

**THE
MACARONI
JOURNAL**

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Macaroni Journal

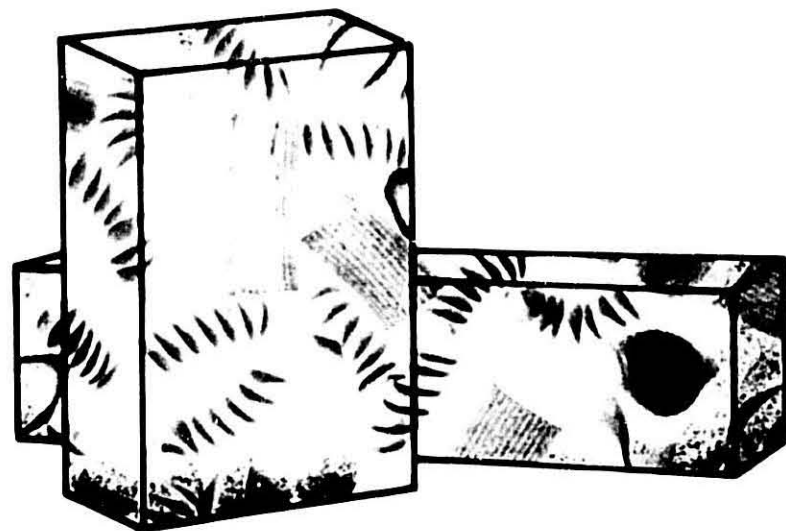
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JANUARY, 1983



A LOOK AHEAD

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The

Macaroni Journal

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Editorial: The Pasta Industry's Future...
Special: Pasta Industry's Future...
Articles: Pasta Industry's Future...
Illustrations: Pasta Industry's Future...

Officers

President: P. V. ...
Vice President: M. L. ...
Secretary: R. M. ...
Treasurer: R. S. ...

In This Issue

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Directors

M. V. ...
W. B. ...
D. D. ...
G. ...
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D. H. ...
C. M. ...
R. B. ...
J. E. ...
E. I. ...
P. V. ...
W. ...
R. W. ...
L. ...

Happy New Year!

Happy New Year! ...
The Macaroni Journal ...
I hope you had a very happy and successful year ...
I wish you all the best for the coming year ...
I hope you will continue to support the Macaroni Journal ...
I hope you will continue to support the Macaroni Journal ...

A LOOK BACK - A LOOK AHEAD

Andy Anderson, general manager, Ronco Enterprises, Memphis, says: "1982 was a year of increased trade promotion, some in the range of 25-30%. This made for an interesting



L. M. Anderson

year, for both profit and volume, and any increased sales of name brands came about at the expense of others, or the increased sale of private label and generics.

The economy for 1983 is predicted as brighter. We should see a switch back to name brand quality, and an increase in per capita consumption, especially with the National Pasta Association merchandising "Pasta is not fattening", and the 210 calorie meal."

Ted J. Settany, President, Prince Foods Company, Lowell, Massachusetts comments:

"1982 reflects a beginning in the pasta industry drive to change prevailing negative consumer concepts on the nutritional value of pasta. The National



Ted J. Settany

Pasta Association public relations efforts in this respect are showing very favorable results.

Also, research reveals that advertising and feature support for pasta in the top 24 markets of the US increased 64% in 1982 versus 1981, catapulting the pasta category to 9th place for features in the ranking of all food categories.

Both these trends optimize Prince management's views of the pasta industry for 1983."

Paul A. Vermeylen, President, A. Zerega's Sons, Inc., Fair Lawn, New Jersey:

"Regarding the 'State of the Industry', I would say that 1982 has continued the holding pattern that we have experienced for the last few years, but with some tonnage improvement nevertheless. However, I have complete confidence that with all the publicity that pasta has been receiving we are near the point of breaking out into an appreciably higher level of per capita consumption. The cumulative effect of all the good news about pasta should begin to be felt in 1983."

Robert Ronzoni, President, Ronzoni Macaroni Company:

"In 1982, the pasta industry welcomed the trend toward stabilization of raw materials.

Growth was small, but consumer awareness of pasta products was high. Import activity accelerated at a greater rate than ever before, affecting markets also outside the Northeast.

The existing pattern of slow growth, additional plant capacity and import competition will, no doubt, continue in the coming year."

Vincent DeDomenico, President, Golden Grain Macaroni Co., declares:

"1982 has seen renewed growth for the pasta industry. The image and publicity about pasta is changing. It will take a long time to get past the "starch" connotation to the "complex carbohydrate" image, but we are starting. 1983 should see an acceleration of this trend."

G. Clinton Merrick, President, C. F. Mueller Company, Jersey City, says:

"The Mueller Company is having a fine year with growth occurring in most of our pasta lines. Competition in the Northeast continues to be fierce as imports compete for available and warehouse space.

We have just made our first move outside the dry pasta arena with the introduction of Mueller Pasta Sauces and Sauces to test market. This is a line of high quality dry mix side dishes to be served as a variety replacement for potatoes and rice."



G. Clinton Merrick

John R. Williams, President, Western Globe Products, says:

"Business in 1982 was interesting with all of the new entrants stirring their feet wet and jockeying for their position. Every foot of shelf space became a war as corporate decisions to meet 3-5 year plans became tougher. Return on investment will be more difficult to explain the only explanation being 5 down the road will look better

L. Thomas Gartner, Vice President, Consumer Food Group, Princeton, says:

"Pasta volume in retail grocery outlets will be up 3-4% in both volume and dollars in 1982, outperforming the rest of the grocery store on the volume measure. Prospects for future volume growth are good since pasta is fundamentally "right" for the consumer. It meets increasingly important consumer needs for good value, variety, and convenience."

(Continued on page 5)

THE MACARONI JOURNAL

ing its image as a nutritionally sound food. Important issues do exist



L. Thomas Gartner

in the industry but it's encouraging that the basic consumer environment is positive."



John D. Herrick

John D. Herrick, Chairman of the Board, General Mills Canada, Ltd., says:

"The Canadian market for dry pasta is expected to show growth in volume in the order of 4% last year with growth in dollars of approximately 12%. VS 1981, Lancia Pasta continued a strong growth pattern in 1982, recording volume and dollar sales growth above the prevailing market percentages. 1983 is expected to be another good year for the Canadian dry pasta market; we anticipate an industry tonnage growth rate of 3%. Lancia Pasta is expected to show tonnage growth that at the very least matches the market growth rate."

JOSEPH M. LICHTENBERG NAMED PRESIDENT OF NPA

Joseph P. Viviano, Chairman of the Board of the National Pasta Association, announced the appointment of Joseph M. Lichtenberg as President effective January, 1983. The National Pasta Association represents the nation's pasta makers and their suppliers.

In making the announcement Viviano said, "The National Pasta Association has just concluded two years of intensive strategic planning to determine the direction and structure of the Association to coincide with the pending retirement of our current executive secretary, Mr. Robert M. Green. Mr. Green will retire from that position as of July 1, 1983 after 34 years of service to the National Pasta Association, formerly known as the National Macaroni Manufacturers Association.

The strategic plan was adopted in 1980 by the membership and called for a restructure of the association into functioning councils, a change of name, and plans to identify an executive to replace Mr. Green.

Comes from Kroger

Lichtenberg is the southeastern regional public affairs executive for The Kroger Co. He has a seven state region in which he is responsible for government and regulatory affairs, media and community relations for Kroger Food Stores, Kroger Manufacturing, Processing plants and SuperX Drug Stores. He began his public affairs career in retailing 13 years ago at the Kroger corporate office with responsibilities for public relations, employee relations, and public affairs.

Lichtenberg is immediate past Chairman of the Board of the Georgia Retail Association, a founder and board member of the Atlanta Public Broadcasting Association, and a graduate of Leadership Atlanta. Georgia Governor George Busbee appointed him to serve on that state's Consumer Advisory Board. He was formerly a Captain in the U.S. Army and received a Bachelor and Master of Science in Business from Ohio University.

Green Will Continue

Robert M. Green will continue to serve as Executive Secretary until his retirement in July. "Mr. Green has served this association with distinction



Joseph M. Lichtenberg

He is responsible for the fine reputation we enjoy today and has, over the years, developed a national reputation in the industry. Because of the complexity of the transition phase Mr. Green has agreed to serve as an active consultant with offices in Palatine, Illinois. After his retirement, he will continue to serve as Executive Secretary Emeritus of the Association and editor of the Macaroni Journal," said Viviano.

Move to Washington

The offices of the National Pasta Association, which are currently in Palatine, Illinois, a Chicago suburb, will be moved to the Washington, D.C. area by mid-1983 as part of the strategic plan, according to Viviano. The purpose in moving the office is to take advantage of the proximity of other food and allied associations, the Federal government and to develop an ongoing working relationship with the wheat industry, food processing manufacturing, grocery store, and other manufacturing groups.

"After an extensive search, the selection committee was pleased to identify Joe Lichtenberg as the new executive for the association. He is charged with the responsibility of the further implementation of our strategic plan with emphasis on nationwide product promotion."

Viviano is President of the San Giorgio-Skinner Company (now a Division of Hershey Foods). He is a third-generation pasta manufacturer, having succeeded his father, Peter J. Viviano of Louisville, Kentucky. The chair-

(Continued on page 6)

New NPA President

(Continued from page 3)

man-elect of the National Pasta Association is Anthony H. Gioia, who serves as President of the RHM Macaroni Company, Buffalo, New York, who is also a third generation pasta maker. In addition, the immediate past president of the NPA, Lester R. Thurston, Jr., recently retired Chairman of the Board of the C. F. Mueller Company, served as Chairman of the Selection Committee.

At the International Durum Forum

N.P.A. President Joseph P. Viviano in extending greetings from the Association to the sixth International Durum Forum celebrating the 25th anniversary of the U.S. Durum Growers Association referred to the long range planning accomplished over the last two years.

He stated: "We were attempting to complete a strategic plan to define just how our industry would combat the many changing elements of the business world. That plan is now complete, and we plan to follow this strategy with help from you growers, our allied suppliers, and our manufacturers to sell more durum-made pasta products.

"Pastaville and good quality pasta made from durum wheat are a major part of our pasta product promotion.

About the Industry

"A bit about our industry: We produce about 2 billion pounds annually which is about 10 pounds per person. Retail value is about \$1 million. Last year the increase in retail tonnage was about 4 percent including private label and generic. Over the last five years tonnage of pasta has grown at three times the rate of general foods in the retail grocery store.

"This has been a good year for pasta sales, and like anything good and growing, we have competition. In the past we have a major threat from Italian imported pasta which is projected at about 70 million pounds, all subsidized by the Italian government.

"Last month I visited with North Dakota Senators Andrews and Burdick, and they are very sensitive to the problem. With this year's good crop of fine quality and attractive prices,



Joseph P. Viviano

we should do well selling the American public.

"We reviewed the 1983 plans of the National Pasta Association last night with representatives of the North Dakota State Wheat Commission and the U.S. Durum Growers Association. We look forward to a continuing and stronger working relationship with both groups.

Close Working Relationship

"We have always had a close working relationship with members of both organizations and the staff of the Wheat Commission. They have assisted us greatly in the past as well as more recently in the restructure of our Association. Mel Maier has been an active member of the Industry Advisory Council with the U.S. Durum Growers Association members providing valuable insight, as well. Special thanks also to Darla Tufto and the pasta nutrition, education, and research committee which she chairs. We will soon have a complete nutrient profile of pasta. We appreciate her time and knowledge and the efforts of the committee members.

"Commission dollars, that we need so much, have helped us in the consumer promotion programs that we sponsor. These funds have enabled us to reach millions each year through direct consumer advertising and foodservice promotion."

Winter Meeting
February 20-24, 1983

International Durum Forum Report

"U.S. farmers are burdened with record crops of wheat, corn and soybeans, yet in most other industries such record production would be regarded as a blessing and not a curse. It should be made that surplus resulted from unusually good weather and reduced demand for U.S. grain because of world recession and strength of U.S. dollar. Bad weather or weakness in the dollar could quickly drain U.S. grain stocks." — Seaboard Allied Milling letter, Nov. 10.

Depressed prices and increased stocks in the face of decreased exports were what was bothering the growers. They were pleased and encouraged by the report made by National Pasta Association President Joe Viviano that pasta sales are up some 4% this year and have risen 3½ times faster than flat general grocery sales in the past three years. He showed the News Bureau Program and Electronics Media additions to the pasta promotion for 1982-83 and called for their increased support.

25th Anniversary

The U.S. Durum Growers Association was celebrating its 25th Anniversary and all of their past presidents were on hand to preside at various sessions. They were: Richard Crockett

(Continued on page 8)



Pattie Cook, Miss U.S. Durum

THE MACARONI JOURNAL

North Dakota Mill is one of the top mills in the nation for many reasons! Leo Cantwell, marketing director, is proud of the fact that the most modern milling equipment is used to mill the finest, highest quality durum wheat in the world.

Superior laboratory and testing facilities assure you of quality con-

trol. Your macaroni products will be the best when you start with durum products from North Dakota Mill.

One of our top priorities is to back our products with responsible, personal service. Jane Rowland and Kathy Hjelden take great pride in handling and processing your orders through our customer sales center.

Your complete satisfaction is very

important to us. That's why at North Dakota Mill, we deliver service.

the durum people

NDM

NORTH DAKOTA MILL
Grand Forks, North Dakota 58201
Phone (701) 795-7000

We Deliver Service.



Durum Forum

Continued from page 8

(1957-61), Al Kenner (1961-66), John Wright (1966-71), Harold Hofstrand (1971-79), Norman Weckerly (1978-82), and the current president, Monroe Schello.

NPA Executive Secretary Bob Green had a slide presentation tracing the relationship of the durum growers, durum millers and pasta manufacturers for the past 25 years.

Speakers

George Fletcher, president of the Pallisers Wheat Growers Association in Saskatchewan, described the problems of the Canadian grower. An antiquated system of freight rates, unchanged for 85 years, has led to losses by the railroads and lost sales by the growers all making for a complex political problem that has no easy answer.

Jim Hammill, Director of Information, Federal Reserve Bank in Minneapolis, declared the major objective of the Federal Reserve System is to impact the supply of money for price stability. The tax cut of 1981 was the most significant in history but it was too much, too fast. While it is bringing down inflation, interest rates are still too high. Funding of the public debt will take one out of every two new dollars of credit next year. The deficit is the problem and must be cut.

Frank Prason of the Foreign Agricultural Services stated that exports are running at a rate of two-thirds of last year's volume. Greek durum, subsidized by the Common Market is taking business away in North Africa. Algeria is an unknown quantity this year. Italy is taking some Arizona durum flour quality but attractive price. Venezuela is a good customer and getting better.



Presidents of U.S. Durum Growers Association: Standing, left to right: Harold Hofstrand, John Wright, Al Kenner, Dick Crockett. Seated: Monroe Schello, Norman Weckerly.

Dick Crockett asked Mr. Prason that with the surplus U.S. durum which in the past has been sold for hard dollars and not credit — why it could not be used as a loss leader to help get rid of its surplus and other grains to North Africa, China and Russia. Mr. Prason says the U.S. doesn't use loss leaders.

At the evening banquet Dick Crockett showed slides of a recent trip to China by a North Dakota delegation headed by the Governor. There are marketing opportunities but we will have to work at it.

Sweepstakes Winner

Among the durum samples Danny Alseth, a high school boy in Future Farmers of America at Stanley, had the Sweepstakes winner with 61# Crosby. He won the NPA Sweepstakes plaque. Other winners included Mike Lee with 63# Crosby, and Dustin Heckman with 62# Crosby, both from

Alkabo. Craig Shoemaker of Stanley had a 62# Vic sample. Dennis Enderson of Minot had a 62# Vic entry.

The Creamette Company sponsored Dave Osborn of the Minnesota Vikings to distribute trophies and handle other duties. Posters and displays were all around town and the local press, radio and television were touting the events.

Pastaville Pictures

Left Hand Column:

1. Pastaville USA signs.
2. Tractor in Shopping Center with pasta products.
3. Speediest Spaghetti Slurpers.
4. Macaroni Mama and grandson.

