

**THE  
MACARONI  
JOURNAL**

**Volume 50  
No. 9**

**January, 1969**

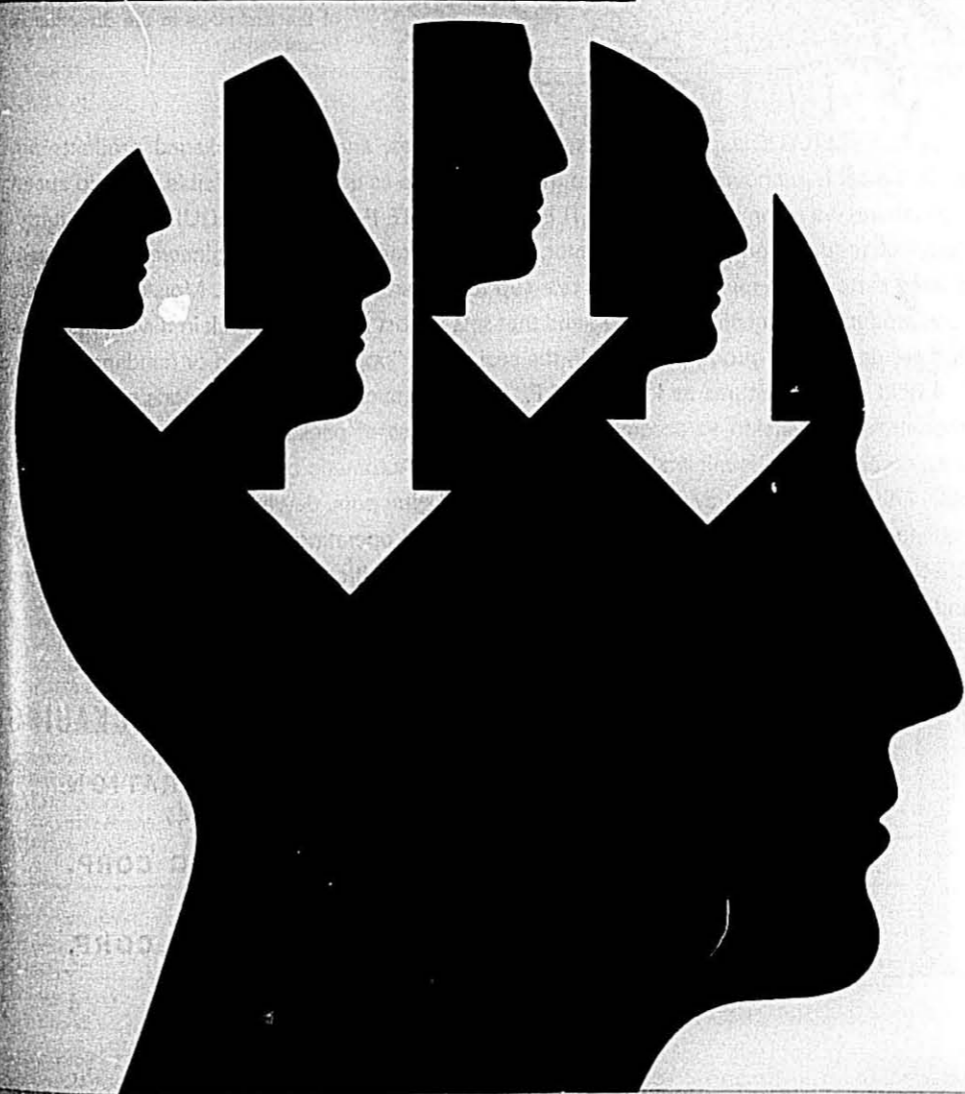
# Macaroni Journal

INTERNATIONAL  
ASSOCIATION  
OF  
MACARONI MANUFACTURERS  
OF NORTH AMERICA



JANUARY, 1969

**PENETRATING  
PEOPLE PROBLEMS**



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## The Macaroni Journal

1969  
Vol. 50  
No. 9

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P.O. Box 336, Palatine, Illinois. 60067.

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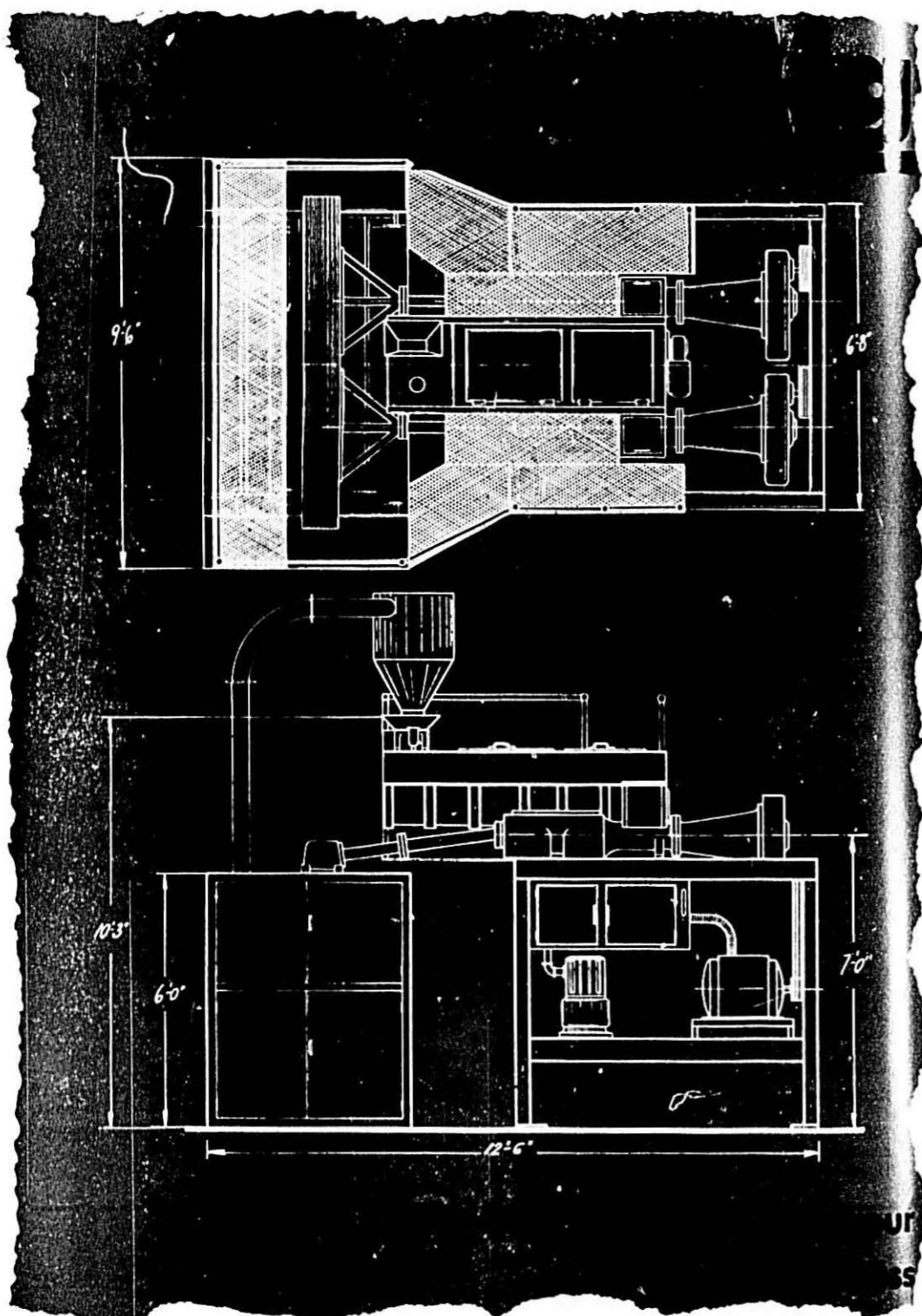
### Cover Photo

Cover: "Penetrating People Problems" will be theme of N.M.M.A. Management Seminar at Hotel Diplomat, Hollywood, Florida, January 30-31. Industry Business Session on January 29.

The Macaroni Journal is registered with U.S. Patent Office.

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JANUARY, 1969



GMA Dignitaries: Chairman H. F. Dunning, President George Koch, Vice-Chairman Don Kendall, and A & P Chairman M. W. Allredge.

## Grocery Manufacturers of America Meet

GROCERY Manufacturers of America met at the Waldorf-Astoria in New York City in November. They heard Melvin W. Allredge, chairman and chief executive officer of the Great Atlantic & Pacific Tea Company, outline a successful program involving "going back to school."

"That school," he said, "is you members of GMA, 29 of whom we've met for top-level talks since last July."

The A & P Chairman said, "When bringing out a new private label we are learning not to (with certain exceptions) discontinue your brand. By keeping them both, we usually show a better increase in total commodity sales."

### Social Scene

Another capacity crowd heard James E. Hurt, Jr., board chairman of Central City Foods, Inc., St. Louis, urge grocery manufacturers to give expertise and funds to the cause of ending injustice and poverty in America.

"I want to halt the myth that segregation and discrimination are caused by people being black. It is not because they are black—it is because they are broke," Mr. Hurt said.

### Politics Pondered

The grocery industry faces the post-election challenge of increased involvement in activities formerly handled by government, a panel of political leaders and commentators told the session. Senator Charles E. Goodell (R-N.Y.) saw the new Administration asking the business community for increased cooperation and more activity on its own in the field of social and economic problems.

Jesse Unruh, California Democratic leader, said the principle task of business would be to help narrow the gap "between the main part and the rear guard of society." "The Federal Government simply no longer has believability as the principal problem-solver" he said.

New York's Deputy Mayor Robert Sweet urged the grocery industry executives to contribute to new experiments in municipal government, since the city is the crucial area where 70 per cent of the nation's population will be living in the next ten years.

Steve Bell, American Broadcasting Company news commentator, saw the major issue confronting business as "how to bring extremists back to the center."

Jeffrey St. John, president of the communicating consulting firm, CINCOM, Inc., thought business has a great opportunity to win over youth since "they are looking for guidance." "Business should not apologize for itself, but articulate that it is part of a social system that uses no compulsion and offers freedom," he said.

James A. Farley, board chairman of Coco-Cola Export Corp. and former U. S. Postmaster General, urged businessmen "to give the new Administration a chance, since the President is often in a position to understand what is needed where the individual is not."

Erwin D. Canham, editor-in-chief of the Christian Science Monitor, commended President Johnson and President-elect Nixon for their handling of "an orderly transfer of power." He called upon grocery industry execu-

tives to offer their help in "seeing that our economic and political systems work as well as they can."

### Officers Elected

H. F. Dunning, president, Scott Paper Company, was reelected Chairman of GMA. Other officers elected were: Donald M. Kendall, president, PepsiCo Inc., Vice Chairman; Lyle C. Roll, chairman, Kellogg Company, Secretary; and Ralph Hart, chairman, Hublein Inc., Treasurer. George W. Koch was reelected GMA President.

Six presidents were elected as new members of GMA Board of Directors. They were: A. W. Eames, Jr., Del Monte Corp.; Donald N. Givler, Grocery Store Products Co. (Foulds, Gold Medal Macaroni); M. B. Thompson, Geo. A. Hormel & Co.; Henry Weigl, Standard Brands, Inc.; and to fill unexpired terms: James P. McFarland, General Mills; Howard Morgens, Procter & Gamble.

### Ad Creators Call for Attention

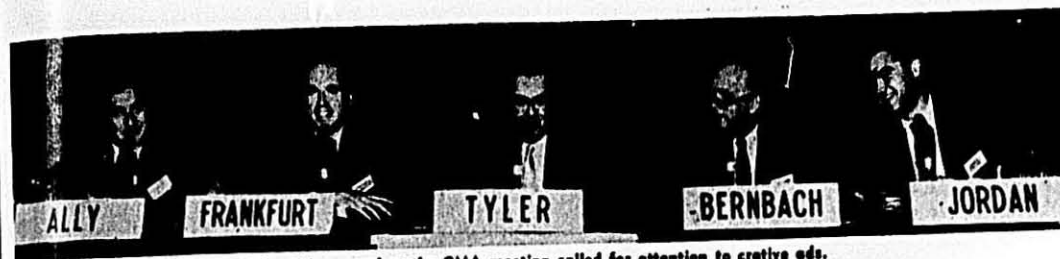
Food industry executives were urged to look at the ads their agencies are creating for them—and not leave their approval up to product managers alone. The plea came from a panel of major agency creative heads at the GMA annual meeting.

"I object to the young product manager out of Harvard Business School or MIT who analyzes ads with a slide rule," said William Bernbach, chairman of Doyle Dane Bernbach, Inc. "An ad can meet all the points in his copy platform, and still be a bad one," said Mr. Bernbach. He recommended that top management at food companies get into the act of judging ads, as top management does at agencies. . . .

But Donald Kendall, president of PepsiCo, Inc., and chairman of the day, said he thought agencies could also improve supervision of the ads they produce. "We once asked an agency where an ad they did for our company came from, and for a while no one could say. But at last they found out and told us. 'Oh we fired that guy,'" said Mr. Kendall.

### Panelists

Both men gave their views during a question-and-answer period, which was also faced by panelists including Carl Ally, president of Carl Ally, Inc.; Stephen Frankfurt, president of Young & Rubicam-U.S. and James Jordan, Jr., creative director of Batten, Barton, Durstine & Osborne. The moderator was William Tyler, advertising consultant and columnist.



Advertising panel at the GMA meeting called for attention to creative ads.

Mr. Jordan said he thought agencies could help the ad approval process by communicating more with brand managers well in advance of creating the ad, instead of "keeping to themselves in tree-houses."

### Never Surprise A Client

Mr. Frankfurt agreed with that comment. "Never surprise a client is always a good rule to follow," he said. Mr. Ally said he thought the client could not help the agency on the matter of ad supervision unless the brand manager "was given the authority to say 'yes' as well as 'no.'" "Currently, most brand managers can only disapprove, but not approve ads, according to Mr. Ally.

Mr. Tyler summed up: "Your company's platform should be short, terse,

and not strait-jacket the agency. But the agency should communicate with, and not surprise the client."

### Campbell President Urges Involvement

Executives of the food industry were urged to increase expenditures for research and development in an effort to fill voids resulting from recent cutbacks in government expenditures for agricultural and biological research.

Speaking before the Grocery Manufacturers Association at its annual meeting, Campbell Soup Company President W. B. Murphy said, "Government has a big job of research to do for defense and other public sector purposes; but government should not be expected to, encouraged to, or even

permitted to finance research that relates primarily to the private sector." In 1967, Mr. Murphy pointed out, government research expenditures totaled \$14.9 billion while research expenditures by industry totaled \$7.9 billion. Recently, government has made heavy cuts in agricultural research and the biological fields as well as in other fields.

