

**THE  
MACARONI  
JOURNAL**

**Volume 53  
No. 11**

**March, 1972**

*Macaroni Journal*

MARCH, 1972



*We've gone into  
business for  
ourselves.*

## Rexham

Formerly the Packaging Division  
and the Industrial Division of  
Fiegel Paper Corporation.  
Same people. Same products. Same plants.

New spirit.

Rexham Corporation, Charlotte, North Carolina. Product/marketing areas: Rossetti folding cartons, flexible packaging, snack foods packaging, fashion packaging, Bartlett® packaging machinery, pharmaceutical packaging systems, industrial laminations, Laminex® security and identification systems, product research and development.

# The Macaroni Journal

March  
1972  
Vol. 53  
No. 11

Official publication of the National Macaroni Manufacturers Association,  
137 North Ashland Avenue, Palatine, Illinois. Address all correspondence  
regarding advertising or editorial material to Robert M. Green, Editor,  
P.O. Box 336, Palatine, Illinois 60067.

## Officers

President ..... Vincent F. La Rosa  
1st Vice Pres. .... Vincent DeDomenico  
2nd Vice Pres. .... Frank Denby Allen  
3rd Vice Pres. .... Nicholas A. Rossi  
Executive Secretary ..... Robert M. Green  
Director of Research ..... James J. Winston

## Directors

### Eastern Area:

Edward A. Horrigan H. Edward Toner  
Vincent F. La Rosa Paul Vermynen  
Nicholas A. Rossi

### Central Area:

F. Denby Allen Peter J. Viviano  
Albert Robillo Lawrence D. Williams  
Ralph Sarli

### Western Area:

Paskey DeDomenico Ernest Scarpelli  
Vincent DeDomenico Robert William

### At Large:

Servio Arena Alvin M. Karlin  
Willoughby S. Dade John F. Ronald  
Arvill E. Davis Walter Villaume, Jr.  
Raymond Guerrisi Albert S. Weiss

### Past Presidents:

Peter J. Viviano Horace P. Gloia  
Robert I. Cowen Lloyd E. Skinner  
Fred Spadafora C. Fred Mueller  
Albert Ravarino C. W. Jack Wolfe  
Emanuele Ronzoni, Jr. Louis S. Vagnino

### Subscription rates

Domestic ..... \$ 8.00 per year  
Foreign ..... \$10.00 per year  
Single Copies ..... \$1.00 each  
Back copies ..... \$1.00 each

MARCH, 1972

## In This Issue:

	Page
Lively Winter Meeting .....	4
Greetings from the President .....	6
Report of Standards Committee, Paul Vermynen ...	6
Experiments with Various Formulations, Will S. Dade .....	8
Washington Affairs Committee, Nicholas Rossi ....	10
Product Recall Insurance, Robert Cowen, Sr. ....	10
Durum Growers Report, John Wright .....	14
Nebraska Man of the Year, Lloyd Skinner .....	16
Symposium on Eating Patterns and Their Influence on Purchasing Behavior and Nutrition	
Dr. Phillip White, American Medical Association .....	20
Dr. Ogden C. Johnson, Food & Drug Administration .....	24
Mr. Herbert Rorex, U.S. Dept. of Agriculture .....	28
Dr. K. A. Gilles, H. Howard Lampman, James Winston .....	32
Constitutional Changes .....	32
Index to Advertisers .....	34

## Cover Photo

Is the meal pattern of Americans changing? What is the import to macaroni products? See symposium discussions starting on page 20.

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

Published monthly by the National Macaroni Manufacturers Association as its official publication since May, 1919.

Second-class postage paid at Appleton, Wisconsin, and Palatine, Illinois.

## LIVELY WINTER MEETING

THE Winter Meeting of the National Macaroni Manufacturers Association at the Doral Country Club in Miami provided ample opportunity for pasta processors, durum growers and millers, and suppliers to gain deeper appreciation of the problems and prospects of all segments of the industry.

With frequent reference to 1971 as the year of the "battle of the standards," much attention was accorded industry efforts to forestall promulgation by the Food and Drug Administration of standards for "enriched macaroni products with improved protein quality"—or, specifically, the corn-soya-wheat product being test marketed by General Foods Corp. as "Golden Elbow." Major attention was given to the need to meet the challenges of changing nutritional needs and patterns while maximizing role of pasta in the diet.

The large attendance of 240 heard reports from committees outlining broadening of promotional activities during the past year. Developments in Washington were discussed in the opening session, along with problems of product recall. The Tuesday morning meeting was entirely given over to a "Symposium on Eating Patterns and Their Influence on Purchasing Behavior and Nutrition."

Conference sessions were well-attended. Even with Florida sunshine beckoning, session chairmen experienced difficulty in closing off question-and-answer sessions on schedule.

### Need For Guidelines

The macaroni industry "must develop guidelines to meet the needs of today and the challenges of tomorrow," Vincent F. La Rosa, V. La Rosa & Sons, Inc., Westbury, N.Y., association president, said in his opening remarks that keynoted the convention. Mr. La Rosa outlined association activities during 1971 and emphasized the need to be alert to problems and prospects. He suggested that the association must be ready to change in order to serve and he commended committee members for their great efforts involving many hours spent for the good of the industry.

John W. Wright, president of U.S. Durum Growers Association, told the Monday session that he would be presenting a proposal for promotion of "quality durum macaroni products" to the board of directors of the National Wheat Institute. Mr. Wright said durum farmers have a "two-year supply on hand." Quality of remaining stocks is "good and bad," he said, but expressed

the opinion that most of the poor durum "has already gone into the market." He made reference to the fact that harvest was accomplished under good conditions last fall, except for the final 10% in the Durum Triangle, which was caught in the swath by rains. Mr. Wright pointed out that macaroni manufacturers have not been faced with quality problems similar to those encountered by bread spring users because semi-dwarf development in durums has been limited. Durum growers, traditionally, have worked closely with macaroni trade in maintaining quality durum, he said.

### Comparisons by W. S. Dade

A highlight of the Monday meeting was a candid presentation by Will S. Dade, San Giorgio Macaroni Co., that provided comparisons for various quality factors of traditional macaroni, the wheat-soy blend purchased by A.S.C.S. for domestic relief programs and the corn-soya-wheat type for which standards are being sought. Mr. Dade's presentation was entitled "Experiments with Various Formulations." He prefaced his remarks with a statement on the importance of realizing that, in order for a protein fortified macaroni product to be of any nutritional value, "it's got to be eaten, it's got to be sold."

Mr. Dade also provided the most humorous moments of the meeting with his story of the three bears in Italian dialect. In his story, the three bears represented the Italian macaroni industry, Goldilocks represented General Foods Corp. eating the porridge and sleeping in the beds of the macaroni industry. Somehow, the story also included F.D.A., as represented by City Hall.

Mr. Dade's charts revealed that, on the basis of appearance, color, flavor, consistency and texture, the wheat-soy macaroni purchased by A.S.C.S. scored consistently high, close to traditional macaroni, while the products containing corn as a major ingredient rated lowest, particularly in flavor, consistency and texture, while quite high in appearance and color. Some of the faults of experimental products are obscured in recipes, he pointed out.

Mr. Dade said the General Foods move can be viewed as "truly a marketing license in response to F.D.A. need for a meat substitute." He asserted that the macaroni industry must be prepared to step up, offer to meet the nutritional needs and challenge competing products. The point, he said, is the cost of keeping the food value as a wheat

product, citing price advantage as the objective for General Foods' utilization of corn.

### Insurance for Product Recall

Robert I. Cowen, Sr., A. Goodman & Sons, Long Island City, N.Y., told the meeting that most product liability insurance policies are inadequate to cover product recall and that most companies are reluctant to write such insurance. He proposed that the N.M.M.A. study the establishment of a "captive insurance company" to provide coverage because most members "can't go it alone."

In his introductory remarks as moderator of the Tuesday symposium, Dr. Phillip L. White, Department of Foods and Nutrition, American Medical Association, reviewed a similar meeting held by A.M.A. recently in Las Vegas. The aged, he said, are our "most ignored and abandoned segment of population, an area ripe for research and product development." He described the poor as "brand-conscious" but not bound by old-time traditions. Among the poor, he said, mothers consider that only food eaten at a table sitting down is really food and that intake can be divided into categories of "food food" and "junk food."

### Must Promote in Context

Describing changing meal patterns, Dr. White said that only a third of adolescents eat three meals a day prepared by mothers, another third eats one regular meal at home and the balance "on his own" while the remaining third has no regular meals, fully dependent on "binge eating." He cited a panel discussion in which a group of urban women complained that food products were not promoted in a manner consistent with their mode of living. The "Basic Four" food groups, for example, were not considered in context. According to the panel women, food was considered in three categories of starch, or filler, vegetables and meat.

Dr. White pointed to a drifting away by F.D.A. from rigid standards of identity toward nutritional guidelines.

### Changing Concepts of Food

Dr. Ogden C. Johnson, director, Division of Nutrition, Bureau of Foods, F.D.A., cited comparative affluence and more college education as factors in making people more receptive to change in food patterns. "Precedent makes life a lot easier for F.D.A.," he said, but "ideas are changing as to what constitutes food and food products and new ideas about nutrition are just beginning to get across." The quan-

ntity of nutrients per individual is about the same as 40 years ago, he said, but products have been displaced and many changes have been subtle and over a period of time.

Dr. Johnson mentioned two considerations for F.D.A. as what regulations will do in maintaining food supply and to insure that new products and how they are used will not create problems. "We're going to see products come in that, if acceptable, will displace something else in the diet, while caloric intake remains about the same," he said, adding that "F.D.A. must consider what is being displaced."

### Well-Received Food as Vehicle

While cereals are not traditionally considered as providing high nutrients, the trend is to "look upon products well received as vehicles to provide better nutritional quality." The cost of protein in the diet is an important factor in balancing budgets, he pointed out. In the past, Dr. Johnson said, F.D.A. has been berated for rigidity of food standards. "The nutritional aspect is one the consumer cannot figure out for herself," Dr. Johnson said. "We must consider optional food supply and it must be more than quantity but must relate to nutritional needs of the populace."

### Billion Dollar Organic Foods

Dr. Johnson referred briefly to so-called "organic foods." He said that, increasingly, major chains such as Safeway and Jewel are allotting space to natural or organic foods and that the business could move into the billions of dollars. A typical shopper, he pointed out, does not buy only "organic" foods but picks groceries from regular shelves as well.

### Computer to Plan Menus

Computerized menu planning based on the nutritional approach is the subject of a feasibility study in the Miami area the meeting was told by Herbert Rorex, director, Child Nutrition Division, Food and Nutrition Service, U.S.D.A. The menus would be totally based on nutritional value rather than quantity of service, Mr. Rorex said. In this regard, the "improved protein macaroni" would qualify as a meat alternative.

Mr. Rorex said F.N.S. is interested in working with industry to obtain products it can use, citing its request for a "protein-fortified enriched macaroni-type product for use in feeding programs." In response to a question, Mr. Rorex pointed out that "we do not want a product that will be bought by the government only; we want something that will be available in the marketplace."

### Nutrition Now Selling Point

Dr. Kenneth A. Gilles, vice-president for agriculture, North Dakota State University, Fargo, a symposium participant, pointed out that the attitude toward nutrition as a selling point has changed drastically. In the past, he said, the attitude was that nutrition could not be sold. Now, he added, nutrition is important and the urgent attitude is, "Let's do something." Dr. Gilles, after commenting that cycles occur in ideas as to nutrition, also pointed out that "nutrition is not an adequate, precise science." "Our knowledge is based on animals and requires interpretation," he said, adding that "we know more about animal nutrition than about human."

Dr. Gilles also expressed the opinion that nutritional studies are difficult to interpret because so much depends on the nature of the questions asked.

### Cites Pasta Nutrition Record

Dr. James J. Winston, Jacobs-Winston Laboratories, New York, defended the macaroni industry against accusations of not being nutrition-conscious. He cited the difficulty encountered by the industry in 1944 to convince F.D.A. to allow enrichment. Subsequently, the manufacturers have added defatted soya, wheat and nonfat milk, he said. "Macaroni products in normal recipes can fill nutritionists' requirements," Dr. Winston asserted. As a partial replacement for meat, pasta with defatted soya can satisfy needs, he said.

### Lampman sees Contradictions

H. Howard Lampman, executive director of Durum Wheat Institute, cited a "confrontation with contradictions" in his brief remarks. The phenomenal growth in sandwich consumption supports evidence of a rapidly developing "catch-as-catch-can life style," while, at the same time pasta consumption, which requires "sitting down at table" is steadily climbing. Questions arise, according to Mr. Lampman, of "what does a traditional industry do?" It wants to hold on to what it has, he said, but posed the question, "Can it do that and hold off the conglomerate without traditional patterns?" The industry would do well to consider diversification, including innovation of products, Mr. Lampman suggested.

### In Lively Questions Session

In a lively questions session following panel members' presentations, the subject of standards claimed most attention. Lloyd Skinner, Skinner Macaroni Co., Omaha, cited pasta as being "different" from other products subject to standards, in that pasta consumption has been steadily growing. He spoke of the taste advantage of products made from durum and easy pre-

paration of pasta encouraging the eating of meals at home.

Dr. Johnson spoke of the need for caution in using "original patent" as justifying standards for all products. He said that standards may become less important, predicting that food additives, and the CRAS list will have as much effect on foods as standards did in the past. He also told of growing pressure to define "organic and natural foods." Criteria generally accepted are that no pesticides were used and no synthetic fertilizers applied and definition is sometimes carried further to specify "pesticide-free." Regulation would be confined to self-certification of necessity, Dr. Johnson predicted.

### Social Highlights

A welcoming party opened festivities on Sunday evening. There was an Italian Dinner Party on Monday and Dinner-Dance on Wednesday. Tuesday saw golf tournaments for both men and ladies. The men solved the problem of late foursomes by Chairman Sal Maritato shooting off a shotgun blast as a starting signal with a foursome at each of some sixteen holes. Non-golfers took a tour of Villa Viscaya.

