suppliers of Dryers, Accumulating Systems, Vibratory Conveyors and other processing machines and equipment for many other food industries. Mr. Ralph D. Burgess, Jr., President. Mr. Donald Lyman, Sales Technical Manager.

MICRODRY CORP., 3111 Fostoria Way, San Ramon, California 94583. Multistage drying-pasteurizing using microwave techniques now proven with nearly all types of pasta. Enormous savings in energy, space and time. Also noodle cutters, die washers, belt storage systems.

MORGAN & ASSOCIATES, 6507 Twin Oaks Drive, Kansas City, MO 64151. (816) 741-8096. Custom designed and built conveyor systems for spaghetti. See ad on page 51.

DIES

D. MALDARI & SONS, INC., 557 Third Avenue, Brooklyn, N.Y. 11215. Phone: (212) 499-3555. Extrusion dies for pasta, cereals, snacks, pretzels, animal feed, R & D in non-related food fields. See on page 13.

TANZ, INC. 2271 Sheridan Road, Zion, IL 60099. Quality extrusion dies. See ad on page 49.

PACKAGING EQUIPMENT AND SUPPLIES

CLYBOURN MACHINERY PAX-ALL, 7515 North Linder Avenue, Skokie, Ill. 60077. Phone (312) 677-7800. Vertical Cartonning equipment with volumetric or net weight filling. Horizontal cartonners for long macaroni products

Sales Offices:

PAXALL FOOD MACHINERY, 505 W. Algonquin Road, Arlington Hts., Ill. 60005. Phone: 1-800-323-2253.

PAXALL CLYBOURN MACHINERY, 45 U.S. Hwy. # 46, P.O. Box 836, Pine Brook, NJ 07058. Phone (201) 227-9377.

PAXALL CLYBOURN MACHINERY, 8 Tory, Irvine, CA 92714. Phone: (714) 552-4414.

COOLEY SALES, INC., Suite 112, 6025 Martway, Shawnee Mission, KS. 66202, (913) 362-8120, is a pack-

aging consulting organization specializing in supplying printed flexible films such as polypropylene, polyethylene and their various laminations to the Pasta Industry. Colley Sales, Inc.'s program is designed to work as a staff function to your purchasing department. Support systems include:

1. Analysis of existing film structures and sizes with recommendations and techniques that result in improved market appearance and lower total packaging cost.
2. Complete art department for new graphic designs and/or changes.
3. New film research and package development.
4. Mini-Max inventory ordering systems with a raw stock and finished goods inventory program that virtually eliminates out of stock problems.
5. Excellent communications response to important everyday questions, such as "when can you ship it?"

The extruders and converters that we represent are committed to aggressive service and have high standards of quality and dependability. Ask the major macaroni manufacturers that Cooley Sales, Inc. supplies why they have used our support functions for over 50 years. The answer is contribution to profit. See ad page 41.

FAUST PACKAGING CORPORATION, 145 Oval Drive, Central Islip, N.Y. 11722. Creators and manufacturers of multi-color cartons and promotional material for macaroni-noodle products and frozen foods.

FOLD-PAK CORPORATION, Van Buren Street, Newark, New York 14513. Eastern Sales Office: 110 Charlotte Place, Englewood Cliffs, New Jersey 07632. Fold-Pak Corporation specializes in the manufacturing of folding cartons for the macaroni and frozen food industry. Manufacturing Capabilities: Offset Printing from 2 to 6 colors, Rotogravure and Flexographic Printing, Die-Cutting, windowing machines

(Continued on page 50)

TANZ, INC.

Quality Extrusion Dies for the Macaroni Industry

- DESIGNING
- MANUFACTURING
- SERVICING

WE'VE MOVED TO LARGER FACILITIES TO SERVE YOU BETTER

formerly Guido Tanzi Inc.

TANZ, INC.
2271 Sheridan Road
Zion, Illinois 60099
(312) 872-9630

Morgan & Associates

Morgan & Associates, founded in January, 1960, has been working as a consultant principally in the Pasta and Snack Foods Industry during these years. The principal operation of the company has been to design and build special labor saving devices and machines that result in increasing efficiency while at the same time reducing the cost of labor by automation.