Right Hand Column:

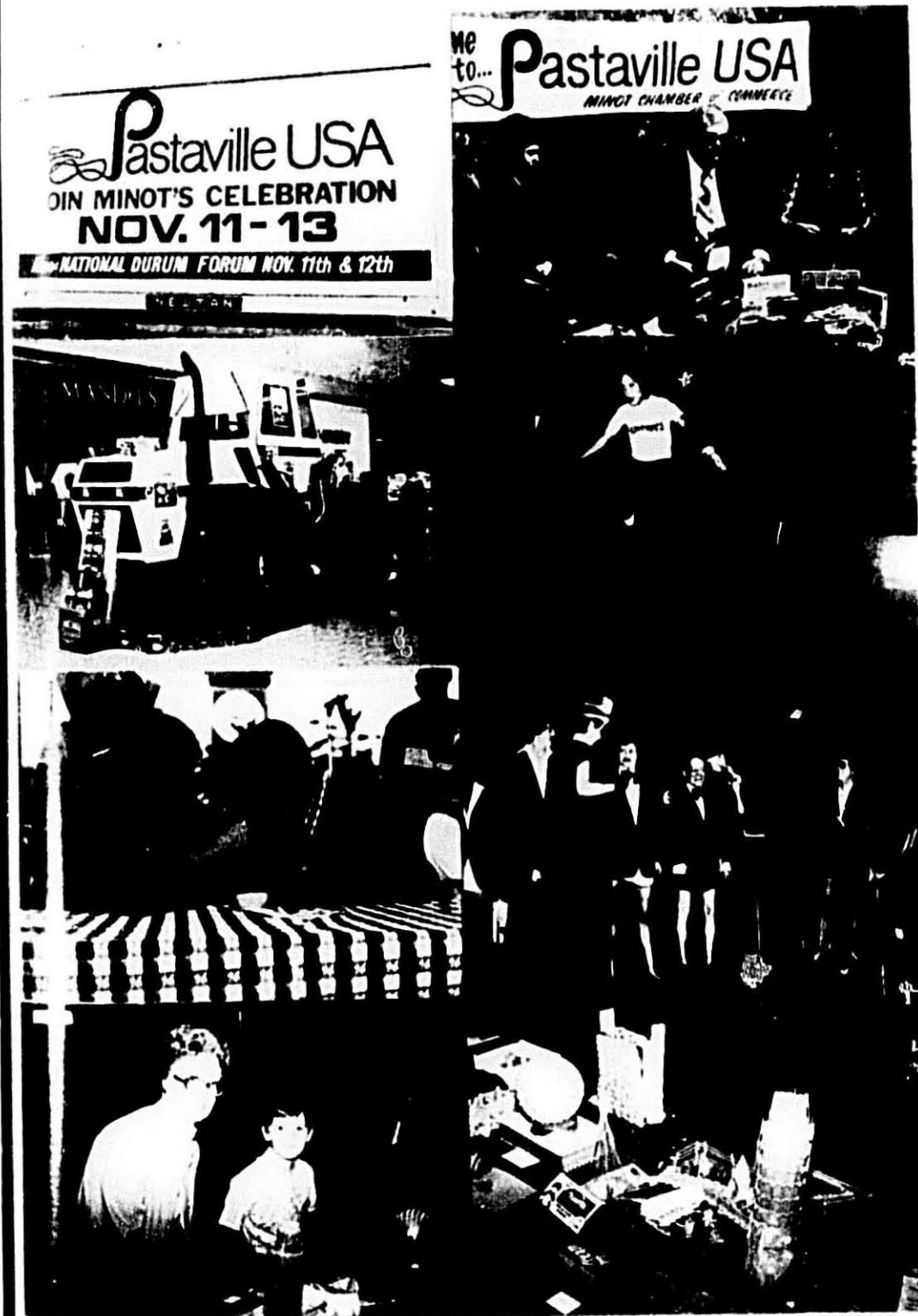
5. Chamber of Commerce Super on and planning.
6. Pastalympics participant in the Lasagna Leap.
7. Mr. Spaghetti Legs Contestants.
8. Pasta Sculpture.



Checking Samples: Howard Jacobson, A D M, Minneapolis; Ross Road, State Seed Department, Fargo.



Winners on display at Town & Country Shopping Center.



Pastaville U.S.A.

What is more American than macaroni and cheese or tuna and noodles? And what is more North Dakota than durum? Put them together and you come up with macaroni products made from a naturally good North Dakota Wheat and Pastaville USA.

Pastaville USA originated in Minot in November, 1980, to call attention to the importance of the one billion dollar pasta industry to Minot, the state, and the nation. North Dakota produces 85 percent of this country's durum wheat which is the principal ingredient in the two billion pounds of pasta product consumed annually. The third annual Pastaville USA celebration was held in Minot November 11-13 in conjunction with the International Durum Forum.

New Events Added

Several new events were added to the Pastaville celebration: a Pasta Momma contest was held which is similar to a Mother of the Year contest. Children wrote in why their Mom should become a Pasta Momma.

Ten-year-old David Baker wrote: "I want my grandma to be Pasta Momma, because no one makes pasta like her, and she has raised me since a baby. She goes to hockey games and says it keeps her young, and she's our Pasta Momma, and we love her."

Mrs. Baker was honored at a reception sponsored by Ramada Inn and received many gifts including a brand new micro-wave oven. She helped judge entries in the "Oodles of Noodles" Pasta Sculpture Contest held at Town 'N' Country Center.

Patty Cook, a Minot disc jockey was named Miss U.S. Durum Queen.

Mr. Spaghetti Legs, USA, a new event, was also added where male contestants modeled their legs fashion show style.

Pastalympics Repeated

Dave Osborn, a former pro football running back with the Minnesota Vikings and a native of Cando, North Dakota, was the Honorary Master of ceremonies of Pastalympics, a series of sports oriented games and contests for students in grades three through eight. More than 250 students competed in the events which had a unique pasta twist to them. Lasagna Leap, for example, was the high jump over a two foot stack of mock lasagna. Other

events included the Pasta Basket Shoot, Pastaville Course, Noodle Jump, Spaghetti Sprint, and the Pasta Peddle. The day-long competition took place at Dakota Square Shopping Center on November 13. And, of course, returning Pastaville activities included Pasta World, a series of food boutiques serving pasta dishes from around the world and the Spectacular Spaghetti Supper held at the Minot Municipal Auditorium where 3,000 spaghetti meals were served.

Samples

Joe Pash of C. F. Mueller Company coordinated the effort that brought samples and sales materials from the following pasta manufacturers to Pastaville: American Beauty, Buitoni, Creamettes, Gioia, Golden Grain, Lipton (Pennsylvania Dutch), Luxury, Mueller, Prince, Ravarino & Freschi/Red Cross, Ronco, Ronzoni, San Giorgio-Skinner.

Rigatoni Run - Hockey Game

The Third Annual Rigatoni Run, a five and ten kilometer race for junior and senior runners and a Speediest Spaghetti Slurpers Contest, to determine who could slurp the most strands of spaghetti were also highlights of the Pastaville celebration.

The Pasta Cup Hockey Game — a hockey match between the Air Force Academy Juniors from Colorado Springs and the Minot Collegiates — was another annual event.

Complete Cooperation

Throughout the week of November 8 the City of Minot was decorated with Pastaville USA banners and Pastaville signs throughout the streets and city. Display competitions for the best Pasta scene exhibits were open to financial institutions and grocery stores. Barlow's won the plaque for best grocery store display in the Pastaville celebration; First National Bank won in the financial institution group.

Also, schools served pasta to their students during the week, windows were decorated, and generally the City of Minot was converted to Pastaville USA.

Active Committee

Craig Benell, Chairman of the Event, and his committee of the following workers did a great job: Dave Braun, Lowell Latimer, Bonnie Casper-Kluck, Tammy Hamm, Dave Kary, Mary Jane Sautner, Hardy Lie-

berg, Steve Murphy, Pam Davy, Laci Boyd, Deb Wright, Larry Kaulaan, Mike Leary, Bobbie Talcoit, and Tom Judd. Also, Ben Hoag and Duane Peterson for their part in the Durum Forum.

Quarterly Durum Report

November—U.S. Dept. of Agriculture

Prices Weaken

The Crop Reporting Board on October 1, 1982, forecast production of U.S. durum wheat at 151 million bushels (4.11 million metric tons), 19 percent below last year's record high production, but 39 percent above 1980. The area for harvest of 4.27 million acres was down 26 percent from 1981, 12 percent less than 1980 and the smallest area harvested since 1979 of 3.93 million acres. Yields are expected to average a record high 35.4 bushels per acre compared with the previous record high of 33.1 bushels in 1978, 32.3 bushels last year and 22.4 bushels in 1980. Durum wheat harvest made good progress in North Dakota in early September as favorable weather prevailed. By the end of September, 98 percent of the durum acreage was combined compared with 100 percent last year and an average of 89 percent. Good weather kept sprouting and other quality loss at a minimum. In Montana, more than adequate soil throughout the growing season resulted in an excellent durum wheat crop. Farmers were storing most of the better quality durum and most offered in the spot market being of poor quality caused the high quality durum to be in good demand. Spot offerings containing under 75 percent hard kernels, grading amber, were discounted 5 cents per bushel and under 60 percent hard kernels, grading durum, were discounted 10 cents.

Stocks Increase

According to the Crop Reporting Board, U.S. durum wheat stocks in all positions as of October 1, 1982 totaled 222 million bushels (6.04 million metric tons), 17 percent greater than last year's 189 million bushels (5.15 million metric tons). Farm holdings accounted for 82 percent of the total of 181 million bushels (4.93 million metric tons) and off-farm stocks were 40.9 million bushels or 1.11 million metric tons accounting for the remaining 18 percent. Last year's farm holdings

(Continued on page 77)

THE MACARONI JOURNAL

Quality product... when you need it!

- Bulk truck delivery of No. 1 Semolina direct from the mill in a matter of hours.
 - Load-cell scaling for super-accurate weights.
 - No demurrage costs as a result of stacked up cars.
 - Complete control of loading and unloading schedules.
- For year-round super semolina service...



Seaboard Allied Milling
DEPARTMENT OF CARGILL, INC.



Durum Report

(Continued from page 10)

were 148 million bushels (4.02 million metric tons) and off-farm 41.7 million bushels (1.13 million metric tons). Disappearance of durum wheat during the June-September period totaled 36.5 million bushels (992 thousand metric tons) compared with 56.6 million bushels (1.54 million metric tons) during the same period last year.

Exports

The growing global recession continues to restrict foreign trade and U.S. exports of durum wheat during the first quarter of the crop year totaled only 16.3 million bushels or 442.5 thousand metric tons, a decrease of 8.9 million bushels or 241.7 thousand metric tons in comparison with the previous year's 25.2 million bushels (684.2 thousand metric tons). The largest importers were Italy with a total of 177.2 thousand metric tons and Algeria and Venezuela taking another 135.8 thousand, accounting for over one-half of the total imports for the period. Durum exports out of Duluth/Superior since the opening of the shipping season through October 29, 1982 totaled 22.1 million bushels (603.4 thousand metric tons) compared with 27.5 million or 747.3 thousand metric tons during the same period one year ago.

In Canada

According to Canadian statistics based on September 15th findings, farm acreage for the 1982 durum wheat plantings to 3,750,000 acres. The yield per acre was 31.1 bushels producing 116.5 million bushels. One year ago, farmers planted 4,200,000 acres but with the yield at 26.0 bushels per acre only 109.4 million bushels were produced. The visible supply of durum wheat in licensed storage and in transit October 20, 1982 totaled 792.9 thousand metric tons compared to 846 thousand metric tons last year. Canadian exports of durum wheat in the June-September period increased to 849.0 thousand metric tons. Algeria, Italy and the U.S.S.R. were the major importers taking a total of 666.4 thousand metric tons.

U.S.-Soviet Wheat Trade

Neal Fisher, marketing specialist, North Dakota State Wheat Commission, in analyzing U.S.-Soviet wheat

trade says the significance of the Soviet market in U.S. trade circles is obvious to wheat producers who during the past three years have annually exported one-tenth of their production to the USSR. The Soviets became a major factor in the U.S. market in 1972-73 when they purchased one-third of the total U.S. wheat exported that year.

The prolonged Soviet absence from U.S. wheat market since March of this year has had a depressing effect both on prices directly and psychologically.

Fisher says Canada and France both have grain supply agreements with the Soviet Union and have recently made substantial sales under terms of those agreements. "Canada recently sold 7.6 million tons (280 million bushels) of spring wheat, durum, and barley, while France having sold an initial 300,000 tons, is expected to sell 2.5 million tons (95 million bushels) of soft wheat to the USSR this year."

USDA has lowered the U.S. export projection for wheat from 1,775 million bushels to 1,700 million bushels primarily as a result of reduced Soviet import needs. "Competition to supply the USSR with wheat and feedgrains is intense," Fisher says, "as demonstrated by the French restitution (rebate) of \$82.50/ton (\$2.25 per bushel) on the sale of French wheat to the USSR. Any additional sales from Canada and the European Economic Community are likely to further reduce the potential for U.S. sales to the Soviet Union."

Research the Key to Future Wheat Success

This year's record U.S. wheat yield of 35.7 bushels per acre is still less than one-fifth of a proven possible yield, according to a leading U.S. Department of Agriculture official.

"Contrary to many opinions, wheat yields are far below their potential," said Lee W. Briggie, USDA National Research Program Leader for Small Grain Cereal Crops. "The documented record yield of wheat in the United States is 209 bushels per acre. We now average about 17 percent of that proven production level."

Briggie's remarks came at the first National Wheat Research Conference held Oct. 26-28 at the USDA Beltsville (Md.) Agricultural Research Center

north of Washington, D.C. World population and long-term, increasing demand for wheat will necessitate maintaining the dramatic rise in wheat yields, he said. He expressed optimism about the ability of agricultural research to meet this need.

"Net wheat production can be improved substantially, despite the annual toll of disease, insects, harsh weather, poor soil, and post-harvest losses," Briggie said.

Basic research will yield hardy wheat varieties efficient in photosynthesis and the use of water and fertilizer. Improved management and farming practices will reduce chronic pre- and post-harvest losses.

One of the most promising avenues to higher yields, however, may be the "tremendous, almost untapped reservoir" of genetic material available from wild relatives of wheat, said Briggie. Although transferring genetic traits to wheat is a difficult task needing additional research in genetics and cytogenetics, successes have already been made, the Agricultural Research Service scientist noted. One of the first was the transfer of resistance to the disease stem rust from emmer (*Triticum dicoccum*) to the 'Hope' and 'H44' varieties of wheat. *Agropyron intermedium*, intermediate wheatgrass, has been another wild relative of wheat useful in transferring resistance to stem, leaf, and stripe rust pathogens.

"These related species represent an invaluable source of useful genes for the future improvement of wheat," Briggie said. "By the year 2000, genetic engineering may provide the research scientist with additional tools to meet the global challenge of food production."

RHM Research Center Outlines Work

The RHM Research Center Report for 1981 and 1982 makes very interesting reading. In the foreword, Dr. J. Edelman, director of research, notes that the beginning of the '80's has created new challenges which have led to significant changes in the conduct of RHM development and research. The main challenge has been the need to adjust the nature of activities in response to the production requirements of the operating com-

(Continued on page 16)

Braibanti
is always



- ★ in assuring confidence to pasta factories all over the world
- ★ with the most advanced technology
- ★ because of experience acquired throughout the world

When there is
"HIGH" Temperature
to be considered,
the preference
of the customers
is

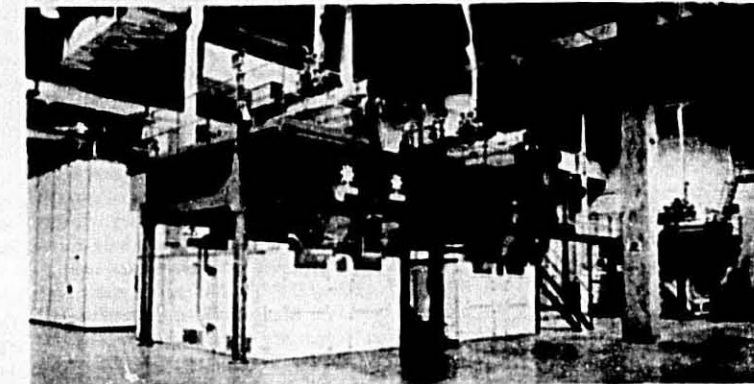
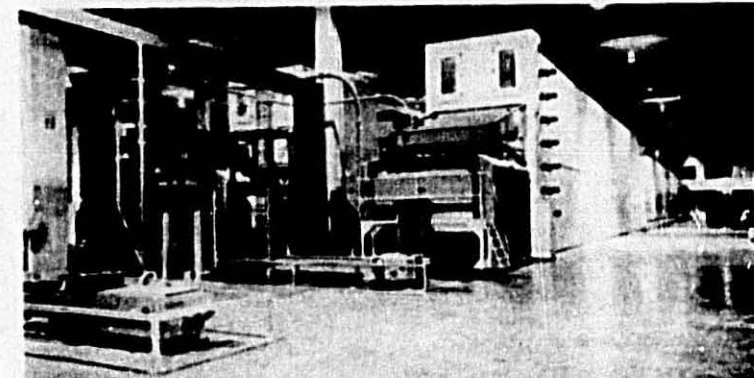
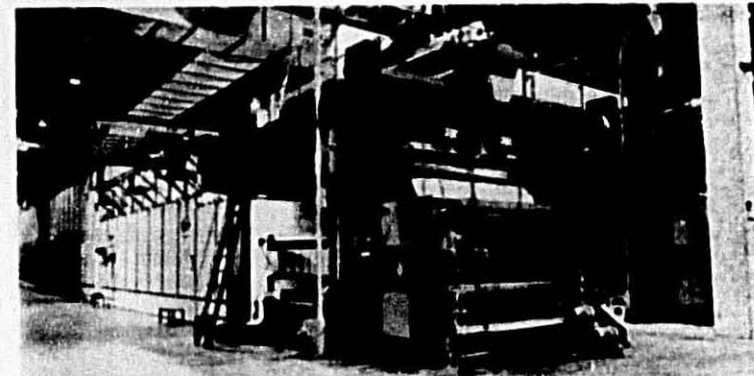


BRAIBANTI "HT" lines

- 48 in ITALY
- 11 in FRANCE
- 10 in U.S.A.
- 8 in JAPAN
- 5 in PORTUGAL
- 5 in SPAIN
- 4 in GERMANY
- 4 in U.S.S.R.
- 3 in VENEZUELA
- 2 in POLAND
- 2 in SWITZERLAND
- 1 in AUSTRIA
- 1 in BOLIVIA
- 1 in CZECHOSLOVAKIA
- 1 in FINLAND
- 1 in GREAT BRITAIN
- 1 in GREECE
- 1 in INDIA
- 1 in IRAN
- 1 in HOLLAND
- 1 in RUMANIA
- 1 in TURKEY

113 of which 53 are for long pasta,
60 are for short pasta . . .