Supplier's Socials were held each evening, in the Lobby Lounge preceding the dinner functions and at poolside on Tuesday. The following firms were hosts:

ADM Milling Company  
Amber Milling Division, GTA  
Armour Food Company  
Ballas Egg Products Co.  
V. Jas. Benincasa Co.  
Braibanti/Werner Lehara  
The Buhler Corporation  
Clermont Operating Co.  
De Francis Machine Corp.  
Diamond International Corp.  
Faust Packaging Corp.  
Henningsen Foods, Inc.  
Hoskins Company  
International Multifoods  
D. Maldari & Sons, Inc.  
Monark Egg Corporation  
Munson Packaging Control  
North Dakota Mill & Elevator  
W. H. Oldach, Inc.  
Peavey Co. Flour Mills  
Rossotti Sales-Rexham Corp.  
Stylecraft Packaging Corp.  
Triangle Package Machinery  
Vitamins, Inc.  
Milton G. Waldbaum Company

### Meeting Schedule:

April 9-12—Seminar on Wheat, Good Manufacturing Practices — Radisson South, Minneapolis.  
July 16-20—68th Annual Meeting, National Macaroni Manufacturers, Del Coronado, Coronado, California.  
Jan. 24-28, 1972—Winter Meeting, NMMA at Doral Country Club, Miami.

## GREETINGS FROM PRESIDENT VINCENT F. LA ROSA

WELCOME to the Winter Meeting of the National Macaroni Manufacturers Association.

Today we must work. The agenda for this meeting was carefully planned to give us all the maximum amount of information available on the status of our industry and to educate us in those areas of activities which are somewhat new to our industry. This morning we will have not less than eight reports all from our own committees plus a special report from John Wright of the Durum Growers' Association. At tomorrow morning's meeting we will hear from Dr. Phillip White of the American Medical Association, Dr. Ogden Johnson of the Food & Drug Administration and Mr. Herbert Rorex of the Department of Agriculture. These gentlemen are all experts on food and nutrition. And on these subjects we will also hear from our good friends Dr. Gilles and Howard Lampman as well as from our own Director of Research, Jim Winston. Because we know these latter three gentlemen so well we tend to forget that their expertise is probably second to none in their respective fields.

### Must Structure Organizations

Now, in addition to assimilating all of the information and knowledge that will be directed towards us, we will also have to do some serious thinking and hopefully take some dramatic action to develop an organizational structure which will allow us to meet the challenges ahead. This is why we have called this meeting a Constitutional Convention. As our industry's service organizations are presently structured it is difficult to keep pace with the

challenges which are the realities of today and those which will confront us in the future. The makeup of the Board of Directors does not appear to be truly functional. The Institute must do more work for our industry.

### One Organization?

At present the Association and Institute are separate organizations. Maybe there is a need to merge into one organization to achieve maximum efficiency. Perhaps the present regional quota system of directors is obsolete. Past Presidents should not automatically be active members of the Board. They should be advisors. If they are to vote they should be elected to the Board as voting members because they are vibrant people and presently active members of the Association. In the last year and a half a tremendous amount of work has been done by the Board of Directors. It has been done by individual members who are willing to give of their time and their efforts on your behalf. Our constitution says that each member company is entitled to one vote, yet our Board of Directors which is the Association's governing body does not prohibit more than one member from each company. This is an inconsistency which should be corrected.

### Revamp Dues

The dues structure must be revamped because we simply do not get in enough money to effectively run the Association. Those individuals who have been doing all that work and travel have to pay the necessary expenses incurred from their company or personal funds, an unfair situation.

The alternatives to just increasing dues might be to give careful considera-



President Vincent F. La Rosa

tion to the purpose and effectiveness of the Macaroni Journal. Maybe we should eliminate the Journal and the Newsletter and print instead a newspaper. This might be cheaper and still serve well to keep us informed. The Institute must become a more dramatic force than it has been in the past. We must continue the fabulous and effective publicity of the past but we must also expand.

### Government Oriented

We must become more government oriented for not only must we be able to sell the public on the concept of eating more macaroni but we must also influence government. We must be kept awake to the reality of government agency controls and permissiveness. As you can see it is imperative that we develop guidelines and an organizational structure to meet the needs of today and the challenges of tomorrow.

## Paul Vermylen, Chairman, Standards Committee

THOSE of you who receive Association bulletins have been kept up to date on a weekly basis regarding the details of the one major activity of the Standards Committee this past year. As you are well aware it has been the controversy over what we consider to be the destruction of our Standards of Identity.

### The Issue

Briefly, let us review where it started, how we got into it, and what we have done about it. On March 3, 1971, FDA published a proposal in the Federal Register that the Standards of Identity be amended to establish a standard for "enriched macaroni products with improved protein quality." Now this was like running up a red flag to our indus-

try. We have all been proud of the quality of our products. Perhaps we should have been on notice because General Foods several years ago received a special license to produce the corn-soy-wheat elbow macaroni which they called Golden Elbow Macaroni. Their work in this field didn't attract too much attention and it was not until this proposed amendment was published that we realized that they were in this thing for real.

### Many Meetings

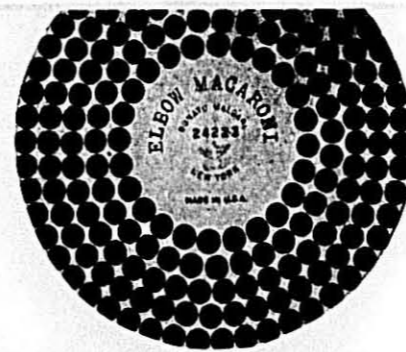
The Standards Committee got busy in a hurry and what resulted was the most feverish activity. The Committee met a number of times in the last six months, on four or five occasions delegations made up of Committee and other interested members of the Association went to Washington. We met with various officials, members of the

USDA, Food and Drug. We spoke to Senators. We spoke to Congressmen. We engaged in a number of round table discussions. We engaged the service of Burson-Marsteller, public relations counsellors in Washington, who were of tremendous help. We marshalled a great deal of technical assistance from whatever source we could find. At the Durum Growers, Dr. Gilles' people came from all quarters to our assistance. The net result of this was that USDA and Food and Drug were clearly notified that we had a very firm position in this regard, that we did not want the Standards to be assailed and that we were not going to compromise this position.

### Present Status

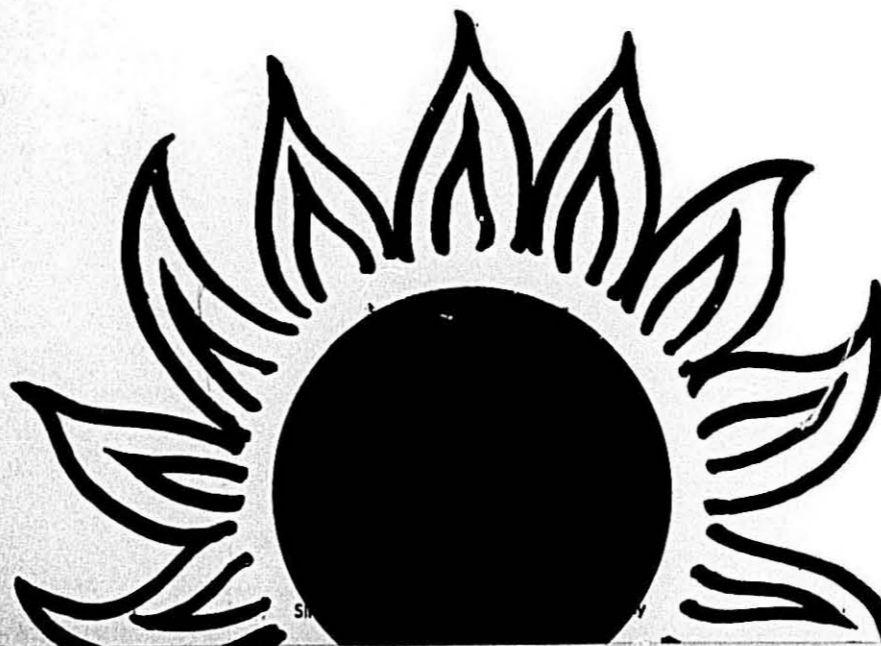
The status today is this: General Foods has been issued an extension of

(Continued on page 8)



# HOT IDEA:

Start the day off right. Send your food extrusion dies to Maldari for reconditioning, repair, modifying, re-building or even re-designing for a better product and better production results. Then the sun will really shine.



**Standards Committee—**  
(Continued from page 6)

their license with an adjustment in the makeup of the product, the adjustment being that the corn element has been considerably reduced which I think tells us something about the acceptability of the original product. This license will extend to the end of April, 1972. Presumably we will reach a moment of decision at that time. Meanwhile, we feel that basically everything possible has been done to state our position in Washington.

**Comments Pro**

We have had comments pro and con. On the pro side for example, Harry Golden writes: "Americans of Italian descent insist this product is unacceptable. General Foods insists that people like defatted soy flour macaroni. (Well, he might have added corn) They have tested it in school cafeterias in three states. They may be lying in their teeth. I have yet to meet a child anywhere who has a kind word for the school lunch program no matter what product is tested. Most kids in fact take peanut butter sandwiches to school, anyway. They eat these sandwiches at recess, however, and thereby are more or less forced into the cafeteria by hunger pangs at noon. The German-Americans have their Spaetzel Fagel. No one is bothering them. The French have their pastries. Who challenges the éclair? The Jews have their blintzes. They dare not encroach upon us. Why do they have to fool around with macaroni? What kind of value will a can of Franco-American macaroni have when it is stuffed with corn?"

**Comments Con**

The opposite view is written by Anita Ardia in a New York area newspaper column headed, "It's Still Macaroni By Any Other Name." First paragraph reads, "Consumer protection agencies sometimes have their loyalties mixed up. Waving the lantern of consumerism the Macaroni Industry has gained the support of the Consumer Federation of America in a movement which will really aid their corporate goals at the consumer's expense." She goes on to say further down, "Seems to me that this is a good example of the old adage, you can't see the forest for the trees. The CFA's primary interest

should be to see that nutritionally better macaroni products reach the consumer as soon as possible rather than hold it up because of relatively unimportant technicalities. Perhaps this consumer agency should devote its efforts to changing the Standards of Identity of macaroni."

**The Profit Motive**

I would like to conclude by referring to an article in the Harvard Business Review. It is written by Allen Burd, formerly in India and then Deputy Director of Food for Peace in Washington. His thesis appears to be that the major motivation for the construction of nutritionally enhanced food is enhancement of corporate image. And he concludes that this being the case we cannot expect much more than tokenism in this field. The profit motive rules us as macaroni manufacturers as well as General Foods. This will decide for us what our participation will be. He says, "Tex Cook, Chairman of General Foods, puts the industry's nutritional dilemma this way: 'There is no question that these people, those toward the bottom of the socio-economic totem pole, are in dire need of more and better nutritious foods. At the same time it is virtually impossible for a private business establishment to develop, distribute, and sell enough of the kinds of foods these people need and still break even much less look for any profit motives.'"

I feel that if we as individual manufacturers had at any time felt that there was a profit possibility in this for us we would have been much more enthusiastic about getting into it one way or another. As you are aware within the present standards it is possible to formulate a product that meets the so-called improved protein quality. There has not been a mass rush to get into this because we have seen all the pitfalls involved. Vincent La Rosa very properly has pointed out a number of times that the total cost of one of these products is not the sum of its component parts. When you get into the handling of specific ingredients that require blending and interrupting your normal production processes you have extra costs that must be accounted for and General Foods in this will be no different from anybody else. I feel that they are beginning to realize this.

**WILL S. DADE, EXPERIMENTS WITH VARIOUS FORMULATIONS**

In Pidgeon Italian:

Disse libretto ise fo dose u lauche tu follo di spiccher uall ise spicche.

**Di Tri Berrese**

Uans appona tain: uas tri berrese; mamma berre, pappa berre, e belbe

berre. Live inne contri nire foresta. Nalse aus, no muggegga. Uanne del pappa, mamma, e belbe go bice, odefe e furghette locche di doore.

Bal enne bal commese Goldilochese. Sci garra nuttinghe tu du batte melche

troble. Sci puscle olle fudde daon i maute, no live cromme. Den sci garra appetterrese enne slipse in olle beddene.

**Leisi Slobbe!**  
Bal enne bal commese omme di tri berrese, olle sanneborne enne send inne sci. Deigarra no fudde, dei garra no beddese. En uara del goine tu du ta Goldilochese? Tro erre inna strit? Colle pulissemenne?

**Fette Cienza!**  
Dal uas Itallen berrese, enne dei slippe onne florre.

Goldilochese stel derre tri uicase; itte ause erre omme, en giuste bicose del esche erre uans tu melche di beddese, sci sei, "go tu elle," enne rune omme tu erre mamma, tellenerre uat sanimabicese di tri berrese uer.

**Uatsiuse? . . . Uara lu golna du? Go compleine Sittiolle?**

**Translation:**  
This libretto is for those of you who like to follow the speaker while he is speaking.

**The Three Bears**

Once upon a time was three bears; mamma bear, pappa bear, baby bear. They live in a country near a forest. Nice house, no mortgage. One day pappa, mamma, and baby go bye-bye but they forget to lock the door.

By and by comes Goldilocks. She got nothing to do but make trouble. She push all the food down the mouth, no leave crumb. Then she go upstairs and sleeps in all the beds.

**Lazy slob!**

By and by comes the three bears, only sunburned and sand in their shoes. They got no food, they got no beds. And what are they going to do to Goldilocks? Throw her in the street? Call the policeman?

**Lat chance!**  
They were Italian bears, and they slept on the floor.

Goldilocks stayed there three weeks; it was her home, and just because they ask her to make the beds she say, "Go to hell," and run home to her mamma, telling her what sanimabicese the three bears were.

**What's the use? What are you going to do? Go comp'in to City Hall!**

**Comments**

I would like to suggest that the Macaroni Industry is represented by the Three Bears, General Foods is Goldilocks, and FDA is City Hall.

At the Washington Affairs Committee meeting in October, I took some products to explain what we had been doing for our own guidelines inasmuch as we think of this problem more in terms of salesmanship than we do as a threat to the Standards. We tried various formulas out to determine whether or not they would be saleable.

