

THE MACARONI JOURNAL

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Macaroni Journal

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AUGUST, 1979



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BUSINESS MUST PROVIDE THE LEADERSHIP

In a major address to the opening session of the 67th Annual Meeting of the Chamber of Commerce of the United States, Chamber President Richard L. Leshar reviewed the broad historical trends of the American economic system, and offered a positive program for insuring that the values of that system endure.

It is a great honor and privilege to be called upon to stand in for our Chairman of the Board. (*Mr. Harris was unable, because of illness, to attend the 1979 Annual Meeting of the National Chamber.)

During the past year, Shearon Harris has done a truly superb job of taking the message to all corners of the land, through speeches and media appearances. He has appeared before committees of Congress and students on campus. In my opinion, he is one of the most articulate business leaders in America, and that is what this speech is about — business leadership.

Conclusions Reached

As we worked together throughout this year, we came to several conclusions:

- It is critical that this nation get back on the course of pursuing economic growth — without inflation — through private enterprise.
- Recent history has demonstrated that this goal can be achieved only if our society respects individual freedom, initiative and incentive and if we gear our activities toward work, thrift and reward.

• The time has come and the conditions are present which will make it possible to achieve these goals.

• The business community — because of its economic philosophy and its unshakable faith in the integrity, rights and potential of each individual; because of its experience; because of its organization; and because of its recently effective legislative and political activism — is uniquely positioned and qualified to provide an era of political, economic and social leadership.

We can chart this nation's destiny during the 1980's and inspire the world by our constant promotion of freedom, hard work, thrift and reward. These are the fundamental ingredients of sustained noninflationary growth

and a more broadly based prosperity.

The business community is being blessed with this opportunity for one obvious reason — the failure of an opposing philosophy which has largely dominated this country since World War II. The intellectuals who led this movement told the American people that, as a wealthy nation, we could do anything for anyone. They were never concerned that we were increasingly living beyond our means, for they sincerely believed there was absolutely nothing government could not do.

But as a result of the years of political and economic mismanagement created by this refusal to live within any limits, we are now hearing an indirect admission of failure from these same thought-leaders, an admission that contains an incredible irony.

Consider that the same people who only a short period ago were reassuring us that they knew just what must be done to keep our economy growing and prosperous are now saying that no one really knows why one nation prospers and grows while another does not. And they go even farther. Some now tell us, since noninflationary growth suddenly seems almost impossible, that we should rethink the traditional American idea that growth itself is even desirable. Instead, we are told to prepare ourselves for less — for lives in which we will lower our horizons and our hopes.

Defeatist Philosophy Rejected

Thankfully, one of the most encouraging things about living in the United States today is that so many clear-headed, intelligent people reject this defeatist philosophy. Consider the words of Irving Kristol, who pointed out that the whole debate about economic growth is absurd:

"Where people are given the freedom to engage in economic activities for the purpose of bettering their condition, and most important, where the entrepreneur is given the freedom to innovate, then you get economic growth. Where such freedoms are restricted by government, you get relatively slow or no economic growth."

There could be no more dramatic example of the truth of Kristol's words than America's own revolutionary ex-



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

periment in self-government. And what made this experiment so exciting is that, for the first time in history, government was to be the servant, not the master of the people. The whole idea was to protect the freedoms of individuals, not just from outsiders but from insiders as well — and especially from those in office.

Not having to worry about being robbed of life, liberty and property, Americans were free to concentrate their energies on the production of useful goods and services.

There was nothing complicated or mysterious about it. Prosperity came from production.

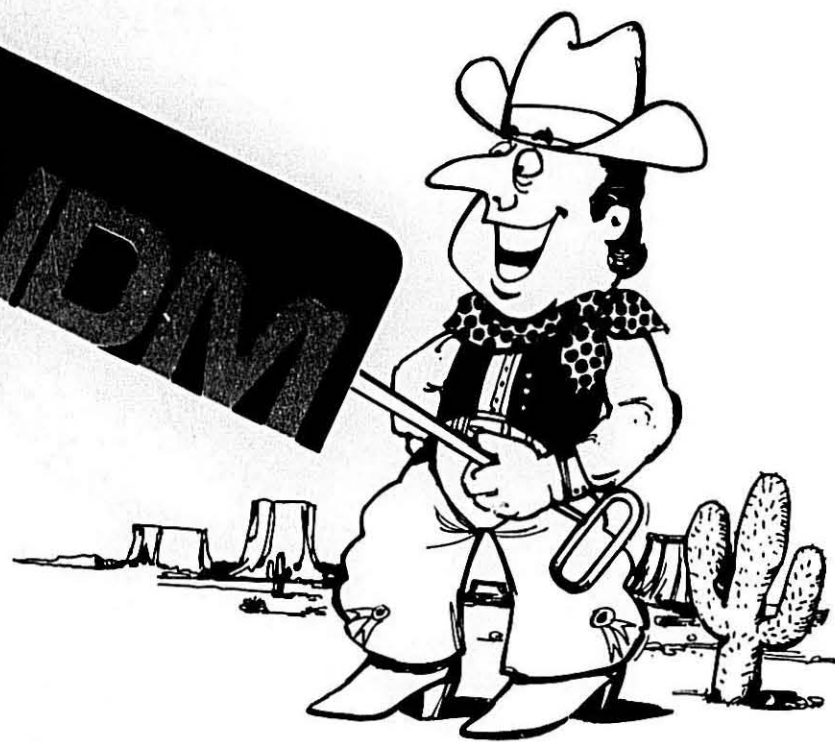
The key to that production was an honest day's work, an honest day's pay, and careful attention to saving and the constant improvement of the means of production.

The capital that resulted from savings made it possible to build up tremendous resources in the form of more efficient tools of production, thereby ensuring a rapid and sustained improvement in the American standard of living.

America's record speaks for itself. In this republic with only a fraction of the world's population, with no monopoly on natural resources, created more new wealth than in all previous history, and the benefits of that wealth have been more widely distributed here than in any other country in history.

And all because of a philosophy that unleashed the creative energies of millions of men and women, leaving them free to work out their own affairs within a system of voluntary

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Business Leadership

(Continued from page 4)

cooperation based on enlightened self-interest and moral responsibility.

The rich usually live well under any system. But our own history provides dramatic proof that a person of modest means, willing to work hard, can best succeed in a climate of freedom which provides individual opportunity, rewards achievement and places a premium on dynamic economic growth.

But we have been fundamentally unwise in our handling of the American economy.

Many critics of the private enterprise system never lose a chance to point out that not every citizen is participating equally in the American dream.

Yet rather than try to improve that system, these critics have been concentrating on expanding the size and power of government in order to more effectively manipulate and control the private economy.

The poor, the tired and the huddled masses came to our shores with the dream of an equal opportunity to pursue happiness and success. They wanted an equal chance at the beginning of the race. But, as former Secretary of the Treasury Bill Simon, author of "A Time for Truth," pointed out in an address last year in California, the do-gooders in recent years have tried to guarantee that all citizens reach the finish line at the same time.

Think about that for a moment. Do we want a guarantee of opportunity to succeed, or a guarantee of success? The socialists have tried the latter and it doesn't work.

Forefathers' Legacy

Whereas our forefathers' legacy of constitutional equality entitled everyone to go as far in life as their effort and ability would take them, our recent, increasing attachment to the principle of egalitarianism has produced precisely the opposite result. Egalitarianism punishes those who are the most hard-working and ambitious, and it rewards those who are not.

And the American people, by refusing to contest more forcefully government's bid to spend more of their money and regulate more closely their lives, have acquiesced in the steady erosion of the very foundation of our

society — those same fundamental principles which originally permitted us to achieve such unparalleled prosperity.

The principle of frugality has been all but destroyed. An explosion in deficit spending has witnessed:

- The federal budget in balance only four times during the past 25 years.

- The quadrupling of the federal budget since 1962.

- A doubling of the national debt in just the past eight years.

- A projected budget starting this year under which, for the first time, spending will be at the rate of more than \$1 million a minute.

And through it all, an expansion of the money supply at twice the rate of the nation's production of new goods and services.

But the people in the administration tell us to look somewhere, anywhere, else for the cause of inflation. I say to them, look in the mirrors of your own glass house and stop throwing stones.

We hear so much about the federal debt — which is about \$792 billion. But other obligations of the federal government (pensions and the like) push the total to almost \$2 trillion. Those are alarming figures, but no one gets alarmed because it's impossible to comprehend what a billion is or what a trillion is. So let me put it in terms we can comprehend. Your share of the federal debt and mine, the share of each of us individually, is about \$46,000.

If we had to sign a note for that amount, we would be alarmed, but the truth is that, in effect, we already have signed. For, unless it reneges, the federal government will be expecting us to cover the obligations it has run up in our names.

These are the numbers that explain, irrefutably, what is causing inflation and why our willingness to work, save and invest has been undermined.

Inflation has made it more difficult for Americans to save. And seeing the value of their dollars depreciating so rapidly, they have become less willing to save.

As a result, we are being transformed into a nation of consumption, living from paycheck to paycheck and dependent each year upon more and more credit to maintain the same standard of living.

Government's Influence

But government's influence in virtually every area of our society has intensified this problem by encouraging Americans not to work and by penalizing those who do. Since 1960, our welfare programs have grown and multiplied.

Programs such as food stamps, welfare, unemployment compensation and subsidized housing have been all but open-ended, and the benefits themselves have not been accompanied by sufficient work requirements.

Thus, this entire phenomenon of massively redistributing wealth from those who produce to those who do not has come to be portrayed as a perfectly normal way for society to function, even though it has all been accomplished at the expense of initiative, self-respect and a healthy, productive private enterprise economy. Gradually, more and more Americans are opting to yield what remains of their personal and economic freedoms in exchange for some form of government "security."

The same holds true for regulations where the government has assumed a supervisory role over everything we do from the production — or nonproduction — of energy, to the cars we drive, the clothes we wear, the food we eat and the homes we live in.

Financing the cost of government has now become the greatest disincentive to work, save, and invest. And unlike Germany, Switzerland, and Japan, which place a high priority on encouraging saving and investment, our government imposes a double taxation on corporate dividends. Result? Last year, the United States, the country we all consider the leader of the free world, experienced:

- The lowest rate of productivity in the industrialized West.

- The second lowest rate of investment.

- The lowest number of patents issued in any year since 1964.

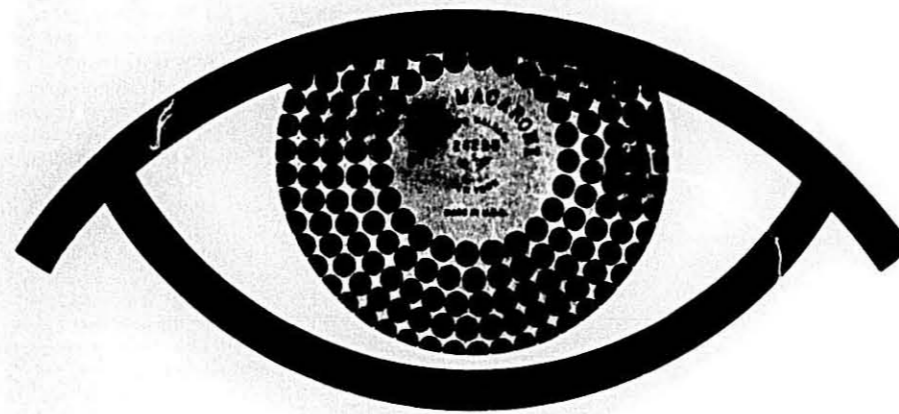
- A rate of inflation which was rapidly rising, and a currency whose value was rapidly falling.

From this entire postwar episode two conclusions must be drawn. First, those who have suffered most from these unwise collectivist policies have been the poor — the very people who were intended to benefit from the fed-

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THE MACARONI JOURNAL

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AUGUST, 1979

Business Leadership

(Continued from page 6)

eral campaign of compassion; and second, unless we take corrective measures, the private enterprise system as we know it, with all its abundance and freedoms, will not endure.

Inflation Burden

Inflation is a terrible burden for the poor, the elderly, the disabled and anyone living on a fixed income.

When government artificially props up the price of milk and sugar, sets aside millions of acres to limit grain production and excessively restricts farmers' use of water and pesticides, it is the poor who are hurt most by higher food prices.

When government raises the price of energy and housing—for example, by forbidding any exploring for energy or harvesting of timber on some 300 million acres of wilderness, by forever delaying the construction of nuclear power plants and unnecessarily closing down plants already in operation, and by taxing the domestic production of oil while actually subsidizing higher priced purchases from OPEC (Organization of Petroleum Exporting Countries)—it is the low income family whose budget will be squeezed the most.

When government arbitrarily enforces a higher minimum wage ostensibly to "protect" unskilled Americans, it will be the marginally profitable firms, often located in rundown neighborhoods, that will be forced to lay off, or not hire, hundreds of thousands of able-bodied, low-income teenagers.

While needless, expensive regulations and excessive taxation harm all businesses, those most adversely affected will be the small firms struggling to get established or to stay alive in poor neighborhoods.

And it is not the wealthy person, but the low income consumer who suffers most when costly and questionable safety regulations raise the price of needed goods and services beyond his reach.

Thoughtful analysis by many scholars warns us that a welfare state contains inherent flaws that make collapse inevitable. As we continue to tax production and reward idleness, is it any wonder that fewer people are willing to work?

We should worry, for ourselves and for our children. For the most part, during periods of rapid inflation, in-

come does not rise as fast as prices because of the rapid acceleration of taxes.

Therefore, we come to our central point: The American business community must provide the necessary leadership to lead the United States out of its economic quagmire.

Shearon Harris wrote the President on two occasions and made specific recommendations as to how his administration could immediately reduce the rate of inflation. . . .

To date, the President has adopted none of the Chamber's recommendations.

In fact, Vice President Mondale said that the President would not sign any law that repeals or amends the Davis-Bacon Act. We must regretfully conclude that he has not provided the leadership the country needs.

For too long, our policies have been unduly influenced by vocal minorities who pretend to represent the majority. We refer especially to environmentalists, professional "consumerists," and labor unions.

Our challenge is to make the politics of private enterprise the politics of the majority.

And we are very close.

The big spenders are out of step and going out of style.

That is the essence of the Proposition 13 revolt. All over America, citizens are rebelling against big government, taxes and inflation.

Both major national parties are beginning to reflect the new mood in their platforms.

Last November many candidates, espousing private enterprise economics, swept out of office many big spenders.

The business community was involved.

The National Chamber Alliance for Politics, our political action committee, entered 83 tough races and won 50 of them, or 60 percent.

There is hope.

There is promise.

These changes take time, but we are on the way.

Just think what more we can do with more such people in Congress.

The business community proved during the 95th Congress that it is capable of filling the leadership void.

The Chamber's overall legislative record showed a remarkable 69 victories against only 13 losses (and 25 partial victories).

We also received amazing response and support for our 17-point questionnaire distributed during the 1978 congressional elections. Sixty-two percent of all candidates responded, and overwhelming majorities supported our proposals to limit federal spending, achieve a balanced budget by 1982 or sooner, provide tax relief for both individuals and business to spur more capital investment, and require impact statements for costly regulations.

Now the business community must look to the future and provide legislative solutions at the national level, practical solutions at every level.

Our highest priority at the national level must be to generate legislation which will encourage much more vigorous growth in the private economy.

We must concentrate on eliminating the disincentives to investment which have led to such a serious drop in productivity.

That requires an end to double taxation of dividends and the institution of a rollover provision that would make available to all equity investors the tax advantage now enjoyed by home-owners.

We need to work for the passage by Congress of legislation which provides both a reduction in individual tax rates and a limitation of federal spending.

More and more—and I am thrilled to witness this—the business community is becoming active at the community level in helping to solve local problems. We are assisting local governments in the overall management of cities, and we are providing leadership for private sector alternatives which can significantly reduce the growth and cost of government in every local area. And that relieves the strain on taxpayers, thereby freeing up more money to reinvest, creating new economic growth and providing more jobs.

