

**THE
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JOURNAL**

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December, 1977

Macaroni Journal



Macaroni and Cheese garnished with ripe olives.

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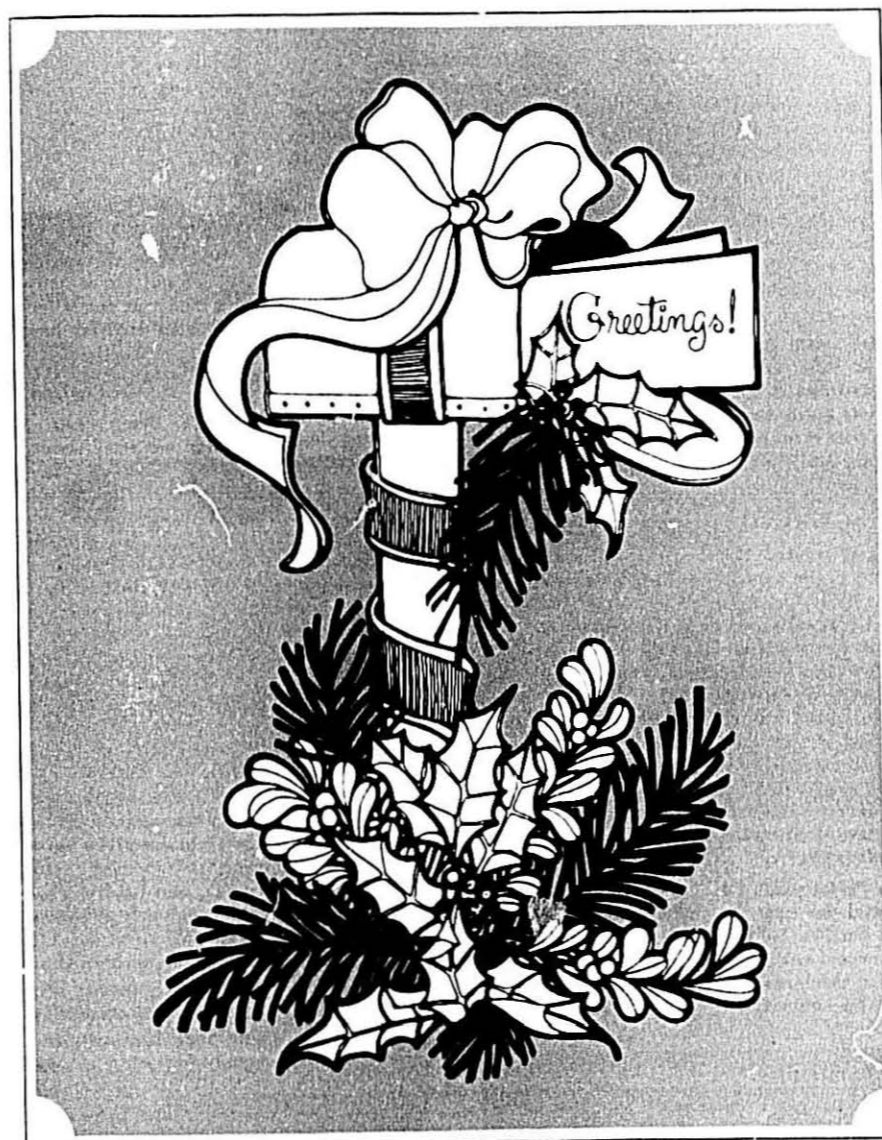
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European Study Tour

Twenty-seven delegates joined forces in Milan to visit the IPACK-IMA Show at the Milan Fairgrounds. Here they saw a vast display of macaroni processing equipment, packaging machines, materials handling equipment, and so forth. Exhibitors told me that traffic was good, but they were disappointed in the turnout from the Italians indicating troubled business conditions for that country.

As expected, pasta is served with every meal in Italy, and sometimes two or three varieties. It was observed by many in our group that it is very hard to get a poor meal in Italy—they love their food and they prepare it well.

In Parma

In Parma we visited the largest macaroni plant in the world—Barilla, owned by the W. R. Grace Company. Mr. Richard De Rossi supervised our tour through an establishment that has condensed what used to be 59 double-headed presses into eleven gigantic production lines producing 1,600,000 pounds of product per day or the equivalent of ten cars. They can store some 20,000,000 pounds of semolina in preparation for production and follow a practice of sizing the granulation for uniformity.

An another Parma plant, Dr. Mario Tiovani showed us how a smaller manufacturer handles 140 specialties. We were impressed with his numbering system for machines so trouble spots could be immediately pinpointed.

In Corticella

In Corticella, just out of Bologna, we saw a combination operation of a 250 ton per day durum mill and a macaroni plant with eight lines turning out 200 tons daily. Owned by the Communist Party the plant is well automated for the workers, a prototype fifteen years ago. A fork lift operator was a woman who looks like she can get out the vote. The general manager, Mr. Turini, was in North Dakota last fall.

Luigi Grassilli of Braibanti's New York office was our host and guide throughout Italy.

In Switzerland

Upon our arrival to Switzerland we were greeted by Dr. Louis Capol who along with macaroni manufacturer Robert Ernst and Buhler-Miag representatives George Degundas and Joe Manser took us on a sight-seeing tour in the environs of Zurich. At a typically Swiss luncheon (veal and home fried potatoes) at the Krone Hotel in Regenberg, Dr. Capol said Swiss macaroni manufacturers are experiencing much the same things as in other countries: more governmental regulations, changing consumer patterns, energy problems, new technologies, and the ever existing desire by individuals and organizations to produce a better product at a more economical price.

He noted the decline in numbers and amount of production of pasta in Switzerland due to decreasing population, Italian dumping, hidden protectionism of nations surrounding Switzerland, and increasing taxes.

Uzwil & Buchs

We stayed in Zurich and visited Buhler-Miag in Uzwil and the Migros operations for pasta and chocolate making in Buchs by bus. At Buhler-Miag we were greeted by Dr. Hans Buhler and shown two interesting films on the over-all operations of the company as well as their macaroni lines. After a delightful luncheon at the Hotel Uzwil we continued our tour through the impressive works of this company.

Migros is a large supermarket operation in Switzerland and they make their own pasta and chocolate products as well as other items. Their straight line efficiency was impressive and their sanitation controls outstanding. Walter Strehenberger of Buhler-Miag's Minneapolis office made all arrangements for us.

Stuttgart

In Stuttgart we saw the largest macaroni operation in Germany. B. Birkel Sondheim Schwaben Nudel Werke at Weinstadt-Endersbach. As we drove from the railroad station to the plant in the suburbs we saw many billboards advertising Birkel products including a new spaghetti sauce using

the theme "Nudel UPI!" One of the most impressive features of their highly efficient organization and plant was their automated warehouse storing products to towering heights. Run by a computerized card system, it provides for complete inventory control.

We were the guests of Mr. & Mrs. Frieder and Mr. & Mrs. Klaus Birkel at a dinner at our hotel that evening and again enjoyed most sumptuous fare.

In England

While flying from Stuttgart to London we read about airplane hijackings, floods in Italy, the sale of Ravarino & Freschi to Rank-Hovis-MacDougall, and other items of interest, but we proceeded undaunted to the Rank Research Centre at High Wycombe. We were greeted by Dr. Jack Edelman, general director of the Centre, Mr. Richard G. Windred, assistant director, and Dr. Jack E. Munden of the engineering staff. The group was divided into thirds to visit the various departments on a well scheduled itinerary to visit microscopy (where we saw pasta under the microscope magnified larger than anyone has ever seen before), biochemistry department, process development, crop scenes, cereals, and bakery where testing of flours and new products are undertaken. We spent the night in Cambridge, an ancient University town

where Dr. James Quick of the agronomy department of North Dakota State University is spending six months in study. Jim joined us for the day and the one following when we went to Great Yarmouth to see Pasta Foods, the newest macaroni plant in England. After a luncheon of fish and chips we traveled through the English countryside to London to run into Friday afternoon traffic. In the evening we were entertained at the RHM Centre by the overseas division headed by Malcolm Semple to an exquisite buffet.

There was plenty of time for sight-seeing although the schedule was tight, and we did visit cathedrals.

(Continued on page 6)



In Switzerland, at the Hotel Uzwil: Bob Green, Dr. Hans Buhler, Vincent DeDomenico.



Walter Strehenberger, Luke Marano, Paul Reining, Vicki McManus, Angelo and Mary Cappelzi.



The Group: Front row—Allan and Jean Wethmeller, Jay Realmuto, Luke and Yolanda Marano. Second row—Paul and Lee Reining, Vicki and Greg McManus, Jean and Mickey Skinner, Kitty and Al Katske. Third row—Chris Green, Jim Quick, Jig and Maria DeFrancisci, Kay and John Tobia, Rita and Joe Francis (in front of them), Fran and Bob Green. Back left: Geoffrey Brown, Eileen Hauptman.



Left to right: Greg and Vicki McManus, Jig and Maria DeFrancisci, Bob and Fran Green, Jim Quick, Dr. Munden, Eileen Hauptman, Chris Green, Des Ellis.



Process Development at Rank Research Centre: same group as right above.



Cereal Chemist with Luke Marano, Jean Wethmeller, Paul Reining, Al Wethmeller, and Roberta Ander.

European Study Tour

(Continued from page 4)

museums, points of interest, and London theatre on a Saturday night. All in all it was a most congenial group and a happy, though concentrated study trip.

Barilla Know How

The Barilla macaroni factory in Parma, Italy, is the largest in the world.

Since its foundation Barilla has passed through three stages:

1877-1947—Riccardo Barilla transforms an artisanal baker's shop into an industrial organization for the production of food.

1947-1960—Fast growth during the post war years gives Barilla the leading position in the Italian pasta products market.

1961-1977—Italy's number one becomes European with its acquisition by the W. R. Grace Company and its expansion of products.

1971-1981—Tradition supported by the technical and management assets of the company lead them to the objectives that must be shared in solving one of mankind's greatest problems—food for the future.

Italian Market Leader

Barilla's leadership in the Italian market is evidenced by its number one position for the sale of plain macaroni, egg noodles, and tortellini. It is third in spaghetti sauces; first in breadsticks, cake mixes, and pizza mix; second in rusks and biscuits.

The sales force in Italy numbers 300 strong. There are 400 distributors in 41 different countries around the world. Thirteen major regional warehouses plus 15 peripheral give direct coverage and supply to 50,000 outlets. Annual advertising and promotional expenditures range upwards from \$4 million.

The Barilla Company has six plants in Italy. In Parma pasta products output amounts to 150 tons daily. In Caserta output runs 130 tons daily. Bakery products (breadsticks) are also made in Caserta with production at 12 tons daily. Breadsticks, rusks, pizza, and cake mixes are produced in Rubiano. Milling operations are in Altamura with a total output of 700 tons daily.

Pasta is also made in Pedrignano, a suburb of Parma, with output of 850 tons daily.

Food for the Future

Barilla's success and experience in developing large scale industrial food programs can be the basis for alternative forms of cooperation in exploiting opportunities in the field of mass nutrition. To this end Barilla has a product development department, microbiological and chemical department, technical packaging department, and an engineering department all of which engage in projects and research.

Existing production units work on quality improvement and cost reduction programs to cover such variables as:

- program formulation on the basis of local consumer requirements through product development and product improvements.
- raw material selection and identification necessary to insure constant finished product quality standards.
- other technical variables necessary to optimize quality output ratios (temperature, humidity, trouble shooting diagnosis).
- selection and definition of odorless packaging, necessary to insure shelf life, even in adverse climatic conditions, with accurate cost levels.
- plant operations, necessary to meet objectives of efficiency.

Barilla know how also pays off in the areas of product organization and quality control; selection, project engineering, and start-up operations for installation of new product lines; organization of analytical production costs. Results are coded into a specification manual for product, raw material and packaging identification, forming a collection of standards for optimal plant operational programs and an assessment of economical quantities for cost control.

Pasta Is An Index

Economists usually use such indicators as gross national product, personal income, or industrial production to measure a country's standard of living, but one of the best measures is the eating habits of its citizens.

When living standards are going up, people tend to eat more expensive, processed foods; in slipping economies—or those that have never worked into an uptrend—the tendency is to eat simpler, agricultural foods.

We checked on the state of the

"palate indicator" with Marco Buitoni, the sixth-generation member of the Italian food giant bearing the family name. He is executive vice president of the firm and president of its U.S. subsidiary. Buitoni is on a trip to the United States, South America, and Europe to celebrate the company's 150th anniversary.

Good Barometer

Buitoni said macaroni products, of which his company makes a lot, are a good barometer of eating patterns because they are more expensive than such foods as beans and grains and require a higher level of individual income.

On that scale, Brazil shows up with one of the improving economies. However, in the United Kingdom, increased pasta consumption indicates the economy is slipping, as consumers in that country search for a beef substitute.

"In Brazil," Buitoni said, "the movement from beans to spaghetti is very strong. We have a plant there, and other companies have moved in. Borden's, for example, made a very smart move in buying a pasta company in Brazil."

"The English, though, have lost their empire and per-capita income is decreasing, so they've had to find a substitute for beef. With pasta, you can make a balanced meal just by adding some meat or sauce, and it's relatively cheap."

The movement to macaroni products in England has been so strong Buitoni said, that Britain has become the company's fastest-growing market, with sales up 30 per cent in the last two years. That could change when North Sea oil fields begin producing more national income, he conceded.

Among other areas where rising living standards have prompted consumers to alter their eating patterns, Buitoni listed Kenya, Uruguay, and the Central American republics.

Not a Substitute

Macaroni products don't just substitute for grains and beans. "In Europe," Buitoni said, "it's potatoes. When the price of potatoes goes up, as it has now, we sell more pasta. In America it's beef. When the price of beef goes up, people look for cheaper foods."