(Continued on page 10)

another new plant • another **ASEECO STORAGE SYSTEM**

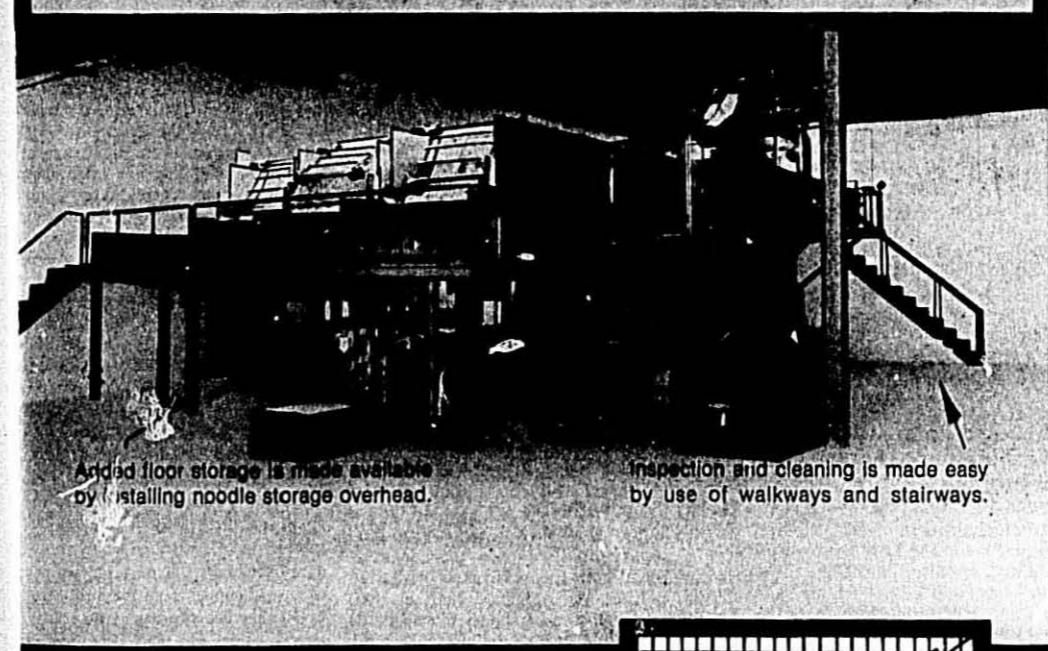


**ACCUMULATED STORAGE**

Noodles and Special Items are automatically stored and delivered to packaging machines on demand.

**SANITARY BINS FOR SHORT CUTS**

Many items can be stored and delivered to packaging machines.



Added floor storage is made available by installing noodle storage overhead.

Inspection and cleaning is made easy by use of walkways and stairways.



FOR AUTOMATING YOUR PLANT CONTACT ASEECO—the Engineering and Manufacturing firm with 25 years of Macaroni Plant experience.

One source responsibility from Concept to Operation to "After Sale Service"

1830 W. OLYMPIC BOULEVARD, LOS ANGELES, CALIF. 90006 • (213) 385-9081

## Will Dade: Experiments— (Continued from page 8)

Mr. Dade then showed a series of charts with various combinations of Semolina, soy-protein isolate, soy flour, and corn meal. In carrying on the discussion Mr. Dade declared: "I sifted through all the comments that we received and came up with these general observations: In every case the consumer would recognize the products as elbows. Uncooked the control products had an undesirable appearance and color. Cooked, the product was either too yellow or grey by our standards. And when the product was firm to the taste, these products tend to be mealy in texture. The product tended to be less adhesive with the addition of soy and/or corn. Finally, and you may not like this, despite the poor color and texture it was the consensus of our taste panel that if you doctored these products up with sauce or in a casserole the conditions of color and meanness tended to become obscured."

"Just the other day we read that Prince Macaroni Company had been given special dispensation to use ingredients including lysine. Now this is a big breakthrough. The bakery industry, I am told, has been trying to get lysine added for a long time and it has never been permitted."

### Conclusions

"Now for my editorial—it is simply this: I view the General Foods license to make the product as just a marketing permit. We are a pragmatic industry; there is a reluctance on the part of the industry to make a product that is not based on wheat. If this industry is going to meet USDA needs to have a meat substitute, I think it is going to have to step up and be counted and make such a product available. Otherwise somebody else is going to be given the license to sell."

### Nicholas Rossi, Chairman, Washington Affairs Committee

Rather than make a repetitive report, I would like to relate to you the philosophy behind the need for a National Affairs Committee. Basically the question is whether or not we are going to take a defensive posture or be on the offense.

A few years ago our industry was confused in its approach to government and unsure as to how we could become a force to make our voice heard. So we set up a Washington Affairs Committee and held some meetings in Washington to learn about the pattern of government and how it works.

(Continued in column 2)

## Product Recall Insurance

by Robert I. Cowen, Sr.

I have been asked by our Association to present some facts concerning Product Recall Insurance, probably only because I was the first one to ask if the Association had any information concerning it.

I am sure that there is no one in this room who is not familiar with the sad case of the Bon Vivant Company and surely some who have had their own experiences with recall of some of their own products. When one thinks of the cost of pulling back merchandise, one naturally thinks of insurance to provide at least some of the cost attendant on such an operation. There are many and varied, and all costly. There is the refund of money to the retailer and distributor, labor involved in separating the recall product from others at the store level, trucking costs, handling in the plant, correspondence, telegrams and not least the final disposal of the merchandise returned.

I assume that all of us carry some kind of Product Liability Insurance. I will not go into this type of insurance except to say that it is totally inadequate so far as product recall is concerned. So far as I know, very few insurance companies will presently consider writing adequate coverage for product recall.

In prior years, very few agents ever bothered to ask for a quotation on product recall insurance. Now there are

### Washington Affairs

I went to several seminars for the National Association of Manufacturers and learned how they operated on meeting members of Congress on a man-to-man basis. I learned something about the workings of committees, and on what committees various Congressmen served. This is valuable information when you run into a problem.

We cannot sit back and then jump up and put out the fires. There are going to be too many fires in the future. It is imperative that we know our Congressmen and help them. We must be active in politics and get good men elected. If he is going to be the man who helps you when you need him, you will have to help him obtain the office.

We can talk about hiring lobbies or moving the office of the Association to Washington, but it will constantly require vigilance and the work of everyone in the industry to see that we stay on the offensive because that is how the ballgame is played.



many requests and for all types of manufacturing—toys, appliances, hardware, electrical parts, furniture—not just the big accounts which historically have been worried about this problem such as foodstuffs, pharmaceuticals, agricultural chemicals and aviation products.

### Big Impetus

Exclusion N of the Comprehensive General Liability has been a big impetus to this demand for coverage. This exclusion positively denies coverage for any damages which might be claimed by the insured for the withdrawal, inspection, repair, replacement or the loss of the use of the named insured's products or the work completed by or for the named insured or of any property of which such products or work form a part, if such products work or property are withdrawn from the market or from use because of any known or suspected defect or deficiency. At the same time Condition (a) of the new CGL puts an affirmative burden on the insured to take all reasonable steps promptly and at his own expense to prevent other bodily injury or property damage from arising out of the same or similar conditions. Failure to act puts the carrier in a position to deny coverage. In a way it becomes an intended act. Insurance companies have complained in the past of the problem of the uncooperative insured. After the first cases are reported, the uncooperative insured has relied on the aggregate limit in his policy, disregarded the safety of others and tried to force the insurance company to take care of the withdrawal of defective products.

Some figures on a large claim running into several hundreds of thousands of dollars showed that 50 per cent of the recall cost was salaries and wages

of employees and contract labor. You do run into overtime and outside help. Over 10 per cent of the claim was in telephone and telegrams. Postage and freight also ran about 10 per cent. Mailing services were about 20 per cent and the last 10 per cent was mainly supplies, stationery, outside services, clerical services and miscellaneous items. And these figures do not include final disposal of the recalled products.

In some claims it would be necessary to call upon distributors, licensees, and retailers, to do the work for the manufacturer. There may be an increase in demand for recall insurance as a result of certificates of insurance. Learning what is now involved, a distributor may well require a certificate of insurance from a manufacturer. In the same way, many manufacturers are thinking of requiring certificates of insurance from their sub-contractors or suppliers since they have no control over those items and if the deficiency is in the sub-contracted item they may be put in the position of expending a substantial amount of money on behalf of the supplier or sub-contractor.

Just as the CGL policy will not cover the inefficiency of a product (that is, it just doesn't do what it is claimed to do), so too there is a reluctance to write recall insurance for the mere inefficiency of manufactured item.

There is also a reluctance to write coverage for loss of use or loss of profits claimed by a third party. You can see the problem of the insured, for example a toy manufacturer, who has to recall all of his items just before Christmas and the toy stores are hurt in loss of profits, loss of good will in the one peak season of their year. You could have a large chain of supermarkets which could be hit on one item on a countrywide basis where there would be a loss of profits and good will, as well as the actual expenditure for the recall of the product involved.

### Definition of Expenses

There is normally a definition of expenses. One contract, for example, restricts it to:

- 1) Reasonable and necessary expense of communications, shipping charges, radio or television announcements and newspaper advertising which are devoted exclusively to the purpose of recalling such products.
- 2) Cost of hire of additional persons, other than regular employees, necessary to the recall.
- 3) Remuneration of regular employees, either straight time or overtime, exclusively for the purpose of recalling or disposing of the products.
- 4) Necessary out-of-pocket expenses such as transportation exclusively for the purpose of such recall.

There is a danger that an insured could go overboard at the time of a loss and try to spend money in new promotion or for future good will which would have nothing to do with the actual recapture of the product. The expenditures should be "reasonable and necessary." Sometimes as a safety factor an underwriter may want to provide cover with a participation by the insured. For example, 10 per cent to 20 per cent of the actual expenditures made will be borne by the insured. It stops the insured home office from going an unnecessary worldwide junket.

### Some Reports

Here are some reports on Product Recall as published in F.C. & S. Bulletin of March, 1971:

Present standard Products Liability insurance does not cover this exposure—nor did the older version—but two changes in the Liability provisions now make this more clear. One is a new specific exclusion of so-called "Sister-ship Liability." The second is a new requirement under the caption "Insured's Duties in the Event of Occurrence, Claim or Suit" that the insured promptly take at his expense all reasonable steps to prevent other bodily injury or property damage from arising out of the same or similar conditions, the mentioned expense specifically not to be recoverable under the policy.

The "sistership" exclusion applies to damages claimed for the withdrawal, inspection, repair, replacement or loss of use of the named insured's products or work completed by or for the named insured or of any property of which such products or work form a part—if such products, work or property are withdrawn from the market or from use because of any known or suspected defect or deficiency in them.

Note that the exclusion applies not only to known defects but to suspected ones as well.

Coverage. Some insurers will only provide coverage for possible Bodily Injury Liability losses (including sickness, disease or death). Others, on the other hand, also include the Property Damage Liability exposure. Deductibles. All insurers write this coverage subject to a deductible but the amount varies from \$1,000 upward.

Participation in Loss. All insurers require an insured to participate in the dollar amount of loss in excess of the deductible. (The amounts range from 10% to 20%.) This means, for example, that if an injured has coverage with a \$1,000 deductible with 20% participation and expense of \$2,000 in recalling a product, the insurer's liability is limited to \$800.00.

Retroactive Date. Most insurers will indemnify the insured for expenses of recalling products incurred only during the policy period. However, coverage is sometimes written covering products marketed within some specified time prior to the policy period. In other words, if a policy has a one year retroactive date provision and a batch of products sold two years ago has to be recalled, an insurer is under no obligation to pay for expenses in recalling the product. There is considerable latitude on the retroactive provision; some insurers specify a maximum period, others will negotiate a time limit and still others are silent on the subject.

Underlying Coverage. Some insurers will only consider writing this coverage if they have the primary cover on Products Liability; others make no such provision.

### Information Required

In addition to the type of product, some of the information required of prospective insureds for Products Recapture or Recall insurance includes the geographical area in which the product is sold; details of situations in which an insured's product becomes a component of another product; and names of vendors who might re-package the product under another name.

Also of importance to an insurer is whether a firm has an established procedure for withdrawing a product. Most insurers require that a detailed plan be established before coverage will be written. And, complementing this, an insurer might require estimates of expenses which will be required to carry out the plan. All this information, of course, entails considerable record keeping but it is essential to help determine the limit of liability that is needed.

### Another Qualifying Factor

There is a second qualifying factor that affects coverage. The danger of bodily injury must result from "error or inadvertent omission in the manufacture or labeling of the products." For example, accidental omission of an ingredient, accidental introduction or substitution of a harmful substance, error in blending, mixing or labeling, or inadvertent failure to test for harmful bacteria would be considered manufacturing or labeling errors.

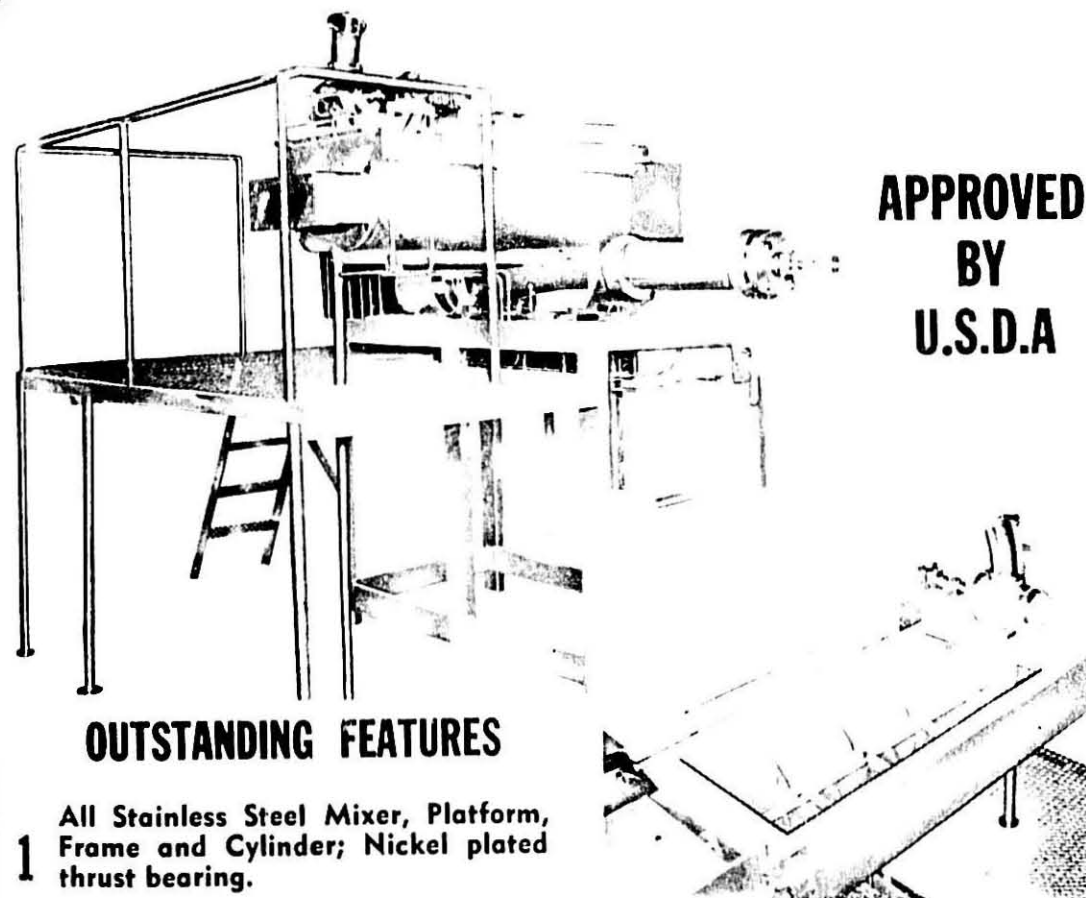
The Products Withdrawal Expense policy may be written to cover all products of an insured or it may apply to specific products selected by the insured. However written, expenses incurred in the United States, territories and possessions and Canada are covered. For example, Fireman's Fund will consider extending coverage to specific

(Continued on page 14)

YOU GET  
SO MUCH  
MORE WITH **DEMACO**

**EASY, SAFE,  
CLEANING**

**SS**



**APPROVED  
BY  
U.S.D.A**

### OUTSTANDING FEATURES

- 1 All Stainless Steel Mixer, Platform, Frame and Cylinder; Nickel plated thrust bearing.
- 2 Watertight bearings removed from mixer.
- 3 Welded joints ground smooth.
- 4 No electric motors, chains, drives or sprockets on press Hydraulic pump at remote location.
- 5 Produces 500 to 3,000 lbs. of dough per hour.