For over twenty years we have principally engaged in the design and construction of spaghetti conveying equipment, that, through a series of electric eye controls, completely and automatically delivers spaghetti from the Dryer to the packaging machines. Rarely is it possible for us to exactly duplicate a system, since we continually have to design the equipment to fit into an existing layout. We work in areas many times where "Straight Line" conveying is not possible. Some times it is necessary to design special equipment such as "S" curves, etc. to convey spaghetti around a corner or an offset in order to move the product into position so that it can be further conveyed into the packaging equipment. Then through the use of bucket elevators and horizontal conveyors (stainless steel buckets) and chimneys and spaghetti cutters, we can move the product from the Dryer into the packaging machines. With this equipment, we can move around curves or go at right angles, etc. so that the packaging machines can be located almost in any position away from the Stripper.

Versatility

The equipment is especially versatile in that we can direct different products from two different or more Dryers into the same packaging equipment. This is accomplished with the use of two parallel horizontal conveyors, each of which receive spaghetti from its respective Dryer. Then, for example, depending on how the electrical control panel is set at any one time, the product from Dryer "A" can be directed to packaging equipment "C." Then by turning the switch at the control panel, the product from Dryer "B" can be directed into the same packaging equipment "C." Packaging equipment "C" can be one or a series of packaging machines, depending upon your needs.

This system is completely controlled by the requirements of the packaging equipment, and its limitations are

based upon the limits of the Stripper. Through a series of electric eyes as the packaging equipment "calls" for more spaghetti, it automatically operates the horizontal conveyors, the bucket elevators, etc., and "calls" for one more stick of spaghetti from the Stripper. The system draws off product from the Stripper only as fast as it is being packaged. Since the system is completely automatic, one machine or a number of packaging machines, can be in operation at the same time without adjustments to the controls. Also, a bulk station can be included to draw off 5-10 or 20 pound quantities or whatever quantity is needed of either 10 inch or 20 inch product.

Maintenance and Spare Parts

Maintenance is at minimum, consisting mainly of occasional attend to standard roller bearings, etc. All gear drives, clutches, brakes and electrical motors and controls are basic standard equipment and can be purchased in your location. Unfortunately for us, we couldn't take our wives to MacDonalds once a year on the total volume of spare parts sales.

Other Equipment

Other equipment includes various widths and lengths of chimneys to bring your product from one floor to another, or for short distances with or without proportioning equipment at the bottom. Air operated cutters are designed to cut spaghetti to any designated length and place it in scale hoppers, if necessary.

Regrind

A regrind unit is available that will accept any length of spaghetti or short goods product from a portable hopper, and without using high speed or noisy equipment, the product is broken into pieces approximately 1/2 inch in length so that it is suitable to be pneumatically conveyed to any location in your plant. This equipment is equipped with a variable speed drive, so that it will produce at the rate from 250 lbs. per hour to over 2,000 lbs. per hour.

Research and Development

Many companies today do have special problems or need special equipment to keep their labor costs at a minimum. We are a low overhead company with the availability of complete

machine shop equipment and technology, so that we can design and build all types of special equipment for your needs.

Buyers' Guide

(Continued from page 48)

and special finishes back up major printing equipment. Mechanical Packaging Systems: In-depth engineering analysis to help assure you of the most efficient packaging system in your plant. This is followed up by continuing service by our engineers. Packaging Design: Professional designers experienced in the pasta and related industries are available for your packaging needs. See inside front cover.