We need to continue our stepped-up efforts to speak out on the issues, to educate, to motivate and to lead.

Most importantly, if the business community is to succeed in bringing government under control and unleashing the dynamism of the private community, it must become involved in the political process at every level of the country.

Registering to vote, being informed about candidates and issues, and vot-

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Business Leadership

(Continued from page 8)

ing regularly constitute only the most minimal responsibilities of citizenship.

Communicating with candidates about issues, working with pro-business candidates and providing financial support either directly or through a PAC (political action committee) is a major responsibility for all of us.

Let's quit supporting incumbents just to hedge our bets. If their economic policies are wrong—don't support them.

Activism is the name of the game today. Active, dynamic and visible leadership from business people will be the difference. It is already happening.

The timing is perfect. Most Americans are tired of the old politics—the economic policies that have failed. They are eager to turn away from big government wherever promising alternatives are offered in the private sector.

Who will lead? Who will provide the ideas, the energy and the dedication at this critical point in American history?

The answer is clear. The business leadership that is represented in this auditorium today. All of us who make up the National Chamber federation. The millions of people in that federation who are dedicated to building a better America. The management teams in our 80,000 corporations that are members. The leaders in 2,600 state and local chambers and 1,300 national trade and professional associations. And our millions of employees and shareholders who have a personal stake in private enterprise.

Association Files Citizens Petition

The National Macaroni Manufacturers Association, representing the American pasta industry, has petitioned the Federal Food and Drug Administration to enforce the standards of identity that FDA has prescribed for noodle products. NMMA has taken this step because FDA has adopted a policy permitting so-called "oriental noodles" to be labeled and marketed in such a way as to mislead consumers into believing that "oriental noodles" and traditional noodles are the same product.

Calling FDA's non-enforcement policy "outdated, inadequate, without

legal or factual basis and in contravention of the letter and intent of the law," Executive Director, Robert M. Green, urged FDA to require that "oriental noodles" be labeled as "imitation noodles" or by a different name that does not include the term "noodles".

"A significant difference," Green explained, "lies in the fact that the 'oriental noodle' products do not contain 5.5 percent by weight of the solids of egg, the minimum amount of egg solids required by the noodle standard set by the government. Therefore, consumers purchasing 'oriental noodles' are being denied a most valuable food constituent. Furthermore, a nutritional analysis of a variety of 'oriental noodle' products shows that they are substantially higher in fat content than standardized noodles, as well as lower in protein."

According to Green, FDA is aware that many manufacturers of "oriental noodles" are improperly representing their products in both labelling and advertising. However, FDA has identified that matter as one of low-priority. "FDA's unwillingness to take appropriate regulatory action to protect consumers from such deception is particularly unconscionable at this time when standardized noodle products are becoming increasingly popular as inexpensive and nutritious staple foods," said Green.

Poultry and Egg Institute Supports NMMA Action

The Poultry and Egg Institute of America has filed a statement with the Food and Drug Administration in support of a petition filed May 25, 1979, by the National Macaroni Manufacturers Association, reiterating the points made by NMMA that many so-called noodle products fail to conform with the standards of identity that have been prescribed for noodle products in that they do not contain the 5.5 percent egg solids required by the noodle standards.

PEIA asked FDA to either label "oriental" noodles as "imitation noodles" or they should be called by different common or usual names that do not include the term "noodles". In addition, FDA should take appropriate regulatory action against those "oriental" noodle products that do not even comply with the requirements of the agency's prevailing policies.

Poultry and Egg Situation U.S.D.A. June, 1979

Consumer demand for poultry meat and eggs has been strong in 1979, with both consumption and prices well above last year. However, if the general economy continues to slow and pork and poultry supplies increase as expected, poultry prices probably will be below 1978's level by the end of this year. The demand for eggs likely will increase seasonally in the second half of 1979 but year-to-year rice increases will be smaller than during January-June 1979.

Poultry and egg production and marketing costs have been above a year earlier and will continue higher throughout the year. However, producer returns should remain favorable until late in the year.

Egg production through April was 3 percent above a year earlier, with almost all of the increase coming from a larger laying flock. Layer numbers will remain higher this spring and summer as more pullets enter the laying flock and output per layer about matches a year earlier. Culling of old flocks likely will be above last year but not by enough to offset the larger number of pullets entering the flock. Egg production is expected to average around 3 percent higher during the balance of this year.

Egg Products

June Price Range
Central State Nest Run—\$12.00 to \$14.25
Southeast Nest Run—\$12.00 - \$13.20
Frozen Whole—42¢ to 47¢
Frozen Whites—32¢ to 36¢
Dried Whole—\$1.68 to \$1.83.
Dried Yolks—\$1.50 to \$1.81

Egg Production

According to the Crop Reporting Board, the Nation's laying flocks produced 590 billion eggs during May, 1% more than a year ago. Layers on June 1 totaled 280 million, 1% more than the 277 million a year earlier, but 1% fewer than the previous month's number of 283 million. Rate of lay on June 1, at 68.7 eggs per 100 layers, was a record high. The previous record rate of lay was 66.8 eggs per 100 layers established April 1, 1979. May 1, 1979, rate of lay was 66.2 eggs per 10 layers. Egg-type chicks hatched during May 1979 totaled 55.7 million, up 4% from a year ago. Eggs in incubators on June 1, at 46.8 million were 2% above a year ago.



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COGENERATION SYSTEM AT RONZONI MACARONI PLANT

Converts Up to 90% of "Waste Heat" Into Steam and Other Useable Energy

A new energy saving cogeneration system, described as the first of its kind at a major manufacturing facility in the New York area, is now in operation at the Ronzoni Macaroni Company plant in Long Island City.

Mr. Alfred Ronzoni, Vice President in charge of Production, noted that the new system, known as Selective Energy, will conserve fuel oil, cut energy costs, provide a dependable on-site energy source and reduce environmental pollution. While this enables the company to generate part of the power needed for its production lines, it will purchase the remainder of its electrical requirements from Consolidated Edison.

Ronzoni, a family owned pasta manufacturing business known for its quality line of products, has been situated in New York for nearly 75 years. As the leader in the pasta industry in the metropolitan market, as well as ranking among the country's largest pasta producers, Ronzoni prides itself on having had the foresight and initiative to be the first in their field to install a cogeneration system. Mr. Ronzoni commented that the Selective Energy System will enable the company to increase its production to keep pace with an increasing demand for their products while, at the same time, operating more efficiently despite escalating costs induced by rising fuel rates.

Fuel Consumption Cut

Designed by the engineering firm of Michael Baker, Jr. of New York, Inc., the cogeneration system will enable Ronzoni to cut its fuel consumption by 15% and save about \$100,000 annually. This will result in a payback of capital investment for the system in four to five years.

Seymour W. Brown, President of the firm of Michael Baker, Jr., which pioneered the Selective Energy System, described the concept of cogeneration as the simultaneous generation of steam and electricity on-site by a plant with or without purchase of power from a public utility. The object is to recover waste heat and reduce overall energy consumption to a minimum.

Mr. Brown further stated that the cogeneration system designed for Ronzoni should also be identified as a Selective Energy System because the designer selects the percentage of power to be generated on-site to make use of the highest possible percentage of waste heat. This gives the system its greatest possible thermal efficiency. Another favorable factor is that cogeneration plants of this type reduce the amount of environmental pollution normally associated with electric generating plants which do not utilize waste heat.

Furthermore, Mr. Brown stated that the Selective Energy System developed for Ronzoni is an excellent example of the cogeneration technique which President Carter and his advisers have been recommending to conserve petroleum.

Gas Turbine Generator

In the case of Ronzoni, a gas turbine generating plant was installed in a recently constructed three-story, 75,000 sq. ft. addition to their facility, designed by Rouse, Dubin & Ventura. The new generating plant consists of two 800 KW International Harvester Solar Saturn gas turbine generators, each with a heat recovery boiler. One turbine produces sufficient energy for approximately half the plant's production lines and for some of the building's lighting requirements. The second turbine is a stand-by unit. In the event of a utility company power failure, it will join the first turbine in maintaining the plant's vital functions.

Among the unique features of the new Ronzoni system are automatic controls for the fuel-fired boilers, which serve the plant's pre-existing steam distribution system. These controls supplement the heat recovery boilers and permit them to operate at maximum efficiency.

By recovering waste heat from the gas turbine enclosure and from the oil cooling system, in addition to that from the exhaust gas, fuel consumption is reduced substantially for the plant's heating system.

Additionally, a 200 KW diesel generator has been provided to operate in place of the gas turbine during periods of low loads and maintains the



Alfred Ronzoni

high efficiency of the plant.

Because much of the equipment used in macaroni production is required on a 24 hour basis, the need for a dependable energy source was a strong motivation behind the Ronzoni's decision to install the new cogeneration system.

Variable-Speed Sheave Helps Noodle Changes

Cumberland Macaroni, Cumberland, MD, has been in the hands of the same family for over sixty years, making spaghetti, macaroni, lasagna, egg noodles. Generally, these products are known to the trades as noodles.

The company produces 20,000,000 lbs of noodles per year to sell to hotels, restaurants and institutions under its "Alpine Eagle" tradename or to other food producers for private branding.

A combination pasta mixer and extruder manufactured by De Francis Machine Corp., Brooklyn, mixes the batter and extrudes the various forms of noodles. Speed changes are required according to the type and size of the product. Previously, these were effected by changing sheaves of fixed pitch-diameter, an operation requiring 1 1/2 to 2 hours of set-up time per product change.

Robert Nevy, one of the owners, thought there might be a better way. He took the problem to Bearings & Transmission, Cumberland, whose salesmen recommended a motion-control variable-speed sheave manufactured by T. B. Wood's Sons, Co., Chambersburg, PA.

Now the speed ratio is changed by means of a crank on the motor base.

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ASEECO BIN STORAGE SYSTEMS

BIN STORAGE

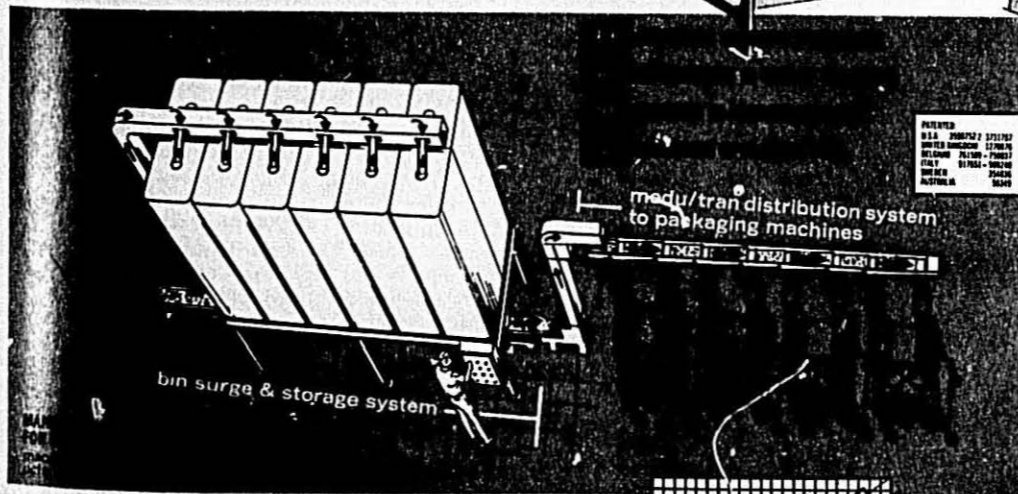
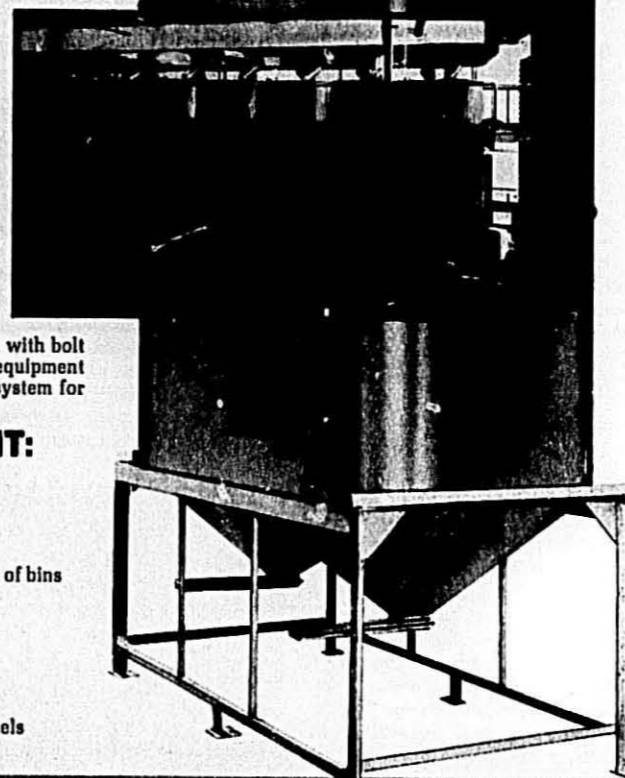
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Variable Speed Sheave

(Continued from page 12)

which adjusts the distance between two flanges and so changes the pitch diameter of the driver sheave. The shift from one noodle form to another necessitates no downtime. Additionally, the ability to adjust speeds over a wider range has provided increased production and better quality.

After two years of operation, Robert Nevy, plant manager, and Tom Franciosa, maintenance superintendent, are well pleased with the savings achieved in both production and maintenance time.

The drive consists of a Wood's MCS-12W-HD driver sheave, a single wide range companion sheave, an MBA-30 motor base and a 4430V1030 belt. The belt is 2 3/4 in. wide and has a pitch length of 103 in.

The MCS-12W-HD variable-speed sheave is for motors rated 20 hp at 1750 rpm or 15 hp at 1160 rpm. Its pitch-diameter range is 12 to 6 in. The grooved driven sheave has outside diameter of 18.4 in., enabling speed ratios to be varied in the range from 1.53 to 3.07 in.

There is no fretting corrosion to cause freezing and sticking during speed changes. It simply cannot occur because each rotation of the MSC sheave reols the bearing surfaces. O-ring seals retain the lubricant for up to 500 hours of service. There is no oil leakage nor dried grease residue to cause unsanitary plant conditions.

Power is transmitted equally to both flanges of the driver sheave through a series of torsionally resilient cam followers that are located outside the bearing surfaces. These have two functions: (1) they assure continuous rotational oil-pumping action of the flange hubs on the sleeves, and (2) they exert side wall pressure on the belt in proportion to the torque required to carry the load.

As the load increases, so does the grip on the belt. Thus constant pitch diameter and constant drive speeds are maintained under varying torque loads.

Captain Protein Canned

"Can it."

That was the word from the Buitoni Foods Corporation, creators of the Captain Protein line of made-for-kids macaroni, when they decided to let their hero out of the box and make

the protein-enriched space-shaped pasta available in 15 ounce cans.

"Initial response to the product has been very satisfying," says Ed Serban, Product Manager. In fact, Serban adds, tests recently conducted by an independent research organization showed that Captain Protein was preferred by more than 2-to-1 against its leading competitors.

The new line of prepared foods — pre-cooked, pre-mixed, ready to heat and eat — comes in five varieties: space robots and meatballs, space stations in meat sauce, space buggies and ground beef, spaceships in cheese sauce and spacemen with tiny meatballs.

All feature the smiling face of Captain Protein on the label. The super hero from outer space (who got to be a hero because he grew up eating a good balanced diet) is familiar to millions of youngsters as a result of his saturation television campaign this spring.

Now that the Captain's been canned, a new round of 30 spots, all aimed at young audiences, is planned.

The product was scheduled to arrive on supermarket shelves in the New York area in June.

Buitoni Broker of the Year

Buitoni Foods Corporation, producer of more than 250 pasta, sauce, prepared and frozen food products, has selected Chesapeake Food Brokers, Inc. as "Broker of the Year 1978" for the Mid-Atlantic Region.

