

# StaleyNews

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Decatur, Illinois/January, 1979

## Soybean milling capacity to be increased at Champaign plant

Staley will substantially increase the size of its soybean processing mill at Champaign.

Crushing capacity of the facility will be increased by 30,000 bushels per day, bringing the plant's daily capacity to 70,000 bushels.

## Position ideal, many challenges for industrial

Like the prizefighter, Jim Corbett, to be a champion. . . a winner, one must fight one more round.

That was the message Wayne Martin, vice president, sales and marketing, industrial, left recently with members of the Staley Technical Society.

As their keynote speaker, Martin said, when evaluating the Staley industrial products team, one finds many strengths which, when taken together, make a winner. . . Staley is in an enviable position.

The company, beginning as the Staley Starch Works in a Decatur corn field, suddenly changed gears in the early 1960s making acquisitions, such as Houlton and Monte Vista, building a complex of outside plants. When Houlton was acquired, it was one of 23 potato starch producers in Maine. Today, there's only one other in that state and only a couple remaining on the west coast and in Canada. Yet, Monte Vista and Houlton have survived. Staley technology allowed the company an ideal spot in the marketplace—reclaiming waste starch from potato processors and putting it to use again as new starch products. Murtaugh dries reclaimed starch, which is shipped to Monte Vista for processing into Sta-Lok starches used by the paper industry.

With Morrisville coming on line in 1971, the Isosweet high fructose corn syrup (HFCS) era was launched. Timing and ingenuity with the expansion of HFCS production at Decatur during 1974 moved Staley ahead of the company that was in the HFCS business first. Today, Staley is in the number one position in the HFCS market, Martin said, with the start-up of Lafayette.

Staley holds an important position in the total corn grind. The company has the broadest line of starch products and the broadest range of corn usage of any company in the corn wet milling industry.

In the corn syrup arena, there are eight producers with 14 plants and Staley is a leader. Despite the unhealthy climate for corn sweeteners last year, sales in corn syrup increased by six percent over 1977 and Martin predicts better margins in 1979.

Turning to dextrose, Martin said the users of this product must have two suppliers, and Staley is the most reliable producer/supplier among the three manufacturers of the product.

Unparalleled growth has been the case of Isosweet. "Nine producers make HFCS at  
(Continued on Page 4)

Construction on the project is scheduled to begin next summer and is expected to be completed before the 1979-80 harvest.

Most of the construction consists of new machinery and conveyors to be installed in existing buildings. There will be expansions of both maintenance and the office buildings.

Chairman Donald E. Nordlund said the expansion, coupled with recent improvements at the Decatur and Des Moines, Iowa, soybean plants, should permit Staley to increase its market share at a favorable cost per bushel. When the Champaign project is completed, Staley will have added more than 60,000 bushels a day to the capacity of its two Illinois mills since 1976, Nordlund noted. He added that the expansion illustrates the company's view that the long-term outlook is positive in soybean processing.

The nation's fourth largest soybean processor, the company has soybean plants at Champaign; Decatur; Des Moines; Frankfort, Indiana; and Fostoria, Ohio.

## More beans needed in central Illinois

Growth of soybean processing mills at the front door of central Illinois grain farmers may be a good reason for them to switch acreage from corn to soybeans this year.

Phil St. Clair, vice president of commodity operations, said the company has considerably expanded the size of its Decatur soybean mill and will increase the capacity of its Champaign plant next summer.

These expansions translate into a demand for 20 million more bushels of soybeans annually and the need for 500,000 more acres of soybeans in central Illinois this year.

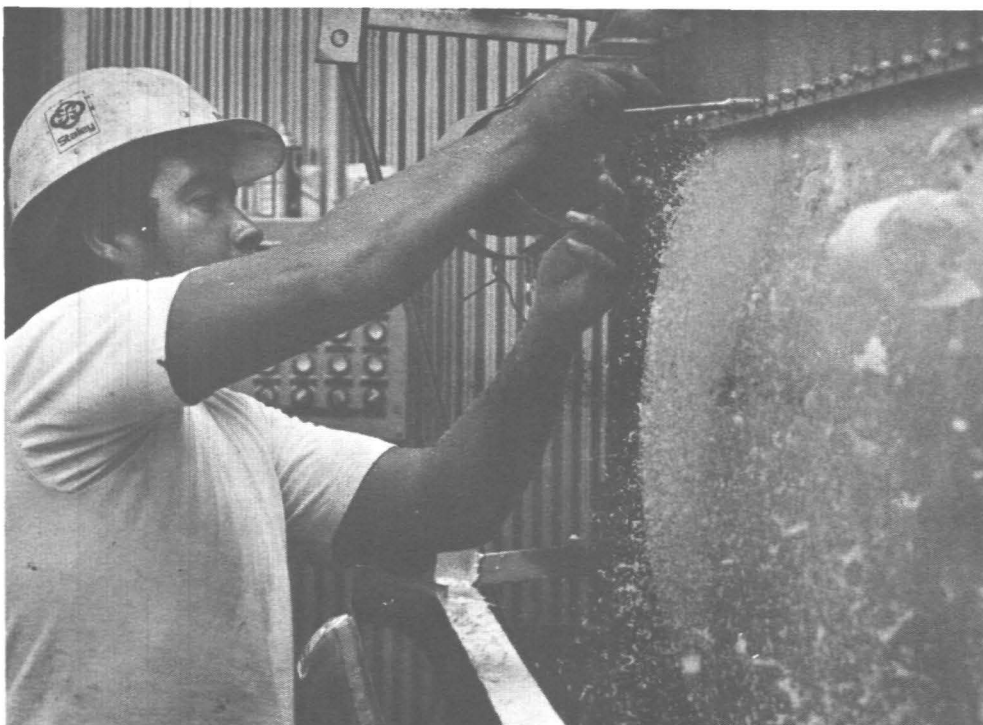
When the Champaign project is completed, the two central Illinois plants will have a combined crushing capacity of 56 million bushels annually or the production equivalent of 1.4 million acres of area farmland.