Another feature of macaroni products that make them useful as a step up from the simplest foods is the fact

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Merry Christmas

and Best Wishes for a Healthy, Prosperous and Happy New Year

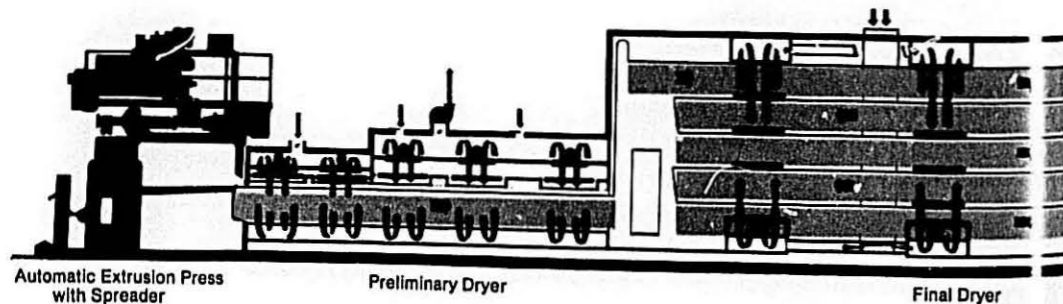


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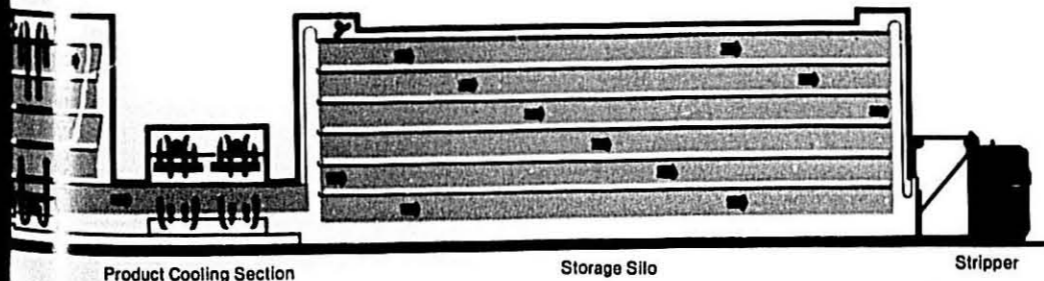
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Pasta Is An Index

(Continued from page 6)

that, though most are made from wheat, they also can be made from corn, rice, and other grains.

"The U.S. can't be taken as an example," Buitoni told us, "because of its high living standard. But in other countries the food problem is very serious. If you want to solve that problem, of course, we have our answer; we believe pasta provides a balanced meal at a low price."

Sell in 70 Countries

The Buitoni company sells its products in about 70 countries, and it recently has been asked, Buitoni said, to build a plant in mainland China to turn out only one kind of pasta—one that looks like rice. But no final decision has been made, he said.

Worldwide sales of the Buitoni company total about \$500 million, half of that in Italy. Last year, Buitoni said, the company "just above broke even."

"In Italy, the price of pasta is controlled by the government. It's included in the consumer price index, so the government is very sensitive to it. But the price to the farmer is not controlled. Our costs have gone up, but it's hard to raise prices."

The company's stock is traded on exchanges in Italy, but 57 per cent of the shares are still owned by the founding family.

"The growing part of our business is outside Italy," Buitoni said, "although sometimes it's much more profitable to manufacture in Italy and ship out of the country, say to England."

The latest trend in wealthier countries, he said, is moving past simple macaroni products into prepackaged foods like lasagna and ravioli. "That's part of the development," he said, "and that's why we're marketing more and more whole, prepackaged meals."

Exportation of Italian Pasta — 1976

From Molini D'Italia
(In Quintals)

Country	
France	388,185.03
W. Germany	332,865.56
United Kingdom	126,737.65
Belgium-Luxemburg	90,638.00
Lowlands	15,663.31
Denmark	8,500.46
Ireland	605.73



Marco Buitoni, center, President, Buitoni Foods Corp., flanked by Manus Gass (left) Executive Vice President and Chief Operating Officer, Buitoni Foods Corp. and, right, Honorable Alessandro Cortese, Consul General of Italy at Industrie Buitoni Perugina S.p.A.'s 150th Anniversary Party for press and friends at New York's Metropolitan Club. Consul General de Basis presented a plaque to Buitoni from the Italian Government saluting Buitoni for outstanding leadership in offering the people of America and the world authentic Italian cuisine and confections for 150 years. Marco Buitoni is the fifth generation to run the company, the world's largest producer of Italian food products. Now a multi-national company with plants in Europe and South America and distribution of more than 150 products to 70 countries throughout the world, Buitoni was founded by Gullia Buitoni in 1827. Buitoni Foods Corp. headquarters in the United States are in South Hackensack, New Jersey.

U.S.A.	60,262.35
Switzerland	57,700.64
E. Germany	44,906.20
Canada	20,398.65
Austria	22,132.32
Libia	12,996.20
Hong Kong	12,674.79
Saudi Arabia	12,381.32
Sweden	12,116.26
Greece	10,484.25
Vatican	9,808.61
Other European	13,271.01
African	25,077.92
Near East	10,505.22
Asiatic	6,983.20
Australia	2,278.90
Others	17,249.15

Braibanti Corporation

Braibanti of Milan is a regular participant in the IPACK-IMA exhibition. They displayed their Cobra press capable of compensating for poor raw material and delivering a quasi-nil bacteria count in the finished product. Another unique accomplishment was in the development of high tem-

perature control dryers that assures a fast production cycle, easy sanitary maintenance (inside and out) and a high quality product having a very good appearance, withstanding cooking tests and having very low bacteria counts.

On the packaging side the machines of Zamboni of Casalecchio di Reno offer mechanical perfection that can solve many packaging problems existing in a modern pasta factory.

Customers from all over the world come to see these displays.

Pasta King

Although Italy has not officially been a monarchy since 1946, it does have a reigning King of Pasta—Vincenzo Buonassisi. One of the country's leading food writers, who also writes about travel, music, opera and television, Mr. Buonassisi has held his title since 1973 when his book, "Il Codice della Pasta" ("The Codification of Pasta"), was published by Rizzoli

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WAKE UP You are part of a changing Pasta World

The United States consumes less pasta per person than any other country in Europe from which figures are available. (Italy, of course, leads the world in pasta consumption per person.)

The BIG GIANTS of food production and food marketing know this fact and appreciate the potential. That is part of the reason "they" have bought and are buying pasta plants formerly owned by enterprising families. Another motivation is . . . with rising food prices and inflation "they" realize that housewives seek a means of setting a nutritious meal upon the table for less than the cost of other foods. Pasta is an answer . . . and it lends itself to variation, a demand of the American palate and public.

"They" are convinced that by aggressive marketing and merchandising they can expand the market and additionally cut into the sales of less zealous pasta producers.

Time is urgent. Before there are inroads in your market . . . look to your package. Is it alive? Does it sell? Does it provide the information the housewife wants? Or does it simply stand sleeping on a shelf?

How about your marketing methods? Are they a step ahead of tomorrow? We can help you with your sales, your packaging. We have helped many others. It costs nothing to discuss the matter with us. We urge you to get in touch with us at once!

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Pasta King

(Continued from page 10)

Editore. With its 1,001 recipes for pasta variations, all "codified" by the food on which the sauce was based (fish, red meat, white meat, dairy products, vegetables, game, etc.), the beautifully illustrated book is a mouthwatering paean to what may well be the world's most popular food product.

Now in the United States to publicize the new, somewhat abbreviated English translation of that work, "Pasta" (Lyceum Books, \$14.95), Mr. Buonassisi is cooking up a storm of pasta in department stores and on television programs in New York, Cleveland, Washington, and Boston.

Falstaff

Mr. Buonassisi will be demonstrating at Bloomingdale's in Short Hills, N.J., and at The Cellar at Macy's.

Mr. Buonassisi is widely known in Italy as Falstaff, the pen name he used when he weighed 242 pounds and wrote for a Milan newspaper, *Corriere della Sera*. He reverted to his own name when he lost 100 pounds. It is difficult to imagine the extra poundage on his slight, 5-foot 7-inch frame.

Mr. Buonassisi swears pasta figured in his diet.

"It took me two years to lose the weight because I did not take medicine or go on crazy diets," he explained. "I ate everything I always ate, but much less of it. And I had pasta every day only not as primo but as piatti."

"As primo I would have another dish afterwards. As piatti, it was the whole meal. And for the most part I ate pasta only with vegetables—olive oil but no butter, no cheese, meat, fish or eggs. Of course I used garlic—that, after all, is a vegetable."

A native of Apuglia, the Southern Adriatic province of Italy where pasta and vegetable combinations reach their apogee, Mr. Buonassisi turned to dishes of his childhood such as macaroni with cauliflower or broccoli, with celery and tomatoes, with asparagus, or with peas and lettuce.

"I tested every recipe for my book," he said, "and I have 550 others that I did not use. I like very much pasta with smoked salmon, cream and tomatoes, or with smoked herrings, olive oil and garlic, or with ricotta and butter. My real favorites are aglio-olio

(garlic and oil) with hot dried peppers and any macaroni done alla matriciana, with a sauce of tomatoes, bacon and onion.

Four Pronged Fork

"Did you know this four-pronged fork was invented for pasta?" he asked as he ate his way through an all-American dinner of crabmeat, lobster, steak, lamb chops, cottage fried potatoes, fried onion rings and New York cheesecake at The Palm.

"It began with King Ferdinand II in the Bourbon court of Naples in the 18th century," he said. "The king absolutely liked pasta and wanted to serve it to foreign ambassadors at state dinners, but in those days people in Naples ate it with their fingers."

"The three-pronged fork they used could not hold pasta and the prongs were so long they stuck people in the mouth. He told his chamberlain, Genaro Spadaccini, to figure out a way to make eating pasta graceful so he could serve it even to ambassadors from Spain and England, the two most formal countries. Ecco! The short, four-pronged fork!"

Prisoner of War

Mr. Buonassisi was a prisoner of war in the United States during World War II and was interned in camps in Texas, Mississippi and Arkansas. He recalls the period somewhat fondly, all things considered.

"I came from North Africa and I was starved," he said. "And they gave us not prepared food, but raw materials—flour, eggs, meat, cheese, and we cooked for ourselves in a kitchen. We made tagliatelle and torta [cake] all the time. The food was delicious. I even saved up rations of raisins and made wine."

"Macaroni according to my idea is based on the Latin word maccare, to knead. Basically the two divisions of pasta are pasta asciutta—dried pasta—or the pasta fresca, or fresh. Then there are tagliatelle, which are all flat noodle types that can be fresh or dried, and maccheroni, which are short tubular types such as ziti, penne and rigatoni. Then there are the spaghetti and linguine types."

"I like very much the history of food. I talk about it on television programs I do three times a week and we always end with recipes. Do you know that because potatoes reproduced in a

different way than other vegetables people in the 18th century thought they were diabolical and burned them in the city squares?"

The author of six books on food and wine, and of two novels, Mr. Buonassisi is now a free-lance writer whose work appears regularly in a Milan newspaper, *La Stampa*.

When traveling he prefers to eat native food. "Cooking is the result of man's life on earth and it has been elaborated on through the ages," he said. "I like German food when I am in Germany. I like French food, of course, and Indonesian. I also love Arab food, and the best restaurant I know is Chez Roger in Cannes, France. It is Jewish-Arab," he explained, which may just prove that gastronomy makes strange partnerships.

"I think Guerard and Bocuse are right about a new cuisine. It is not possible to cook the old classical way. We do not have the same ingredients or the same way of life. Why should we try to make the same dishes?"

La Cucina di Edgardo

The NMMA delegation of visitors to the IPACK-IMA show were entertained at dinner one evening at La Cucina di Edgardo in the village of San Bovio near Milan. They were the guests of Cartiere Di Verona, Dr. Ing. Carlo Gregotti, S.p.A., vice president of IPACK-IMA and Mr. Cesare Valletti of Braibanti.

The fabulous menu included huge barbecued pork ribs, three kinds of pasta: Bigai co la luganega, Seminal magatello, and Tagliatelle al ciocolatto, before an entre of filet of beef, with mushrooms on mushrooms. The dessert was Brasadella al linto. Wines served were Malvasia 1983 and Refosco 1983.

Terrific!

Buhler-Miag

The Swiss are a remarkable people; short of raw materials, they must import them and then fabricate them into items to be sold around the world. Surrounded by the Common Market, they preserve their independence based on craftsmanship and service.

Buhler-Miag of Uzwil is a fourth generation family owned business. They make industrial equipment such

as: grain milling plants for handling and processing bread wheat, durum, corn (maize), rye, barley, sorghum (milo) with the following operations:

- unloading, preliminary cleaning, drying and storage
- Cleaning, conditioning
- Grading, sifting, purifying
- Storage, blending, bag-packing or bulk loading of the finished products, bran-pelleting

-Germination of corn (maize) in the dry of wet milling process for the manufacture of such low-fat products as brewer's grits and such fatty products as germs

- Preparation of seed corn
- Blending and storage of flour and sugar in crisp toast, biscuit and bread bakeries

including the required mechanical and pneumatic conveying systems and the installations for sanitary and dust-free operation.

- Air classification units for protein displacement.
- Laboratory equipment for testing cereals and flour including complete laboratory and pilot mills.

For Pasta

Macaroni plants for short, long and twisted goods with the following equipment:

- Continuous screw extruders
- Automatic spreaders, driers, strip-per and cutters for long goods such as spaghetti and macaroni
- Automatic driers for short goods and twisted goods
- Storage on long goods and storage of noodles
- Extruders and driers for special products such as snack foods including the required mechanical and pneumatic conveying systems and the installations for sanitary and dust-free operation.

Cereal Processing

Cereal processing plants for dried soups, baby foods, food additives, malt extract, instant products, corn-flakes, arepa (precooked corn meal), bulgar (cooked, whole and scoured wheat), other precooked foods, etc. with the following operations:

- Cleaning, cooking, torrefying, drying, grinding, flaking, mixing, blending, extruding and storage.
- Hulling mills, flaking and grading plants for barley, oats, corn (maize), rye, wheat, millet, rice, sorghum

(milo), buckwheat, peas, soybeans, lentils with all processing stages such as cleaning, drying, dehulling, decorticating, separation, glazing, mixing and blending, grinding and cutting, flaking and storage.

All plants can be equipped with the required mechanical and pneumatic conveying systems and installations for sanitary and dust-free operation.

Other Products

Buhler-Miag also produces preparation plants for various food industries such as milk powder, starch, microbiological and pharmaceutical products, sugar, coffee beans, cork, kitchen salt, cassava, beet pulp, dry vegetables, ground hay, fishmeal, bonemeal, straw, etc.

They make chocolate processing equipment, malhouses and breweries, edible oil mills, mixed feed plants, ship unloading and loading systems, grain elevators and transshipping facilities, conveying systems, chemical processing, cement factories, plants for environmental protection, printing ink, paint, and soap factories, vehicles for shop and warehouse transport, metal diecasting plants, plastics injection molding machinery.

Their market is world wide.



Frieder Birkel

Greetings from Frieder Birkel

The Birkel company bids you all a cordial welcome here in the headquarters of our enterprise and homeland of the noodles. Whilst the origin of the spaghetti is attributed to South Italy or China, all the indications are

that noodles stem from this Southern part of Germany where they have been made and prepared in very early years by the housewife for the family in the manual procedure and without drying process. "Nudel" is besides a connotation for pasta products in our country. Supposedly your "noodles" have been derived therefrom.