That private sector research has generally been highly productive, he said, is illustrated by the breakthrough brought about by industry in electronics, synthetic fibers, advanced machinery, data processing, chemistry, management practices, design engineering, distribution advances, and many of the developments in the food industry.

(Continued on page 9)

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# WINTER MEETING

NATIONAL MACARONI MANUFACTURERS ASSOCIATION

Hotel Diplomat, Hollywood, Fla.

Wednesday, January 29

- 1:00 p.m. National Macaroni Institute Committee Meeting, Card Room, Diplomat West.
- 3:00 p.m. **INDUSTRY BUSINESS SESSION.** Industry Meeting in the Mezzanine Theatre, Diplomat East. Greetings from President Peter J. Viviano.
- 3:10 p.m. Durum Relations Report — Lloyd E. Skinner, John W. Wright.
- 3:30 p.m. National Macaroni Institute Report—Albert J. Ravarino
- 3:50 p.m. Public Affairs Committee Report—Nicholas A. Rossi.
- 4:10 p.m. Questions and Answers on the Fred Meyer Case—Harold T. Halfpenny.
- 4:30 p.m. Research and New Products — James J. Winston.
- 4:50 p.m. Wheat Germ Additives—Louis E. Kovacs.
- 5:00 p.m. Adjournment.
- 7:00 to 8:00 p.m. Ice Breakers Party on Patio of Diplomat West.

Thursday, January 30

- 8:15 a.m. Continental Breakfast served in Mezzanine Theatre.
- 9:00 to 12:00 noon **MANAGEMENT SEMINAR.** Penetrating People Problems. Dr. Billy J. Hodge, professor of management, The Florida State University, will be lecturer and moderator of discussions.



Dr. Billy J. Hodge

Thursday, January 30

- 1:00 p.m. Golf Tournament for the Ted Sills Trophy. Deadline for entering is Wednesday evening.
- 7:00 p.m. Suppliers' Reception and Cocktail Party in the Regency Room.
- 8:00 p.m. Italian Dinner Party—Music with the compliments of Rossotti Lithograph Corporation

Friday, January 31

- 8:15 a.m. Continental Breakfast served in the Mezzanine Theatre.
- 9:00 to 12:00 noon **MANAGEMENT SEMINAR.** Penetrating People Problems—Dr. Billy J. Hodge, lecturer and discussion leader. Afternoon free for recreation or continued discussion group.
- 7:00 p.m. Suppliers' Reception and Cocktail Party in the Calcutta Room of the Country Club.

Saturday, February 1

- 8:00 p.m. Dinner Dance with the music of Van Smith's Orchestra.
- 9:00 a.m. Board of Directors Meeting in the Lower Sky Room, Diplomat East.
- 12:00 noon Adjournment.

## Involvement Urged— (Continued from page 7)

### Government Trends

Mr. Murphy also pointed out there is a growing need for business to defend itself against trends that are gradually eroding private industry's freedom to operate. Among these trends, he cited the growing use of broad, over-drawn legislative labels and one-sided publicity blasts which tend to condemn an entire industry when only a tiny fraction may be at fault.

"We all know it is a delicate matter to keep government controls to a minimum and still protect the public. The trend is to greater control and there seems to be no reversing the trend. As businessmen, we must view this as a continuing effort to erode our ability to operate and it should be resisted whenever our common sense tells us that there is serious danger to the fundamentals of business operation."

### Labor-Management

Another area in which this trend is taking place, he said, is in labor-management relations, and he suggested "a need for greater adherence to principles by business managers when dealing with unfair or uneconomic union hierarchy ambition."

Calling inflation a third and most serious erosion of our business now going on, Mr. Murphy said that the restraint of the 1950's and the fairly good price stability that extended from the early '50's to mid-1966 was broken wide open by a combination of Vietnam costs and skyrocketing government deficits. "Coupled with this," he said, "was the sudden discarding of the age-old principle that wage and salary increases must be matched by productivity gains if price stability is to be preserved."

"Unless there is intelligent action taken by government, business and labor to curb excesses in wages, prices and in government deficits, the result can only be a far greater amount of government control of our economy."

### Environmental Problems

In closing, Mr. Murphy directed the attention of the grocery manufacturers to what he termed "a crying need for a greater involvement by business people in the environmental problems of the communities where we operate. Certainly we must have a deep regard for community problems, and business has the wherewithal to do something about them."

As examples of what can be done, he cited the participation of Campbell Soup Company in a dozen or so differ-

ent programs in Camden, New Jersey, to upgrade the city. "These activities," he said, "range from endeavoring to improve local government leadership to the formation of a citizens' group to sponsor urban renewal, port development, and generally good community behavior." Also in progress, he said, is a housing rehabilitation project with a \$500,000 revolving fund, sponsorship of neighborhood clean-up campaigns, and expenditure by the company of \$105,000 to recondition and place again into operation a recreational park, and assistance to a number of small enterprises which could not get help from other credit sources.

### The Importance of Earnings

GROCERY manufacturers should pay as much attention to Wall Street as to Main Street, a noted consultant told the annual meeting of the Grocery Manufacturers of America.

Speaking at New York's Waldorf-Astoria Hotel on November 11, Walter P. Margulies, president of Lippincott & Margulies, Inc., said: "Simply growing at the same rate as our population is not enough in today's business arena. A not-so-quiet revolution is creating new ideas, new techniques, new ways of doing business. Your industry has done a good job of creating new products and finding new uses for old ones. Your advertising has turned brand names into household words.

"But by concentrating on the consumer, you are overlooking other important publics whose influence directly affects your growth. Prime among these is the financial community. Ask any security analyst on Wall Street—is the grocery manufacturing field heading any list as a glamour industry?"

### Different Climate

"Today's business climate differs markedly from that of 20 years or even 10 years ago. The advent of conglomerates, the ever-increasing trend towards mergers and acquisitions are revolutionizing American business and enhancing the influence of the financial community. To a greater and greater extent, it is on Wall Street that the future growth of your company is being determined. And they are judging you by new and different standards. Is yours an aggressive, forward-looking company? Are you innovating? Is your executive echelon streamlined and progressive?"

### What They Want to Know

"These are some of the things that the financial community wants to know. Are you telling them? And how

are you telling them? How does your company score on the classic vitality indicator of the financial world—the price/earnings ratio?"

Among the ways a low price/earnings ratio penalizes a company, Margulies noted, were:

1. Poor public acceptance, not only by the stock-owning public but also by institutional investors.
2. Difficulties in merging or acquiring other companies without diluting earnings.
3. Possibility of being unwillingly acquired by another firm.
4. Difficulty in raising capital on the open market.
5. Low morale among executives and difficulty in recruiting top talent.
6. Unattractive posture in terms of future growth.

Too many companies suffer from the inability to "communicate smart," he stated. "Suppose you're participating in a contest sponsored by Wall Street. First prize—a five point bonus for your stock. In 25 words or less you must describe the expertise of your company. What would you say?"

"To continue to grow—and this is crucial for your corporate survival—you must first recognize and articulate the essential being of your company. Then you must energetically and effectively communicate it to all your publics, but especially to the financial community."

### Franco-American Promotion

A premium promotion tie-in with the release of United Artists' movie, "Chitty Chitty Bang Bang," will be run by Campbell Soup Company for Franco-American spaghetti and macaroni products.

The macaroni label will feature an offer of a set of four laminated plastic placemats with pictures of a car featured in the movie. It will be available for 80¢ and two labels of Macaroni, MacaroniOs or Macaroni 'n Beef.

Spaghetti product labels will feature a 64-page coloring book containing scenes from the movie. It will be obtainable for 30¢ and two labels from spaghetti packages.

The offer runs for ten months.

### New Soup

Campbell Soup Company is marketing Golden Vegetable Noodle-O's soup. Priced between two for 33¢ and two for 35¢ retail, the introduction is being supported by television and newspaper advertising with a 5¢ store coupon.

## THE NMMA DIRECTOR-OF-THE MONTH

### President Peter J. Viviano

Peter J. Viviano, now serving as the 20th president of the National Macaroni Manufacturers Association, attended his first macaroni meeting in 1929 when the convention was held at the General Brock Hotel in Niagara Falls, Canada, at the tender age of sixteen, and he has been attending macaroni meetings regularly ever since that time.

Born on January 29, 1913, in Chicago, Illinois, he lived there until 1928 when his family moved to Louisville, Kentucky, and organized the Kentucky Macaroni Company. He attended St. Xavier High School and Xavier University. During summer vacations, he worked in the plant and after college became a full-time employee.

### Macaroni Man

The entire career of Peter Viviano has been devoted to the macaroni industry, his thirty odd years having been spent in every phase of pasta making at Delmonico Foods. He can be justly proud of the fact that the company has climbed into the top ten of the commercially important macaroni and egg noodle producers in the United States. He is now president of Delmonico Foods, Inc., a subsidiary of Hershey Foods Corporation. Delmonico distributes macaroni products throughout eleven states surrounding Kentucky. Mr. Viviano is known throughout his organization simply as "Mr. Pete."

### Family Man

In 1937 he married Josephine Lauricella of Detroit, Michigan. They have three children. Son Joseph is a third generation member of the macaroni firm acting as Senior Officer and Director of Sales. Daughter Stephanie, married to Dave Lohri, is an accountant with Price-Waterhouse. Son Frank is attending Bellarmine College.

### Sports and Hobbies

Peter Viviano is a man of many interests and hobbies and seemingly endless energy. He is an avid sports fan, dating back to his high school days when he played football at St. Xavier; and was a tireless organizer of the school athletic program at his parish at Holy Spirit Church. Son Joe's basketball career began here. Mr. Viviano's hard work paid dividends — while at Xavier University Joe was voted "Most Valuable Player" two years in succession and held the all-time scoring rec-



Mr. Pete

ord while his team won the National Invitational Tournament.

Even overshadowing his love of sports is Pete Viviano's passion for auto racing and all the attendant mechanics. For many years he built small racing cars for his children and others as well. His children had their own little "Viviano Special" at a tender age.

Stephanie became very proficient at this sport; and when it became apparent that she could outrace the male drivers, she was "retired." Son Frank shares his father's love for mechanics and racing. They spend many hours in their shop working on engines of all kinds. And they follow the auto racing circuit from Indianapolis to Daytona.

"Mr. Pete" is more than a lukewarm fisherman; his vacations are spent either in Canada or Florida relaxing with rod and reel. He has even convinced his wife that fishing really is fun. Hand in hand with fishing is boating, which he enjoys a great deal. His year-round relaxation is golf, and he can usually be found on the golf course at least twice a week. And in his spare time he even does some bowling.

### At Home

At home, much to the chagrin of his wife, he indulges in Western movies (horse operas, she calls them), and enjoys television coverage of all sports events. Mrs. Viviano claims he is a great outdoor chef—really a whiz on the barbecue grill. The most welcome visitors at his home are his two grandchildren, Lisa and Joey, children of son Joe and his wife Paulette. According to

reliable sources, they receive an abundance of tender loving care from their doting grandfather.

### Organization Man

"Mr. Pete" is a member of Holy Spirit Church, where he is active in the Men's Club; a member of Audubon Country Club and the Country Club of Naples, Florida; American Business Club; Optimist Club; Chamber of Commerce; and the YMCA. He is also president and a director of the Fairgrounds Motor Speedway, which enables him to keep up with all phases of auto racing.

Peter Viviano has been active in many areas of the work of the National Macaroni Manufacturers Association throughout his business career. He was first appointed an Association director in the middle 30's and has been a director ever since. He has served on many Association committees through the years, his most recent interests being in the Standards and Research Committee for which he is chairman. In 1962, he became an NMMA officer upon being elected third vice president. In July, 1968, at the 58th Annual Meeting held at Le Chateau Champlain in Montreal, he was elected president of the Association.

### Favorite Recipe from Mr. Pete

#### Spaghetti with Chicken and Ham

Peter J. Viviano  
(Makes 4 servings)

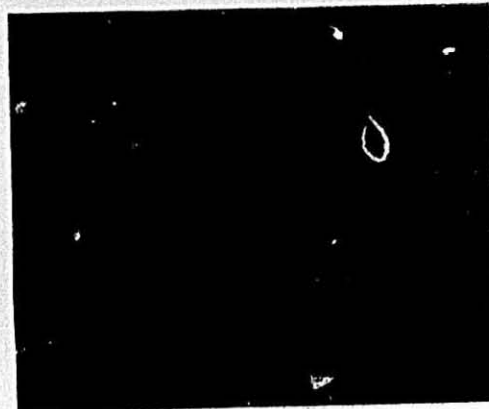
- 2 large chicken breasts, boned, skinned and halved
- 1 medium onion, sliced
- 2 tablespoons butter or margarine
- ¼ pound ham, cut in thin strips
- 1 teaspoon salt
- ¼ teaspoon each: white pepper, celery seed, tarragon leaves
- 1 tablespoon salt
- 3 quarts boiling water
- 8 ounces spaghetti
- 2 tablespoons flour
- 1 chicken bouillon cube
- 2 cup water
- ½ cup dairy sour cream

Lightly brown chicken and onion in butter in large skillet. Add ham, 1 teaspoon salt, pepper, celery seed and tarragon. Cover and cook over low heat 30 minutes or until chicken is tender.

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

(Continued on page 42)

# spaghetti lovers don't know us from Adam.



Let's face it. The North Dakota Mill isn't the best known durum flour mill in the world.

If you were to ask a thousand spaghetti lovers if they knew our name, they'd probably shake their head. But whether the spaghetti lover knows our name—or not—is unimportant. It is important that the product

be great. Your customers will love you, when they enjoy spaghetti or macaroni products made with our flour by you. As we said, we're not important. Your product is! **the durum people.**



**north dakota mill & elevator**

GRAND FORKS, NORTH DAKOTA (701) 772-4841



**Balanced diet:** Figure skater Peggy Fleming receives her weight in macaroni and chese as a result of her latest title, "Macaroni Sportsman of the Year." The title was bestowed on the Olympic champion by the National Macaroni Institute for her prowess on skates both as an amateur and now as a professional. In an interview at Grenoble, France last winter, Peggy reported a fondness for her favorite energy-building dish—macaroni and chese—so the macaroni group followed through. Peggy was in Chicago starring in the Ice Follies at the Chicago Stadium.

#### Vote for Macaroni

National Macaroni Week, held just before the national elections, garnered an overwhelming mandate if publicity clippings are the yardstick.

