

**THE
MACARONI
JOURNAL**

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JULY, 1981



TOP OF STOVE
QUICKIE

Quarterly Durum Report

from U.S. Dept. of Agriculture

The Crop Reporting Board on March 1, 1981 reported that producers intend to seed 6,140,000 acres of durum in 1981, 11 percent greater than last year's 5,530,000 acres and 52 percent more than the acreage of two years ago. All states indicate an increase in acreage from the year 1980. North Dakota, with 78 percent of the total intended acreage pct. was 9 percent. North Dakota durum wheat seeding by May 10, 1981, was 60 percent complete compared to 63 percent last year and 40 percent average. Twenty-five percent of the up 9 percent. North Dakota durum dipping into the teens the nights of May 8 and 9 caused damage to newly emerged small grains in most areas and some fields were blackened, but were expected to recover.

State	Prospective Plantings			%
	1981	1980	1979	
MN	160	140	80	114
MT	500	470	335	106
ND	4,800	4,400	3,300	109
SD	255	250	175	102
AZ	250	160	75	156
CA	170	105	47	162
US	6,135	5,525	4,042	111

Stocks

U. S. durum wheat in all positions on April 1, 1981 totaled 83,200,000 bushels (2.26 million metric tons), which was 3 percent less than last year's 85,800,000 bushels or 2.33 million metric tons. Farm holdings were 60,000,000 bushels (1.63 million metric tons), 72 percent of the April 1 total of durum stocks. One year ago, durum stocks on farms totaled 64,500,000 bushels (1.76 million metric tons), 75 percent of the total durum stocks. Off-farm stocks totaled 23,200,000 bushels or 632,000 metric tons, 9 percent more than last year's 21,300,000 bushels or 579,000 metric tons. Disappearance during the January-March quarter totaled 20,200,000 bushels (551,000 metric tons) in comparison with 21,400,000 bushels or 583,000 metric tons one year ago.

Exports

U.S. exports of durum wheat during the June-March period totaled 1,200,000 metric tons which decreased 529,000 metric tons in comparison with the previous year's figure of 1,700,000 metric tons. Algeria, France, Italy, Netherlands, Tunisia and Venezuela each imported over 100,000 metric tons. Exports of durum wheat out of Duluth/Superior since the opening of shipping season through May 8, 1981 totaled 7,500,000 bushels in comparison with 9,300,000 one year ago, a decrease of 1,500,000.

Canadian Situation

Durum wheat acreage, according to Canadian Statistics, based on March 15 findings increased 500,000 acres and if acreage intentions are carried out, prairie farmers will plant 3,600,000 acres compared with 3,100,000 grown in 1980. The visible supply of Canadian durum in licensed storage and in transit on April 22, 1981 amounted to 783,200 metric tons, which was 30,800 less than last year.

European Subsidies

The U.S. Wheat Associates newsletter says May 21: "Growing U.S. concern over the European Economic Community's agricultural export policies of expansion through the use of excessive subsidies will be expressed to EEC officials by both USDA Secretary John Block and Special Trade Representative Brock during their current European visits. Both Reagan envoys are expected to discuss the administration's soon-to-be released trade policy which focuses upon a liberal trading atmosphere but takes a firm stand on U.S. export interests and insures that American products are treated fairly. Secretary Block plans to urge the EEC to show restraint on its domestic production and export policies, particularly on export subsidies for wheat and flour. Concern over heavily subsidized wheat exports from the EEC into traditional U.S. markets in South America and the U.S. milling industry's formal complaint, now pending under the General Agreement on Tariffs and Trade (GATT) over the EEC's use of flour export subsidies, will be expressed by the Secretary. EEC budgetary problems, in part due to the use of large export subsidies needed to bring inflated domestic EEC prices down to world price levels, are placing tremendous political pressures to limit U.S. feedstuff imports either through the application of a variable import levy or a voluntary limitation agreement.

Seeding in Canada

Spring wheat seeding in the Canadian Provinces progressed rapidly under generally dry weather. Statistics Canada said in its crop report for the week ended May 18. Wheat plantings were about 75% complete overall with soil moisture conditions said to be deteriorating in most of Manitoba and in south and central prairies. Dry, cool weather in Saskatchewan advanced wheat seeding progress to 75%. Two thirds of Alberta's wheat was sown with moisture conditions generally very good.

Canada Sale to U.S.S.R.

U.S.S.R. and Canada reached long-term agreement involving sale of at least 25,000,000 metric tons of wheat and feed grains over the next five years, the largest pact ever negotiated by Canada. A "substantial portion" of the total would be feed grains, and a "substantial portion" of the wheat would be durum. Talks were under way in Argentina to increase quantities Soviet Union could purchase.

European Subsidies

The U.S. Will Not Agree

The U.S. will not agree to the voluntary requests, should it be presented, and will take quick retaliatory action against the EEC should restrictions on U.S. exports be implemented, according to Administration officials. GATT regulations provide for duty-free imports by the EEC of soy and corn gluten feed. The impression left in the EEC and the results achieved by Secretary Block and Ambassador Brock on this maiden voyage of the new U.S. trade policy should establish a precedent and perhaps a warning to our trading partners and competitors that the U.S. will not tolerate violations of international agreements. Block and Brock will put the EEC on notice

U.S. Will Not Agree

(Continued on page 6)

THE MACARONI JOURNAL



Perfection can only start with palatable pasta products.

Macaroni mastery demands great performing pasta

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European Subsidies

(Continued from page 4)

take their international responsibility seriously or the U.S. will take necessary steps to protect the U.S. farmer from the negative impact of EEC policy."

Multifoods Boosts Dividends

International Multifoods Corp. announced a 12 percent increase in the dividend payable to shareholders of the company's common stock. This will be the tenth consecutive year in which Multifoods has increased the dividend paid to common shareholders. The quarterly dividend payable July 15, 1981 to shareholders of record June 29, 1981 will be 37 cents per common share compared to 33 cents per common share for the preceding quarter.

A regular quarterly dividend also was declared on each series of the company's preferred stock, with the same record and payment dates as the common stock dividend.

The company completed its most recent fiscal year on Feb. 28, 1981 with sales of \$1.1 billion, earnings from continuing operations of \$27.6 million, net earnings of \$28.4 million or \$3.49 earnings per share on common stock.

William G. Phillips, Multifoods' chairman and chief executive officer, said, "this dividend increase is an indication of management's continuing confidence in our company's strength and potential for further growth in the years ahead."

Peavey Mill Director

Merlin Anderson has been named Director, Mill Operations, for the Milling Division of Peavey's Food Group. Anderson will initially have responsibility for flour mills in Hastings, Minnesota; Buffalo, New York and Superior, Wisconsin. At a later date, he will assume responsibility for Peavey flour mills in Billings, Montana; Denver, Colorado; Salt Lake City and Ogden, Utah and Alton, Illinois. He will also be in charge of the Phoenix, Arizona new mill construction project. Anderson was formerly General Manager of the Food Group's flour mill at Hastings, Minnesota.

Paul Heckert is named Project Coordinator of the Good Group's



Merlin Anderson

Phoenix Mill Project. He was formerly Milling Engineer in Buffalo.

At the same time, Steven Wentworth is named Mill Manager at Hastings. He was formerly Manager of the Buffalo Mill.

Denis Jackson is named Mill Manager at Peavey's Buffalo Mill. He was formerly Brownberry Bakery Manager at Twinsburg, Ohio.

AACC Elects New Officers

The American Association of Cereal Chemists announced the election of three new officers for the 1981-1982 term at its board of directors' meeting in St. Paul.

President

The new president is Dr. Norman L. Betz, who is senior scientist on the Corporate Research Staff of the Ralston Purina Company, St. Louis, MO. He formerly served as executive editor of Cereal Science Today/Cereal Foods World. Dr. Betz received his Ph.D. degree in biochemistry/food science from Louisiana State University, Baton Rouge. He later served as a project leader in the Food Research Group at Mallinckrodt Chemical Works where his work in vegetable protein products led him to AACC. Dr. Betz has been active on local and national levels in the AACC for more than 12 years and has been honored for his many contributions to the association. He also is a member of the American Chemical Society, Institute of Food Technologists, Alpha Zeta, European Chemoreception Research Organization, and the Association for Chemoreception Sciences.

Director

William C. Mailhot was elected director. He is director of quality

control, Sperry Division, General Mills, Inc., Minneapolis, MN. Mailhot has been an AACC member since 1955 and is currently a member of the Northwest Section and the Milling and Baking Division. He has served as chairperson of the South California Section, North California Section, and the Pacific Northwest Section. Mailhot also is a member of the Technical Advisory Committee of the Millers National Federation, Institute of Food Technologists, the Hard Winter Wheat Quality Council, and is serving as an industry observer for the Codex Committee on Cereal and Cereal Products.

Secretary

The new AACC secretary is Dr. Bert D'Appolonia, a professor of cereal chemistry with the Department of Cereal Chemistry and Technology, North Dakota State University, Fargo. Since joining the AACC in 1964, Dr. D'Appolonia has organized and directed the short course "Dough Rheology and Experimental Bread Baking," taught the short course "Pasta and Durum Wheat Quality," served as associate editor of Cereal Chemistry, session chairperson at national meetings, chairperson of the Carbohydrate Division, and chairperson of two technical committees. He has published more than 70 research and review papers in the field of cereal chemistry. Dr. D'Appolonia is a member of the American Chemical Society, American Association for the Advancement of Science, Institute of Food Technologists, American Society of Baking Engineers, North Dakota Academy of Science, and Sigma Xi. He also serves on the Scientific Advisory Committee of the American Institute of Baking and is active in the quality evaluation program of the Crop Quality Council.

The American Association of Cereal Chemists is a nonprofit scientific society which was founded in 1911 to encourage research within the cereal grain processing industries.

Durum Harvest Tour

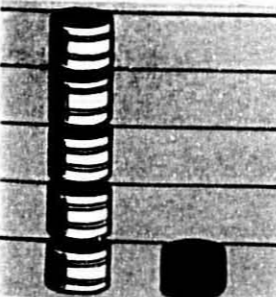
The NMMA in cooperation with millers and North Dakota institutions is conducting a durum harvest trip August 10-14 from Bismarck to the Minneapolis Grain Exchange. Write NMMA for details.

THE MACARONI JOURNAL

Our new lubricant won't improve your pasta. Just your profits.

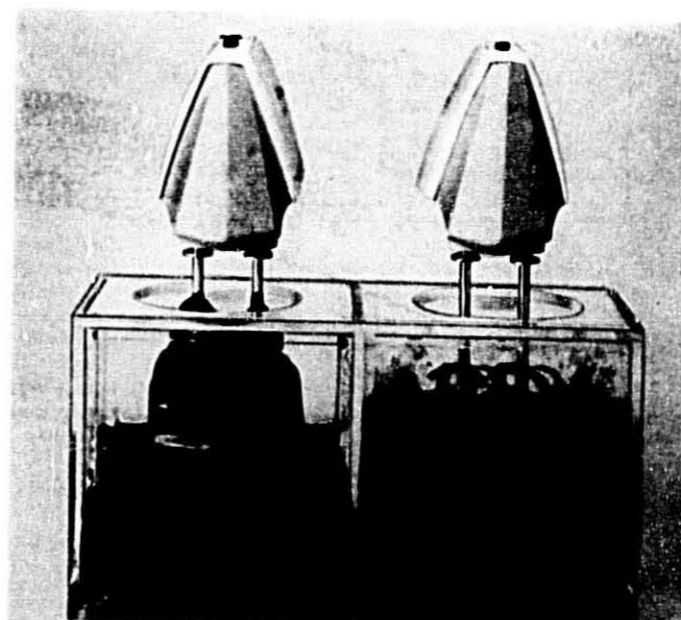
Switching to Demaco's Tech Lube synthetic gear oil from the lubricant you are now using can reduce the amount of power you consume by as much as 15%, and significantly reduce the amount of downtime you experience because of gear-wear and breakdown. It will further lengthen your lube cycles by as much as 500%. It can even decrease the noise your gears make. It has also been approved for use in food machinery by the United States Food and Drug Administration.

Demaco's Tech Lube Series TD gear oils start by clinging to the gears, forming a film with a strength of 100,000 psi and an excellent coefficient of friction. This film remains on the gears even after the machine stops — so it's there when the machine starts up again. The gears are, therefore, fully lubricated during the first 12 seconds of operation, which is when 82% of all wear takes place.



Demaco's Tech Lube lubricant lengthens lube cycles by up to 500%.

Due to their superior ability to adhere to gears and resist foaming, these new lubricants have excellent heat transfer properties. Most conventional oils actually insulate



Demaco's Tech Lube clings to and remains on the gears even after the machine stops... to fully lubricate the gears during start-up.

Conventional oils foam and do not cling to the gears... resulting in excess wear.

the gears, resulting in heat buildup and carbonization of the lubricant.

Tech Lube oils are specially compounded synthetic metallic lubricants which exceed the American Gear Manufacturing Association's specifications and surpass the requirements of Manufacturers of Transmissions and Differentials.

DEMACO is using Tech-Lube as original equipment in all its new machines, and is pleased to be

exclusive agent for these excellent lubricants in the macaroni industry.

We heartily recommend that you switch to Tech Lube lubricants whether you have our machine or anybody else's.

For complete details call or write Joe DeFrancisci at DEMACO, DeFrancisci Machine Corp., 280 Wallabout Street, Brooklyn, NY 11206 (212) 963-6000.

TECH-LUBE CORP.
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EXTRUSION

by Walter Stehrenberger, Buhler-Miag, Inc.
At the Macaroni School

To improve the productivity of a plant, equipment and personnel have to be utilized most effectively to compete in today's market. Supervisory personnel play an important role in guiding their operators diligently so that they can obtain a sense of satisfaction in their work and to keep their interest up in order to perform an above-average job.

Careful operating, planning and checking of equipment and the goods produced will ensure the optimum one can expect from the available sources. We shall highlight the principal factors in regard to extrusion equipment.

- raw materials, granulation
- feeding of raw materials to the press
- mixing of components
- vacuum
- extrusion elements, especially extrusion temperature and pressure
- forming of products, extrusion speed and dies.

(1) Raw Materials

The wheat grown in different parts of the U.S. and the world are subjected to a wide spectrum of different climatic and agricultural conditions. There are also differences in quality, so much so that the type of wheat used has a considerable effect on the quality of macaroni products produced from it.

Nevertheless, it is important to realize that a first class raw material can be converted into a first-class final product. Mixtures of different raw material components in connection with careful production (especially extrusion) may also result in an excellent final product. Inferior raw materials may show up in a product with bad cooking qualities (sticking, sliminess), bad color and taste.