. . . besides innumerable lines operating at INTERMEDIATE TEMPERATURE



View of the
new factory of
PRIME-LOWELL-U.S.A.
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RHM Research Center

(Continued from page 13)

panies. In particular, the center has continued to develop expertise in process control technology and in project engineering.

The Center's control technologists have combined with their divisional colleagues to design and install monitoring and control systems for a variety of processes. Similarly, the project engineers have become more closely involved in the activities of the RHM companies as they introduce new technology into food and feed production processes. A further change has been to tailor the Center's resources in line with the business needs of the group at a time when the economic pressures have been great.

The report gives an outline of the extent of the research and development work carried out and of its complexity. The Research Center's staff includes more than 300 persons who are chemists, physicists, mechanical, chemical and electrical engineers, statisticians, information scientists and computer personnel.

Wide Range of Activities

The introduction to the report notes that during the last two years their activities have been extended in the following important areas:

- Computer-based processed control technology for the automation of monitoring and control systems.

- The availability and safety-in-use of a wide range of raw materials and ingredients.

- Compositional and nutritional information on foods and feeds and the effects of processing.

- Energy conservation and process cost reduction by the efficient utilization of fuels in food and feed processes.

The report explains with illustrations and diagrams the organization and work of the center in its main categories, including:

- Mechanical Engineering: The design, development and commissioning of prototype production plant and machinery for food and feed processes.

- Project Engineering: The design, specification procurement and commissioning of process plant and equipment.

- Control Technology: The design and installation of process control systems in food and feed production.

- Technology Transfer: The analysis and presentation of business and economic opportunities arising from the application, acquisition and development of technology.

- Process Development: The application of food technology and engineering in the development of food processes.

- Collaborative Research and Development: Research development in collaboration with government and industry.

- Fermentation: The application of biotechnology to the utilization of natural materials in food production.

- Food technology: The cultivation, production, composition with quality of food and food ingredients.

- Nutrition and Toxicology: The nutritional aspects of food and feed production and quality.

- Biomolecular Sciences: The fundamental structure, composition and functional properties of cereals and related products.

- Analytical Services: A comprehensive service in the analysis and microbiology of foods.

General Mills Has Diversified Growth

Strong volume gains for many of its established and newer businesses, and record earnings for four of five industry groups highlighted fiscal 1982 operations of General Mills, Inc., according to the company's annual report. While General Mills officers anticipate a lower annual rate of growth in the current fiscal year, they express belief in the annual report that earnings again will establish a new record.

General Mills had an "outstanding year" in fiscal 1982, it is emphasized in comments to shareholders by H. B. Atwater Jr., chairman of the board and chief executive officer; F. C. Blodgett, vice-chairman, Consumer Foods, and D. F. Swanson, vice chairman, Restaurants and Non-Food Operations.

The fiscal 1982 results, Mr. Atwater, Mr. Blodgett and Mr. Swanson state, represent the 20th consecutive year of increase in earnings before extraordinary items. In fiscal 1982, they add, the company's return on average shareholders' equity was 19.1%, a new record. The return on average total capital invested in the business was 14.9%.

Turning to fiscal 1983, the General Mills executives comment, "We expect the economy to continue weak through the first half and to slowly improve in the second half. We also expect continued lower rates of inflation. Therefore, we expect our annual growth rate to be somewhat below that of fiscal 1982. We anticipate another record year and a new record earnings level."

Multifoods Dividend

International Multifoods Corporation announced the approval by its Board of Directors of a payment of 41.25 cents per common share, payable January 15, 1983 to common stockholders of record on December 28, 1982. The major portion of the payment is being made in lieu of a regular quarterly dividend, under a cash distribution plan approved by the stockholders of the company at the annual meeting in June, 1982. The increase of 1.25 cents over the prior dividend rate of 40 cents per common share is to permit the company to make final payment of the cash distributions under the IRS-approved plan.

William G. Phillips, Multifoods' chairman and chief executive officer, said, "I'm pleased to announce that the cash distribution portion of this payment has favorable Federal income tax effects for most holders of our common stock since it will be treated under the rules relating to return of capital and capital gains and losses. Development of this plan is another example of our diligence in maximizing return to our shareholders."

The exact amount of the payment which will qualify as a cash distribution under the plan will depend on the number of common shares outstanding on December 28, 1982. The amount of the payment will be treated as ordinary income for Federal tax purposes. The company said it would form record and beneficial stockholders of the precise breakdown on January 15, 1983.

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

Multifoods completed its most recent fiscal year on February 28 1982, with sales of \$1.1 billion and net earnings

of \$33.2 million or \$4.07 per share of common stock.

Minneapolis-based International Multifoods is a diversified food company operating principally in the United States, Canada, Venezuela, Mexico and Japan.

GTA Records Loss

The Grain Terminal Association sustained a loss of \$10.9 million in the fiscal year ended May 31, Allen D. Hanson, president, told 3,000 farmer-owners attending the St. Paul-based grain marketing and processing cooperative's annual meeting in Minneapolis.

Mr. Hanson said G.T.A. generated sales of \$2.3 billion on a grain volume of 442 million bus during the year. The sales and volume figures were off only slightly from records set the previous year, Mr. Hanson said, but low grain prices, narrow margins and high interest rates affected profits. A year ago, GTA had net income of \$19.6 million.

The loss was the first for G.T.A. since 1968 and the second since the cooperative began operations in 1938.

Farmers in 10 states shipped 441,460,000 bus of grain through G.T.A., a reduction of about 4% from the record 459 million bus handled the previous year.

Pillsbury's Dry Grocery Division

Pillsbury's Dry Grocery division is on a move—in fiscal 1982, profits increased more than 25 percent over fiscal 1981. It's part of a resurgence that began in fiscal 1981.

"Strong performance all around" created the upward swing, according to Dan McBurney, group vice president of Dry Grocery. "We have moved margins up, kept expenses down and managed the business at profitable levels," Mr. McBurney said. "Thanks to contributions from all key areas of the business—operations, sales, marketing, finance, and research and development."

The Dry Grocery division is composed of two business units: Value Added, headed by Dan Locke, vice president and business unit manager, and Basic Foods, recently taken over by Tom Gartner, vice president and business unit manager.

The Value Added unit consists of cake mixes, dessert mixes, frostings, hot rolls, corn bread, gravy, pancake mix, instant breakfast, Figurines, Sweet 10 and Sprinkle Sweet. The Basic Foods unit contains potato flakes, flour and pasta.

Taking Aim

"Our planning and programs in the marketing and sales area have been very strong," said Mr. McBurney. "We have a clear sense of priorities and we know what to concentrate on."

That "rifle-shot" approach—a marketing strategy that focuses on a carefully selected number of objectives—is one of the keys to the Dry Grocery division's success.

"Our objectives place strong marketing and sales emphasis on products we believe to have the best long-term potential in both profit and value," said Mr. McBurney. "Some of the products receiving emphasis include dessert mixes, Ready To Spread frostings and family flour."

Strong Momentum

The momentum established last year should continue this year with the rollout of several new products, including new Ready to Spread Coconut Pecan and Coconut Almond frostings, Pillsbury Plus Oats N' Brown Sugar cake mix and Boston Cream Bundt cake.

"We're going to have a good year," Mr. McBurney predicted, "but a challenging one, too. We're undertaking several significant tasks: introducing new products, making some major productivity improvements by consolidating warehousing and selling canned vegetables through our Pillsbury sales force rather than through brokers as in the past."

Mr. McBurney added, "All this is happening during a period of extremely competitive conditions in our marketplace. But I'm confident that Dry Grocery is ready to meet the tough challenges of the future."

Green Giant Introduces Six New Frozen Entrees

The Green Giant Company announced the introduction of three new baked entrees and three new twin-pouch entrees in supermarkets this fall.

Chicken Lasagna, Spinach Lasagna and Enchilada-Sonora Style have been

added to Green Giant's five-item baked entree line. Each of the lasagna variations is packaged in a paper tray, so it can be heated in a microwave oven as well as a conventional oven.

New items in the successful twin-pouch line are Chicken and Broccoli with Rice in Cheese Sauce, Beef Stroganoff with Noodles and Turkey Breast Slices in Gravy and White and Wild Rice Stuffing. The meat and starch portions of each entree are packaged separately in flavor-tight cooking pouches. They may be heated in either a microwave oven or in boiling water.

The Green Giant Company is a subsidiary of the Minneapolis-based Pillsbury Company.

Campbell Soup Sales Up

Campbell Soup Company reported increased sales and earnings for the first quarter of its 1983 fiscal year.

Net earnings in the first quarter, which ended October 31, rose to \$42,824,000, compared with \$39,453,000 in the same quarter last year. Earnings per share increased 9% to \$1.33 from \$1.22 per share in last year's first quarter.

Sales for the first quarter reached \$803,177,000, an increase of 9% over sales of \$739,769,000 in the same quarter last year. Unit volume was up 9% over the prior year's quarter.

"Campbell U.S. Division's national rollout of Prego Spaghetti Sauce and the strong western regional distribution of Le Menu frozen dinners contributed to a 4% division unit volume increase," R. G. McGovern, President, said. "Pepperidge Farm and Vlassic exceeded the U.S. Division's 4% level of increase and the International Division contributed approximately 2%. New acquisitions, primarily Mrs. Paul's Kitchen added a 5% increase to the corporate total."

Campbell's increased level of marketing continued in the quarter from fiscal 1982, McGovern said. Marketing expenses for the quarter were up 27%, with advertising expenditures alone increasing 32%.

Mr. McGovern noted that these results were achieved in an uncertain economy.

Plant Operations Seminar
Harbour Castle, Toronto
March 21-22-23-24, 1983

New Production Facilities For Prego Sauce

Campbell Soup Company is investing more than \$2 million in new production facilities at its Camden, N.J. plant, to increase the output of its popular Prego Spaghetti Sauce. More than 50 new jobs will be added to the present 1,500 when the new production line starts up early in 1983.

The Camden plant will be the second in the Campbell system to produce Prego products, now manufactured only in Campbell's Napoleon, Ohio, plant.

"Addition of the new line represents both a turnaround and stabilization of the Camden plant's work force," says C. W. Hatfield, plant manager. "Our president, Gordon McGovern, has indicated he would support Camden in its renaissance efforts by helping the plant grow, and this is the first major commitment in that direction."

The new production line will be state-of-the-art, and it will be able to containerize any kind of product in glass. This opens up the possibility of adding a whole new range of products to those the Camden plant presently manufactures. Possibilities include "V-8" Cocktail Vegetable Juice, soups, Vasic products, and others. Prego presently is manufactured in 15½, 32, and 48-oz. sizes and in four flavors: Regular, Flavored with Meat, Mushroom, and Marinara.

Prego is one of Campbell's most successful new products. National distribution of Prego sauces began August 30, 1982. During its initial sales, even though Prego was available in only 40% of the U.S., it went from zero to the No. 2 brand nationally between its introduction in July 1980 and August 1982.

Launched in Ohio, Michigan, Indiana, West Virginia, western Pennsylvania, and upper New York State, an area representing about 26% of spaghetti sauce sales in the U.S., Prego captured 22% of the market in an eighteen-month period. It attracted new users and helped the entire product category volume grow by 23% since its introduction.

The spaghetti sauce market has grown 96% in volume since 1975, and 15% in 1981 alone. It's a \$600 million business, and it's predicted to grow to \$1.5 billion by 1992. New

York and Philadelphia represent 18% of the national market for spaghetti sauce, and 68% of the marinara spaghetti sauce market.

Hunt's Tomato Paste

Hunt's Tomato Paste, already the best tasting tomato paste, is introducing a new, improved tomato paste — described as so much better that "women who tried it agreed; new Hunt's would make their favorite recipe taste even better."

Hunt's will also introduce nationally their new Italian Style Tomato Paste, which uses a blend of Italian spices and natural seasonings, slow-simmered with Hunt's Tomato Paste to add a more flavorful Italian taste to any dish.

Each new product will be advertised separately — but in tandem — using full-color, facing one-half pages. Both products will also be supported by a new commercial on network television.

Ketchum Advertising/San Francisco is the ad agency.

Ragu' Homestyle

Ragu' Foods, Inc. aims to expand pasta sales this winter by assuring health-conscious consumers that the Ragu' Homestyle entree — 5 oz. of cooked pasta and 4 oz. of Ragu' Homestyle meatless spaghetti sauce — is "only 280 calories and still tastes terrific."

Big Lasagna

The Westchester and Lower Connecticut Chef's Association recently continued their tradition of going for a Guinness World Record with the baking of the world's largest lasagna. This year's effort was lead by Louis DiRubba, president of the association and Executive Chef, Stamford Marriot, Stamford, CT. Franz Eichenauer, who pioneered the tradition, is currently director of The Academy of Culinary Arts, Atlantic Community College, Atlantic Landing, NJ.

Assisting DiRubba were Rolf Baumgartner, Brasserie Swiss, Ossining, NY; Matthew Malec, Reiber's Razzberry, Elmsford, NY; and Robert Sampogna, Stamford Marriot, along with other chefs and culinary students.

The record breaking effort took place at the Fifth Annual Culinary Festival, Peekskill, NY, where a specially designed oven was constructed. The final lasagna measured 5 1/2 feet wide, 4 inches deep, and 40 feet long. The ingredients consisted of 240 lbs. of ricotta cheese, 160 lbs. of mozzarella cheese, 40 lbs. of grated cheese, 600 lbs. of semolina flour for the pasta, 100 dozen eggs and 62 gallons of tomato sauce mixed with water and spices. They all added up to a lasagne dinner for 2,000 people. Sponsors of The World's Largest Lasagna were Wheelabrator Frye/Westchester RESCO; Mario's Green County; Westchester and Lower Connecticut Chefs Association; and the New York State National Guard.

Contributors for the specially constructed oven were Rust Engineer Co., Blank Enterprises, William A. Kelly Co., and Tony Dee Plumbing Co. Ingredients were contributed by Davis Grande, Inc.; Papettis Hygrade Egg Products, Inc.; Scheps Cheese Co.; and Gus Selafani Corp.

The Festival was for the benefit of the Peekskill Area Health Center's renovation drive. Pat Belth, public relations director for the Center, told REN that 12,000 people attended and \$14,000 was raised for the center.

National Grocers Association

National Grocers Association, a new national trade association representing food retailers and retailer-owned cooperatives and wholesalers, has been formally incorporated as a result of the merger of the Cooperative Food Distributors of America and the National Association of Retail Grocers of the United States.

Thomas K. Zauchia, former president of C.F.D.A., has been named president and chief executive officer of the new National Grocers Association. Mr. Zauchia's food industry experience includes positions with the National Canners Association and The Great Atlantic & Pacific Tea Co.

Thomas F. Wenning, legal counsel for the past 10 years for NARGUS, is executive vice-president and general counsel of the new organization.

Stated mission of the new group is "to promote and advance the common

(Continued on page 20)

THE MACARONI JOURNAL

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Brand Power '82 — Part II

From the November issue,
Progressive Grocer Magazine

Robert E. O'Neill writes: "Big ad bucks back the brands. One hundred chain and wholesale buyers were recently asked by Progressive Grocer to give their number one reason for carrying national brands, private labels and generics. In essence, generics were praised for their price-related value; private labels were touted as an alternative to national brands; national brands were cited for their widespread acceptance.

"You can't stay in business if you don't have national brands," said one wholesale buyer. "The customers expect them to be in the store." A chain buyer gave his reason as, "Their national acceptance - created by advertising." Another buyer said, "They sell and sell in large quantities. Customers understand and prefer national labels because they've seen their names before."

"This preselling, as it is often called, is a megabuck task. Ad Age reports that last year the 100 leading advertisers spent \$14.8 billion to keep their identities and products visible to the public, an increase of 14 percent compared to 1980. There were no discernible trends as to the types of companies that increased or reduced their ad budgets in 1981: 23 companies among the 100 increased spending by 10 percent or more; 13 companies re-

duced spending. Fully three-quarters of the leading 100 companies were suppliers to the supermarket industry. Among these, the top 25 companies spent more than \$8.2 million in eight kinds of measured media.

"A look from the perspective of brands rather than companies, shows that some \$3.2 billion was expended for the top 115 advertised names — a figure which approximates the entire after-tax net profits of the grocery industry.

"Among the three major ways that manufacturers introduce and support their brands — consumer promotion, trade promotion, and media advertising — media advertising has the major share, about 44 percent of revenue. This has remained relatively stable in the past four years whereas the proportion of funds allocated to consumer promotion has risen at the expense of trade promotion. Manufacturers can well answer the famous question, 'What's in a name?' The answer is sales, profits, and survival."

Dry pasta products placed third in the top gainers in ad features for the year ending March, 1982. It was up 29 percent in ad count, preceded by disposable diapers at 34 percent and lotions at 40 percent.

In a chart headed "Swinging with the Seasons" 50 most featured categories in 24 leading markets, for 12 months ending 3/82. Index of 100 equals average quarterly features per category showed pasta in 15th place.

Rank	Category	No. of Features	Quarterly Feature Index			
			1st	2nd	3rd	4th
15	Dry Pasta	10,070	151	79	75	94

Dry Grocery: Food

CATEGORY	Brands		Items			
	# in 1972	# in 1982	% Change	# in 1972	# in 1982	% Change
Pasta	104	123	+18.3	2,623	3,008	+14.7
Italian Food Sauces	72	100	+38.9	390	569	+45.9
Dried Rice	102	152	+49.0	496	909	+83.3
Dry Pkg. Dinners	36	52	+44.4	233	298	+27.9

National Grocers Association

(Continued from page 18)

interests and enhance the mutual understandings and relationships of independent food retailers, retailer-owned cooperatives and voluntary wholesale distributors engaged primarily in the sale and distribution of food and related products."