Election night suppers was the theme of material sent to food editors and it was widely used. From major market newspapers: Oct. 1, Seattle Daily Times, "Spaghetti & Meat Balls"; Oct. 2, Atlanta Journal, "Egg Noodles with Turkey Fricassee," Hartford Courant, "Baked Trout & Egg Noodles" and Oakland Tribune, "Noodles Alfredo"; Oct. 4, Orlando Sentinel, "Macaroni Cabbage Salad"; Oct. 6, Akron Beacon Journal, "Macaroni Diet Platter"; Oct. 9, Los Angeles Herald Examiner, "Sa-

lute to Ham Tetrazzini"; Oct. 10, Houston Post, "Speedy Spaghetti Sauce," Dallas Morning News, "Salmon Steaks with Creamed Macaroni"; Oct. 11, Madison State Journal, "Macaroni Chili"; Oct. 18, Richmond News Leader, "Macaroni Cabbage Salad," Oakland Tribune, "Supper for Election Night"; Oct. 17, Philadelphia Enquirer, "Egg Noodles & Swiss Cheese"; Oct. 23, San Francisco Chronicle, "Right Way to Cook Pasta," Cleveland Press, "Macaroni Chili"; Oct. 28, Newark News, "Happiness is a Plate of Spaghetti"; Oct. 30, Atlanta Journal, "Minestrone and Macaroni Cabbage Salad"; Oct. 31, Dallas Morning News, "New Cookbook Honors Pasta"; on Nov. 7 the New York Times reviewed "The Complete Book of Pasta."

#### Color Releases

Several releases in color went out for rotogravure. "Macaroni Chili" hit in the Chicago Daily News Oct. 10; Milwaukee Sentinel, Oct. 18; Grit, national farm publication, Oct. 20; Newark News, Oct. 20; Phoenix Republic, Oct. 23; Nashville Tennessean, Oct. 27.

Small town dailies and weekly newspapers, some 1500 with combined circulation of 12,000,000 got a special release on "Macaroni, the People's Choice." The Negro Press, representing some 180 papers, got a special on Macaroni Gumbo. 850 radio stations received recipes with an election night story. Special scripts for demonstrations went to some 250 television stations.

Syndicated columns included Alice Denhoff of King Features, Oct. 4, with three macaroni recipes in a Fall food story; "Use Your Noodles" was the caption to a feature in This Week, Oct. 13; Eleanor Ney, Westchester Rockland Newspaper Publishers had story on record spaghetti consumption Oct. 15; Sylvia W. Humphrey of Bell-McClure Syndicate wrote up the Tiro A Segno party on Oct. 21; Mary Meade, Chicago Tribune, had a spaghetti feature on Oct. 25; Joan O'Sullivan, King Features, "He Called it Macaroni" on Oct. 28; Nov. 1 Ella Elvin, New York News Syndicate, had "Lasagna with Tuna Ideal Special Dish."

#### Magazines

Consumer magazines having macaroni stories in the October or November issues included American Home, Better Homes & Gardens, Bon Appetit, Ladies' Home Journal, McCall's, Successful Farming, and Woman's Day.

Cooperative publicity came from American Dairy Association, Angostura Bitters, Sunkist Growers.



**Noodle-doodles:** Cooked up especially for the conclusion of the 1968 political campaign were these portraits of Richard M. Nixon and Hubert H. Humphrey made entirely of macaroni products. These unusual portraits were commissioned by the National Macaroni Institute and were forwarded to the candidates during National Macaroni Week. Sharon Christie, holding the portraits, commented: "I hope Mr. Nixon will use his noodle to help solve our country's problems."

An NMI mailing to grocers stressed related item sales, profits, turnover and traffic generated by macaroni products and included a point-of-sale poster for Spaghetti and Meat Balls.

#### German Market Study

Great Plains Wheat will sponsor a survey to determine pasta consumption in West Germany in cooperation with a professional research group.

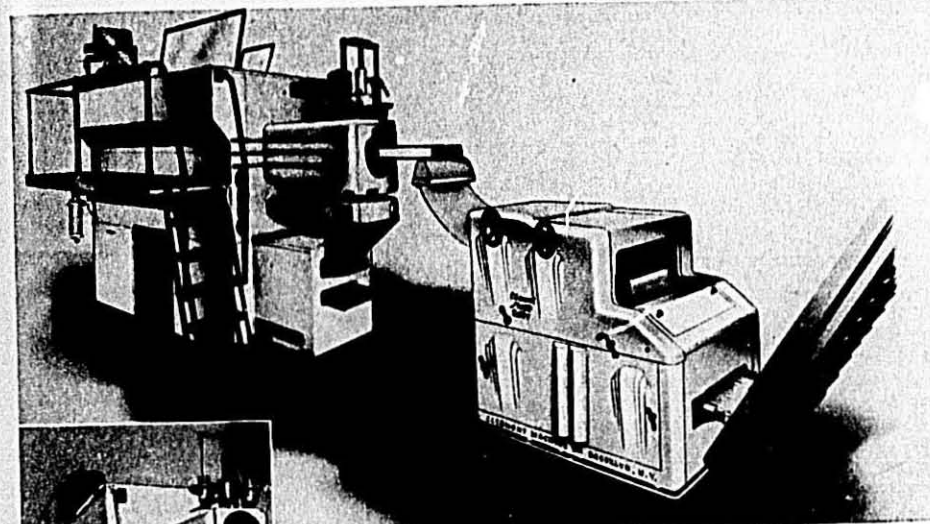
The survey includes qualitative analyses of consumer opinion through group discussions as well as a quantitative approach in which 2,500 households from all areas will be surveyed.

There is a vast amount of interest by milling and processing industries concerning consumption patterns. The survey will provide an idea which direction end-product promotion programs should follow.

THE MACARONI JOURNAL

## Clermont Unique New VMP-3 Extruded Noodle Dough Sheeter-1600 Pounds Per Hour

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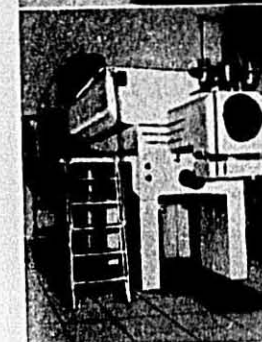


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## WHEAT SITUATION

**A** RECORD yield per acre of 28.5 bushels for all wheat in 1968 offset the five per cent smaller acreage. Durum was the exception. Many hard spring wheat farmers shifted to this crop, and acreage was up thirty per cent from 1967 but yields, while high were below the 1965 record. Winter and spring wheats (other than durum) attained record or near-record yields which more than offset their declines of six per cent and eleven per cent in harvested acreages.

### July-September Disappearance Up

Wheat disappearance during the first quarter of the 1968/69 marketing year was 446 million bushels, up thirteen per cent from the same period in 1967/68. However, the large export category showed a drop to around 120 million bushels from the 189 million of July-September 1967. Increased flour exports were the exception to an otherwise weak situation. They totaled four million bushels (the wheat equivalent of six million cwt. of flour), up from the eight million bushels a year earlier. Flour exports in 1967/68 were at their lowest point in twenty years. In total, wheat and flour exports for July-September 1968 were the smallest for those months since 1959.

Subtracting estimated and known disappearance items (wheat ground, used for seed, and exported) from the total disappearance of 446 million bushels, suggests that about 140 million bushels of wheat was fed. At that level it would be twice as large as was estimated for the first quarter of 1965/66, when feeding for the entire year totaled 154 million bushels—the most in recent years.

Grain price relationships for the period pointed to sizable feeding but did not fully explain the very heavy feed use as indicated above. During July-September 1968, wheat prices were further below corn prices in the Mid-Atlantic, Southeast, and Mississippi Delta States than in the same period of 1965. In the Corn Belt, wheat prices averaged above corn by a smaller amount than in 1965. The wheat sorghum grain price spread was only slightly narrower this past July-September than in 1965 in the Southern and Central Great Plains, with wheat continuing above sorghums. Wheat in 1968 was much higher than barley in the Northern Great Plains and was also above barley in the Pacific Northwest when compared with the same period in 1965.

Since the January and April quarterly stocks of grain reports have been discontinued, a full reappraisal of wheat feeding will not be possible until July 1969. Thus, the wheat feeding category, not normally significant relative to total wheat disappearance, will be subjected to greater examination and question than in past years.

### Exports Have Changed World Environment

For the wheat economy, relative price generally depends on the volume of exports, since in recent years they usually account for about half the U. S. crop. For the 1968/69 season begun in July, exports are down and a decline in forward business continues. Before the current season began, a number of earlier than usual foreign purchases of U. S. wheat were made in the correct anticipation that the International Grains Arrangement with its higher prices would be put into effect by July 1, 1968. Although this meant a number of purchasers were well supplied, it was reasoned that export volume would pick up after the stocks were used. This point does not appear to have been reached, as evidenced by only a 25 million bushel wheat grain export in September, and takes us to two larger problems facing wheat exports.

### Two Great Problems

First is the problem of plenty: A record world wheat crop—10.8 billion bushels—which was preceded by two years of world crops also over 10 billion bushels and the cumulative addition that they have made to world supplies. The current crop is six per cent above 1967 and three per cent above the previous record of 1966. Acreage continued an upward trend in 1968 to an estimated 540 million acres, two per cent more than in 1967, four per cent larger than in 1966, and seven per cent above the 1960-64 average. World wheat yield is estimated at twenty bushels an acre, up four per cent from 1967.

The other problem is the slackening in import demand both by commercial buyers (particularly the Soviet Union and Mainland China) and food aid recipients (notably India and Pakistan). Improved crops of wheat and other food grains in these four countries have come at the same time the traditional exporters have been building supplies to meet anticipated growing demand.

Thus, at least for the current year the world not only has more than enough wheat for its needs, but the

grain is so adequately distributed that trade expansion is not expected.

Barring a substantial increase this season in world import requirements, the 750 million bushel U. S. export target will be difficult to attain. But a projection based only on exports or registrations to date probably would underestimate the total for the season. Even though exports are likely to drop from last season's 761 million bushels, commercial sales may be on a par with recent years.

From the end of World War II until 1960/61, U. S. exports of wheat, flour and products ranged from 217 million bushels (1953/54) to 549 million (1956/57), averaging 398 million. In contrast, they averaged 747 million bushels a year during July 1960-June 1968, never falling below 644 million (1962/63) and twice exceeding 850 million.

Two factors—one directly and the other indirectly affecting world import requirements and U. S. exports emerged during the 1960's.

The direct effect was the enlargement of the food aid (Public Law 480) program, which emphasized long-term agreements, rather than annual agreements, and reached out to a number of new countries for the first time or with greater vigor to existing recipients. However, some of these recipients such as Poland, Yugoslavia, and the United Arab Republic (Egypt), are currently ineligible for food aid and their purchases of U. S. wheat, all under commercial terms, are quite limited. Other food aid recipients such as India and Pakistan are currently enjoying record food grain harvests and their import requirements are curtailed.

### Demand Affects Exports

Demand arising from Communist countries had an indirect effect on U. S. exports. This was a major factor in our attainment of record exports in 1963/64 (856 million bushels) and 1965/66 (867 million). Communist purchases skyrocketing in each of these years also have been significant in world trade every year since 1960/61. But now, neither the Soviet Union or Mainland China appears likely to take any more than the reduced imports of 1967/68. The United States exported wheat to the Soviet Union only in one marketing year (1963/64). But during the 1960's we have benefited from increased business with non-Communist importers. This was made possible because Canada and Australia were busy servicing the USSR and China and could not

(Continued on page 16)

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## WESTWARD HO!

by Charles A. Nelson, Marketing Specialist  
North Dakota Wheat Commission

IN recent years, there has been a dramatic increase in spring wheat and durum movement to the West Coast for export. For those whose vision of only four or five years ago foresaw a total movement of 10 to 12 million bushels of spring wheat westward annually, the 37 million bushels in the fiscal year 1967-68 must truly be phenomenal.

The table below traces the growth of spring wheat exports from North Pacific ports since 1963. Why the increase?

Among the more important reasons was the reduction of rail freight rates for wheat destined for export off the West Coast, which became effective in June of 1965. Witness to this is noted in the table which shows a giant increase of from four to 20 million bushels between fiscal years 1964-65 and 1965-66.

Another reason for increased exports off the West Coast is that the United States Department of Agriculture has maintained a more effective subsidy level which has kept our wheat competitive in the world market. Further reasons for increased West Coast exports are aggressive promotion and market development programs in Asian markets by Wheat Associates, USA, supported by state wheat commissions in nine wheat states, including North Dakota.

The movement of durum westward for exports, though not the size of spring wheat movements, has shown impressive growth. Some 93 per cent of the durum exports in the table over the five year period have been cash sales to one country—Japan.

The best foreign customers for spring wheat and durum moving west have been Japan and The Philippines. Last year, Japan purchased almost 13 million bushels and The Philippines just over 17 million bushels of hard red spring wheat. The total spring wheat purchased by these countries the year before was 6 million and 13 million bushels respectively.

Durum exports via the West Coast as mentioned previously have gone primarily to Japan for use in upgraded pasta products. It is interesting to note that last year for the first time in the last five years the Philippines purchased 20,000 bushels of durum from the United States. Although the purchase was small, it may signal the be-

ginning of a new market for North Dakota durum.

Continued expansion in the movement of spring wheat and durum westward will be in direct proportion to demand from abroad and our ability to compete for these markets. The improved quality of our wheat available at the West Coast in recent years has contributed to our increased sales.

Our ability to supply sufficient quantities of a good quality, uniform commodity and have it in position at West Coast ports is a key to continuing the westward flow of Hard Red Spring Wheat and Durum.

Year	Hard Red Spring Wheat Million Bushels	Durum Thousand Bushels
1963-64	3	0
1964-65	4	28
1965-66	20	158
1966-67	25	529
1967-68	37	878

### Wheat Situation—

(Continued from page 14)

effectively meet the needs of their traditional customers.

Thus, factors that have stimulated our exports in recent years are not generally doing so now. This does not mean that world demand is either declining or stagnated but rather that prosperity in the wheat economy, enjoyed by exporting nations during the last eight years, is not apparent this season.

### Export Outlook By Classes Mixed

Soft red winter wheat has been affected most by the general slowdown in exports. During July-September, shipments of soft red winter (grain only) were only one-fifth as large as in the same months of 1967. The 8.4 million bushels exported were about the same as in those months in 1961 and 1962 when annual exports totaled 56 million and 41 million bushels, respectively. White wheat and hard winter exports were each down by twenty million bushels. In contrast, exports of durum and hard spring were each up sharply.

### Durum Bids Back to Normal

At a meeting with exporters, J. H. Moseley of the Agricultural Stabilization & Conservation Service spelled out a new durum subsidy bid policy that was described as a return to "more normal operations." It was noted that during November the Department of Agriculture had accepted export subsidy bids on nearly 25,000,000 bushels of durum through a program of accepting "attractive subsidies" or "reaching for big business." He observed that this phase of the business had ended.