Granulation

The old saying is that a coarse durum semolina will produce the best pasta product. In the past, small manufacturers were unable to analyze the material they received from the mill. Therefore, the coarse raw material easily checked for specks

and ash content, was their best assurance to obtain what they required. Special batch type mixers and "gramola's" allowed ample time to prepare a homogeneous dough. The theory of "coarse" semolina had its merit.

Changes in the mixing and extrusion process such as continuous, more rapid but shorter mixing, vacuum systems, highly efficient kneading components as well as teflon inserts in dies, changed the raw material requirements to some extent.

We have to note:

- coarse semolina is hard to process into a homogeneous dough, due mainly to the extended time required by the water to penetrate the individual semolina grains,
- finer semolina and flours absorb the water quickly, readily lending themselves to mixing into a homogeneous dough.

This allows us to draw the conclusion that, irrespective of the size of the grains, the particle size range should be selected as narrow as possible; or, in other words, that coarse semolina and flours should never be processed together. This would otherwise result in the finer raw material absorbing the available water more quickly than the larger-size semolina particles, with the result that the mixing time would be significantly extended or that it would be impossible to produce a homogeneous mix. The result would be "white specks" in the end product. To eliminate these, the kneading process during extrusion would have to be more intense, entailing greater heat development and so affecting the cooking quality of the end product.

(2) Press Feeding Systems

The press feeding system consists in general of the following components:

- storage bin - discharge
- mixing and conveying to press bin
- feeding into press

Raw materials out of different bins and/or different components should

be mixed at all times. Differences in moisture content of the components will even out and assure a press operation with a minimum amount of supervision. Changes in the mix pattern can be realized by moisture changes of 1% which will also influence the extrusion pattern. Special attention has to be paid to the addition of regrind, a second quality of raw material (with a moisture content normally far below the other components). Careful mixing of regrind at a rate of up to 10% will not influence the final product provided it is added at an even stream and in general meets the same granulation specifications as the other components.

Press Feeders

Most important are simple and sanitary feeders, working reliably under all conditions. Scales, the most accurate of all feeders (if adjusted and operated properly), are not often in use. Special problems are sanitation and installation (vibrations from mixer).

A most ideal feeding system is offered with a simple screw feeder mechanically connected with a positive displacement pump for liquids. To equalize varying pressures of flour to the screw due to varying level in the press bin, or to assure proper acceleration of flour in continuous feeders, a special feeder-hopper should be

Flow Control Feeder connected to large bin (batch-feeding).

provided. A positive, even filling of the feeder screw is essential.

For the liquid feeder, the same laws apply. An even pressure to any metering device is necessary. Fluctuation in city water systems

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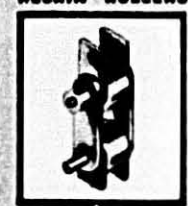
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BUCKET ELEVATOR

The Versatile Bucket Elevators with Space Age Design-Sani-Plas Buckets (Polypropylene) FDA approved, Sanitary Delrin rollers on chain—reduce friction and wear. Pre-lubricated chain bushings where lubrication is not possible. Sectionalized uni-frame construction permits easy changes in height or horizontal run—allows for ease in cleaning and inspection. Available as standard with conventional frame or sanitary open tubular frame design. Capacities to 4000 cu. ft./hr.

Write for Bulletin CAL-50

DELIN ROLLERS



roll on tracks instead of sliding thereby reducing friction and wear.

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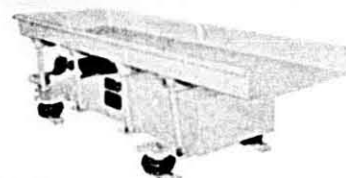


Floor Hopper, Feeder and Lift elevator for feeding overhead hoppers.



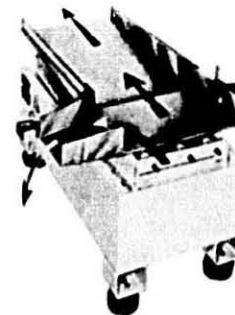
Tubular sanitary open frame model permits easy inspection and cleaning. Also available in complete stainless steel construction.

VIBRATING CONVEYORS



Vibrating Conveyors: Ideal for conveying materials gently without breakage. One piece stainless steel trays which are self cleaning meet the most stringent sanitation requirements. All units utilize corrosion free "Scotch Ply" reactor springs which can be washed down plus simple maintenance free positive eccentric drives. Capacities of up to 2500 cu. ft. hr. with lengths over 60 feet.

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The Modu-Tran II Vibrating Conveyor feeds product sideways as well as in the normal forward direction. This unique development by Aseeco Corporation makes it possible to split a stream of product to any rates of flow desired, with sanitary, aesthetically designed vibrators. Units can be installed in series to distribute product to multiple packaging machines or to several use points simultaneously on demand.

bulletin cmv-T10

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Product is delivered to a surge container (hopper or belt type) which is the main product reservoir. Upon the demand on any discharge station in the Modu-Tran distribution system, product is instantly delivered at the station. During the delivery cycle, the product is automatically replenished themselves, with product, for the next cycle.

- ✓ INCREASE IN PRODUCT DELIVERANCE
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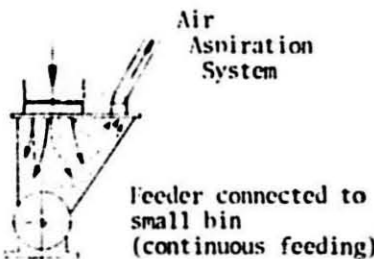
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Extrusion

(Continued from page 8)

should be compensated with regulators or feed tanks. A positive displacement pump driven by the same drive as the flour feeder allows adjustments of the capacity with one single control knob. Any fluctuations of the drive will influence the two feeders equally. Still, a special adjustment capability of the water feed is necessary to correct uneven moisture contents of the raw materials. In pumps, the stroke adjustment will accomplish this task.



In regard to the water used, we note that warmer water helps to shorten the absorption time of the semolina. A provision to use "warm" mixing water should be provided. As a rule, never use water with temperatures above 90°F. and during a production run, use water of the same temperature at all times. Warm water might also be recommended during the wintertime especially when semolina is stored outside.

Feeders for Additives

If vitamins are added, a micro-feeder is most often used. The vitamins (a prepared mix) are added to the flour before the press bin. In most cases, flour can be ordered from the mill with the necessary ingredients.

The additives of egg products are usually added in the pasta plant. The question of egg slurry (soup) or dry egg powder is still the debate. Judging by new installations, the tendency clearly favors the dry egg powder feed systems. Color and cooking quality remain basically the same for final products made with either additive. There is a definite difference in texture and color between extruded noodles and a sheeted noodles. This comparison is incorrect, because these are two different processes.

Sanitary requirements, ease of operation and control are clearly favorable to the egg powder. Contamination of this powder in the dry stage is minimal, even in the warm press-room environment. Nevertheless, manufacturers have to realize that a "free-flowing" egg powder has to be used for a flawless operation. Such powder has to be stored in cool rooms (40°C) and used within approximately eight weeks after purchase. The free-flowing agent will dissipate or at least lose its characteristic to keep the egg product from caking and sticking. For an even distribution of egg powder to the floor, we strongly recommend a pre-blender before the water is added to assure an even distribution of the additive.

Egg Soup Requirements

Egg soups require absolute clean and careful preparation to prevent contamination. The prepared soup must be kept in an insulated container at a temperature at or below 40°F. Container and pipes have to be cleaned at 8 hour intervals to guarantee a bacteria-free final product.

Due to the tendency of egg additives (soup or dry egg) to prolong the absorption time of water in the semolina particles, a slightly lower capacity of the machine should be considered (when operating at top capacity), or the addition of a pre-mixer should be evaluated.

(3) Mixing

As noted earlier, mixers cannot be built with unlimited dimensions to guarantee a top mixing job under all conditions. In new machines, mixers are designed to operate at relatively high speeds to achieve a good result under normal conditions.

Additives or pushing machines to full capacities, which is possible due to the rugged machine construction, might require additional mixers or a premixer. High speed mixers or conventional mixers offer more time to equally absorb water and semolina particles.

An even mix is essential to achieve a nice product with a smooth surface. The mix has to be free of lumps (lumps generally have a wet or dry center, uneven moisture distribution). Product build up on mixer walls, especially at the infeed section, has to

be kept to a minimum. Such build up causes problems such as wet lumps, bacteria contamination and even mold. Mixer walls, specially designed in new machines to minimize product hang up, should be cleaned (scraped off) at regular intervals. Easy accessibility of mixers helps to accomplish this task.

Uneven feed of components or uneven moisture distribution shows up quickly in the mixer. Moisture changes of 1% can be noticed immediately by a trained press operator. Careful corrections at the feeder are required to adjust such changes. Additions of flour or water (with bucket) into the mixer have to be avoided at all times. A fully automatic operation cannot be achieved with such practice but product build up on mixer walls, shafts and paddles need more cleaning time and are a source of contamination. A properly designed press-feeding system (including flour mixing), will prevent such happenings.

To control the mixer level, two systems operate successfully: one is with a "sound" level control, the other with a simple amp-meter of the mixer drive. If the mix stays very constant, the amp-meter control can be recommended whereby high amperage equals high mixer level or shut down of feeder. Low amperage equals low mixer or start up of feeder. Such an operation needs a minimum amount of supervision and guarantees a good final product.

(4) Vacuum Systems

There are several vacuum systems on the market. All have one thing in common - to de-aerate the product before kneading and extrusion.

Is the vacuum really needed? Yes, it definitely is and today with "high temperature dryers", it is necessary for two reasons:

- the de-aerated product is more compact, transparent and therefore more appealing in color.
- high temperature dryers (conventional type as well as microwave dryers) require a high vacuum or "white flares" appears in the product. Even the smallest air enclosure expands rapidly when exposed to higher tempera-

(Continued on page 14)

For its outstanding contribution to the macaroni industry through achievement of a widespread reputation for quality pasta among thousands of diners in the Buffalo, New York, area since 1928 . . .

ROMANELLO'S ROSELAND

is hereby recognized by Seaboard Allied Milling Corporation and presented the "Che Pasta" Award, symbolic of excellence in Italian cooking . . .
la buonacucina italiana e famosa.



Seaboard Allied Milling Corporation

At North Dakota Mill, there are many factors that make it one of the top mills in the nation. The world's finest durum wheat is milled with the most modern milling equipment. Superior laboratory and testing facilities assure you of quality control. And, one of the greatest contributing factors is teamwork. Everyone at North Dakota Mill works together to insure the highest level of quality production.

When you order your durum products from North Dakota Mill, you become part of a team where each member is doing his or her best to insure that your products are the finest available. When you start with the best durum wheat, and mill it with the finest milling equipment, you can't help but win!

Because at North Dakota Mill, we deliver teamwork.

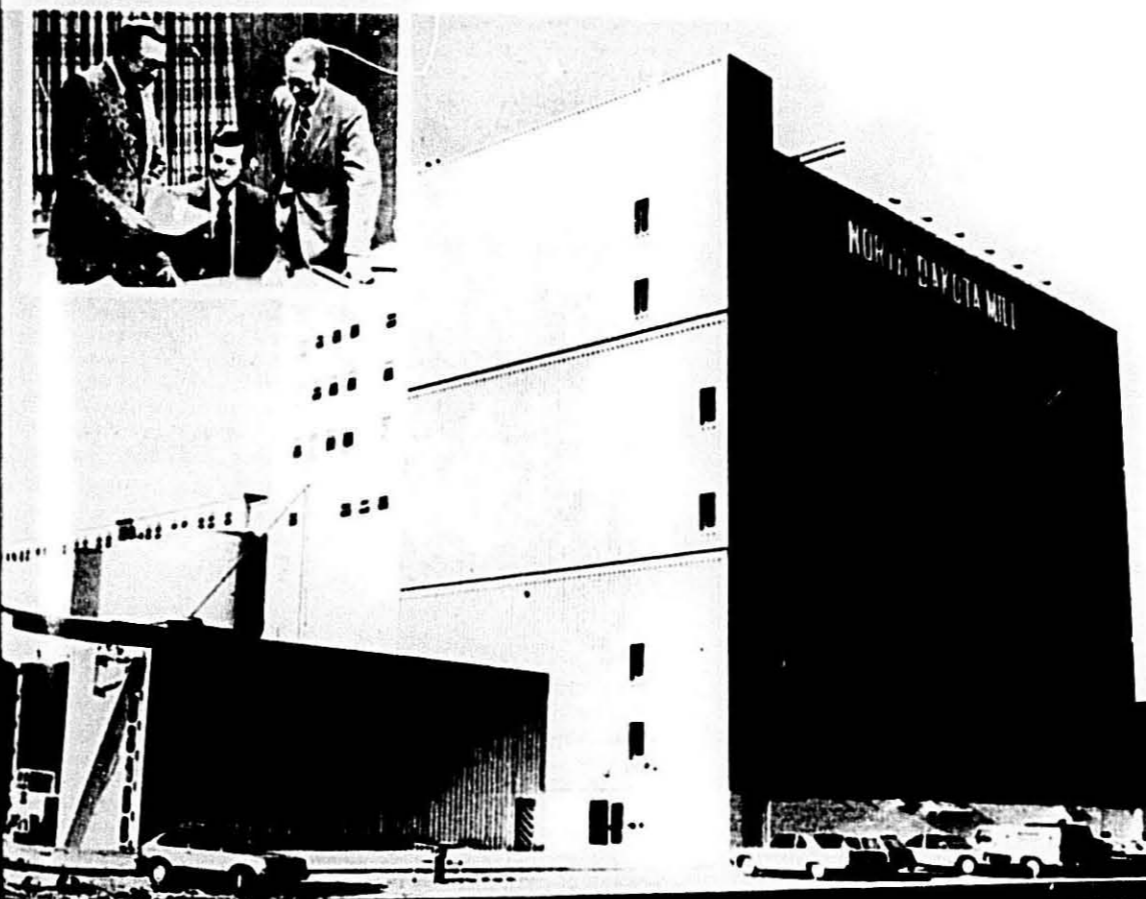
Shown below are three of the North Dakota Mill people working together on some common goals. Left to right: 'Skip' Peterson, Leo Cantwell and Howard Berg.

the durum people

NDM

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We Deliver Teamwork.



tures. This can be easily realized in predryers, where product is still in the plastic stage but where the short drying time results in a hardened surface.

The two more common vacuum systems in use are:

- mixer-vacuum (main mixer or separate vacuum mixer)
- vacuum-chamber built into extrusion components (mostly end of main screw)

Both systems fulfill their purpose. The advantages and disadvantages of each system are:

Mixer-Vacuum Systems

To de-aerate a loose mix, the vacuum applied can be at a "lower pressure" than for a compacted product. Mixer vacuum systems work most effectively at 18 to 20" mercury. Still, with the relatively complicated infeed of components via an airlock, all the seal areas of the mixed (cover, shafts) and the feed into the main screws require a "high air flow". Pumps (drive and seal media) as well as the piping have to be sized accordingly. Maintenance is high and energy consumption is up to three times higher than for a simple "screw" vacuum.