Mr. Zaucha said N.G.A. will offer its members a strong education pro-

gram with a curriculum approach, geared toward the operational needs of both retailers and wholesalers. The organization, he added, will have a public affairs department to provide a comprehensive government relations program for members.

In addition to its headquarters office in Reston, N.G.A. will maintain a government relations office in Washington.

The Siren Song of Undermarketing

Ed Mooney, publisher of Ad H.C., Grass Roots, and From the Buyer's Side, participant on the grocers panel at the Breakers Winter Convention in February, recently wrote:

The fraternity of pasta makers has a new member. Coca-Cola Foods acquired Ronco Foods. Those of us lounging around the old neighborhood, wary and battle-scarred, are looking forward to meeting the new kid with his pressed clothes and shiny toys.

We were like that once — eager to show the ill-trained local guys what sophistication and pro marketing was all about. We learned. Some not easily and some not well. The locals are still there, and so are we. It's hard to tell us apart.

National companies are attracted to the pasta industry for the same reason: There is real growth and no national brand. No one enjoys the economics of scale. Pasta brands are undermarketed — advertising is sporadic and promotional allowances are convulsive.

Good companies attacked those weaknesses — Hershey, Pillsbury, Borden, and Foremost-McKesson. None succeeded. That doesn't mean there aren't successes, because there are. But not by the mere magic of sophisticated marketing.

Success comes from accepting that pasta is intrinsically a local business. Each area has its own product mix, its own pack-size preference, its own trade practices, and its own competitive environment. The brand that executes best is the one that will survive.

One of the successful and adaptive companies was Ronco Foods — it developed slowly in a very confined territory. All in all it was a tough competitor. Can that success be extended geographically? Possibly, but who knows? Will Coca-Cola Foods try? Of course.

Welcome to the club.

"We have the ability to establish an outstanding grass roots system," Mr. Zaucha said, noting the new organization combines 65 C.F.D.A. members operating 28,000 retail stores with the independent retailer members of NAR-GUS.



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Ideal Celebrates National Pasta Month

Honorable Jimmy Dimora, mayor of Bedford Heights, Ohio said "when a homemaker drops a handful of spaghetti into boiling water chances are that it will be an *Ideal* meal."

Mayor Dimora and his administrative officials joined in proclaiming October as National Pasta Month. They are also congratulating Ideal Macaroni Company for relocating in Bedford Heights 23 years ago.

Ideal Macaroni Company produces more than 50 tons of macaroni products a day.

Chairman of the Board of Ideal Macaroni Company and Weiss Noodle Company, Mr. Leo C. Ippolito stated that Ideal Macaroni Co. was established by his father Pasquale, 80 years ago with only \$500. He had named the business L'ideale which is the Italian word for Ideal. Leo C. Ippolito came to his father's business 50 years ago and renamed the company to his present name of Ideal Macaroni Company.

Many great changes have taken place in the last 80 years of business. More heavy automated equipment was added to produce the pasta products faster and in a larger volume. In the early 60's the family name of Ippolito was added to all the retail and institutional packages.

Ideal Macaroni Company has about 50 employees and manufactures many shapes and sizes of macaroni and noodle products. Most popular of all are Spaghetti, Lasagna, Elbows, Choo Choo-Wheels, Fettuccini, Mostaccioli, Rotini, Rigatoni, Linguini, etc.

Pat Ippolito says "99% of Ideal's business is with area grocery chains covering all of northeast Ohio." He credits higher consumption for the company's growth.

A few years ago the annual per capita consumption of macaroni products was about 5 pounds per year and now is up to nine and a half pounds. Macaroni products offer healthy meals at more reasonable prices than any other products.

Mayor Jimmy Dimora and his chief of police Dominic V. Meuti who accompanied the major throughout the tour of the plant commented "We are proud to have Ideal Macaroni Company located in our city."



Left to right: Police Chief Dominic V. Meuti, Pat Ippolito, president of Ideal Macaroni Co. and Jimmy Dimora, Mayor of Bedford Heights, Ohio.

Pasta Publicity

Burson-Marsteller, public relations counsel for the National Pasta Association, has announced the launching of a new electronic media program for the industry.

Brynn Thayer is scheduled to appear in a pasta cooking segment of the Richard Simmons Show on ABC with some 4 million viewers.

Cable Health Network, Cable TV - Reader's Digest Lifetime Program - has taped a 5-6 minute segment of Carl Middione discussing nutrition and low calorie advantages of pasta. A Pasta Omelet was prepared.

Today Show Segment

On October 8, the Today Show on NBC-TV had a segment called "Using Your Noodle." Graphics overlaying a variety of pasta shapes was a lead into a Columbus Day segment. Show personality Tom Dooley and his partner presented a comedy skit on how to eat spaghetti. Restaurant critic Gael Green discussed pasta's ethnic source with Chinese and Italian restaurateurs. Today producer worked closely with Burson-Marsteller and the National Pasta Association including manufacturing shots at the Golden Grain plant and supplies of pasta varieties for on-set use from Ronzoni. Audience: 6 million viewers.

Burson-Marsteller has access to the AP and UPI news features networks and uses them to distribute radio news

releases. News clips distributed in this way are beamed via satellite to more than 1700 radio stations across the U.S.

While it is impossible to track the usage of every radio news clip, they know from spot checks that the usage rate is between 40 and 45 percent. The audience figure for the two networks is more than 12 million.

The clips are distributed on a regular satellite feed originating from Washington, DC, along with several other stories on the same tape. What stations receive the feed they either play the stories immediately or hold them for use as needed.

A series of six pasta segments, each 60 seconds, was distributed in mid-September via the AP/UPI Audio lines.

"Pasta, the Thin Food: Only 200 Calories" series was distributed early in September to 100 stations for use on news programs. By mid-October some 21 stations had reported usage. Estimated Nielsen audience impressions were 4,157,500. Fourteen of the stations were in the top 100 market. This is considered an excellent response.

A three-and-one-half minute tape show clip was distributed to 106 stations in early September that had usage on some 16 stations by mid-October. Audience Impressions: 228,000.

Two five-minute recipe oriented features were sent on June 1 and Sep-

tember 15 to 1,000 stations for use on women's interest programs. One has been used by 301 stations for an audience impression total of 3,612,000. The second spot report is expected shortly.

Print Publicity

Print publicity continues to hit national magazines such as Farm Journal in September with a tuna burger casserole recipe; Sunset Magazine, September, "Pasta is a Scallop Stretcher"; Backpacker for September, "Sunflower Spaghetti" recipe; Redbook, September: Cover Story - "Timesaver Cooking - Two-at-Once Meals"; McCall's, August, "Summer Vegetable Specials"; Southern Living, August, Cover Story - "These Sauces are Light."

In addition there is publicity in newspaper color pages, major metropolitan newspaper markets, consumer and educational materials mailed from the N.P.A. office, and recipe leaflets "Pasta in a Slim Cuisine" and "Eat Light with Pasta" have been sent to Extension Home Economists and Supermarket Consumer Specialist.

In Canada

In Canada the Canadian Pasta Manufacturers are completing work on a new brochure and have had Vanessa Harwood as spokesperson on radio and t.v. shows.

Newspaper coverage has featured releases ranging from "Summer's Perfect for Pasta" to "Pasta Recipes are Easy to Prepare." Pickups have extended across the country.

Stouffer's Plugs the Lean Look

Lasagna, Spaghetti with beef and mushroom sauce. Meatball stew. Do they sound like forbidden foods for dieters? Not anymore! They're just the start of Stouffer's new line of Lean Cuisine (R) entrees, introduced to consumers in the last year. Each of the six serving entrees contains fewer than 300 calories.

Lean Cuisine is designed for people who want to reduce or maintain their weight and for people who simply prefer lighter meals. When served with a salad, beverage and fruit, each Lean Cuisine entree provides a nutritious well-balanced meal.

Consumer response to Lean Cuisine has been overwhelmingly positive. Letters have poured into Stouffer's commenting on the appetizing and

filling qualities of these items and expressing appreciation of the generous size of the portions. Consumers have also noted that the variety of Lean Cuisine entrees has kept them from being bored while trying to adhere to weight-loss programs.

Years of research were devoted to the development of the Lean Cuisine line. Barbara Krouse, vice president of product development and quality assurance for Stouffer's comments, "We made it a point to include pasta and rice in the Lean Cuisine line, but we were careful to avoid the use of cream and butter in sauces. We substituted low-calorie vegetables and broths as bases. Taste, appearance and variety were important goals."

Special attention was also paid to the protein, fat and cholesterol content of the calorie-controlled entrees. Protein content is high with most selections providing at least 25 percent of the recommended daily allowance. Fat content averages only six grams per entree and cholesterol content averages under 55 mg. Specific nutritional information about each entree appears on its package.

Varied Line

The Lean Cuisine Line includes: Zucchini Lasagne (260 calories); Spaghetti with Beef and Mushroom Sauce (280 calories); Meatball Stew (240 calories); Chicken and Vegetables with Vermicelli (260 calories); Oriental Scallops and Vegetables with Rice (230 calories); Chicken Chow Mein with Rice (240 calories); Glazed Chicken with Vegetable Rice (270 calories); Filet of Fish Divan (240 calories); Filet of Fish Florentine (220 calories); and Oriental Beef in Sauce with Vegetables and Rice (280 calories). Because of the popularity of these ten original entrees, additional entrees for the line are currently being test marketed. Plans call for national distribution of the new items to take place during the next year.

14 Day Plan

To help people incorporate Lean Cuisine in a sensible weight loss program, Stouffer's developed a 14-Day Lean Look Plan. Designed by Stouffer nutritionists in conjunction with a dietitian on the staff of the Cleveland Clinic, the plan is not a fad diet. It contains a two week program with menus that provide 1,200 calories per day for women and 1,600 calories per day for men. Foods from each of the

basic food groups are included. Medical professionals consider these sound guidelines for nutritionally well-balanced weight loss plans.

The 14-Day Lean Look Plan is featured in a free 24-page booklet which also includes tips about dieting and exercise. The booklet outlines a realistic and enjoyable way of combining exercise and dieting to lose weight and keep it off.

For a free copy of this helpful diet and exercise booklet, write: LEAN, P.O. Box 99939, Cleveland, OH 44199.

Pasta Foods Push

Pasta Foods, a subsidiary of Ranks Hovis McDougall, has introduced new products, redesigned its product range and rationalized its current product line to strengthen its leading position in the U.K. retail dry pasta market.

Pasta Foods holds one-third of the total U.K. pasta market, supplying 63% of private labels and 13% of the branded sector under the Record label, making the company outright leader in both categories.

"The £22 million pasta market has shown a 7% annual growth at a time when most of the grocery market is static in volume terms," Michael Herson, marketing director, said. "A survey published this year by 'The Economist' intelligence unit predicts pasta consumption will double by 1985. Because pasta offers excellent value for money and is such a versatile, healthy food, there is no reason to doubt Record Pasta can double sales by 1985."

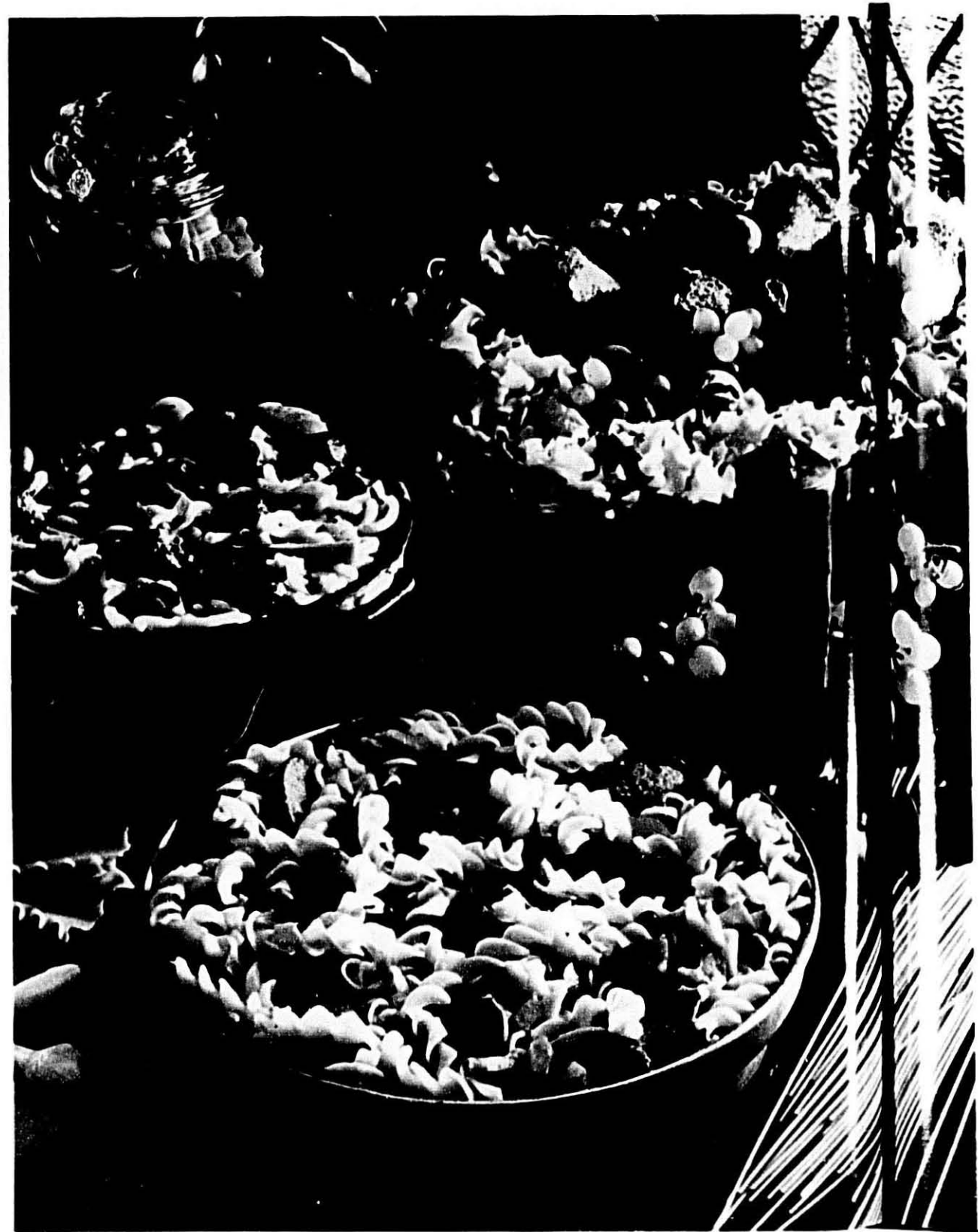
"The population of Germany and France per head eat five times and seven times respectively more pasta than the average Briton, highlighting the enormous potential of the U.K. market."

New Products

The new products, introduced September 6, reflect technological achievements made in the last two years by the company's research team at Great Yarmouth.

A new Record lasagne requires no pre-cooking and comes ready-cut to a convenient cooking size. Another new product, "Fasta Pasta" noodles, is also designed to meet the needs of the time-conscious cook. It requires only a bowl and hot water for the noodles to be ready to serve within five minutes of removal from the pack.

(Continued on page 26)



Peavey

*Repeat
Performance*

Sales Offices

Minneapolis, MN 1000 Hennepin Ave. 1-612-338-1000	Chicago, IL 1000 N. Dearborn St. 1-312-338-1000	St. Paul, MN 1000 Hennepin Ave. 1-612-338-1000
---------------------------------------------------------	-------------------------------------------------------	------------------------------------------------------

Pasta Foods Push

(Continued from page 23)

It is aimed at the 50% of the market who claim never before to have purchased pasta in any dry form.

New packs for all products will inform and educate the British user, with nutritional guides, vitamin and caloric content and recipe suggestions. To counteract the "foreign" aspect of pasta, the company is "Anglicizing" some of the product names to broaden their appeal. While such generic names as tagliatelle and lasagne are retained, descriptions such as caramelle are being changed in favor of the English equivalent, "Large shells."

"Ten retail lines and 22 catering lines have been dropped. Mr. Herson explained, "By taking off the slow sellers, the way will be cleared for our new products and those established quick-moving lines which are the lifeblood of the trade."

Italian Pasta Plant

From Buhler-Ming Diagram 74

Campobasso, located in the southern Italian region of Molise, can look back on a long tradition in grain processing. This agricultural region has produced mills and macaroni factories which, thanks to continual updating and expansion, are now counted among the most important plants of their kind in Italy.

Fratelli Carlone

The macaroni factory of Fratelli Carlone is conspicuous among these industries; since early 1981, it is operating two state-of-the-art production lines manufactured by Buhler, with daily capacities of 48,000 kg of short goods and 41,000 kg of long cut goods respectively. The machines are accommodated in a new building with a length of 75 meters and a height of 7.9 meters, together with a new storage and distribution complex.

The macaroni plant is soon to be served by a new mill, which Messrs. Carlone have also ordered from Buhler. This plant was scheduled to go on stream in the course of 1982.

The Carlone company was established in 1912. The equipment installed at that time included Fratta extrusion presses and Fugazza dryers with a total daily capacity of 1500 to 2000 kg. The plant was destroyed during World War II, reconstructed in 1945, and relocated in a new complex of

buildings in 1973. The daily capacity in 1973 was 105,000 kg, produced on 5 lines. In the course of the latest expansion stage, two new Buhler high-temperature lines - one for short goods and the other for long goods - were installed, taking the production rate to 194,000 kg.