### Durum Wheat Customers

1967-68 Shipments in Bushels	
Algeria	8,692,000
France	4,848,000
Netherlands	3,670,000
Italy	3,228,000
Belgium	2,816,000
Tunisia	2,516,000
Venezuela	1,225,000
Poland	845,000
Japan	771,000
Morocco	661,000

### Consulting Firm Elects Vice-President

William A. Lohman, Jr. was elected to the board of directors and vice president of Experience, Incorporated at a recent special meeting of the board. Mr. Lohman joined the staff of this Minneapolis consulting firm in January 1968 following his retirement from General Mills, Inc. where he held a number of important positions in various divisions, retiring as a corporate vice president.

He will hold general administrative responsibilities with special concern to developing new areas of growth. Experience, Incorporated, now in its fifth year of operation in offering counsel to decision makers in this country and around the world, has extended its roster of consultants to well over one hundred. It includes specialists retired from high business executive responsibilities, from universities across the country, and from government, as well as many still active in their professional positions. Its activities likewise have been extended to include services in a wide range of specialties in addition to agribusiness, in which it has specialized since its inception.

Mr. Lohman brings many years of experience in the distribution, development and service areas in the flour and baking industry. He has been active in many professional associations and has just completed a three-year term on the executive committee and as secretary of the American Institute of Baking.

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by Gene Kuhn  
Manager:  
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## Investigation of the Effects of Protein Additives on Macaroni

by Marvin E. Winston\* and James J. Winston, Director,  
Jacobs-Winston Laboratories, Inc., New York.

Project sponsored by Vitamins, Inc., Chicago, Illinois

The object of this investigation is to determine the effects of the use of different ingredients, such as Wheat Germ, Corn Germ, Oat Flour, and Casein, on macaroni products.

Below are the samples received from your company:

Lab. No.	Identification of Defatted Products
127,033	Wheat Germ CN 4029-1 Type L Regular
127,034	Wheat Germ CN 4084 Type L Special
127,035	Wheat Germ CN 8008-2B Type Regular
127,036	Wheat Germ CN 4082 Type R Special
127,188	Vitinc Oat Flour Control No. 4011-A
127,214	Corn Germ No. 4012-2
127,238	Vi-Kase (edible Casein) Control No. 9546

We have noted that the addition of various high protein ingredients to flour produces a finished product with an inferior color. This color change is characterized by a diminution in the yellow and an increase in the brown components. In macaroni-noodle products, color is an important criterion. The problem, therefore, is to reduce the color loss incurred upon additions of various defatted germ products to macaroni.

To determine the best Wheat Germ to be used in subsequent experiments, we utilized a Wallace & Tiernan color analyzer. This involves disc colorimetry, which has been used in this laboratory for the past 25 years, and has been incorporated in the current procedure of Cereal Laboratory Methods (seventh edition, 1962), section 14-20. Results obtained by means of disc colorimetry can be translated in terms of Munsell values, or in terms of dominant wave length and purity recommended by the International Commission of Illumination.

### Experiment 1

The results of the color tests on Wheat Germ (5% level) are shown in Table 1.

Identification Lab No.	Table 1			
	% Change in Color		% Change in Color	
	% Yel- low	% Brown	% Yel- low	% Brown
Control Flour	50	33	—	—
127,033	39	46	-22	+40
127,034	41	42	-18	+27
127,035	39	46	-22	+40
127,036	32	54	-36	+64

During the drying stage we noted that sample No. 127,033 contained several red-brown (bran) particles on its surface. Sample No. 127,036 showed a greater number of larger red-brown (bran) particles. Therefore, we may eliminate samples No. 127,033 and No. 127,036 from consideration.

On the basis of this test, sample No. 127,034, which showed the best color score, was selected for further studies.

### Experiment 2

Next, we utilized various non-toxic chemicals in order to inhibit adverse color changes which may be caused by en-

zyme systems in Wheat Germ. Ascorbic acid and citric acid were chosen for these experiments; ascorbic acid also increases Vitamin C content.

The results are as follows:

Product	Table 2			
	% Change in Color		% Change in Color	
	% Yel- low	% Brown	% Yel- low	% Brown
Control <sup>1</sup>	37	47	—	—
A+ .05%				
Ascorbic Acid	40	42	+8	-11
A+ .10%				
Ascorbic Acid	39	45	+5	-4
A+ .20%				
Ascorbic Acid	36	46	-3	-2
A+ .025%				
Ascorbic Acid + .025% Citric Acid	38	45	+3	-4
A+ .05%				
Ascorbic Acid + 0.05% Citric Acid	36	47	-3	0
A+ 0.10%				
Ascorbic Acid + 0.10% Citric Acid	36	47	-3	0

From the above data, the best level is 0.05% ascorbic acid. It is evident that citric acid does not improve the yellow color component.

### Experiment 3

In our next experiment, we used other ingredients: Sodium Bisulfite (NaHSO<sub>3</sub>), Potassium Bromate (KBrO<sub>3</sub>), Potassium Iodate (KIO<sub>3</sub>), Sulfur Dioxide gas (SO<sub>2</sub>), and Casein.

Product	Table 3			
	% Change in Color		% Change in Color	
	% Yel- low	% Brown	% Yel- low	% Brown
100% Durum Flour	49	30	—	—
Control (B) <sup>2</sup>	40	41	-18	+17
B + KBrO <sub>3</sub> 0.02%	37	42	-24	+10
B + KIO <sub>3</sub> 0.02%	40	40	-18	+13
B + Casein 3%	40	41	-18	+17
B + Casein 5%	42	37	-14	+13
B + Casein 3% + KBrO <sub>3</sub> 0.02%	38	39	-22	+10
B + Casein 3% + KIO <sub>3</sub> 0.02%	40	39	-18	+10
B + NaHSO <sub>3</sub> 0.02%	40	40	-18	+13
B + Ascorbic Acid 0.05%	43	38	-11	+27

\* Student at Lehman College of the City University of New York.

<sup>1</sup> Control (A) consists of a mixture of 95% Flour and 5% Wheat Germ (Lab. No. 127,034).

<sup>2</sup> Control (B) consists of a mixture of 95% Durum Flour and 5% Wheat Germ (Lab. No. 127,034).

B + A ascorbic Acid .05% + NaHSO <sub>3</sub> 0.02%	38	41	-22	+37
B + N HSO <sub>3</sub> + Casein 3%	41	38	-16	+27
B + N HSO <sub>3</sub> 0.02% + Casein 5%	43	38	-11	+27
B + SO <sub>2</sub> Gas	44	37	-10	+23

From the above table the following conclusions can be drawn:

1. KBrO<sub>3</sub> tends to decrease the yellow color.
2. KIO<sub>3</sub> does not affect the color of the product.
3. The addition of Casein at a 5% level improves the color.
4. NaHSO<sub>3</sub> does not significantly affect the color of the control.
5. The color of the 0.05% level of ascorbic acid equals the color of a 0.02% NaHSO<sub>3</sub> and 5% Casein mixture.

### Experiment 4

Below is a comparative chart showing Corn Germ, Oat Flour, and Casein at 3% and 5% levels:

Lab No.	Product	Table 4			
		% Change in Color		% Change in Color	
		% Yel- low	% Brown	% Yel- low	% Brown
Control <sup>3</sup>		44	38	—	—
127,214 3% Corn Germ		39	45	-11	+18
127,214 5% Corn Germ		36	46	-18	+21
127,188 3% Oat Flour		41	39	-7	+3
127,188 5% Oat Flour		36	43	-11	+13
127,238 3% Casein		45	36	+2	-5
127,238 5% Casein		50	26	+14	-21

Note that the 3% levels of Oat Flour (No. 127,188) and Corn Germ (No. 127,214) were better than the 5% levels. However, the Casein 5% level was better than its 3% and significantly better than the control. Further experiments seem to verify the preliminary observations that the yellow color is influenced by the Casein content of the mixture. A macaroni product made with a 5% level of Casein and a 95% level of Durum Flour exhibited a yellow color of excellent quality with a clean, clear surface texture.

It should be noted that Corn Germ (No. 127,214), at both a 3% and 5% level, produced a surface color containing many brown specks—an undesirable trait for a macaroni product.

### Experiment 5

In order to improve the appearance of Corn Germ additive (No. 127,214), we added mixtures of Casein, Sodium Bisulfite, and Potassium Iodate.

Product	Table 5			
	% Change in Color		% Change in Color	
	% Yel- low	% Brown	% Yel- low	% Brown
100% Durum Flour	49	30	—	—
Control (C) <sup>4</sup>	45	38	-8	+27
C + Ascorbic Acid 0.05%	42	36	-14	+20
C + KIO <sub>3</sub> 0.02%	42	38	-8	+27
C + Casein 5%	47	31	-4	+3
C + Casein 5% + NaHSO <sub>3</sub> 0.02%	49	31	0	+3

The yellow and brown percentages, as interpreted by our colorimeter, have shown the mixture of 92% Durum Flour,

<sup>3</sup> 100% Durum Flour.

<sup>4</sup> Control (C) consists of a mixture of 97% Durum Flour and 3% Corn Germ.

3% Corn Germ, 5% Casein plus Sodium Bisulfite (0.02%) to be as good as Durum Flour. However, it must be pointed out that the presence of many brown and black point specks produces an unacceptable product.

### Experiment 6

Oat Flour (Lab. No. 127,188) has an advantage over both Wheat Germ and Corn Germ—a minimal amount of specks. Table 6 shows the results of mixtures of Oat Flour (5% level) with various ingredients.

Product	Table 6			
	% Change in Color		% Change in Color	
	% Yel- low	% Brown	% Yel- low	% Brown
100% Durum Flour	49	30	—	—
Control (D) <sup>5</sup>	42	36	-14	+20
D + 0.05% Ascorbic acid	43	34	-12	+13
D + 0.02% KBrO <sub>3</sub>	39	39	-20	+30
D + 0.02% KIO <sub>3</sub>	39	37	-20	+23
D + 0.10% KIO <sub>3</sub>	37	41	-24	+37
D + 0.02% KIO <sub>3</sub> + 3% Casein	40	35	-18	+16
D + 0.02% NaHSO <sub>3</sub>	44	35	-10	+16
D + 0.02% Casein	49	31	0	+3
D + 5% Casein	50	26	+2	-13

From the above data we see that Potassium Iodate, Potassium Bromate, ascorbic acid, and Sodium Bisulfite fail to significantly improve the Oat Flour color. However, the addition of 5% Casein to an Oat Flour mixture yields a color comparable to that of Durum Flour.

### Conclusions

- A. Of the four Defatted Wheat Germs evaluated, the best results were obtained from sample No. 127,034 (CN 4084 Type L Special) at a 5% level admixed with 0.05% ascorbic acid and 95% Durum Flour. Comparable results were obtained using the same Wheat Germ treated with Sulfur Dioxide gas. It should be noted that this color still is inferior to that of 100% Durum Patent Flour.
- B. Corn Germ (No. 4012-2) at a 3% level, added to 5% Casein and 92% Durum Flour, produces a good yellow color. However, in our opinion, undesirable physical qualities (bran and black point specks) would serve as a deterrent to its acceptability.
- C. Casein (Vi-Kase edible Casein Control No. 9546) at a 5% level, when admixed with 95% Durum Flour, yields an excellent product with a color score that is superior to 100% Durum Flour. This is very significant since the use of Casein (90% protein) will increase the protein level of macaroni products by 1/2% and significantly increase protein quality.
- D. Oat Flour Vitinc Oat Flour Control No. 4011-A) at a 5% level, when combined with 5% Casein and 90% Durum Flour, yields a product with a color almost equal to that of 5% Casein and 95% Durum Flour.
- E. Spaghetti was manufactured from mixtures C and D using our laboratory press. Results of cooking tests show that the products described in C and D, particularly sample C, have excellent characteristics:
  - (1) Minimum of stickiness and slime on surface.
  - (2) Good resiliency.
  - (3) Good color appeal.

<sup>5</sup> Control (D) consists of a mixture of 95% Durum Flour and 5% Oat Flour.

## EXPORT EXPANSION

THERE was an era in American history when foreign trade was critical to the nation's future. Trade has become less essential to the country's survival since then, but the time may be coming again when the volume of American exports will determine whether the United States remains the bulwark of the free world's economy.

The country's continuing balance of payments problem is acute. Our gold stocks diminish every year. Legislation has been passed to remove the gold cover on Federal Reserve Notes to shore up our international monetary position. An aggressive effort to increase sharply the sale of U. S. goods is the dollars' best hope.

The era of the Yankee Trader may return again—reborn through the nation's vital need for export expansion.

America's worsening balance of payments—the excess of dollars flowing out of the nation over dollars coming in—present both a challenge and an opportunity to the American business community.

### A Business Challenge

Business is challenged to increase its sales abroad and, by so doing, to reduce the outflow of gold from our shores. Business in almost all industries, of almost every size, thus have an important role to play in the campaign to improve the balance of payments and to preserve the integrity of the dollar.

### U.S. Opportunity Renewed

At the same time, there is renewed opportunity for U. S. business to open up the vast, largely untapped markets which exist on every continent. Extra sales—and profits—are the rewards offered to businessmen who exert extra effort in the nation's behalf.

This is not to say that American business is not now doing its share. Quite the contrary, if 1967's \$4.3 billion trade surplus (the excess of exports over imports) is any guide. But that trade surplus has been declining in recent years as American imports have risen faster than our exports. Since 1964, U.S. purchases overseas have gone up \$8.1 million while American sales abroad have increased only \$5.7 billion. This has resulted in a drop of \$2.4 billion in our trade surplus from its record high of \$6.7 billion in 1964.

Why does the United States have an unfavorable balance of payments when we have a favorable balance of trade? The nation's balance of payments account reflects our international trading position, but it also includes the vast

expenditures required by America's far flung military and economic commitments including much of the cost of the war in Vietnam.

The payments deficit must be met by dollars or gold, at the choice of the creditor nation. Many have chosen gold, thus depleting by a little more every month what once were the world's mightiest gold reserves.

### Imports Essential

The short-sighted answer to our payments predicament might be import restrictions, but that would be self-defeating. Foreign nations who now buy a critical share of American production would drastically curtail U. S. access to their markets if we imposed restrictions on their ability to sell to American customers.

There is a more positive side to imports as well. America is blessed with bountiful resources but they are not infinite. We must import much of what we need—from raw materials for national defense to many popular consumer products. Furthermore, imports work to counter inflation by helping keep the prices of domestic goods competitive. This, in turn, keeps the U. S. competitive in its exports as well, thus increasing our exports surplus and again aiding the balance of payments.