Nevertheless, other advantages including possibilities of building extruders for high capacities (up to four extrusion screws) justify this system.

Extrusion-Screw Vacuum Systems (Buhler V9)

The mix is slightly pressed and compacted in the feed screw. At the end of the main screw, the vacuum is applied. To obtain the necessary vacuum effect on the product, slices have to be cut from the "compacted mix" or a thin wall dough has to be de-aerated. A high vacuum is essential but, due to the small seal areas, systems operating at 25 to 27" mercury are obtained with small pumps. Easy supervision and minimum sanitation and maintenance requirements make this system favored in the United States.

(5) Extrusion Components, Cylinder & Screws

In the extrusion elements, the mix will be transported to the extrusion head, pressure is built up to push the dough through the die openings and the mix is kneaded and "mixed" to a

homogeneous dough. Energy is needed to fulfill all these tasks. From the main motor, energy used is approximately:

10% of energy to move product
8% of energy to build up the pressure

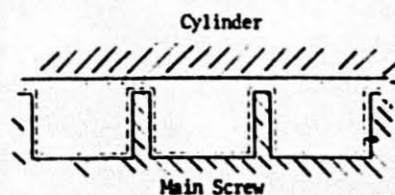
Up to 60% of energy to knead and mix the product
up to 25% of energy is "lost" or used in mechanical components (motor efficiency, friction of gears, belts, etc.)

The high energy input into the dough will result in warm up of the product and, if not controlled properly can be a major cause of gluten destruction. It is, however, imperative that part of the product heat is carried away with a cooling system. All screw extruders are therefore equipped with a "cylinder-cooling".

The most efficient cooling of dough via a cylinder wall can be accomplished with water of approximately 70° to 80°F. This "lukewarm" water has to be flushed through a cylinder at a relatively high speed to achieve the desired cooling effect. A pump is necessary with a regulated water system.

Why lukewarm water for cooling and not cold water from the well? Dough is a good temperature insulator. Too cold a cylinder will build up a film of dough along the wall, increasing the friction factor and causing an irregular extrusion pattern.

The cylinder walls in a new extruder are machined extremely smooth to minimize friction and dough build-up along the walls. Due to the larger contact area of dough along the screw, the dough has a ten-



Friction area cylinder

Friction area screw

deny to turn around with it resulting in uneven extrusion lengths of product. (In the worst case, no extrusion at all.)

To eliminate the "pumping" effect, longitudinal grooves are cut into the

cylinder wall. This is the only solution to keep the dough pockets from turning and keep them in a straight forward movement.

Cylinders will wear out with time, grooves will disappear (especially in the front part). A loss in capacity of the machine can be realized (high back flow of product) as well as short and long products can show up, especially when "wet dough" or "egg dough" is produced. Regrooving or better replacement of the cylinder is the answer.

Do old cylinders hold up longer? New designs feature front bearings or wear rings for the main screw as well as harder cylinder cast materials for prolonged life. Due to the higher capacity output of new machines and the necessary higher screw speeds, a slightly shorter life span of the components can be expected. Hard welding (stellite) of the circumference of the screw minimizes the wear on this part considerably.

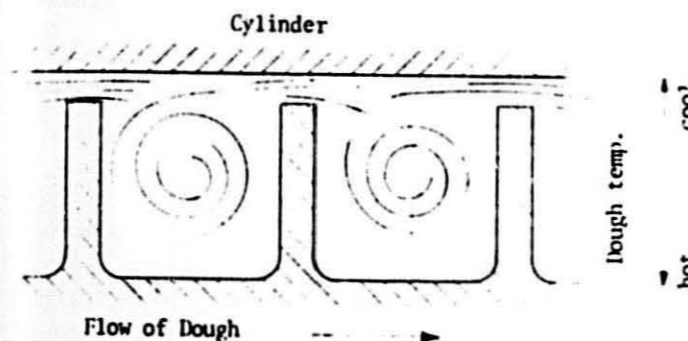
Importance of Extrusion Screw

The extrusion screw is the most important component in the machine. Movement of the dough, pressure build-up and kneading are the "job" of the screw. The continuous, constant volume winding of the flights around the core should move the product (theoretically) with each revolution the length of one pitch towards the press head. Friction and kneading however, will hold the dough back. The moving of the dough under pressure creates a circular motion within the pockets whereby the front part of the flight does the major part of the kneading. To minimize friction, the core as well as the back side of the flights are to

coated. Minimized friction = minimum head build up. Nevertheless, due to the fact that the screw is not cooled and because of dough friction along its flights, there is a considerable temperature difference between

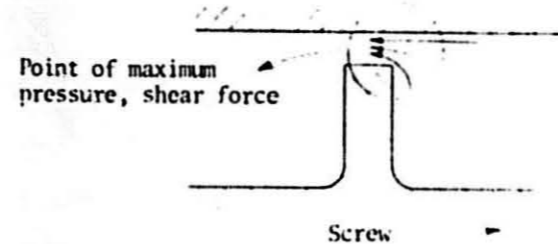
the product along the cylinder wall and the screw core. Flight interruptions (especially in the front part of the screws) help to mix and level out

raw materials are used. Better equalizing effects with products of uneven moisture distribution. Better kneading and absorption of water by im-

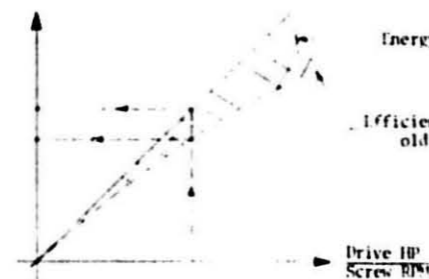


temperature differences and assure an even extrusion pattern.

What is the influence of "high temperature" extrusion? The gluten structure can be destroyed resulting in poor cooking qualities. Tests as well as practice have shown that especially dough at a "high temperature", is extremely sensitive to shear forces. In any friction area, shear forces are produced. The highest shear forces occur at the circumference of the screw. Play between cylinder and



Extruder Capacity (lbs/hr.)



Energy input in product

Efficiency curves of worn, old screws

Drive HP Screw RPM

The back pressure is guaranteed by the throat holding the dough in the main cylinder (as well as by the die). Change in flow directions from horizontal to vertical is achieved at the same time.

The cone or chamber above the die is teflon lined to minimize friction. Cooling is normally not provided. To minimize temperature differences of dough during start up, long good tubes quite often are equipped with heating chambers. The extrusion pattern however, cannot be corrected effectively at this stage.

Dies & Filter Plates: at this stage, it is important to know that filter plates may help to equalize the extrusion pattern. Due to the additional friction, a higher back pressure may occur cutting down on the capacity of the extruder. Screens on top of the die are necessary to prevent any hard particles from plugging the die outlets. Some corrections on a bad extrusion pattern can be accomplished.

(Continued on page 18)

screws result in a large dough flow, exposing more product to the high pressure zone. The main screw also had to turn faster to get the same capacity out of the cylinder. Higher revolutions at the same capacity need a higher energy input and consequently turn out a warmer dough. The play between screw and cylinder should be kept at a minimum, the capacity of the extruder produced per screw revolution at a maximum.

Questionable advantages of main screws with "play" are: better mixing and kneading especially when coarse

purities in raw materials, less white spots in final products. Nevertheless, clean raw materials and good extrusion components guarantee the first-class product you and your customers expect.

How can one see the influence of "high" temperature extrusion? Only micro-section photographs will show details. The result however can be realized at once in a cooking test. The following pictures were made in the Buhler Laboratories in Switzerland during a study of "The Influence of Extrusion Temperatures to Finished Goods Products".

Dough extruded at 40°C shows a compact protein structure (protein-matrix), those extruded at 80°C have a ruined structure. The borderline between these two extremes is fluid.

(6) Extrusion-Head Dies

The extrusion heads for short cut products as well as the distributing tube for long goods are designed to:

- a) provide back pressure for a good kneading effect
- b) provide best possible distribution of dough over total die area
- c) minimize friction for even dough temperature and good extrusion pattern.

production **25** tons per day

length **55** feet

High temperature **185°** Fahrenheit

*minimum space
maximum output!*

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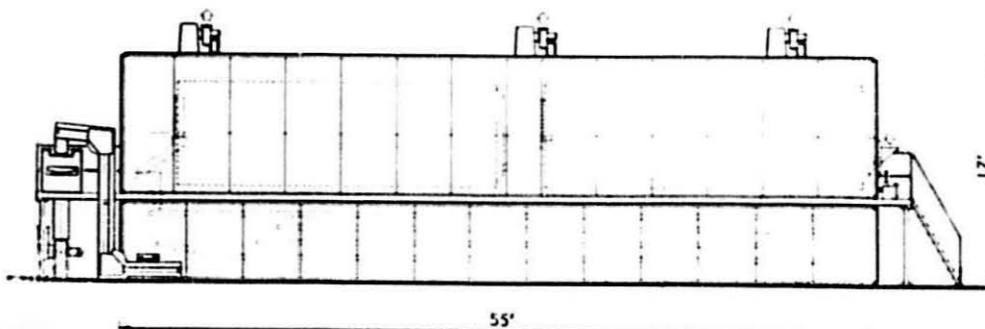
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LUSTUCRU Macaroni Co. - Grenoble, France

BRAIBANTI has in operation a new high temperature drying line for a wide variety of short pasta shapes:

- Cobra 1000 press with two 16" diameter die holders
- Shaker type TM/1000 AT
- 2 Metal rotary dryers model Romet 24/8
- 1 Finish dryer type Teless ATR/17/4
- 1 Cooling shaker



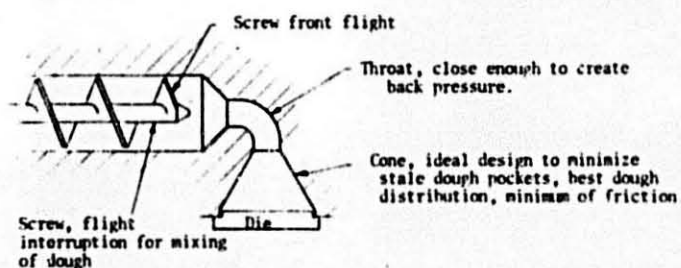
Extrusion

(Continued from page 15)

ed by use of double layers of screens, a practice we recommend.

Dies are a specialty. In the United

— the shape of products are made by the die. The extruder has no influence. A clean die is an absolute necessity. Dies should be warm when inserted for start up.
— the extrusion length (pattern) is



States they are made almost exclusively by D. Maldari & Sons. We shall not elaborate on this subject but note:

made by the extruder, the die (if clean) has no influence.
— dies can be corrected for the best extrusion.

Durum Market

Semolina ranged from \$16.85 to \$17.75, Minneapolis, in May; granular \$16.70 to \$17.55; fancy patent durum flour \$16.45 to \$17.60.

No. 1 Hard Amber Durum dropped from a high of \$7.00 to \$6.00 at the top. Low end of the range was \$4.45 to \$5.30.

Egg Products

May price range from U. S. Department of Agriculture.

Central States Nest Run \$12.60 to \$11.00.

Southeast Nest Run \$12.30 to \$10.50

Frozen Whole 39¢ to 47.5¢

Frozen Whites 24¢ to 30¢

Dried Whole \$1.66 to \$1.79

Dried Yolks \$1.77 to \$1.95

The nation's laying flocks produced 5.72 billion eggs during April 1981, virtually the same as a year earlier.

Tax Aid Urged For Small Firms

The chairman of the Senate Small Business Committee is urging Congress to include incentives for small firms in upcoming tax legislation.

Sen. Lowell Weicker (R-Conn.) made the recommendation to the Senate Finance Committee while testifying on his own bill, the Small

Business Capital Formation Act. The measure is being considered by the committee as part of the 1981 tax bill.

The tax measure that is drafted, Weicker said, "must be properly tailored to fit the problems and potential of our economy. I strongly urge the committee not to overlook small business."

Six capital-investment tax incentives, totaling \$3 billion, should be incorporated in the tax bill, Weicker said. They include: corporate tax-rate reduction; capital-gains rollover; estate- and gift-tax changes; investment-tax credits for used equipment; cash-accounting methods for small firms; and creation of small-business participating debentures.

"I believe \$3 billion for small business is most appropriate," Weicker said.

Catelli Buys Meat Plant

Catelli Habitant Inc., a division of John Labatt Ltd. of Canada, said it has acquired the Portland, Maine, plant of Cudaly Co. from General Host Cor. Catelli said it will manufacture and distribute a line of meat products in Maine and also will distribute certain Cudaly products.

Catelli is a leading Canadian food company making pasta and a range of food products. Other Labatt operations include Ogilvie Mills.

Macaroni and Chili Dinner

Golden Grain Macaroni Co., San Leandro, Calif., is introducing macaroni-and-chili package dinners in northern California. Ads in 16 northern California newspapers break this month, and more than one-and-a-half million buy-one-get one free coupons will be distributed. Follow-up ads in June will feature 12 cents-off coupons.

Pillsbury Stock Offering

Pillsbury Co. announced the public offering of 1.5 million shares of common at \$41.75 each.

Proceeds will be used to increase the concern's equity base and to fund expansion.

Pillsbury is a food, restaurant and agribusiness concern. Underwriters are led by Goldman, Sachs & Co. and Kidder, Peabody Co.

RHM Fresh Foods

Ranks Hovis McDougall Ltd. has formed a new company to be called RHM Fresh Foods, to be headed by Roy F. Lister, a member of the main company's board. Mr. Lister is chairman of the new company and its other directors are T. S. Howden and J. G. Rose.

Principal components of the new company are British Bakeries, which Mr. Lister has headed for a number of years, and other parts of RHM's baking business as well as in operations in food manufacturing and catering.

Mr. Howden has been named divisional managing director of British Bakeries. He previously was managing director of RHM Foods. No change is planned in the responsibilities of others in top management positions at British Bakeries.

Mr. Rose has been appointed chairman of the units which produce and market packed cake (Manor Bakeries), frozen meat products (Baughn's), and the catering company (Manor Caterers).

B. B. Gibbs has been promoted managing director of RHM Foods, succeeding Mr. Howden. Mr. Gibbs previously was managing director of McDougalls Catering Foods, where he has been succeeded by P. G. Roberts. In addition, D. Baines has been named marketing director of RHM Foods.

SAMI Says: 1980 Very Soft Year

Greenbacks moved through supermarkets at a faster rate last year, but products didn't, according to warehouse withdrawal figures released by SAMI (Selling Areas - Marketing, Inc.) which bases its data on a large national sample.