*For additional information, specifications and quotations, contact*

## DE FRANCISI MACHINE CORPORATION

46-45 Metropolitan Ave., Brooklyn, N.Y. 11237, U.S.A.  
Phone: 212 - 386-9880, 386 - 1799

Western Rep.: Hoskins Co., 509 East Park Avenue, Libertyville, Illinois 60048  
Phone: 312 - 362 - 1031



### Product Recall Insurance— (Continued from page 11)

countries, but only on an individual risk basis.

The policy also has a deductible and a pro-rata contribution feature. The usual deductible is \$5,000, but for smaller insureds this amount can be reduced to a minimum \$1,000 deductible. In addition to the deductible, there is a 20% contribution by the insured which applies over and above the deductible amount.

#### To Determine Coverage

To determine the amount of coverage needed the insurer requires the insured to develop some plan of action to withdraw products in the event this becomes necessary. The cost of such a program can be estimated and this amount, with allowance for future increased costs and unexpected contingencies, is used to select the appropriate amount of coverage. This policy does not apply to expenses incurred by the insured for the withdrawal of products by reason of:

1. Failure of the products to accomplish their intended purpose, or
2. improper, inadequate or faulty formula or specifications, or
3. breach of warranties of fitness, quality, efficacy or efficiency, or
4. deterioration, decomposition or transformation of chemical structure unless such deterioration, decomposition or transformation of chemical structure is a result of error or omission in the manufacture of the products or
5. a) their being kindred products of the insured or b) their being of the same trade or brand name but of different batches than that which has been determined to possibly or likely become a cause of loss under this policy, if the insured has represented at time of application for this policy that the products are identifiable by batch or
6. loss of customer faith or approbation, or any costs incurred to regain customer approval, or other consequential loss or
7. redistribution or replacement of the withdrawn products by like products, or substitutions therefore, or
8. caprice or whim of the insured or
9. prior knowledge of the insured at the inception of this policy of any pre-existing condition of the products possibly or likely to become a cause of loss under this policy.

#### Caveat Vendor

Therefore, I feel that it is important for every company to have some sort of coverage for, loss of sales, prestige, profits, cost of handling etc. in the event of such a catastrophe. Our information is in column 2)

### John Wright, President, U.S. Durum Growers Association

**G**REETINGS from the durum growers of North Dakota.

1971 was an exceptionally good year for durum with the average yield at about 33 bushels per acre. This yield which produced about 87 million bushels is about the third largest crop on record. This added to our carryover giving us a total supply of 140,000,000 bushels.

#### Long Harvest Season

Harvesting was started in North Dakota in early August. Good dry weather allowed harvest to move ahead rapidly, and half of the crop was harvested by the end of August. Harvest of the crop in the triangle was slowed down by rains and poor drying conditions and was not completed until late September. This damp cloudy weather caused some deterioration of quality and sprouting in the swath. However, the quality of the durum moving to market is generally good. The high moisture durum is gone.

#### Product Recall Insurance

Information from our insurance brokers is that it is impractical for a company of our size to carry its own insurance of this type. They feel that only with an industry effort, the setting up of a so called Captive Insurance Company can provide the type of coverage needed. Other trade organizations similar to ours and along with some large companies have set up such captive companies. Premium charges for such insurance in our industry might run into the neighborhood of \$500,000 a year to start. Unused funds could be used for redistribution at the end of the year, or used for expanded coverage. This is indeed a complicated subject, and I personally of course do not have most of the answers. I feel that the National Macaroni Manufacturers Association should go into this matter in behalf of all our members, as I am sure that most of our members cannot go it alone. Remember, that today, the old precept of "Caveat Emptor," "let the buyer beware," no longer holds. It is now "Caveat Vendor" "let the seller beware." I recommend that the Board of Directors of the NMMA go into this matter in some depth to see if our membership feels that such a procedure is necessary and feasible. I wish to acknowledge with thanks, that some of the statements made here were from articles by Bernard J. Daenzer of Wohlreich & Anderson, New York City, the F.C. & S. Bulletins of March, 1971 and Mr. Jay Shapiro of Joseph L. Shapiro & Co. of New York.



#### Exports Down

Durum wheat exports were disappointing during the first quarter of the 1971-72 season. Only 4,563,000 bushels were inspected for overseas shipment during July-September this season—a decline of 65% from the same quarter the year before. The longshoremen's strike on the West Coast, large overall supplies, and competitive pricing by other exporting countries all contributed to limit shipments.

#### Rolette, New Variety

A new variety of durum has been released this year by North Dakota State University. This durum is an early, strong-strawed high yielding durum variety. It exceeds Leeds and Wells in kernel size and exceeds Wells and Hercules in test weight. Earliness, higher yield, and shorter, stiffer straw have been among the major objectives in the durum improvement program for North Dakota and adjoining states. Losses in total production and quality due to short wet seasons often result in lower income for North Dakota farmers in the durum producing area. The protein content of Rolette was similar to Leeds and slightly higher than Wells and Hercules. High protein content is not considered essential for the production of good quality macaroni products. However, adequate protein is necessary from a nutritional viewpoint. Rolette was slightly higher than Leeds and Wells in semolina milling yield, and approximately equal to Hercules. No serious speckiness was noted in the semolina milled from Rolette.

To test for processing quality, samples of semolina were processed into

# We're back in business again!

The newest, most modern, durum mill in America.

the durum people.

**NDM**

**NORTH DAKOTA MILL**

1823 Mill Road, Grand Forks, North Dakota 58201  
Telephone (701) 772-4841

### Durum Report—

(Continued from page 14)

spaghetti on a semi-commercial scale extruder. The extruding procedure was controlled closely to simulate commercial processing conditions. Rolette compared favorably with the commercial varieties. No problems in extruding or drying were noted for Rolette or the check varieties. Furthermore, data on cooked spaghetti firmness showed that Rolette was well within the range for good eating quality. The color of spaghetti made from Rolette semolina was variable for the three crop years tested. In 1969, Rolette showed higher color scores than Leeds, Wells, and Hercules. The 1970 trials showed that Rolette was below Leeds and Wells, but above Hercules in color. The 1971 data showed that Rolette was slightly lower than Leeds, equal to Wells and higher than Hercules. In summary, Rolette compared favorably in over-all quality with the current named varieties. The kernel size and distribution of Rolette were superior to Leeds and Wells, and nearly equal to Hercules. However, the vitreous kernel content of Rolette was somewhat lower than the check varieties in one year. The protein quality, milling performance and spaghetti firmness of Rolette appeared good. Spaghetti color of Rolette appeared variable; however, on the average the color of Rolette was slightly below Leeds, equal to Wells and higher than Hercules.

We have just scratched the surface as far as high-protein varieties of durum are concerned in North Dakota. The State University is increasing a new variety in Arizona this winter that is higher yielding than Rolette. Also private seed companies are on the brink of developing new high yielding varieties of durum. We as durum growers feel that we will have no problems in the future supplying the industry with all the durum that is needed.

### Nebraska Man of the Year

Lloyd E. Skinner, Chairman of the Board of Skinner Macaroni Company, Omaha, Nebraska, has been selected as The Nebraska Man of the Year to receive the City of Hope National Humanitarian Award. Skinner is the third man in Nebraska to receive this coveted award. The others were J. Gordon Roberts in 1968 and W. Otto Swanson in 1969.

This National award is merited because of Skinner's civic, fraternal and benevolent heartiness to his fellowman in the spirit of brotherhood.

Mr. John Diesing, Vice President, Brandels Stores, Inc. is the General



Lloyd E. Skinner

Chairman for the Presentation Banquet that will be held April 19, 1972 at the Hilton Hotel in Omaha, Nebraska. W. A. Henry, Executive Vice President of Skinner Macaroni Company will serve as Vice Chairman for the dinner and Chairman of the Souvenir Journal. The Kick-off luncheon for all chairmen will be February 23 at the Hilton Hotel in Omaha.

Prominent business men in the Omaha and Council Bluffs area will serve as a civic executive committee. Honorary Chairmen are: The Honorable Roman Hruska, U.S. Senator from Nebraska; The Honorable Carl T. Curtis, U.S. Senator from Nebraska; The Honorable J. James Exon, Governor of Nebraska; The Honorable Eugene Leahy, Mayor of Omaha, Nebraska; His Excellency, Archbishop Daniel Sheehan; W. Otto Swanson.

### Many Activities

Skinner, active in the Nebraska community for many years, has been associated with Skinner Macaroni Company since 1938. He served as President of Quaker Baking Company in Council Bluffs, Iowa; Board of Directors for National Small Business Association and has also served in the following: Missouri Valley Association, Midwest Employers Council, Crop Quality Control Council, Water Resources Association, Board of Directors for National Macaroni Manufacturers Association, Nebraska River Development Association, National Marketing Adv. Comm., Chairman Macaroni Industry—Grain Food Products, Member Presidents National Pollution Control Council, Douglas County A.H.C. Drive, Cancer Society, Omaha Archdiocesan Comm. to support Lay Missionaries, United Community Services, Douglas County

Campfire Girls, Omaha Civic Opera Society, Boy Scouts of America, Council Economic Education, Nebraska Clergy Economic Education, Project Equality, Omaha Safety Council, Omaha Salvation Army, Nebraska Div. National Conference Christians and Jews, Catholic Co-chairman National Conference Christians and Jews, Nebraska Arthritis and Rheumatism, National Jr. Achievement, Catholic Interracial Council, Board of St. Catherine's Hospital, Creighton Prep School, Omaha Urban League, Duchesne College, Arthritis and Rheumatism Foundation, Trustee-National Arthritis Foundation, president's Council Creighton University, Nebraska Republican Finance Comm., Decorated Papal Knight of St. Gregory, Member of Grocery Mfrs. of America, American Legion Commander Omaha Post #71.

### Proceeds to City of Hope

All proceeds from the dinner will establish a medical research fellowship at the free, non-sectarian National Pilot Medical Center, City of Hope. City of Hope is dedicated to the service of humanity, helping people everywhere through pioneering programs in patient care, research and education in the major catastrophic maladies of our era . . . cancer, leukemia, diseases of the heart, blood, chest and heredity and basic studies in genetics, the neurosciences and maladies of metabolism including diabetes. Over 2000 original findings have emerged from its laboratories in just the past few years. Located in Duarte, California, the medical center is known as a "Medical City" with 40 buildings over 92 acres of ground. Not one patient in the 59 years of its existence has ever been presented with a bill.

### Next Month: 53rd Anniversary Issue

#### 53rd Anniversary Issue

New President at Delmonico: Joseph P. Viviano.  
New President at A D M: Donald Walker.  
New advertising campaign by Prince Macaroni Company.

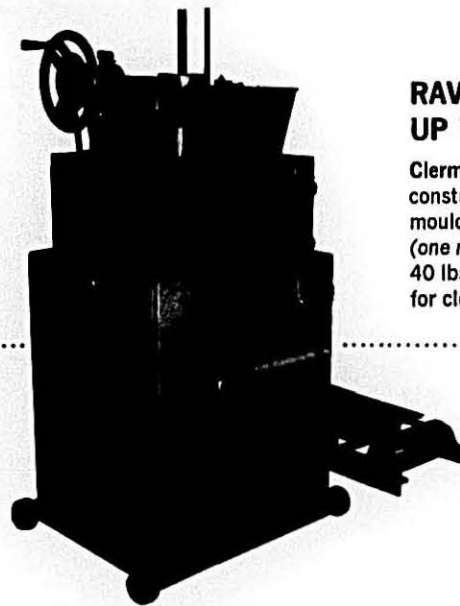
Nutritional Guidelines;  
Product Promotion;  
Legislative proposals to curb egg production.

Buyers' Guide;  
News of people, companies and campaigns in the macaroni-egg noodle field.

Don't miss it!

THE MACARONI JOURNAL

## Clermont builds machines that produce—

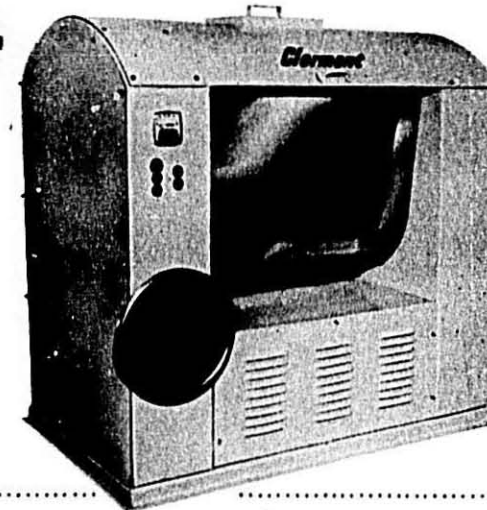


### RAVIOLI IN ALL SIZES & SHAPES UP TO 20,000 PER HOUR

Clermont's Ravioli Machine is the only one of its kind constructed to accommodate varying sized moulds which can be interchanged within minutes (one machine makes all sizes) . . . holds up to 40 lbs. of filling and all parts are easily removable for cleaning.