What is required is redoubled effort on the part of every businessman to increase overseas markets for his goods. Can it be done? Look what other countries do: Canada exports sixteen per cent of its gross national product (i.e., the sum total of its goods and services); West Germany exports fifteen per cent; Japan nearly ten per cent; the Netherlands a whopping thirty five percent! The United States? Barely four per cent.

### And Profitable

If American business can increase its sales abroad to produce a trade surplus of \$4 billion more than we had in 1967, the unfavorable balance of payments would be turned at once into a surplus. Can we do it? Why not? Ninety-four per cent of the world's population lives outside our shores. There are as many potential consumers in Western Europe alone as in the United States. The potential markets in Latin America, Africa, and Asia—even allowing for their less advanced economies—are perhaps even greater.

If we can increase our exports from four per cent of GNP to five per cent, the job will be done.

Macaroni and Noodle Products		
Year	In Pounds	Exports In cents
1963	1,946,375	9, 8867
1964	2,802,639	9, 5475
1965	1,862,816	10, 00178
1966	1,706,482	13, 671,272
1967	1,540,592	17, 722,633
6 months 1968	742,534	9, 373,352

Macaroni Export Customers		
1967	Pounds	Value
Canada	377,113	\$ 77,082
Bahamas	227,152	63,220
Panama	222,179	48,305
United Kingdom	72,466	15,283
Thailand	110,770	25,038
Japan	118,863	29,035
Nan Is.	55,509	13,306
Liberia	77,818	17,270
Others	277,722	67,552
Total	1,540,592	\$356,069

Macaroni Import Suppliers		
1967	Pounds	Value
Canada	8,723,371	\$1,348,189
Mexico	8,636	1,357
Dom. Repub.	2,000	268
Netherlands	30,953	12,423
France	31,377	5,898
W. Germany	26,437	7,589
Hungary	3,009	730
Switzerland	135,511	53,821
Italy	6,136,253	790,654
Greece	57,305	6,195
Indonesia	3,540	1,133
Phil. Repub.	27,356	9,331
Korea Repub.	3,375	1,111
Hong Kong	1,129,478	33,226
Taiwan	203,610	9,929
Japan	1,191,278	1,9504
Morocco	3,968	846
Algeria	2,976	662
Tunisia	2,200	376
Total	17,722,633	\$2,132,523

### Export Directory

Kenneth K. Krogh, Assistant Administrator, Export Programs, Foreign Agricultural Service, U.S. Department of Agriculture, has sent out a new Food and Agricultural Export Directory, 1969.

The directory contains names and addresses of governmental offices, embassies, port authorities, and trade associations that would be information sources.

There is also data on combination export managers, financing and credit, transportation services, research and training.

Copies can be secured of this publication, FAS M-201, from the Information Service Branch, FAS, Room 5918, U.S.D.A. Washington, D.C. 20250.

THE MACARONI JOURNAL

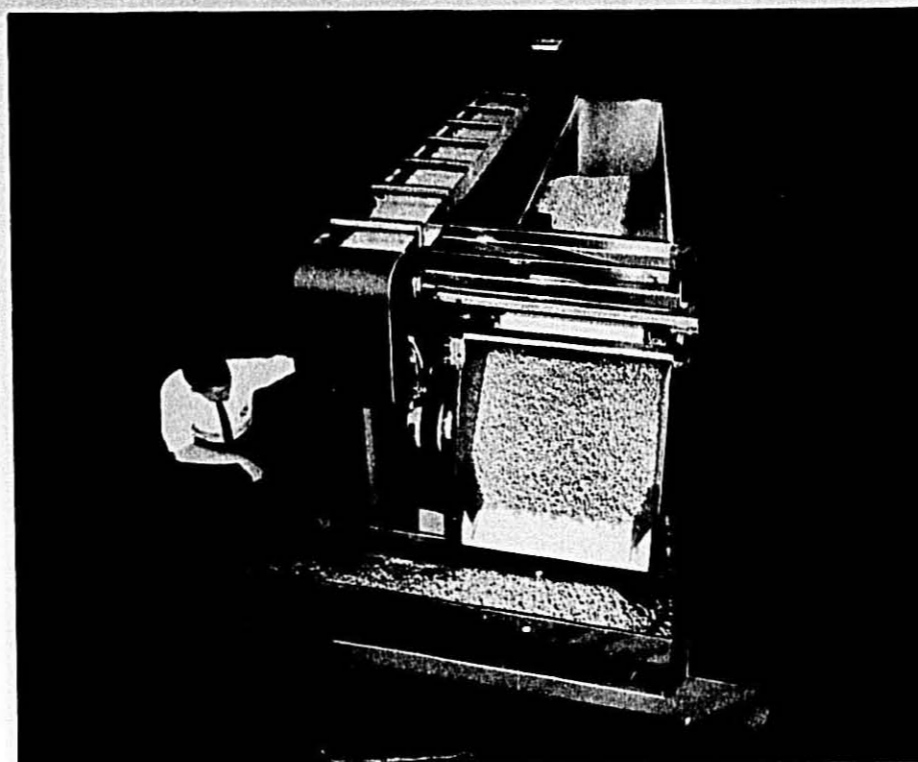
the gap

—an unautomated interval between processing and packaging. A gap now cluttered with tote boxes, cans, racks, drums and handtrucks, creating unnecessary rehandling and confused scheduling. A gap with inherent inefficiency, costly breakage and degraded products.

Now you can eliminate expensive unneeded labor and recover valuable floor space with the:

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Aseeco offers, without obligation, engineering services to aid in design and layout of conveying and storage systems, as well as installation service.

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# PEAVEY COUNTRY



## Source of America's finest durum wheat

There is good reason for Peavey to be a major factor in the milling and distribution of durum products. The durum wheat fields of North Dakota — where the bulk of America's durum crop is grown — form the heart of Peavey Country (see map). This broad, wheat-rich land supplies the Peavey mills that specialize in the milling of Semolina and Durum flour.

Durum is important to Peavey. It receives great attention in the multitude of Peavey activities related to the growing, storage, transportation, merchandising and processing of cereal grains. Peavey has streamlined and coordinated its operations in this com-

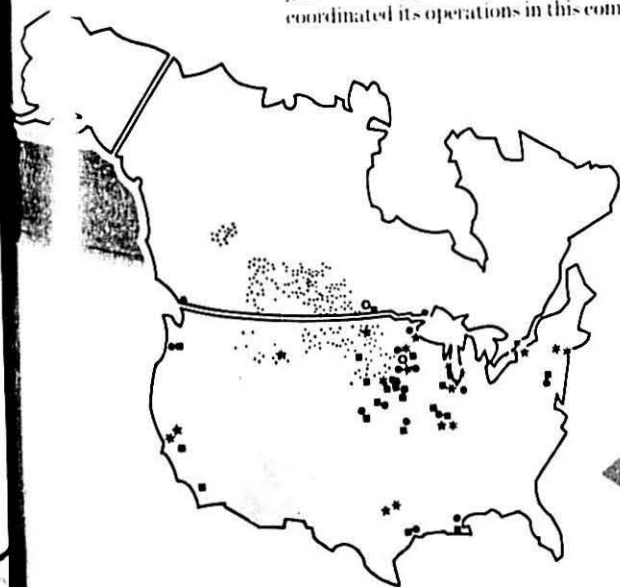
plex business to deliver the highest efficiency.

Peavey operates durum mills at Grand Forks, North Dakota; Superior, Wisconsin; and Buffalo, New York. Peavey Flour Mills process wheat received from 700 grain elevators located in the areas producing the finest wheat in the world. Peavey's total milling capacity is 60,000 hundredweights a day, much of it, of course, in durum.

No wonder spaghetti and macaroni manufacturers have come to rely most heavily on Peavey for their quality durum products. And it all starts "way out in PEAVEY COUNTRY".

*King Midas* DURUM PRODUCTS

■ Merchandising and commodity futures offices ■ Terminals  
● Flour mills and mix plants ● Flour sales offices and ware  
houses ● Country elevators, feed and service facilities ●  
Home offices of Peavey Company and National Grain Co. Ltd.



**PV** PEAVEY COMPANY  
Flour Mills

### Equal Time

The excitement of last-minute campaigning before Election Day in November was evident when one noodle maker "noodled his way to equal time on radio with competition footing the bill," according to Advertising Age.

"It pays to advertise," they said. "If you use your noodle, you can work it so that your direct competitor responds to your ad with an ad of his own. And if you're really sharp, you can end up by paying for your competitor's rebuttal ad." How did this happen?

#### Goodman Offer

Advertising Age reported that A. Goodman & Sons, Long Island City, New York, introduced a radio and newspaper campaign that tied in with election year "equal time" interest. A "Citizens Committee For Better Noodles" proclaimed the virtues of Goodman's Pure Egg Noodles with more than 100 radio spots a week on local stations and went on to decry "crime in the kitchen."

The spot ended: "Now, in keeping with an American custom, the Goodman people offer equal time to any competitor with a dissenting opinion. Just contact A. Goodman & Sons for a commercial on this station at Goodman's expense. Goodman makes this offer in the belief that an informed buying public is a Goodman buying public."

The newspaper version of this offer was headed: "Attention — Mueller's, Ronzoni, La Rosa, Pennsylvania Dutch: Goodman's Noodles offers you equal time on the air."

#### Pennsylvania Dutch Response

In Philadelphia, the City of Brotherly Love, Weightman, Inc., agency for Pennsylvania Dutch, quickly responded.

And so on Election Day Goodman paid about \$160 to enable Pennsylvania Dutch Noodles to proclaim superiority on the WOR noontime radio newscast. A Pennsylvania Dutch style announcer commended Goodman's for giving him equal time and then closed with something like: "Pennsylvania Dutch believes in giving more than equal time. So if you send us an empty bag of Goodman's Noodles, we will send you a free bag of Pennsylvania Dutch Noodles!"

Said David Straus III, vice president of Zlowe Company, New York City, agency for Goodman: "As far as we know, this is the first time in our beloved advertising history that a company has ever purchased media in behalf of a direct competitor."



Breaking ground for the new Buhler building in Minneapolis are, left to right, Charles Magney, president of Magney Construction Company; Peter May, Executive Vice-President and General Manager of The Buhler Corporation; and Willi Zogg, Secretary of Buhler.

### Buhler Expands Manufacturing Facilities

The Buhler Corporation has commenced construction of a new 21,000 square foot addition to its present manufacturing and warehouse facilities at 8925 Wayzata Boulevard, Minneapolis, Minnesota.

General Contractor is Magney Construction Company of Minneapolis.

When completed, the new building will give Buhler approximately 40,000 square feet of administration, engineering, manufacturing and storage area at the Wayzata Boulevard plant, according to Peter May, executive vice-president and general manager.

Buhler is a leading manufacturer of food processing and materials handling systems for flour and feed mills, macaroni plants, breweries, snack food and chocolate processors as well as machinery for the ink, paint and plastic injection molding industries.

### Prince Diet Cookies

Prince Macaroni Mfg. Company is introducing three varieties of really good-tasting diet cookies: vanilla, chocolate flavored, and choco chip. They contain no added salt, no sugar.

Each cookie has about 35 calories, and there is a count on every package with a detailed nutritional analysis: percentage of fat, protein, carbohydrates, sorbitol, and sodium. They are buttery-tasting, ring shaped spritz cookies.

Shoppers will find the cookies on grocery shelves in 8-ounce, color-keyed, see-through tray packages, selling for approximately 69¢.

### Prince Promotes Curly Spaghetti

Prince Macaroni Mfg. Company, the innovators of square spaghetti, have brought out Curly Spaghetti. It will soon be selling on supermarket shelves for about 31¢ a pound in see-through packages.

Each cooked curl measures about 1½ inches long by ¼ inch round; billed as a perfect size to stick your fork into. It's easy to handle, easy to eat. And kids love it.

### Ferreira to London

M. J. Ferreira, vice-president of General Mills, Inc., and president of General Mills Cereals, Ltd., Canada, has been named deputy chairman and chief executive officer of The Smiths Food Group Limited, a wholly-owned subsidiary of General Mills with headquarters in London, England.

Mr. Ferreira has been a vice-president of General Mills since November, 1967, and president of General Mills Cereals, Ltd., since May, 1966, after being vice-president for three years. He also has been general manager of the Canadian subsidiary for the past three years. When General Mills acquired Toronto Macaroni & Imported Foods, Ltd., in 1966, he was elected chairman of that company.

#### From Grocery Division

Before moving to Canada, Mr. Ferreira was marketing manager for all cereals in the Grocery Products Division of General Mills in Minneapolis. He joined the company in 1954 as staff assistant in the Grocery Products Division's advertising group, a year later became product manager for several Betty Crocker baking products and in 1966 was named product supervisor for all Betty Crocker mixes. He was supervisor of all cereal marketing and in early 1960 became assistant to the general manager of the Grocery Products Division.

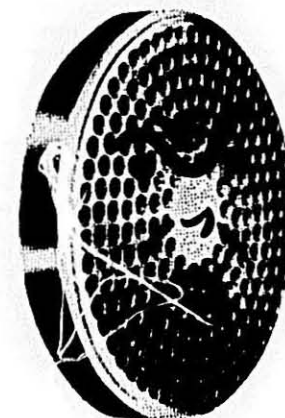
A native of Little Compton, R.I. Mr. Ferreira holds A.B. and M.B.A. degrees from Cornell University. He also attended a management development program at Harvard University.

### Herrick to Toronto

John D. Herrick has been named General Manager of General Mills' Canadian Operations and will headquarters in Toronto.

He has served the past year as Controller and Director of Administration of the Smiths Food Group Limited, in London.

# Die hard.



**This food extrusion die  
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*\* Especially when you return it to us for periodic check-up and reconditioning.*



## D. MALDARI & SONS, INC.

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

## FOOD FORUM

A NUMBER of technical papers were presented at a Food Forum held in conjunction with the Food & Dairy Industries Expo held in Chicago.

A variety of heating, freezing, drying, sterilizing and other food industry innovations—many of which were unheard of just a few years ago—were described by Dr. John H. Nair, Raleigh, N.C.

Today's young homemakers, with many involvements outside the home, demand prefabricated, precooked, quickly-prepared dishes that allow them a minimum of time in the kitchen, he said.

He noted that "innovation in the food industry will continue to provide ways for processing more flavorful, nutritious foodstuffs more conveniently prepared and at a price requiring a decreasing share of available family income."

Of the many innovation prospects in the food industry which he discussed, Dr. Nair predicted wider and growing application of microwaves, blast and fluidized bed freezing, continuous vacuum drying of liquids, irradiation, ready-to-serve meats, aerosols for dispensing products, and snack foods.