The award was announced recently by William J. Mohnacs, Sales Manager for Buitoni's Mid-Atlantic Region, at a dinner given in Chesapeake's honor.

"This was our first year for the introduction of Buitoni frozen foods in the Baltimore/Washington market," Mohnacs said, "and Chesapeake Brokers led the region in new placements, exceeded their anticipated share of the market, offered a tremendous amount of feature activity and supplied excellent store service."

Frank J. Cassata, Vice-President of Sales for Buitoni Foods, agreed. "The entire staff at Chesapeake Brokers is to be congratulated for an outstanding performance during 1978. Since they're continuing to maintain the same high level of performance, we're looking forward to another banner year for both Chesapeake and Buitoni."

Summer Salad Promotion

Kraft Macaroni and Cheese dinners and the American Egg Board are teaming up to promote a refreshing summer salad idea. An "Incredible Egg Macaroni Salad" recipe appears in a full-page color ad in July issues of Family Circle, Good Housekeeping, Reader's Digest, True Story, Better Homes & Gardens and McCall's.

To stimulate consumer awareness during the promotion, the ad offers a Dinex Converti-Bowl for \$5.95 and proof-of-purchase labels from two boxes of Kraft-Macaroni and Cheese dinner, plus one egg carton. By simply turning it upside down, this versatile bowl becomes a serving platter.

Point-of-sale materials include appetite-appeal stack cards, header cards and recipe leaflets complete with the serving bowl order blank. The featured recipe also appears on 25 million cartons of Kraft Macaroni and Cheese dinners.

Italian Salad Offer

Bertolli America, Inc., has launched a major marketing campaign, the largest in their history, to promote Bertolli 100% Pure Italian Olive Oil. Under the theme, "The Great Italian Salad Offer," the campaign incorporates both advertising and point-of-purchase support.

On the consumer level, a full-page, four-color ad featuring Bertolli 100% Pure Olive Oil will appear in July 17 Family Circle. The ad features a consumer refund offer that includes 50¢ off lettuce refunds and 20¢ off product coupons on Bertolli Pure Italian Olive Oil. Also featured in the ad is a recipe for salad dressing "Italiano."

Pizza in a Skillet

Chef Boyardee is introducing a new product — Pizza in a Skillet — via a heavy ad campaign in national women's magazines, plus network and spot television.

The new pizza mix product gives consumers a quick and easy way to serve fresh, hot, homemade pizza. It is prepared in a skillet on top of the stove.

A full-color introductory ad for the product appears in July 17 Family Circle. Other magazines on the schedule include McCall's, Good Housekeeping and Woman's Day. The agency is Young & Rubicam in New York.

Lebanon Jaycees and San Giorgio Sponsor Five-Mile Run

The Lebanon Jaycees and San Giorgio Macaroni Inc. co-sponsored a five-mile marathon on Sunday, June 10. Purpose of the marathon is to benefit the Jaycees.

Starting at 9 a.m., the run began in the San Giorgio parking lot at 749 Guilford Street in Lebanon. From there the runners continued to Route 72 and Coleman's Park which they went around twice before returning to their starting point, where an award was made to the winner.

The public was invited to participate. An entrance fee of \$3 entitled participants to a San Giorgio tee shirt and a box of pasta. One dollar from every entrance fee was given to the Jaycees.

U. of Washington Football Support

The third annual Husky Fever Luncheon was held at the Music Hall in Seattle, Washington, on May 4th. Five hundred food industry related and other local business persons attended this fund raising event to kick off the 1979 Husky Fever Movement. A non-profit promotional committee, founded by Al Thompson, President of Tradewell Stores, Husky Fever has successfully generated Husky hysteria throughout communities for two years.

According to this year's committee Chairman, Bert Hambleton, President of Associated Grocers, "this year's Husky Fever will be even more vigorous than its first debut, which includes Washington's Rose Bowl Appearance." He also announced extensive plans for Husky Fever '79, including a multi-media ad campaign which will be highlighted by Husky Fever Week, one week prior to the first U of W Football game, September 8th.

The luncheon featured game films, entertainment by Bill Bissell and the Husky Band and Cheerleaders, and guest sports figures such as: Hugh McElhenny, former Husky great and San Francisco 49er; Michael Jackson, U of W All American Linebacker; Mike Lude, 3rd Vice President of the National Association of Collegiate Directors and U of W Athletic Director; Ray Harsman, 3rd winningest Active Coach in the nation and U of W Basketball Coach; and Don James, U of

W Football Coach named 77 National Coach of the Year, and National Coach of the Week for the same year.

In addition to the Husky headlines, the luncheon featured guest speakers Joe Hassett of the Seattle SuperSonics, and Steve Niehaus of the Seattle Seahawks. Wally Walker and Jack Sikma of the SuperSonics also attended the luncheon, as well as other Seahawks.

Sponsors

Some of the active companies supporting Husky Fever include: the Golden Grain Macaroni Company, Pacific Coca-Cola Bottling Company, Crescent Foods, C & H Sugar, and Allied Shopping Centers.

Coordination of the Husky Fever Campaign is handled exclusively through Vantage Advertising which is responsible for the creative concepts involved.



C. J. McNutt and Don Schnuck

Campbell's C. J. McNutt Wins Albers Award

Mr. C. J. McNutt, Campbell Soup Company's Vice President of sales and President of the Campbell Sales Company, has been awarded the food distribution industry's highest honor, the William H. Albers Trade Relations Award.

The presentation was made by Don Schnuck, chairman of the board, Food Marketing Institute, at the Chairman's Dinner held during FMI's annual Convention recently in Dallas, Texas.

"This is the highest honor bestowed by FMI on a non-member. It is named for Will Albers, an early pioneer of supermarketing, who helped bring unity to our industry. It has been presented each year since 1955 to an individual who has made a significant contribution to improving relations between suppliers and distributors," Mr. Schnuck said.

Mr. McNutt was elected Vice President of sales in 1967. He joined Campbell in 1941 as Retail Salesman in the San Francisco District. He served four years with the United States Army as an Officer in a reconnaissance unit during World War II, returning to the San Francisco office in 1947. He later transferred to Chicago as Division Retail Supervisor and was named Cleveland District Manager in 1950. Mr. McNutt became Chicago District Manager in 1953 and Central Division Sales Manager the next year. He became Assistant to the General Sales Manager at Campbell's General Office in Camden, New Jersey, in 1957. In 1958, Mr. McNutt was appointed Director of Marketing for Campbell Soup Company Ltd. in Toronto, Ontario, and was elected Vice President of the Canadian firm in 1962. He returned to the United States as Assistant General Sales Manager in 1963 and became General Sales Manager in 1964. He was appointed Director of Sales for Campbell Soup Company, and President of the Campbell Sales Company in January, 1966.

He is also a Director and President of the Campbell Foods Distributing Corp., Director and President of Campbell's Soups Inter-America, Inc., a Director of Pepperidge Farm, Incorporated, a Director of Champion Valley Farms, Inc., Director and President, Campbell Foreign Sales Corp., and Director, Vlasic Foods, Inc.

Mr. McNutt is a member of the Board of Governors of the Academy of Food Marketing, St. Joseph's University, Philadelphia, Pa., and a member of the Board of Directors of Continental American Life Insurance Company, Wilmington, Delaware.

Young & Rubicam Agrees in Principle to Buy Marsteller

Young & Rubicam Inc. said it agreed in principle to acquire Marsteller Inc. If the acquisition is completed, Young & Rubicam would become the world's largest advertising agency, a position currently held by J. Walter Thompson Co.

The purchase price wasn't disclosed. The companies are privately held.

Under the agreement, Marsteller, which also has a public relations unit, Burson-Marsteller, would function autonomously.



PROFILE

In many ways, a Chimney Sweep's job is the same as poets, playwrights and historians have portrayed centuries ago. The same kinds of brushes and elbow grease are needed to clean the same kinds of chimneys. Time-honored superstitions associated with the job are observed, such as wearing second-hand top hats for good luck.

But for all the legend and romance that surround the profession, the Chimney Sweep performs a very modern-day function—a function which makes him popular in 20th Century Yellow Pages and in 17th century plays.

He's a Breadwinner

It's summer spit-time when most of us are cozy in fireplaces, it's the busy season for the Chimney Sweep. What the Sweep does for us is to get our chimneys clean and safe, and to make sure that the smoke goes up and not down.

Chimney Sweeps services are needed by just about everyone who owns a house. And the department also supports the local economy. Most homeowners are proud to have a professional chimney sweep. The resulting clean chimneys are safe, and they help to reduce the risk of fire.

Chimney Sweeps still observe the superstitions associated with the job. Second-hand top hats are worn for good luck. But the chimney sweep's job is to

keep our homes safe and clean. It's the duty of the Chimney Sweep to make sure that our chimneys are clean and safe, and to make sure that the smoke goes up and not down.

ADM has a long history of providing high quality products for the baking industry. Our products are made from the finest ingredients and are available in a variety of sizes and quantities. We are proud to be a part of the ADM family.

ADM is a leading manufacturer of baking ingredients. We have a wide range of products that are used in a variety of baked goods. Our products are made from the finest ingredients and are available in a variety of sizes and quantities.

Breadwinners supplying Breadwinners since 1902.

ADM

Baker's shortening, corn sweeteners, soy protein for the baking industry.

Another Grain Crisis?

A Business Week magazine article gives an early warning of a possible squeeze on grain. Although at a quick glance world grain supplies seem to be adequate, there are now ominous indications of a replay of the market crunch of the early 1970s, when massive foreign purchases of U. S. wheat and feed grains sent domestic prices soaring. If grain prices do jump sharply in coming months, it would be another setback for President Carter's anti-inflation program.

The possibility of a rerun of the early 1970s has largely gone unnoticed because surface appearances suggest a grain glut, not a shortage. In recent years major producing countries have harvested bumper crops that have allowed them to build up their reserves. On May 10, officials of the world's major wheat-exporting countries — the U.S., Canada, Australia, and Argentina met in Saskatoon, Sask., eschewed the formation of an outright wheat cartel but did formally agree to work for policies that would avoid a "deterioration of prices."

Market Pinch

However, some signs of a market pinch are emerging. "There is a case for deep concern," warns a senior Administration official, "because, as in 1972-73, the world's wheat and feed grain supplies are much tighter than people realize. The situation could get worse." Grain traders are also flashing warnings. Says Cargill Inc.'s Assistant Vice-President Robbin Johnson: "Demand is coming into line with supply."

The traders note that Soviet purchases of U.S. corn and wheat in the current buying year have already topped 12 million metric tons and are expected to hit 15 million tons soon. Moscow's present allowable limit under last year's U.S.-Soviet grains agreement. If so, the buying would be much higher than the 13.5 million metric tons the Soviets bought in 1972-73, which triggered a surge in grain prices.

Cold, wet weather has persisted throughout much of North America, the Soviet Union, and Eastern and Western Europe, threatening spring plantings of corn, wheat, and other grains. Schnitter Associates, a Washington-based agribusiness consulting firm, expects 1979-80 world grain pro-

duction to fall by at least 45 million tons, to 1.5 billion tons, largely because of lower yields.

The Administration's most powerful weapon is the government-sponsored, farmer-held grain reserve — the world's major buffer stock. Grain prices are already within roughly 10¢ of triggering release levels on the reserves. Farmers can sell their wheat and corn from the reserves when farm-level prices hit \$3.29 per bu. for wheat and \$2.50 for corn. Currently, there are 400 million bu. of wheat and 725 million bu. of corn being held in the reserve. "It is designed to dampen prices in the kind of situation that is now shaping up," says a senior Agriculture Dept. official, "but will it?"

Durum Markets in June

Spectacular advances in cash durum added 15 percent to costs in the last two weeks of June. Short covering at terminal points by both exporters and domestic interests, as well as tight transportation, was the basic fuel.

USDA placed carryover of durum on June 1 at 85,522,000 bushels, 28 percent more than last year. Disappearance during 1978-79 marketing year was 114,697,000 bushels compared with 104,836,000 a year ago.

No. 1 Hard Amber durum ranged from \$4.00 to \$5.35 per bushel, Minneapolis with semolina quoted at \$10.50 to \$14.10 granular 15¢ less, durum flour 40¢ less.

OPEC Impact on World Wheat Trade

The North Dakota Wheat Commission comments on the OPEC countries impact on world wheat trade and the US market share.

According to International Wheat Council (IWC) statistics, wheat imports by developing countries have increased dramatically and added a new dimension to wheat trade in the 1970's. In particular the expanded use of wheat by the 13 member Organization of Petroleum Exporting Countries (OPEC) group has been the most significant. The OPEC countries ability to pay improved considerably with the additional revenues generated after they increased world oil prices in 1973-74. Apart from the ability to pay other factors have contributed to the constant increase in OPEC's

wheat utilization. These include population growth, increased per capita wheat foods consumption, and stocks building to provide for future food security.

Wheat is produced in only 11 of the OPEC nations, Algeria, Iran and Iraq, and during the past 10 years their average annual production of 7.8 mil. tons accounted for only 2% of total world wheat production. OPEC wheat imports, on the other hand, have risen from 2.7 mil. tons to 9.7 mil. tons (358 mil. bu.) from all sources in the past 10 years but account for only 14% of total world wheat trade. During the years from 1975 to 1978 the OPEC nations purchased \$1 billion worth of wheat annually. Of the major wheat exporting countries the U. S. has historically supplied 55-60% of the OPEC wheat needs.

Other Side of Coin

On the other side of the coin, the U.S. imports large quantities of oil each year from the OPEC nations, a situation which is costing all of us dearly at present. The rapidly escalating price of imported crude oil is affecting the cost of nearly all consumer goods in the U.S. and further distorting the U.S. trade imbalance. These conditions may make it seem as though the U.S. could or should use its wheat exports to the OPEC nations as leverage in the current energy crunch. However, the U.S. supplies only half of the OPEC countries' annual wheat import requirements. Worldwide the U.S. is credited with nearly half of the total world wheat but last year the U.S. produced only 11% of total world wheat production.

It appears then that a move by the U.S. to pressure increased wheat exports to OPEC or demand a drastic increase in the price of wheat exported to OPEC or to lower the total cost of U.S. crude oil imports would not be very effective. History has shown that other wheat producing countries are very happy to step up production and expand exports when the opportunity for increased sales presents itself. During the past marketing year the European Economic Community (EEC) and Australia aggressively worked to displace U.S. wheat exports from traditional U.S. markets in the Middle East.

(Continued on page 20)

THE MACARONI JOURNAL



After 25 years, it's still number 1.

Twenty-five years ago this year, GATX introduced the Airslide Car.

Based on an extremely simple and ingenious idea, it allowed shippers to unload finely divided commodities, like flour, sugar and starch, more easily and quickly than ever before possible.

Today, 25 years later, the Airslide Car is still the most widely used car of its type in the U.S., with 14,060 cars built to date and additional cars now on order. It continues to be produced annually, to meet a demand that lives on and on.

And no matter how hard transportation engineers try, they have yet to invent a more efficient, economical or reliable covered hopper for finely divided commodities.

This year, GATX proudly celebrates the anniversary of a product with a record that is quite probably unequalled anywhere in the railroad industry: The Airslide Car, still number one after 25 years.

GATX

General American Transportation Corporation/120 South Riverside Plaza/Chicago, Illinois 60606

OPEC Impact

(Continued from page 18)

East, Latin America and Asia. The end result of such action could very well mean the loss of a 200 mil. bu. wheat market for U.S. wheat producers, the increased likelihood of a reduction in the availability of crude oil to U.S. refineries and a very detrimental impact on the U.S. trade balance.