### THOROUGHLY KNEADED DOUGH FOR YOUR RAVIOLI OPERATION

Clermont's Double Arm Kneader-Mixer has 200 lbs. capacity, stainless steel construction and double arm agitator for complete kneading . . . other models available with up to 500 lbs. capacity, with single arm agitators if desired.



### MANICOTTI-BLINTZ OR EGG ROLL SKINS FOR A PENNY A SKIN

Clermont's Dough Skin Processor produces up to 600 per hour . . . makes round skins up to 6" in dia., also square or other shapes by simply changing the dough discs . . . operates automatically, requires only one operator with no special skills.

REQUEST SPECIFICATIONS  
**Clermont** MACHINE CO., INC.  
280 WALLABOUT ST., BROOKLYN 6, N.Y. • EVERGREEN 7-7540

MARCH, 1972



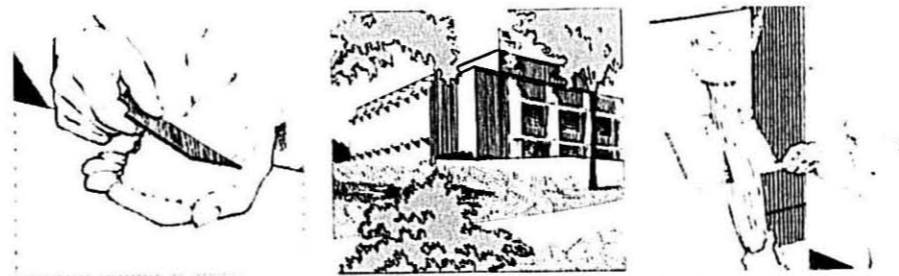
the Pure, Golden Color of Quality

At Peavey, we start with the best quality durum wheat. We select only the finest, golden wheat from the best growing areas. Our wheat is then milled in our own mills, using the finest stone mill process. This process produces a flour with a pure, golden color and a soft, silky texture. This is the quality that makes our pasta products so delicious and satisfying.

Our pasta products are made from this pure, golden flour, and are cooked to perfection. They are then dried in our own drying facilities, using the finest natural gas. This process ensures that our pasta products are of the highest quality and will keep for a long time.

At Peavey, we are committed to quality. We start with the best ingredients and use the finest processes to produce our pasta products. This is why our pasta products are so popular and why we have a reputation for quality throughout the world.

King Midas Semolina and Durum Flour  
Where Quality Pasta Products Begin



**PEAVEY COMPANY**  
Flour Mills

## Symposium on Eating Patterns and Their Influence on Purchasing Behavior and Nutrition



**Dr. Phillip White, Sc.D.**  
Department of  
Foods and Nutrition  
American Medical Association

I would like to give you some feeling for the format for this morning's panel. Several of us who have come the greatest distance have the opportunity to present a few formal remarks. And then following those remarks we will have open discussion among panel members and audience.

Bob Green asked me if I would review some of the highlights of a symposium that was sponsored late last year by the Council on Food and Nutrition on the same subject as is the title of your panel discussion this morning. I agreed to do so but reminded Bob that it was a three day conference and that I would not be able to summarize the whole conference in the time available. But I have gone through and picked out some of the points made out in Las Vegas. I am going to report to you what was said even though I don't entirely agree with everything that was said out there.

### Patterns of the Aging

We asked Dr. Donald Watkins of the Veterans Administration who is identified with geriatric nutrition to review for the conference the attitudes that include use patterns of the aged. Dr. Watkins had just come from the White House Conference on Aging and he was despondent because through the entire Conference and beforehand he attempted to focus attention on nutrition and circulated a petition asking people to list a priority of topics that they thought should be covered at the Conference. He was disappointed to find

that nutrition was at the bottom of the list.

### More Than 20,000,000 Aged

He pointed out that we have more than 20 million people in this country who are over 65 years of age. A good many of them live with their families. A large number live in homes for the aged or nursing homes. And a large number live as recluses. The aged have very special problems created by their physical inability to move about and so if feeding programs or nutrition programs are to be directed to the aged then we have to contend with the problem of taking the food to the place where the aged are living or find some means of transporting the aged to a central feeding station. I think you all know about such programs as Meals on Wheels or Central Community Feeding Programs but I think you also will agree that the track record in this country for the proper care of the aged who are not living with families is really quite miserable. I think it is safe to generalize and say that the aged in this country of all economic levels are perhaps our most ignored and abandoned segment of our population. It is a condition we really can't permit to exist for too much longer. What studies have been done tend to show that people over age 85 up into the 70's have food patterns that are a lot like the food patterns of teenagers. And we know how miserable they are. As a matter of fact, the usual food intake pattern measured in figures of nutrients of the aged at least as determined by the recent surveys of the Department of Agriculture tend to show that the nutrient shortages of the aged are about the same as the nutrient shortages in a teenage girl.

There are few studies on the nutritional patterns and nutritional health of the aged. It's an area ripe for research and I would say obviously an area ripe for product development and special product promotion.

### The Poor

Now moving from the aged to the poor: Dr. Margaret Fine reported on buying and use patterns of the poor. She made five main points: She said that the poor in this country may be characterized as being very brand conscious and very faithful to given brands. When they have found a brand of food that to them provides wholesomeness

and uniformity of quality they will continue to buy that brand of food, unless they have some very bad experience with it. I think this is true. It is my understanding that the poor, particularly the black poor, are extremely faithful to a given brand of products and this I think could be interpreted to mean that if a particular brand has a large variety of products that they will stay with all of the range of products under that brand label. So in this regard I think the promotion to the poor of brand image is important.

Despite being brand conscious the poor have been characterized as not having very much concern about old-time traditions. As the poor blacks move, for example, for awhile they retain the eating patterns that they brought with them but they very quickly lose these and tend to pick up the eating patterns and food purchasing patterns in the area where they live.

### Children Constantly Eating

We learned that in many instances the children of the poor seem to eat all the time just as do the children of the affluent. There is one continuing worry by the mothers of the poor and that is they fear that their children with their large appetites will eat up the supply of food before the date that that food is supposed to extend. If their children will eat up the food supply then they are left either with little food or having to raid some other budget item in their total family budget in order to provide more food.

The poor have the same feelings as do many other mothers that only food that is eaten at the table sitting down is considered in fact as being food. The thought is that if a food item is eaten standing up or as an uncontrolled snack item or even in fact eaten away from home, then in the eyes of the mother that is not food. She has some other name for it and an adjective which was applied to eating of that kind and which really created a lot of hard feelings and strong words was the expression "junk food." The mothers that came out to Las Vegas and talked with us said that food that was not eaten sitting down at the table under the control of the mother is in her mind junk food. They went on to say that those same foods, however, such as snack items served as part of the main meal were no longer junk foods but

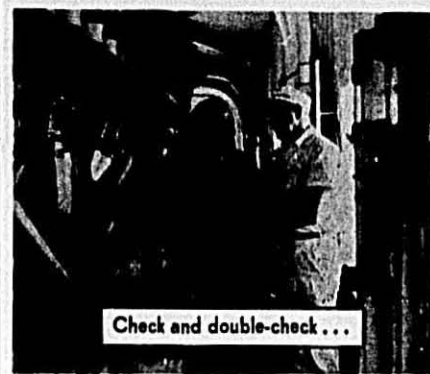
(Continued on page 22)



We buy the best durum wheat.



Clean, wash, temper and grind.



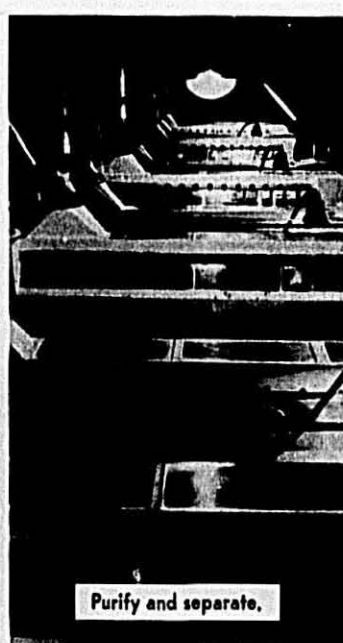
Check and double-check...



Sample and test again and again.



Sealed bulk loading all under cover.



Purify and separate.



... and check again.

## COME Take a Photo Tour..

... and see why you always get Top Quality, Uniform Color, Quick Service, Safe Shipment and Outstanding Product Performance when you buy Venezia No. 1 Semolina, Imperia Durum Granular, or Crestal Fancy Durum Patent flour.

Call (612)  
646-9433  
Ext. 281

**Amber** MILLING DIVISION • FARMERS UNION GRAIN TERMINAL ASSOCIATION  
MILLS AT RUSH CITY, MINNESOTA • GENERAL OFFICES, ST. PAUL, MINNESOTA 55101

### Eating Patterns—

(Continued from page 20)

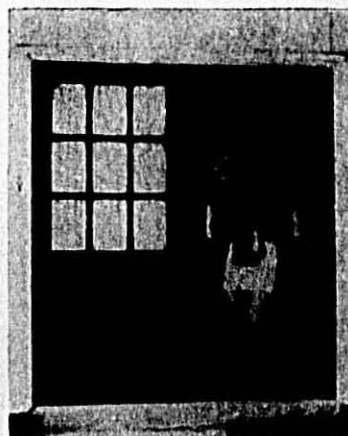
were then food foods. So it seems at least from Margaret Fine's point of view that the poor have many of the same characteristics of food purchase and food use patterns as do the more affluent.

#### Adolescents

We had two speakers who reviewed the eating patterns and concerns of the adolescent and I bring this in because this to some extent relates to school food programs and I think will give you a feeling for the real changes that are taking place with or without our control in food eating patterns in the United States. Mary Hampton of the University of California at Berkeley reviewed a study that had been underway for a good many years following high school students for four years. She came up with four generalizations: She said that adolescents can be broken down into the three following general classes: (1) those children who come from families in which the mother prepares and provides three meals at home, which she thought would represent about 30% of the children; (2) Another 30% were those who had no regular meal at home and the remainder of the time the child is on his own either to fend for himself at home or away from home; (3) The third group were the children who had no regular meals at home and were fully independent. They scratched for themselves, they scrounged for food; they often had money to buy the food, but there were no meals prepared for these children. This represented one third of the children in the schools they studied. So for these children food is not considered in the usual context of meals. They may never have any meals as such. They are snacking and they are eating mini-meals all day long and if there is any parental involvement in the dietary habits of these children it is only by having food available in the house but not preparing it. Dr. Hampton characterized this dietary pattern as "binge eating"—eating unconventional things at unconventional times.

#### Their Concerns

Then Kenneth Ward reviewed some of the concerns of youngsters in Northern California and I think that probably the same concerns would apply along the East Coast of the United States and in areas like Chicago and the larger cities in the Middle West. Youngsters in this instance means children from adolescence up through college age. It was found that youngsters of this age have an increased interest in natural foods, organic foods, foods that nature provides. It was also found that



Eating on the run is a way of life.

these youngsters do not follow their parents' habits, either in their lifestyle or in their food patterns. It is not uncommon for youngsters of this age particularly those who are living in communes to help cook the meals. These people have a deep interest in things such as macrobiotic and Zen-Buddhism philosophies and are generally quite turned off by our conventional U.S. mores. These people are concerned, appalled and angry with the so-called establishment and by establishment they mean you in industry, me in the medical profession, those fellows in the government and their lifestyle shows their concern and anger. These people are concerned about the quality of life and they are very concerned about the high infant mortality rate in this country but unfortunately their own lifestyle is such to bring about some of the highest infant mortality rates that we have anywhere in the country.

These youngsters, as well as the panel of consumers that Dr. Paul Fine brought, all expressed concern about the food industry pushing special interest products such as cyclamates, DDT and additives of that type which they said were used without reason and without appropriate information. But the net effect of all of this is to make these youngsters completely non-responsive to efforts by the establishment to bring about changes. This puts a real burden on the academic community, on the food industry and on the government because the very people who would like to help inform our youngsters, being the establishment, are not believed.

#### Consumer Panel

One of the main features of the symposium in Las Vegas was a consumer

panel of six women brought from the East Coast for a demonstration that Dr. Paul Fine and his associates use in order to determine food use patterns, food attitudes, market survey testing and the like. In brief, Dr. Fine feels that he can bring women together, get acquainted with them so they will go beyond what he calls their tendency for social lying (by social lying we mean that they will tell you what they think you want to hear and not really tell you how it is), and question them so as to open up and freely discuss their lifestyles, their food patterns and their purchasing patterns. I would like to review not what the women said but the attitudes that came out of the discussion.

#### Improbable Advertising

One of the main points that the women made time and again was that products are promoted in a manner which was not in their context of living. They said TV, radio and even newspaper advertising is always given in the context of some ideal lifestyle. As much as they would like to be a part of that lifestyle that is not the way they live. In fact they said the only resemblance to their lifestyle that one finds in advertising and product promotion is in the promotion of snacks. Their families do snack a great deal and so there is identification with the promotion of snacks.

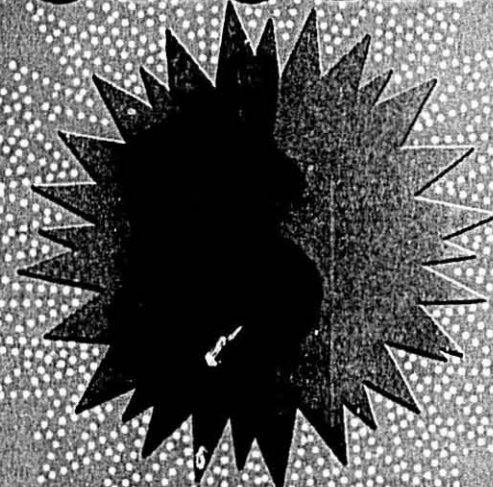
The women said, "you know we really aren't dressed to go to a cocktail party while cooking for our families. We really don't have white doves land on our shoulders in the kitchen. We're not at all like the mother on TV commercials," and they say it hurts them because their children wonder if their mother is of the wrong type or is the mother on television of the wrong type. So time and again they said, "When you try to inform us, or when you try to help us with product information, do it in our context of living, not in some idealized context of living."

#### Basic Four Foods

As a nutritionist, I paid attention because I realized that a great deal of the nutritional education that is beamed at the public is based on something called the four food groups and it used to be the seven food groups. And if you think about it that is not at all in their context of living because they do not buy or use food in that fashion. We're out of step with the times apparently in our educational approaches because what has happened is that meal patterns in America have so now eroded so that maybe there is only one meal left when the whole family is together or most of the family is together.