After discounting the effect of inflation, actual gains in tonnage for the 52 weeks ending in mid-November were:

- Dry grocery, food: +0.3%
- Dry grocery, non-food: +0.4%
- Frozen: +0.3%
- Refrigerated: +8%
- Health & Beauty Aids: +5%

The weakness in sales was not limited to a few categories. Among the 213 dry grocery food items tracked by SAMI, six out of 10 showed losses in tonnage in the reporting period (four weeks ending 11-14-80) compared to the same period in 1979.

Nevertheless, a diverse group of products held their heads high by showing tonnage gains. These included: bottled water, canned Mexican food, semi-moist cat food, self-polishing waxes, motor oil, refrigerated juices and drinks, frozen Mexican food, frozen pizza, roll-on deodorants, stick deodorants and pads, hair conditioning rinses and hand and body creams and lotions.

FMI Meets in Dallas

Recently hordes of food people attended the Food Marketing Institute convention in Dallas and picked up some tools which, if used properly, might enable them to struggle successfully through the treacherous, competitive, and economic shoals that are characterizing supermarketing in the 1980's, according to Steve Weinstein of Supermarket News.

Weinstein writes: "Probably not since the excitement of those years early in the last decade when scanners made their first appearance here, have there been so many new items of note. Many have dealt with improving the scanning process or other facets of the important front end operation."

Some of the workshops were hearty perennials, but in addition there were timely newcomers. These included sessions on catering to the needs of

older persons; new store formats; generics and private label (termed essential for a retailer's survival in today's environment, because the customer wants them); a host of workshops designed to cater to the needs of the great many independents that have joined the FMI.

There were some good sessions on store categories and greater emphasis on merchandising. The main point in the latter seemed to be the advice not to follow the herd but rather to map out and put into effect individual marketing positions and workshops by strategies. The great need for this was spelled out by Ed Epstein who warned that, in the past, "you didn't need sharpness in marketing decisions to be successful. But today you have to be right the first time and every time, and there is very little margin for error."

And while nobody was knocking the appeal of price merchandising, a number of speakers warned that only a few operators can survive on price alone. Create a position that "puts your chain a little above the price wars," Zal Venet, of Venet advertising suggested at another workshop.

FMI Speaks

Although declining productivity again was a knotty problem for the food industry in 1980, retailers are beginning to make some headway in reversing this trend, according to Timothy M. Hammonds, Food Marketing Institute senior vice president.

Hammonds said the industry's overall strong performance last year — coupled with its willingness to experiment with new formats and products — indicates that, unlike other sectors of the economy, it has good resilience and should weather any future economic storms.

Examining the three standard yardsticks for determining productivity, Hammonds said 1980 on the surface was not a banner year for the food industry.

Sales per square foot stood at \$6.94 in 1980, a 6.9% increase over the \$6.49 recorded as the average during 1979. However, after adjusting for inflation, real sales per square foot were \$2.76, or 1.1% below 1979's \$2.83.

This was the fifth consecutive decline in sales per square foot, and

the biggest decline during this period.

Similarly, sales per transaction rose to \$12.10 in 1980, a 4.3% increase over \$11.60 a year earlier. However, after discounting inflation, sales per transaction declined 3.4% to \$4.81 last year from \$5.05 in 1979. Only sales per labor dollar showed improvement both before and after inflation. In current dollar terms, this indicator rose to \$87.27 in 1980, a 13.7% increase over 1979.

After discounting inflation, Hammonds noted real sales per labor hour had risen 5.2%, to \$34.67 last year from \$33.44 in 1979. The 1980 FMI Speaks survey was based on information supplied by 321 companies, compared with the 231 that provided this data in 1979.

Explanation

Attempting to explain the food industry's continuing productivity slump, Hammonds noted, "A lot of what's happening in this industry on the productivity side results in part from consumers' demands for services."

"Look at what's most popular when doing remodeling or building stores — service delis or bakeries, both of which are very labor intensive."

However, Hammonds said, retailers apparently took some concrete steps last year to boost their productivity. "The number of items carried by the average supermarket in 1980 was 11,021, down considerably from the 12,745 carried a year earlier."

Over the years the proliferation in the number of items carried caused a decline in productivity, since it requires more labor to stock these items — and more labor to maintain them — as well as taking up more space."

Although the growth of warehouse and limited assortment stores did contribute to the overall reduction of items stocked by food stores, the FMI official said supermarket inventories were lower in 1980 than 1979, even after discounting these two other types of operations.

Given shoppers' demands, Hammonds said retailers should seek to improve productivity by concentrating on both the front and back ends

(Continued on page 24)

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TRNA	TTNA	1,000- 4,000
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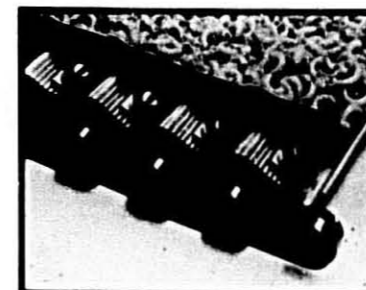
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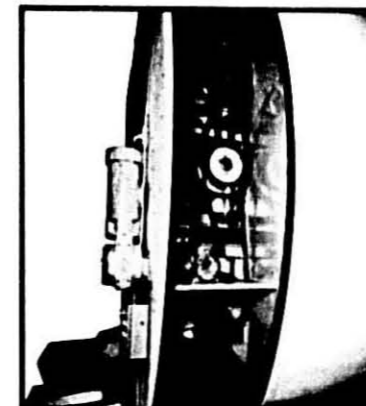
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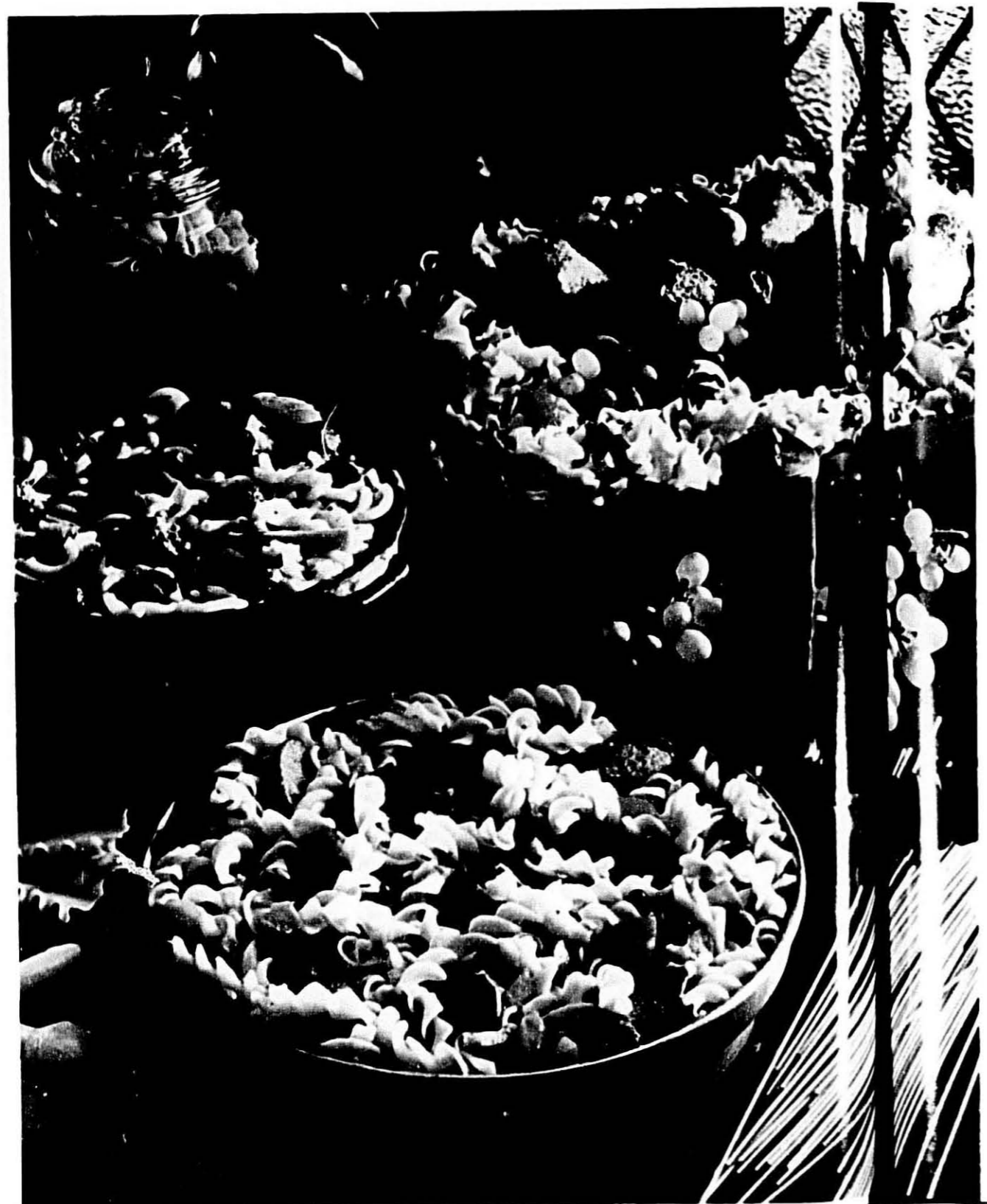


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FMI Speaks

(Continued from page 19)

of their stores. For example, he said scanners can improve checker productivity and enable the store personnel to manage their operations better.

Scanning systems he said, have been "a big help" in tracking product movement and improving labor scheduling.

Hammonds said FMI, in conjunction with the Grocery Manufacturers of America, hopes by this summer to publish a guideline for improving direct-store delivery of merchandise. Moreover, he is confident a Uniform Communication System, being developed jointly by FMI and five other food-trade associations would work to improve overall industry productivity.

The FMI Executive, though, said that in spite of mixed productivity results last year, he is encouraged since, "despite the difficult economic environment faced by supermarkets during the past three years, a lot of stores have experimented with new store formats and products, including limited assortment, superstores and generics.

"That's worthy of some note, since the history of business in America has been the failure of some companies to take note of changes and to change their own operations — and (consequently) they went out of business.

"Supermarkets have been remarkably responsive, which is the only reason the industry has been able to hold its own in a tight, sometimes adverse economy," he added.

Other Economic Data

Rounding out the industry performance figures, Hammond and Byron Allumbaugh, chairman of Ralphs Grocery Co., detailed other economic data.

The typical food retailer, Allumbaugh said, had a 1980 sales gain of slightly more than 14%, down from the 15% gain posted for 1979. After inflation, however, the real sales increase in 1980 was 5.6%, down from 6.5% real gain of 1979, he said.

Comparing 1980 and 1979 figures for the same store, Allumbaugh noted there was a sales gain of 11.4%,

about on par with the gains during the previous two years. After inflation, the sales gain was 4.5%.

Turning to two key indicators, the Ralphs executive said return on total assets was 9.1%, down from 9.9% a year earlier, and the lowest level since 1976. In addition, he said return on net worth was 14.8%, up from 14.4% in 1979.

This data was based on reports by Forbes magazine of publicly held firms' annual reports. FMI's Annual Financial Review will be published later this year.

Turning to individual company performance, Allumbaugh said the average price for the 11,021 items carried by food markets last year climbed 23¢ to \$1.17. Meanwhile, the average store size increased from 20,550 sq. ft. in 1979 to 23,000 sq. ft. last year.

Hammond said gross margins for companies without their own warehouse rose to 20.9% from 20.5% in 1979, while companies with their own warehouse had gross profit margins of 22.4%, up 0.1% from 1979.

Hammonds further noted the store-door margin had dropped marginally to 18.7%, while total inventory shrink averaged 0.6% of sales in 1980. The mid-range was 0.4-0.8% of sales.

While gross margins remained stable, net profit margins before taxes decreased to 1.5% last year from 1.9% of sales in 1979. The poorest performance came during the third quarter, when the net profit margin declined to 1.2% of sales, Hammonds noted.

Moreover, he said, the average hourly labor cost rose a steep 11%, to \$6.57 an hour in 1980. This exceeded the 10.5% increase measured in 1979. Direct labor costs rose to 8.4% of sales and fringe benefits to 1.9% for total-store labor costs of 10.3% of sales.

FMI Releases Energy Management System Survey

A published survey done by the Food Marketing Institute shows that more than half of all supermarkets in the United States are not achieving the energy savings they should be from their Energy Management System (EMS).

The report, issued at FMI's Convention in Dallas, also indicates that a majority of respondents to the survey said that EMS salesmen know little about supermarket operation or the importance of refrigeration and the "interrelationship that exist among separate energy systems such as refrigeration, heating, ventilation, air conditioning, lighting, cooking and baking.

"EMS suppliers need to accumulate more experience with the operating requirements of supermarkets," said FMI Research Manager Todd Mann, director of the EMS survey project.

The major purpose of the EMS is to reduce energy costs by efficiently controlling the function of the store's energy-using equipment.

"The survey tells us that virtually all respondents had problems evaluating the efficiency of their system," Mann noted.

He said that factors such as weather changes, utility rate increases, equipment additions or deletions and changes in store hours, made it very difficult to estimate the dollar savings from energy management systems. Also complicating the issue are the tendencies of store employees to override the electronic controls, insufficient time to monitor EMS, inadequate maintenance of equipment being controlled, changes in merchandising techniques and mechanical and electronic breakdowns.

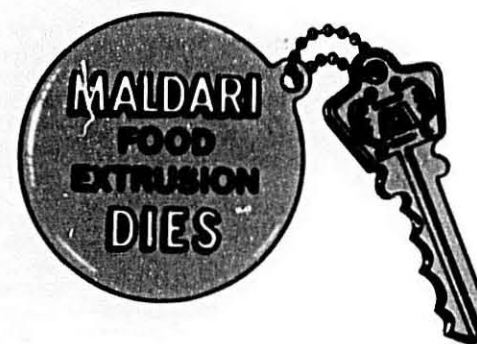
Mann said that those companies that removed EMS after installation did so because of operating or maintenance problems, failure to apply the system effectively and poor supplier servicing.

"Operators need to understand exactly what they are buying. The formation of user/supplier conferences, for example, may provide useful avenues to channel and articulate problems with existing systems as well as aid in formulating new, more efficient energy conservation programs," he said.

Two hundred and forty-six companies representing a data base of 15,480 supermarkets were surveyed to evaluate their experience with EMS.

The cost is \$7.50 for FMI members and \$15.00 for non-members.

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Consumer Survey Finds Cents-off Coupons More Popular Than Ever

A new national consumer survey has found that cents-off coupons are being used by more families than ever before. More than 60 million households, or 76% of all U.S. households, are now using coupons—an increase of 11% from the 65% found in 1975 and up nearly 20% from the 58% found in 1971.