## Price favors soybeans

St. Clair believes area farmers will switch acreage from corn to soybeans in 1979. He cited strong local demand from soybean processors such as Staley and relatively higher prices for soybeans as opposed to corn.

He points out that the price of soybeans is presently running more than two-and-one-half times the price of corn. "We see no reason for that ratio to change substantially in the coming year," he said. "It should produce at least \$40 more profit per acre for soybeans over corn next year," St. Clair emphasizes.

"From a fundamental point of view, there is more chance of soybean prices going up substantially later in the year. The crop size should be in relative balance with demand--  
(Continued on Page 4)



Bob Sanchez tightens the knife, bevelled against one side of the drum, which breaks the starch into flake-like pieces. After the knife is adjusted, the trough, shown beneath Bob's arm, is positioned to pick up flakes, which are blown along by an air conveying system from the dryer to the chopper, magnet, mill, screening equipment, bin and bagger.

## Monte Vista's product line increased with installation of two drum dryers

"Everything was running so smoothly in Monte Vista. We were ready for a new project, a new challenge," recalled Paul Neumann, Monte Vista plant manager, as he looked back on last winter.

In the Southern Colorado Rockies, between the Continental Divide on the west and the rugged Sangre de Cristos on the east, is a large, high mountain valley where potatoes are the agricultural mainstay. There, Staley's Monte Vista plant processes potato starch. Over the past several years, the plant has pioneered an innovative starch recovery system to recover potato starch from the wash waters of small potato chip plants throughout the country. So successful has the program been that the Monte Vista plant is piled high with bags of recovered starch waiting to be modified into "Sta Lok 400", the premier potato starch of the paper industry.

Not content to rest on its laurels, the Monte Vista plant has recently completed an expansion program that significantly broadens its line of products. Modified food-grade potato starch and pregelatinized industrial starches now have been added to the plant's product mix.

Monte Vista has primarily produced Sta Lok 400 for use in the manufacture of fine paper products, and also unmodified food starch for processing at Staley's Houlton plant; "Arogum 50" (used for coating and sizing by paper manufacturers); and dried pulp for cattle feed. Now, modified starches of the "Redisol" and "Hamaco" families are rolling off the two new drum dryers.

Up until August when the new drum dryers started operation, Monte Vista sent unmodified food-grade and industrial starches requiring pregelatinization to Houlton for processing and a trip through the drum dryers at that plant. However, with the surge in demand for cold water soluble starches requiring drying, the plant in Maine had been taxed trying to keep up with orders. With its drum dryers tied up running potato and waxy maize starches, orders for special tapioca starch products, processed only on Houlton's drum dryers, had waiting periods of up to 24 weeks.

Besides the two dryers installed at Monte Vista, three other drum dryers, shut down over a year ago for revamping at Morrisville, have been returned to service and again are producing gelatinized "Dura Gels". In the

interim, those products also had been produced on the drum dryers at Houlton. A total of five additional drum dryers are now rolling out Staley product.

## Project takes shape

"I realized we had the personnel and talents to look at additional production and an expanded product line. We investigated the drum dryer idea to take some of the load off Houlton," summarized Paul Neumann. In addition, Steve Tyler, assistant manager at Monte Vista, estimated that Staley could save \$100,000 annually in freight charges alone by doing the conversion and special drying at the Monte Vista plant. After all, starches from Monte Vista were shipped to Houlton for modification and then to food processors located in the south and west coast areas—resulting in starch zigzagging back and forth across the country.

After receiving the project go-ahead from headquarters, a search began for used dryers. Paul Neumann; Bill Huebner, senior development engineer; and John Thompson, Murtaugh plant manager, shopped for promising equipment and finally settled on two dryers purchased from a Minnesota location. These could be modified for Staley's special purposes.