(Continued on page 24)

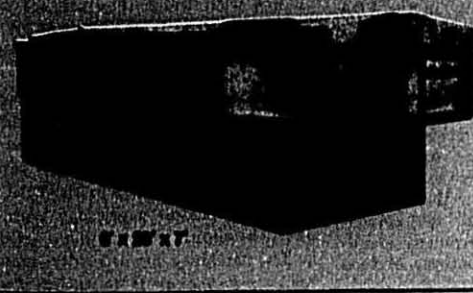
# MICROWAVE



puts the heat on  
pasta production costs

Microwave drying, the first really new development in a long time, has been quietly proven by some of the largest pasta producers.

■ It dries ten times faster ■ It uses 1/5 the space ■ It reduces dryer maintenance to about one hour a week (all stainless steel) ■ It improves product quality ■ It can double or triple production ■ Lower capital investment ■ It generally can be installed without shutting down the line ■ Are you ready for it?



CRYODRY

### MICRODRY CORPORATION

3111 Fosteria Way, San Ramon, Cal. 94583  
415/837-9108

## Eating Patterns—

(Continued from page 22)

I reviewed for you what has happened to the adolescents, that only a third of them actually had three meals at home and the rest had one to two meals at home. So, Dr. Fine makes the point that in this country among many families the very last meal that represents a family meal is dinner. And he says that custom of eating together is eroding very rapidly too. So snacking and mini-meals have removed all understanding of food combinations in the mind of the mother and has distorted the relationship of any one food to daily patterns of eating. If we promote meals or promote food combinations we have to wonder how the consumer is going to use that information: will she use it as her one meal at home when she has the kids at home together, or are we talking of a make-believe situation where the kids have breakfast together and in fact are home for lunch? After the children are old enough to go to school the idea of a lunch with mother or dad is apparently out the window in this country. It was clearly evident that mother had some idea of the importance of three meals and had some knowledge of the combinations of foods. And she holds on to this understanding as long as she can but apparently ultimately gives up in confusion, with a great feeling of guilt and then goes to the snacking and the mini-meal and the maybe one main meal way of living.

A point made frequently was that the industry and our consumer educational institutions reinforce that mother's guilt. She knows she ought to be feeding her family better; she knows there ought to be meal patterns, but there aren't. Her point was all that is done then about food product promotion of a given kind is to reinforce that guilt. She resents that and she's angered by it but most of all she is confused by it. She knows what she must do but she no longer can do it.

### Food Classification

In the words of Dr. Fine the rationale of eating cannot be the rationale of the nutritionist, or of the food scientist, or of the sociologist. He has classified from his experience with thousands of consumer panels how food is viewed in the home and his classification takes food from being profane to food as being sacred. And remember now that food is only that edible item that is eaten at the table.

Anti foods—soft drinks  
Junk foods  
Snack snacks  
Fooded snacks  
Snack foods—nourishing snacks

Mini meals—sandwich & milk  
Minor meals—breakfast & lunch  
Emergency main meals  
Main meals  
Special meals  
Super special meals—sacred meal, religious celebration

### Mothers' Classification

The mothers have come up with their own classification. The main meal in the minds of the mothers should be composed of:

- (1) Starch that is to be a filler substance.
- (2) Vegetable with vitamins and minerals.
- (3) Meat that is protein, energy and strength.

And I can tell you that if that's the case, our conventional nutritional educational materials are way off base.

So there was the cry, time and again, for having products, product promotion, educational activities, that are in the actual context of living today and not in the context of what living was like 30 years ago, or what living ought to be or could be if in fact we had real family structure with the kids staying home until they marry and have their own families, where grandparents and uncles and aunts have some influence on us. But I am sure if you think back over your own relationship and your own family's disintegration even though many of you are Italian with a tremendous family tradition I think you will realize that many of these changes have happened in your family structure as well.

### Change Taking Place

Well within this context of a changing America every segment of the food industry has individual problems that they must contend with, new product design and their promotion, education of the consumer, the protection of franchises and the protection of products that have been on the market for a long time, to name only a few problems. Many changes are taking place and the attitudes of governmental agencies are, we hope, in tune with the times. There is a drift away from rigid standards of identity in the FDA and in some extent in the Department of Agriculture toward what is called nutritional guidelines or nutritional concepts. The Department of Agriculture is moving toward the use of more conventional retail products in its many food assistance programs. And now I would like to ask our two government guests if they will review the attitudes of their agencies and their own personal attitudes about government standards and government concepts of food designs.



Dr. Ogden C. Johnson, Ph.D.  
Director, Division of Nutrition,  
Bureau of Foods,  
Food and Drug Administration

Dr. White has mentioned a number of things relating to changes. I would like to pick up a couple of them and talk about what this may mean to both you and the federal agencies. Perhaps one of the most startling changes that has taken place in the United States deals with spendable income, the income available to buy things. Back in 1940—which to some seems like yesterday and to others as if it were a long, long time ago—something like 14% of our population had a spendable income in excess of \$10,000. The projection for 1970 is that 50% of our population has such an income. In addition, going along with this, in 1940 about 15% of all individuals between 18 and 21 were in college—today almost 50% are. And thus the population that now is looking at food products (1) has more money and (2) is better educated.

### Constant Confrontation

Dr. White referred to those segments of our population which perhaps resist change a little more. But the large segment of our population with more and more education is being confronted almost daily and many times each day with new ideas and they tend to be quite receptive to change. This does not mean that they will necessarily accept change with which they are not satisfied. In fact a large segment of our population in all age groups is lashing out rightly or wrongly at things that they feel are unrealistic in terms of what they think our lifestyle should be. It is not surprising therefore that we are seeing changes in our food supply and how it is used. We in the FDA are confronted almost every day with the question about what a given product is. The tendency for a legally oriented regulatory agency is to try to find a

(Continued on page 28)

# ADM Milling Co.

## Dr. Johnson—

(Continued from page 24)

box back in history to put all these questions into. Precedent—it makes life a lot easier. It also tends to make individuals feel that we don't really care about looking at changes and accepting changes.

### Getting Answers

In the field of nutrition we are just beginning to get answers. In 1940, when the Food, Drug and Cosmetic Act was written, there was relatively little information. If one wonders how much things have changed I would suggest that you look at a copy of the Food and Nutrition Board's first recommended daily allowances and look at the values and see what has happened as our knowledge has improved. Today we are looking at food products in the FDA not only on the basis of what they are, how they are made, how they fit into tradition, but more importantly in relation to what is their nutritional content as the consumer uses them. In the past it has been assumed that the manufacturer in one way or another would dictate or direct how his product is used, what it will replace in the diet. As an example of where we get into trouble when we do this, if we look at the food consumption patterns of 40 years ago solely on the nutritional material that was available, quite frankly we have not had many changes—the quantity of various nutrients consumed today is about what it was 40 years ago and on that basis one could say our food consumption pattern has not changed. But we all know that where these nutrients come from has changed tremendously. If calories have remained essentially the same, still products have been displaced—products that were widely used 30 or 40 years ago either have disappeared or become less important. As you know the switches may have been subtle and in a given period of time, three to five years perhaps, almost not perceived by those involved. But the quantity of cereal products has dropped. The quantity of certain fresh fruits and vegetables has changed. The consumption of frozen products and processed products has gone up in some categories. Meat consumption has gone up; yet total milk consumption has gone down in terms of all milk products and within the milk category there has been switches from certain products to other products.

### Important Considerations

The FDA in my opinion has to consider two important facets: (1) What our particular regulations will do in relation to maintaining a reasonable

and continuing food supply, and (2) that in the face of changes and new types of utilization of food products that these products which are displacing more traditional foods provide nutritional qualities. We cannot dictate, whether we like it or not, what people will do with food products. What we must do is try to be sure that how they are used will not lead to any problems. Let me use an example. A number of years ago a product which was basically an imitation milk became popular in at least a few areas of the country. It had one marked advantage. It cost less—an important advantage. It was marketed in the same general way that milk was marketed. It contained some milk products. It, however, was not nutritionally equivalent and this could have been determined. But mothers buying considerable quantities of milk for their children found that in fact it saved a little money. It was estimated that in one state 15% of the fluid milk may have been sold in this form. The product was not nutritionally equivalent and some problems developed. The agency raised some questions. The manufacturer of the product quite rightly stated that they never intended it for this use and it was quite properly indicated that it was not for feeding young children. Unfortunately, the decision on how it was going to be used was not in the manufacturer's hands and the very availability of the product and the inference whether stated directly or simply assumed led to a problem which made it necessary for the agency to attempt to establish some standards which are still under review but which quite effectively removed the product from the market.

We are going to see more of this. We are going to see products coming into the marketplace which if they are acceptable to the consumer will displace something else in the diet. We will not add indefinitely new foods without displacing something else because the caloric balance in the bulk of our population is rather good. As this occurs the agency will have to give careful consideration to what is being displaced.

### Engineered Foods

The Department of Agriculture in their engineered foods have been developing products which quite frankly provide nutritional qualities to the diet unrelated to the food in its general and traditional appearance. We are seeing this occur more and more in the marketplace and as the techniques of developing new foods, changing traditional foods, improving traditional foods nutritionally and then making claims occur, we are going to find people who are going to be purchasing foods and

using them for a nutritional purpose, nutritional function in the diet that is quite different from the traditional use.

You are particularly interested in a product which has not necessarily been looked upon as providing a broad array of nutrients. It has been classified in relation to cereal products. There is no reason that it would have to be classified that way and though its normal consumption patterns relate it to other foods we are seeing a host of things happen which would make it apparent that changes in our eating pattern would bring about new uses that may not have the same combination and thus it is not surprising and not unrealistic to look upon products that have been well received but have served as in a sense part of a total meal to be used as vehicles in which one can develop a better total nutritional quality. Your own industry has over the years attempted to do this because it is quite obvious that if one can put together a high quality pasta product that contains an increased and improved protein quality and that the consumer recognizes this, there has then been made available another protein food, a new source of protein—one of the most costly things in our diet.

### Ground Meat

If one looks at what kinds of meat is being used it becomes quite apparent that although we talk about roasts and steaks the bulk of the meat sold in the United States is ground meat. Why? Because it is less expensive. There seems to be a considerable amount of it. It also is the thing which is most versatile. But there is a problem in that the cost of protein in the diet is one of the most important factors in terms of balancing a budget. And again this makes it quite interesting in the minds of many to look at cereal products, pasta products, bread, rolls, things which traditionally have not been looked upon as major sources of protein though contributing to our total protein as vehicles by which one could make an improvement in total diet. In this regard, as in the example with milk, the FDA will be looking at the use of the product.

### Consumer Determination

My own personal feeling is that the quality of the products are to be determined in a large measure by the consumer. This does not say that certain quality aspects ought to be ignored in terms of our own decisions. I think one has to move very carefully in the area of food standards. Historically, the total food industry has in the last 15 years berated the FDA on the rigid

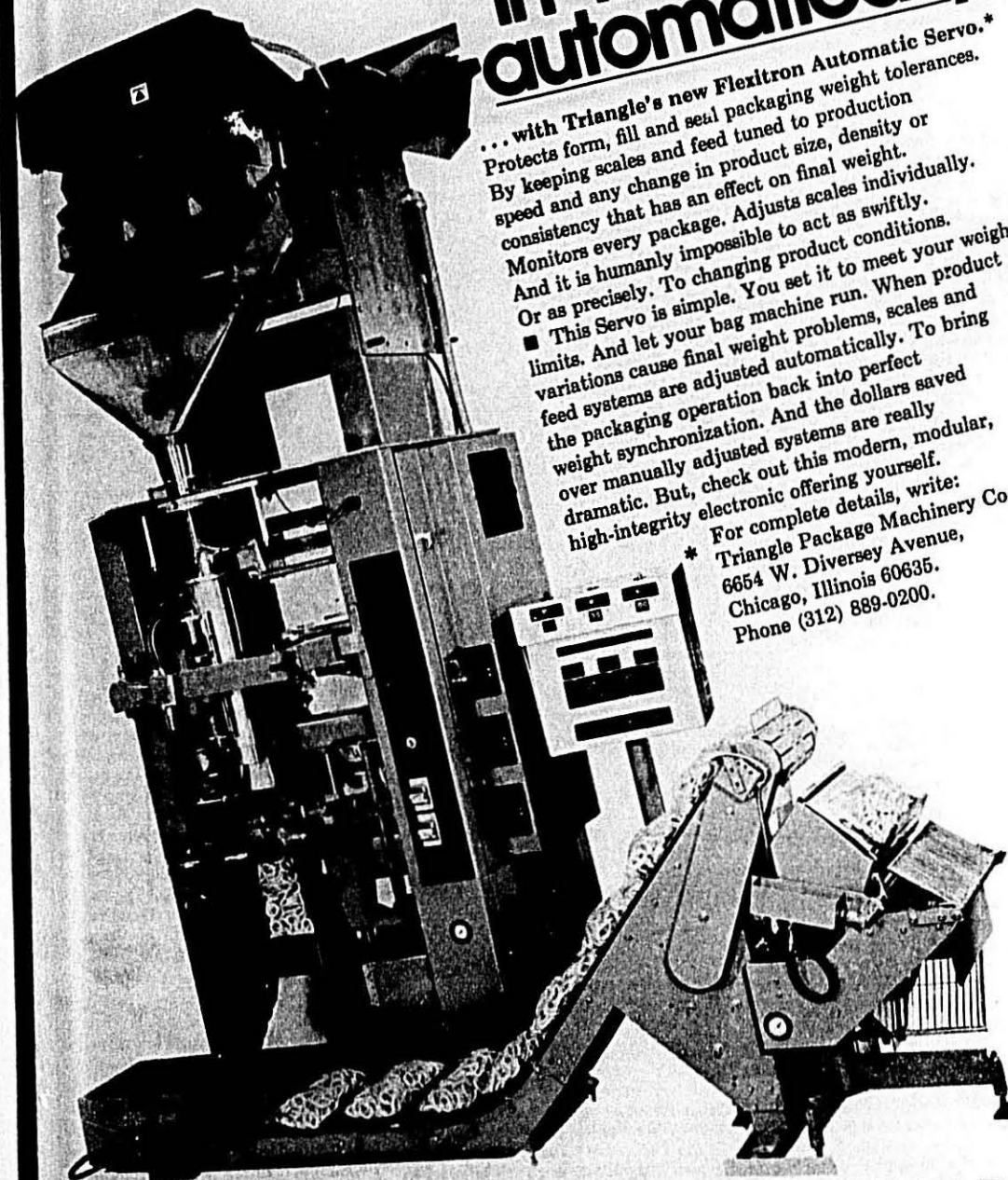
(Continued on page 28)

THE MACARONI JOURNAL

## Keep your system in "fine tune" automatically!

... with Triangle's new Flexitron Automatic Servo.\*  
Protects form, fill and seal packaging weight tolerances.  
By keeping scales and feed tuned to production speed and any change in product size, density or consistency that has an effect on final weight.  
Monitors every package. Adjusts scales individually. And it is humanly impossible to act as swiftly.  
Or as precisely. To changing product conditions.  
■ This Servo is simple. You set it to meet your weight limits. And let your bag machine run. When product variations cause final weight problems, scales and feed systems are adjusted automatically. To bring the packaging operation back into perfect weight synchronization. And the dollars saved over manually adjusted systems are really dramatic. But, check out this modern, modular, high-integrity electronic offering yourself.