PACKAGE MACHINERY COMPANY, 330 Chestnut St., East Longmeadow, MA 01208. (413) 525-6441. Manufacturers of automatic packaging equipment since 1913. Package Universal and high-speed wrapping machines. Trans-wrap vertical bag forming, filling and sealing machines. Eagle automatic net weighing scale systems. Dyna-Pak case positioning and case packing machines for bagged products. Sales Offices: 513 W. Mt. Pleasant Ave., Livingston, NJ 070039 (201) 8901; 1709 Ogden Ave., Lisle, IL 60532 (312) 960-305; 4100 Executive Park Dr. Cincinnati, OH 45241 (513) 506-5055; 4340 Campus Drive, Suite 214 Newport Beach, CA 92660 (714) 979-3887. Sales Agents: Capper-McCall Co., 814 Sandtown Rd., Marietta, GA 30061 (404) 422-8500; Edward A. Wagner Co., 9876 Monroe Dr., Dallas, TX 75220 214-357-9456; Jacco, Inc., 3101 Mercier, Kansas City, MO 64111 (816) 531-0033. See ad page 45.

SMURFIT DIAMOND PACKAGING CORPORATION, 401 Alton St., Alton, IL 62002. Packaging Products Division, 407 Charles St., Middletown, OH 45042 (513) 422-2772. Creators and producers of multi-color labels, folding cartons and Di-Na-Cal heat transfer labels. Sales offices in 19 principal cities offer nationwide package design service and marketing consultation. Six manufacturing plants are strategically located coast to coast.

CUSTOM DESIGN

- AND BUILT -

COMPLETELY AUTOMATED

"CONVEYOR
SYSTEMS"

FOR

SPAGHETTI

FROM STRIPPER ★ ★
★ ★ TO PACKAGING

INCLUDES:

Bucket Elevators

Horizontal Conveyors

Chimneys - 10" or 20"

90° or 180° Curves

"S" Curves

Cutters

Special Equipment For Your
Needs Designed and Built

If No One Can Do It
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Phone (816) 741-8096

Serving the Industry over 22 Years



THE BEST PASTA STARTS WITH THE BEST EGGS

We have been trusted suppliers to the pasta industry in the U.S. and abroad for nearly 30 years.

There's a reason for the reputation. Manufacturers know they can rely on the quality of Wakefield Eggs... and they know they can depend on us to deliver when and where they need our products. Our customers are sold on our service. Can we be of service to you?

CALL DEAN HUGHSON
TOLL FREE 800-228-8176

MILTON G. WALDBAUM
Company

Wakefield, Nebraska 68784

TWX (910) 623-8000 WALDBAUM WAFL

Buyers' Guide

(Continued from page 50)

FORTIFICATION

PANIPLUS, 100 Paniplus Roadway, Olathe, Kansas 66061. (913) 782-8800. Call the STAR Squad enrichment experts for precise enrichment blends of vitamins and minerals toll free (800) 255-6637. See ad page 11.

VITAMINS, INC., 200 East Randolph Dr., Suite 7960, Chicago, Illinois 60601. Phone: (312) 861-0700. Manufacturers of enrichment ingredients used by macaroni manufacturers and flour millers. Also manufacturers of protein supplements including defatted wheat germ and milk proteins of high biological value. Sales representatives: East, Louis A. Viviano, Jr., P.O. Box 374, Plainfield, NJ 07061 (201) 754-9031; Midwest and Other Locations, Jack W. Rogers, Chicago, Illinois, 60601 (312) 861-0700.

SERVICE

HOSKINS COMPANY, P.O. Box F, Libertyville, IL 60048, Phone (312) 362-1031. TWX 910-684-3278. Answerback: HOSKINS LIBY. Sales representative for DeFrancisci Machine Corp. (DEMACO) in Canada and the Western United States. DEMACO manufactures pasta production lines. Sales representative for Aseco, manufacturer of finished goods conveying and storage systems for noodles and short cut macaroni.

ROSSOTTI CONSULTANTS ASSOCIATES, INC., 158 Linwood Plaza, Fort Lee, New Jersey 07024; (201) 944-7972. Charles C. Rossotti, President; Jack E. Rossotti, Vice President. Professional Consultants in all phases of the Macaroni Industry, including Packaging, Sales Promotion, Marketing, Merchandising and buying and selling of macaroni plants. See ad on inside back cover.