We are glad that our firm has been selected by you as part of your visiting program, and personally I am particularly pleased to see now and here again several old friends, some of whom I already knew since 1953 or with whom I could have contacts during the intermediate years.

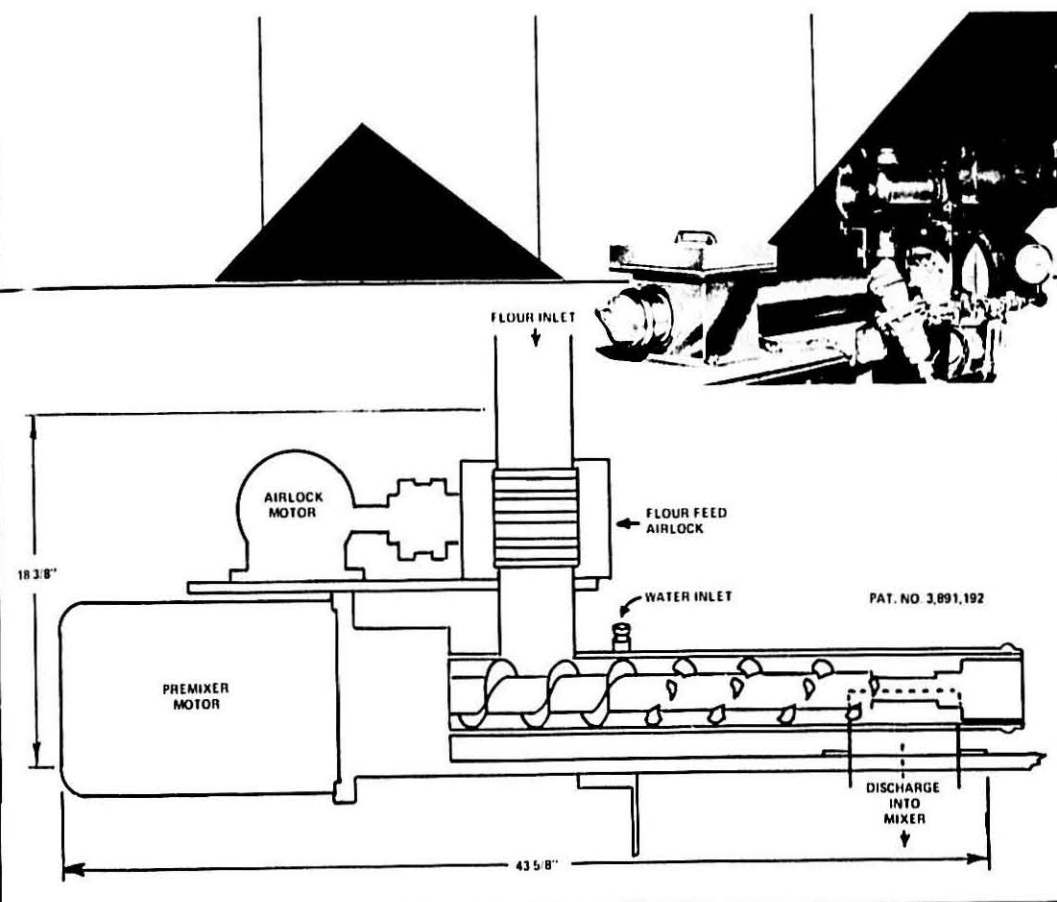
When I studied the program of your European travel, I realized from it that Bob Green was expecting from you with his schedule the fitness of an athlete. I hope you will appreciate that I am utilizing the short time you have available for our company by explaining to you during this working lunch something about our company, the German and the European pasta industry.

Family Business

The firm Birkel is 103 years old, founded by my grandfather, a pure family business, which is now in the third and fourth generation still operated and owned by the bearers of the name. Here in Endersbach is the main establishment. This factory exclusively manufactures pasta of all shapes with eggs. We are supplying from here to the whole South German region. Our sister plant at Buxtehude near Hamburg exists since 1936. It purveys for the North German region. Our third factory in Schwelm near Cologne has been founded in 1946. From there the central and western parts of our country are supplied. Birkel is the only pasta company fully supplying to the entire territory of the Federal Republic of Germany.

The German pasta industry can no more be depicted and explained nowadays nationally, but only within the Common Market. All important questions, such as the supply with raw materials, their prices, in short the conditions of competition of the pasta manufacturers among one another including those of the external protection, that is with respect to third countries, are no more decided in our capital Bonn, but in the Community central in Brussels for all nine member countries.

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Greetings from Birkel

(Continued from page 13)

Twenty years ago, 150 pasta factories existed in Germany, now there are about 65, mainly of medium and small size. Within the European Economic Community, there were still approximately 2000 pasta factories 20 years ago, to-day about 470 plants still exist. Less than 10 companies account for 4/5 of the production in Germany, in France less than 5, and in Italy 30 to 50. (The staff employed in the German pasta industry amounts to about 3600 persons.)

Compared with the production development of the rest of the industry, pasta production did increase in our country to a modest extent only, namely by about 1% during each of the last 20 years. In 1976 there has been an unusual growth in Germany of about 10%, that means in total about 7,000 tons, with a population of about 62 million, due to the price increase of potatoes and a low potato crop. Germany has a production share in the Community of 8%, France 12%, Italy 76%, Great Britain, Belgium, the Netherlands, Luxembourg and Ireland have together the balance of 4%. In the whole European Community about 2.4 million tons of pasta are manufactured at present per year. As regards Germany, there are nearly exclusively manufactured pasta with egg, in France and Italy the share of egg pasta-products is below 10%. In France and Italy, pasta manufacture is permitted from durum semolina only, all other member countries may also use soft wheat milling products.

Common Market Consumption

Apart from the good pasta year 1976, the German per capita consumption of pasta is near 3.8 kilograms per year. It is lower in North Germany, and higher in South Germany. The average per capita consumption in the European Community is near 11 kilograms per year. Italy accounts for 25 kgs, France for 6.5 kilograms, Great Britain for about 1 kilogram, and in the latter country the highest growth is to be expected during the next years. Italy and France are the only countries cultivating durum wheat, and they are able to cover their own requirements to 75 or 85%.

Like all over the world, we, too, had to suffer from the bullish trend of grain prices during the crop year

1973/74. From 1973/74 to 1977/78, durum prices increased by about 67%. Our durum price level is much too high. This is due to the fact that the EEC authorities make price-adjustment levies which flow into the common agricultural fund for the support of the European agriculture.

Our country has an export share of approximately 3 1/2%, that of the whole European Economic Community is just under 2%. Whereas Italy exported in 1958 only just under 1% of its production, 7.3% have been attained in 1976.

Imports

Pasta imports in our country have grown during the last few years to a disquieting extent. It must be expected that imports from Italy to Germany will reach during 1977 nearly 20 to 25% of our own production.

In Italy, with about 380 plants, there is a considerable overcapacity, and the existing factories only run to about 60% of their capacity. In spite of this, the Italian Government subsidizes the establishment of new or enlargement of old pasta factories in Southern Italy.

Our major problems are:

- 1) cheap imports from Italy,
- 2) price decline and discount struggle on the German market,
- 3) the hygienic and bacteriological problems with which we are being more and more persistently confronted since the last two years,
- 4) enormous costs and the space requirements for new machines for the up-to-date manufacture of pasta products,
- 5) Government boards (bodies) injunctions.

Introducing Sauce

Our company has taken up for the first time during its history a second article: sauces in glass containers on tomato basis with meat, cheese and herbs, which we are currently introducing.

I hope I have told you by this short survey, something about our firm, our industry and its problems. You are here in our instruction and demonstration kitchen, where our trained home economics specialist is familiarizing housewives, apprentices, employees of the wholesale and retail trade, cooks and other persons im-

portant for our product with pasta, demonstrates them how to cook them correctly, and explains to them the multiple possibilities of using pasta products.

The factory visit will last about 1 1/2-2 hours; after it, we shall be readily at your service for a discussion over a cup of coffee.

The Lord Rank Research Centre

The Centre is the main research and development facility for the Ranks Hovis McDougall Group of Companies. It was opened in 1963 to undertake food process and product development, and to provide scientific services to the Divisions of the Group. Since that time expansion has been rapid and further departments of human and animal nutrition, crop science, food technology, and engineering have been added. The main Lincoln Building was opened by the late Lord Rank in 1967. The Centre currently comprises four buildings on the High Wycombe site and employs 350 staff.

Ranks Hovis McDougall Limited is one of the largest food and agricultural companies in Europe, and also has expanding overseas operations. Its interests are covered by Trading Divisions for Agriculture, Cereals (including flour milling), Bakeries, General Products (mainly grocery products). A separate Division covers the overseas operations. Work carried out at the Research Centre is on behalf of the Divisions of the Group to devise new products and processes for their commercial operation. Time is also spent on basic research and development in areas of possible future interest to the Group.

Human Nutrition

Of paramount importance is the maintenance of the nutritional standards of the Group's food products. Nutritional evaluation, both by chemical analysis and by the determination of biological value and protein utilization, is carried out at the Centre.

Animal Nutrition

The Ranks Hovis McDougall Group markets a comprehensive range of animal feeds throughout the U.K. As part of a technical back-up service, the Centre is concerned with the quality and nutritional standing of

animal feed ingredients. Facilities exist for the analysis and nutritional evaluation of feeds and feed ingredients, and advanced experimental feeding trials are conducted.

Biochemistry

Biochemical work is mainly directed to the investigation of the two major components of wheat—starch and gluten. New food and non-food applications for these materials are being explored in addition to ongoing research into the role of these materials in existing company products.

Crop Science

The Centre is actively studying common cereal diseases and the susceptibility of cereal varieties to these diseases. Information on disease resistance and yield characteristics of cereals is regularly provided for use by the Agricultural Division. Work is also in progress on the production of new varieties with enhanced yield and vigour.

Cereals Processing

As the largest flour milling company in the U.K., the RHM Group is actively concerned with the milling characteristics of wheat and other cereals, the evaluation of new milling methods, and the applications of wheat flour and its by-products in the food industry. Work in these areas is carried out at the Centre.

Fermentation Technology

The Centre has a sophisticated pilot plant and associated expertise for the investigation of the production of food materials and ingredients by fermentation methods.

Work on the production of protein from carbohydrate by biosynthetic means is currently in progress. This involves the use of a fungal microorganism for the continuous aerobic fermentation of starch carbohydrate. The work has progressed to the advanced pilot plant stage. The resultant mycoprotein product is currently being assessed for its suitability as a human food.

Food Technology

To service the R & D needs of the Group's retail products, food technology, baking, packaging, physical testing, food ingredients, flavour analysis and taste testing facilities are maintained. In addition to work on new products for Divisional Compan-

ies, defensive development work is done on established RHM branded products, with regard to compositional quality, packaging, and storage stability.

Food Process Development

A large pilot plant area is devoted to the design and investigation of new processes for food products. Facilities exist for the translation of these processes through to commercial production.

Technical and Scientific Services

The Centre has its own Engineering and Design workshops and research services for food analysis microbiology, and microscopy.

Management of the research and development programme is assisted by facilities for Project Planning, Data Processing and Statistical Design, and the supply of Scientific and Commercial Information. These facilities are available to the whole of the RHM Group.

Members of the public requesting scientific information are asked to address their enquiries to the Information Department.

RHM to Acquire Ravarino-Freschi

Ranks Hovis McDougall Ltd. said it conditionally agreed to buy the business and certain assets of Ravarino & Freschi Inc., a closely held St. Louis producer of pasta and other Italian food products.

The price is about \$21.5 million cash, and the transaction was expected to be completed at the end of October, a Ranks Hovis spokesman said.

The purchase is conditional upon various government consents and on audited results for Ravarino as of Aug. 31.

Ranks Hovis is a British food manufacturer and distributor. Late last year, it acquired Red Wing Inc., a company in upper New York State that makes peanut butter, tomato puree and other canned foods.

Ravarino dates back to the late 1800s. Its brands include R-F, Red Cross and New Mill, which are sold in various Midwestern markets.

Ravarino said its executive offices and production facilities will remain in St. Louis. The company added that the merger is expected to result in an increase in production facilities in St.

Louis. It currently has about 200 employees.



Two Macaroni Association Secretaries: Bob Green of the United States on the left; Dr. Louis Capol of Switzerland on the right.

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NATIONAL MACARONI INSTITUTE

NMI Advertising

National Macaroni Institute has been carrying monthly ads in Super Market News urging grocers to push pasta.

Illustrations are pasta shapes that look like seafood, porkers, beef, dairy cow, and turkeys.



The Resintern (Resident Intern) who works in hospital emergency wards is at the beginning stages of a long and demanding medical career. He's just finished 4 years of college and 4 years of medical school. The average age of the Resintern is 27.

As a Resintern he'll work hard, as everyone does, and up to four years of training experience through the job. He'll work through weekends and holidays. He'll do what it takes to be a professional committed. Once he has earned the experience he needs he'll most likely join a group of doctors in a combined practice.

He's a Breadwinner

He's a Resintern (Resident Intern) in a hospital emergency ward. He's been working non-stop since coming on duty just before the dinner hour. A steady rain has made driving hazardous, and there's been more than the usual number of accident victims coming into the emergency ward.

He's tired and he's hungry. As usual, there won't be time to take a leisurely supper break in the hospital cafeteria. He'll follow his normal routine of having macaroni sent in from the kitchen. He likes its taste, and macaroni provides him with the energy he needs to keep the pace.

When he expends precious energy in a life-or-death capacity, ADM works hard to

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ADM selects the finest durum and quality mills it into clean, golden semolina. The semolina is then shipped to pasta manufacturers in the industry's most modern conveyances. And for emergency delivery, ADM maintains a ready supply of first rate pasta flour. ADM also offers product tests to pasta manufacturers upon request.

The Resintern performs an invaluable service to our society. At ADM, we strive to continually supply pasta manufacturers with the finest high energy blends, so that the Resintern and Breadwinners of every category can perform their tasks under peak conditions.

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FIRST INTERNATIONAL DURUM FORUM

The first International Durum Forum was held at Ramada Inn, Minot, N.D., October 10 and 11 for farmers, grain buyers, millers, semolina processors, and others interested in durum.

The forum was sponsored by the Durum Growers Association of the U.S. and the Minot Chamber of Commerce.

Chairman of the first session was Tony Braunauel, Secretary of the Durum Growers Association. Crop judging contest for Future Farmers of America and 4-H Club members was conducted by personnel from the North Dakota Extension Service, Vocational Agriculture Department.

Greetings were extended from the National Macaroni Manufacturers Association by Lloyd E. Skinner, past president of the Association and Chairman of the Skinner Macaroni Co. of Omaha.