\* For complete details, write:  
Triangle Package Machinery Co.,  
6654 W. Diversey Avenue,  
Chicago, Illinois 60635.  
Phone (312) 889-0200.



Triangle is running faster in high-performance packaging systems

### TRIANGLE

Bag machines • Scales  
• Fill equipment • And related  
high-performance packaging systems

**Dr. Johnson—**  
(Continued from page 26)

maintenance of food standards and our files are full of letters from individuals eagerly seeking to change standards. This desire to change standards is not something which has suddenly cropped up. One must go back to look at what the reasons for the standards were and then look at what the marketplace is today.

**Consumer Contact**

I am sure you all have had considerable contact with consumers. My office in the FDA Bureau of Foods is on C. Street. I can see the Capitol Building. Consumers on the way up to the Hill use my office as a waystation. I listen to their complaints about food standards—some of which they don't understand; their desire for better information and better quality in products partly based on their lack of information; and finally their desire to be a controlling factor in what in fact becomes the components of their diet. They always have been.

We feel rather strongly that in looking at existing standards and the products the consumer will buy and considering the fact that the final decision of nutritional quality are one of the few things that she cannot determine herself, we will be giving more consideration to this aspect. Hopefully we will work with the various industries which are being affected by these changes. My particular interest and the reason that I went to the FDA following some discussions with Dr. Virgil Wodicka was based on the fact that I think we must in the future consider the fact that an optimal food supply must be more than just tonnage but must in fact relate to the nutritional needs of our population and the fact that there may be some wide changes within our own agricultural production.

**Organic Foods**

In passing I would like to mention the area of organic foods. I see major chains like Safeway and Jewel giving shelf space to a variety of products ranging from fresh fruit and vegetables to some canned products that most of us just can't believe that anybody would take the time to package. I realize that we are talking about a business that can very quickly move up into the billions of dollars simply to stock those shelves the first time around and maintain them. I have recently watched a woman probably in her late 60's at the organic food shelf in a Safeway store. She bought a 5-lb. bag of grainola and two packages of a puffed rice biscuit. Down in her basket she

**Herbert Rorex, Director, Child Nutrition Service  
Food and Nutrition Service, USDA**

**A**LTHOUGH I am listed on your program as Director of the Child Nutrition Division I want to indicate that this Division is associated very closely in a complex of three large consumer government-supported food programs and I am sure you will be interested in the other two as well as the Children's program, with which I am intimately involved. These other two programs are the Food Stamp Plan and the Commodity Food Distribution Program which delivers a package of food to needy families. We have a Technical and Nutrition Education staff that services all three programs in this technical arena.

**Family Food Program**

The two family food programs are rather sizeable; the November figures show we were delivering food assistance to slightly in excess of 14,000,000 low income people. There is only about six or seven counties throughout the country that does not operate one or the other of these two programs. The trend that is very evident is that the Food Stamp Program delivering increased food purchasing power in the form of bonus food coupons is replacing the Family Distribution Program quite rapidly. There is a general transition from the distribution of the foods themselves over to a delivery system where you deliver the increased purchasing power to the participant.

**Child Nutrition**

Now the complex of programs under the heading of Child Nutrition Programs are basically involved in the feeding of children in group situations away from home. They run the entire gambit from the school lunch program, school breakfast program, special milk program, non-food assistance to the non-school food service program. The school lunch program is the oldest in length of service to the country, starting back in the depression years and becoming permanent legislation in World War II. The special milk program was added in 1955; the breakfast

**Dr. Johnson—**

had 4 TV dinners, three packages of little puffed snacks, and one box of space food sticks. I thought that is probably what will happen—people will buy some health foods and other foods for other reasons. All food manufacturers are going to be affected. Some of the major ones already have been affected. I think you ought to be alert to these changes and don't just hope they will go away. I don't think they will.



program and the non-food assistance program in 1968. The non-school program for year-round day care centers for preschool children of working low income mothers was added in 1968 and it has a facet that we call the special summer feeding program which is to provide food service primarily to children from needy homes during the school vacation period. When the children that have been receiving either breakfast or lunch during the nine months of the school year have at least one or more adequate nutritious meals during the summer school vacation.

**Delivering Nutrition**

Now undergirding all three of these school programs, the main ingredient is delivering nutrition to the participants. To the children's programs it usually is divided for the lunch pattern. The meal pattern is designed to provide about one-third of the daily nutritional requirements with enough flexibility built in to where the quantities can be reduced for the little fellows and the quantities should be reduced for the older and larger children. The breakfast program pattern is designed to provide about one-fourth of the daily nutritional requirements and the milk and the in-between meal supplements are designed to provide less. Now with that complex program we have something like 80,000 schools participating in the program. As of today about 82% of all the children that attend school today could eat lunch in school if they really want it and most of them would be expected to pay a nominal price and the needy children would get either a free lunch or a reduced price lunch. About 42,000,000 to 44,000,000 children who attend school participate in the

national school lunch program. Today we will feed more than 25,000,000 of these children and about 7,500,000 will receive either a free or reduced price lunch. The program operates from schools above the Arctic Circle in Alaska all the way through the fifty states, including Hawaii, Puerto Rico, American Samoa and the trust territories in the Pacific. As most of you know it is designed to work according to law with local administration, state administration being centered in the state departments of education and the local administration being centered in the local board of education. Both public and private schools are eligible and do participate.

**Market Development**

The second main undergirding of all these programs is to develop and utilize in the most instructive manner the production of American farms, which is the market development angle of the program. We try, in administering the program, to take the standards and criteria established by the technicians based on research and adapt that to a practical approach whereby the multitude of local people can make the decisions as to what the menu shall be and what the prices shall be to underwrite the cost of the programs.

**Fortified Pasta**

In the area of pasta type products, we are very interested in working with groups and the industry to get a product that we can use in the program and use on the same basis for the person who procured and decided to serve the food in California as a person who is using the product in Alabama or Maine. We really need a standardized protein fortified enriched macaroni type product so that when we talk everybody knows what we are talking about, knows what we are working for and what we are using in the program.

**Computerized Menu Planning**

Now as Dr. Johnson has said, we are in the midst of change. We are actively engaged in program evaluation and the nutritional basis that I referred to earlier is coming on much stronger in the final stage. A large segment of our food market is now moving into controlled programs which are based on a sound nutritional standard and that in itself will be dictating a considerable portion of the procurement policies in the future. We are experimenting with two projects, one here in the city of Miami, where we are trying to adapt and test the feasibility of computerized menu planning based on the nutrient approach exclusively in the school

lunch program. It has been used in some institutional feeding situations and we feel sure that we can adapt it for the school feeding program and doubly sure that many of the local entities have the ability and the capacity with their computers to utilize this approach where the menu would be totally based on the nutrient computations of the recipes and the menus used. Right now all of our patterns are based primarily on the quantities of food, like a two-ounce serving or a half-cup serving or a one slice expressed in practical terms whereas when you get to the nutrient approach ingredients in the products will go into the computation and will not be extra in the quantity pattern that we are using now.

**Feeding the Elderly**

I also see some of the people enroute up Capitol Hill and though this group is not necessarily representative of individual families they are pretty well organized and are usually better informed. Dr. White mentioned the elderly—we do have some of these groups that are actually being delivered nutritious meals through the school lunch program. It is more advanced probably in Massachusetts than in any other state. We are finding in these test runs

(Continued on page 32)

**JACOBS-WINSTON  
LABORATORIES, Inc.**

EST. 1920

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

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

James J. Winston, Director  
156 Chambers Street  
New York, N.Y. 10007



**Higher Postage Rates**

have boosted subscription costs, but it's still the best reading in the field. Place your order now!

The MACARONI JOURNAL  
P.O. BOX 336  
PALATINE, ILLINOIS 60067, U.S.A.

Please enter one year subscription:

\$8.00 Domestic  \$10.00 Foreign

Name \_\_\_\_\_

Firm \_\_\_\_\_

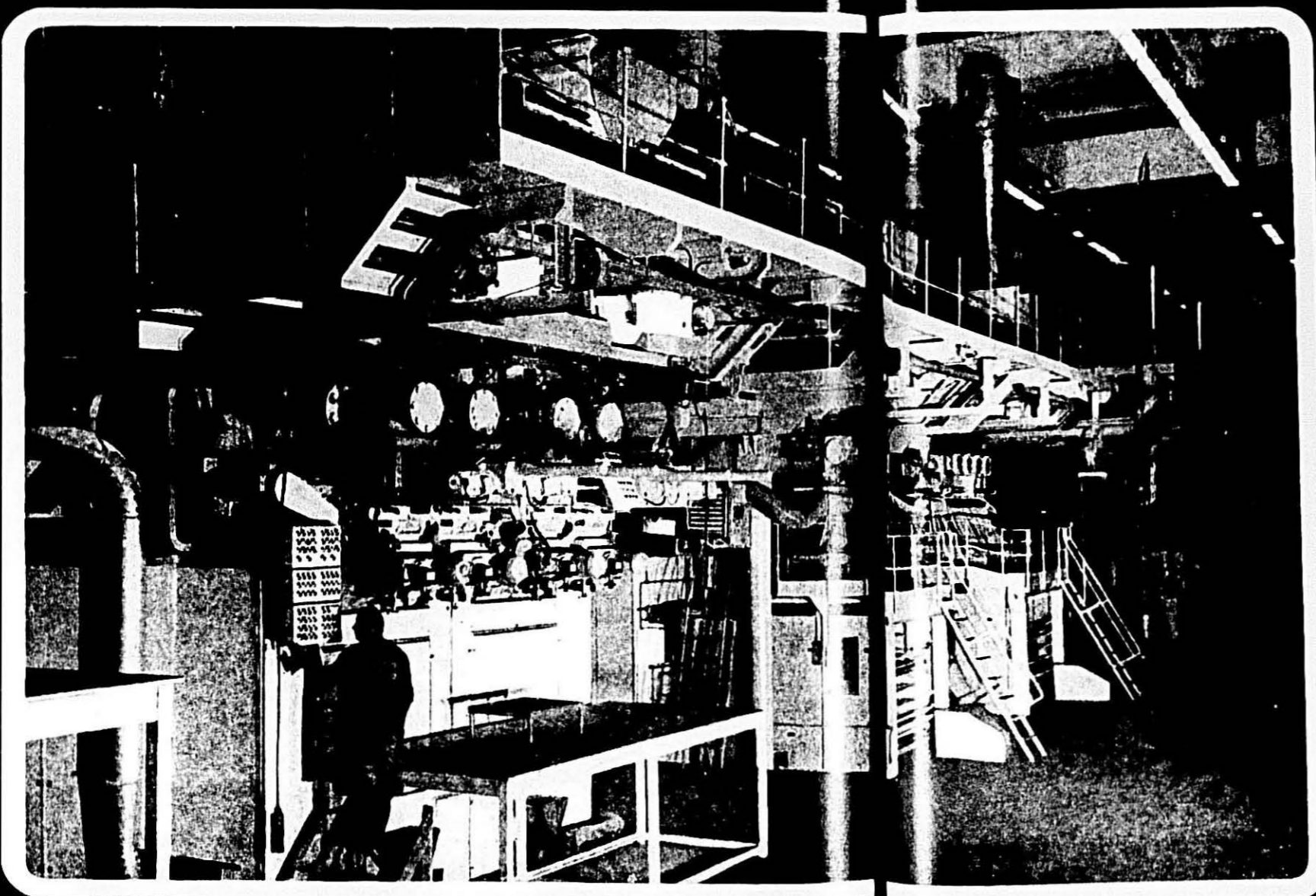
Address \_\_\_\_\_

City and State \_\_\_\_\_ Zip \_\_\_\_\_

Renewal \_\_\_\_\_ New Subscription \_\_\_\_\_



## BRAIBANTI ACHIEVEMENTS



**HIGH  
CAPACITY**

Each pasta factory has its own production requirements: Braibanti supplies automatic continuous lines for capacities ranging between 200 and 10,000 lbs/h.

### MACARONI MANUFACTURING EQUIPMENT

SOLE REPRESENTATIVE IN THE U.S.A. AND CANADA, WERNER - LEHARA, INC. CORPORATION,  
60 EAST 42nd STREET NEW YORK CITY, NEW YORK 10017 - AREA CODE 212 MU 2-6407

**Mr. Rorex—**

(Continued from page 29)

that the elderly get a tremendous benefit from coming to the school and actually eating with the children and it has far reaching benefits for the elderly as well as the young. The second approach is that they come to the school or are delivered to the school after the normal lunch period for the children. The late lunch hour or eating in the afternoon becomes a social affair and is working out quite well. There must be a dozen bills before the Congress on nutritional programs for the elderly so I think such a program is just around the corner.

**Dr. Kenneth A. Gilles  
Vice President for Agriculture  
North Dakota State University**

As I have listened to these gentlemen talk, a number of thoughts have gone through my mind. I think most of the comments have been quite appropriate to indicate what social changes are occurring in food patterns and I think we all recognize this.

But I also think that as we look at these nutritional studies we bear in mind how the questions were asked. The response you get may be influenced in the way the question is asked.

Some twenty years ago I went to work for General Mills with a group on food and nutrition. We were chided because only ten of us worked in an air-conditioned laboratory. It so happened that the air-conditioning was for the rat colony, not the scientists. The advertising boys convinced management that nutrition couldn't be sold so we got out of the rat business. Now we have gone full cycle and nutrition is important, it is popular again, and calls for action.