Italgrani Opens Minneapolis Office

Italgrani U.S.A., Inc. recently opened an office in the Minneapolis Grain Exchange. It is the first wholly-owned subsidiary in the U.S. of Italgrani di Francesco Ambrosio, an Italian holding company with extensive durum milling interests in the Mediterranean area. Anthony della Selva, formerly with Benson-Quinn-Joseph Co., The Pillsbury Co. and Continental Grain Co., is executive vice-president in charge of the subsidiary. Assistant vice-president is Ms. Yolande Burnham-Norman, formerly with Benson-Quinn-Joseph and Cook Industries.

Italgrani for many years has been a ranking trader in world durum and the objective of the new U.S. affiliate is to handle the origination of U.S. durum and spring wheat for the company's worldwide operations.

Merchandising manager for Italgrani on the Minneapolis Grain Exchange is Douglas Grebner. Dan Halverson is responsible for country origination at the Minneapolis office. Mr. Grebner and Mr. Halverson were formerly with Bunge Corp. in Minneapolis and Aberdeen.

Grain Board Would Destroy Marketing System

Two Minneapolis Grain Exchange officials told the House Subcommittee on Livestock and Grains that a "national grain board" proposed under the Weaver Bill (HR 4237) "would effectively destroy the U.S. grain marketing system."

The grain board would adversely affect all agriculture — from the farmer to the exporter — by replacing an "innovative efficient system with an inefficient and costly" one, said Richard W. Goldberg, West Fargo, N.D., a Minneapolis Grain Exchange director, and Exchange Executive Vice

President Alvin W. Donahoo, Minneapolis.

Incentives in the competitive marketing system would be reduced if the government took over marketing grain for export, Goldberg and Donahoo said. The U.S. system has encouraged farmers to produce high yielding, high protein varieties as opposed to the Canadian government operated system where there has been "little effort to develop high quality varieties," they added.

Handling capacities increase with incentives provided by the private system. U.S. exports have more than doubled in the past eight years while Canada and Australia have lost sales because they were unable to get their products in positions to be sold due to inadequate handling capacities, the Grain Exchange officials testified.

Canadians Receive Less

Canadian farmers received substantially less for their grain than U.S. farmers, according to a study conducted by North Dakota State University and the North Dakota Wheat Commission from 1964 to 1975. When the U.S. government got out of the grain business and the private grain trade responded to heavy worldwide demand, North Dakota farmers from 1973 to 1975 averaged 21 cents a bushel more than Manitoba farmers. With premiums for protein, North Dakota farmers received another 11 cents a bushel for wheat that was higher in protein than the Canadian grain.

Proponents of government grain boards believe that export prices can be set artificially high, but there is no evidence to support this. Donahoo and Goldberg said "our competitors would be happy to see the U.S. attempt to set world price by withholding stocks (reserve) from the market. The competition, knowing our price, would expand production and be willing to sell below the price established by our board." Although the United States is the largest exporter, there are other grain exporters. With no machinery to enforce world grain prices, the United States' position would shift from prime supplier to residual supplier.

Burdensome Reserves

Burdensome reserves under government control would be the result of an attempt by the legislation to pro-

vide price and supply stability in domestic markets. Price stability can only be achieved by the government storing grain and releasing it when lower prices are desired by those "who deplore high food prices and feel the farmer is the culprit. Our farmers got their bellies full of this type of 'price stability' all through the 50s and 60s and not until government stocks were exhausted did farmers enjoy higher grain prices," they said.

Donahoo and Goldberg said taxpayers would assume the losses from demurrage, poor trades, refusal to pay by importing countries and currency exchange under a government controlled system. Possibilities of money returning to producers or other groups under the proposed legislation is "extremely remote" and government costs would most likely exceed returns, they said.

Peavey Announces Third Quarter, Nine Month Earnings

Peavey Company announced net earnings for the third quarter ended April 30, before extraordinary items, of \$2,611,000 or 46 cents per share on sales of \$136,620,000. This compares with net earnings of \$3,289,000 or 57 cents per share on sales of \$129,713,000 for the same period a year ago.

Net gain from the sale of Peavey's 9.5 percent interest in Trico Industries, Inc., a California petroleum equipment manufacturer, added \$1,621,000 or 29 cents per share to earnings in the third quarter, bringing total net earnings for the quarter to \$4,232,000 or 75 cents per share.

Net earnings for the nine months ended April 30, before extraordinary items, were \$10,862,000 or \$1.87 per share on sales of \$423,219,000. This compares with net earnings of \$8,700,000 or \$1.67 per share on sales of \$378,641,000 for the first nine months a year ago.

Nine month earnings, including proceeds from the sale of Trico stock, were \$12,483,000 or \$2.18 per share.

Peavey Chairman and Chief Executive Officer William G. Stocks said: "The Agricultural Group had improved earnings for the quarter and nine months, even though grain export operations were adversely impacted throughout most of the third quarter by another severe and lengthy winter."

(Continued on page 24)

THE MACARONI JOURNAL



Where's My Packaging?

RALPH RIGATONI SAYS:

If you're wondering where your packaging material is . . . let COOLEY SALES solve that problem for you! COOLEY SALES has been supplying Flexible Packaging and Related Services to the industry for over forty years.

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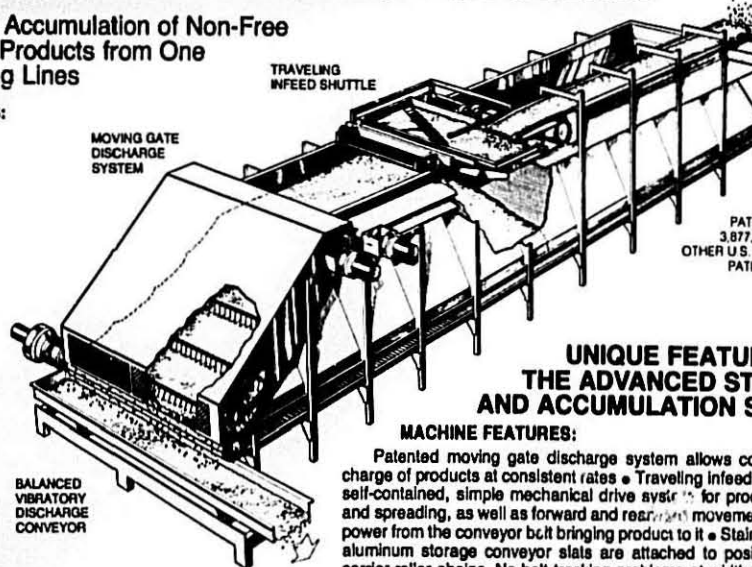
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Allowing Constant Accumulation of Non-Free and Free Flowing Products from One or More Processing Lines

PROCESS ADVANTAGES:

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- First product in is first out
- Allows single 8-hour packing shift on 24-hour line
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UNIQUE FEATURES OF THE ADVANCED STORAGE AND ACCUMULATION SYSTEM

MACHINE FEATURES:

Patented moving gate discharge system allows controlled discharge of products at consistent rates • Traveling infeed shuttle uses self-contained, simple mechanical drive system for product sensing and spreading, as well as forward and reverse movement. It obtains power from the conveyor belt bringing product to it • Stainless steel or aluminum storage conveyor slats are attached to positively driven carrier roller chains. No belt tracking problems at widths up to 15" • Dynamically balanced vibratory discharge conveyor requires no sensing devices or level controls. Products are discharged in a very uniform stream • Single, double or triple storage levels.



FOOD ENGINEERING CORPORATION
2765 NIAGARA LANE • MINNEAPOLIS, MINNESOTA 55441 • PHONE: (612) 559-5200

AUGUST, 1979



Pasta Partners.



Peavey and pasta makers. Working together... partners in profit. Milling of Semolina and Durum flour isn't a sideline with Peavey. We're more in the total people feeding process than most suppliers to the pasta industries... from field to table. Peavey is a leading supplier in both quality products and production capacity for service to customers' total needs. We've been at it over 100 years. And we believe our future growth depends on helping our pasta manufacturers grow.

In fact, pasta is a way of life with many of our Peavey people. Everything we do has one objective: To bring you the finest Durum products. With rich golden color. The color of quality King Midas Semolina and Durum flour.

That's why we begin with the North Country's finest Durum wheat. And mill it in facilities designed specifically for the production of Semolina and Durum flour.

We make pasta in miniature press and dryer operations. And we check the pasta for color and constancy. We also work with our customers on new product innovations... creative shapes... with this miniature equipment. Confidentially, of course.



We even develop recipes using pasta. Like the dishes at the left. Recipes are available to you with no obligation. Just write to Peavey. Anything that helps make pasta more appealing to the housewife is good for the pasta makers. And good for Peavey.

Today, Peavey is the first supplier of Durum products with a total range of grades and granulations. To match your needs. Plus people who look upon themselves as your pasta partner.

Peavey
Industrial Foods Group

Sales Offices: Chicago, Minneapolis, St. Paul, St. Louis, Kansas City, Denver, Dallas, Houston, San Antonio, San Diego, Los Angeles, San Francisco, New York, Philadelphia, Baltimore, Washington, D.C., Atlanta, Miami, Fort Lauderdale, Orlando, Tampa, Jacksonville, Savannah, Charleston, Norfolk, Richmond, Raleigh, Durham, Charlotte, Winston-Salem, Greensboro, Piedmont, Virginia, and other major cities.

Peavey Report

(Continued from page 20)

Sales were up for the quarter and nine months in both the Industrial and Consumer Foods Groups. Both segments, however, had lower earnings compared with a year ago as margins failed to keep pace with inflationary cost pressures.

Specialty retailing activities continued to show excellent performance, Stocks said. Retail Group sales and earnings were up for the quarter and nine months, with the farm stores division showing particularly strong performance.

"Though third quarter results were disappointing, nine month earnings were 13 percent ahead of a year ago," Stocks said. "We expect fourth quarter earnings to improve at about that same rate of gain."

At Multifoods Annual Meeting

Although concerned over problems of inflation, energy and economic slowdown, International Multifoods Corp. anticipates improved profits in the current fiscal year, William G. Phillips, chairman, and Darrell M. Runke, president said the annual meeting of stockholders Friday, June 15, in Minneapolis.

"The outlook for fiscal 1980 continues good but we are being cautious as we view the major problems of inflation, energy availability and prices, and an economic slowdown or recession facing this country," Mr. Phillips said.

Mr. Runke, after reviewing Multifoods operations for the fiscal year ended Feb. 28, 1979, said that while results for the first quarter of fiscal 1980 would not be available until Friday, June 22, Multifoods is looking for an earnings improvement "around 20%."

Mr. Runke's comments on first quarter highlights included the following:

- "Our Robin Hood division in Canada turned in its best first quarter performance. All three areas — Consumer Products, Industrial Foods and Agricultural Products — were up

- "U.S. Industrial Foods and Grain Merchandising showed good improvement over last year.

- "King Foods had a profitable first quarter. We are seeing the first signs

of a slowdown of the volume of our customers in the fast food industry.

- "U.S. Agricultural Product, without the burden of the egg laying operations, had a much better performance than last year.

- "In our international operations, Venezuela is down slightly from the performance of last year. La Hacienda operations in Mexico are running ahead of last year's performance. Mexico is also plagued by railcar and locomotive shortages. We are experiencing some shutdowns because of delayed grain shipments. Paty, our new pasta acquisition in Brazil, is performing in accord with our investment proposal.

- "U.S. consumer products did not perform at the level of last year's first quarter. Sales in most of the profit centers were soft in April and May. We are feeling more of the effects of the national economic slowdown in this segment of our business than any other. We do believe that this is temporary and expect that it will correct itself.

- "Our fast food and restaurant division is well ahead of last year. Mister Donut's performance is very good."

Slowdown Here

Mr. Runke said that the "business environment in which we will be operating for the balance of the year is not good."

"The slowdown that has been talked about is here. Even with this slowdown, inflation is still driving up our costs. The non-commodity items that we are buying are going up at rates much higher than the stated inflation rate. Diesel fuel, for instance, is up over 30% since the first of the year. This is working its way through all transportation costs.

"We, as do all manufacturers, have to find ways to increase our productivity or pass along these increased costs to protect our margins. In spite of these problems, I am optimistic. We will complete this year with profit improvement."

Long-Range

On the long-range outlook, Mr. Phillips said the major source of food industry growth will come from demand by foreign nations. "This demand," he said "will present itself in two forms: demand for food produced in the United States, and demand for

assistance in developing production and distribution of food in foreign nations.

"International Multifoods is well positioned to help satisfy both types of demands outside the U.S. while satisfying domestic food needs."

Mr. Phillips noted the company's involvement in foreign food operations and said that through its domestic and foreign facilities, the company "will assist in supplying the world's present and future demand for food."

"New products and services, expanded distribution, and entirely new opportunities have added to both the complexity and excitement of where Multifoods is now and expects to be in the future."

At the same time, Mr. Phillips said, "the pervasiveness of counter-productive economic policies and regulations from an often overzealous governmental sector has also grown at an accelerated pace." He pointed out that in the past, the business sector has tended to avoid involvement in the public policy area, but that is beginning to change.

"Our management challenge and our commitment," Mr. Phillips said, "is to let both politicians and the public know where the corporation stands and what avenues we see open for positive solutions to current issues."

"We are beginning to make ourselves heard. Increasingly we are developing positions and recommending practical positive suggestions which identify with the public's interest rather than merely parochial business interests."

Mr. Phillips said he was convinced that through a closer collaboration with government leaders, business leaders "can affect a more responsible and workable approach by government to the incentive rather than restraints which make our market system work."

"When and as that happens, we may be able to break through the inflation psychology which is rampant in the country today and move ahead with improved confidence and a more stable economic vitality."

Multifoods to Acquire Fish Firm

International Multifoods Corp. has reached an agreement in principle to acquire the assets of Morey Fish

Co. of Motley, Minn., it was announced by James H. Kallestad, vice president and general manager of Multifoods' Consumer Products Division.

The acquisition, for an undisclosed amount of Multifoods common stock, is subject to approval of definitive agreements by the Multifoods board and Morey stockholders.

Morey processes and markets smoked and frozen fish and operates two retail stores, in Motley and in Brainerd, Minn. The 41-year-old privately owned company had sales of over \$3 million in the year ended May 31, Multifoods said. President of the company is Edward L. Morey.

Two New Durum Varieties

The North Dakota Farm Research Bulletin recently carried information on two new durum varieties: Edmore, a strong gluten durum, and Calvin, an improved semidwarf durum.

Edmore

Edmore is a durum variety developed by the North Dakota Agricultural Experiment Station, North Dakota State University, in cooperation with Agricultural Research, Science & Education Administration, U.S. Department of Agriculture. Edmore is the first strong gluten durum released by the Agricultural Experiment Station, NDSU, and it represents the first cultivar (variety) developed following a change in quality requirements. Gluten strength gives superior cooking quality to various pasta products made from semolina. The addition of strong gluten to a previously high quality standard required a continuous sixteen year plant

breeding research effort. Edmore also represents a major improvement in rot resistance and kernel size. The availability of Edmore should increase the demand for North Dakota durum, particularly in the export market.

Calvin

Calvin is a durum variety developed by the same team. This variety is the second semidwarf durum released by the Agricultural Experiment Station, NDSU. Calvin has shown improvements in kernel size, kernel weight, and test weight compared to Cando, NDSU's first semidwarf durum. Calvin has demonstrated excellent disease resistance, physical quality and agronomic performance in North Dakota. Its availability should allow production of high quality durum over a wider area, thereby providing a more stable supply of durum wheat and semolina for pasta production.

Dr. James S. Quick, professor of Agronomy; Dr. Brendan J. Donnelly, associate professor of Cereal Chemistry & Technology; and Dr. J. D. Miller, research plant pathologist, SEA-USDA, were authors of the reports.

Progress at North Dakota Mill

Rapid progress in the construction of a new semolina and durum flour mill for North Dakota Mill & Elevator, Grand Forks, N.D., was indicated by Giovanni Arduini, Ocrim Milling Equipment Distribution Corp., Wichita, whose company is building the unit.