Stewart Sieler, vice president in charge of purchasing, C. F. Mueller Co., Jersey City, discussed semolina production.

Al Mulhern, Farm Management Specialist, University of Saskatchewan, commented on Canadian Production Considerations.

Wes Tossett, a grower and director of the U.S. Durum Growers Association, reported on an Inside Look at Russian Wheat Production.

Cliff Kutz Honored

The afternoon program chaired by Norman Weckerly, saw the Achievement Award going to Cliff Kutz of the Archer Daniels Midland flour mills.

Jim Forrest, district representative of the Saskatchewan Wheat Pool, discussed the Wheat Pool and Wheat Board operation.

Cliff Oyse, assistant to the Secretary of Agriculture, spoke on the future farm program. "World Grain Exports" were discussed by Joe Halow, Executive director of the North American Grain Exporters Association. At the Durum Industry Committee meeting held the next day the first order of business was with regard to Sprout Damage or Sample Grade Durum. A motion was passed that the Department of Agriculture be contacted so that Sprout Damage or Sample Grade would have a mini-

mum loan value at a feed grain equivalent so that the really poor quality Durum might be segregated from the good.

The motion, made by Norman Weckerly and seconded by Bill Goodale, was passed unanimously. In support of this motion, a vote by nearly 300 people attending the International Durum Forum, for Sprout Damage or Sample Grade Durum to be made eligible for loaning value at a feed grain equivalent was carried.

Another motion was made by John Wright and seconded by Norm Weckerly that the Department of Agriculture designate the local ASCS office to act as liaison between cattle feeders and the farmer for marketing Sprout Damage Durum or Sample Grade Durum and that it become an acceptable commodity under the Disaster Program.

Sweepstakes Award

Mr. Skinner presented the Sweepstakes Award plaque from the National Macaroni Manufacturers Association and also a check for the Cereal Technology fellowship at North Dakota State University at Fargo.

It was the general consensus that this was an excellent meeting and the facilities far superior to those at Langdon.

But Langdon did not take the loss of this international meeting lying down. They held what they called the 39th annual U.S. Durum Show on October 13 and 14 with a Harvest Fest that extended over the weekend. Largely sparkplugged by Langdon Station Director Robert Nowatzki and the local Junior Chamber of Commerce, they attracted 453 entries and put on a spaghetti feed for the town as they have done in years past. (See stories below.)

Durum Show and Harvest Fest

Four hundred fifty-three total entries were exhibited in the crops division of the 1977 U.S. Durum Show and Harvest Fest held in Langdon, October 13th and 14th.

The largest class was the Open Class Durum Division with 433 entries.

The best durum exhibit winning the annual "Durum King" award was a sample of 65 pound Rugby Durum entered by Lawson Jones of Webster, North Dakota. He received an engraved plaque sponsored by the Crop Quality Council, Minneapolis.

Other durum winners in the Open Class included Mr. Clarence Nelson, Langdon, winning Second Place with a 62 pound sample of Ward Durum. Third Place was won by Harold Berg, Calio, with a 63 pound sample of Crosby Durum. Fourth Place was a 63 pound Ward sample by Roger Spidall, Starkweather; Fifth Place was Charles Bata, Langdon with a 63 pound Rugby sample; Sixth Place, Kram Brothers, Langdon, with 62½ pound Rolette; Seventh Place by J. C. Kingzett, Munich, 63 pound Rolette; and 8th Place by Luverne Schneider, Hannah, with a 61 pound Botno sample.

Cash premiums for awards in the open class were provided by the North Dakota Wheat Commission. Premiums included \$10 for 2nd Place; \$8 for 3rd Place; \$6 for 4th Place; \$5 for 5th Place; \$4 for 6th Place; \$3 for 7th Place; and \$2 for 8th Place.

Other Crops

The Sweepstakes in the Agronomy Division for best exhibit in crops other than durum was won by Laurie Sauer with a sheaf of Hudson Oats. The Sweepstakes Award was an engraved silver plaque sponsored by the North Dakota Mill & Elevator, Grand Forks.

Other Blue Ribbon Winners in the Agronomy Division included Scott Stromme, Webster; and Elizabeth Plemel, Starkweather, with Durum sheafs. Jeff Sauer, Langdon, received a Blue ribbon for a wheat sheaf.

David Lebrun, Nekoma, received a Red ribbon for a sample of Oil flowers; Jeff Sauer, Langdon, received a Red Ribbon for a sample of 9½ pound Waldron Wheat; Angie Sauer, Langdon, won a Red Ribbon for a 34 pound exhibit of Hudson oats; Jeff Stremick, Langdon, and Brent Dubois, Langdon, received White ribbons for samples of Beacon Barley; Roger Waltz, Langdon, won a White ribbon for a 61 pound sample of Olaf Wheat.

Laurie Sauer, Langdon, and Linda Hell, Mt. Carmel, received Blue and Red ribbons respectfully for exhibits of Weed Mounts.

Judges in the Agronomy Division were Regil Anderson, North Dakota Seed Department; and Brendan Donnelly, North Dakota State University Cereal Chemistry Department.

Nearly 120 exhibits were entered in the Horticulture Division of the Show.

Overall Sweepstakes Winner in the Horticulture Division was won by Mrs. Howard McDaniel, Clyde, North Dakota, for an entry of Apples. The Sweepstakes Award was sponsored by the Langdon Garden Center, and is an engraved silver plaque.

Judges for the Horticulture Division were Mr. Alan Svor, Cavalier; and Mr. Darrell Hursman, Park River.

Spaghetti Feed

Langdon area residents were treated to a banquet of this area's most bountiful product, spaghetti made from number one Amber Durum, during the 39th Annual United States Durum Show October 13th.

Over 600 people enjoyed the banquet that was served free to all who chose to attend. The meal was served in the Langdon Elementary School.

The function was planned and sponsored by the Langdon Chamber of Commerce, independent of the Durum Show Committee, and was intended as an appreciation banquet by the Langdon Chamber of Commerce to help promote the Durum Show, and to recognize the importance of durum and farming to the local business community.

For a hundred pounds of spaghetti was donated for use in the banquet by Tom Skinner Macaroni Company, Nebraska. The meat sauce was provided by the Ragu Company, Rochester, New York.

Mr. Ron Fisher, owner and manager of The Bread Pan in Langdon prepared the spaghetti and sauce. Several Langdon businessmen assisted in serving.

Other costs for the meal and serving were provided by the First Bank of Langdon; The FM Bank of Langdon; The First State Bank of Munich; and Metropolitan Federal Savings and Loan, Langdon.

Achievement Award

The 1977 Durum Show Achievement Award was presented to Mr. Lloyd Liebeler, Owner of The

Liebeler Company, Langdon, during the program of the 39th Annual United States Durum Show at Langdon, October 14th.

Mr. Liebeler was chosen as recipient of the award by the officers and committee of the Durum Show in recognition of outstanding show promotion efforts by Liebeler. Mr. Liebeler has been especially active in the sale of Durum Show booster buttons used to assist in financing the show. In 1977, Mr. Liebeler sold 387 buttons, a new record even for him.

The Liebeler Company has been a farm implement business in Langdon since April 13, 1898; and Lloyd Liebeler has been associated with the business since June, 1939.

Past Durum Show Achievement Award recipients include Mr. George Odegaard, former Durum Buyer, North Dakota State Mill and Elevator, 1976; Eugene Kuhn, former Manager of GTA's Amber Mills, 1975; Mr. Lloyd Skinner, President of Skinner Macaroni Company, 1974; Senator Milton Young, 1973; Dr. Kenneth Lebsack, former USDA Durum Breeder, 1972; Mr. Robert Green, Executive Secretary, National Macaroni Manufacturers Association, 1971; the late Paul Abrahamson, 1970; and the late Victor Sturlaugson, 1969.

Wet Harvest

Damp, rainy weather has caused varying amounts of sprout damage to 20 to 30 percent of the hard red spring wheat and durum crop in northern areas of North Dakota. The wet weather conditions have severely restricted harvest operations of all crops in the affected area, and harvest has still not been completed in some localized areas. Damage of the affected production is hard to define but local sources indicate a significant amount of the wheat will be unfit for milling and will have to be marketed for feed. The late harvest in this area has been a salvage operation requiring drying and separate binning of the low-quality material.

Harvest in Montana was nearly completed by mid-October; however, continued showers have caused delays in the later areas of the Triangle and the northeast corner of the state. Production has been reduced from the last report and is now projected at 43.6 million bushels, which is 28 per-

cent less than 1976. Yields are estimated at 22 bushels per acre. Considerable damage has occurred to late harvested grain due to sprout and high moisture conditions.

Expert Sees Depressed Wheat Prices

Market prices for wheat will have difficulty moving much above the price support loan rate through not only the balance of this year, but also in 1978 and into 1979, Dr. Bruce Scherr of Data Resources, Inc., Lexington, Mass., told a seminar at the American Bankers Association convention in Atlantic City. Dr. Scherr, whose organization serves in an advisory capacity to the A.B.A. on commodity matters, pointed to the rapid buildup of stocks in both the U.S. and around the world as the principal depressant in the American wheat and grain markets.

Even though he believes that the 20% set-aside on wheat announced by the Department of Agriculture for the 1978 crop will be more effective in reducing acreage and crop set-aside than many other observers forecast, he said this acreage cutback is "not enough." He said this is the case if the goal of the government's program is to reduce production and stocks sufficiently to bring the market to somewhere between the national average loan of \$2.25 per bu and target price of \$2.90 for 1977 crop and \$3-3.05 for 1978.

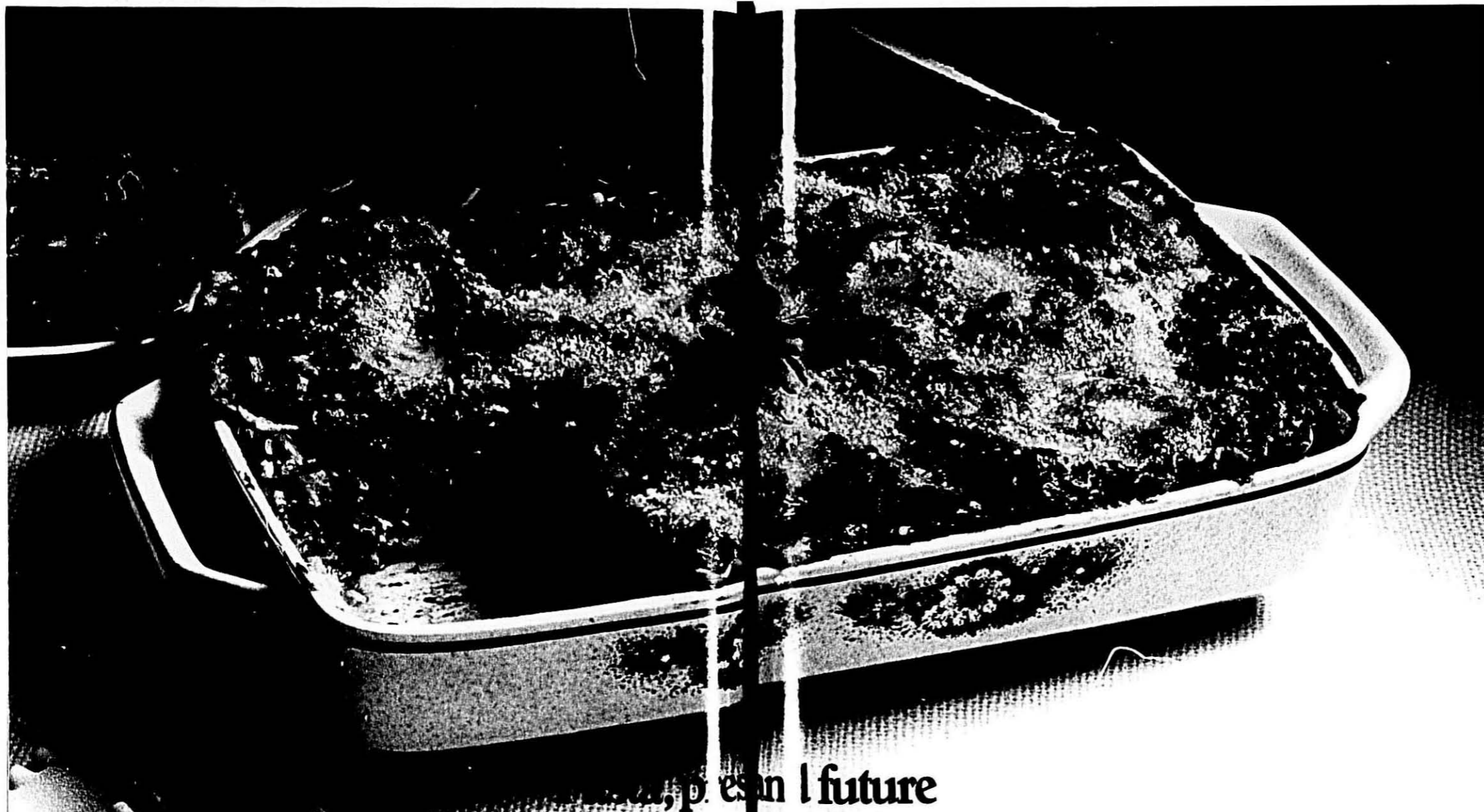
He noted that without some success in raising prices nearer to the target levels, the Carter administration faces the prospect of a \$9 billion farm bill cost in the new fiscal year.

Reduced Durum Carryover

Carryover in 1978 of good quality durum for both the U.S. and Canada could be at less than half of the level in 1977, according to estimates made by the North Dakota Wheat Commission. The reduction in stocks represents weather damage prior to this year's harvest, the Commission said, and contributed to recent strength in cash durum markets. Following is the Commission's market analysis:

The month of September saw some welcome strength in the durum market. Although some of this strength can be attributed to the large cut-back

(Continued on page 24)



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Reduced Durum Carryover
(Continued from page 21)

in durum production in the U.S. and Canada, another contributing factor is the severe sprout and weather damage situation in both countries. It is estimated that 20 to 25% of each nation's 1977 durum production suffered sprout or other weather related damage prior to harvest. Informed sources predict the total combined 1978 carryover of good quality durum for both countries to be at less than half the level seen in 1977, hence, the current market strength (see chart below). The Minneapolis cash price for durum has increased from a June 14 low of \$2.02-\$2.85 to \$3.30 @ \$3.40 on Sept. 30.

What this trend indicates is that durum producers should make every effort to keep their good durum separate from any sprouted or otherwise damaged durum in order to be in position to take advantage of this strength. We should be aware, however, that further gains in the durum market may once again bring about an increase in blending. This would be especially true if durum commands an even greater premium price to hard red winter and such a situation would adversely affect domestic use figures for durum.