The reasons behind this growing popularity appear in comments made by respondents:

"They save me money."

"They reduce the cost of products I buy."

"They're helpful in combatting rising prices."

These comments reflect an increasingly positive view of coupons by consumers. In fact, the survey found that nearly three-fourths of coupons users liked coupons "very much" and that 57% of users actively sought out coupons. In addition, over half of the users indicated they were using "a lot more" or "somewhat more" coupons now than they were a year ago.

Among the findings of the survey were: **Strong Coupon Usage Among Minority Groups.** Newly developed information revealed that contrary to the charges of some critics, non-white and hispanic households are substantial users of coupons. Among non-white families contacted for the survey, 57% indicated they use coupons. Within the "Hispanic and Other" group, 69% said they use coupons.

Men Also Use Coupons. In households where the principal grocery shopper was male, 55% said they use coupons. This contrasts with 80% in households with a female principal shopper.

Most Use Coupons Every Week. The survey established that 70% of coupon users redeemed a coupon in the week prior to the survey. This contrasts with less than half in 1971.

Most Feel Eliminating Coupons Won't Cut Prices. When asked whether eliminating coupons would help reduce prices, about one out of six coupon users (17%) said they felt prices would drop with the discontinuation of coupons. However, nearly half (48%) felt prices would remain the same, while 25% thought prices might increase.

The actual relationship between couponing and prices was recently identified in a report by Dr. Roger A. Strang, Assistant Professor of Marketing, University of Southern California. The report, entitled *The Economic Impact of Cents-Off Coupons*, states that eliminating all coupon activity would reduce consumer costs by less than one-fourth of one percent.

In Summary: Each major finding of the survey tends to emphasize one point: American shoppers are aware of coupons and have a positive attitude toward them. According to respondents, coupons represent one more way to increase buying power and help stretch the budget.

The reason behind popularity of coupons were perhaps best identified by two United States Department of Agriculture economists who noted, "To the consumer, coupons offer a form of direct involvement in price reduction" and "The high percentage of Americans taking advantage of coupons are paying less than list price for some items."

Coupon Efficiency Study To Be Commissioned By Grocery Industry

Seven grocery industry associations have announced that they have undertaken a research project to study coupon handling efficiency as a total system starting from the manufacturer's decision to issue coupons through handling in the retail store to final redemption.

Scheduled to begin in the spring of 1981, the study will be sponsored by the Cooperative Food Distributors of America (CFDA), the Food Industry Association Executives (FIAE), the Food Marketing Institute (FMI), the Grocery Manufacturers of America (GMA), the National Association of Chain Drug Stores (NACDS), the National Association of Retail Grocers of the United States (NARGUS), and the National American Wholesalers Grocers Association (NAWGA); it will examine issues ranging from coupon sizes to accounting controls to physical handling techniques. Arthur Andersen and Company will conduct the actual research and prepare the report.

The study is being commissioned to identify those areas where distributing, handling and processing efficiency can be improved while remaining sensitive to other couponing issues, such as the need to reduce misredemption.

The joint association group feels that as a result of this study, operating costs for manufacturers, distributors and retailers could be controlled and the entire grocery industry could benefit from innovative ideas regarding coupon efficiency.

They added the consumer interest will be best served if the grocery industry works together in dealing with coupons.

Seek Employee Input

To achieve productivity increase in human rather than technological terms, management must abandon its traditional role of telling employees what to do and begin soliciting their individual advice.

That was a recommendation Martein Rabkin, vice president of SHR International management consultant in Mill Valley Calif., made at the 81st annual California Grocers Association convention.

"People who grew up with the Puritan work ethic (and believe in) telling their employees how to run their business must today work with their employees to find out what they think might work best," Rabkin explained.

Will Stop Listening

"If you insist on managing from the top down, telling them what to do, they will eventually stop listening to you, and the productivity will suffer."

Workers want to know why they are when they're told to do something, Rabkin noted. "Oldstyle managers tell them, 'Because I told you so, that's why.' But enlightened managers take the time to explain why."

The most enlightened managers, he added, will take problems to their employees and ask for their help in solving them, "which may mean you have to take the time and invest the money to educate workers so they understand the business and can make recommendations."

A&P has made a commitment to involve employees in its Altoona, Pa., division by adopting a quality-of-work-

(Continued on page 27)

Seek Employee Input

(Continued from page 26)

life program — similar to the Japanese quality control circles. Based on its success in Altoona, A&P plans to extend the program to its Long Island, N.Y., division, Rabkin said.

Under the program, five managers and five shop stewards meet regularly to discuss productivity problems and possible solutions. Shop stewards also sit in on division management meetings.

"Because labor and management are constantly meeting with each other on a nonconfrontation basis," Rabkin said each side understands better where the other is coming from, and the constant battle over misunderstandings between them has been eliminated.

One result has been a reduction in the number of union grievances from 350 a year to zero, Rabkin said. "If a work rule is deemed to be poor, now there's a place they can discuss it and determine if it is counterproductive," he explained.

New Head of FDA

Dr. Arthur Hull Hayes, Jr., chief of the Division of Clinical Pharmacology at Pennsylvania State University College of Medicine, has been chosen FDA Commissioner, succeeding Jere Goyan, who left the FDA in January to become a pharmacy school dean. In addition to his current position at Penn State, Dr. Hayes is an ending physician and director of the Hypertension Clinic at the University of Hershey Medical Center, and president of the American Society of Clinical Pharmacology & Therapeutics.

Risk, Not Benefit To Be FDA Guide

Even though he believes the Food, Drug, and Cosmetic Act may need updating and clarification, the new Food and Drug Commissioner intends to make risk, rather than benefit, the primary bases for agency action regarding food.

Two weeks on the job, Commissioner Arthur Hull Hayes, Jr., in his first Congressional appearance before the Senate Appropriations Committee, said the prevention of health risks to the consumer is the basic

purpose of the statute, including the so-called Delaney amendments.

"It is hard to assess economic benefits against sometimes uncertain or low-level health hazards," Hayes noted.

He cited the possible case of a new food preservative that might have substantial economic advantages both for industry and for consumers, compared with a small health risk.

"It may seem easy to make such a choice," the FDA chief declared. "On the other hand, there are many widely used naturally produced foods that contain substances we know can be injurious to health for some people, and which could not be removed without major changes in the food supply. I would certainly not want to be in the position of having to measure the 'benefit' to consumers of a naturally produced food which they quite simply enjoy consuming."

Proceed Cautiously

Hayes emphasized the need for FDA to proceed cautiously in determining health risks. He pointed out that studies of saccharin have yet to produce any general consensus on risk/benefit data. Congress legislated specifically to prevent FDA and the Agriculture Department from moving to take saccharin off the market and out of food and beverages. It may repeat that performance when the issue again comes to a head.

Hayes sees nitrites as an equally complicated issue, with any further government action awaiting more study. He noted nitrite has "a distinct role" in preventing a serious health risk — botulism — and science does not know whether effective alternatives are available.

"The fact remains, however, that if further data suggest that nitrite is in fact carcinogenic, we will be required by the law to propose its elimination as a food additive," Hayes reported. "FDA operates very much in the public eye, and we would be remiss in any case if we did not bring forward the information that is known to us, as it is known to us."

Update FDC Act

The FDA commissioner is aware of Congressional interest in updating the Food, Drug and Cosmetic Act, especially to reflect technology changes related to food safety. But

he pointed out that the Delaney amendment does not affect many of FDA's decisions, and many scientific and deregulatory questions would remain because of the general food-safety provision of the Food, Drug and Cosmetic Act, even if Delaney were eliminated.

He added that FDA, by acting or declining to act, must make regulatory decisions based on the best available scientific knowledge — and often when no scientific consensus has developed.

Caffeine Controversy

Another ongoing controversy swirls around caffeine, a component of coffee, tea and some soft drinks. FDA is proposing to change the standard for soda drinks so as to emphasize the fact that caffeine is optional and to encourage bottlers to declare on the labels when it has been added. The proposal was prompted by preliminary data suggesting caffeine may cause birth defects if consumed during pregnancy.

Hayes reported his agency is trying to develop new guidelines for evaluating trace constituents of indirect food additives. Last year, the agency was directed in court to apply the "de minimis" concept to acrylonitrile monomers that occur in acrylonitrile copolymer packing materials.

Sodium Cutback Urged

Commissioner Hayes of FDA is encouraging food processors on a voluntary basis, to reduce the amount of salt in processed foods. As a part of this program FDA will also encourage more research into the effects of sodium on health.

New rules will be proposed to include quantitative sodium declaration as an element of nutrition labeling. "Low sodium" and "Reduced Sodium" will have to be defined.

Through the FDA Total Lipid Analysis Program, changes will be systematically monitored in sodium consumption to see whether progress is being made toward cutting down sodium intake.

A meeting of industry representatives was convened in Washington, D.C. on June 30.

Macaroni is low in sodium: 1.5 mg. per 100 grams of product.

The Byerly Bag

Byerly Foods of Edina, Minnesota recently marked the tenth anniversary of the Byerly Bag, which began as a four-page bimonthly bag stuffer and has grown to a 12-page monthly newsletter with a circulation of 51,800.

The publication acquaints Byerly shoppers with the four-store operation's staff and services, also including articles on events and personalities in the Twin Cities area.

Publication of the Bag, Byerly said, is "a team effort on the part of our home economists, our department and store managers, a writer-editor and an art director."

Each issue appears a few days before the beginning of the month at stands just inside the stores' main entrances.

A full page of artwork on its front cover states the theme of the issue. In February sketches of spaghetti, noodles and lasagna framed the headline, The Joy of Pasta. January's issue, a particularly popular one, centered on ways to use the food processor.

Last August, a four-color spread of Mexican dishes carried the title Viva las Cocinas (kitchens) de Mexico. Ethnic foods have provided themes for more than 25 issues of the Bag.

Recipes Featured

Recipes tested by Byerly's home economists are a regular Bag feature. Each of the eight to 10 dishes listed has a title printed in color bars for easy reference. Appetizers, desserts and entrees usually are included in each issue. Last October's Bag had recipes for stuffed mushrooms, Cornish pasties, Veggie Burgers and applesauce bars.

Don Byerly's column, which appears on the second page of each issue, centers on Byerly services. One column discussed the chain's Special Foods for Special People Program—a combination of recipes, shopping lists and product identification for customers on special diets.

Another column explained Fast Bank, a service that permits shoppers to transact bank business automatically through a computer terminal in each store. A third column described the extensive Byerly private-label line.

Bag articles are short and illustrated with photos and other art work. A recent interview with a Byerly employe concerned his love of Italian cooking. It included a photo of the employe and a family recipe for cannelloni.

Some articles deal with food-related items such as cookbooks.

The arrival of the Shriners' Circus and the Peking Opera-Theater and a gala reception at an art gallery have been written up in the Bag.

Since last year, features on Wood's Chocolates, the Byerly Gallery and the Wine and Spirits Shop have appeared regularly. They are in the firm's newest outlet in St. Louis Park.

Wine Society

A recent story concerned the Byerly Wine Society's latest wine-testing party. Customers were told how they might become members of the group. Another issue carried an interview with Arthur Norby, sculptor, who was appearing at Byerly's Gallery with an exhibit from his Minnesota Heritage series.

Not an advertising sheet, the Bag does not mention in its articles brand names, prices or special deals. There are no coupons. The tone of the publication is informational. Its heavy-stock paper, professional art and photography are consistent with the quality image Byerly works to maintain. The chain does not run regular newspaper ads.

Publication of the Bag, Byerly said, costs "well under 15¢ an issue." Customer enthusiasm for the newsletter runs high. "People really let us know about it if the Bag comes out a day late," said Barbara Hansen, editor.

Convenience Stores to Continue Strong Growth

Though expansion will not approach the dizzying levels attained during the 1969-79 period, convenience food stores will nonetheless remain "the most viable growth segment of the food retailing industry" throughout the current decade, says a report by Forst & Sullivan, Inc.

Based on a 6% compounded annual inflation rate, total sales of convenience stores (excluding gasoline) will grow 188% from \$10.7 billion in 1979 to \$29.7 billion in 1989, the

marketing research firm predicts. With that, the sector's share of total food store revenues will swell from 6.0% to 10.4%.

Integral to this progress is continued physical expansion, as the number of stores in the U.S. increases 44% from 35,000 to 54,000 during the period. "There is little indication as yet that the civilian market is anywhere near saturation in respect to numbers of convenience stores, even in the regions of maximum present penetration," the 485-page study notes.

Indeed, the convenience store market is presently highly skewed geographically, with 57% of all units located in four of the nation's nine census regions (South Atlantic, East South Central, West South Central and Mountain). Collectively, these regions account for only 37% of the nation's population. As such, rapid expansion is anticipated in regions where penetration is low in relation to total households: Middle Atlantic, Midwest and Pacific.

Target Center Cities

Target areas include center cities—virtually untapped at present—and smaller towns in the Sunbelt and West. Migration to smaller towns and villages "will strongly buttress the expansion of convenience stores. Most of these places have too few households to support a single supermarket with today's high break-even point," Frost & Sullivan points out. A trade area of 1,000 households is required to support a convenience store today, sources say.

Other demographic factors favorable to the expansion of convenience stores include the increase in working wives and the emergence of young adults (20 to 34 years) as the most rapidly growing population segment. That age group currently comprises 63% of the composite of all convenience store buyers.

Other factors seen influencing the industry's growth include:

- Rapidly changing product line. Sales of dry drink mixes, snacks and yogurt are currently exploding in convenience stores, the study notes. What's more, escalating home ownership of microwave ovens is seen ushering in a wave of new convenience foods (along with frozen red meats) to convenience stores.

(Continued on page 32)

THE MACARONI JOURNAL

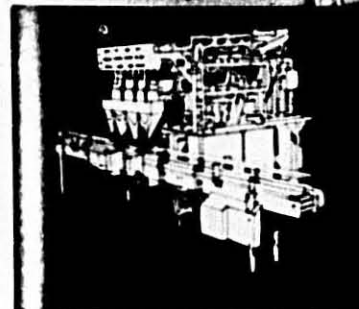
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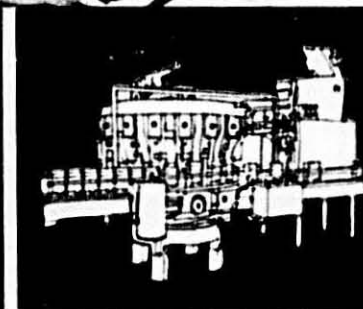
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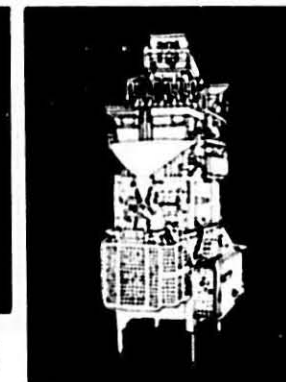
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WRIGHT MACHINERY DIVISION

JULY, 1981

Convenience Store Growth

(Continued from page 30)

• **The growth of food service.** Convenience stores are rapidly embracing food service, as young adults—their primary audience—are major food service patrons. Beyond this, the long hours of convenience stores favor the substantial breakfast and luncheon trades. Products seen benefiting most include hot and cold beverages, sandwiches, pizza, snacks, slush and convenience food offerings cooked in in-store microwaves.