Despite delays occasioned by the flood on the Red River, work is proceeding rapidly. Mr. Arduini notes

the engineering portion of the project has been completed and the construction of the mill building is under way. It is hoped that equipment installation will commence in the fall.

The unit, which will be named the "K" mill in honor of Sam Kuhl, company president, will have a rated capacity of 6,000 cwt per 24 hours with the possibility of increasing to 8,000 with additional work. The mill will be in addition to the existing "A" and "B" mills with a capacity of 10,000 cwt.

"This mill will be one of the largest durum mills ever built," Mr. Arduini pointed out. "This is only fitting since North Dakota is one of the largest durum producing areas in the world."

Mr. Arduini emphasized the layout of the new mill is intended to produce the highest durum extraction rate consistent with the maintenance of high quality standards. The company will make use of flow sheets already proven at the Baton Rouge, La., mill of Seaboard Allied Milling Corp.

The mill will use Ocrim's LKK roll stands and SD3 triple deck purifiers. It also will include the pneumatics and air stabilization system of Kice Metal Products Co., Wichita. The mill will feature a finished product storage unit including steel tanks mounted on load cells.

The product can be loaded directly into rail cars by gravity with the weight of the flour checked electronically and printed. Flour will be fluidized before the loading process.

A unique feature of the North Dakota mill is a special unit for loading out bran for human consumption. High sanitation standards will be maintained for the bran produced.

A conventional bran loadout unit for animal feed also will be included, Mr. Arduini said.

A high degree of automation will be utilized in the flour mill with much of the operations monitored and to some degree controlled by a central control panel with appropriate alarms. Isca scales, produced by Technicon-Isca, Ltd., will be used.

"Durum milling has great opportunities in the U.S. given the current high price of meat," Mr. Arduini said. "The best pasta is made from the best durum wheat. North Dakota surely produces the best durum wheat."

**International Durum Forum
Nov. 13-14, Minot, North Dakota**

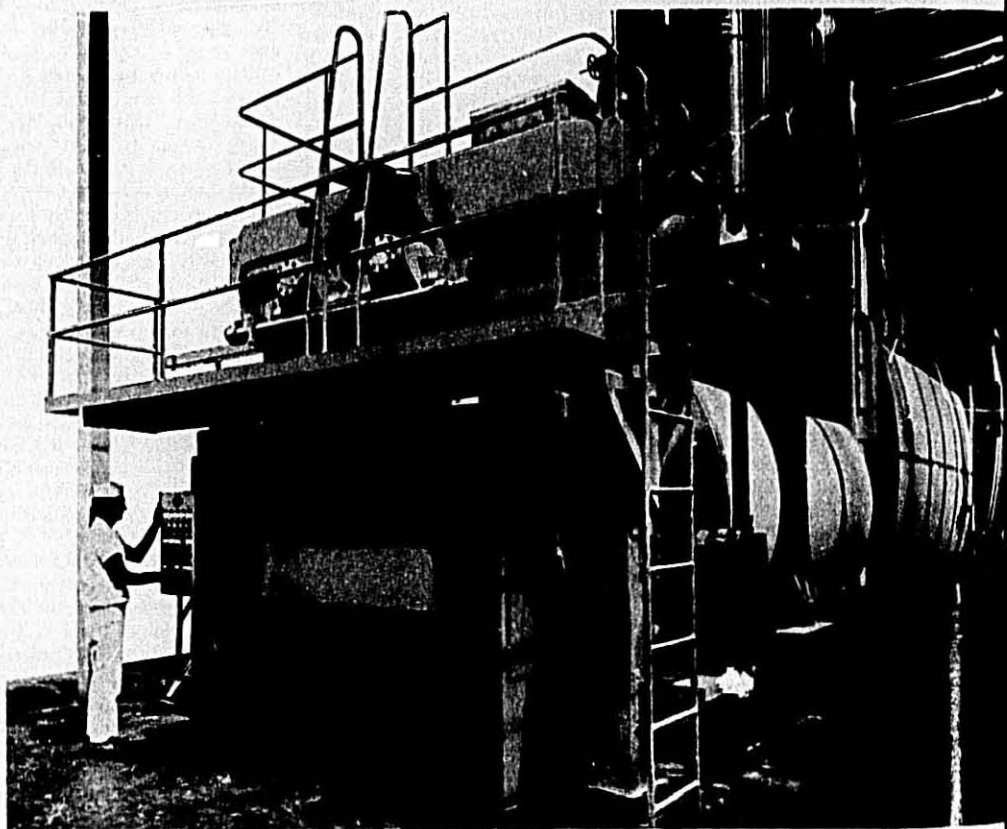
AVERAGE GRADE, MILLING AND SPAGHETTI QUALITY DATA FOR EDMORE, CALVIN, WARD, CANDO AND ROLETTE IN 15 TESTS DURING 1975-1977

Quality Factor	Edmore	Calvin	Ward	Cando	Rolette
Test weight, lb./bu.	60.8	61.8	61.1	61.1	62.0
Grade, U.S.	1 HAD	1 HAD	1 HAD	1 HAD	1 HAD
Vitreousness, %	90	83	90	90	91
Kernel distribution, %					
Large	48	37	42	29	44
Medium	50	60	56	67	54
Small	2	3	2	4	2
Kernel weight, mg.	45.8	40.7	40.9	38.3	43.1
Wheat protein, %*	15.3	14.1	14.9	14.1	15.4
Semolina protein, %	14.3	13.0	14.0	13.1	14.3
Semolina yield, %	52.4	53.3	53.0	52.7	52.7
Semolina specks/10 in.	24	22	17	17	24
Spaghettilcolor**	9.3	9.2	9.2	9.3	8.8
Spaghettilfirmness***	6.0	4.9	5.4	5.1	5.1

* Expressed on a 14% moisture basis. ** Higher score indicates more yellowness. *** Higher value indicates firmer cooked spaghetti.

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Three Standard Models . . . 500 to 4500 lbs/hr

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TDCA/TDCA	1000 to 2500 lbs/hr.
TDCA/TDFA	2000 to 4500 lbs/hr.

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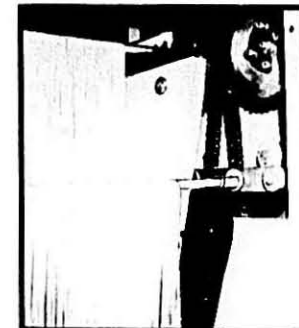
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NAS REPORT ON FOOD SAFETY: WHAT IS CONGRESS TO DO?
 by Gary J. Kushner, Leighton Conklin & Lemov, N.M.M.A. General Counsel

Introduction

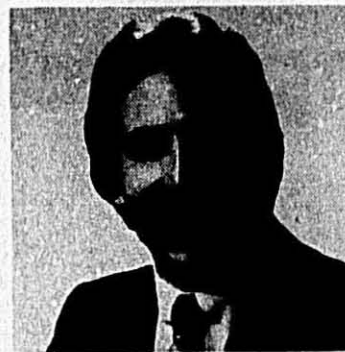
In March, 1977, FDA proposed to ban saccharin. Congress stifled an astounding public outcry and avoided this food safety debate two years ago by imposing a moratorium on any ban of saccharin and asking the NAS to study the regulation of saccharin and non-nutritive sweeteners, in particular, and food safety, in general. The saccharin ban moratorium expired on May 23, 1979, and, in the absence of legislative action to the contrary, FDA can be expected to ultimately re-issue its 1977 proposed ban. In addition, nitrite has been added to the "carcinogenic additive hit list" and, in some respects, has prompted even more attention than saccharin.

From a practical standpoint, Congress simply has neither the time nor inclination to amend the food safety laws to save saccharin, nitrite, or any other suspect substance at this time. Thus, we can expect Congress to extend the saccharin moratorium and provide similar treatment for nitrite and/or provide for a "phase-out" over a specified period of time for such substances. A "phase-out" approach, as has been suggested for nitrites, is at least arguably legal and is known to be favored by the Administration.

Regardless of what Congress does with respect to saccharin in the face of the expired moratorium, or how the agencies and/or Congress handle the nitrite question, it is clear that, at some point soon, Congress will have to resolve the food safety regulatory debate once and for all.

Several approaches to food safety regulation have been suggested including a repeal, modification or re-interpretation of the Delaney Clause, changes in the general food safety provisions of the law to permit "phase" authority, risk/benefit determinations, risk assessment and others. FDA is expected to send its legislative proposals to the Hill very soon.

This paper shall be limited to a discussion to the NAS report. It will summarize the report, identifying the Committee's charge, its conclusions, and its recommendations. Finally, it will raise the question of to what extent the system proposed by NAS has



Gary J. Kushner

solved, or begun to solve, the food safety regulatory dilemma with which we are faced.

Report of NAS Committee for the Study of Saccharin and Food Safety Policy

A. NAS Charge

The "Saccharin Study and Labeling Act of 1977" requested that the NAS conduct a study, based upon available information, of the several things, including our current technical capabilities to predict carcinogenicity or other toxicity in humans of food additives, contaminants and natural components which have been found to cause cancer in animals; in other words, our ability to extrapolate from animal studies.

The Committee was also asked to study health benefits and risks from foods that contain carcinogens or other toxicants, existing means of evaluating risks and benefits of foods containing such substances and statutory authority for, and appropriateness of, weighing risks and benefits; instances in which restriction or prohibition of substances do not accord with the relationship between risks and benefits; and, finally, the relationship between existing federal regulatory policy for carcinogens and toxins in food and non-food areas.

In pursuing its assignment, the NAS Committee considered, among other things, the shifting patterns of health and disease in the United States and the impact of technology on these patterns as well as the current law and

administrative mechanisms of food safety regulation. The Committee also studied specific issues in food safety regulation, looking especially at saccharin, mercury, nitrites and aflatoxin. Further, the Committee evaluated the conceptual tools and techniques for assessing food safety policies, food risks, and benefits. Finally, the Committee considered the role of the public in food safety regulation (e.g., information dissemination and education); and range of available regulatory processes for safety.

B. NAS Conclusions

The NAS Committee's evaluation of the identified considerations yielded its primary conclusion that the food safety provisions in the Food, Drug, and Cosmetic Act have become complicated, inflexible and inconsistent in implementation and that the current law is inadequate to meet changing and increasing problems of food safety.

NAS further criticized current law because, while in theory it excludes both health and non-health benefits as explicit factors for regulatory consideration, regulatory agencies, in practice, often tacitly take benefits into consideration in regulatory decision-making.

Therefore, NAS concluded that revision in the food safety laws is essential.

C. NAS Recommendations

After stating some rather broad, and to a great extent ambiguous, statements of policy upon which a revised food safety law should be based, the Committee stated several recommendations.

1. Single System--Abolish Special Categories

First, NAS recommended that Congress revise the food safety provisions of the current law to abolish the differences in the statutory standards among categories of food substances (such as GRAS and prior sanctioned ingredients), and create a single standard for food safety regulation applicable to all food substances.

2. FDA Discretion to Discriminate Among Risk Levels

Next, the Committee recommended that the new food safety policy should discriminate among risk levels and assign priorities among categories of risk emphasizing those presenting the greatest potential hazards. It would be within FDA's discretion to establish such priorities and concentrate its resources in applying its most severe regulatory constraints on those most risky substances from the standpoint of human exposure and seriousness of potential effect.

3. Risk Assessment and Regulatory Action

FDA would be authorized, and would be provided with the necessary resources, to assess the risks of all constituents in the food supply and assign such constituents to broadly defined categories such as high, moderate, or low risk. This is the heart of the NAS recommendation. Under the proposed system, different regulatory strategies would be available for the different categories of risk. Theoretically, the system would operate as follows:

a. Risk Assessment

First, FDA would assess or evaluate

the risks presented by a particular food constituent according to its potency and exposure level and would assign the substance to high, moderate or low risk categories. For instance, a high risk substance might be one that is likely to result in severe damage to humans with appreciable frequency. A moderate risk substance might be one which would cause appreciable harm to humans with sufficient frequency to justify regulatory action to modify its use. Finally, a low risk substance would be one for which there is evidence of some risk, but not enough to justify its "moderate risk" classification.

b. Regulatory Action

Once a substance has been assigned to a risk category, it would be up to FDA to select the appropriate regulatory strategy considering not only the risk of continued use, but also the risk of restricting use. NAS recommended that substances classified as high, moderate and low risk be regulated as follows:

1. High

FDA would be authorized to ban high risk substances, notwithstanding

any benefits, especially if substitutes are available for such substances. If no substitutes are available and there are overwhelming benefits accompanying the use of such a substance far outweighing any risks, FDA should be authorized to permit restricted marketing, but should require conspicuous warning labeling.

2. Moderate

If such substances have alternatives or offer no significant health benefits, FDA should be authorized to deter their use through various restrictions, including possible banning. If they are to be marketed at all, FDA could require appropriate labeling.

3. Low

Low risk substances would be exempt from special regulatory control, but not from educational efforts designed to reduce their risk further.

c. General Approach - Reduced Risk

In general, NAS stressed that risk should be the primary factor governing regulatory action, not benefits. FDA should obtain an assessment of benefits, where possible, including

(Continued on page 30)



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NAS on Food Safety

(Continued from page 29)

physiological health benefits, psychological benefits and economic benefits. These benefits would only be used, however, to assist FDA in making its judgment concerning which of the various regulatory strategies to adopt in a particular case. Thus, NAS did not recommend a risk/benefit approach, whereby risks and benefits would be weighed against one another in determining whether regulatory action should be taken. Under the NAS system, the risk is assigned. Then, benefits may be considered in selecting the optimal regulatory strategy.

One way to understand the NAS approach is to analogize to criminal law. Once a defendant is found guilty of an offense, a judge can usually consider the defendant's accomplishments and attributes in sentencing—these attributes may "temper" the sentence. However, the attributes (benefits) are not weighed during the trial. This is an important distinction.

d. Other Recommendations

Recognizing that the system proposed would involve the exercise of a great deal of FDA discretion, the NAS Committee urged greater involvement of non-governmental groups and advisory committees in the decision-making process as well as FDA accountability to Congress where the marketing of high risk substances is permitted.

Conclusion

The NAS Committee has, obviously, carefully scrutinized the current law and has given careful consideration to the many issues involved in food safety decision-making.

One can hardly argue with the general principles upon which the NAS proposed system is based, for certainly a uniform national system that relies upon the best available science and technology and permits the allocation of resources to the most pressing problems would be a desirable one.

However, the risk assessment approach, as designed by the NAS Committee, raises many new questions and leaves several old ones unanswered. For instance, while the NAS system requires that substances be assessed in terms of the risks they

present, NAS does not propose a specific scientific method by which to measure such risks. Indeed, some of the NAS Committee members filed a minority statement questioning whether such risk assessment can be done using current scientific data and theories.

Additionally, the Committee proposal would leave a great deal of discretion in the hands of FDA, but suggests no practical limitations on such discretion nor applicable guidelines for the exercise of such discretion. Again, a minority of the NAS Committee saw this as a deficiency in the majority's proposal questioning whether the proposal is sufficiently specific to permit one to determine how various food substances should be regulated.

Even assuming, however, that the risk assessment approach recommended can be implemented, one is still left with an uncomfortable feeling that, from a practical standpoint, revision of the food safety laws to provide for the system proposed would make little real difference in the final decision-making with respect to particular substances. For instance, under the current law, FDA has said that, notwithstanding the Delaney Clause, FDA would ban saccharin on the grounds that it is a "poisonous and deleterious" substance according to the general food safety provisions of the Food, Drug and Cosmetic Act.

In the same way that FDA could, under the general food safety provisions of the Food, Drug, and Cosmetic Act, declare a known carcinogen to be, by definition, "poisonous and deleterious", under a risk assessment approach, FDA could declare all known carcinogens to be "high risk" substances for which no benefits could possibly temper the risks created.