Double Screw Presses

Both lines are fed by Buhler double-screw extrusion presses, each of which is equipped with two 175-mm-diameter screws of teflon-coated stainless steel driven by variable-speed motors. Synchronized feeders deliver the material to a horizontal premixer, which in turn feeds the double-shaft main horizontal mixer. The dough passes through a rotary airlock (air seal) into the vacuum troughs and from there into the screw extrusion presses.

Particular attention was paid to the kneading and extrusion processes to ensure that the dough temperature would not exceed 47-48°C, in order to obtain optimum physical gluten characteristics.

To achieve this, a number of particular design features were incorporated: a special screw profile, specially designed transition between the screws and the press heads, teflon linings, and a closed-circuit, thermoregulated, force-feed cylinder cooling system with spiral circulation.

Short Goods

The short-goods press is equipped with two head pieces designed for receiving dies of 520 mm diameter (easy to exchange using a hydraulic die change device) as well as a variable-speed remote-controlled cutter.

Drying is effected by two shaking predryers placed side by side, a TRNC-11/5 pre-dryer with 11 belt decks, a TTNC-9/12 final dryer with 9 belt decks (all belts are composed of metal slats), and a five-tier shaking cooler.

Long Goods

The long-goods press is equipped with a double-press diffuser distribution head designed to receive a die of 2 meters length. Here, too, die changes are carried out with the aid of a hydraulic die removal device. With the TSBB spreader, 4 sticks are spread at a time. The sticks receive a preliminary treatment to prevent the pasta from sticking. A frequency converter variator controls the transfer speed of the loaded sticks throughout the entire dry-

ing line in function of the press and spreader capacities.

Drying is effected by means of a single-tier predryer type TDEC-1/6, a three-tier predryer type TDCA-2/8, and a five-tier final dryer type TD C-5/10. Once through the TDEK-1/2 cooler, the loaded sticks reach a holding tier before entering the TSTA stripper and cutter. This machine operates independently and continuously at a low speed.

Bucket Stacker

The cut goods are stacked in a TACB-13/12 bucket stacker. This unit is capable of holding roughly 60,000 kg of dried and cut long goods in 11-180 buckets. This new concept allows a great deal of space to be saved. Spaghetti and hollow shapes up to "Zite"-type macaroni can be stacked. The buckets are loaded and discharged by one bucket carousel each with variable and independent rhythms of operation. The stacker can be simultaneously loaded and discharged at different rates. The drying diagrams provide drying temperatures of up to 78°C for certain drying stages, depending on the short-goods or long-goods line.

Drying

The climates of the individual drying zones are controlled by our well-known and proven "Optimal" system, which allows the temperature and differential temperature (delta t) to be set, monitored and regulated to suit the particular stock being dried. The drying climate characteristics are recorded over a period of 24 hours. Control is effected through automatic pneumatic modulators which open or close the valves for the preheated fresh air, the circulation air or the exhaust air as well as the hot water.

Frequency converter variators permit the drying rate to be matched to any macaroni shape.

These production lines are designed to operate under optimum conditions and ensure efficient production with as few operators as possible. The result is a genuine high-quality product.

Buitoni Offers Scrip

Industrie Buitoni Perugini, the Italian food group with major manufacturing interests in pasta and confectionery, has announced a program of raising new capital by the issuance

of scrip on a one-for-25 basis to present stockholders.

The scrip represents the issue of still 120,000 new shares comprising 51,000 shares of ordinary stock and 20,000 of "savings" shares. An extraordinary meeting of stockholders has been called to approve the program.

Pasta Abroad

In Switzerland

Dr. Louis Capol, long-time executive of the Association of Swiss Macaroni Manufacturers, retired at the end of the year. The Pasta Manufacturers become part of the Association of Swiss Food Industry, Elfenstrasse 19, CH-3006 Bern, Switzerland. New executive director is Mr. Beat Hodler.

The pasta business in Switzerland has been as usual without important changes and is trending slightly downward.

Some 17 manufacturers produce macaroni, spaghetti, and noodles. Products made out of ordinary semolina sell for 60-61 Swiss francs per 100 kg. Special semolina products are sold for 63-64 Swiss francs per 100 kg. Most products are packaged in cellophane bags of 500 centigrams.

Consumerism, sharp increase of all kinds of federal regulations concerning pasta such as microbiological conditions, nutritional labeling, food additives, contaminations, etc. make up the list of major current problems along with burdensome taxes and duties.

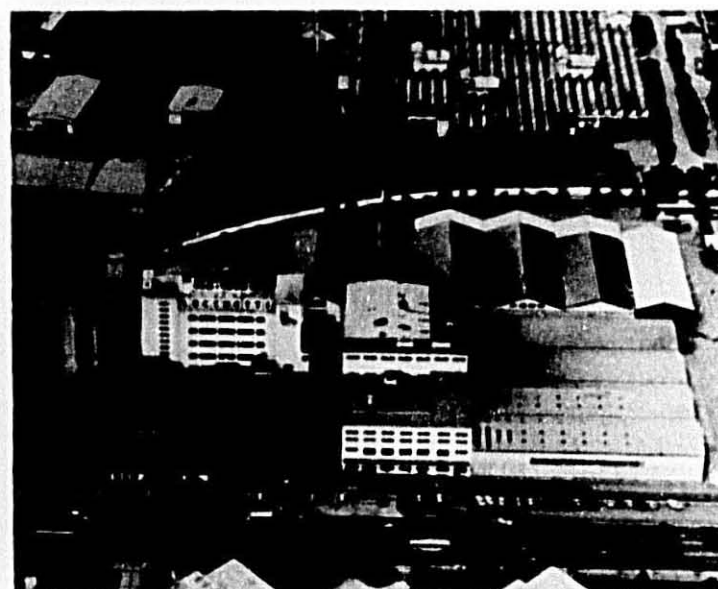
West Germany

Some twenty-five plants with production of more than 1,000 kilograms per day in West Germany expect consumption to remain constant. The struggle for market share becomes more intense putting pressure on prices and conditions. Italian imports are a problem accounting for a third of the market. Germany feels at a disadvantage as a non-durum producer in relation to Italy and France.

General recession, high taxes and lack of qualified labor round out the list of current problems.

Spain

In Spain sales are steady for the 50 plants who are all faced with the problem of low consumption. Pasta Ped-



The Lucchetti complex in Santiago, Chile.

ragosa is trying to popularize the product with attractive recipe folders and pushing long spaghetti and noodles to accompany the present popular vermicelli and macaroni. Products are packed in cellophane and sell for about 100 pesetas per kilo.

Central America

Pasta sales in El Salvador, despite the revolutionary activity which cuts electricity from time to time, complicates distribution, and leads to market contraction, are up some 15 percent over 1981. In Guatemala sales are up more than 25 percent.

There are six pasta plants in El Salvador turning out long macaroni, spaghetti, linguine, twisted, and straight noodles for about 90 percent of the production. Shells, elbows, and cannelloni account for the remaining 10 percent. All are made of amber durum wheat.

100 grams sells for 22¢ in foil, 200 grams is 40¢. 1200 grams in polyethylene sells for \$2.08.

In Santo Domingo, Dominican Republic, seven plants expect sales to increase. There is concern though that poor quality raw material will not help consumption.

The two pasta producers in Trinidad look for accelerated growth in the

next two years as recessionary trends take place.

Long macaroni accounts for 85 percent of industry sales, long spaghetti 10 percent, other products 5 percent. These are made of a blend of 25 percent semolina and 75 percent clears and sell for \$2.20 in Trinidad currency (90¢ U.S.) for 400 grams packed in cellophane.

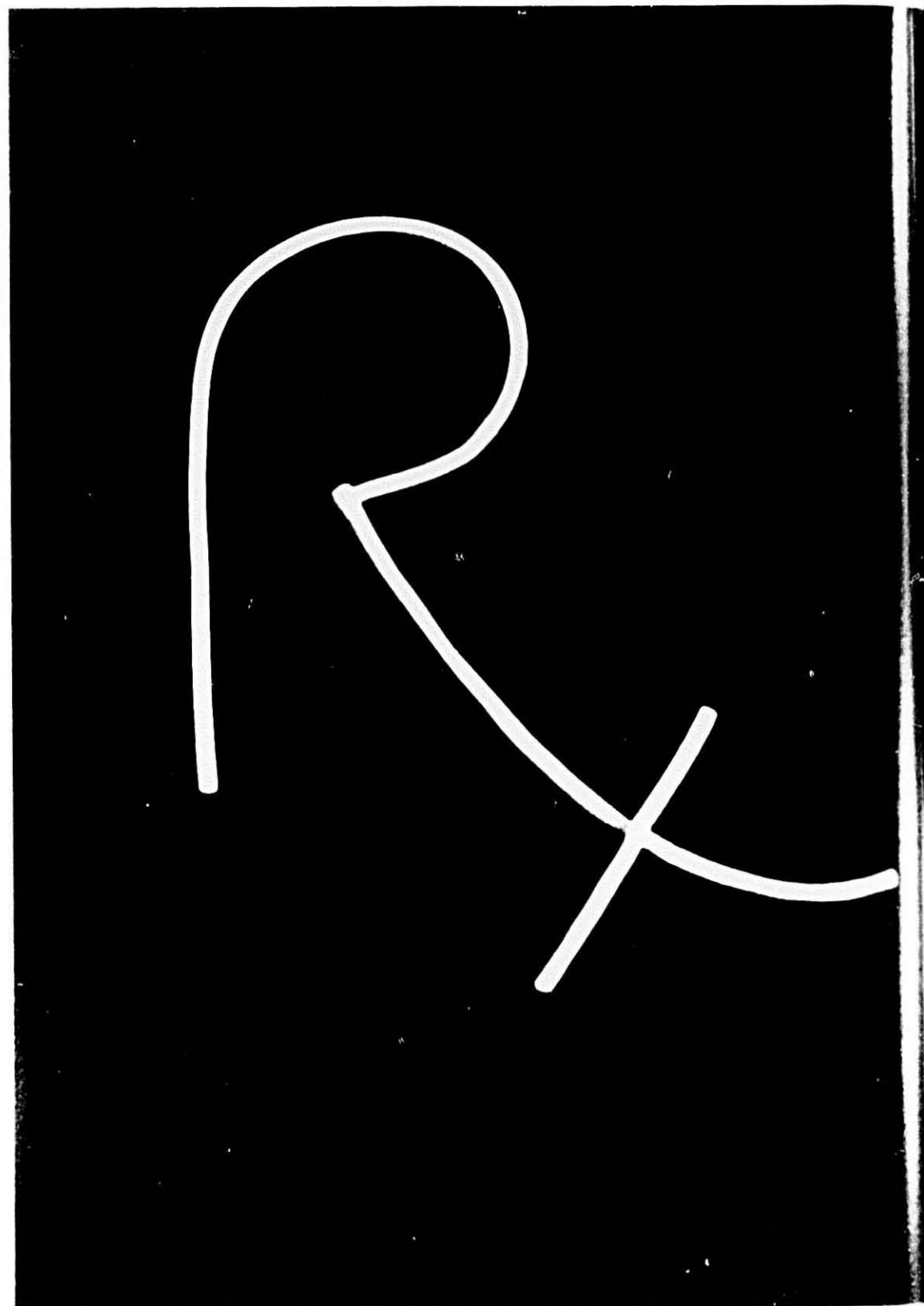
South America

The trend is up in Ecuador, as well, where a 6 percent gain is expected this year, according to our informant at the Institute of Technical Investigations, The National Polytechnical School in Quito.

There are about 100 large plants in the country and 200 small ones turning out short pasta and spaghetti made of wheat flour selling for about 70¢ U.S. per kilogram. Major current problem is quality control.

In Chile the market should grow about 1.6 percent this year with the six plants producing pasta in tough competition with rice. Only North Dakota Durum No. 2 or better is used in products that are selling at \$1.00 U.S. for 1.5 kilograms per package in poly.

One of the major concerns is quality difference between shipments of durum.



Pasta Prescription

Prescribe pasta. It could reduce the risk factors associated with coronary heart disease.

How does this relate to pasta consumption?

... substitute ...
... saturated ...
... substitute unsaturated fats ...
... not ...
... is ...

... not ...
... is ...

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ADM also supplies quality shortening, corn sweeteners, milk proteins, dough conditioners and vital wheat gluten for the baking industry.

1971's 'RUNAWAY INFLATION' WOULD BE PARADISE TODAY

By
Richard L. Leshner
President
Chamber of Commerce
of the United States



"The time has come for decisive action—action that will break the vicious circle of spiraling prices and costs. I am today ordering a freeze on all prices and wages throughout the United States for a period of 90 days."

With those words, spoken on August 15, 1971, President Richard Nixon sought to quell a country up in arms over inflation, which for the first half of that year was running at a pace of—would you believe?—3.9 percent!

It is clear to most economists that President Nixon's wage and price controls made the long-term inflation picture worse, not better. (By 1974, prices were escalating at a rate of 11 percent.) But the Nixon fling with controls is instructive as we witness politicians and policymakers today patting themselves on the back for beating inflation down to an annual rate, so far this year, of 5.1 percent.

Make no mistake, the Reagan administration and Federal Reserve Board Chairman Paul Volcker deserve credit for courageously addressing what everyone agreed two years ago was the No. 1 problem facing America. Substantial progress has been made. After two years of double-digit inflation in 1979 and 1980, the rate was cut to 8.9 percent during the first year of Reaganomics and now it's down to the present 5.1 percent.

But these numbers don't tell the real story. Thanks to the drop in inflation, the average-income family has \$1,750 more in purchasing power today than it would have had if the rate had continued at its 1980 level.

This is a message worth telling and the President is doing his darndest to make sure it gets across. But much to the chagrin of administration strategists, many Americans just aren't convinced that there is much to cheer about on the inflation front.

The reason is that 5.1 percent inflation is still a

very serious problem and we should not be lulled into complacency by the recent progress. Prices are still going up. The hundred dollars worth of goods you purchased in 1967 today cost \$293—nearly tripled in just 15 years. Moreover, if inflation were to persist at, say, 5 percent per year over the next 10 years, that \$100 worth of goods will cost \$476. A car costing \$10,000 today would cost \$16,300 in 1992 and the \$1.25 fast-food hamburger would cost you more than \$2.

Americans are right not to be satisfied with this kind of inflation, any more than they were satisfied with a 3.9 percent rate in 1971. They are waiting for the day when prices for major parts of the American dream—homes, cars, college educations, health care, and comfortable retirements—are brought within reach of the average income.

There are those who doubt that President Reagan's medicine of budget cuts, resistance to quick-fix spending programs, and greater reliance on free market forces can bring this about. But those are the same doubters who said that we would be stuck with double-digit inflation and 21 percent interest rates for years to come—the same doubters who said that removing controls from crude oil and returning energy prices to the dictates of supply and demand would send those prices into outer space. Today, gasoline is actually cheaper than it was when the President took office.

The inflation battle is far from won. Let's give credit where credit is due, but then press on until the American people can once again afford the American dream.

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When talk about pasta production turns to drying temperature, no one talks alike.

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Food Prices Drop

The U.S. Department of Agriculture announced in October that consumers will be paying higher prices for their Thanksgiving turkeys but reported that generally, food prices this fall are expected to rise more slowly than earlier in the year.

At a regional conference on food and farm issues affecting the midwestern states, a USDA economist predicted that retail food prices for 1982 are expected to rise 5 percent — the lowest annual increase since 1976. This projection compares with a 7.9 percent rise for 1981. The major reason cited for the lower price rise, is a significant slowdown in food marketing costs.

Looking ahead to 1983, USDA projects that food prices will continue to rise near this year's rate. This assumes a continuation of the reduced rate of inflation in the economy.

Giving the food price forecast for the remainder of 1982, Denis F. Dunham, USDA economist, reported that food prices in the last quarter of the year are expected to rise at about a 3 percent annual rate. This rate is significantly lower than in the first quarter of the year when prices rose at an annual rate of 7.3 percent. In fact, price changes in the fall quarter are projected to be the smallest for the year, due in part to seasonally larger supplies of fruits and vegetables.

Dunham also reported that pork prices — which rose significantly this summer due to a sharp reduction in the supply of pork — will be relatively stable in the coming months. However, the USDA official reported that a small increase in beef prices may occur later in the year when meat and poultry supplies become smaller.

Concerning the traditional holiday foods, Dunham said that turkey prices will rise this fall because there was a cut back in production in response to an oversupply of turkeys in the first half of the year. Dunham reported that prices for turkeys are expected to average between 10 and 15 cents per pound above last year's very low prices.

Egg Prices to Rise

Egg prices also will rise appreciably due to a cut in supplies and a normal increase in demand during the holidays. However, the USDA official said that larger supplies of apples, po-

tatoes and most processed foods will limit food price increases for these products later this year.

Although there will be higher prices for certain food products, the USDA economist predicted that food costs generally will increase at a level less than the general inflation rate. Dunham said that a slow down in the costs associated with food retailing and processing has been largely responsible for holding down supermarket prices. The agricultural sector, as measured by the farm value of foods, is also holding the lid on prices. Dunham projected that the prices farmers will get for their products will rise 3 percent this year.

Timothy M. Hammonds, Food Marketing Institute senior vice president, said: "Farm costs are a significant determinant of retail food prices, but food handling costs are just as important." Hammonds said that for each dollar spent in 1981, approximately 31 cents went to the farmer and about 69 cents went to cover such handling costs as labor, packaging materials, transportation, energy, rent and taxes.

Hammonds reported that grocers are attempting to moderate any higher marketing costs by improving the productivity of food stores. For example, the FMI official noted that computer-assisted checkout systems hold the potential for greatly improving productivity of the industry. "By August 1982, an estimated 6,300 supermarkets nationally were operating scanning systems and scanning is being used increasingly in western stores." The advantages of scanners include increased inventory control, more efficient pricing, and improved checker productivity," he said.