WINSTON LABORATORIES, INC., 25 Mount Vernon Street, Ridgefield Park, N.J. 07660. Our laboratories, with 63 years of experience, continue to fulfill a vital need of every Pasta producer — Evaluation

of product quality. Quality starts with the selection of the best raw materials free of incidental additives such as pesticide residues, pathogenic bacteria, and extraneous matter. Also a continual checking of your egg solid content of noodles and your enrichment concentrations are necessary to insure proper nutrition and compliance with Federal requirements. Have questions concerning nutritional labeling? Know what records must be maintained to substantiate your product claims. The Winston Laboratories Inc. — Specialists in the Chemistry & Bacteriology of Macaroni and Noodles. Marvin Winston, Director. Prompt and Efficient Service since 1920. Phone (201) 440-0022. See ad on page 21.

Rossotti Consultants Associates, Inc.

Rossotti Consultants Associates, Inc. at 158 Linwood Plaza, Fort Lee, New Jersey 07024, are the successors to Rossotti Lithograph and Packaging Corporation, which was established in 1898.

Since the beginning of the Rossotti Companies, they have concentrated heavily in servicing the macaroni industry — not only in the United States, but Canada and Europe. Actually, the Rossotti organization covers practically every aspect of the macaroni industry from the conception of a brand and trademark for a new product, right through to the marketing, sales promotion, trademark and brand identity, advertising, design and graphics, merchandising, new products development, machinery and equipment, and public relations. With the continuing changes in the industry, including mergers, acquisitions, consolidation and new people and new ideas coming into the industry, Rossotti has kept up with the times.

The creation of the proper brand names and supporting trademarks has been an important activity within the Rossotti organization. That is why Rossotti feels that a lot rides on the right brand name and supporting trademark for any product in the macaroni industry and products allied to the industry.

Rossotti, therefore, is in a position to offer consulting services by long experience and concentration in the macaroni industry. Preliminary con-

sultations are made without any obligation. All contacts are made on a strictly confidential basis. The Rossotti organization has been an Associate Member of the National Pasta Association since its inception. They are considered a leading consultant in all phases of the macaroni industry.

CLASSIFIED

ADVERTISING RATES

West Ad \$1.50 per line
Minimum \$5.00

WANTED: Demeco used presses, spreaders. For information write P.O. Box 1068, Palestine, IL 60667.

FOR SALE: Two complete automatic long spaghetti and short macaroni pasta lines for a production capacity of 1,000 pounds per hour. Long Line: automatic press, double spreader, pre-drying and drying sections, dry pasta silo, and automatic packer. Short line: automatic press, pre-drying and drying sections, dry pasta silo, and automatic packer. For information call Jose Maria Fiorani (813) 864-2624, 4602.

"Hands-on" alumnae of Calif. Conning Industry managerial ranks anxious to enter pasta industry. Reply Suite 86, 355 N. California Dr., Burlingame, CA 94010.

Martina on Pasta

Martina Navratilova, tennis champion, said some fine things about the nutritional and low calorie values of pasta in a *Chicago Sun-Times* story about the change in her diet. The year-old clipping was sent in by a member.

Reporter Len Ziehm asked the question, "Now that you've become number one, pictures of your first days on the tour are being widely circulated. They suggest a major transformation of your body. Was there one?"

Martina responded, "Until I saw '60-Minutes,' I didn't know how fat I was. It was all baby fat. Everybody changes. It's just that I was in the public eye. I've been eating mainly pasta the last two years and losing weight doing it. I don't have any red meat, oils, fat or sugar. In addition to tennis, I play a lot of basketball and workout by running wind sprints."

Anniversaries

Pictured in International Multi-food's house organ "Impact" were Darrell Runke, Assistant Chairman of the Board, celebrating 35 years of service and Sal Maritato, Division Vice President for Durum marking 25 years.

Salvatore Di Cecco

(Continued from page 34)

and blending of semolina and flour storage for noodles and short-goods macaroni products, and dry pasta mill grinders.