• **The food packaging revolution.** The retort pouch will eventually open convenience stores to a vast array of entrees and complete meals no longer requiring frozen cabinet space (which most of these units lack totally or in any depth. Also, collapsible tubes will make jams, butter, spread and cheeses available in the kind of impulse packaging so vital to convenience stores," the report comments.

• **Changing trade practices.** A shift to wholesalers and central warehousing is expected to cut distribution costs materially and eliminate the necessity of buying full cases. Concurrently, systemized standard order procedures should put a dent in out-of-stocks. These changes should enhance gross margins and net margins—presently 29% and 4%, respectively. About half of convenience store deliveries are still on a direct (store-door) basis from route vendors.

Against this background, Frost & Sullivan suggests that aggressive food will step up development of convenience take-home foods, fast foods, private label products and staple traffic-builder items for convenience stores. These efforts will be accompanied by new pricing, packaging, promotion, advertising and in-store merchandising strategies designed to increase sales to this growing market.

For further information, contact: Customer Service, Frost & Sullivan, Inc., 106 Fulton Street, New York, NY 10038. (212) 233-1060. Report #772.

Pantry Queen Foods

The management of Pantry Queen Food Products, Inc., announced that

it has completed installation of a new, fully automated, multi product, production line and oversize nitrogen freezer tunnel at its newly renovated Chicago location.

The building at 1800 S. Kostner Avenue, in Chicago, was originally a Borden Company plant that provided them with excellent freezer and cooler facilities. In this new location they will manufacture, to specifications, Lasagna, Manicotti, Ravioli, Shells and Pasta Sheets, for private label or on contract. For the further packer or co-packer, their facilities will offer relief of a highly intensified labor operation.

Their freezing capabilities will also offer a service to the Sea Food industry.

Information can be obtained by calling 312-445-3049.

Private Label on Frozen Foods

Frozen dinners of all types, on foil trays with three or more compartments, were valued at \$580 million in retail in 1979. Of this amount nearly 25% were frozen chicken dinners, the chicken being breaded and fried. Yet of all this market, only 1.6%, as recorded by SAMI, was in private label of any type. Further, the percentage has remained constant over the previous year.

What kept dinners from achieving any penetration into private label were the low prices of the big advertised brands, Swanson, Morton's and Banquet. During the sixties, it was possible to purchase all of these major brands, at one time or another when on special, at prices as cheap as three for a dollar! Furthermore, the quality was quite acceptable. There was no way a private label brand of comparable quality could come in under those prices or even make much of an impression against the stickers of 39 cents to 69 cents, depending upon the brand and the ingredients, that were the standard price range for these products. Most of the large food chains tried to private label them at one time or another, some even raised the prices of the national brand so that their own brands would appear to be cheaper.

Since the great food inflation of 1973 frozen dinners have gone so high, that anything under \$1.00 is considered a "special." Given these circumstances, it again becomes possible to produce private label of competitive quality at lower prices. Far from hurting the dinner business, this may help it, for frozen dinners have been slowly losing ground to single-serving entrees, pizza, packaged fried chicken and various other products that are suitable for single-person households or lunches for children as well as adults.

Italian-style frozen foods are beginning to show growth in both private label and generic, though this is highly regional—in mainly in the Greater New York and Boston areas. The product which has shown up generically is ravioli, in the smaller sizes. The Northeast has a very large Italian population which has made introduction of private label products practical. It is not possible to determine the exact percentage of Italian frozen foods that are private label because SAMI does not break them out separately, but it is presently quite small.

Every indication is that there will be a spread of pastas—Italian items like lasagna, ravioli, manicotti and stuffed shells. The big item is going to be lasagna (several layers of very broad, ridged noodles, stuffed with cheese, tomato sauce and meat). Some lasagna is meatless, with just tomato sauce and cheese layers. The broad, convoluted pasta are called "noodles," and there are companies that specialize in making noodles or use in lasagna. These can be purchased in bulk, but the filling operation is usually manual. Private label lasagna is practical for a processor who does not form and bake the noodles as it is a growth product that is in tune with current eating trends. Lasagna also happens to be an extremely nutritious product, which is why it is a standard item on many school lunch programs and in school cafeteria. The potential for pasta products is immense, for there are many areas of the nation where they have not yet been introduced—and just filling the pipelines is going to greatly increase the volume. Of all the pasta products there is no question that lasagna will be the greatest volume mover.

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Spielman Debunks Celebrity Ad Myths

In his February 25 address to Association of National Advertisers Conference at the Plaza Hotel, New York City, Harold M. Spielman, President of McCutth/Spielman/Co. Communications Research debunked myths about celebrity commercials and presented research finding that shed common sense and logic on this much lionized advertising device.

The crux of Mr. Spielman's talk, "Star Power—Will The Force Be With You", was that the presence of a celebrity in a commercial does not automatically guarantee high brand awareness and increased sales. "A celebrity is nothing more than a shorthand communication device," Spielman said. "Success is not tied to the mere presence of a celebrity in your commercial but, rather, to how well that celebrity's image has been matched to your product and selling proposition."

"For example," Spielman continued, "a great deal of money and effort have gone into the making and marketing of a star. A star comes to you with a well established set of personality traits and images which the public automatically associates with him or her: Pat Boone is clean-living and deeply religious; Bob Hope is Mr. America; Don Rickles is obnoxious and insulting; Joan Rivers is a knucklehead; Elisha Belushi is a slob. The advertiser must closely scrutinize, all those images and associations that the consumer instantly conjures up when a given star appears, and determine how well these images fit the product and selling story."

Will It Fit

"Unfortunately," said Spielman, "too many advertisers put the cart before the horse. They'll hire a celebrity first, without regard to appropriateness or fit. In fact such advertiser may not even need a celebrity. Cautioning advertisers to "beware of the mushrooming celebrity mythology and the Circean lures of those whose business it is to package and sell stars," Spielman noted that "everybody is not using celebrities. The phenomenon is not as extensive as commonly believed. Major studies conducted by M/S/C and other re-

searchers have disclosed that the incidence of celebrity commercials on air is no more than 10% of all commercials."

"Moreover," Spielman added, "as many celebrities fail as succeed." Citing an extensive M/S/C investigation of celebrity commercials, encompassing hundreds of examples tested over the past 12 years, Spielman revealed that less than half achieved above average scores on individual measurements of brand Clutter/Awareness and Attitude/Motivation change, and that only 1 out of every 5 scored high on both evaluative measurements.

Although M/S/C's resale indicated that certain types of celebrities had better track records than others (entertainment personalities were more effective than non-entertainment personalities; women were more successful than men; athletes and veteran dramatic actors surpassed youthful males and comedians), Spielman emphasized that there is no magic formula for picking a celebrity presented "a given celebrity may be very popular and have an outstanding Performer Q score, but the images and associations projected by that star may be totally unfit for your brand and key selling propositions."

Matching Process

To illustrate the matching process, Spielman reviewed several case histories. Starting with four indisputably beautiful women promoting female grooming aid, he showed how two projected desirous high styles and values that fit the message and appealed to the products' target audiences, while the other two failed abysmally because women regarded these particular female stars as threatening and predatory. Other good-versus-bad examples were shown for athletes, comedians and dramatic actors.

Among the examples shown by Spielman were several pre-tests which he noted are "an economical, inexpensive way of determining if you've got a good match prior to investing—and perhaps wasting—thousands of ad dollars in star fees and production costs." He added that "animatics have proven by predictive of their finish of counterparts. Drawings of celebrities are easily identifiable, and their voices are imitable."

Spielman concluded his talk with a set of identifiable good hosts for getting the most out of the celebrity device.

Talk of the Trade

"Talk of the Trade—A Food Broker Glossary" has just been published by the NFBA Education Foundation. It is one of the most practical and useful reference guides available for those involved or interested in the industry.

Inside the bright red cover of this book are hundreds of definitions for terms commonly used in all aspects of the food business from retail to commodities.

The glossary's use is by no means limited to the food broker firm. Manufacturers, processors, distributors, wholesalers, and retailers will all find "Talk of the Trade" an invaluable reference source for their offices.

Terms such as "plus out, bingo card, reach and frequency, purge, work-back calculation" are just a few examples of the glossary's contents. It also spells out commonly used abbreviations for terms and trade associations. "Talk of the Trade" can eliminate much of the time lost by an employee searching for an explanation of an unfamiliar term. Space is provided in the book for the user to insert additional terms.

"Talk of the Trade" will also be of great value to school and university libraries for students of the food industry.

The new glossary is another effort by the NFBA Education Foundation to advance professionalism in the food industry. The NFBA Education Foundation is a non-profit organization founded by the National Food Brokers Association to work for the benefit of the industry. Producing teaching, training and educational aids are just some of the activities of the NFBA Education Foundation.

Copies of the 72-page, spiral bound, "Talk of the Trade" are available from the NFBA Education Foundation at \$5.00 per copy.

To obtain copies, send orders to the NFBA Education Foundation, 1916 M Street, N.W., Washington, D.C. 20036. Checks should be made payable to the NFBA Education Foundation.

THE MACARONI JOURNAL

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Corrugated Board Test Labs Offered Program to Evaluate Accuracy and Uniformity

A new 'Facts' program to periodically check the accuracy and uniformity of corrugated board tests is being offered by the Fibre Box Association and Collaborative Testing Services, Inc. 'Facts' is an acronym for the co-sponsoring agencies.

The program will include comparison of bursting strength, flat crush and edge compression test results. Participants will be able to sign up for any or all tests and for any number of laboratory instruments. The annual fee of \$150 per test per instrument will cover four quarterly sets of test data. Additional instrument or tests can be added at any time.

Participating laboratories will receive ten 12" x 12" samples of board, randomly selected from a control run, for each test. They will run their own tests, and submit their results along with details on equipment, methods and other factors. In return, they will receive a complete printout

of test averages and standard deviations for all participants. Each participant will be identified by a code number, with only the laboratory knowing its own identity.

Advantages

The program offers these advantages to participants:

- Serves as a check of instrument calibration and operator test technique;
- Compares the level and precision of each laboratory's testing with other laboratories;
- Reduces unnecessary instrument calibration costs by signaling when re-calibration or overhaul is needed;
- Reduces the risk of disputes caused by testing errors;
- Improves levels of quality control by assuring uniform and accurate testing; and
- Provides documentation of testing capabilities.

Independent test laboratories, the test facilities of both FBA member and non-member corrugated box makers, and quality control labora-

tories maintained by corrugated box users are invited to participate in the program. Laboratories outside the North American continent are asked to pay an additional \$5 per instrument (total \$155) to cover higher postage.

Sponsors

The Fibre Box Association, representing box makers, is co-sponsoring the program in the interest of customer confidence in the industry's product. One of the 40-year-old national trade group's basic objectives is to cooperate in the maintenance of a high standard of product quality.

The other co-sponsor, Collaborative Testing Services, Inc., will conduct the test program with assistance from its Research Associate Program at the National Bureau of Standards. CTS is a non-profit organization of associations offering a wide range of collaborative testing programs.

Brochure Available

A brochure on the program and application forms are available from CTS, 5343A Greensboro Drive, McLean, VA 22102, phone (703) 442-0433

JULY, 1981

Pasta Perfect!



There's no...

People who want to stay trim should realize the nutritional value and low caloric content of pasta products.

Pasta products in this country have inherited a reputation. **This is an undeserved reputation. — totally out of line with the proven facts.**

It's time somebody set the record straight by informing the weight-conscious and waist-conscious public of the real nutritional value of pasta products. Enriched pasta products can provide a significant portion of an individual's Recommended Daily Allowance of niacin, riboflavin, thiamine, iron and Vitamin B.

Pasta products are also excellent sources of complex carbohydrates. The new HEW and USDA dietary guidelines suggest that increasing the intake of complex carbohydrates is a positive health measure.

Plus pasta products can help a person lose weight and waistline inches by providing the bulk necessary to quiet hunger pangs.

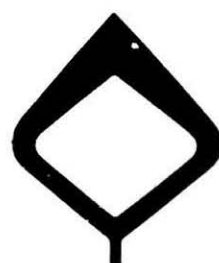
The caloric fact is that pasta products compare favorably in calories with yogurt. The chart below shows the actual comparison.

How pasta dishes compare with yogurt

	PASTA (serving — one cup)	YOGURT
MACARONI	hot 155 calories cold 117 calories	250 — 100%
MACARONI & CHEESE	hot 288 calories	250 — 100%
NOODLES (EGG)	hot 200 calories	250 — 100%
SPAGHETTI	hot 155 calories	250 — 100%
SPAGHETTI TOMATO SAUCE & CHEESE	hot 190 calories	250 — 100%
SPAGHETTI TOMATO SAUCE & MEATBALLS	hot 258 calories	250 — 100%

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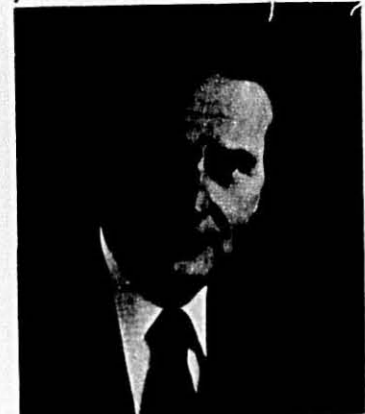
ADM also supplies quality bakers shortening, corn sweeteners, CO₂, soy protein and vital wheat gluten for the baking industry.



Elinor Ehrman

ABOUT THE SPEAKERS

Elinor Ehrman, senior Vice-President, Burson Marsteller, has been in charge of women's activities of the New York office of the public relations firm that was originally known as Theodore R. Sills, Inc. She has supervised the macaroni account for many years.



Thomas E. Drohan

Thomas E. Drohan is president and chief executive officer of Foremost-McKesson, Inc., a major U.S. corporation headquartered in San Francisco, California.

With net sales of over \$3.7 billion, Foremost-McKesson's business interests include foods, distribution of drugs and health care products, chemicals, wines and spirits, and land development.

A native of Massachusetts, Mr. Drohan received a B.A. degree with honors from Harvard University in 1949. Following two years as an officer in the U.S. Army Signal Corps, he joined Best Foods Company in New York as a sales and marketing



Darla Tufto

Darla Tufto, Nutrition Specialist for the North Dakota State Wheat Commission for the past three years, is certified by the American Dietetic Association.