The NAS report certainly represents a major step toward the development of a workable, and technically flexible, food safety policy. However, NAS has taken but the first step toward solving the problem. It is crucial that, before we anxiously adopt any new food safety approach, we had better know exactly what we are buying and how it will be implemented. But most importantly, we had better face, not hide from, our ignorance and do something about that before we do anything about the law.

Most Read Nutrition Information

Of consumers participating in a Better Homes & Gardens survey, 83% said they had read nutritional information on a food package during the previous 10 days.

The just-released survey of 466 women was conducted in January. A total of 64.1% of the participants had incomes of \$20,000 or more, and the median amount spent on their last major shopping trip was \$47.28. Many of the same questions had been asked in a BH&G survey in June 1978, with similar responses received in many cases.

Among other survey findings:

—Most consumers feel major food manufacturers are responsible for providing nutritional information.

—Most said they use nutrition information most often for weight control and reduction.

—Consumers said the most important influence on food purchases is product dating.

—Of those who said the cost of beef had influenced their purchases, most said they had reacted by reducing the amount bought, as opposed to avoiding it altogether or substituting other products.

—More than half—54.4%—said in January they had bought generic products, compared with 37.7% six months earlier.

—Although meat has risen as fast as the Consumer Price Index, most thought it had risen faster.

With multiple answers permitted, 70.8% of the respondents said they had looked for calorie content information the last time they read the nutrition information on a food package. A total of 39% were searching for vitamin information; 35.4% for cholesterol information; 24% for information on cholesterol; 20.4% about salt; 7.8% on minerals, and 0.8% had no answer.

Asked how they would or did use nutrition information most often, 57.1% said for weight control and reduction, 53.9% cited meal planning for a balanced diet, 19.7% said meal planning for health conditions that require a special diet, 3.9% said "other," 1.7% never use nutritional information and 1.5% had no answer.

A total of 14.4% feel nutrition information is "very informative" today.

(Continued on page 32)

Introducing Hoskins Company



Charles M. Hoskins

Glenn G. Hoskins Company was launched in 1941 as a business and technical consulting service to the Macaroni Industry. Over half the industry in North America subscribed to the Hoskins service. During the consulting years substantial contributions were made to the technology and operation of the industry.

Temperature and humidity controls of macaroni dryers were first introduced by Hoskins and then disseminated throughout the world.

Plant operations Forums were held for 13 years. Members of the industry and suppliers discussed technology and theory of macaroni manufacture. The most valuable contribution of these meetings was a free exchange of information which substantially increased the technological competence of the industry.

One of the proudest contributions to the industry was Bob Green, the Secretary of the NMMA, who originally entered the industry through our organization.

We acted as consultants in designing a number of new factories and expanding old factories. This included the Creamette Company, American Beauty, A. Zerego's Sons and Ronco.

In the 1960's the name was changed to Hoskins Company and the nature of the business was changed to a Manufacturers Sales Representative for:

DEMACO, the principal domestic manufacturer of complete pasta production lines.

ASEECO, a manufacturer of storage systems and mechanical conveyors for noodles and short cut macaroni products.

SEMCO, a manufacturer of systems for pneumatically conveying and storing semolina and flour.

RICCIARELLI, an Italian manufacturer of pasta packaging machines, systems for conveying long spaghetti from saw to packaging machine and specialty machines for making bowties and twisted vermicelli.

CLERMONT, a manufacturer of noodle cutters, noodle sheeters, Chinese noodle production lines, crepe manufacturing lines and related equipment.

BH&G Survey

(Continued from page 30)

while 66.3% said it is "somewhat informative," 15.1% said "somewhat uninformative," 1.8% said "very uninformative" and 2.4% had no answer. A total of 81.2% said they would like more nutrition information than is currently available.

Asked to rate the importance of 10 influences on their food purchases, the factor rated "very important" by the greatest percentage was product dating, 75.5%. The percentages who responded "very important" to other factors were as follows: Nutrition value, 68.1%; appearance of food, 63.1%; budget, 44.9%; additives, 44.8%; government warnings, 33%; unit pricing, 23.8%; package size, 22.3%; cents-off coupon, 18.7% and brand name, 13.1%.

Price Is No Object

Steve Weiner reports in the Wall Street Journal that although Peggy Hilton complains of rising food prices her shopping cart doesn't contain much evidence that she is trying to cut her food costs. The cart holds an assortment of frozen "convenience" foods such as ready-to-eat waffles and pre-made French toast, and now she is headed straight for the frozen-dinner entrees. "I know they're outrageously priced, but there isn't enough time in the day to cook a big meal," says Mrs. Hilton, a working mother of two.

Mrs. Hilton is far from alone in her attitudes and her food-buying habits. Food prices are expected to jump another 10% this year after rising 10% last year, but while most Americans are complaining, they aren't striving to pare their food costs to the bone. The frozen-food case is now the fastest-growing section of the average supermarket (along with non-food items). Sales of other premium-priced convenience foods have grown steadily and now account for fully half of the typical grocery store's sales.

Frozen-food sales stayed virtually flat in 1974 after years of steady increases, industry figures show. Also, Americans started drinking more powdered soft drinks at the expense of higher-priced bottled soda. The average American started eating more flour, reversing a steady decline in consumption.

Back then, General Mills Inc. tried to capitalize on the trend toward economizing by placing full-page ads in women's magazines for its Bisquick baking mix. "Inflation presents the biscuit," the ads proclaimed and went on to extol biscuit-filled casseroles as "hearty old-fashioned fare that make high-priced roasts and chops sound almost boring."

Now, however, General Mills is taking quite a different marketing approach. The company is charging \$4.75 for a newly introduced deluxe frozen pizza, called Saluto's "Chicago Style." Oddly enough, low-cost frozen pizzas are losing ground to higher-priced premium brands, such as Saluto's, Quaker's Mamma Celeste and Pillsbury Co.'s Totino's. The "premium brands now have a 50% slice of frozen-pizza sales volume, up from only 40% a year ago.

Incomes Rising

One reason why Americans are buying all these products is that their incomes are rising just as rapidly as food costs, experts say. While food prices rose 10% last year, disposable personal income also jumped 10%, according to the U.S. Agriculture Department. "People aren't about to change their buying habits as long as their incomes keep going up," says Mr. Smithburg of Quaker Oats.

Life-style changes are important too. The increases in the number of working women and of single households are well known, but even in traditional households families don't eat together as much as they used to. Green Giant's surveys shows that fully one-third of all meals eaten at home are eaten alone because "people are eating on the run more and more," says William McGrath, vice president for prepared foods. The company figures that is a major reason for the success of its frozen entrees.

Some Seeks Bargains

Some shoppers, of course, are seeking food bargains. They are largely responsible for the popularity of the low-priced foods without brand names that began appearing in grocery stores 18 months ago.

But, "There are still an awful lot of people out there who can afford to buy whatever food they want," says a spokesman for Jewel Cos., the Chicago-based supermarket chain that

first developed unbranded items. He adds, "Considering the extent of inflation, food-buying patterns haven't changed all that much."

Generics: Pro and Con

Generics will not disappear, no matter what anyone wishes, said Marsh Blackburn, President of Sales Forces Companies, brokerage firm based in Schiller Park, Illinois, at a Food Marketing Institute convention workshop.

Blackburn made it clear he preferred to see generics "go away" because of their effect on his principals' branded business. Nevertheless, he concluded, "the consumer not only has accepted generics but wants more of the same."

Blackburn warned manufacturers and retailers not to take heart from data about the decline of popularity of generics. There are those who know "what a carefully disciplined approach to generics can mean to increased volume, store traffic, and even profits," he said. "And where retailers have wanted to make generics fly and have followed the unique disciplines they demand, they have done so with outstanding success."

Progressive Grocer

Robert O'Neill, executive editor of Progressive Grocer Magazine, gave SAMI figures on generics, as well as data presented earlier in his publication. He quoted a poll of chain executives who have voted two to one in favor of more growth for the category over the near term, but four to three against any long term growth. The majority predict generics "will decline and fade away," said O'Neill. They are close to cresting right now.

Nielsen

Theodore Sullivan, Jr., Vice President, Grocery Services for A. C. Nielsen Co., said, "The bloom does appear to be off the rose to some degree." His conclusions showed 59 percent consumer awareness of generics. Of that total 44 percent had purchased generics and 71 percent of the purchasers said they would try them again. Those customers tended to be aged 35-44 in larger families with higher incomes and above average educations.

Bishop

Willard R. Bishop, Jr., President of

the Barrington, Illinois consulting firm bearing his name, presented statistics outlining the status of generic grocery products as of the second quarter this year. He said the different success and failure rates for firms offering generics were a mixed bag. "If they wanted it to work, it did. And, where there was little discipline and desire, the program floundered. This has been notably true at the independent store level where distributors have difficulty obtaining commitments to the generic concept of reduced margins and a variety of display requirements."

Unless current economic trends change, Blackburn sees a potential for generics in limited assortment stores "to grow and capture a sizeable share of market."

Diversity of Opinion

Steve Weinstein writes in Supermarket News there is a diversity of opinion about generics:

At an FMI workshop on the subject, one speaker said, "The consumer not only has accepted generics, but wants more of the same." But a second speaker said, "The bloom does appear to be off the rose to some degree." And a third, less cautious, predicted generics "will decline and fade away. They're close to cresting right now."

In Toronto

At a generics conference in Toronto, the head of Loblaw's said 10% of the chain's grocery volume now is in no-name products and predicted sales of generic items would amount to 25% of grocery volume in North America within five years.

Two other speakers disagreed, one stating, "I do not think, except in Canada and France, you will have generic products five years from now." And several weeks ago, a Loblaw competitor said generics are here to stay, but sales of the category may be peaking already.

Limited Assortment Stores

Disagreements about the future of limited-assortment stores also are being voiced. With the number of these units increasing rapidly, many retailers have at least one store testing this concept.

One of the biggest operators of these stores is Jewel Cos. In its an-

nual report the chain said, "It seems clear from our experience to date that there is a demand for a no-frills approach to grocery retailing, provided only that the cost advantages are passed on to the consumers in lower prices. And in its report, Kroger talked about its Bi-Lo limited assortment stores as an important move "to keep abreast of marketing developments."

But Louis Lowenstein, president of Supermarkets General Co., said the firm is not planning to experiment with the format in the near term. While acknowledging that the store "may find a permanent niche in the market," Lowenstein also said "retailers . . . sometimes fall victim to our endless desire to innovate."

This debate, or difference of opinion, is a healthy sign. Generics certainly are a meaningful merchandising device for some firms; they would become meaningless if everyone jumped on the bandwagon.

Similarly, the limited-assortment store probably is not just a flash in the retailing pan. But, while this approach makes sense to some companies, it obviously would be a mistake for others.

The important thing is to weigh the pros and cons about these and other areas carefully, pursue them if it seems feasible and works in with a company's game plan but not jump in merely because others are doing so.

Convenience

Convenience: That word was emphasized in several Food Marketing Institute workshops on consumer shopping preferences and trends.

It took a somewhat different twist in a survey by Woman's Day, conducted in St. Louis, Phoenix and Menlo Park, N.J. Women tend to shop at a favorite store for convenience, the survey concluded.

Supermarket executives looking for the right store format to attract consumers learned the two strongest influences on women shoppers are time and money.

Christine Winnicki, market research director for Woman's Day, said women, who are entering the work force in droves, no longer find shopping enjoyable. They now look at it as a depressing and frustrating experience, she said.

She detailed other shopping habits

and preferences gathered in the survey, and provided some answers to help supermarkets cope.

The survey said working women shop in stores near work or those on the way home. Other highlights:

Women shop when their husbands get paid; they leave their husbands and children home because they spend more when the family comes along; they shop one store more than another for convenience; they consider check-out time important; cleanliness, lighting, aisle width and freshness, especially for produce, meat and deli, are also factors.

One conclusion of the survey which drew several questions was that women mistrust stamps and hate games.

"There seems to be an implicit belief that stores which carry stamps and games have higher prices," the survey concluded.

It found women do look for supermarket specials and have two main reasons for looking at ads — to find coupons and compare meat prices.

A few cents off on ground beef or chicken just won't attract women any more, the survey found. It will take a saving of more than 20¢ a pound on meat or poultry, exclusive specials on produce, and "twofers" on canned goods to get women to a new store, the survey concluded.

It found more women interested in nutrition than they were a few years ago. "But they don't really expect supermarkets to take the lead in educating them about nutrition."

As for generic ads, the survey said that "generally, the women seemed to feel that this was very valuable information."

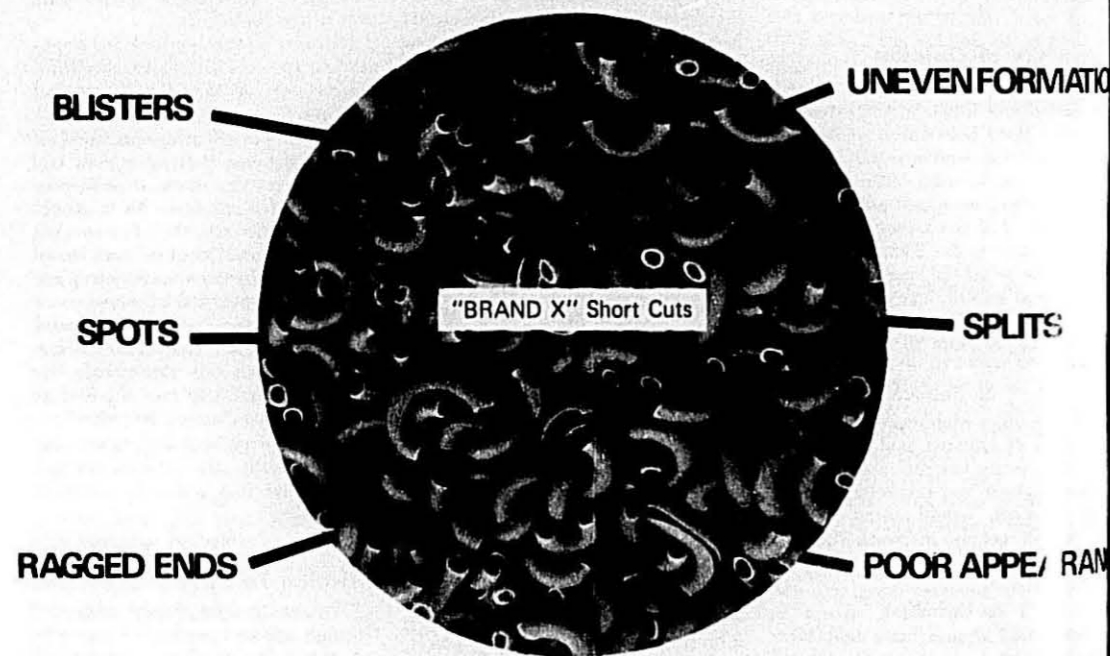
Inflation Formula

"The combination of high wage settlements and low productivity growth are combining to place a floor of 8 percent on inflation, much higher than forecast by the Administration. Major wage settlements are greatly exceeding annual increases in consumer prices and growth in productivity. Consequently, as wage settlements of smaller unions and other workers attempt to catch up with the large union settlements, double-digit inflation will inevitably occur. Increasingly the large union settlements have inflation-adding provisions such as open ended cost-of-living clauses." — Dr. Jack W. Carlson, economist.