The following is a guesstimate of what the 1978 durum carryover may be for both the U.S. and Canada. All numbers are in millions of bus:

1977 Carryover (good quality)	85	78
1977 Production	77	38
Total Supply	162	116
Minus Estimated Damage	20	10
Minus Estimated Exports	60	65
Minus Domestic Use	40-50	10
Estimated 1978 Carryover (good quality)	32-42	31

High Court Ruling On Grain Rates

The Supreme Court let stand a ruling that railroads can't discriminate against grain that comes off trucks by charging higher rates to transport it than grain that arrives by rail or water.

The Justices refused to review a lower-court decision that upheld an Interstate Commerce Commission finding invalidating the rate differential, which has prevailed for years between Chicago and the East. Railroads and major grain shippers had sought high court review, predicting

that the lower-court ruling would cause "chaos in the grain trade" and costly "disruption in the orderly flow of grain transportation."

Through Routes

The legal dispute over railroad grain rates centers on differing interpretations of the Interstate Commerce Act and past high court decisions on grain rates. The railroads and their shippers maintain that Congress and the courts have approved "through" routes and accompanying cheaper rates for grain that arrives in Chicago by rail or water for shipment to the East. However, Congress hasn't established through rates for truck-rail routes, they argued, insisting that the ICC and the courts hadn't any right to do so.

At the time the ICC found the rate discriminatory, the through rate for wheat from Chicago to New York City was 81.5 cents a hundredweight, while the local rate, which applied to trucked-in grain, was 98 cents.

The government, in its brief, simply noted that the cost to the railroads of transporting wheat from Chicago to the East doesn't vary "according to the mode of transport by which such wheat reached Chicago."

Shippers who have been sending grain by rail to Chicago fear that the railroads will abandon the favorable rates for them rather than extend the lower rates to trucked-in grain.

The Board of Trade of Kansas City, Mo. warned that any disruption of grain transportation "carries a substantial possibility of direct impact on the nation's dinner tables and pocket-books." In addition, it said the lower-court ruling threatened "investments of the grain producing, storing and milling industry" as well as "millions of dollars invested in future contracts."

Chicago Board

It was the Chicago Board of Trade that petitioned the ICC to end the rate discrimination. The Chicago agency argued that there wasn't any such thing as a "grain-rate structure," but merely a "melange of various rate adjustments and individual rates." It added that railroads could avoid massive rate disruption by making the lower through rate applicable to all grain.

WINTER MEETING NMMA
February 5-9, 1978

Industrial Advisory Committee Meeting

A meeting of the Industrial Advisory Committee with the Cereal Chemistry and Technology Department personnel at North Dakota State University, Fargo, was held at the end of September.

Macaroni representatives at attendance included James J. Winston, Val C. Bremer, and C. Mickey Skinner. Among Durum millers were Sam Kuhl and George Marti.

Also in attendance were Mr. Vance Goodfellow of the Crop Quality Council, and Melvin G. Maier of the North Dakota State Wheat Commission. The updating of the teaching program by the department was applauded, and the committee felt that additional effort in recruitment should be made to secure more U.S. citizens for graduate work. Graduate student assistantships should be increased, in the opinion of the committee, as there are only four of the 16 students presently enrolled. Mr. Skinner went on record as favoring the establishment of an undergraduate program in food science with a cereal chemistry and technology option. The committee indicated that published data from the department is being handled effectively and the dissemination of information through public media was more than adequate.

Protein & Lipid Research

A general comment on the protein and lipid research now being conducted in the department was very well done. Encouragement was given to find a suitable means of assessing the sprout damage in heat and at what point quality of finished product is affected. The committee was quite impressed with the research that has been done on an improved test to determine a mixture of hard red spring and durum wheat. There was a suggestion that the major components in durum wheat in relationship to other wheats should be looked into. Since the Federal Grain Inspection Service is giving their stamp of approval on the use of IR instruments to measure barley and wheat protein quantity, a suitable instrument should be purchased for use in the department.

Quality Testing

The committee indicated that the quality testing program for durum

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BIN STORAGE

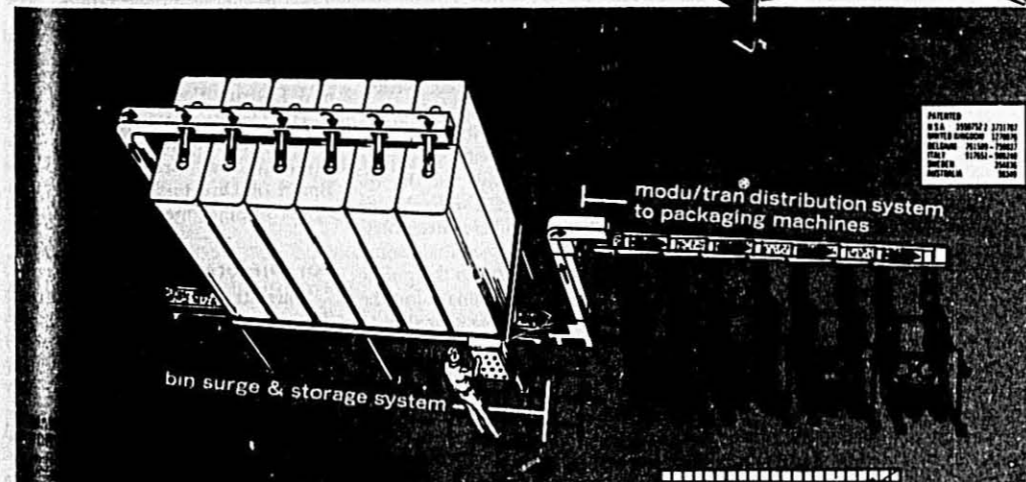
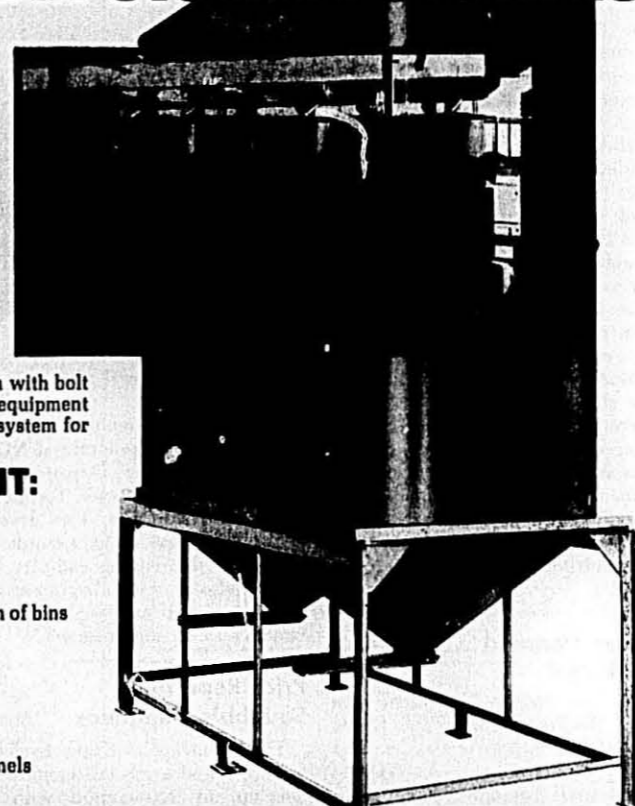
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Industrial Advisory Committee

(Continued from page 24)

variety development is being handled well. There has been a noticeable improvement in the departmental relationship with the pasta industry.

Several suggestions for future research were made as follows: a research study should be undertaken to establish various levels of yeasts, molds and bacterial contamination found in pasta products and what levels could be termed the maximum amount permitted. A study should be undertaken to compare the quality of the finished pasta products dried by microwave and conventional drying methods. Also, the energy requirements for drying by both of these should be studied.

Several committee members encouraged the department to expand research in the development of new durum varieties with stronger gluten properties. Also, to develop varieties that are higher in protein and have better nutritional quality in that protein.

Bremer Honored For Service

V.C. "Val" Bremer, associated with C. F. Mueller Company of Jersey City, NJ, for 32 years, was honored recently for his 16 years of service to the Industrial Advisory Committee to the Department of Cereal Chemistry and Technology at North Dakota State University. Professor Orville J. Banasik, department chairman, presented Mr. Bremer a plaque during the committee's recent evaluation visit to the NDSU campus. Bremer is director of technical service with the Mueller Company. The Mueller Company, a manufacturer of macaroni, spaghetti and noodles started when the original Mueller delivered egg noodles to homes from a shopping cart. The year was 1867.

Bremer recounted the changes that had taken place in industry as well as at the University. Dr. K. A. Gilles started the advisory committee in 1961. It was the first meeting of farmers, associations of millers and cereal industry representatives to be held at the University. From that date the department expanded with a new building, equipment and facilities to include a carbohydrate division, protein division, milling division and



Val C. Bremer

other facets of cereal chemistry and technology.

The advisory committee helps evaluate the research program at NDSU. It visits with the Department of Cereal Chemistry and Technology staff every two years. This development also helps bring scientific research to the milling industry, the pasta industry and other areas that were concerned and might not have facilities to do such research.

Price Reporting Squabble Continues

The Minneapolis Grain Exchange has appointed a special committee to develop, in cooperation with the U.S.D.A. Grain Marketing News Division, a more meaningful format for reporting cash grain prices for spring wheat, winter wheat, durum, barley, corn, soybeans, oats, rye and flaxseed. According to President Robert T. McIntyre, the committee will participate in developing the details for the report and its format, but the Exchange will not participate in price discovery.

There has been a substantial reduction in price information to the public because the Grain Exchange, for the past two months, has been unable to resolve differences with the Commodity Futures Trading Commission on how price information should be reported and there are, in addition, differences of opinion between the U.S. Department of Justice and the Commodity Futures Trading Commission on the method of reporting price information. The Exchange board of directors originally believed that the matter could be resolved quickly, but the Exchange is currently at an im-

asse in its discussions with the CFTC. According to McIntyre it appears the matter will not be quickly resolved.

Because the Exchange recognizes the need for price information for producers and the country grain trade it is turning to a third government agency, the U.S.D.A. Agriculture Marketing Service, for assistance, according to President McIntyre. The amount of information that can be supplied by the Agriculture Marketing Service will not be as meaningful as the information that was supplied by the Exchange because the AMS has only one individual to collect and prepare the price report. When the Grain Exchange was providing the price data, some 40 professional people were involved and meaningful price information was generated.

In the meantime, the Exchange and its members plan to cooperate with the U.S.D.A.'s Grain Market News in the dissemination of price information. During this interim period, the Exchange will proceed with its discussions to resolve the differences with the Commodity Futures Trading Commission and the U.S. Department of Justice concerning reporting guidelines for the Exchange's traditional Price Reporting Committees. McIntyre said it is hoped that when the matter has been resolved the Exchange can again provide meaningful price data to the public.

On Great Plains Wheat Board

George Smith of Amenia, N.D., and District V representative to the North Dakota State Wheat Commission, was elected Secretary-Treasurer of the Great Plains Wheat Board of Directors at their organizational summer meeting.

For Dieters

Marriott Corp. is catering to the diet-conscious diner in its hotels with a "slender gourmet" menu that offers a variety of 450-calorie meals that are more exciting than a hamburger patty and cottage cheese. One of the favorites, Marriott claims, is a meal called "Omelette O'Brien," a dish consisting of eggs, cheese, hash-brown potatoes, green pepper, and onions, served with a bacon and tomato salad. Each diet menu includes potatoes—in recognition of the Potato Board's help in devising it.

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Cereal Technology

by Orville J. Banasik,
Department Chairman
from North Dakota Farm
Research Bulletin

Unique, different and unusual are words that could be used to describe the Department of Cereal Chemistry and Technology at NDSU. It was the first university-funded department of milling and baking to be established in the United States.

In 1905 the North Dakota Legislature passed a bill authorizing a milling and baking testing program but did not appropriate any funds for the purpose. It was not until the 1907 legislature met that \$6500 was appropriated for the building and equipment. It was this kind of foundation that the North Dakota producer used to establish his reputation for producing a high quality wheat.

Objectives

The immediate objective of the work of the laboratory was to determine the milling and baking quality of different varieties of wheats grown in different parts of the state. A secondary objective was to enlarge the work to include collaborative studies with the milling industry and possibly for training students in wheat quality testing.

The work of the department during the first decade was concerned mainly with the first objective, which was the quality evaluation of hard red spring (also known as dark northern spring) wheat varieties. In addition, studies were conducted on the effect of storage, bin burn, bleached and frosted wheat on milling and baking properties. Spring wheat physical characteristics in relationship to milling and baking characteristics were studied during this period. Grain quality standards for hard red spring wheat were developed and ultimately became a part of the U.S. Grain Standards Act in 1918.

The first university-sponsored durum wheat quality program was established in the department in 1938. This is still the only university durum wheat quality laboratory in the U.S.

Although wheat is king of the spring grown cereal grains in North Dakota, barley quality is a very important part of our work. The first university-sponsored barley quality



Orville J. Banasik

laboratory in the U.S. was established at NDSU in 1947.

Three Laboratories

The development of these three basic laboratories in our department tended to outline the role of the cereal chemists in the work of the North Dakota Experimental Station. The first and foremost would be to maintain the milling and baking quality of hard red spring wheat followed by the milling and processing properties of durum wheat and the malting and potential brewing properties of malting barley.

A second role can be identified as development of suitable testing methods to provide the most accurate means of maintaining high cereal grain quality.

A third important role of the cereal chemist is associated with an original objective of the department's work which is the training of students in the biochemical and technological aspects of cereals and cereal processing. Teaching did not become an important part of our activity until the early 1960's when a Ph.D. program was initiated in the department. Students graduating with an M.S. or Ph.D. degree in Cereal Chemistry are highly sought after for government or industrial positions.

Basic Research

Closely associated with our teaching program is the work that we do in basic research. This phase of our work is vital to better understand why wheat and barley varieties react differently to various quality tests. Both cereals are very complex biological materials made up of many constituents. A characterization of these con-

stituents which includes the various carbohydrates, proteins, lipid and enzymes is important in developing new quality tests and to assist the plant breeder to know how these constituents affect quality.

Since 1960, several new roles have developed for the department and the cereal chemist. Although we do not have an extension person assigned to the department, there is a need to do considerable public relations work with crop improvement groups, visiting scientists, industrial users of wheat and barley, farm oriented youth and adult groups and foreign wheat trade teams. People are interested in the work we are doing so it is necessary for the staff of the department to tell their story to the public by various means.