Niccolai

The Niccolai firm is a long-established Italian manufacturer of dies and die washing machines. It makes dies of all shapes and specifications in bronze-aluminum or other high-resistance alloys. Its dies are manufactured with interchangeable bronze, glass and/or teflon cartridge inserts with special oxidizing treatment on the cut surface. Premoulding inserts are in bronze and the pins in stainless steel. Compensating plates and safe die filters are made in stainless steel. It is a patent holder of automatic cutting apparatus. Its die washing machines can contemporaneously wash round and rectangular dies. Parts that come in contact with water are all in either stainless steel or bronze and the machine is equipped with ecologic water recovery and decantation tanks and may be purchased with or without pumps.

For any further information or assistance you are invited to contact Mr. Di Cecco without any obligation on your part.

Less Spent on Food

Consumers in the U.S. spent 11.6% of their disposable income at food stores in 1982, the third straight year of decline, according to an industry analysis published by the Food Institute, a nonprofit information and reporting association in Fairlawn, N.J.

According to Perspectives on Food Distribution: Driving Forces Behind the Nation's Largest Industry, consumers spent 11.8% of their disposable personal income at food stores in 1981, and 12.4% in 1980.

The report, which analyzed figures from statistical sources including the Bureau of Labor Statistics, the Department of Agriculture and the Consumer Price Index, looked at all aspects of food production and distribution.

Consumers are eating more meals outside the home, according to the report. They spent 5% of their disposable incomes on food outside the home in 1982, and 4.8% in 1981.

Average employment at food-industry wholesalers of groceries and related products decreased slightly in 1982 from the previous year—650,800, compared with 663,600 in 1981 and 655,300 in 1980.

For food stores, employment averaged 2,153,400 in 1982, compared with 2,130,800 in 1981 and 2,089,400 in 1980.

Retail food prices rose 3.4% during 1982. According to the report, 79% of the increase was because of a rise in the farm-to-retail spread, or the difference between the farm value of products and their retail prices.

Breakdown in Costs

The breakdown costs in the food dollar in 1982 was as follows: Labor, 32¢ farm value, 28¢; other costs, 8.5¢; packaging, 8¢; intercity transportation, 5¢; before-tax profits, 4.5¢; rent and depreciation, 4.5¢; fuels and electricity, 4¢; interest (net), 2¢; advertising, 2¢, and repairs, 1.5¢.

Of each dollar spent for food eaten at home, farmers receive 34¢; processors, 30¢; wholesalers, 9¢; transporters, 6¢; and retailers, 21¢.

According to the report, food prices rose more than one-third between 1978 and 1982.

Changes in 10 Years

Changes have taken place in food expenditures in the past 10 years, as consumers grew more price-conscious, changed their product mix, looked to private-label goods (including generics) and used more coupons.

Average weekly household expenditures for food in 1980-81 were \$50.50, compared with \$33.11 in 1972-73, according to the Bureau of Labor Statistics.

During the period between the two surveys, prices for food at home increased an average of 84.6%, while food prices away from home increased about 95.7%.

According to the report, if consumers had not changed food spending patterns in the '70s, and had they been able to match increased food prices with higher expenditures (which they did not), the \$33.11 figure of the early '70s would have grown to \$62.16 by 1980-81. The actual spending, \$50.50, is 23% less than the projected figure.

The average expenditure for the 1930-81 period varied by household

incomes; households in the \$5,000-6,000 income range spent an average of \$34.69 weekly for food, while those with incomes over \$30,000 spent an average of \$81.61 a week. In addition, lower-income families spent more on cereals, pork, poultry, eggs, milk and cream, while higher-income home purchased more beef, seafood, processed dairy products and prepared food.

Although consumer food spending increased 52.5% in all U.S. urban areas in the past decade, spending rose by greater percentages in the South and West, according to Bureau of Labor Statistics figures cited in the report.

The report also cited age differences as a factor in food spending. For example, households headed by persons in the 35- to 44-year-old age group spent an average on \$69.50 a week for food at food stores and restaurants. That figure is 38% above the average \$50.50 weekly expenditure of all consumers.

That "prime group" spent an average of \$47.28 weekly for food at home, 38% above the average for all consumers, and 10% more than the group spending the next highest amount—the 45-54 age group.

The \$360 billion spent at food outlets last year was spent primarily at food stores—70.2% of the total. Of that total, 65.7% was spent at grocery stores, including supermarkets.