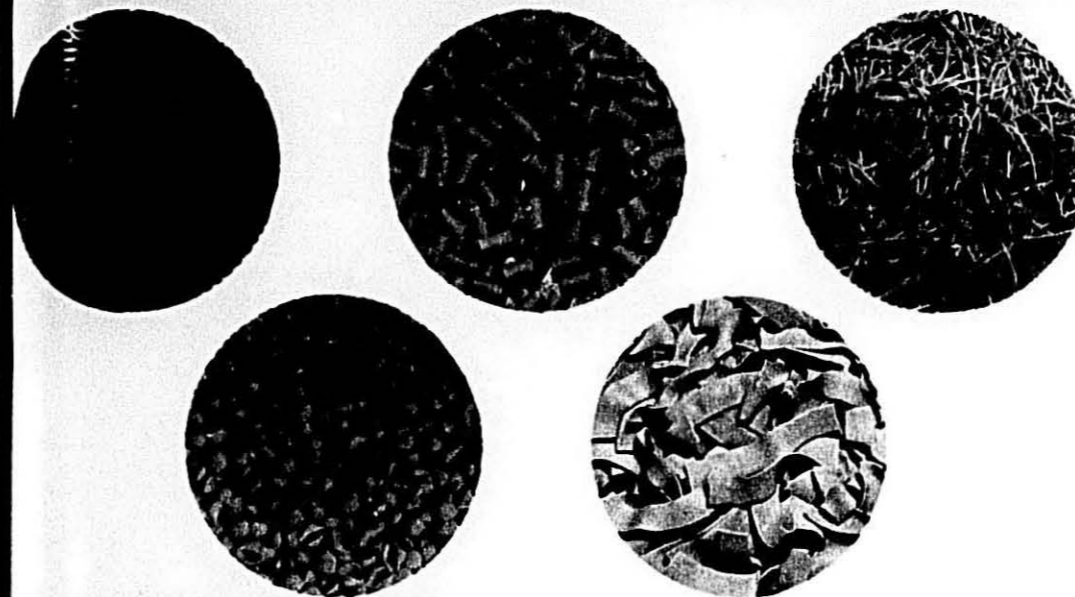
You can't take short cuts if you want Quality.

"Brand X" Short Cuts reflect all the imperfections caused by their hurried system of production via one large extrusion screw that forces the mix through the extrusion die without allowing it to blend into the proper consistency.

Here are the results:



The Demaco Short Cut production system is designed with Quality -of-the-end-product in mind!



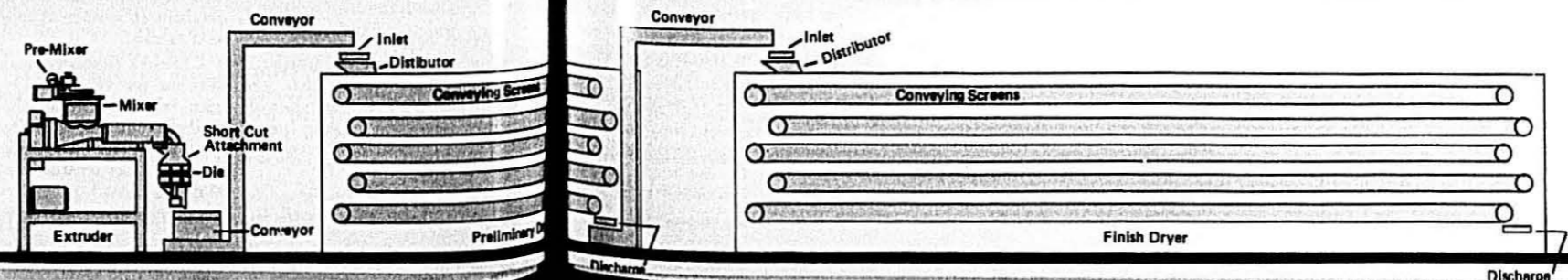
Demaco's 2-headed Short Cut Press (each head with its own extrusion screw) extrudes the mix at a properly regulated, unhurried rate, allowing for a smooth, evenly blended consistency. In addition, Demaco's all stainless steel Pre-Mixer and exclusive Mixer-Extruder (U.S.D.A. approved) prepares the product in advance for:

- ✓ Lightness and Fluffiness (curl)
- ✓ Color and Uniformity
- ✓ Wholesomeness and Eye-appeal in every production run!

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This diagram illustrates the simplicity of design of the Demaco Short Cut Line:

- Stainless Steel Pre-Mixer pre-blends for smooth consistency.
- Exclusive U.S.D.A. approved Mixer-Extruder. Most sanitary available.
- Electroless nickel-plated Short Cut Attachment produces most standard small macaroni products as well as Lasagna. Misticcioli is also easily made by adding a special cutting device for the bias cut.
- Simple, uncomplicated dryer (all U.S. made parts) will provide maximum dependable service; minimum



GMA Reaffirms Metric Planning

A Grocery Manufacturers of America metric task force was reconvened on September 6, 1978, to review and reexamine its position paper developed in April 1976. In summary, the 1976 position paper had concluded "metrication was coming whether we liked it or not . . . and that our industry had better prepare for it rather than have a conversion to metrication happen chaotically or, possibly, be dictated by government fiat."

Further, the GMA was termed as an "umbrella" association representing a wide and diverse variety of products sold through grocery stores, the structure for voluntary metric preparation should appropriately stem from the individual commodity or product trade associations to which GMA members belong. It was also recommended that the GMA task force act as the nucleus of leadership for the Food and Grocery Products Coordinating Committee of ANMC.

The following are the basic comments and conclusions from the GMA metric task force meeting of September 6, 1978:

- The rest of the world uses or is in the process of changing to the metric system, with the exception of four tiny non-industrialized countries.

- The European Economic Community will soon require products entering commerce in that area to be in units of the metric measure.

- Much of the U.S. heavy equipment, machinery, automotive, computer and several other industries are already well along toward conversion for economic reasons. If food and grocery products do not follow suit, an expensive and impractical dual system for our industry would ultimately result.

- While the Average American consumer admittedly is not enthusiastic about metric conversion, there are a few benefits to the consumer: a) Facilitation of price comparisons, questioning the further need for unit pricing, and b) A likelihood that packaging costs per ounce or per gram of many products will be reduced since rational metric sizes in most cases are slightly above existing package sizes.

- Experiences in Australia and

Canada simply do not support the theory that there will be prohibitive costs in an orderly conversion.

- Some hard conversion and more general use of the metric system for consumer products will be influenced by the teaching of the metric system in the school systems, the growing familiarity through dual labeling, and the slowly increasing realization of the simplicity and advantages of the system.

In summary, the GMA metric task force reaffirmed its action paper of April 15, 1976.

Metric Board Director Predicts U.S. Conversion Before 1990

The Executive Director of the United States Metric Board said he expects this country's conversion to the metric system to be essentially completed before 1990.

In remarks to the Council of Engineering and Scientific Society Executives, Dr. Malcolm E. O'Hagan, staff director of the U.S. Metric Board, said "momentum is building" as more companies learn that conversion is far less costly and produces more direct economic benefits than previously believed.

He predicted that before 1990, the U.S. will be substantially metric.

Although Congress established no deadline for completion when it passed the Metric Conversion Act, O'Hagan voiced confidence that the pace of conversion will quicken as business discovers the benefits of adopting the international language of measurement. "From what we can see, metrics is now beginning to take hold in the business community."

The United States is now the only industrialized nation in the world that has not yet converted to the metric system.

The United States Metric Board was established by Public Law 94-168 to plan and coordinate the voluntary conversion to the metric system in this country. Its 17-Members are Presidential appointees, confirmed by the Senate. Members represent all walks of American life including labor, science, business and industry, small business, state and local governments, education and consumers as well as the general public at large.

Small Firm Opposition To Metrication

In what has been termed a "dramatic, major shift," small firms have moved from a position of narrow support to a position of strong resistance to a national policy of mandatory metric conversion. In early 1973, and again in early 1979, all members of the National Federation of Independent Business (NFIB) were asked their opinion on mandatory conversion to the metric system of measurement.

Sixty-nine percent of the respondents in the most recent survey voted against a national metric conversion policy. Approximately 24 percent of the respondents favored metric conversion, and seven percent were undecided. Exactly six years ago, however, a bare majority of 51 percent of the respondents favored metrication. Forty-one percent opposed the different measuring system, and eight percent were undecided.

Small Business Federation

NFIB is a non-profit, non-partisan federation of people who own small or independent businesses. With more than 565,000 current, dues-paying members, NFIB is the largest business organization in the country.

"As more and more companies undertake the conversion process, and as more and more people are faced with the real problems of conversion, the costs and hardships involved become more apparent," explained John Motley, deputy director of NFIB's Washington Office.

"A significant number of small business people have swung over to the opposition on this issue, and the intensity of their opinions has increased along with the raw results of the survey. The difference between those who favored metrication in the 1973 survey, and those who favored metrication in the 1979 survey, is a staggering 28 percentage points."

The basic thrust of small business opposition to metric conversion -- and this is one of the few issues on which both business and labor agree -- is that metrication is simply too costly.

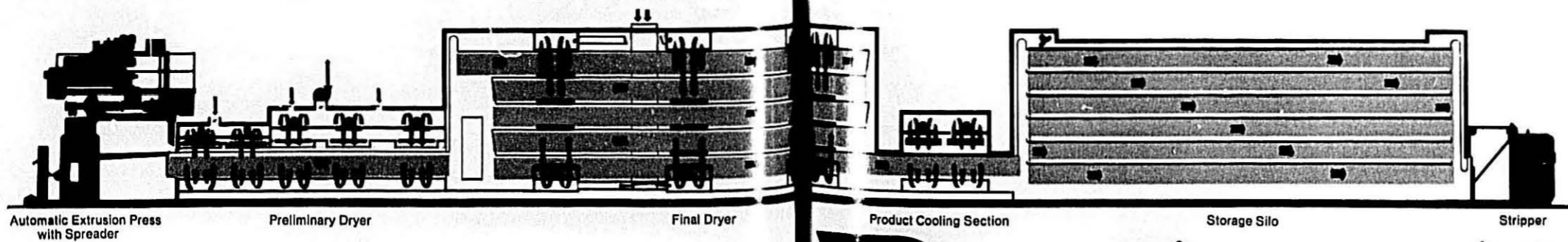
The main argument for abandoning our traditional system is that America's position in the world market would improve because a common

(Continued on page 40)



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Opposition to Metrication

(Continued from page 36)

language, in terms of weights and measurements, would make it easier to communicate with foreign businessmen and markets. Small businesses, however, point out that only large international companies will gain any advantage by producing and purchasing metric items. Small businesses have nothing to gain because they do not sell to foreign markets. On the contrary, they stand to lose a great deal because metric conversion is an extremely expensive, time-consuming process.

"Small firms, most of which are service industries or retail stores, have little to gain but trouble and expense," Motley continued. "Metric conversion benefits large, manufacturing industries and most of these are already undergoing conversion, but the metric system should not be forced down the throats of all businesses in America. The cost to small firms, in time lost and wasted materials, could never be recouped."

The metric conversion vote is particularly significant at this time because Congress is now questioning whether the U.S. Metric Board should be an advocate of conversion.

Do You Believe In Safety?

By *Cari C. Tinch, CSP, Senior Safety Consultant, Michigan Mutual Insurance Company*

Do you believe in safety? Prove it by examples. If you own and operate a business you certainly do it for profit. Profits can go down the drain because of accidents just as surely as they can go down the drain due to lack of business.

Poor housekeeping hinders smooth production flow. Poor machine guarding and maintenance produces accident and injuries. As a result, you lose the service of key employees; machines become unproductive; time and energy are wasted on reports, repairs and replacing and training employees.

Ongoing Program

An ongoing safety program should consist of most of the following:

1. Management should set forth a policy of safety in writing so that employees know and understand their interest and intent.

2. A safety program should be continuing with safety meetings, accident investigations, safety inspections and follow through on a training program for new and existing employees.

3. A good safety operation should reflect sound building construction, maintenance program, guarding program, good lighting, ventilation, housekeeping and quality control for product safety.

The cripples of injuries from accidents continue, or should continue, to haunt those with compassion for their fellow man.

Workers' Compensation insurance pays for a hand, an eye, an arm and even death. But what is an eye, arm or hand really worth? Wars are bad enough. Do we have to have casualties in industry because of lack of safety? There are really no excuses for accidents. In this enlightened age in which we live we need to take advantage of what has gone on before and not let things continue as before.

Do you really believe in Safety? Prove it!

Fire Safeguards Simplified

The Labor Department moved to simplify and streamline its regulations aimed at protecting workers from fires.

It said its Occupational Safety and Health Administration will propose revisions of the fire-protection rules in tomorrow's Federal Register. Among the revisions: eliminating rules designed primarily to protect property rather than workers—a step that by itself will shorten the regulations by several hundred pages.

The agency also proposes to give employers more flexibility in meeting general fire-protection goals rather than mandating detailed measures. In place of 30 pages of detailed specifications on fire hose threads, for example, the revision contains the statement: "The employer shall standardize screw threads throughout the system and ensure that they are compatible with those used on supporting fire equipment. Use of adapters is permitted to provide compatibility."

Labor Secretary Ray Marshall said the proposal is part of the department's efforts "to apply basic common sense to the administration of OSHA." He said the revised standards reflect

the department's recognition of "the obvious fact that the best protection is for workers to get away from the scene of the fire as quickly as possible."

Plan for a Fire Emergency

"Fire is something that happens to the other fellow, maybe, but not to me." Many people believe this, many metals employees among them. This attitude results in widespread indifference to the hazard of fire and the need for fire emergency procedures.

Each year in the United States, more than 600,000 homes and apartments are destroyed or damaged by fire. In addition, more than 6,000 people, mostly children and older persons, are tragic victims of death by fire.

This year, on the basis of national averages, a home in your general neighborhood will be involved in a fire, possibly a fatal one. It could be yours, it could be the other fellow's. But that other fellow might be someone who works with you.

In your personal contacts on the job, remind employees of the need for a family action program to guard against a home fire and its possibly tragic consequences. A minimum of advance planning could prevent a fire emergency from turning into a tragedy. Cover the following points in your discussion with employees:

Fire Prevention

- Conduct a fire safety inspection of your home. Pay special attention to attics, closets, basements and garages for trash and combustibles such as clothing, newspapers and old furniture.

- Never smoke in bed.

- Keep matches and lighters away from children. Never give a child a chance to play with fire.

- Use proper size electrical fuses. Avoid octopus wiring which overloads electrical circuits.

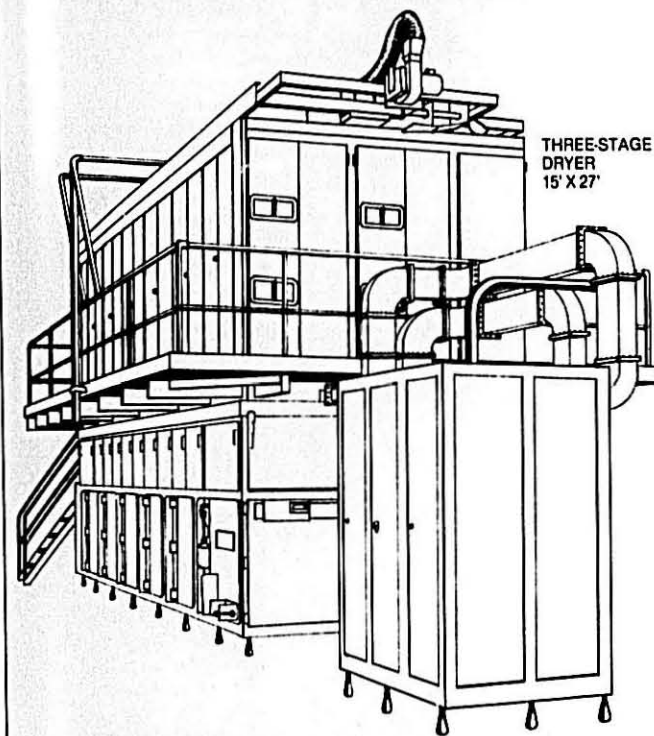
Fire Exit Plan

- Prepare an exit plan for use in case of a fire emergency. Establish two routes to the outside from each room. Decide on a meeting place outside the house so that you can find out quickly whether anyone is trapped inside.

(Continued on page 44)

THE MACARONI JOURNAL

TODAY'S DRYER



THE PIONEERING IS OVER

The microwave dryer is standard 24 hour/7 day equipment for any size macaroni or noodle plant.