New Role Emerged

The importance of the department was enhanced by the addition of the USDA-ARS Hard Red Spring and Durum Wheat Quality Laboratory in 1961. This laboratory was originally located in Beltsville, MD. By this move it put the department on the "map" as a regional spring wheat laboratory location. Our role in developing hard red and durum spring wheats was expanded to cover a nine-state region.

Recently, another role has emerged which is in the area of marketing of durum and hard red spring wheat. North Dakota's high quality wheat has always had a prominent place on the industrial user's shelf. The wheat, because of its exceptionally good quality, is utilized to increase the quality characteristics of lower quality domestic and foreign wheats. Occasionally we find that overproduction and reduced needs for these premium wheats will cause a severe depression of their market value. Therefore, our staff has become quite involved in providing technical assistance to foreign buyers of spring grown hard wheats. This technical assistance involves providing information on the quality characteristics of the crop, how to cope with various forms of damage or non-wheat contaminants and new uses for these wheats. The improvement of the quality of other world market wheats and the competition of Canadian-grown spring wheats dictate the importance of retaining traditional customers and adding new ones.



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Cereal Technology

(Continued from page 28)

Other crops that are grown by North Dakota farmers also are receiving attention in our work. Utilization of row crops such as sunflowers and navy and pinto beans in food products is being investigated. The high protein of such crops and the desirable amino acid balance of their proteins makes them a source of potentially high grade food protein. I have every reason to believe that this developing role may become a major role in our departmental work.

There is no doubt in my mind that the role of the cereal chemist and his work in the department will continue to expand. The improved quality of wheats in the hard winter wheat growing regions of the U.S. improvement in the quality of foreign grown wheats and improved utilization technology are factors that will undoubtedly direct the kind of work we do as cereal chemists and how we can offer maximum service to North Dakota's Agriculture.

New Canadian Wheat Board Head

One of the most important jobs on the world grain scene—that of chief commissioner of the Canadian Wheat Board—was filled last week with the appointment of Esmond Jarvis to succeed Garson (Gerry) Vogel.

Mr. Vogel, head of the Wheat Board for the past six years, was recently named to a five-year term as executive director of the United Nations World Food Program in Rome.

Mr. Jarvis, whose appointment was announced in Ottawa by Otto Lang, minister responsible for the Canadian Wheat Board, has been assistant deputy minister of agriculture in the federal government for the past 10 years.

Mr. Jarvis, 46, is a native of Gladstone, Manitoba, and a 1953 graduate of the University of Manitoba with a degree in agriculture. He has been in government work since his graduation, beginning as an agricultural representative (county agent) at Swan River in Manitoba. He later worked in the Livestock Branch of the Manitoba Department of Agriculture, and in 1962 was named provincial minister of agriculture.

He came to Ottawa in 1967 as assistant deputy minister of agriculture, and he has held that post ever since.

He is recognized throughout Canada as an able expert in the agricultural area—"as a man of ability, not a political type."

Mr. Jarvis replaces one of the most respected executives on the world grain scene—Gerry Vogel. The possibility of Mr. Vogel receiving a U.N. appointment had been rumored for some time, but obviously a good deal of behind-the-scenes politics preceded the formal announcement several weeks ago of his appointment as executive director of the U.N. World Food Program in Rome. The appointment is effective October 1, and Mr. Vogel already is in Rome.

A native of Winnipeg and a veteran of World War II, Mr. Vogel was appointed a commissioner of the Wheat Board in 1964. He became assistant chief commissioner in 1969 and chief commissioner in 1971.

Now 58, he was born in Winnipeg and served in Italy during World War II. Prior to coming to the Board, he had a number of years of experience in the grain industry. He was associated with Kanee Grain Co., Ltd., in Winnipeg from 1946 to 1949, when he joined the Grain Division of the Department of Trade and Commerce in Ottawa, becoming chief of the division in 1953. In 1956, he left the federal government to join Bunge Corp. as a vice-president and from 1961 to 1964 was managing director of Bunge's operations in Canada.

Mr. Jarvis brings the Wheat Board to its full complement. Other commissioners are Dr. Larry Kristjanson, assistant chief commissioner, Charles W. Gibbings, James L. Liebfried and Forrest M. Hetland.

California to Challenge Moisture Loss Stand

California state officials have organized a drive to force federal agencies to change standards allowing reasonable weight variations in packaged foods, including flour.

A spokesman for the state's Department of Measurement Standards said it has taken the first step in seeking the change by requesting three federal agencies to change the standards allowing short weight sales of products which can gain or lose moisture after packaging.

The California department now is circulating petitions which will be

forwarded to the federal agencies.

The move follows a Supreme Court decision in late March which upheld flour millers and federal regulations allowing weight variations in flour and bacon. The state of California—joined by 39 other states—had appealed lower court decisions which said that states could not enforce laws prohibiting the variations.

Darrell Guensler, assistant division chief of the California standards department, said the request to change the federal rules was sent to the Food and Drug Administration, the Federal Trade Commission and the Department of Agriculture.

Mr. Guensler said he wants to see federal regulations changed to where all packages of such items must, on the average, contain at least the listed amount at the time it is sold, rather than when it is packed. A standard allowing "unknown" variations of shortage is unenforceable, Mr. Guensler stated. State enforcement authorities are "unable to know the conditions where the package was packed," he said. "Each individual packer has an understanding of his market. He has an idea of how long the product will be on the market and where it's going."

He said each company should use this information in determining how much of its product must be placed in each package to meet his state's proposed standards.

Argument on Consumer Comparison

Flour millers successfully argued before the Supreme Court that such a regulation would put an unfair burden on companies with national marketing, causing them to have to overpack all products because they would be unable to determine the destination of each package. Also, this would cause consumer problems in attempting to compare different brands because some companies distribute in limited areas would not be forced to overpack, resulting in different amounts in comparable packages.

However, Mr. Guensler argues that the change would provide fairer amounts for consumers. The change would ensure consumers that all packages of a kind contained at least the amount stated on the label, he said.

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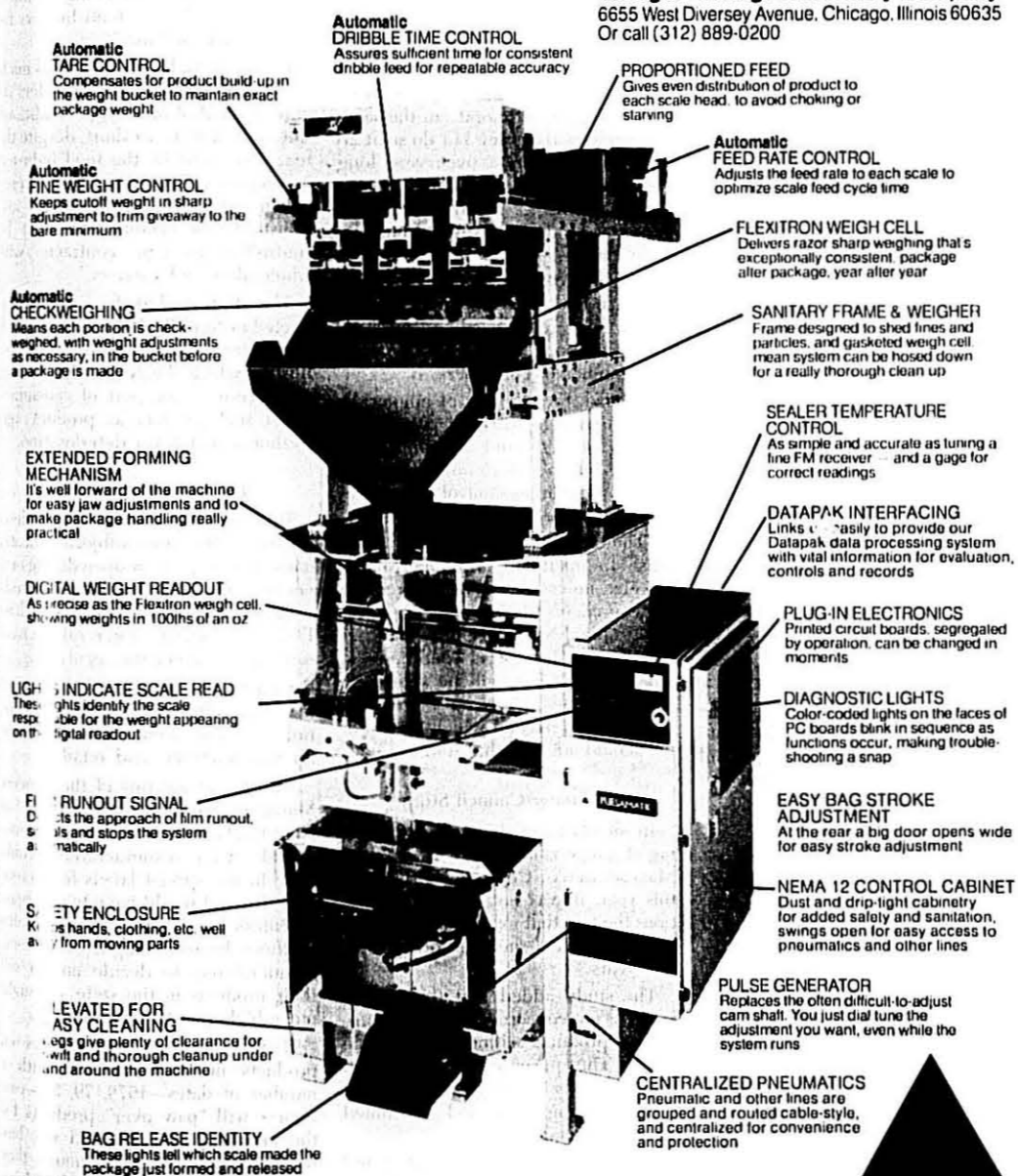
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DECEMBER, 1977

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Open Dating Issue In Massachusetts

The issue of open dating of non-perishable food, first proposed as statewide regulations in 1973, could finally come to a head by late this year or early 1978.

If promulgated by the Massachusetts Department of Public Health, the regulations would make this the only state requiring nonperishables dating.

The department has set aside action on the proposed rules until November when the National Canners Association, which has been opposed to such regulations, will meet and vote on adopting a nationwide voluntary open-dating system.

George Michael, director of the Food and Drug Division of the Public Health Department, said that if the canners do not adopt such a system, the department will "move ahead on its own."

With or without the canners' sanction, the department will "go ahead with the proposed draft of the regulations that we have by the end of the year or the first of next year," he said.

Proposed Regulations

The proposed regulations, as they currently read, require the manufacturer to stamp the last date of sale and-or the last date of use on the container. The date may be stamped on the bottom if the label indicates where it can be found.

The label also must state how the product should be stored. The state points out that temperature, light and atmospheric humidity can affect the contents of a package or can.

GMA Challenge

An industry figure who has followed the battles—primarily led in opposition by the Grocery Manufacturers of America—feels that if the rules are adopted, GMA will take court action. Possible grounds could be restriction of interstate commerce and the claim that issuing the rules would exceed the authority of the Public Health Commissioner, he noted.

While GMA spokesmen in Washington would not comment on the possibility of a lawsuit, Daniel Larson, public relations director, cited a letter sent in July by George W. Koch, GMA president, to Dr. Jonathan Fielding,

Public Health Commissioner, which puts forth the group's stand.

Koch stated in the letter: "We remain convinced that open date labeling of nonperishable food is not feasible and would be a meaningless, misleading and costly regulatory effort, amounting to nothing more than a consumer disservice."

Reasons

There are many reasons for GMA's conclusion, he said, calling attention to two: "Nonperishables, after processing, do not deteriorate in the same fashion as perishables, but do so at an extremely slow rate over very long periods of time. In fact, one of the primary goals . . . and accomplishments of food processing technology is to retard spoilage of food which would otherwise be very perishable."

"Thus, date labeling of such products would create false and misleading conceptions of product difference in the minds of consumers."

"Second, the stability of nonperishable products is greatly dependent on varying storage and handling conditions, few of which are subject to the manufacturer's control or are predictable at the time of packaging."

"Therefore, even assuming it makes sense to open-date a nonperishable product, unless the manufacturer can be assured of all the many temperature, humidity, lighting and other handling and storage conditions to which his product will be subjected, it is not possible to do more than guess a date beyond which the product should not be either sold or used."

Consumer Council Study

In an 111-page study on open dating of nonperishables, released by the Massachusetts Consumers' Council this year, it was noted no one questions the fact that many nonperishable products have a shelf life of up to "a few years."

The study added that the controversy "is not concerned with consumption of products within a reasonable time." The purpose of a date on canned goods "is to guard against a product being sold and consumed after a reasonable time."

Using examples, the report stated that contrary to the food industry position, there is "much evidence to establish that cans have a limited

shelf life. Manufacturers of canned goods generally customize the cans to the shelf life of the contents."

The report added that "the food industry's claim that nearly all nonperishables are sold at retail well before the expiration of their shelf lives clashes with the reality of products remaining in warehouse storage or (on) retail shelves, or being withheld from the market by food brokers for long periods of time."

Citing examples of statements made by manufacturers and wholesalers regarding control of storage conditions, the study stated: "In short, despite the fears expressed by the food industry, no evidence has ever been offered which establishes that storage and transportation conditions cannot be controlled through contracts with wholesalers and carriers."

The study included a survey conducted in Norfolk County, Springfield, Worcester, Lawrence and greater Boston, which showed a high degree of concern on the part of consumers about such matters as product age, freshness, and flavor deterioration.

Differences of Opinion

However, information in a Federal report on the same subject indicates consumer support for open dating may not be as marked as the council's study suggests. In addition, Gov. Michael Dukakis' administration is said to have reservations about the regulations.

Paul Cifrino, executive director of the Massachusetts Grocers Association, feels they would cause problems for manufacturers and retailers.

At a recent meeting of the Grocery Manufacturers' Representatives of New England, he said the regulations would mean manufacturers would have to use special labels for Massachusetts, and would have to segregate inventories and billings. Factor such as these, he feels, might cause some manufacturers to decide not to sell their products in the state, or might mean higher costs to consumers.

If there are expiration dates on products in stores marked with a number of dates—1978, 79, 80—customers will "paw over" products for the ones marked 1980 and not buy the other products even though they would still be perfectly good, Cifrino said. He also questioned the task of policing the products.

On the other side of the question, Michael referred to "misguided souls in the supermarket industry that really don't know about the regulations."

"It bothers me that the supermarket industry is not picking this up and not realizing how important it is to them. It is to their advantage because they will know that the products they buy won't be three or four years old and this will put them on a more equal footing. It will also give them the chance to learn how to rotate stock and establish a rotation system."

Michael also noted that he met with a group of institutional food purveyors who indicated that the regulations would be helpful to them and expressed plans to request open dating from suppliers.