New Communications

Hammonds said that another area for future cost savings will result from the drastic changes being made in the way supermarkets place large food orders. He reported that the supermarket industry is experimenting with the uniform Communications System (UCS), a revolutionary process that replaces paper messages, such as purchase orders and invoices, with electronic messages. According to the FMI official, UCS systems are being used on a test basis by five retailers and six food manufacturers and it is expected that broader industry implementations will take place by late 1982. Hammonds

said that potential savings for the food distribution industry are in the range of \$300 million annually if 50 percent of the industry's message volume is carried on the system.

Importance of Competition

Robert O. Aders, president of Food Marketing Institute and chairman of the conference, stressed the importance of competition within the food marketing industry as a major factor in keeping prices low. Aders said: "I think it is important to point out that in this country, consumers pay among the lowest for food costs, relative to incomes. In 1930, when the modern supermarket system began, consumers spent over 20 percent of their disposable income on foods. By 1980, that figure was down to 12.5 percent."

Egg Referendum Fails

Fifty-nine percent of the 1,225 egg producers voting in a referendum failed to support changes to the national egg research and promotion order which would have increased the assessment rate charged to all nonexempt commercial egg producers and added two consumer representatives to the American Egg Board.

H. Connor Kennett, a poultry official with the U.S. Department of Agriculture's Agricultural Marketing Service, said under the current order, the research and promotion program will continue to be financed by an assessment of 5-cents for each 30-oz egg marketed. This fee, refundable upon demand to the board, is used to finance research and promotion projects carried out under the order.

If approved, the assessment is charged to all non-exempt commercial egg producers would have initially increased to 7½ cents with yearly increases thereafter of three-quarters of a cent until a 10-cent maximum rate was reached.

The other change would have added two consumer representatives and their alternates to the current 18-producer member board, the group responsible for administering the order.

Omnibus Reconciliation Act

Congress accepted and sent to President Reagan the Omnibus Reconciliation Act of 1982, the federal budget bill that will reduce govern-

ment spending on some farm programs, food stamps and federal employment pensions by more than \$13 billion over the next three years.

The Senate approved the budget-cutting bill by a 67-32 vote after the House passed the measure by a 243 to 166 margin. The final version included provisions drafted by a House-Senate Agriculture conference committee that will require the Department of Agriculture to pay farmers to leave idle 5% of their 1983 cropland for wheat and feed grains. The diversion payment is set at \$3 per bu. for wheat and \$1.50 per bu. for feed grains.

The measure also establishes an acreage set-aside of an additional 15% on wheat and 10% on corn, and raises the loan rate on 1983 crop wheat and corn by 10¢ a bu. each, or to \$3.65 for wheat and to \$2.65 for corn.

"The political importance of these actions should be recognized by everyone in the baking industry," American Bakers Association said in its membership bulletin. "First, the outcome of the reconciliation process shows that Agriculture Committees have learned to use the budget procedures for their own purposes — to increase government payments to farmers and to enlarge the federal role in the agriculture sector. Both these results were opposed by U.S.D.A.

Second, the bipartisan support for such major changes in the agriculture program, less than a year after the passage of the 1981 law, indicates that there has been a significant shift of power over the farm program from U.S. A. to Capitol Hill. Last year, Secretary Block exercised a virtual veto over the bill. This year, Congress ignored him."

Poultry Market News — A Key to the Market

Poultry market news reports don't have exciting titles, but they're full of exciting information — and they are vital in establishing the market and prices for the poultry and egg products appearing on your dinner table.

For a poultry market news reporter, terms like "price trends," "market activity," and "supply/offering" are commonplace, according to Chuck Godfrey, supervisory market reporter of the Des Moines, Iowa, office. This

information is important to poultry buyers and sellers in their daily transactions of a multi-million-dollar business.

Seventeen Offices

The U.S. Department of Agriculture has 17 federal or state poultry market news offices nationwide. Within these offices are 22 federal reporters and 18 state reporters who collect and report information on the trading of poultry and egg products. The information goes to farmers, processors and others who use this data as an aid in marketing and planning.

For Godfrey, obtaining reliable information on a voluntary basis is the most important element of a market news reporter's job.

"Twenty-five years ago I started out as a trainee in Des Moines and have since worked in St. Paul and San Francisco between returning here," he says. "It takes considerable time to build up confidence between our office and our contacts, and the best way of building up this confidence is providing accurate, up-to-date reports.

"We talk to traders, dealers, growers and processors several times a week on anything that possibly affects the market price. If we can't get the best and most accurate information possible from them, then our information is worthless."

In Washington

Ray Wruk, chief poultry market news official with USDA's Agricultural Marketing Service, in Washington, D.C., says that after collecting this information, the facts are then analyzed, evaluated and checked before it is released from the various market news offices.

"Reporters are responsible for getting information on actual selling prices at all levels of trading — on the farm, processing, distributors, wholesalers and buyers," he said. "Our market reports cover 47 poultry and egg commodities, including broilers, turkeys, shell eggs and dried, liquid and frozen egg products."

In Des Moines, Godfrey's office originates about a dozen reports, including the "Iowa Farm Eggs Report," the "Central-States Egg Breaking Report," and the "Central-States Turkey Report." Godfrey says these market news reports are extremely vital to those in the poultry and egg business.

"Our office is a service organization, and it's our job to get the best information possible out to whoever needs it."

Wire Service

The market news offices are connected by a high-speed leased wire service. The instantaneous reports allow quick comparisons to be made between markets on prices and trading conditions. Market news information is distributed in a number of ways, including telephone and the various news media. Some market news offices provide information 24-hours a day with recorded messages frequently updated so callers receive the most current information.

"We like to have as much personal contact as possible and we make every effort to be accessible at all times," Godfrey says. "You'd be surprised at the amount of information that can be exchanged in a matter of minutes."

Until recently, the printed market reports were sent free on request from market news offices throughout the country. However, as part of efforts to reduce the cost of government, USDA now charges a subscription fee for the reports that are mailed.

Wruk says the cost of the service is worth it to producers and marketers who need accurate and unbiased information.

Egg Production

For 1983, production decisions of egg producers will be influenced by responses they made to unfavorable profits beginning in mid-1979. As profits declined, producers reduced their orders for replacement pullets and began to change management practices. These changes still affect production possibilities.

Egg production will likely be below 1982 through the first half of the egg marketing year (December 1982-November 1983). Since producers have reduced the number of replacement pullets entering the flock and have a high percentage of the hens force molted, the potential to increase production in the first half of 1983 is limited. With reduced feed prices, and continued lower interest rates, egg producers could be expected to increase purchases of replacement pullets in the first half of 1983 and this could result in a modest expansion in egg production in the second half.

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- Other factors of increased flexibility less waste from spillage more exact moisture control

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 quality is the cooking strength and bite when ready to eat, and the color enhancement and microbiology 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 stuff off each product.

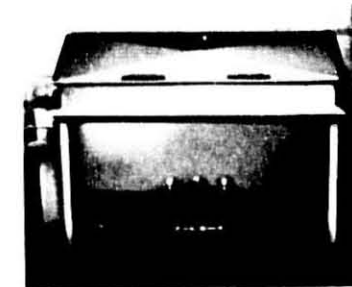
- Kills all weevils—eggs, larvae and adults
- Kills all salmonella, Staphylococcus, Coli and Coliforms. Greatly reduces total microbial counts.
- Makes a product with rich color.

WHAT USERS SAY:

- Lowest downtime We keep an accurate record of all downtime and express it as a percentage of time down to time scheduled. Microdry leads the list at less than 2%.
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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Chester, Illinois
- WESTERN GLOBE 2 units
Los Angeles
- PILLSBURY CO. American Beauty Division 2 units
Kansas City, Kansas
- SKINNER 1 unit
Omaha, Nebraska

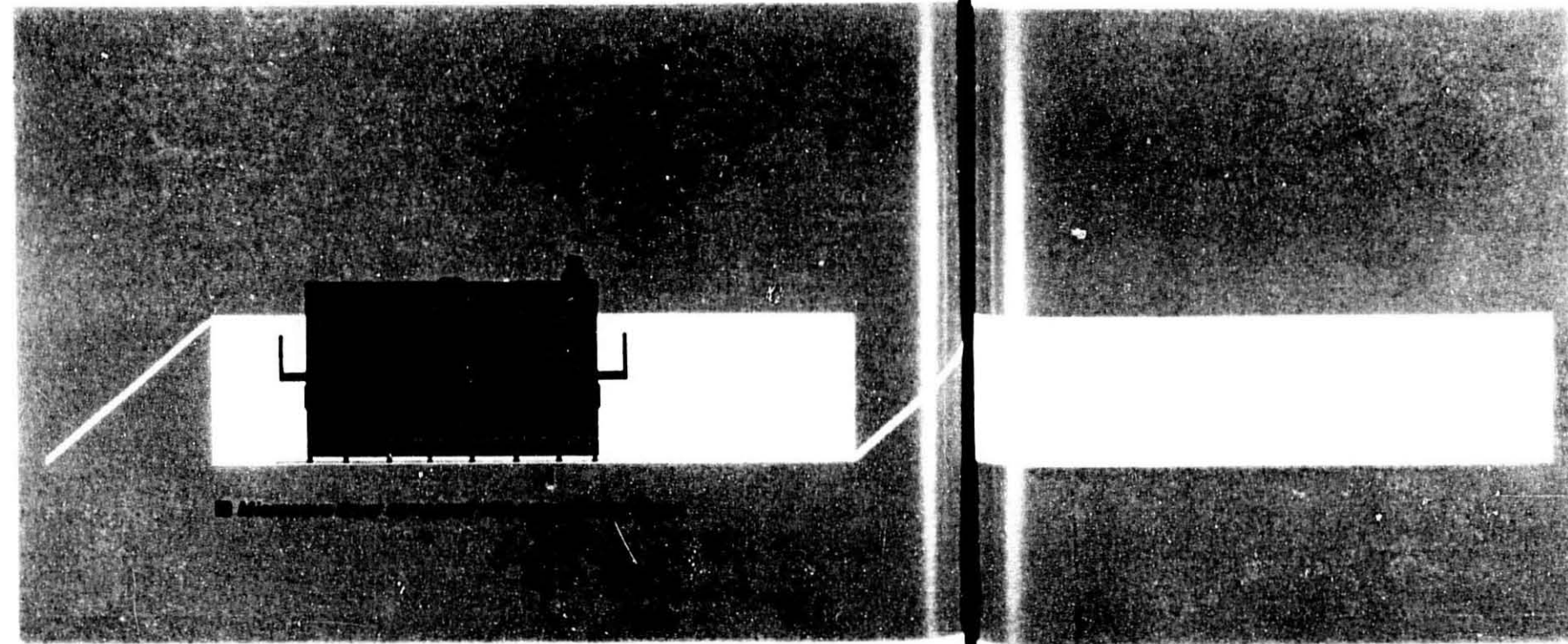


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FAMILY BUSINESS COLUMN

by Frank M. Butrick, Akron, Ohio

Part VIII — The Man Without a Son

Sometimes nature, fate, or circumstances leave a man without a son or son-in-law, and if he has the instincts and inclination of a father, he knows there is an empty place in his life. It may be because he was never a father, or he actually had a son who has moved away to spend his life with his family and career elsewhere, or perhaps the son is still around but is just not interested in his father or his father's life or his father's business. And the business, of course, is the key. Other fathers have sons and the sons grow up, get married, and move away. The fathers expect it and put their lives together accordingly; children are but an interlude in their lives. But the man who owns a business has something he can share with his son, boy and man — he can blend their lives together through the continuity of the business. And he expects that his son will come into the business and eventually take over its management. If his son cannot or will not do this, then in many respects the man has no son.

The father without a son usually buries himself in his business, or in compensatory affairs such as his church, lodge, association, or local politics. This absorbs his extra time and energy — and for a number of years, it works. But eventually he looks at other businessmen — men who do have sons in their business — and then the emptiness becomes so real that it is painful. Is this the best a man can hope for? To end up selling out and retire to nothing, or to stay in the business and let it and himself drift into senility together?

No. There is a much better solution. Being a father in business is too much fun and too satisfying for a man to put up with denial just because life worked out that way. Any man smart enough to operate a business is smart enough to arrange the solution to his problem — a surrogate son, a substitute son, a likely young man who can be brought into the business, be treated like a son (with the after-work,

weekend, and vacation socializing which this implies), and so becomes, for all practical purposes, the son that never was. Why not? If you have nobody to share the business with and leave the business to, what are you going to do with it? Like these men did?

Case History #1

Victor and Rupert are brothers and partners in a very successful food-wholesaling firm. But Victor has no children and Rupert had one son who wound up being a lawyer in a distant state. Without children — sons — involved in the business, the two just kept running it themselves. But then, in his late 60s, Rupert had an operation which made him a semi-invalid only able to work a few hours a week. The entire load shifted to Victor, who was in his mid 70s. It was too much. His health cracked and their business went down the drain. Ironically, there were three men in the firm who had joined it during their 20s, and any one of whom could have been developed as a surrogate son. One in particular, whose parents had been divorced and who never had a father, had virtually "adopted" Rupert as a father substitute. They had worked together for nearly 20 years without Rupert ever realizing the opportunity the lonely young man offered him. Today he has nothing.

Case History #2

William owns a major food-processing plant, and he has three sons in the business. Two of them are duds and the third is just a troublemaker — a young man who neither the father nor anybody else can stand. Long ago William came to realize that he needed an umpire for his offspring, so he hired a young man a few years older than they to teach them how to behave — and teach them the business. To his satisfaction, the young man turned out to be an excellent executive, learning the business quickly and effectively and soon becoming a vital part of the company, while doing an excellent job of making the sons use-

ful, too. But when he reached 70, William knew that his sons could never run the business, so bitter and disappointed, he sold the firm. Only afterwards did it occur to him that his sons' tutor was an ideal man for a surrogate son — that had he thought in this direction a few years earlier, he might have built a totally different and far more satisfying life around that young man.

In both of these situations there was a son or sons in the family, but there were no sons to take over and run the business. As far as continuity is concerned — having somebody to teach, presiding, to share the inner working of the business, to help plan and share dreams, and then to step aside and watch him take over and run it — these fathers had no son. Yet each of them had a candidate for surrogate son right in the business — a young man whom he could have treated as his son and who in turn could then have given the owner an opportunity to play the role of father.

In these two examples, the father had sons and so probably there was always a faint hope that the son would return, or the sons would grow up and become men who could run a business. But a man should not be blind to reality — when it is obvious that the son is not suitable as a successor, another should be found.

A different situation exists with the man who has never been the father of a son. He has often wondered what it would have been like to have a son — is quite likely to be somewhat jealous of men who do have sons (which is a real danger in partnerships). But he also trains himself not to think about the subject; the ugly man does not dwell upon his looks, the short man upon his height, nor the nonfather upon the son which he does not have. The subject becomes taboo to the nonfather. This is quite human, and probably an excellent defense mechanism, but at the same time it is unfortunate. Because if the nonfather

(Continued from page 38)

ASEECO

BUCKET ELEVATOR
The Versatile Bucket Elevators with Space Age Design-Sani-Plus 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

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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.

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The Multi-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 esthetically designed vibrators. Units can be installed in series to distribute product to multiple packaging machines or to several use points simultaneously on demand.

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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ASEECO 8857 W. Olympic Boulevard, Beverly Hills, Calif. 90211
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ASEECO logo

Man Without a Son

(Continued from page 36)

did think about being a father, his thoughts might lead him to the obvious: That you can enjoy all the benefits of being a father without the need for ever changing diapers.

Merely look around your family — at the young men among your nephews, cousins, and in-laws and see if you cannot find a young man who would enjoy working for you, learning your business, and whom you could treat as a son. If his mother is a widow or a divorcee — if he has not had a real father, so much the better. Invite him to join your business, and if he seems to be working out, then into your life. Take him and his wife with you on vacations; go golfing, fishing and drinking together. Treat him like a son; accept him as a son. Chances are that he will reciprocate in spades. If you have guessed wrong on the young man, you can always try again (which a natural father can hardly do), but if you have guessed right, go all the way. Make him your successor and your heir. Set it up for him to run your business during your retirement and your wife's widowhood and then inherit it.

You cannot take it with you, and you may as well leave it to someone who has the experience and knowhow to run it, and who has treated you like a father and permitted you to treat him like the son you did not have. Open up and try it; the alternative is a bitter and lonely old age — and the death of your business.

Case History #3

Carl owned a pasta manufacturing business. He had no son, but had hired a young man whose parents were divorced. Carl took to the young man and he responded by working to please Carl. A father-son relationship grew up naturally between them. Probably better than a natural relationship, since they met as adults and had none of the problems which may arise between busy fathers and neglected sons. In time, the young man became Carl's general manager, permitting Carl and his wife to spend the winters in the south. Naturally enough, the manager wanted to buy the business, but Carl was stumped as to how to pay him enough to permit buying the firm with after-tax dollars. Finally, the problem

unresolved, Carl gave him a block of stock as a combination gift and bonus. And then it occurred to him: Why not treat his manager like the son he had become? So Carl gave another chunk of stock to his manager/son and revised his will to leave the rest of the business to him. It was the final act needed to make Carl feel that his manager was his son in fact.

Carl's story is one of plain good luck; he hired the right man while he was merely looking for an employee. The two just managed to hit it off. But a man who knows what he is looking for can do a more deliberate job and thus better his chances. So look over your family; if you find no likely prospects, just do a selective job of hiring young men and let nature and your desire take its course.