### Reservoirs of Food

Certain food processing innovations may not be commercialized, however, because "consumer food preferences change slowly," the speaker observed. He cited as examples, human food produced from algae grown in sea water or sewerage waste, and proteins and fats produced from petroleum through microbiological processes.

Oceans represent a vast potential of almost virgin territory as reservoirs of food for people, Dr. Ernest R. Pariser of the Massachusetts Institute of Technology, told the forum.

He told his audience that planners and researchers, in order to utilize this reservoir—whether plant, squid or fish—would have to overcome powerful prejudices and taboos against such products by processing, marketing and educational skills. This task, he emphasized, is the most difficult to accomplish.

### Important Protein Source

Dr. Pariser noted that while the total quantity of ocean plant biomass is "vastly superior to that of land plants," most marine plants are microscopic and difficult to spot and harvest. On the other hand, he said, the larger marine

plants being harvested and consumed are "entirely leafy vegetables having no roots, tubers, fruits, nuts or other food concentrating and storage members." Thus, these are only of "limited food value," the speaker pointed out.

Although currently not used as human food, invertebrates account for more than 80 per cent of the weight of marine animals, and, noted the scientist, they "represent an important protein reservoir that must be slowly tapped as other, more conventional supplies become insufficient to meet the world demand."

### Squid Harvest

He disclosed that squids are being harvested in large quantities in some areas, but are used mainly for bait. These and their relatives could be used "more extensively as human food, since they contain a high protein concentration, are perfectly safe and edible, widely distributed over the world's oceans, and easily harvested," he declared.

Of the vertebrates, fish represent the best known and widely used. However, Dr. Pariser observed, "only a handful of species of a total of 20 or 25,000 known species are consumed by man," and the annual world harvest is only 54,000,000 metric tons compared to a potential annual harvest estimate of as many as 2,000,000,000 metric tons.

Considering the urgent need for food in general and for protein in particular, Dr. Pariser explained why more marine foods are not reaching hungry peoples of the world. "It's a complex question," he said, requiring "changes at different levels and directions—technological, economic, socio-psychological."

### New Preserving Methods

First, the art of fishing—locating and surrounding a catch—is "still almost prehistoric." New and more sophisticated methods must be developed, the speaker said.

Second, marine organisms spoil more easily than most other foods, necessitating processing and preservation. Although freezing, freeze-drying, radiation preservation and canning are excellent procedures, he noted, they are expensive and for a long time will remain out of the reach of the poor. Less expensive methods are being developed, and new foods incorporating such preserved products will have to be formulated, the speaker predicted.

Last, marine foods—especially fish—have been consumed and marketed in their recognizable forms for many years. "Slowly and against much resistance, it's being established that marine proteins from one source or another can and should be used in a new form in which the original raw material loses its identity," he declared.

A tremendous potential for sanitation systems adaptable to individual plants and products exists in the sea-food industry, said Dr. Rafael Pedraja, Director of Research and Development of Booth Fisheries, Division of Consolidated Foods Corporation, Chicago.

Dr. Pedraja described the automated cleaning systems of Booth. We use a 4-step method involving the following, he said: (1) high-pressure rinse of all equipment (2) feeding detergent solution at high pressure through central cleaning pipes to the production area (3) use of metered equipment to control flow of an iodine or chlorine based disinfectant, and (4) a clear water rinse.

### Cleaning System

Describing the central cleaning system, Pedraja called it "convenient, flexible, and efficient." In these systems, one has complete control over such "troublesome variables" as detergent proportioning, solution temperature, and application, he noted.

The flexibility of the central system is due, Dr. Pedraja observed, to multi-outlet operation, application points, adaptability to total plant requirements and to a variety of detergent programs which are useful in future plant growth and applications.

According to the speaker the system's efficiency is characterized by ready availability of detergent solutions, mechanical cleaning, improved programming and supervisory functions, and reductions in labor force, water usage and clean-up crew training.

### Sanitary Control

"Management must look today for modern techniques for sanitary control of food plants and their products," he stated, and noted that "sanitation is just another investment."

However, he emphasized, it's a very important investment and will also "pay high dividends if properly understood and undertaken."

But let us remember, he urged, "sanitation in a food plant is not a one man job."  
(Continued on page 28)

# ADM Flour Mills

## Food Forum—

(Continued from page 28)

job or the job of a given group. On the contrary, it's a continuous task attached to the specific job of everyone from top management to any given plant employee."

"Ninety-eight per cent clean still means two per cent dirty," Dick B. Whitehead, consulting sanitarian for the Diversey Chemical Company, told the food technology workshop.

"Proper sanitary design and construction of food processing equipment is a necessity if we are to protect the public against contaminants and insure them of a high quality food product," Mr. Whitehead declared.

"I believe that, with few exceptions, food processing equipment designed to be cleaned-in-place—and which is cleaned-in-place by a system properly designed—will be cleaner day in and day out than equipment designed for hand cleaning and cleaned as often," he said.

### Fabrication Problem

The speaker noted a variety of materials available for equipment manufacture—wood, paper, rubber, plastic, malleable iron, plated metals, stainless steels, and glass—and observed that "each of these materials has its application in industry, and each has its limitations." He singled out stainless steel, however, as "peer" for use in "food processing and handling equipment."

What, then, constitutes the fabrication problem in putting these materials into a piece of equipment that will be considered sanitary in design and construction — equipment that will be cleanable and also protect the product?

### A Scoring Procedure

Mr. Whitehead disclosed the following considerations: smooth, accessible, cleanable, visible and self-draining product contact surfaces; fracture-free joints; covers for open vessels designed to prevent drippage into the vessel interior; equipment requiring adjustment that is designed so the operator will not put his hand within the product zone; easy cleanability of inside corners; protection of interiors against draining or dripping contamination by way of openings; soil-retention free, and easily cleaned coil springs used in product zone; and pocket and crevice-free, readily cleanable, smooth surfaces not contacting the product.

More surveillance of all food grade edibles and their preparation, treatment, and packaging environments will occur "without question and justifiably so," the speaker emphasized.

Uniform objective scoring procedures for judging quality can be found for any food product, a University of Maryland horticulture and food technology professor disclosed.

Dr. Amihud Kramer said, "Two problems arise in developing a uniform scoring procedure: they involve definition of and differentiation among the various quality attributes — such as color, texture, odor, etc.—and, second, the assigning of statistical importance to each one."

### Confusion in Terminology

The difficulty in defining attributes of quality, Dr. Kramer explained, is that some characteristics fall between two major sensory classifications. He cited as a borderline example leading to "confusion in terminology and in classification," the consistency of a sauce-type product.

The consistency of a sauce can be judged for appearance because it involves the sight sense, but it also can be rated on the basis of the muscle (feel) sense when taken into the mouth, he said.

The food technologist then outlined a scale for defining quality attributes—one of many possibilities—proposing a finite circle-continuum arrangement of three major sensory classifications: (1) Appearance; (2) muscle (feel) sense, called Kinesthetics; and (3) Flavor sense.

### Definition Circle

Under Appearance are color, size, shape, and under Kinesthetics is texture, he explained. However, Dr. Kramer elaborated, *between* the broad classification of Appearance and Kinesthetics come consistency and viscosity — as the example of the sauce-type product illustrates.

Within the third category of Flavor are smell and taste, but falling *between* Kinesthetics and Flavor is mouth feel, since the kinesthetics of a product also can be affected by flavor characteristics.

Last—and completing the definition circle—product defects fall *between* Flavor and Appearance because, according to the speaker, their evaluation involves smell and taste, as well as color, size and shape.

### Important Statistics

The second problem in developing a uniform scoring procedure, Dr. Kramer pointed out, is in assigning statistical importance to the quality of sensory attributes just mentioned. He noted that this can be accomplished on an entirely objective statistical basis

using "regression analyses," which involve mathematical equations.

"Computer programs are now available so that the lengthy and tedious computations required can be done quickly and easily," the food professor disclosed.

Using canned tuna as an example, Dr. Kramer explained that 24 different scoring tests had been considered. However, after following a mathematical procedure of weighing factors of quality for scoring, which he outlined, only five tests were retained. These were for mouth-feel, firmness, color, juiciness and flavor.

Weighing of sensory attributes, he cautioned, requires "fairly elaborate research effort and statistical interpretation of results." A scoring system established through mathematical procedures "is meaningful in terms of consumer acceptability and should therefore reflect accurately consumer acceptance of a product, as against a scoring system arrived at by negotiation without directly involving consumer preferences."

Objective measurement of food quality is not new, and today very few food scientists "question the availability or desirability of objective measurements in preference to subjective measurements for practically all attributes of food quality with the possible exception of intrinsic odor characteristics," Dr. Kramer noted.

### Annual Report

Universal Foods Corporation of Milwaukee, Wisconsin has a mouth-watering illustration of Italian foods on the front cover of its 1968 annual report.

They say this about the illustration: "The front cover of this report shows the final form in which some of the products we manufacture are prepared. These dishes represent the fast growing ethnic and convenience foods markets to which we are basic suppliers. The wines, breads and pizza crust are produced from our line of specialty products. Our fine Italian-type crusts add character and appeal to pizza, ravioli, salad and spaghetti."

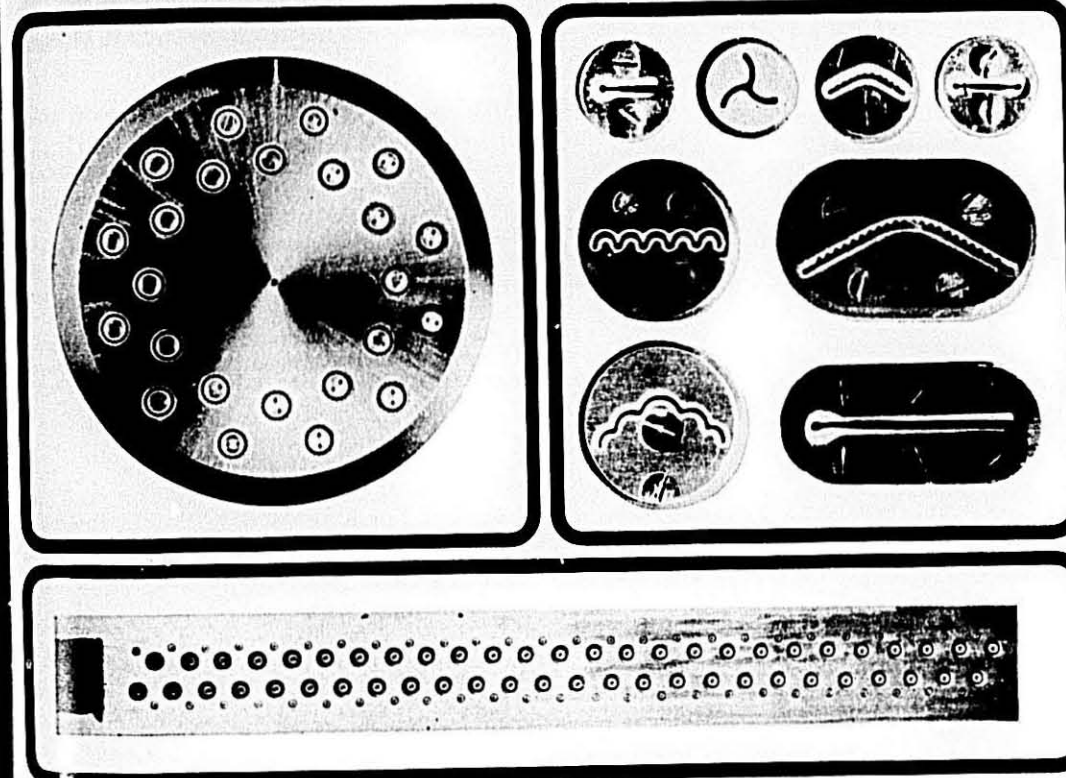
### Two New Soup Mixes

Two soup mixes are being marketed in the midwest, east and south by I. J. Grass Noodle Company of Chicago.

The mixes are Mrs. Grass' Chicken Rice, and Beef Vegetable Egg Dumpling. Each retails for 29 to 31¢ for a twin pack weighing 4½ ounces. A six-month radio advertising program features one-minute commercials backing the introduction.

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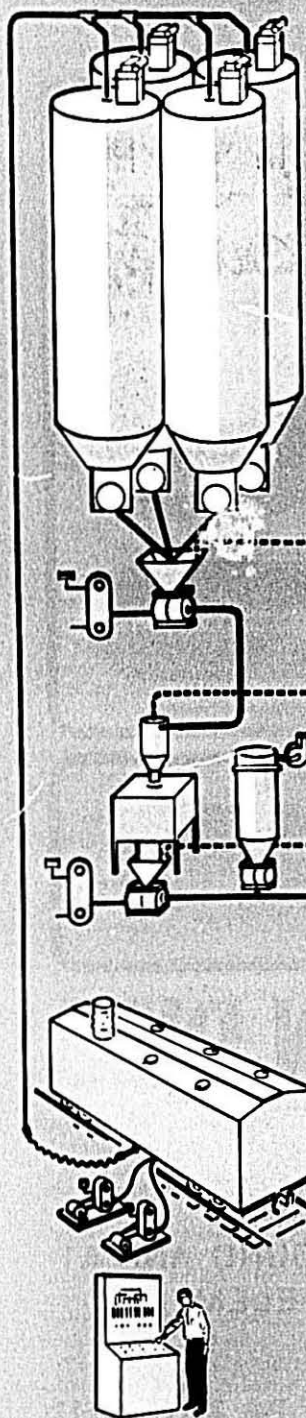
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From the truck or car which delivers the raw material to discharge of the finished product, each step is carried out by modern equipment designed to produce the best possible product in the most economical possible manner.

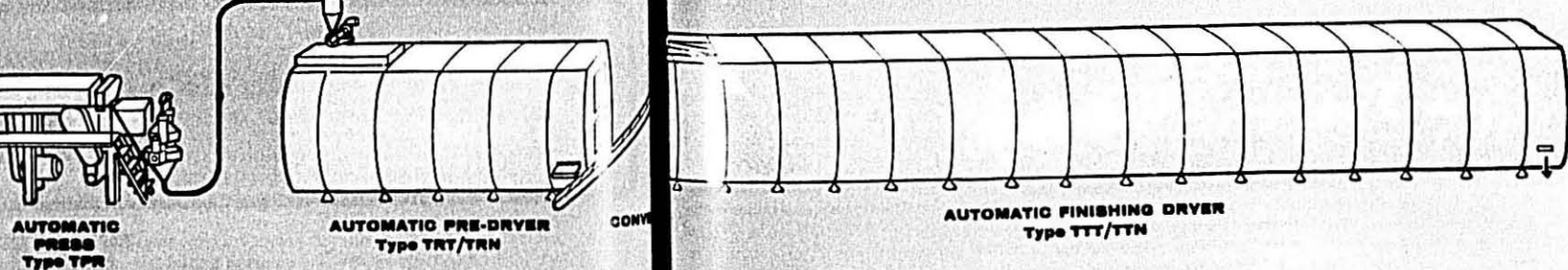
Whether you manufacture long or short goods, you will be pleased to discover the savings which a modern, automatic all-BUHLER production line can offer you.