I think yesterday the inference was left that nutrition is a precise science; as a biochemist I would be one of the first to say it is not. Most of our knowledge in the field of nutrition is with animals. With animals our testing knows about his age, heredity, diet, history. Not so with humans. But as time goes on we will learn more about them too.

**H. Howard Lampman  
Executive Director  
Durum Wheat Institute**

It seems to me we are confronted with some contradictions. On the one hand we are talking about a product that is thousands of years old and does require a meal time situation to be consumed and yet we have this sort of catch-as-catch-can life-style coming up.

I don't know how we can resolve that contradiction and whether people are going to settle down to a life-style which calls for one meal a day.

In support of the catch-as-catch-can life-style, I deal with sandwiches. In six years sandwich consumption increased from 120,000,000 made at home in 1982 to 158,650,000 in 1988. That is more than a 30% gain and does not include an astounding increase in restaurants.

Obviously with pasta consumption climbing there are still people who serve it at a sit-down meal because it is pretty hard to eat standing up.

**James J. Winston  
Director of Research  
National Macaroni  
Manufacturers Association**

By the year 2000 population in this country is expected to double. Most scientists are optimistic that our food production and distribution can be organized so that all of the people can be nutritiously fed.

Sometimes we in the macaroni industry are accused of not being conscious of nutrition. I suggest we look at the record. In 1944 the macaroni industry had to convince the Food & Drug Administration that Vitamin B and iron enrichment should be included in our standards of identity. We amended our standards again to include the use of defatted soya, wheat germ and yeast, and recently nonfat milk solids. All in all by taking advantage of some of these optional ingredients we can fulfill the requirements of many dietaries and possibly satisfy many different groups.

I know that Mr. Rorex is very much interested in a pasta product to serve as a partial replacement for meat for children. Well fortunately this can be done within the scope of our standards by using higher amounts of defatted soya mixed with durum wheat products. There are manufacturers ready right now to sell it.

The macaroni industry has always been flexible and quite willing to go along with the times. We have always felt that macaroni products have great versatility in combination recipes that can provide substantial nutritional contributions.

**The Issues: Dr. White**

Dr. White summed up the issues as follows:  
What does a traditional industry do in light of very significant changes in food consumption patterns? Clearly it wants to hold on to what it has. But can it hold onto what it has and hold off the big fellow, the big conglomerate, who

wants to get into the business too? The conglomerate does not have the same deep felt traditional values for the product that you people have. You are up against that right now.

It seems to me that in light of food consumption patterns and the enormous number of products available in supermarkets that many of you will be thinking of diversification of products. This does not mean necessarily damaging or even changing your present products. At the same time we have a Department of Agriculture that is undertaking the job of feeding more and more people in poverty and out of poverty and seems to visualize the time when all school children will be fed free school lunches. This means innovation of products. It means innovation of family style. And it surely means innovation in our tax structure.

**Constitutional Changes**

IN CONVENTION ASSEMBLED, on January 26, Mr. Rossi, reporting as Chairman of the Committee for Membership Classification and Dues reported that the Committee recommended the National Macaroni Manufacturers Association and the National Macaroni Institute continue their separate identities and operations as in the past.

The Committee proposed membership in the National Macaroni Manufacturers Association shall be divided into three classes, namely:

- (a) **Active Members**—limited to those actually engaged in the manufacture of macaroni products and/or egg noodles;
- (b) **Associate Members**—limited to those actually engaged in packing or marketing macaroni and/or egg noodles but not manufacturing the same.
- (c) **Allied Members**—limited to those actually engaged in lines or services essential to and/or connected with the macaroni products industry.

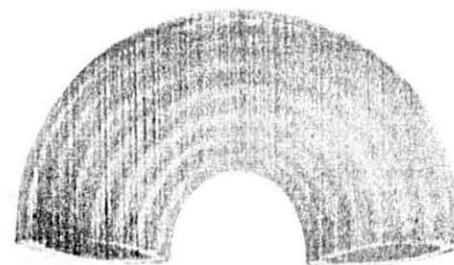
The Committee recommended that dues to the Association be raised by 25% in 1973 and another 25% in 1974.

Changes recommended for the National Macaroni Institute concerned articles V, VI and VII.

**Article V—Governing Body.**

The organization shall be governed by the Board of Directors of the National Macaroni Manufacturers Association and a National Macaroni Institute Committee of seven members made up of the officers of the National Macaroni Manufacturers Association together with three delegates at large appointed by the President.

(Continued on page 34)



## The Defense of the Standards Continues

Plus

Weekly Newsletter.

Periodic Surveys.

Technological information.

Research and relations in the durum area.

Meetings and Conventions; exchange ideas with colleagues.

Up-to-the minute facts and information for your key personnel.

## Your Membership Supports

**THE NATIONAL MACARONI MANUFACTURERS ASSN.**

P.O. Box 336, Palatine, Illinois 60067

## INDEX TO ADVERTISERS

	Page
A D M Milling Co. ....	25
Amber Milling Division .....	21
Asecco Corporation .....	9
Braibant-Warner Lehrs .....	30-31
Clermont Machine Co. ....	17
DeFrancisci Machine Corporation .....	12-13
Diamond Packaged Products Div. ....	35
International Multifoods Corp. ....	36
Jacobs-Winston Laboratories .....	29
Malderi & Sons, D., Inc. ....	7
Macaroni Journal .....	29
Microdry Corporation .....	23
National Macaroni Mfrs. Assn. ....	33
North Dakota Mill .....	15
Peavey Co. Flour Mills .....	18-19
Rexhem Corp. ....	2
SoBrook Machine .....	34
Triangle Package Machinery Co. ....	27

## CLASSIFIED ADVERTISING RATES

Want Ads ..... \$1.00 per line  
Minimum \$3.00  
Display Advertising ..... Rates on Application

FOR SALE—83 page book on Macaroni, Noodles, Pasta Products by James J. Winston, \$5.00 postpaid if check is sent with order, P.O. Box 336, Peletine, Ill. 60067.

WANTED—Members for the National Macaroni Manufacturers Association and National Macaroni Institute. You need us; we need you. Write NAMA Box 336, Peletine, Ill. 60067.

WANTED—Subscribers to the Macaroni for foreign postage. Macaroni Journal, Box Journal. Twelve monthly issues \$8; add \$2 336, Peletine, Ill. 60067.

### Complete Line of GIACOMO TORESANI MACHINES

Tortellini, Copalietti and Gnocchi

Continuous Kneader Shooters  
(rolled upon dovols)  
to 200 lbs. per hour production  
Noodle Cutting Equipment

"We Invite Your Inquiries"

**SoBROOK Machine**

Div. of Volpi & Son, Corp.  
844 3rd Ave.  
BROOKLYN, N.Y. 11215  
Phone: (212) HY 9-5922

## Constitutional Changes— (Continued from page 32)

### Article VI—Meetings.

1. The annual meeting of the organization shall be held concurrently with the annual meeting of the National Macaroni Manufacturers Association.

2. Special meetings may be called by the Chairman of the National Macaroni Institute Committee.

### Article VII—Funds.

Funds for the operation of the corporation shall be derived from monthly contributions from members on a basis to be determined by the Board of Directors of the National Macaroni Manufacturers Association or by the sale of promotional materials developed or produced by the corporation.

### Second Report

Vincent DeDomenico, Chairman for the Committee on the Structure of the Board of Directors, reported the following recommended changes:

### Article V—Board of Directors.

Section 1—Governing Body. The Association shall be governed by an elected Board of Directors which shall be composed of the following: (a) 17 regional active members in good standing in the National Macaroni Manufacturers Association and the National Macaroni Institute whose principal office is located in the regions hereby described.

### Region

- | Region   | No. of Directors |
|--|------------------|
| 1. Atlantic Coastal States, including all of New England, New York and Pennsylvania              | 8                |
| 2. Central States from the eastern boundaries of Ohio through the western boundaries of Nebraska | 4                |
| 3. Mountain States and Pacific Coast from Colorado west, Alaska and Hawaii                       | 3                |
| 4. Canada  | 1                |

(b) Two directors at large in good standing whose principal business is derived from more than one geographic region as defined.  
(c) Membership on the Board of Directors shall be limited to one Board member for any one macaroni company. For purposes of this section, one macaroni company means one corporate entity or one individually owned company.

### Article VI—Officers.

Section 4—Special Activities.  
(c) IV. Establish an organization to be known as the National Macaroni Institute whose purpose is to promote the sale on consumption

of macaroni, spaghetti and egg noodle products. Funds will be provided by voluntary contributions from members of the National Macaroni Manufacturers Association at a rate to be established by the Board of Directors.

### Motion For Mailing

Following discussion, it was moved by Mr. Toner and seconded by Mr. Stanway that the Secretary send all members of the National Macaroni Manufacturers Association a copy of these recommendations requesting their comments and that they be voted upon at the next annual meeting. Motion carried.

### Retail Egg Prices Skid

At a time of abnormally high quotes for beef, pork and even broiler chickens, retail prices for eggs have slipped to their lowest levels in the past decade. Wall Street Journal reported some chain stores selling eggs as low as three dozen for \$1.

Credit a flock of healthier and more productive hens and younger pullets, with an assist from the weather, which have bombarded the market with a heavy supply.

A decline in egg quotations runs counter to the usual pattern for winter, when prices usually rise because of cold weather.

Much of the oversupply results from the introduction last year of a vaccine for Marek's disease, a malignancy that formerly killed as many as 20% of the young laying chickens in some flocks. Now the survivors aren't only healthier, but they are more productive too.

Growers have culled large numbers of chickens from their laying flocks to stem the production. By Jan. 1, the nation's farms housed 328.3 million egg-laying chickens, off 2% from the year before.

But the rate of lay on Jan. 1 averaged 60.6 eggs for each 100 layers, up 2.5% from the year-earlier pace.

### Braibanti Manager Retires

Alessandro Lenner, general manager of Braibanti & Co., Milano, Italy, and a member of the firm for more than 40 years has recently retired.

Many innovations in the pasta industry are credited to Lenner's research and development skills.

He has traveled extensively and is well known to the pasta trade throughout the world.

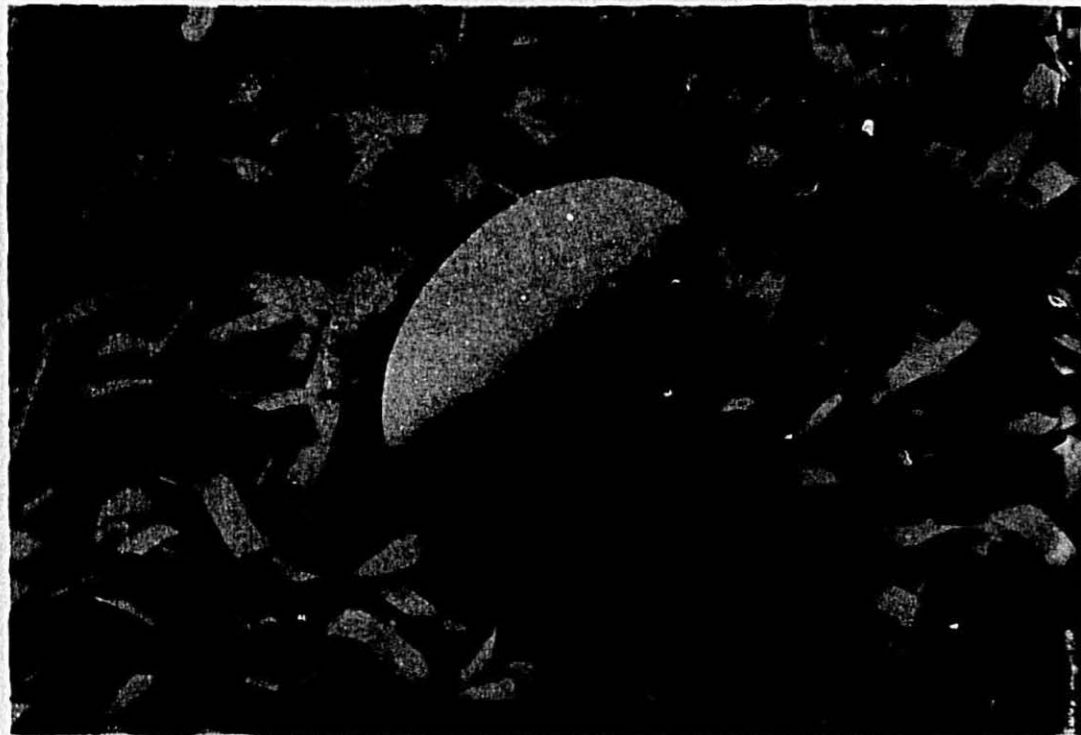
Good Housekeeping magazine, February issue, has fourteen pages with six color recipes, twenty-five pasta recipes: "New Ways with Spaghetti, Macaroni and Noodles."

**Launching a new look?**

If your product needs a boost, it may be the package that provides the lift-off. We can assist you in every phase of your packaging program—from the drawing board to putting it in a planned sales orbit. We offer top quality offset, letterpress and gravure, plus sales oriented designs. Even counsel with you on the best filling and closing equipment. This is *Total Capability* from Diamond Packaging Products. There's a Diamond man who can work with you to launch your product into new sales. Call us.

**DIAMOND PACKAGING PRODUCTS DIVISION  
DIAMOND NATIONAL CORPORATION**  
733 THIRD AVENUE NEW YORK, N. Y. 10017 (212) 697-1700

**Okay.  
Who put egg in the noodles?**



**Sal Maritato did.**

So now when you buy Multifoods' new noodle mix called "Duregg" — all you add is water.

We've gone ahead and added the egg solids to Multifoods' top-quality durum flour.

A number of our customers have already ordered "Duregg" in hefty lots.

Here are a few reasons why you should:

- Duregg eliminates time-consuming, in-plant blending of flour and egg solids with expensive machinery.
- Duregg is ready when you need it. No thawing,

less chance of contamination, and less time and mess.

- Duregg eliminates the need to re-freeze unused egg.
- Duregg assures a consistent blend.
- Duregg eliminates the necessity to inventory two ingredients. Storage and record keeping is reduced.
- Duregg simplifies delivery. Now it's one source — Multifoods.
- Duregg lowers your manpower requirements.

Enough said. Order your Duregg with a phone call. The number is 612/339-8444.

 **INTERNATIONAL  
MULTIFOODS**  
DURUM PRODUCTS DIVISION  
GENERAL OFFICES, MINNEAPOLIS, MINN. 55402