This article is condensed from a chapter in the author's book, *THE FAMILY IN BUSINESS*, to be released by the IBI Press, Box 159, Akron, OH 44309.

MACARONI JOURNAL will be printing key chapters from the book, the first ever devoted exclusively to the personal relationships within the privately-owned business, during the forthcoming months. For information on the book, contact the publisher directly.

Frank Butrick has, for over two decades, been a leading consultant, convention speaker and author on the family-owned business. He has written hundreds of magazine articles through the years and his concepts have been incorporated in numerous books. He averages nearly 50 convention appearances a year, and is active as a consultant, serving business owners all over America. If you have a situation upon which you would like Mr. Butrick's comments or advice, you may contact him through *MACARONI JOURNAL*, or by writing the IBI Press in Akron, or calling him at 216-253-1757. There is no cost or obligation — but if you write, be patient. His heavy travel schedule precludes quick replies to his correspondence.

Hunt for Gold

Hunt-Wesson Foods is running a fall promotion on their line of tomato sauce and paste products.

Trade advertising calls attention to a national Sunday free standing insert October 24 plus Sunday supplement ads in November and network radio October, November and December.

"Look for special 'Hunt for Gold cans', they say. They are at supermarkets now. If you are lucky, a prize may be printed inside, on the gold colored bottom lid. Grand prize is a brand-new Cadillac Seville, then prizes of gold, cash, cookbooks and recipe card sets.

Service Is Most Important To Elderly in Supermarket

When older adults choose a supermarket, courteous and friendly service is the most important factor, according to a recent survey of Los Angeles-area shoppers.

In a University of Southern California study to gauge the perceptions, knowledge and attitudes of older shoppers, 97 percent of those interviewed said courteous, friendly employees are the No. 1 factor in supermarket selection.

The survey results also show that seniors — defined as 60 or older — shop more frequently, at more stores and with greater enjoyment than their younger counterparts.

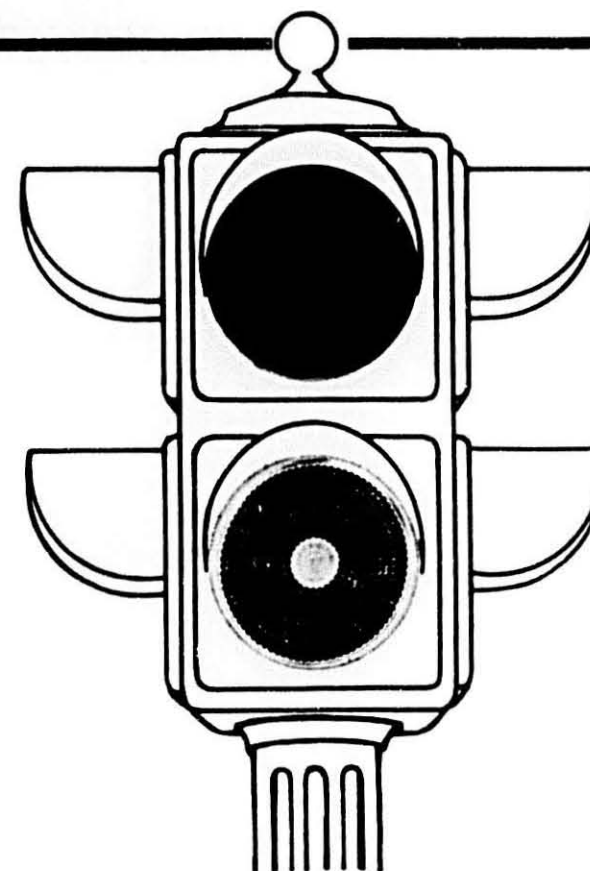
The "Seniors as Shoppers" study was conducted by the Food Industry Management (FIM) Program at the USC School of Business Administration with the support of the Western Association of Food Chains.

The study of older Americans' shopping and buying habits, conducted by the students in the FIM Program, involved interviewing 960 shoppers at 48 supermarkets in Greater Los Angeles and Orange County. All of the markets were equipped with scanners.

In addition to completing the in-store interviews, 64 percent of the respondents returned cash register tapes to the surveyors for use in comparing stated preferences with actual buying patterns.

To compare senior shoppers with shoppers of all ages, the researchers interviewed shoppers in three age groups — 49 or younger (22 percent), 50 through 59 (34 percent), and 60 or older (44 percent). In some cases, the researchers have compared the 1982 three-age grouping with FIM's 1981 survey on "Seniors as Shoppers."

THE MACARONI JOURNAL



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DISPLAYED AT PACK-EXPO

Displays at Pack-Expo, held at McCormick Place, Chicago, November 15-19, 1982, of special interest to pasta manufacturers included the following:

AMACO, INCORPORATED 2601 W. Peterson Ave., Chicago, IL 60659

Kloekner Wolkogon's fully automatic micor processor thermoforming, filling and sealing machine Type Compacker-X was shown for the first time producing oral contraceptive packages for the pharmaceutical industry, using the new infrared tablet inspecting device for missing tablets. Autoback's fully automatic micro processor weighing unit Microweigh for powders or granules in full operation, Amaco's automatic horizontal forming, filling and sealing pillow pack machine Type Redi-Flow was displayed with line speeds up to 400 packs per minute.

ASEECO CORPORATION 8857 West Olympic Blvd., Beverly Hills, CA 90211

ASEECO displayed a Modular Distribution System for bulk material incorporating a New Kinetic Balancer. This new design virtually eliminates all vibration formerly transmitted to the base thereby eliminating the need for Air Mounts or other Vibration Absorbers. The lower weight of the unit also reduces the supporting structure requirements.

CLYBOURN MACHINE COMPANY, Division of Faxall, Inc. 7515 N. Linder Ave., Skokie, IL 60077

Vertical Form, Fill, Seal Cartoner - Volumetric Filling - Provides Sift Proof Carton Sealing Without Carton Liner. Vertical Form, Fill, Seal Cartoner With Volumetric Filler - Features Side Seam Gluer Attachment. Vertical Cartoner - Automatic Bottle Loader Attachment - Also "Platen" Style Coupon Placer With Rotary Coupon Placer.

HAYSSEN MANUFACTURING COMPANY P.O. Box 571, Highway 42 North, Sheboygan, WI 53081

High speed, high accuracy packaging systems was the focus of continu-

ous machinery demonstrations in the Hayszen booth. ULTIMA® high speed VFFS machines were featured with a variety of feeds including Dataweigh® microcomputer weighing systems capable of speeds to 120 packages/minute with giveaway to less than a gram.

PACKAGE MACHINERY COMPANY 330 Chestnut St., E. Longmeadow, MA 01028

New Golden Eagle Weight Selection Scale system with self-diagnostic capability; New Transwrap Hustler C/S vertical f/f/s machine for bagging fragile products; New Dyna-Pak Case Opener/Positioner takes carton blank, forms it and positions it for automatic loading. AutoWrappers Flowmaster horizontal f/f/s machine — output up to 150 packs per min.; Theegarten Model U1 candy forming, cutting and wrapping machine — up to 100 pcs/min.; Bausch & Stroebel Rotary Screw Capper and pressure-sensitive labeler; Uhlmann Blister Packaging machines with new in-line flexoprinter, compact cartoner and check weigher. Alisyncro automatic candy bar feeding system.

REDINGTON, INC. 3000 St. Charles Rd., Bellwood, IL 60104

Redington displayed their newest packaging machine developments. Included were the Universal Multi-Packer, the Automatic Product Transfer, and the new 6" pitch intermittent motion Redi-Pak®. Demonstrated also was a floating bucket product conveyor accumulating strips, a Carton-King® high speed cartoner, and a Vertomax® semi-automatic vertical carton.

REXHAM CORPORATION 5501 N. Washington Blvd., Sarasota, FL 33580

The new higher speed Bartelt Packer Model IMHS 7-14 with pouch slitter. This machine runs tandem pouches at a speed of 150 cycles per minute or 300 individual pouches per minute. Bartelt packager Model IM 7-14 with the newly added Boxwrap Model HS display case packer. This system will run 100 pouches per minute. The display carton will hold 2 rows of 12 pouches each.

TRIANGLE PACKAGE MACHINERY COMPANY 6655 West Diversey Avenue, Chicago, IL 60635

Selectacom-21 Net Weight System, that selects and combines portion weights with System 21 microprocessor controls. System 21 packaging unit with Flexitron weighers and all microprocessor control bag machine. Twin Tube Standard Bag Machine with volumetric filler. Flexicaser III for semi-automatic casing of flexible pouched products.

THE WOODMAN COMPANY, INC. P.O. Box 35238, Decatur, GA 30035

Computerized weighing, automatic form, fill, seal and automatic casing was the focal point of Woodman's display. Hourly demonstrations of the completely automated line dramatized the efficiency of this system. Also displayed was Woodman's Trident - three scale, net weigh module, with keyboard computerized controls.

WRIGHT MACHINERY DIVISION, REXHAM MACHINERY GROUP 1600 Mist Lake Drive, Durham, NC 27702

The Wright Model S Vertical form and fill machine with new statistical combination computer weigher. Wright Model GA vertical, form, fill and seal machine with Bartelt "DX" auger filler. This machine will run a free flowing product at speeds of 80-100 lbs per minute. Also the Wright Model GA 7-12 volumetric packager that will run free flowing products at a rate of 60-90 bags per minute.

New Automatic Weighing System

A new microprocessor controlled weighing system that can increase output 50 per cent over manually controlled lines has been introduced by Amaco, Inc., Chicago.

The Autopack Dialaweigh 372 vibratory feed weighing system is compatible with existing equipment used to fill any free flowing product in the food, chemical, pharmaceutical, confectionery and related industries.

The system provides two outstanding features. It gives tighter control

(Continued on page 44)

The future of the pasta industry.



**Our New
Hi-Temp One
Short Goods Dryer.
It Saves Time,
Space and Energy.**

The DeMaco Hi-Temp One dries any type of short goods in 4½ hours or less at 170°F. And since it doesn't attain drying temperature electrically, the energy savings are considerable when compared to microwave. Just two-thirds the size of its predecessor, Hi-Temp One saves valuable space.

Non-exotic spare parts can be obtained almost anywhere and clean-up takes but a few hours. That cuts "down time". Hi-Temp One. The time, space and energy saver from the American alternative to short goods drying-DeMaco.

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DEMACO
A vital link in the food chain



From left to right: Mr. Salvatore Di Cecco, Mrs. Laura Ricciorelli, Mr. Mario Ricciorelli, Mr. Aldo Ricciorelli, Mrs. Mirco Di Cecco, Mr. Alessandro Di Cecco.

Autopack Dialweigh 372

(Continued from page 40)

over machine performance and at the same time eliminates the possibility of human error by eliminating set-up difficulties and continuously monitoring performance during operation and diagnosing faults and initiating corrections.

Microweigh operates by responding to signals received from the load cell and from a sensor that measures the volume (product depth) of material traveling from the hopper to the weigh bins. The volume, in turn, is controlled by varying the vibrator output. The weigh bin is in two parts—bulk and fine. The fine section enables the final filling rate to be closely controlled and makes for higher accuracy.

All the operator has to do is to tap in the instructions on the alpha-numeric keypad. All the performance parameters are set in terms of weight and speed of operation. The system will then automatically adjust itself for optimum performance at the conditions selected.

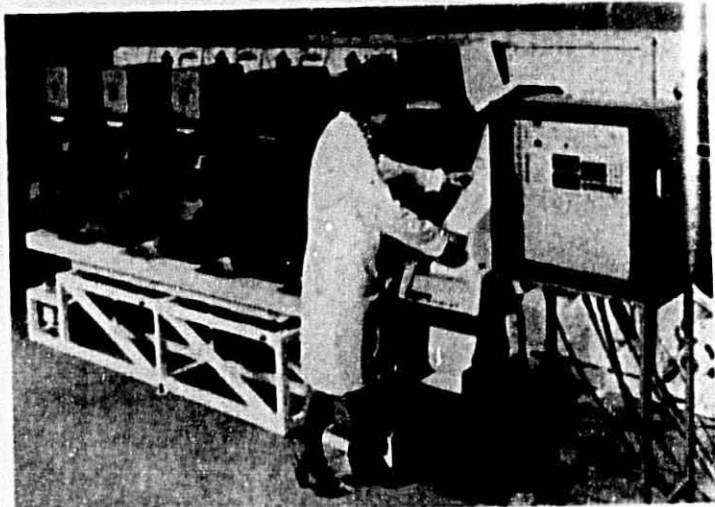
The LED (Light Emitting Diode) displays show the Nominal Quantity (Qn) or Target Quantity (Qt) together with other selectable values such as Tolerable Negative Error (TIN) Tolerance Limit (T1) Absolute Tolerance Limit (T2) and the Standard Deviation(s). A separate display of warning lights monitors faults in the electrical and pneumatic services and underweights and overweights.

Continuously Monitored

Thus, after initial setting up, the weighing performance is continuously monitored on VDT and verified against the standard reference; when a fault is monitored, automatic adjustment corrects deviations.

Microweigh can be situated anywhere — near the packing plant or in the office or quality control room. It can be linked to the main control terminal; be connected to a VDT to give a visual display to the operator and, via a printer, give a hard copy record on paper roll.

Products can be automatically or hand fed into the Dialweigh machines by means of a common infeed hopper. While being fed via the vibratory units to the weighing systems they are monitored by Autopack's capacitance level probes which ensure an even flow. Product cut-off from the feed



Autopack Dialweigh 372

section to the weighers is achieved using pneumatically operated nylon brush doors.

The weighing system consists of a flexure balance with built-in L.V.D.T. (linear voltage displacement transformer) for maximum sensitivity and stability. This converts product weight into an electrical output which is directly linked to the Microweigh microprocessor for efficient and cost-effective control. The programmed weight is synchronized to discharge into a bucket elevator mounted directly below the weigh pans.

The microprocessor also reduces product give-away, because it enables nominal or target weight to be programmed and using this datum accurately controls the average fill within the required tolerance limits. It also brings the automatic reject facility into operation in the case of a fault diagnosis.

Microweigh reduces set-up and adjustment time that was involved with individual machines. Now with it, it can be done in minutes.

For more information contact Amaco, Inc., 2601 W. Peterson Avenue, Chicago, IL 60659.

"Universal" Multipackers Introduced by Redington, Inc.

An advanced-design multipacker, which operates up to 60% faster than conventional multipackers and sets new industry standards for flexibility in changing carton sizes, product counts

and accumulation patterns, was introduced by Redington, Inc. during Pack Expo '82.

The fully automatic machine, named Universal Multipacker (UMP), is said to be the first multiple-product cartoner designed to accommodate the increasing speeds of production and packaging equipment now emerging in a variety of industries, notably food, candy, baking and pharmaceuticals. The UMP can accept packaged products at 300 to 400 per minute, and load up to 80 cartons or trays per minute, varying with machine pitch and number of accumulations.

Quick Change

Able to adapt to many multiple-face, multiple-layer accumulation patterns in minutes through a rearrangement of stops and cams, the UMP allows most carton-size changes to be completed within one-half hour through easy adjustments. Such changes on conventional multipackers, if possible at all, typically take the machine out of production for at least an 8-hour work shift.

An intermittent-motion horizontal design, the UMP allows an unusually wide variation in pitch, from 6" to 18", with more stations along the carton conveyor than offered on conventional multipackers. For example, operated at 9" pitch, the UMP provides 10 stations in contrast with five or six stations usually found on other 9"-pitch multipackers. Extra stations pro-

(Continued on page 46)

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MS or BS in Food Science is preferred. The ability to conduct research in new product development with moderate supervision and strong oral and written communications skills are necessary.

Other general duties will include bench-top new product development, improvements and reformulation, predominantly in fruit juice and beverage area.

If you are interested in associating yourself with a progressive R&D operation and wish to pursue this opportunity further, please send your resume and salary history to: Manager of Recruiting, Dept. # 82-61, THE COCA-COLA COMPANY, FOODS DIVISION, P.O. Box 2079, Houston, Texas 77001.

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MARVIN WINSTON, DIRECTOR
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(201) 440-0022

Universal Multipacker

(Continued from page 44)

more better machine efficiency at higher speeds, and also allow for extra functions such as double gluing, coding on both front and back carton flaps, or special folding sequences.

The UMP's intermittent motion, smoothly indexed by an oil-bathed barrelcam drive, also assures more accurately squared formation of glued-end cartons or trays, because glued flap closure is performed while the carton is momentarily motionless. For the same reason, the UMP provides higher quality code imprinting.

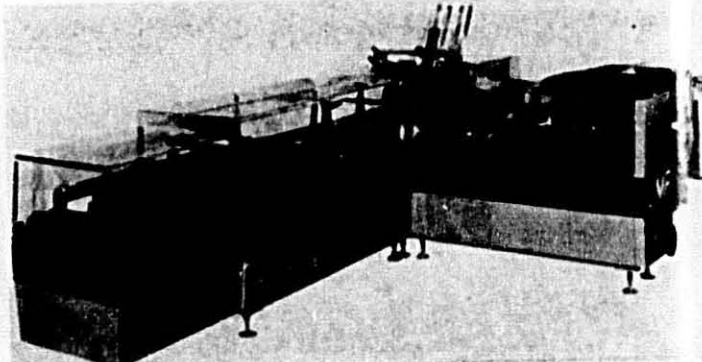
Also important to faster operating speeds, the UMP is equipped with a clutch and brake system that assures accurately timed stops or pauses, and allows smoother start-up. Automatic timed-stop controls assure that no glued cartons will stop prior to the compression station.