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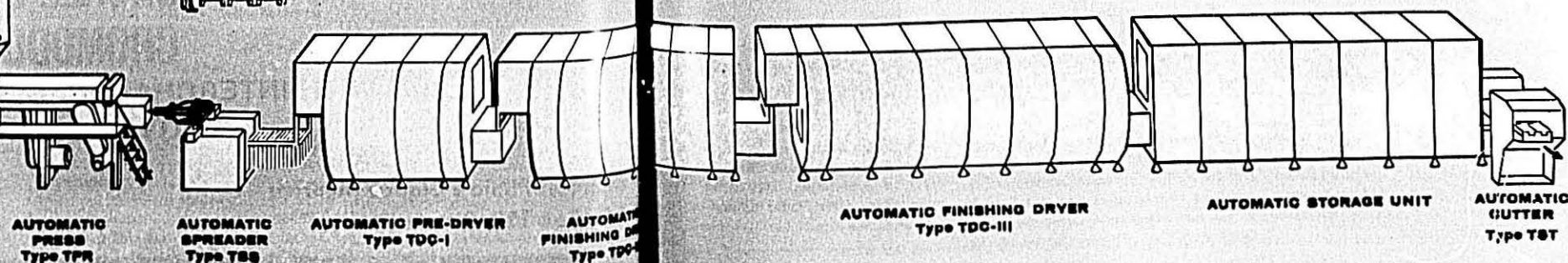
Typical BUHLER bulk handling and both long and short goods production lines are shown on these pages. In actual practice, however, the bulk handling system is engineered to fit your existing facilities and the Press, Spreader, Pre-dryer, Finishing Dryer, Automatic Storage, and Cutter need not be installed end-to-end. Thus, if your present floor space in your present building does not lend itself to such a plan, it's possible to arrange the various units side-by-side or on different floors.

Your nearest BUHLER representative can give you valuable help in reducing production costs through plant modernization. Call him or write The Buhler Corporation, Minneapolis, Minnesota 55426, *today*.

FOR SHORT GOODS capacities up to 2500 pounds per hour



FOR LONG GOODS capacities up to 2000 pounds per hour



## Economical Pallets are Central Element of Handling Systems

**M**ECHANIZATION of food harvesting and processing, and the development of automated storage facilities has made the handling and storage unit an economically important element in the chain of movement that starts in the field and ends on the consumer's table.

Capacity, durability and product protection are criteria for selecting pallets and pallet bins which have increased greatly in importance as handling units themselves have become the central elements of entire harvesting and storage systems.

More than 300 million pallets and pallet bins are in use today in goods handling operations throughout the nation, and about 75 million of them must be replaced annually, according to the American Plywood Association.

Halving the cost of this enormous replacement program could save pallet users more than \$130 million, the association estimates.

With these considerations in mind, it is natural that increasing numbers of handling systems are based on plywood pallets and pallet bins. These plywood units consistently last two to three times longer in general use than do pallets of other materials, and some users report useful life for their plywood pallets as much as five times greater than other units. Experienced users rate the useful life of a plywood pallet at ten years or more.

### Company Experience

National Biscuit Co. now uses more than 125,000 plywood pallets in its operations. Harland Black, the firm's national materials handling manager, said, "We made this move after a thorough test program which showed cost savings all along the line. The savings cover the entire range of operational use from much lighter weight to several times longer life." Advantages cited by Black include control of product-damaging nail pop; positive stacking from the flat, solid deck; and weight savings as great as 45 per cent.

Similar experiences were recorded at National Ice & Cold Storage Co., of California, and U.S. Cold Storage of Hawaii, Inc., in Honolulu.

Virgil Frye, purchasing agent for the jointly-owned firms, said initial worries about condensation damaging the pallets after they left the freezers proved groundless. The pallets are made with DFPA exterior type plywood which is completely waterproof.

During the first year of use, the firms had about 15,000 plywood pallets in their warehouses, and less than 20 needed repairs—mostly of splits in bottom boards.

### Decks Keep Load Level

Both cold storage firms also found that the solid plywood deck enables them to keep pallet loads level. This in turn enables pallets to be stacked as much as six loads high. Spaced board pallets, it was found, became unstable after four loads were stacked.

Both National Ice and U.S. Cold Storage handle all types of perishable goods, including fish, meat, produce, eggs, butter and cheese. "We investigated pretty thoroughly before we bought plywood pallets because our firms have a reputation for excellence that we guard carefully," Frye said.

### Farm Handling Revolution

Handling of farm products is in the midst of a revolution that began five years ago in California and is expected to strike hard in the South during the next two years. The heart of this revolution is the plywood pallet bin used alone or in conjunction with a mechanical harvester.

In California, human hands rarely touch the tomato harvest now. Machines pick the tomatoes and load them in plywood pallet bins which are trucked to the processing plant and emptied by machines into automated equipment which cleans and sorts them, packages some and processes others.

In South Carolina, Sunny Slope Farms has replaced 30,000 one-bushel picking boxes with 2000 18-bushel plywood pallet bins in order to overcome a critical labor shortage which prevented field operations from matching the capacity of automated processing equipment. Now, a picking crew of 20 men is able to fill three bins an hour with less fruit handling and easier movement to the plant.

### Mobile Controlled Atmosphere

There is another revolution on the way, and it will occur between the processor of fresh fruit and the distributor. This is the field of controlled atmosphere storage where temperature and gases are regulated in such a way that fruit becomes dormant and stays tree-fresh. The plywood association is watching closely an experimental truck which has a plywood cargo box surfaced with fiber glass-reinforced plastic

that is refrigerated. The next step will be to build such a unit with equipment to control the atmosphere. This revolutionary unit will enable food distributors to buy fruit that has not become overripe during long periods of transportation through widely varying conditions of temperature and humidity.

### Automated Handling

Most foodstuffs, though, are canned or packaged in some way and stored in warehouses until called for. And the warehouseman of today is a man at an electronic console placing orders from a bank of keys which can send a mechanized slave unit to a specific storage rack half a warehouse away. Warehouses like this mean automatic inventory, automatic palletization, automatic storage, and automatic recovery.

Plywood pallets and slip boards are ideal units for automated storage. Plywood won't rack out of shape and jam the equipment. It can function both as a shelf in the storage rack and as a pallet for movement of the stored material.

Plywood's unique structural properties enable plywood pallets to remain square and usable after years of service. Because of plywood's cross laminated construction, it becomes a structural diaphragm when fastened in place. The plywood will not rack, even when subjected to severe bumping or other in-use shocks. It is the racking of a pallet that starts the sequence of stress transfer which leads to loosened fastenings, unstable pallets, nail popping and consequent damage to pallet loads.


All of a plywood pallet's fastenings share the stress or shock applied to the unit. And, in similar fashion, the rest of the pallet structure shares the resistance of the plywood deck. The net result is a pallet which delivers a much longer trouble-free life than is possible with any other type of pallet.

### Manuals Available

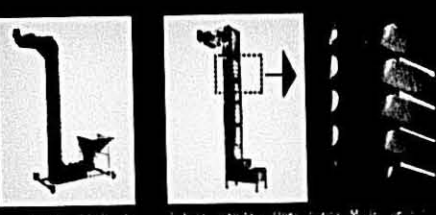
The plywood association recently has completed a family of four pallet manuals which provides design information for slave pallets in automated systems, industrial pallet bins, standard decked pallets, and agricultural pallet bins. Single copies of each manual may be obtained on request from the American Plywood Association, 1119 A St., Tacoma, Wash. 98401. Offer limited to the United States.

# ASEECO

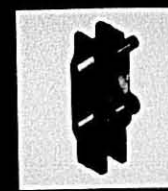
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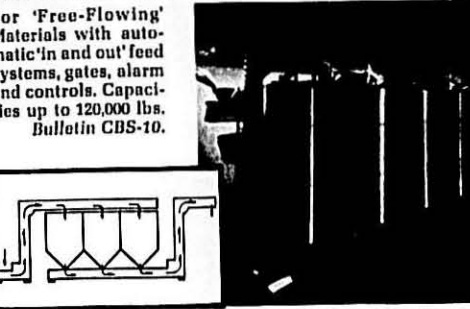
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### 1969 Egg Outlook

The size of the laying flock and egg production are expected to continue below year-earlier levels through the first half of 1969. Heavy culling of the flock can be anticipated because of the large number of recycled (force molted) layers in the flock. An increase in the use of eggs for hatching is expected in the first half of 1969. Egg-type hatchings may rise sharply; the broiler chick hatch may be up moderately. Liquid egg production will likely be sharply lower in the first half of 1969 because of higher egg prices. With reduced supply, producers return likely will average substantially above the price per dozen in the first quarter of 1968. Seasonally increasing production next spring will result in a decline in prices, but they are expected to average well above the price per dozen of the second quarter of 1968.

### Shell Egg Futures Turn Exciting

Shell egg futures, once all but dead, in 1968 had more than five times their 1967 turnover. In November, a total of 136,692 contracts had changed hands, up from 25,492 a year earlier. Open commitments (unfilled contracts to buy or sell) stood at 3,375, compared with 786 a year ago.

In 1967, volume in egg futures was a paltry 20,275 contracts, the lowest level since World War II, when price controls damped trading. A record 491,096 contracts were traded in 1960, but thereafter the volume dwindled, partly because technological changes in the egg industry resulted in a greater year-round supply of fresh eggs and reduced demand for storage eggs traded on the Chicago Mercantile Exchange. Surplus eggs used to be stored extensively in the spring for use in late summer and winter when weather extremes crimped egg production.

### New Contract Specs

One of the key reasons for the current egg futures revival is new contract specifications that increasingly are directing exchange activity toward fresh eggs. Everett B. Harris, president of the Chicago Mercantile Exchange, says, "We're completing the transition from refrigerator eggs to strictly fresh eggs, and we've gotten the contract in step with the times."

For the first six months of 1969, predictions of lower production and higher prices than last year, augur well for a brisk egg futures market. Leroy A. Wilhelm, president of the Poultry and Egg

### Government Egg Reports

U. S. Cold Storage Report		Nov. 1, 1968	Year Ago
Shell Eggs (Cases)		161,000	239,000
Frozen whites	Pounds	9,490,000	9,958,000
Frozen yolks	Pounds	20,104,000	23,725,000
Frozen whole eggs	Pounds	58,845,000	62,447,000
Frozen unclassified	Pounds	4,840,000	1,779,000
Frozen Eggs—Total	Pounds	93,079,000	97,909,000
Crop Report (48 States)		Oct. 1968	Oct. 1967
Shell eggs produced		5,680,000,000	5,860,000,000
Average number of layers		315,650,000	324,753,000
Average rate of lay		17.99	18.04
Layer Report:		Nov. 1, 1968	Nov. 1, 1967
Hens and Pullets of Laying Age		316,748	325,923,000
Pullets not of Laying Age		56,630,000	58,030,000
Total Potential Layers		373,378,000	383,953,000
Eggs Laid per 100 Layers		58.1	58.2

National. Boas says he expects production to remain below a year earlier until late 1969. "Producers will buy more pullet chicks in the early months of 1969 (than a year earlier), but it takes seven or eight months for large eggs from these chickens to hit the market," he adds.

Mr. Wilhelm notes that "in a low-production year, the futures will get a lot more attention" because many speculators, particularly nonprofessionals, would rather buy long, in anticipation of a price rise, than sell short, in expectation of a drop.

### Flock Down

Hens and pullets of laying age on farms November 1 totaled 317.7 million, down from 326.9 million a year earlier. Potential layers were estimated at 374.6 million birds, 3 per cent fewer than a year ago. Egg production is expanding seasonally, but Government economists predict the size of the laying flock, and egg production, will continue below a year earlier through the first half of 1969, meaning prices in that period will be above those of the 1968 half. Egg farmers are rebuilding flocks and moderate increases are indicated, but expanded culling is expected because of a large number of old hens kept in production this year.

### Futures Up

The Wall Street Journal quotes a trader: "For next year, unless we get a depressed cash market, you can look for continued good volume in futures." Strong seasonal price rises in cash eggs draw increased interest from speculators. Between early August and mid-September, egg futures advanced as much as nine cents a dozen to reflect a rise of 20 cents in cash eggs (which carried cash prices to their highest level since 1960).

### Government Purchases

One reason for the late summer egg price rise was the reduced number of laying chickens on farms. Another factor then was Government purchases of 16.7 million pounds of scrambled egg mix for use in the domestic food assistance program for the needy. Most of these purchases were made for June and July delivery, when production was falling below year-earlier levels. Because the mix is made from table-quality eggs, the Government order had an immediate impact on table egg supplies and prices. From May to July, farm prices increased 5.7 cents a dozen, compared with an average 1.8-cent increase for the period.

However, higher cash markets don't always lift futures prices. Despite an advance of 11 cents a dozen in prices for top grade cash eggs between late October and mid-November (to 41 cents a dozen), November futures remained at about the 39-cent level except for short-term fluctuations. The cash price increases created some demand for futures, of course, but less than enough to strengthen the futures market appreciably for any extended period.

### Traders Liquidated

The futures market at that time was held down by traders liquidating their positions to avoid taking delivery on November contracts. Additional pressure came from seasonally expanding production, which again will provide competition for storage eggs in the weeks ahead. Egg production in October was 5.7 billion eggs, 5 per cent above a month earlier but 3 per cent below the record October 1967 high.

Some trade sources believe that egg futures will become more responsive to actual supply and demand factors once trading of storage eggs has been ended on the Chicago Mercantile Exchange.



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George N. Kahn

# SMOOTH SELLING®

by George N. Kahn

## SERVICE THAT SELLS

This is No. 47 of 48 sales training articles.

"When he first started selling, Bill didn't realize the importance of servicing. He complained about it as an extra chore.

"One day he lost a good customer because he had refused to help prepare some store promotion on his product. I was going to let Bill go, but I had a feeling he had benefited from the experience. He had. In the next six months, he became such an enthusiastic performer of customer services that they began sending me letters on how much they appreciated his help."

### Range Is Wide

The number of services a salesman can perform for a customer is wide. But remember that other sellers are either doing many of them or are prepared to. You have to be one jump ahead of them. Take the matter of merchandising and management methods, for example. This is not a new field to your competitor, who is probably offering such services as part of his selling.