USDA Rated Food Industry Lubricants

Handy reference wall chart identifies H-1 lubricants which are compounds used on equipment and machine parts where there is potential exposure to edible products and H-2 lubricants which are compounds used on equipment and machine parts where there is no possible contact with edible products. This sixty-five product wall chart enumerates industry standards, viscosity, applications, features and benefits of lubricants offered by Keystone. Included in this information are maintenance hints such as lubricant selection, storage, upsize grease and oil applications, bearing care, hydraulic systems and air compressors.

For more information, please contact: George Arbocus of Keystone, 21st and Lippincott Streets, Philadelphia, PA 19132. Call Toll Free 800-344-2241.

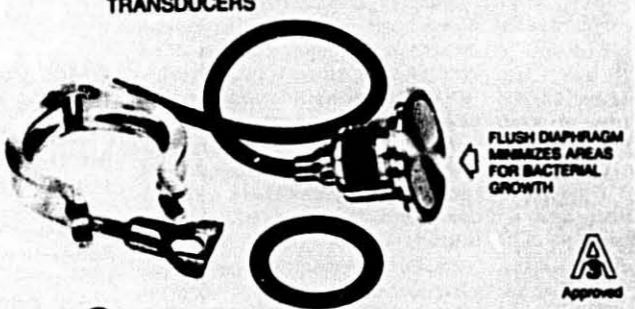
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New Sanitary Pressure Transducer with easily cleaned flush diaphragm minimizes bacterial buildup

Problem:
How to monitor system pressure or flow in processes requiring sanitary operating conditions such as pharmaceuticals, food and beverage.

Solution:
Viatran developed an all stainless steel, completely sealed, flush diaphragm transducer that can be cleaned with steam or chemicals while in-place. The unit also may be removed easily for cleaning.

Product:
MODEL "50" SERIES SANITARY PRESSURE TRANSDUCERS



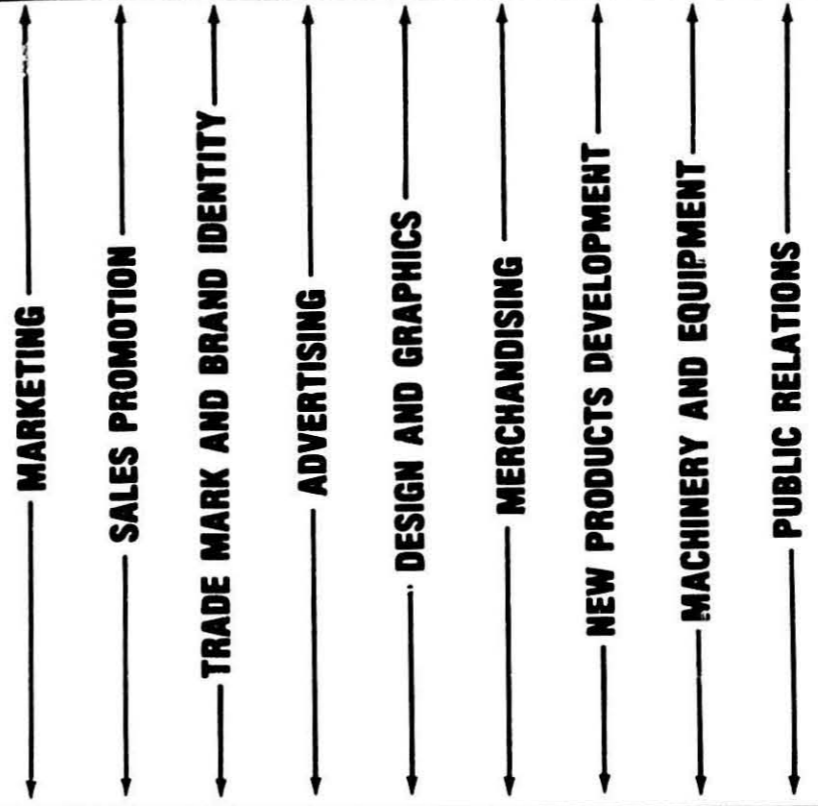
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