What's Happened to Nutrition Labeling?

In a recent interchange of ideas on this subject, two nutrition authorities—Dr. Alfred E. Harper of the University of Wisconsin, and Paul A. Lachance of Rutgers University—considered the areas and activities that require more thought, and action, by both nutritionists and legislators. The discussion—arranged by Foremost Foods Company's professional service publication, "The Professional Nutritionist"—included these observations:

Labeling "as it exists on packaged foods" can serve the consumer only as a very crude nutrition guide—not as a basic guide, but only for purposes of comparing similar products. Because of the legal complications of labeling regulations, "the tendency (on the part of food processors) is to underestimate nutrition, not to overestimate." For this reason, it becomes "a tool for involuntary food service planning . . . a nutritional guide for large-scale purchasing by institutions particularly when the institutional feeding involves adults."

Because "at least 20% of U.S. consumers are functionally illiterate" (don't know how to use or interpret consumer science or health information), and another 30% are "marginal in this respect," both nutritionists and legislators tend to expect more from the labeling laws than was intended when they were written. Moreover, "we're probably enacting a lot more nutritional legislation than is needed."

Here to Stay

Nevertheless, nutritional labeling "is here to stay"—but with conditions. According to Dr. Lachance: "The issue is: can we get it modified? Can we keep updating it the way we were promised we could? When we are in a stalemate with the government over a regulation, we have a right—and responsibility—to make our views known, to make sound, constructive suggestions—and to see that the government follows through."

In a related commentary, Alice E. Fusillo, consumer science specialist, Bureau of Foods, FDA, Washington, DC, points out the upcoming 1977-78 update to the earlier "Consumer Nutrition Knowledge" surveys—which will include food issues concerning percentage-ingredient labeling, food additives, drained-weight labeling, open dating, and food faddism.

"When this survey is concluded, and data assembled by other branches of the government, consumer groups, and nutritionists, we may be able to more accurately determine: how consumers are benefiting nutritionally and economically from food labeling; how and why all public or private goals can or cannot be met; and what can or still needs to be done by whom to get even better nutritional choices for the consumer."

"In the interim, we have to determine how to equip consumers with the knowledge and skills they need to get the full benefits from labeling information—both for making food purchases, and assessing the nutritional balance of their daily diet. Then they will have easy-to-use strategies for processing information on the food label. This is one of the most pressing areas for future research."

School Lunch Experiment

Some schools across the United States plan to experiment this year with multi-cultural or ethnic menus to spice up traditionally dreary cafeteria fare.

The project is a joint effort of the American School Food Service Assn., the U.S. Dept. of Agriculture and various state educational departments, says Josephine Martin of Atlanta, president of the association.

"We believe the school food service program provides an opportunity for

children to learn to eat, and to eat a variety of food," Ms. Martin said.

The association thinks adoption of the program will not only add variety, but also will help reduce waste and ultimately serve to educate parents as well.

"A child has to learn to eat, just like he has to learn to read. It is not something he is born with," she said.

Ms. Martin said schools across the nation are taking a long look at their food service programs, with the idea of attracting more students to the cafeterias and with better results, particularly in the racial areas.

"We would like to think the young people will learn to appreciate the foods of different cultures, not just eating and enjoying the food, but also learning the history of the cultures," she said.

Social Studies Tie-in

The program also will attempt to tie the cafeteria program in with social studies programs, teaching rituals that are associated with food.

"One of the concepts that we try to teach is that all foods are health foods. An apple is a health food. Milk is a health food. There is a nationwide interest in substituting nutritious snacks for those which just supply calories . . . those things found in vending machines," Ms. Martin said.

She said most schools will prepare meals from scratch on site. Some commercial products will be used when fresh ingredients are not available.

Ethnic Foods

"In September, we will have a Mexican food program. In most instances, the school will not buy the taco but will prepare the filling."

"In October, on Columbus Day, the universal menu will have an Italian theme with Lasagna da Vinci to support National School Lunch Week."

Another goal of the program is to make nutritious food more attractive to reduce the craving for junk food, the result of which is shown in weight problems.

"Ten to 29 per cent of American school children are said to be obese. We believe the total daily diet should be almost like a budget, this much protein, carbohydrates and fats. We look at this, and we know the vitamins and minerals we need every day," she said.

Marketing Guidebook

Super markets, stores doing \$1 million or more per year, ring up 75% of total U.S. grocery store sales . . . \$122.6 billion. They have 1,280,000 employees, 196,000 checkout counters and 11,050 acres of selling area. Keeping up with the vast changes in those 32,700 supers is a perennial problem for grocery marketing executives.

Progressive Grocer's 1978 Marketing Guidebook offers them the help they need to analyze grocery distribution in 79 major market areas. These are the market areas that account for 90% of the nation's \$167-billion food store sales.

The 1978 Marketing Guidebook reflects a total of more than 20,000 industry-wide changes. All the facts, figures and key personnel listings necessary to develop effective marketing plans, locate and analyze major distribution centers, and identify important buyers, wholesalers, food brokers, rack jobbers and specialty food distributors operating within the top 79 U.S. market areas are presented in a single, 750-page volume.

The Guidebook also provides the states and counties where stores are located, numbers of stores per company doing more than \$1-million annually, county-by-county demographics, share-of-market data and private label distributors.

Free Trial

The Marketing Guidebook is priced at \$129, just \$1.63 per market area, on a 10-day Free trial. Quantity discounts are also available.

Four Regional Editions of the Guidebook are also issued at this time:

1. New England/Middle Atlantic Regions
2. Southeast/East Central Regions
3. West Central/Southwest Regions
4. Pacific Region/Convenience Store Section

Each regional book is \$45 per copy.

Orders and inquiries should be sent to: Marketing Guidebook, 708 Third Avenue, New York, N.Y. 10017.

Brokers' Directory

The National Food Brokers Association, 1916 M Street, N.W., Washington, D.C. 20036, has just released the 1977-78 NFBA Directory of Members. The Directory also includes

guidelines on selecting and working with food brokers. Cost \$5.

The Association's national convention will be held December 2-7, 1977 in New York City.

Good Start for General Mills

General Mills, Inc., is off to a record start in fiscal 1978. E. Robert Kinney, chairman, told the annual meeting of shareholders on Sept. 28 in Minneapolis. Mr. Kinney announced that sales, net earnings and earnings per share in the first quarter ended Aug. 28 increased over the first quarter of the preceding year.

Net income in the three months ended Aug. 28 totaled \$39,348,000, equal to 79¢ per share on the common stock, up 22% from \$32,234,000, or 65¢ a share, last year. The earnings figures for both periods include results of General Mills Chemicals, Inc., sold to Henkel KGaA, a privately-held German company, on Aug. 31.

Earnings from continuing operations in the first quarter totaled \$37,530,000, up 19% from \$31,593,000 in the same period of 1976.

Sales from continuing operations, Mr. Kinney said, aggregated \$764,211,000 in the first period of fiscal 1978, an increase of 11% from \$688,499,000 a year ago.

Gains by Most Groups

H. Brewster Atwater, Jr., president, told stockholders that every major group except European foods and specialty snacks met or exceeded first quarter targets. Restaurant activities, he said, achieved the strongest rate of increase in the period, with sales and operating profits more than 50% above a year ago.

Domestic operations of the Consumer Food Group, Mr. Atwater said, exceeded programmed profit goals in the fact of "soft" total dry grocery industry sales during the summer months. Current volume for the company's grocery products and Tom's snack products shows increasing strength he added.

Mr. Atwater said most other consumer product and service areas achieved excellent progress in the quarter.

Seaboard Earns More

"Reduced dollar sales stemming from lower raw material costs were

accompanied by a 9% increase in profits to a new high for the first quarter," Seaboard Allied Milling Corp. said in a quarterly financial report.

Net sales for the company in the 12 weeks ended Aug. 20 amounted to \$58,468,228, compared with \$7,520,898 in the same period of last year, a decrease of 22%.

Net earnings in the quarter, described by the company as "excellent," were \$1,125,031, equal to 84¢ a share on the common stock, against \$1,042,715, or 77¢ a share, in the same period of last year.

Strength in Basics

Benefited by strength in its "basic" food businesses, including cereal mixes and cookies products, The Quaker Oats Co. achieved record sales and income in fiscal 1977, according to the company's annual report for the fiscal year ended June 30.

Net sales for the year totaled \$1,551,348,000, compared with the company's previous record of \$1,473,052,000 in fiscal 1976. Net income in the past fiscal year was \$67,574,000, equal to \$3.01 per share on the common stock, compared with \$53,093,000, or \$2.31 per share, in the previous year. In fiscal 1975, Quaker had income of \$31,037,000, or \$1.45 per share, on sales of \$1,389,013,000.

Commenting on the past year's results, Robert D. Stuart, Jr., chairman and chief executive officer, and Kenneth Mason, president and chief operating officer, state, "We achieved fine results in our U.S. Grocery products business, on top of the previous record year in fiscal 1976. There were good unit volume increases in several product lines—particularly in ready-to-eat cereals."

Mr. Stuart and Mr. Mason also point out that "We're encouraged by the strength of our basic businesses and our new product development program. To take advantage of market opportunities in both established and new grocery products, we've scheduled heavy spending in the early part of fiscal 1978."

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Marketing by Objective.
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Packaging: Who Needs It?

Time

Who needs packaging? The answer is—we all do! America's distribution system could not function without packaging, says Lloyd Stouffer, long-time packaging editor and a Fellow of Packaging Institute, USA.

Packaging is as fundamental to American life as the Interstate Commerce Clause, says Stouffer, now consulting editor to Packaging Digest. Without both—packaging to safeguard the products we buy, and freedom to mass-distribute these products uniformly in all states—we would have no supermarkets or department stores. Without packaging we might still be brushing our teeth with table salt, generating lather in a shaving mug, and bringing home meat from a fly-infested butcher shop.

Without the assurance of effective packaging, the Food, Drug and Cosmetic Law—the nation's first consumer protection measure, dating back to 1906—would be inoperative. With all of the questions FDA has raised about packaging, its charter relative to food would not exist without packaging! Packaging protects the quality and safety of our most important product: food. But what does packaging cost?

In the last 70 years the cost of food, measured as a percentage of disposable family income, has decreased to only 17% of disposable family income, the lowest percentage in the world. And according to the U.S. Department of Commerce, packaging reduces food costs by \$10 billion a year!

Saving in Several Ways

The saving comes in several ways. Packaging prevents waste arising from spoilage: waste from shipping inedible portions of fruit, vegetables and meats; and waste of space and labor in the store. Canning and freezing reduce costs and safeguard quality by permitting fruits and vegetables to be picked and packed at the peak of ripeness and in periods of abundance.

In the U.S. food-product losses are the lowest in the world. Waste generated by the U.S. food system in delivering food from the farm to the consumer is from one-half to one-third less than in virtually all other countries, according to U.S. Department of Agriculture.

Mr. Stouffer noted another kind of waste: time. For an increasing number of housewives, time is money. About two-thirds of all married women today hold jobs outside the home. Easy-to-prepare foods made possible by packaging give them money-earning time. The consumer reduces waste in the kitchen by being able to prepare meals properly, repeatedly and uniformly. Efficiency and economy are promoted by the wide range of sizes in which foods are made available—small sizes for the small family, larger sizes for the large family. Few opened packages are put back on the shelf or into the refrigerator, to be forgotten and allowed to deteriorate.

The volume of solid waste created by our present life style is a matter of concern to all of us—consumers, legislators and packaging industry people who are, after all, also consumers. Despite our annual consumption of packaging, only 13% of the nation's solid waste is represented by packaging. One-way beer and beverage containers—a target of the anti-packaging advocates—contribute less than 2% of the load.

Waste Would Be More

More to the point is what the waste load would amount to if we did not have packaging. Consider orange juice. Some 238 million pounds of orange juice are shipped into New York City alone each year. But 60% of the orange, thanks to packaging, remains in Florida, where the peels and pulp are recycled into cattle feed. On that one item, New York is relieved of 357 million pounds of garbage, and the consumer is relieved of the much greater cost of shipping whole oranges, the waste and spoilage, and the time and energy required to squeeze oranges. And the distribution system is relieved of 357 million pounds of material which costs energy to transport.

Similar savings apply to almost all canned and frozen and even fresh packaged products. The waste portions remain behind, where they can be utilized efficiently, rather than adding to the burden of the household garbage collector. Packaging has actually diminished, rather than increased, our nation's solid waste load.

"Who needs packaging?" asks Mr. Stouffer, speaking for the thousands of professionals in the 38-year old Packaging Institute, USA, and for the million persons employed by the packaging industry. Look around and you will see it's every one of us. We could hardly survive without it.

Think about it!

Goodman's Picture Window Package

The "golden goodness" of Goodman's noodles will be more visible on shelves thanks to a new package which the 113-year-old food company now is using. By combining the desirable features of cellophane bags and cardboard boxes, the carton affords shoppers an ample view of its contents and provides convenient sealing and storage.

"We call it our picture window package," Robert Cowen, Jr., A. Goodman & Sons president, said. "With our new, big 16-ounce carton customers can see more noodles through the big front and side windows."

The front picture window extending around to one side affords a 24-square inch see-through opening. In addition, there is a smaller window on the opposite side, so the noodles can be seen regardless of how the packages are stacked on store shelves. The total effect is that the color and quality of the contents are very visible.

Graphics Updated

Graphics for the new carton are updated, but retain the dominant blue and red color combination which has been Goodman's Standard for more than a century. Ocular measurement research showed a consumer preference for this design. As further aid to shoppers, weight of the contents is imprinted prominently on front, sides and top as is the "cut" of the noodles . . . fine, medium, wide, etc. Recipes and serving suggestions for the various cuts are printed on the back panels with all measurements specified in English and metric equivalents.

Design

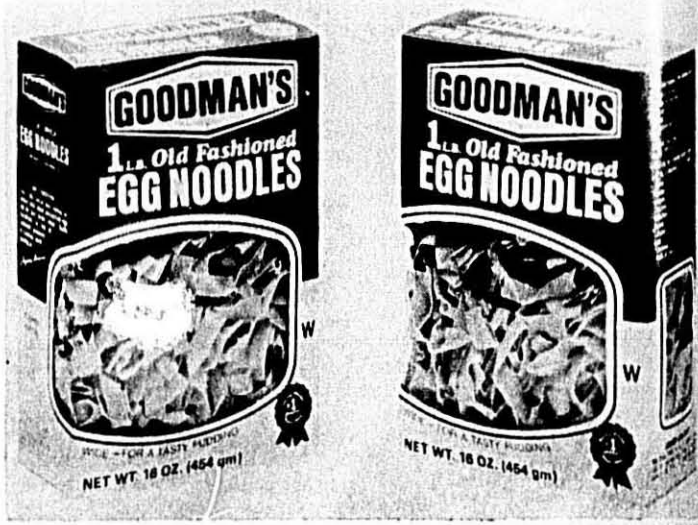
Design work for the picture window noodles box was done by Schoenfeld/Prusmack, Inc., Goodman's ad-

Goodman's Package

(Continued from page 35)

vertising agency. Louis Cheskin Associates did the package research. Westvaco is printing the cartons on solid bleach sulfate stock.