Cartons to Trays

Changeover from cartons to trays, often not possible on conventional multipackers, is accomplished with adjustments and change parts, and is normally completed within one hour. As an option, the UMP can be equipped with a carton forming system that expands the cartons in two directions, which is especially effective in preventing "memory" problems common with larger cartons that have been stored for long periods of time. As with all multipackers, each UMP is equipped to accumulate and load a specific type of product — bottled, pouched or boxed. But, unlike other multipackers, the UMP can be changed back and forth among these different types of products by replacing infeed and infeed accumulator parts on-site, usually within one week. Such changes in conventional multipackers typically require shipping the machine back to its manufacturer for rebuilding, which takes the unit out of production for four to six months and incurs major expense; some multipackers cannot be restructured to allow such product changes at all.

Pushing Lug

The standard infeed conveyor features a patented "pushing lug" system that delivers and completely inserts each product accumulation with a single continuous motion, thus eliminating the need for a separate insertion mechanism further downstream on the



Redington Universal Multipacker

carton conveyor. This infeed can be positioned to allow product feeding from either right or left sides of the multipacker.

With solid-state controls integrated into the machine enclosure, the UMP is able to offer an optional electronic system for dynamically adjusting the timing of repetitive functions such as glue application, side-flap folding and skip-carton sensing. This option replaces mechanical cam linkages and eliminates the tedious manual timing adjustments usually associated with size and speed changes, by allowing timing to be fine-tuned from the control panel while the machine is in operation.

Compact for a machine of its speed, the UMP measures 150" long x 36" wide x 43" high. Its right-angle infeed unit, 25" wide, extends 70" from the side of the multipacker. The standard accumulator section, attached at a right angle to the infeed unit, measures 49" long x 34" wide.

Steel Panel Construction

All three segments — multipacker, infeed and accumulator — feature monocoque steel-panel construction forming a contemporary, contoured machine body enclosure. Upper portions are enclosed in gull-wing (top-hinged) lockable covers of plexiglas formed to complement the machine-body contours. Total upper and lower enclosure helps prevent entry of dirt and debris, and assures quieter operation. Access panels located throughout the machine facilitate maintenance.

The standard UMP, powered by a one-hp motor, requires installation with 230/460V 3-phase power. A compressed-air supply of 80 psi also is needed.

Redington, Inc., manufactures a broad line of cartoners, overwrappers, multipackers and roll wrappers, in standard designs that can be adapted to a wide variety of packaging requirements through optional attachments.

For more information, contact Mike Malloy or Bob Stockus, Redington, Inc., 3000 St. Charles Road, Bellwood, IL 60104. Phone 312-544-7100.

New Side Seam Gluer

Packagers can now save packaging costs by purchasing flat blank cartons and gluing them in-house with a new side seam gluer, model SSG, introduced by Clybourn Machine Company at PACP EXPO.

Blanks, which cost significantly less than finished cartons, also require less storage space and reduced labor time since they can be shrink-wrapped or palletized. Finished cartons must be shipped in corrugated cartons which require additional manhours for unloading, breakdown and discarding. "Fresh" flats are also known to be set up easier and more efficiently enhancing line productivity and reducing the downtime due to jams caused by unopened flat cartons.

Standard size seamers can glue blanks with seal end or tuck construction ranging in size from 3" x 3" to 8" x 11". Side seam gluers for larger cartons can be custom designed.

The unit operates at speeds of up to 450 cartons per minute, and complements Clybourn's complete line of vertical cartoners.

For more information, contact Clybourn Machine Company, 7515 North Linder Avenue, Skokie, IL 60077. Telephone: 312-677-7800. Telex: 28-29472.

MACARONI JOURNAL

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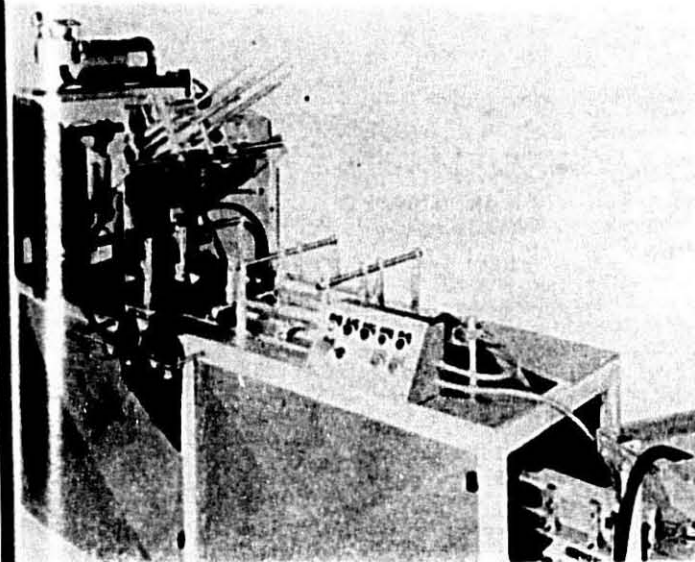
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Clybourn New Side Seam Gluer.

Plant Operations Seminar Announced

The NPA Plant Operations Seminar will be held in Toronto, March 21-22-23-24, 1983. Headquarters hotel will be the Toronto Hilton, Harbour Castle, overlooking Lake Ontario.

Quality circles, packaging products, and other production considerations will be on the agenda. There will be meetings in the morning and tours in the afternoon covering General Mills pasta operations at Lancia-Bravo and the milling operation of Primo.

Arrival date of Monday, March 21, is for a reception and dinner at the hotel. Departure will be after noon on Thursday, March 24.

Mark your calendar and plan to attend.

National Plant Engineering Show

"Cutting Costs with Computers and Automated Systems" has been selected as the theme for the 1983 National Plant Engineering & Maintenance Show and Conference, which will take place at McCormick Place, Chicago, March 28-31, it was announced by Clapp & Poliak (A Cahners Exposition Group Company), New York.

Fully 60 per cent of the 1983 conference will be devoted to the use of new technologies throughout the plant engineering and maintenance function. The session will cover such areas as the use of CAD/CAM for in-plant design, robotics for disposal of hazardous wastes, and voice input of production data from the factory floor.

"Plant engineering can no longer be looked at simply as a necessary cost of doing business," the announcement said. "The costs associated with plant engineering have escalated rapidly, and upper management is demanding that innovative approaches be taken to controlling those costs.

Great Potential

"Computers and automated systems hold the greatest potential for cutting costs, and both the show and the conference sessions will be geared to that theme. Plant engineers must turn their departments into profit centers, and the way to accomplish that is through implementation of new technologies," the announcement continued.

These advanced technologies have been the subject of theoretical discussions for some years, but the 1983 show will be the first in which the new technologies will play a major role in the demonstrations among the exhibits. These technologies include CAD/CAM (computer-aided design and aided manufacturing), computerized building maintenance, robotics, computerized lift truck maintenance, computerized energy management and analysis, and microcomputers for scheduling preventive maintenance, environmental control and other management activities.

Many Exhibits

With five months remaining before show time, Clapp & Poliak reported that more than 500 companies had reserved 80 percent of the available exhibit space.

Product and equipment categories to be demonstrated are: air conditioning, ventilation, refrigeration, process and space heating; computerized equipment and systems; construction materials and services; distribution and control of electric power; illumination; communications; clock and signal systems; fire protection; safety; sanitation; plant layout and engineering office equipment; fluid power and mechanical power transmission; grounds maintenance equipment; instruments and controls; lubrication materials; maintenance equipment and installation; housekeeping equipment; fasteners and tools; welding equipment; materials handling equipment; paints and protective coverings; pipes, valves and fittings; air, water, solid waste and noise pollution control equipment, and pumps and compressors.

Design Engineering

Running concurrently with the plant engineering and maintenance events in McCormick Place will be the National Design Engineering Show and Conference. Engineers thus will have an opportunity to attend both events during a single trip.

Information is available from Clapp & Poliak (A Cahners Exposition Group Company), 708 Third Ave., New York, N.Y. 10017. (212) 661-8410.

Chesbrough-Pond's Earnings

Chesbrough-Pond's Inc. earnings for the third quarter and first nine months of 1982 increased over the same periods of 1981, it was announced by Ralph E. Ward, chairman and president.

Net income for the quarter ended September 30, 1982 increased 2.2 per cent to \$43,700,000 or \$1.28 per share of common stock, compared with net income of \$43,772,000 or \$1.27 per share for the third quarter of 1981.

While domestic sales for the third quarter increased 3.6 per cent over 1981's third quarter, International Division sales were 17.2 per cent lower. As a result, total third-quarter sales, at \$449,574,000, were 1.6 percent below the \$456,803,000 of 1981's third quarter.

For the first nine months of 1982, net income rose 4.6 per cent to \$101,

950,000 or \$2.92 per share, compared with \$97,472,000 or \$2.8 per share for the first nine months of 1981. Sales for the first nine months of 1982 totaled \$1,232,400,000, up 4.4 per cent from \$1,180,401,000 in 1981's first nine months.

"This marginal improvement in our results comes in the face of continuing dismal economic conditions around the world," Mr. Ward said. "Amid many negative statistics, the recent declines in interest rates are one positive sign that business conditions may begin to improve as we approach year-end. We continue to expect results for the full year 1982 will exceed 1981 and thus enable us to achieve our 27th consecutive record year."

Packaged Foods Division

The division achieved substantial increases in sales and profits during the quarter. With excellent results already on record for the first half, the division's performance for 1982 as a whole should be outstanding. A major factor in the sales gain was the growing popularity of Ragu's Homestyle spaghetti sauce, introduced in 1981's third quarter. Designed to appeal to consumers who still make their own sauce, Ragu's Homestyle sauce has succeeded in further strengthening the Ragu brand's leadership position in the fast-growing spaghetti sauce category despite heavy competition. The Ragu's Pizza Quick line, which now includes several sauces and a crust mix, also registered a strong sales increase in the quarter and is developing into a major new business area for the division.

Obituary

Rose Hightree Laneri, wife of John, President of O B Macaroni Co., Fort Worth, Texas, mother of three children and grandmother of seven died October 22.

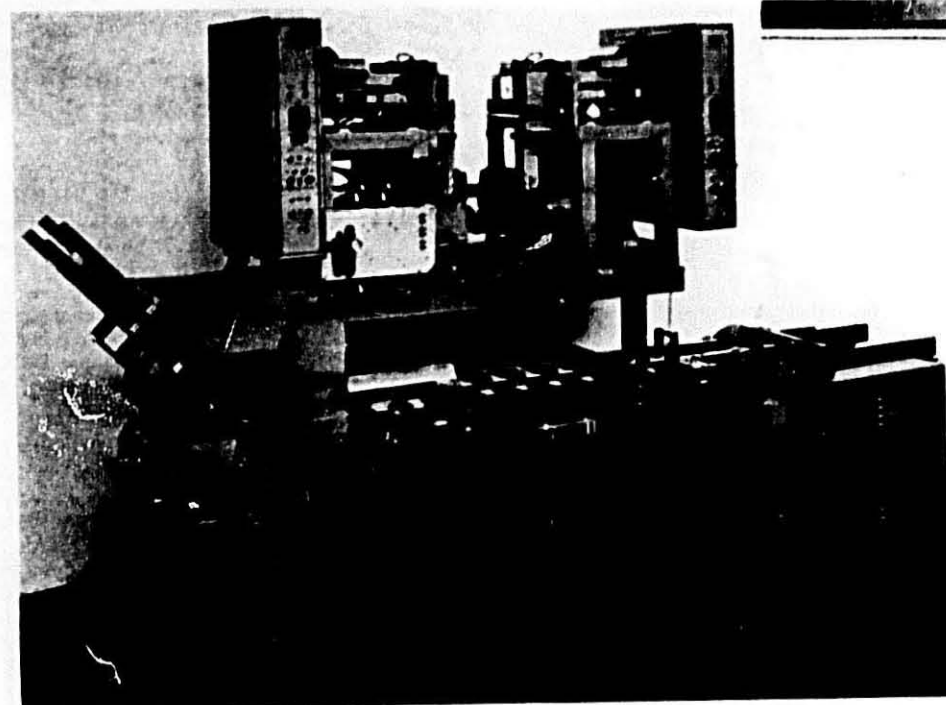
Leftover Pasta

We love to use up leftover noodles and other pasta by stir-frying it with thinly sliced cabbage in a little oil. Season it with salt, pepper, and a bit of caraway, if you like — Joan Laneri.

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SON BORN

Aaron Kline Kushner was born October 25 to Gary and Gail Kushner in Bethesda, Maryland.

Buitoni Foods District Sales Manager

Deborah Cherry Aiken has been named Buitoni District Sales Manager for the Mid-Atlantic Region it was announced recently by Charles Karlow, Regional Sales Manager. Aiken will have responsibility for frozen food business in the Philadelphia and Baltimore-Washington areas; in the latter two cities she will, also, have responsibility for dry pasta.

Prior to joining Buitoni, Aiken was Account Manager for the Maxwell House Division of General Foods Corporation. Altogether, she has more than thirteen years of experience in the food industry.

Mrs. Aiken is a graduate of St. Joseph's University, Philadelphia, where she majored in food marketing.

Buitoni Foods Corporation manufacturers and markets a full line of quality Italian dry pasta products, sauces, pizzas, and frozen entrees.



On the Gulf of Mexico, Marriott's Marco Beach Resort

Frank T. Heffelfinger Announces Retirement

Frank T. Heffelfinger, Executive Vice President of Peavey Company, announced that he will step down from a day-to-day role in the company's management on May 31, 1983, the end of the fiscal year. He began his career at Peavey in 1946.

Heffelfinger, who will be 60 early next year, said, "I've been planning this move for some time, and it was a difficult decision for me to make. But after 36 years, I'm looking forward to devoting more time to personal affairs and other outside interests."

He also stated that he would continue to represent the company in certain community activities and would continue on the Peavey Board of Directors.

National Pasta Association Winter Meeting Feb. 20-24

Marriott's Marco Beach Resort

Marriott's Marco Beach Resort, Marco Island, Florida, is the site of the National Pasta Association Winter Meeting, February 20-24, 1983.

Located on the southwest coast of Florida, 15 miles south of Naples, 98 miles from Miami International Airport from which there are daily 35-minute flights to Marco Island Airport via Marco Island Airways. Marco Island Airport is 5 miles away or 15 minutes from the hotel. The hotel has eight six passenger courtesy cars and a 22-passenger airport bus. The hotel

is 8 miles from U.S. 41. PBA Airlines provides easy access into Naples and Fort Myers jet port and is conveniently located only an hour away.

The South Seas style complex comprises 742 rooms, including 38 suites, 6 penthouses, 30 lanais, and 8 villas. The facility won Meetings & Conventions Gold Key Award for 1981 and 1982.

Four Restaurants

There are a total of four restaurants available with dancing and continental dining in the Marco Polo dining room. Quinn's Beachfront Bistro features breakfast, lunch, and dinner with entertainment until 1 a.m. — two shows nightly between 9 p.m. and 2 a.m. in the Caxambas Lounge. Cafe del Sol and Voyager Restaurant offer family dining.

There are three outdoor swimming pools, a 10-foot jacuzzi, plus three and one-half miles of powder sand beach along the Gulf of Mexico. Bowling, mopeds, bicycles, 9-hole par 3 golf course and putting green, 16 Har-Tru tennis courts, championship golf nearby. Fishing and water skiing are available.

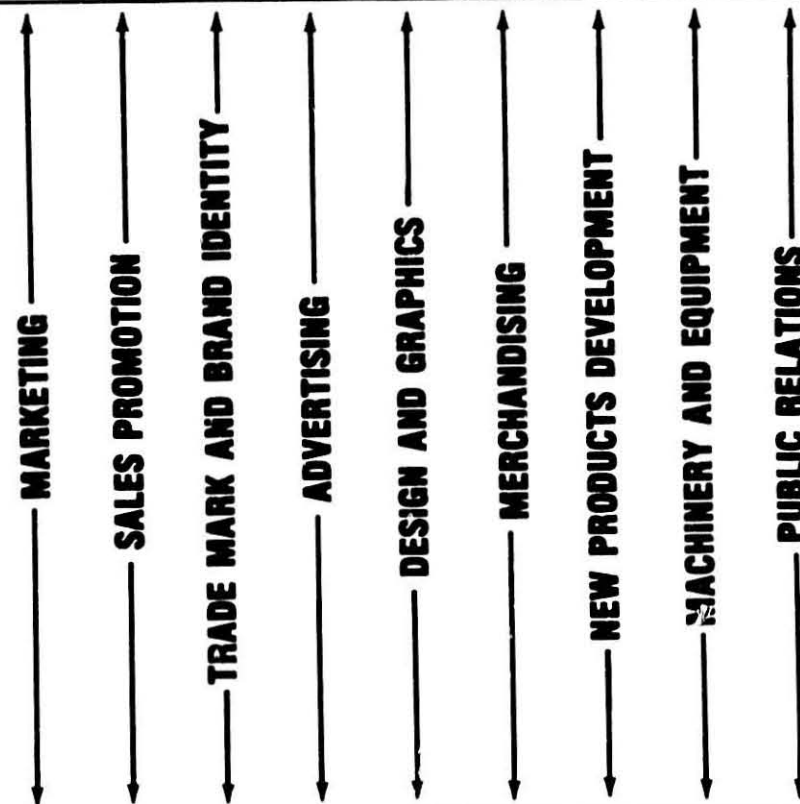
Sunday Start

The Convention program will start with a Board of Directors' meeting on Sunday and a reception and dinner party to meet the incoming Executive Director Sunday evening. Plans for the business sessions for Monday, Tuesday, and Wednesday will be announced by the NPA office in Palatine shortly. Reservation forms for the Convention and rooms can be obtained by writing P.O. Box 1008, Palatine, IL 60067.

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