You must concentrate on turning up sparkling ideas that will make your product stand out in the customer's community. There must be a special effort made in his behalf. Treat the buyer as if you were a lawyer and he an important client. Make him feel that he is getting the best advice in the world.

The same is true for such services as demonstrations in his place of business. Get right out on the floor and demonstrate not for the customer but for the consumer. Act as one of his salesmen. This will really make the buyer feel that you are interested in his problems.

Ed Mastri, who handles air conditioning equipment, once held twenty demonstrations in one day for a customer. The result was that the latter sold more air conditioners than anyone else in town.

"I can't do that much extra work all the time," Ed said, "but I find that whatever I do pays off in more orders and greater customer confidence."

Among the other services a salesman can perform are the promotion of sale

of related items, checking and comparing prices of displayed stock, instilling in the customer's sales people a complete knowledge of the product and explaining the profit story with regard to his line.

### Service Starts With You

To sell ideas, the salesman must possess a thorough product knowledge and be familiar with merchandising, advertising, retailing and his industry's market.

If you are going to build a house, you must understand something about architecture, engineering and design. If you sail a boat, you must know at least the basic principles of navigation. So it is with selling. You can't help a customer unless you have the right background and knowledge. Servicing depends on your grasp of the customer's problems.

### Leadership

Servicing a customer is always facilitated if the salesman assumes leadership. This doesn't mean taking over a buyer's function. It does mean that you must initiate suggestions and ideas that will move merchandise faster. The customer depends on you for this leadership.

Of course, you can discuss proposals with him, but at some point you should say:

"I believe this the best approach for your trade."

Or:

"Let's try this plan for a month or so to see how it goes over."

In short, be bold and aggressive. Radiate confidence and knowledge.

Servicing makes more of an impression on customers if the salesman takes charge of the program.

### Use Your Head

Servicing is an empty gesture unless the salesman has made a thorough analysis of the customer's requirements and situation. This is where you can beat the competition.

Countless salesmen believe they can slide by with slipshod methods of serv-

icing. They really don't understand a customer's problems because they haven't taken the time and trouble to investigate and sift them through.

Be able to say to a customer: "Mr. Smith, I've looked thoroughly into your situation and this is what I think we should do."

This should be followed by a point-by-point analysis of his problem and a proposed solution. The analysis should reveal details of the customer's business. In this way he knows that you did not merely skim over his situation. It takes longer to analyze a business, but the dividends are worth it.

### Show Enthusiasm

Your customer is enthusiastic about his business. Why not? It is the means of his existence. It supports his family.

He will resent it if you simply go through the motions of assisting him. The best salesmen are those who get so wrapped up in their customers' selling problems that they treat them as their own. And in a sense they are. It's all very well to write up an order but if the merchandise stays on the buyer's shelves, your welfare is directly affected. Competent servicing vitally affects your income.

During World War II, many salesmen virtually stopped service-selling. They were glutted with orders and they believed that condition would continue forever. After the war they realized their error. Salesmen who were more alert, more aggressive, riddled holes in their "safe" accounts. The salesmen who had built up no reservoir of good will through service selling were ruined by the competition. And that's the picture today. If you don't service with competence and enthusiasm, you are doomed to be one of the also-rans.

A management man who screens applicants for sales jobs told me:

"One of the things we look for is how much is the man prepared to give his customers? If, during the interview, he talks only about salary and commissions, we will probably pass him up. However, if he indicates he will take a sincere interest in the customer's plight, then we usually take him on. Our salesmen must be service minded. There's too much at stake for us to be indifferent to this important aspect of selling."

### Tact In Servicing

Don't spoil a good service idea by trying to cram it down the customer's throat. He won't like it and most likely will not accept the idea.

Tact is all important in servicing. There's no need to blurt out to a customer: "Your point of sale display is

lousy. You need a whole new arrangement."

This will only anger him. Be tactful. Point out the advantages of his display, but at the same time tell him how it can be improved. Give him convincing reasons for making changes.

And in all your relations with the customer be friendly and courteous. You can't build loyalty and good will by riding roughshod over the buyer's feelings.

Several years ago in a small town in Wisconsin, a young and forceful salesman strode into a dealer's store with a line of glassware.

"I'm going to turn this country store into a modern business," he promised. "You are fifty years behind the times."

The salesman was almost tossed out on his ear. Today he is one of the biggest producers in his industry. Why?

"I found out how ill-chosen words can hurt."

### Services Must Be Used

The best service in the world is of no value unless the customer knows about it and uses it. You must acquaint the buyer with the services your company offers and then make sure he takes advantage of them. Such extra services as laboratory testing, cost and quality control systems, merchandising plans and others only build good will if they enhance the product in the eyes of the consumer.

The salesman must back up these services by paying constant attention to the dealer. Dig up helpful information on your own and give it to the customer. Listen to his complaints, analyze them and then do something about them.

If the customer is still dissatisfied, take his problem up with the highest level of your management. Let him know he is getting A-1 attention.

Servicing also has a place in prospecting. If a prospect reports he is satisfied with his present supplier, ask him what services the competition is furnishing. Ask him also if you can make a comparison for him of the services you offer and those the competition is giving. Make sure he understands all of your proposition.

And start right in by creating a good impression of yourself. This will count for a lot in changing his buying habits.

In all cases the salesman should regard services as a necessary part of his job. He should perform them cheerfully, conscientiously and with more imagination than his competitor.

Are you filling this bill? This exercise is designed to help you answer that question. If you can check "yes" at

least seven times, your servicing managers are first rate.

- |   | Yes | No |
|---|-----|----|
| 1. Do you feel service-selling is a big part of your job?   | —   | —  |
| 2. Are you aware that your competitor is also offering extra service?                               | —   | —  |
| 3. Do you know what extra services your firm offers?  | —   | —  |
| 4. Do your customers know all about them?   | —   | —  |
| 5. Do they use them?  | —   | —  |
| 6. Are you familiar enough with your product to make servicing effective?                           | —   | —  |
| 7. Are you tactful in suggesting new ideas to customers?  | —   | —  |
| 8. Do you exert leadership in the servicing role?   | —   | —  |
| 9. Do you make a thorough analysis of the customer's problems before employing a service?           | —   | —  |
| 10. Are you enthusiastic about the customer's business and make sure he knows you want to help him? | —   | —  |

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When ordering, please mention the name of this publication.

SERVICE is a vital part of selling whether your line is tar paper or tent poles. After you sell a customer you try to keep him sold with good will servicing.

But if you are not offering something extra in your servicing, it will bring you little or no benefits. Almost everyone is providing service of some kind to customers. Yours must be a little better, a little more personal.

Too many salesmen perform services mechanically, without thinking of the enormous effect they have on volume. The buyer must be made to feel that you really care about him, that servicing is you and your firm's way of showing appreciation for business received.

The follow-through is also a big part of servicing. Don't assume that a service will be performed automatically by your company. Check into it personally—and let the customer know you are giving it your personal attention. If, for example, you have ordered display equipment for him, make sure that it arrived in good shape and that the customer is using it to the best advantage.

### Salesman's Role

The salesman, of course, is the major factor in servicing. He must determine a customer's needs and then sell him what he can resell to the consumer.

The salesman who does this job well will command the complete confidence of the customer.

Bill Avery, a paint and varnish salesman has servicing down to almost a science. Customers trust him so completely that they allow him to decide what they need and merely sign the orders.

Bill's sales manager told me:



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**FOR SALE**—Demeco long spaghetti press, preliminaries, five (5) Demeco rooms with controls, R-F Inc., 4651 Shaw Blvd., St. Louis, Mo. 63110.

**FOR SALE**—Used 200 pound Kneader, Box 265, Macaroni Journal, Palatine, Ill. 60067.

## Favorite Recipe From Mr. Pete—

(Continued from page 10)

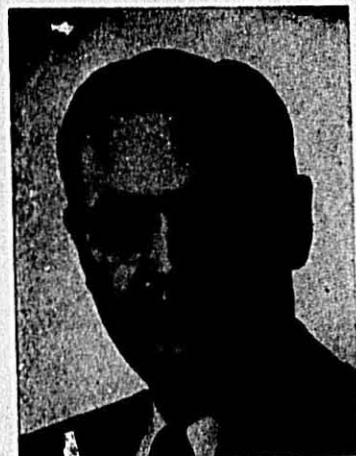
Remove chicken from skillet. Stir in flour and bouillon cube. Gradually add 2 cups water. Cook and stir until mixture boils 1 minute. Add spaghetti and sour cream; mix well. Add chicken and heat.

## New Members

A new macaroni firm, Long Island Macaroni Company, of Deer Park, New York, joined the Association in 1968. Paramount Macaroni Manufacturing Company of Brooklyn renewed their membership.

Among new Associates who have recently joined the National Macaroni Manufacturers Association are Blum

Folding Paper Box Company, Inc., of Valley Stream, Long Island, New York; Buhler Brothers (Canada) Limited of Don Mills, Ontario; Hayssen Manufacturing Company of Sheboygan, Wisconsin, packaging equipment manufacturers; and Milton G. Waldbaum Company of Wakefield, Nebraska—egg breakers.



**Lee Merry**

Lee Merry, 61, retired durum products sales manager for General Mills, Inc., died December 2 following a long illness.

Mr. Merry was associated with General Mills for some 36 years in family flour and durum sales prior to his retirement in 1964. Well known among macaroni manufacturers, he was a long-time member of the Durum Wheat Institute committee.

He is survived by his wife, Mrs. Vi Merry, a daughter Elizabeth, and a son Henry, who was on his way to Iran on an engineering assignment when his father passed away. Burial was in Oklahoma City. The family prefers memorials to St. Mary's Hospital Auxiliary Memorial Fund, Minneapolis.

## Mill Contract Let

Peavey Company has announced that Jarvis Construction Co., Salina, Kan., will assume contracting responsibilities for the construction of a new durum unit at Peavey's Hastings, Minn., mill site.

The new addition at Hastings, expected to be operational in late 1969 or early 1970, will include a 5,000-cwt. daily durum wheat milling unit and a 350,000-bu. wheat storage elevator.

The new Hastings unit will be a fully modern structure containing a pneumatically milled operation. Mill

machinery will be obtained from MIAG North America, Inc.

Peavey Company said that work has begun on the Hastings site.

## Buhler Brothers Ltd. Pushes Pasta Production

The Swiss engineering works at Uzwil, Buhler Brothers Ltd., are well known for their grain milling and animal feed milling plants as well as for their grain silos, conveying plants and ship unloading and loading plants for bulk material.

A further field of activity of this firm is also extended to the food goods sector and since 1963 have been active in the manufacture of macaroni producing equipment.

Recently they have succeeded in booking a series of new orders for two plants each in Peru and Algeria, and one plant each for Ecuador, Italy, Mexico, Republic of South Africa, Spain, Switzerland, United States of America, and Venezuela. Buhler is also furnishing two complete silos for the storage of semolina for macaroni plants in the Netherlands and Italy.

The average production capacity per hour of all these macaroni lines is 7800 kilograms per hour of short goods (such as elbows or shells), 1600 kilograms per hour of long goods (spaghetti, macaroni) and 1600 kilograms of twisted goods (such as vermicelli), making a total of 11,000 kilograms per hour. There are 2,236 pounds in a kilogram.

## IPACK-IMA Announces Dates

The Organizing Committee informs that the sixth edition of IPACK-IMA Packaging and Food Processing Machines International Exhibition will take place in the area of the Milan Trade Fair from October 4 to 10, 1969.

The second international film competition will be held as well as technical meetings of various industry groups.

## Jenny Lee Appointment

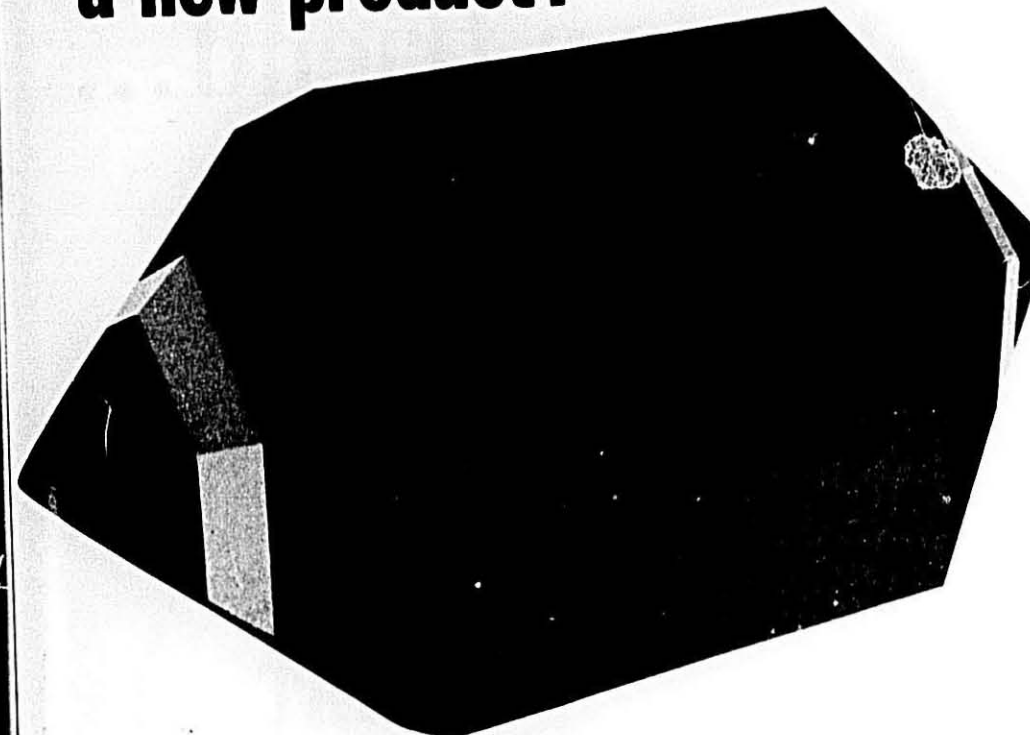
Herman Boehnhardt, Vice President and Director of Sales for the Jenny Lee Company, St. Paul, Minnesota, announced the appointment of Roy W. Kamb to the position of Sales Manager.

Previous to spending four years with the Jenny Lee organization as assistant sales manager, Mr. Kamb was employed by the Weyenberg Shoe Company in Milwaukee, Wisconsin.

## Supermarkets Drop Stamps

Supermarket use of trading stamps declined from 55% a year ago to 48% this year. Many switched to promotional games or simply lowered prices.

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# When a fella needs a friend...

**friend** (frend) n 1: a person whom one knows and is fond of; an associate regarded with mutual respect. 2: a person on the same side in a struggle; an ally; one held in common esteem.

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