- Up to 4 times the production in the same feet of floor space (a bargain itself with construction costs in the \$40 sq. ft. range).

- Reduces infestation up to 99.99%. Kills bacteria, Salmonella, E. Coli, Coliforms, mold, yeast, weevils and egg.

- Most easily sanitized dryer. Hose it down or steam it clean.

- Makes a richer looking product; no blanching.

- Energy savings reported: 52% less BTU's; 6% less KW's.

- Lowest downtime. "We keep an accurate record of all downtime and express it as a percentage of time down to time scheduled. Microdry leads our list at less than 2%." - Pitt. Mgr., leading mid-west operation.

- "All future equipment will be Microdry" - Tech. Dir., Large pasta plant.

Completely fabricated and assembled in our plant. All stainless steel construction. Complete microwave and process control instrumentation systems with the unit - no extras to buy. Personnel generally can learn operation in one day. Continuing consultation with Microdry.

Microwave dryer compared with conventional dryer

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- GOOCH, Lincoln, Nebraska 1 unit

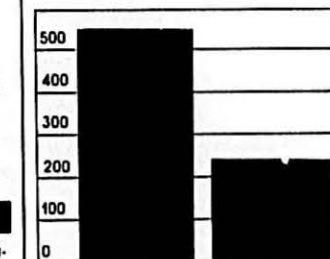
- O.B., Fort Worth, Texas 1 unit

- LIPTON, Toronto, Canada 2 units

- GILSTER MARY LEE, Chester, Illinois 2 units

- WESTERN GLOBE, Los Angeles, California 1 unit

- SKINNER, Omaha, Nebraska 1 unit



Pasta drying operation from production line comparisons by two major processors



NEW! Dishwasher by Microdry. More compact; 2000 p.s.i. water nozzle pressures.

Fortune Profiles Packaging

A thriving enterprise, the packaging industry is expected to generate \$46 billion in sales this year. A big employer as well, it provides jobs for more than three-quarters of a million workers.

As one of the nation's largest businesses, packaging recently received considerable attention in *Fortune* magazine's annual issue on the 500 largest U.S. industrial corporations.

"Packagers Bear Up Under A Bundle of Regulations," a 10-page article written by Walter McQuade, presents a comprehensive overview of packaging — its contributions to the American economy and the problems facing the industry.

"While packagers are obviously doing something right," says *Fortune*, "they have never been more on the defensive. A target for consumerists, the industry is entangled by regulations and restrictive state and local legislation."

What packagers are doing right, the article points out, is providing a mechanism for the safe and efficient distribution of American products. Packaging not only protects and preserves products, but also dramatically cuts shipping and food costs. Package designers today have also created extra benefits — by reducing pilferage increasing sales and providing information on product content and proper handling.

The issues involved with packaging are broad and complex, according to *Fortune*, but the main areas of concern are:

Waste Problems: In 1979, 68 million tons of packaging materials will be used in the United States. Yet, only one third of the country's total waste is composed of packaging. If farm produce and seafood were delivered to supermarkets without processing and packaging, another seven or eight million tons would be added to the waste system. Most of the vegetable waste is currently fed to livestock.

High Food Costs: Out of each dollar the consumer spends, an average of only 10 cents goes for packaging, *Fortune* reports. Packaging actually saves more than it costs consumers by lowering shipping and other distribution costs. It also eliminates the massive agricultural spoilage found in Third World countries — a factor

which helps to contain American food costs.

Resource Depletion: This year, packaging will account for 80 per cent of paperboard; 65 per cent of glass; a quarter of plastic; 19 per cent of aluminum and 7 per cent of all steel produced in the United States. Packagers can point with pride, however, to their wide use of recycled materials. A quarter of all aluminum cans were recycled in 1977 and nearly half of all paperboard cartons are now made from recycled fibers. According to *Fortune*, the industry's recycling rate is more extensive than for any other common commodity except newsprint.

To acquaint its business-oriented readers with the attention given packaging by government, *Fortune* further describes some dramatic regulatory impacts of recent years. The labeling practices and health hazards which accompanied earlier forms of packaging have resulted in legislation which today constrains the industry's technological progress.

Because of its diversity, packaging has been a "sprawling conglomerate of businesses," says *Fortune*. Now however, due to stringent regulatory pressures, it is coalescing into a more unified industry.

The Packaging Institute, U.S.A., the nation's leading professional packaging society, is distributing the *Fortune* article to help consumers, businessmen and government officials make intelligent decisions on the role of packaging in our lives.

Machinery Operations References

"Coding, Marking and Imprinting," the third volume in the new Packaging Machinery Operations courses developed and published by the Packaging Machinery Manufacturers Institute as part of its overall Packaging/Converting Machinery Mechanics Training series, is now available, says PMMI Education Committee Chairman Thomas "Bud" Garvey, Sr. of the Garvey Corp.

The first two volumes are "Product Filling" and "Wrapping, Overwrapping and Bundling."

"This newest course," says Garvey, "concentrates on teaching the principles of operation and the techniques used in coding, marking and imprint-

ing different types of products in containers."

Like the other volumes in the PMMI course, this one is presented in self-instructional format which a student may use either working on his own or in a classroom situation.

The course describes the different coding, marking and imprinting operations as they are related to the types of products being packaged, the techniques used on various types of machines, machine capabilities, set-up and changeover procedures, and common maintenance and repair requirements.

Sample lesson titles include "Flexographic Imprinting," "Stamping," "Non-Contact Imprinting," and "Embossing, Perforating and Notching."

This series of operations courses complements the basic PMMI components training courses which teach a general approach to prepare mechanics to handle a very broad range of typical industrial machinery, including packaging and packaging-related converting machinery.

The next two courses to be developed in this new PMMI operations series — "Carton Forming, Loading and Closing" and "Case Forming, and Closing" — are expected to be ready by the end of the year.

"Coding, Marking and Imprinting" sells for \$15.00 per copy in the United States. For complete information on the PMMI components and operations courses, contact PMMI, 2000 K Street, N. W., Washington, DC 20003.

Wright Machinery Division At Westpack Exposition

Wright Machinery Division, a microprocessor controlled Mon-O-Bag® 9-18 from/fill/seal packaging system at the Westpack Exposition, September 18-20, in Anaheim, California, according to Vice President Sal Martin D. Cicchelli.

The bagmaking section of the unit is controlled by the microprocessor, which programs a repetitive optimum operation, and is synchronized with a solid state weigher section. The system also utilizes the Vi-Bi-Trol® feed hopper and automatic tare correction scales that have proved so efficient in recent Mon-O-Bag® models.

In addition to viewing the Mon-O-Bag® units, the Westpack Exposition

(Continued on page 44)

THE MACARONI JOURNAL

We ask you, who's first in the great onion ring race?



Munchers of these treats may not know the answer, but packagers that serve them up by the tons sure do. Triangle, First and foremost in packaging quick frozen extruded French-fried onion rings. Matter of fact, first and foremost in IQF sealoff vegetables, fruits, other extruded items, ice cubes, and more. Back when that first extruded onion ring line was planned, Triangle stepped forward with a system to net weigh and package the new product. A system that coped with ring sizes and weights, tare, and other IQF product problems. Package them we did. Package them we do. At high speed. With weight accuracy. Uptime production. And solid-state simplicity. How come nobody touches Triangle



in IQF packaging? Maybe it's because we don't apply stock solutions to special problems. Maybe it's the unchallenged weight accuracy of Flexitron scales, those wonderful wizards of oz. Or full Pulsamatic production that makes Triangle easily worth the price.

Remember us next time you encounter a French-fried onion ring. Or any IQF item. But please don't forget we lead in candy, cereals, pasta, and other fields too. Ask for our free Packaging Performance Kit. Triangle Package Machinery Company, 6655 West Diversey Ave., Chicago, Illinois 60635. (312)889-0200.

TRIANGLE

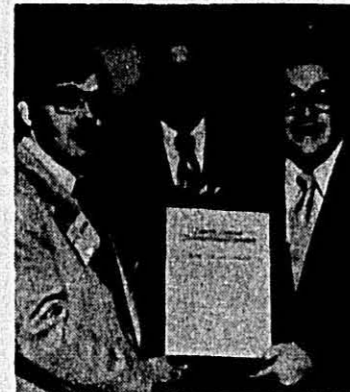
You're always ahead when you start with the very best.

CLASSIFIED

Want Ads \$1.00 per line
Minimum \$3.00

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Skinner Recognized

The Skinner Macaroni Company was recognized for its contribution to NAWGA's educational expositions by the National American Wholesale Grocers Association.

Skinner has participated in various NAWGA programs for 20 years, during which time both have grown dramatically.

Lloyd Skinner, chairman and chief executive officer of Skinner Macaroni, was presented the award by Boyd George, exposition chairman of NAWGA's March convention in Chicago, and Ted Wetterau, vice chairman of the NAWGA board of governors.

Skinner Macaroni, a subsidiary of the Hershey Foods Corporation, was founded in 1911 and markets quality pasta products in 32 states.

Fire Emergency

(Continued from page 40)

- Rehearse the escape plan. Be sure each person knows where the outside meeting point is.
- Have one or more approved fire extinguishers in the home.
- Check each extinguisher periodically to make sure it is fully charged and readily available in case of fire.
- Make sure each member of the family knows where all extinguishers in the home are located and how to use them.

Human Resources Manager

Lee E. Hughey, of RD #6, Hummelstown, has been named human resources manager for San Giorgio Macaroni, Inc. The promotion was announced by Kenneth B. Kwiat, San

Giorgio vice president of manufacturing, and was effective June 18. Hughey was senior wage analyst for the Hershey Chocolate Company from 1977 until joining San Giorgio. Both companies are divisions of Hershey Foods Corporation.

Energy Control Held Essential

An IGA owner, Stan Schmiel, believes energy control is the first step in reducing overhead if an independent is to remain competitive with neighboring chains.

"You don't save energy by telling employees to turn off lights or shut doors. You do it by controlling energy use in the store."

Schmiel who operates three suburban Dayton, Ohio area stores came up with 100 percent energy control with a small computer. "We gave ourselves a plan that would pay for itself in 30 months. It has done well."

"Our store, with 27,000 square feet, is laid out so there is a free flow of traffic. It is comfortable winter and summer and is lighted efficiently and effectively. There are no ceiling lights over the main shopping area, only in the drop ceilings over the perimeter departments. Half of the ceiling lights are used fully, used one row at a time, or in alternate rows.

"We use 75 watt spots instead of 150's. These are energy saver bulbs."

Planning was essential to fulfill Schmiel's objectives. First came an energy saving outline. Next came meetings with power company engineers. The electrical engineers translated plans into blueprints, and Hussmann Refrigeration carried out construction and installation.

Schmiel said: "We can make a comparison with our old store across the street. We know what the kilowatt costs were there. Here, in our new store, we have doubled the store space, we have also added two produce cases and one island case, a bakery with all its ovens, 60 feet of meat cases, 20 feet of dairy case, an island of frozen foods, and registers. Yet with all these additions, our kilowatt usage is only 29 percent higher than it was in the other store, with a different schedule to come down to about 25 percent."

Uses for the excess heat being exhausted are being considered. In winter months the generator and other heat beyond that needed for store heating is just blown out into the open. "We are evaluating a plan to sell that heat at a reasonable price to our neighborhood retailers. It would help them and be a bonus to us," Schmiel said.

PROBLEMS - EXPERIENCE

With more than half a century of experience we believe we might be able to help if you have any problems in our areas of experience.

PACKAGING

— we believe we have undoubtedly modernized more packages than any other sources. We constantly continue our updating processes.

PROMOTION

— we have not only conceived many promotional plans, but we have studied many that others have launched throughout the country. We believe we can help promote your products that you have by study, and recommend additional products that might be promoted in your trading areas.

MARKETING

— rather than depending entirely on advertising dollars, we can show you modern marketing methods which will help capture more of your market. We have done it for others.

MERCHANDISING

— We can point the way towards new profitable products and lay out merchandising methods.

We have experience in these areas.

Charles C. Rossotti, President

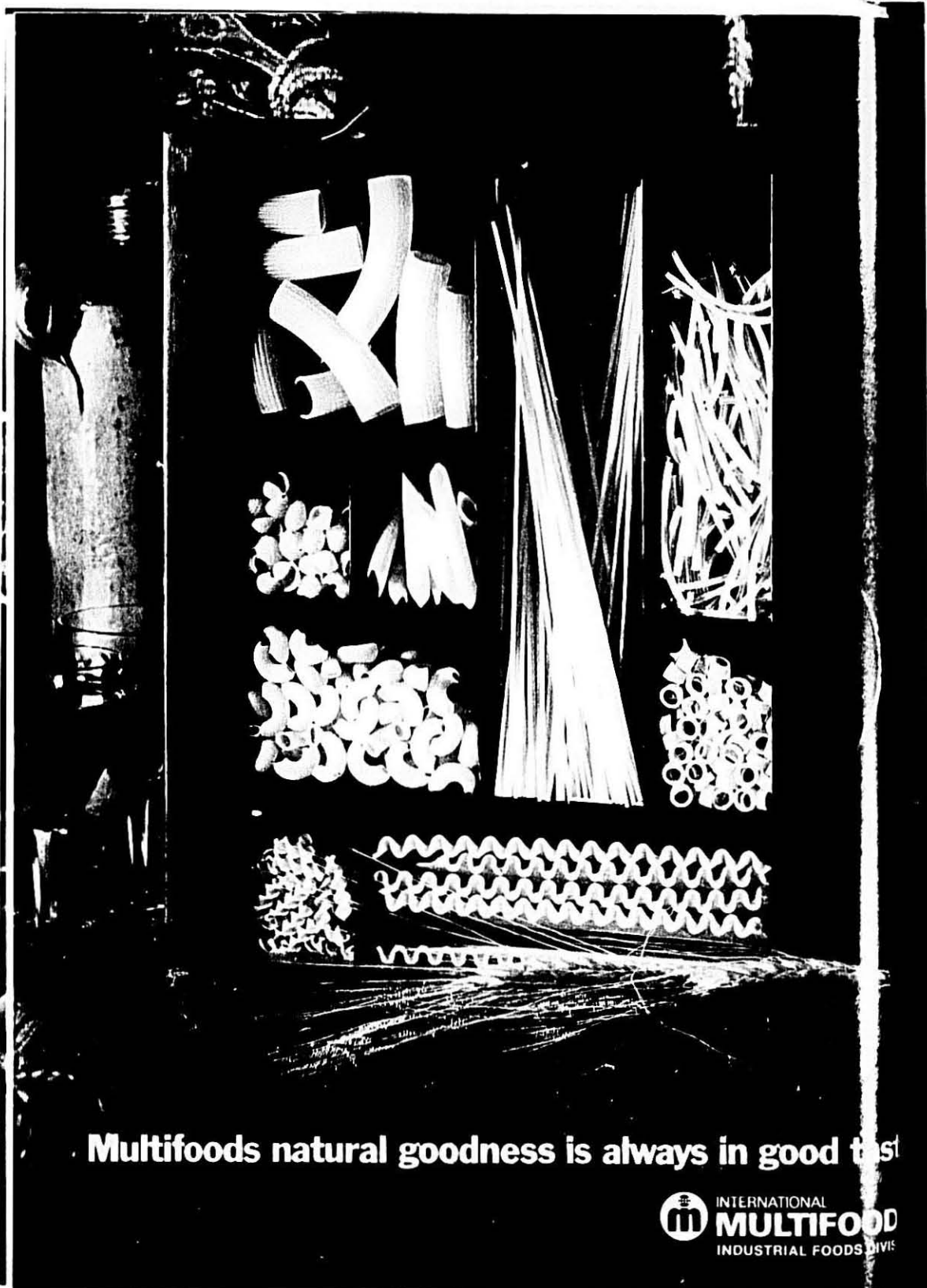
George Leroy, Vice President and Marketing Director

Jack E. Rossotti, Vice President

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Established in 1898



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