A graduate of North Dakota State University, she is active in several professional societies: She is Legislative Chairman of the North Dakota Nutrition Home Economics Association Newsletter; Secretary of the Bismark Area Dietetics Association.

She writes a bi-monthly column "Nutrition News", for the North Dakota Electrical Cooperative, and "Nutrition '81" for the North Dakota Wheat Commission Progress Report.

C. Joan Reynolds, Executive Director of the newly formed Wheat Industry Council, Rockville, Maryland, was formerly vice-president and director of the Wheat Flour Institute, a division of the Millers' National Federation in Washington, D.C.

She has directed the Institute's Bread Fair program, Sandwich Contest, and other flour promotion activities. She previously was executive national advertising and promotion

trainee, and two years later was made manager.

Following assignments as Director of Marketing, General Manager of Foremost Grocery Products Division and Marketing Vice President, Mr. Drohan became a Vice President of Foremost McKesson, Inc., which resulted from a merger of Foremost Dairies Inc., and McKesson Robbins, Inc. He was named President of Foremost Foods Company in 1972, in 1974 became a director of the Corporation, in 1978 he became President and Chief Executive Officer of Foremost-McKesson, Inc.



C. Joan Reynolds

director of the Dairy Council of Greater Kansas City.

She is a graduate of Iowa State University with a B.S. in foods and nutrition, and served a dietetics' internship at Yale-New Haven Medical Center. She received a master's degree from the University of Missouri at Kansas City. She is a native of Iowa and was raised in Montana.



Stevan R. Holmberg

Utilizing the membership survey of last fall, the input at the Boca Raton convention, and meetings with the Executive Committee, Dr. Stevan R. Holmberg, Associate Professor of Management at the American University, Washington, D.C., will present plans which will include the association's mission statement; formulation of the association's general objectives; planning the program mix and services; determining general resource or financial strategies over the next five years.

These plans will first be presented to the Board of Directors and after their review, to the entire membership.

PROGRAM

77TH ANNUAL MEETING

**National Macaroni Manufacturers Association
La Costa, Carlsbad, California**

Sunday, July 12

- 9:00 a.m. Board of Directors Meeting in Lindora Room.
- 6:30 p.m. Welcoming Reception for New-Comers at Poolside.
- 7:00 p.m. Welcoming Reception for Everyone.
- 8:00 p.m. Dinner with Presidential Address by Lester R. Thurston, Jr. in the Vallarta Room

Monday, July 13

- 8:00 a.m. Breakfast of Celebrations for Everybody in the Vallarta Room, featuring Dr. Phil Smith, Medical Director, La Costa Spa. Dr. Stevan R. Holmberg, American University, and Representatives of Burson, Inc.:
Don Egensteiner, V.P./WorldWide Creative Director;
Bert Rosenberg, V.P./Director of Account Management;
Alan Campbell, V.P./Management Supervisor;;
Don Green, Account Supervisor;
- From Burson-Marsteller:
Elinor Ehrman, V.P./Senior Counselor, Food Division;
Andy Cooper, V.P./General Manager, Creative Services;
David Canty, Marketing Group Nutritionist.
- 2:00 p.m. Golf Tournament — See Golf Pro
- 7:00 p.m. Suppliers' Social in the Palmas Room.
- 8:00 p.m. Italian Dinner in the Vallarta Room.

Tuesday, July 14

- 9:00 a.m. Implementing Long-Range Plans by Committees and Special Interest Groups — Vallarta Room.
- 2:00 p.m. Tennis Mixer.
Afternoon at leisure — golf tournament.
- 7:00 p.m. Suppliers' Social at Poolside.
Evening open to dine in a room of your choice.

Wednesday, July 15

- 8:00 a.m. Macaroni Manufacturers' Breakfast Meeting in Vallarta Room.
- 9:00 a.m. General Session on Product Promotion in the Theatre.
- 9:00 a.m. Elinor Ehrman, Senior Vice President, Burson-Marsteller.
- 9:30 a.m. Darla Tufto, Nutrition Specialist, North Dakota Wheat Commission.
- 10:00 a.m. C. Joan Reynolds, Executive Director, Wheat Industry Council.
- 10:30 a.m. Thomas E. Drohan, President, Chief Executive Officer, Foremost McKesson, Inc.
- 11:30 a.m. Convention Committee Reports.
- 12:00 noon Directors' Organizational Meeting in Palmas Room.
- 7:00 p.m. Suppliers' Social in Palmas Foyer.
- 8:00 p.m. Banquet in the Vallarta Room.

Food Processing Can Cut Fuel Bills \$152 Million

More than \$152 million or the equivalent of 5 million barrels of imported oil can be saved annually in the food processing industry, a private study shows.

By using microprocessor control systems for industrial process steam boilers, the industry can save from \$100,000 to \$2 million annually in energy costs per boiler, says a study by Honeywell's Energy Management Information Center.

The microprocessors, linked to boilers by a network of sensors, monitor and control the fuel-air mix so that boilers operate at peak efficiency. This microprocessor system also helps control pollution and improves boiler safety by preventing a dangerous buildup of unburned fuel, the Center said.

"Use of this technology does not require major equipment replacement or retrofitting, additional operators or large capital investment," said Roger N. Schmidt, a spokesman for the Information Center. "The 1978 tax credit for purchase of these modern control systems, coupled with immediate energy savings and short paybacks of less than a year, makes these control systems financially attractive to industry."

In 50 working installations of microprocessor-controlled boilers in energy-intensive industries across the country, the typical energy saving has been 5 percent, Schmidt said. Based on that saving, the Honeywell study found that:

- The potential annual energy cost savings from microprocessor control of boilers in the food processing industry, which includes canned and frozen foods, soft drinks, and milk and meat products, are \$152 million.
- Microprocessor control of boilers in the food processing industry can save the equivalent of 5 million barrels of imported oil each year—enough energy to heat 182,000 Americans homes.
- Potential annual British thermal unit savings from microprocessor boiler control for the food processing industry are 28 trillion Btu's.

- Annual energy cost savings for boilers of different sizes and fuel types range from \$100,000 to \$2 million.

Individual Boilers

The amount an individual boiler can save depends on age or condition of the boiler, its capacity and load demands, fuel type, number and complexity of functions controlled and its present control system, the study said.

Each boiler must be evaluated individually to determine what type of control system is the most cost-effective to manage energy use. Frequent shifts in load requirements, usually the most difficult boiler condition to control for energy use, will often bring the highest savings.

"Fuel is the largest part of the annual operating and maintenance costs of process steam boilers. It's not unusual for annual fuel costs to exceed the purchase price of a boiler in large energy consuming industries," Schmidt said. "With an average boiler life of 40 years, the potential for energy savings through modernized controls is great."

Large Users

The food processing industry is the sixth largest industrial energy consumer. Sixty-nine percent of all the energy used in this industry is dependent on natural gas and oil—two fossil fuels highly vulnerable to price increases and supply shortages.

The Honeywell study examines industrial energy costs reported for 1979, along with data from the U.S. Departments of Energy and Commerce. Other sources for the study include: Oak Ridge Associated Universities, General Energy Associates, the National Association of Manufacturers and the report of the Harvard Business School Energy Project—"Energy Future."

Industry Has Gone on Energy Diet

The ten U.S. industries which are the most voracious consumers of energy are learning gradually how to curb their appetites, an industrial energy efficiency report from the Department of Energy notes. Between 1972 and the end of 1979, the report says, these industries improved their en-

ergy efficiency by 15.4 percent. Five of the industries—chemicals, petroleum, food, transportation equipment and machinery—had surpassed their 1980 efficiency targets by the end of 1979. The others will either meet their targets shortly or come close. The ten industries, DOE says, have reduced their demands for energy since 1972 by the equivalent of more than one million barrels of oil a day, compared to the energy they would have used at 1972 efficiencies.

Accentuating the Obvious: Some Often-Overlooked Energy Leaks

Source: *Modern Materials Handling*

- Outdoor air dampers not airtight
- Dirty air filters.
- Thermostats that aren't adjusted for cloudy days, evenings, weekends or little-used areas.
- Signs that are too bright or lit at unnecessary times.
- Oversized or improperly maintained electrical motors.
- Equipment that runs when not used.
- Off-peak electrical rates that are not fully taken advantage of because of improper scheduling.
- Steam of hot-water boiler leaks.
- Gas pilot lights that stay on in warm weather.
- Steam-pressure or water-flow rates that are too high.
- Efficiency analyses that aren't run daily.
- Hot water that's used unnecessarily
- Mechanical feeds that can be replaced with gravity feeds.

Water Meter

A new, low-priced "Catch-a-Wasta" water meter designed to inhibit malicious water wasting in individual apartments and/or special areas of industrial plants, is now available from the Jerman Company, 165 Sussex Street, Hackensack, N.J. 07601; telephone 201-487-7444.

Created from components imported from Israel, and assembled in Hackensack, N.J., the "Catch-a-Wasta" meter can be easily installed by any plumber, or handyman with plumbing savvy, on any size water line, in

an apartment or industrial area.

According to state law, landlords have every legal right to install a "Catch-a-Wasta" meter in any apartment they desire, and tenants have no way of tampering with its silent operation.

This unique bronze-encased unit has a proven value in inhibiting wastage of water in apartments, and encouraging conservation and better maintenance in industrial areas.

Since the water shortage crisis shows no sign of any immediate alleviation, and both homes and industry are groaning under the penalty of water company fines, the "Catch-a-Wasta" is helping volume water users to find relief from their current water bill dilemma.

Optical Monitoring System

Key Instruments, Inc., of Gardena, California, has introduced an optical monitoring system for the food processing industry which can "read" labels, analyze registration, or anything else coming off a press or down a conveyor belt. In fact, with the Visual Optical Quality Monitor, 100% non-stop unattended inspection is possible in three separate locations at the same time.

Each camera in the Visual system can be "taught" to see at any angle, including upside down. And since no part of the system ever gets near the field being monitored, it's ideal for reading wet ink, moving webs, or objects being conveyed.

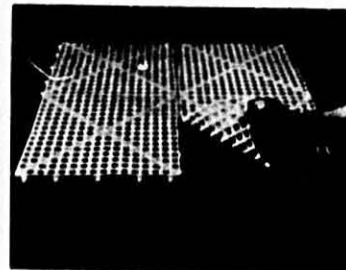
As a piece comes off the press or through the line, the camera freezes the image and reports it to the computer which in turn reads the image for errors or other desired information. In this way, Visual can read any font; color, ink starvation, and find cracks, pits, and breaks; and heck serial numbers for sequence. According to Key Instruments Chief Executive Officer, Jim Green, "The Visual system can greatly reduce errors, limit down time, and increase productivity while showing an almost immediate return on investment."

"In comparison with human monitors, Visual outperforms by as much as 100 to 1," states Green. "For instance, a human's attention span is

about 12 minutes and his effective working day is just 3½ hours, while Visual's attention is non-stop. And Visual's memory is permanent, whether discerning colors or reading numbers."

Operating a Visual system requires no in-depth employee training, and all initial installation and instruction is provided by Key Instruments' factory technicians.

For more information on the Visual Optical Quality Monitor, contact Key Instruments, Inc., 1520 West Rosecrans Avenue, Gardena, California 90249. Phone 213-324-1194.



Protection from Wet, Hard Floors

New Dri-Dek interlocking floor tiles from Kendall Plastics, Inc. offer two benefits in one floor covering — protection from wet, slippery floors plus relief from fatigue.

For wet areas, Dri-Dek drains liquids and dirt while elevating feet above these unsafe materials. Dri-Dek's anti-skid, self-draining surface turns wet, hazardous floors into safe, comfortable surfaces. And Dri-Dek's special vinyl contains fungus inhibitors to fight bacteria even in the wettest conditions.

In stand-up operations, Dri-Dek's flexible design cushions against the pain and mental strain of standing.

Dri-Dek stands up to oils, acids, grease, alkalis, salt, and a lot of solvents. The square-foot tile design lets you choose the exact length, width, or shape you want to cover. And it doesn't take any special skill (or added cost) to install Dri-Dek. The tiles quickly interlock without special tools or parts.

Dri-Dek tiles come in six safety colors.

For more information and a free Dri-Dek sample, contact Kendall Plastics, Inc., P.O. Box 787NR, Kendallville, IN 46755, or call 219/347-0700.

Russo Selected IPW Council Chairman for 1981

Joseph Russo is the newly named chairman of the International Packaging Week Council. Russo, the chief representative of the Society of Packaging and Handling Engineers on the IPW Council, is manager of the Eastern Sales office of Chicago Mill and Lumber.

International Packaging Week Pack Info 81, this year to be held in Philadelphia's Civic Center November 9-12, will include a new PMAI Machinery Engineering and Product Information Show, meetings, seminars and the traditional "Packaging Man of the Year" banquet held by the Packaging Education Foundation.

Russo said that approximately 65 seminars are being planned during the Tuesday-Thursday dates. Monday, November 9 will be reserved for individual organizations' meetings.

The five sponsoring organizations of the week are the American Management Association, Packaging Education Foundation, Packaging Institute, Packaging Machinery Manufacturers Institute, and the Society of Packaging and Handling Engineers.

For registration or further information about Pack Info 81, write Richard Akagi at the American Management Association, 135 West 50th Street, New York, NY 10020. Or telephone (212) 586-8100.

Buyers' Guide Correction

The listing for Food Engineering Corporation on page 42 of the April issue was incorrect.

Their correct address is: Food Engineering Corporation, 2765 Niagara Lane, Minneapolis, MN 55441. Phone (612) 559-5200.

They design and build custom made machines, coolers, dryers, storage and accumulating systems and diverse equipment. Mr. Ralph Burgess, president.

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A BETTER PRODUCT

Finally we have the capability we've been trying to achieve for hundreds of years—drying macaroni products from the inside out. Until now we have had to wait for the product to sweat or rest so that the moisture would migrate to the surface, when we could again dry some more in small stages. We had to be careful not to case harden the product so the moisture would not get trapped, thereby causing the product to keep drying on the outside, but not properly and to check at a later date when that moisture finally did make its escape.

Microdry actually produces a better product than does conventional processing. The superior taste, the cooking strength and bite when ready to eat, and the color enhancement and micro-bubbles when presented in the package. We will be pleased to submit samples of product made on the same press, same die, same raw material, but dried in conventional and Microdry units. You will readily see the color difference, cook and taste the bite differences and measure for yourself the starch sluff off each product.