"Without doubt," Mr. Cowen stated, "this is a pasta packaging milestone. Now the homemaker gets the best of both product visibility and protection." The new packages in 16-ounce size are in distribution and are being promoted with television and magazine advertising in the northeast.



Ronzoni Frozen Specialties

Nearly everyone can think of at least one person whom they consider a "super chef"! You know the type... the gal or fellow who seems to "whip up" exciting dishes with international flair in record time, when it would take 'mere mortals' hours over a hot stove trying to produce the same fare... with possibly devastating results!

Even if you don't qualify as a "super chef," you need no longer feel relegated to the culinary rut of steaks, chops and salads. Thanks to Ronzoni, you, too, can serve your friends and family famous Italian specialties like Manicotti, Baked Ziti and Lasagne. Ronzoni Foods, Hicksville, N.Y., long a leader in the pasta industry, was the first manufacturer of Italian frozen entrees to introduce Fettuccine Alfredo and Linguine with Clam Sauce to the metropolitan market.

Rotelle Alla Romana

This season, they've added still another specialty item to their prestigious list of frozen entrees—Rotelle Alla Romana! Like all of Ronzoni's other products, Rotelle Alla Romana has been prepared with only natural ingredients—never with additives, preservatives or synthetic flavor boosters of any type. To further insure authentic, homemade quality, each Ronzoni frozen entree is immediately "flash frozen" after coming from steaming ovens to lock in flavor and preserve the fresh baked quality when heated and served in your home.

Rotelle Alla Romana joins the Ronzoni ranks of frozen entrees which presently includes: Lasagne, Manicotti, Baked Ziti, Stuffed Shells, Fettuccine Alfredo and Linguine with Clam Sauce.

Appearing under Ronzoni's bold, blue label, Rotelle Alla Romana can be found in your grocer's freezer section. The product carries a suggested retail price of \$.89.

Don't wait for a special occasion—surprise your family tonight by 'whipping up' an authentic Roman specialty... with a little help from the 'super chefs' at Ronzoni!!!

From Pasta to "Pop"

When you hear the word Ronzoni, you probably conjure up visions of mouthwatering pasta, taste tempting spaghetti sauce, and delicious frozen Italian entrees. An impressive list of product credentials, but who would have guessed that one day the Ronzoni name would be associated with the world of popular music? Well, if you have an "ear for music," you'll recognize the theme for Ronzoni's Country Kitchen Egg Noodles jingle as the background melody in Barbara Streisand's latest hit recording "I Found Your Love"!

Firestone and Associates, Inc., the New York Advertising agency which represents Ronzoni, supervised the creation of the original 60 second Country Kitchen Egg Noodles radio commercial, and later used the same concept for an animated 30 second t.v. spot.

This fall, d. j.'s in the New York metro market will probably be playing the Ronzoni Country Kitchen commercial almost as often as Ms.

Streisand's new hit, since Country Kitchen Noodles will be receiving intense promotion in the metropolitan area.

The lyrics for Ronzoni's product deal with the search for "a different kind of noodle"... ("I Went Looking for a Noodle"). Ms. Streisand, on the other hand, deals with the ageless search for and discovery of love... ("I Found Your Love").

Future variations on both songs could be endless... who knows, some one might take the basic theme, combine the sentiments, and ultimately come up with something like—'Next Time I'll Use My Noodle When Looking For Love'!!!

Martha Gooch Promotes Home Cooking

To encourage home cooking, a Martha Gooch ad in Midwest editions of November 15 Family Circle stresses the time and money saving advantages of preparing meals at home. The ad feature is a recipe for Peppercorn Spaghetti—in which the spaghetti is prepared with "the Martha Gooch 2-minute boil," and everything is fixed right on top of the stove.

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Macaroni Dollar Volume Up in 1976
THE 30th ANNUAL CONSUMER EXPENDITURES
STUDY OF GROCERY PRODUCTS

From the September, 1977 issue of Supermarketing Magazine
 The Following Statistics Are Given for Macaroni Products: (Dollars in Thousands)

	Value of Total Domestic Consumption	Amount Spent in Grocery Stores	% of Total Store	% Grocery to Total Consumption	Total % Change from Last Year
1976					
Spaghetti	\$331,620	\$261,690	.19	79	7.4
Macaroni	265,850	184,570	.14	69	6.3
Noodles	198,710	142,070	.10	71	4.9
TOTAL	\$796,180	\$588,330	.43	74	6.5
1975					
Spaghetti	\$308,770	\$242,080	.19	78	8.4
Macaroni	249,620	172,330	.13	69	7.2
Noodles	199,430	135,430	.11	68	5.3
TOTAL	\$747,820	\$549,840	.43	74	5.8
1974					
Spaghetti	\$284,840	\$223,320	.19	78	11.2
Macaroni	232,850	161,210	.14	69	8.6
Noodles	189,390	128,860	.11	68	8.7
TOTAL	\$526,480	\$382,120	.41	73	8.5
1973					
Spaghetti	\$256,150	\$197,630	.19	77	18.4
Macaroni	214,410	147,900	.14	69	24.2
Noodles	174,230	117,900	.11	68	26.7
TOTAL	\$707,080	\$513,390	.44	73	9.7
1972					
Spaghetti	\$216,340	\$168,850	.18	78	9.3
Macaroni	172,630	119,590	.13	69	8.4
Noodles	137,510	93,680	.10	68	7.6
1976					
RICE	\$352,450	\$293,090	.21	83	-5.7
1975					
RICE	\$373,750	\$312,130	.24	84	-1.4
1974					
RICE	\$379,060	\$316,240	.27	83	

Campbell's Annual Report

Campbell Soup Company achieved a new record level for sales and earnings for the eighteenth consecutive year in the 1977 fiscal year ended July 31.

As a major manufacturer of prepared convenience foods, the company considers itself to be the largest manufacturer in the United States and Canada of condensed and ready-to-serve soups, canned spaghetti products, vegetable juice and frozen prepared dinners; and a major manufacturer of canned beans, macaroni products, tomato juice, frozen meat pies, frozen pastries and cakes, and various specialty food items.

Franco American

Three "Franco-American" canned pasta products were introduced during the year—Rotini, Rotini & Meatballs, and Beef Ravioli.

New frozen food product introductions included three additional Swan-

son "Hungry-Man" Dinners—Lasagne with Meat, Spaghetti & Meatballs, and Sliced Beef.

A major fall promotion was implemented in October with the distribution of more than 200 million coupons good for cents-off price reductions on "Campbell's," "Swanson," "Pepperidge Farm," and "Franco-American" brands in ten product categories. The promotion, titled "It's Check-Out Value Time," was based on a successful test promotion carried on the previous fall, and was designated to stimulate trial and increased consumer usage of a wide variety of the company's products.

John Lablatt Limited

1977 was a good year for John Lablatt Limited. The combined achievement of more than 12,000 employees resulted in a 15.4 percent increase in earnings; a 10.1 percent increase in sales; improved results in all three

groups—brewing, consumers products, and agriproducts.

The agri-group results were affected by a strike by Quebec flour mill workers protesting a government wage rollback. The strike closed Ogilvie's Montreal Mill which accounts for approximately one-half of the company's milling capacity and has also affected flour supply at industrial grain products. The strike closed the Montreal Feed mill and thereby affected earnings of the agri-group.

In the consumers products group operating profits at Catelli increased substantially in 1977 as a result of expense controls, efficiency improvements, moderate volume increases, and some decline in raw material costs. Catelli's marketing accomplishments included significantly higher volume and market share in its "Laura Secord" pudding line and the successful launch of "Laura Secord" jams and marmalades into the Quebec market. Sales and market share for the "Five Roses" family flour increased although sales in other flour and cereal based product lines were soft. Canned goods sales were below expectation, but pickle sales showed a favourable growth trend.

Pasta continues as the largest product category. Catelli's pasta sales increased, and the company maintained its position as the leading Canadian producer.

Catelli was able to operate through 1977 with only moderate price increases. This relative price stability is mainly attributable to expense controls and an efficiency program implemented in the previous year. Efficiency in the production of pasta improved appreciably as a result of a new \$4 million spaghetti line which began operation in 1976.

The retail food processing industry continues to be affected by an uncertain economy, increased eating away from home and price competition. Despite this environment, a satisfactory improvement in results is expected next year from volume gains and continued efficiency.

Over the longer term, favorable opportunities are available through product development, market expansion, and the acquisition of related lines of business, such as the United Maple Products acquisition made last year.

May the peace and happiness
 of the Holiday Season be yours
 throughout the coming Year



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Winter Meeting Headliner

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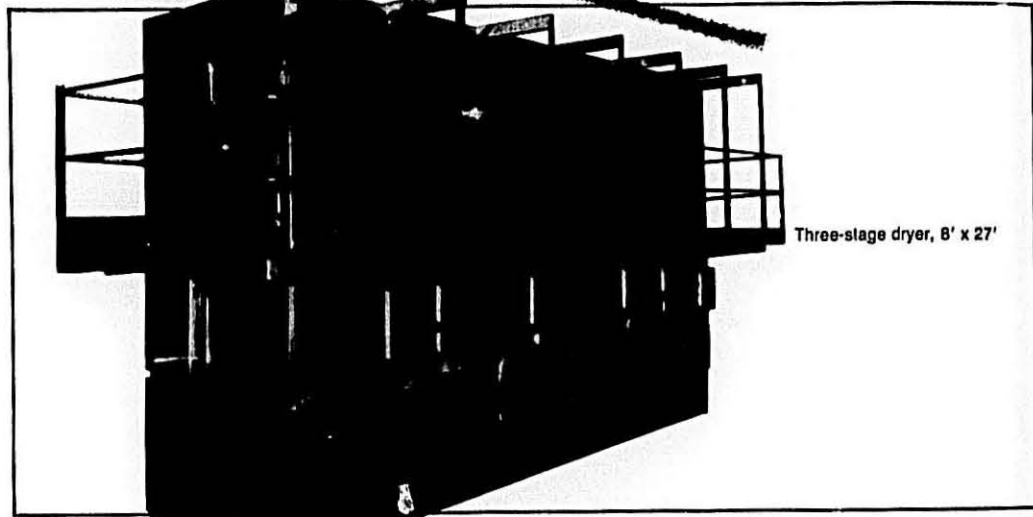
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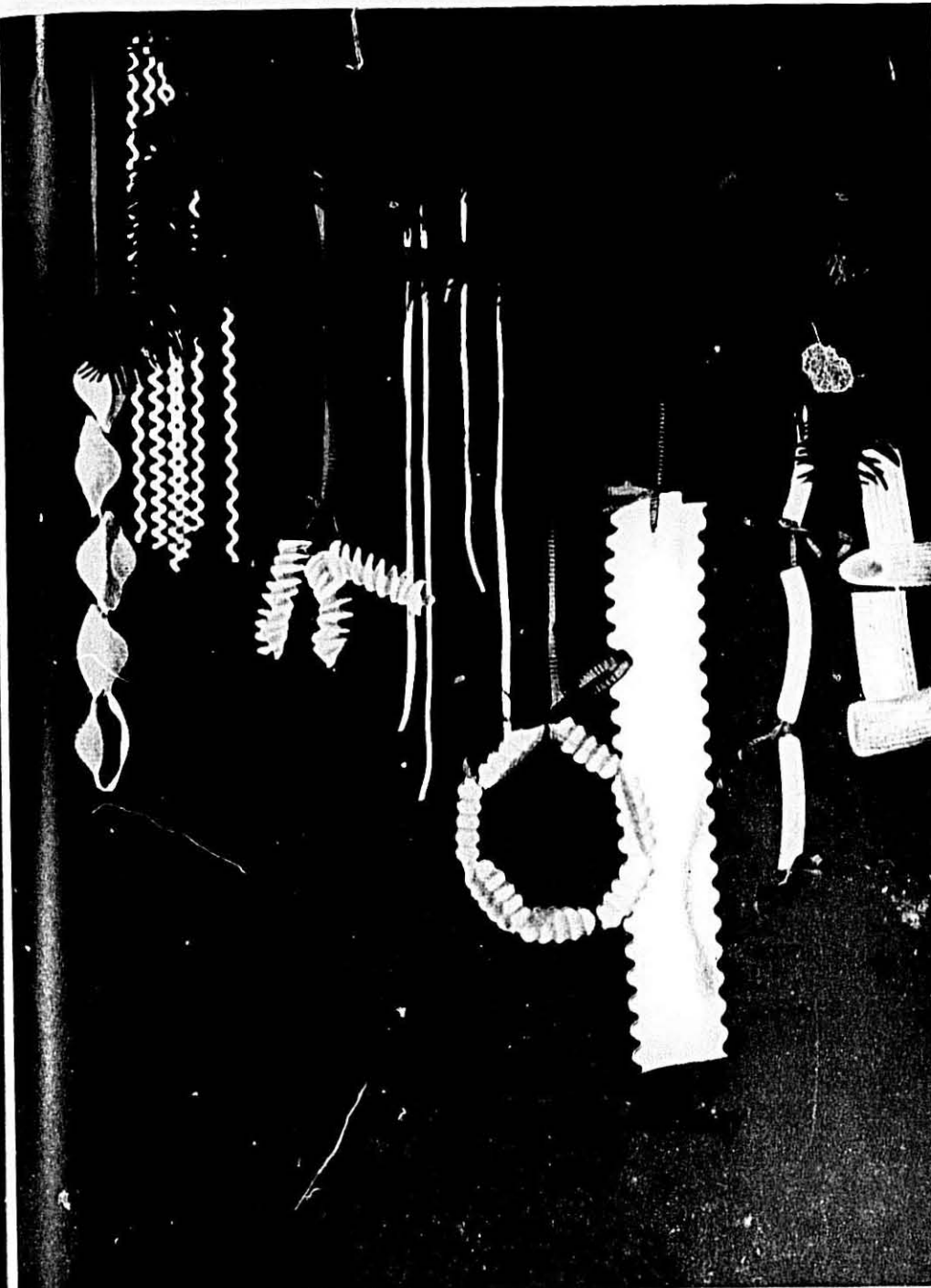


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