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- Makes a product with better color

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Plant Manager of a leading mid-west operation

■ All future equipment will be Microdry.
Technical director of a large pasta plant

■ I guess the greatest compliment I can pay to Microdry is that if we were going to install another Short Cut line in our Operation it would definitely be a Microdry Microwave Dryer.
Executive Vice President, pasta manufacturer

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- LIPTON 2 units
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- GILSTER MARY LEE 3 units
Chester, Illinois
- WESTERN GLOBE 2 units
Los Angeles
- PILLSBURY CO. American Beauty Division 2 units
Kansas City, Kansas
- SKINNER 1 unit
Omaha, Nebraska

Pasta drying operation from production line comparisons by two processors. Shows total energy saved.

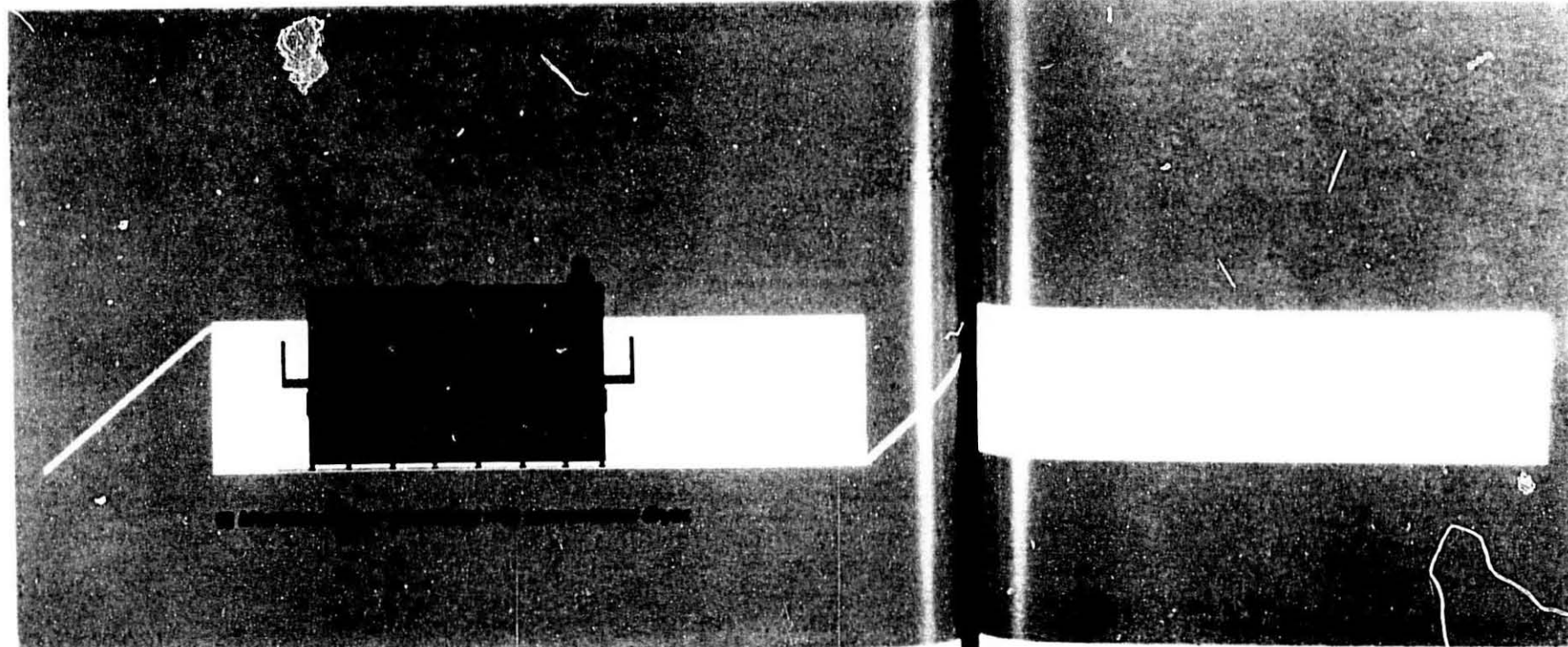


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Pasta Express

Gleaming and contemporary, Pasta Express is designed to look like a chic spot on the Via Veneto although it is actually a quick-service restaurant aimed at the lunch market in Providence, Rhode Island.

The restaurant was built in the Providence Arcade, a 150-year-old structure where the first floor tenants are all restaurants, food stores, or food-oriented stores.

"Our challenge," said interior designer Robert J. DiLeonardo "was to create a sophisticated Italian-European atmosphere in a marvelous old building that looks like a Greek Temple. I think both Socrates and Sophia Loren would be pleased with the results."

Aimed to Lunch Market

With Pasta Express, which is aimed at a quick-serve, lunch market, DiLeonardo was asked to create a modern atmosphere that was "wholesome, airy, uncluttered, and had a crisp feeling for diners." DiLeonardo is the founder and president of an award-winning firm which bears his name.

The restaurant's owners who also operate Capriccio's in Providence, see Pasta Express as an alternative to the fast-food burger and sandwich retail outlet. The menu consists of moderately priced cooked-to-order Italian cuisine to reach the market that has a half- to three-quarter hour lunch break.

Avoid "Herd" Lines

The 2,300-sq.-ft. restaurant is divided into ordering, dining and take-out service areas. Because of the buffet-style serving line and take-out procedures of ordering and receiving food, the owners wanted to be sure people did not feel "herded" in line. For the designer, traffic flow became a major consideration.

What developed was an ordering station and pickup station where customers move along an L-shaped counter behind which are fresh fruits, antipasto salads, Italian desserts and beverages.

The restaurant, which opened last October, generates a monthly sales volume of about \$60,000 on an average check of about \$2 or \$3.

The dining area is predominantly white with stainless steel and touches of green and red. Pasta is made on

site by a woman visible in the front window and is sold to eat in, take out or buy by the pound. The pasta maker draws customers, according to the marketing director Vincent Cimini.

"People have their noses to the glass, watching, asking questions" and eventually buying the pasta, he said.

In addition to pasta, the restaurant serves fish, poultry, and pocket sandwiches, which are specially created Italian breads stuffed with sausage and meatballs. For people on their way to work, Pasta Express features cappuccino, espresso, pastries, granola, fruit, omelets, brioche and orange juice.

Pasta Express is a prototype of several more to come, Cimini said. The owners hope to have four restaurants located in malls within a year.

Malls are preferred "because you have a captive audience. Downtown you have to fight to keep people around after 6 p.m., but not in a mall," Cimini said.

R & F Sales Manager



William J. Pazak

William J. Pazak has been named Sales Manager of Ravarino & Freschi Macaroni Products Company, St. Louis, Missouri, it was announced recently by Ben J. Muhlenkamp, President of the Company. Mr. Pazak will be responsible for the sales of R-F, Red Cross, and New Mill Brands. He will report directly to Jim Masterson, Vice-President of Sales and Marketing.

Prior to joining Ravarino & Freschi, Mr. Pazak served as District Sales Manager for Durkee Foods,

Consumer Food Group, St. Louis, Missouri. Prior to that he served as Regional Sales Manager for Frisk Foods, Cincinnati, Ohio and as Zone Sales Manager for McCormick & Company, Grocery Products Division.

Mr. Pazak is a member of the Allied Food Club of St. Louis and the National Food Brokers Association.

He is a graduate of the University of Illinois at Champaign. Mr. Pazak and his wife reside in Ballwin, Missouri with their three children.

Ravarino & Freschi Macaroni Company manufactures a complete line of pasta products marketed under the brand names of R-F, Red Cross, and New Mill Kluski.

Buitoni Launching Consumer-Targeted Promotion Campaigns

Buitoni Foods Corporation will be launching extensive promotion campaigns during the balance of 1981, it was announced by William P. Smolka, Buitoni Vice President of Sales and Marketing.

The company will focus on consumer-targeted promotions as it turns towards a classical marketing approach for its diversified Italian food product line.

As a first step, marking its dedication to becoming a marketer of significant size and importance on a national basis, Buitoni recently assigned its frozen food, pasta and sauce accounts to Compton Advertising, Inc.

Initially, the major portion of the advertising budget will be spent in "a half dozen Eastern markets," Smolka reported. "The budget has increased significantly this year, and our efforts will go towards our key markets," he said. Baltimore/Washington was identified as a principal focus market under consideration.

Buitoni will rely more heavily on newspaper couponing than in the past, during the months new advertising copy is being developed. Plans for Baltimore/Washington include six major coupons drops, totaling 5,000,000 15¢ coupons, in the Washington Post and Baltimore Sun/News American and a \$1.00 point-of-purchase refund offer to encourage multiple purchases by consumers.

Food Concerns in the Restaurant Business

About 38% of American food spending in 1979 was in restaurants, sales says Ronald Paul of Technomic Consultants, a Chicago-based consulting firm whose clients include restaurants.

Mr. Paul says, and that rate could reach 50% by the late 1980s. He doesn't expect a sharp rise in meals away from home, but predicts consumers will eat better, moving up in "dining experiences."

Consumers eschewing fast food will find company in General Mills, Inc., perhaps the most successful restaurant operator in the food industry. Chairman E. Robert Kinney aims for good, basic food at low prices, hoping to emerge as "the Bisquick of family restaurants. He favors sticking to the middle, providing "no fast food and no white tablecloths."

Mr. Kinney also argues against franchising. To avoid problems with service and focus, "we believe in owning our restaurants," he says. "We have better control."

Growth has been a major attraction of restaurants. At General Mills, restaurant earnings have surged roughly 23% a year over the past five years, nearly double of 16% hold an average. Earnings of Pillsbury restaurants, including Burger King, grew at a 21.5% compound rate the past five years.

At Heublein Inc., as well, a recovery in its Kentucky Fried Chicken units may boost earnings. After a maturity-improvement and redecoration program, earnings at the subsidiary are rising rapidly. William Maffei, food analyst at Merrill Lynch, Pierce, Fenner & Smith, says Heublein's compound annual earnings could shoot up to 15% from the past five years if Kentucky Fried Chicken is turned around.

Management technique is at issue, Mr. Maffei says. "You can't manage the restaurant industry like you manage food," he declares. "You don't start with massive advertising and will everybody to come on in and eat your burgers. Heublein had to learn that the hard way, but once they did, they sent their employees to school to improve service, cleanliness and quality."



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Established companies with quality consumer products, good distribution and effective management should inquire. Our main interest are foods, beer, wines, pet food, health and beauty aids, cameras, jeans, etc.

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For now, the going will be rough. But William Babcock, a consultant who doctors up faltering chains, gives food companies the greatest chance for survival in the restaurant business.

"The strong will survive, the weak will die," says Mr. Babcock. "But it's the food companies that have the strength, the sophistication and the capital to make it."

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Mademoiselle Food Department

Amy Levin, Editor-in-Chief of Mademoiselle Magazine, announced the appointment of Vicki Poth as Food/Nutrition editor. The position is a new one at the magazine and marks the first time that Mademoiselle has established a separate food department. The move, designed to centralize all food and nutrition information, is indicative of the magazine's commitment to providing more extensive coverage of the food market. In the first three months of 1981, Mademoiselle devoted thirty-three editorial pages to food and nutrition.

Ms. Poth will edit all food features within the magazine's new "Living Well" section. This section, which began in the June issue, underscores the magazine's swing to a more lively, more defined editorial style. It will open with a cover page introducing the main features within the section and will include "Flash in the Pan" — a forum for freelance food writers, and the Diet News column to be written by Stephanie Young. June food features include "Pizzas with Pizzazz"; "Sorbetes — Fast Fruit Ices" and "Steam Heat."

Mademoiselle's Home/Entertaining Editor Bo Niles will continue to present entertaining ideas, home

decorating news and wines and spirits information.

Releases on home decorating and wines and spirits should be sent to Ms. Niles; food, nutrition and diet news to Ms. Poth.

Lean 'n Lavish Cookbook

Dart & Kraft, Glenview, Ill., for its Light n' Lively processed cheese is offering a Lean n' Lavish cookbook. The cookbook contains 30 recipes for low-calorie reducing diets and is free with a proof of purchase from any size package of Light n' Lively processed-cheese product. Full-page ads in Better Homes and Gardens, McCall's, Family Circle, Southern Living and Sunset magazines are being used for the promotion. The ads include a cents-off coupon.

Campbell Sales

Campbell Soup Company sales for the third quarter, which ended May 3, increased 13% to \$706,005,000 from \$626,396,000 in the third quarter last year. Net earnings for the third quarter, however, declined to \$29,652,000, or 92¢ a share from \$33,942,000, or \$1.03 a share, a year earlier.

For the first nine months of Campbell's 1981 fiscal year, sales advanced 13% to \$2,190,372,000 from \$1,940,655,000. Earnings for this nine-month period increased to \$104,015,000 from the \$103,633,000 reported in the first nine months of fiscal 1980. Earnings per share increased 2% from \$3.14 to \$3.20.

R. Gordon McGovern, President, said the 1981 results for 1981 include Swift-Armour S.A. Argentina, the South America meat producer and Campbell's major supplier of cooked beef which was acquired at the end of last year. This acquisition, which accounts for a major portion of the sales increase, has continued to generate losses which during the third-quarter period were approximately 7¢ per share; the impact for the nine-month period was approximately 20¢ per share. "We recognize upon acquiring Swift-Armour that we would have to improve its results, and we are making significant progress," Mr. McGovern said.

In addition to the impact of Swift-Armour, the Company continued its

increased level of marketing expenditures in an effort to broaden and maintain consumer awareness of Campbell brands. Volume, exclusive of Swift-Armour, which declined in the Company's first and second quarters, increased in the third period, representing about 20% of the sales gain.

The per share figures were also, exclusive of Swift-Armour, adversely affected by foreign currency translation adjustments between years by 7¢ in the quarter and 4¢ in the nine months.

Whey Products Vice President

Charles H. Roach has been promoted to vice president — whey products of the Food Ingredients Division of Foremost-McKesson Foods Group.

Roach joined the company in 1966 as manager of marketing services. Prior to that, he was division manager of advertising and sales promotion at Crown Zellerbach Corporation. In 1978, he became director of marketing and sales for the Food Ingredients Division.

In his new position, Roach will direct the procurement, production, marketing and sales of whey products used as nutritional ingredients in a wide range of food and pharmaceutical products. Foremost-McKesson Foods Group is the world's leader in whey processing technology and is a principal operating unit of Foremost-McKesson, Inc.

New Member

The Douglas Company of Toledo, Ohio is a group of architects, engineers and contractors. Their in-house staff of talented and experienced professionals solves problems and can direct projects from feasibility through design, to completion.

The company's philosophy of total service has been applied successfully to three areas of construction: commercial projects involving some of the nation's most successful retailers; industrial projects of varied scope and size, and both high-rise and garden-type multi-family housing projects.

Directors of Marketing J. Brian Butler and his associate, Stanley Treghillis, will be attending the NIMMA convention in La Costa.

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— 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

Jack E. Rossotti, Vice President

George Leroy, Vice President and Marketing Director

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