In April, Monte Vista employees, who have become self-sufficient over the years, rolled up their sleeves and went to work on the new, insulated corrugated steel structure to house the dryers, completing it in three weeks. Then they began the electrical work and steam fittings for the new facility, which includes the reactor room, dryer room, mill house, bagger, and warehouse.

Bragging on his employees, Neumann said, "I have excellent people, most of whom have worked at the plant 12 years, some far longer. They take great pride in their work and this plant."

Many of them have gained mechanical and electrical skills from Paul, who often works side by side with them on projects. Neumann himself carries a master electrician's card and has revamped existing electrical panels in the plant and installed all the new ones since he began working there in 1957.

When the dryers arrived in early May, Monte Vista was ready for them—despite their  
(Continued on Page 4)

# In the News...

### Save 60¢ on six sensational Staley products.

Now you can save up to 60¢ on five Staley products like Sta Lok<sup>®</sup> Sta Lok<sup>®</sup> Concentrate, Sta Lok<sup>®</sup> Concentrate, Sta Lok<sup>®</sup> Concentrate, Sta Lok<sup>®</sup> Concentrate, Sta Lok<sup>®</sup> Concentrate. See their coupons and use.



Saving/P2



Playing/P3



Working/P4

## "Clip and Save" coupons featured

Bonus time rolls around again with clip and save coupons that will save you 60 cents on quality Staley consumer products.

These coupons are redeemable immediately at grocery stores in your area which feature the company's consumer product line. To take advantage of these savings, just snip out the coupons and present them with your purchases at the check-out counter.

# 27 celebrate anniversaries



Richard Radasch      Frances Herron

45 Years

HARRY GABRIEL, senior mechanic, pipe

35 Years

EVERETT LEISNER, senior mechanic, I & C

30 Years

DOROTHY LOEB, central shop clerk, maintenance, 77 building  
RICHARD RADASCH, supervisor, transportation services, administration, industrial

25 Years

FRANCES HERRON, sales coordinator, refined oil, agriproducts

20 Years

CHARLES MEYERSON, director, patent/food law, R & D  
KATHLEEN POE, chief clerk, industrial relations  
A. HARRY YOUNG, senior scientist, engineering, R & D  
EARL MILLER, boiler engineer, Des Moines

15 Years

ALLEN URFER, manager, research and development, consumer technical

HANK ZONCA, shipping clerk, Cicero

10 Years

JANET CRAWLEY, computer operator, corporate information systems

5 Years

ROBERT HALL, territory manager, sweeteners, industrial sales and marketing, New York  
KENNETH WHITSITT, draftsman, corporate engineering  
KAREN FUGATE, technician, industrial products, R & D  
FRANK ORTHOEFER, senior scientist, food products, R & D  
ADELLE STILES, secretary, controller, industrial products  
ROY ROSLAND, buyer-material and contract services, consumer products, Oak Brook  
CURT FENDERSON, pump-tank operator, 5 & 10 building  
JOSEPH KINWORTHY, cleaner, 77 building

EUGENE ROBINSON, process support man, 9 building  
CARROL SPERRY, third-year apprentice, round house  
JAMES TRICHEL, JR., manierre loader, 20 building  
SCOTT FAIR, third-year apprentice, round house  
WILLIAM KEYSER, warehouseman/packer/palletizer, Morrisville  
COLUMBA PRECIADO, inspector, Cicero  
JAMES GOOD, edible protein operator, Champaign

## On the move



Steve Finch



Bill Schoettle



William Hill

## INDUSTRIAL

LOU BELLETIRE, from territory manager, industrial sales, west coast, to territory manager, industrial sales, Chicago  
STEVE FINCH, from production department relief foreman, industrial manufacturing, to shift foreman, syrup refinery, industrial manufacturing  
RUTH BUECHLER, from order entry assistant, administration, to order entry assistant, dextrose/mixed, administration  
DIANE BURCHARD, from expediting/tracing specialist, administration, to order entry assistant, syrup, administration  
KATHLEEN REEDY, from order entry assistant, dextrose/mixed, administration, to consignment inventory coordinator, bulk syrup, administration  
WILLIAM SCHOETTLE, from transportation manager, industrial products, to product manager, fructose, industrial sales and marketing  
DON WILLIAMSON, from building foreman, 118 building, to building foreman, 16-116 building, dry starch  
WILLIAM HILL, from research chemist, ink polymer and chemical lab, research and development, to senior research chemist, new products, research and development  
JOHN WHITNEY, from chemical engineer, industrial manufacturing, Decatur, to area foreman, syrup, Morrisville

## Joining the leisure life . . .



Robert Hedden



Dale Fisher

EFFECTIVE NOVEMBER 30, 1978

ROBERT HEDDEN, rigger leadman, riggers  
DALE FISHER, senior mechanic, machine  
RALPH SMITH, territory manager, specialties, eastern region

## Staley News

The Staley News is published monthly for Staley employees and retirees by Corporate Public Relations, Decatur.

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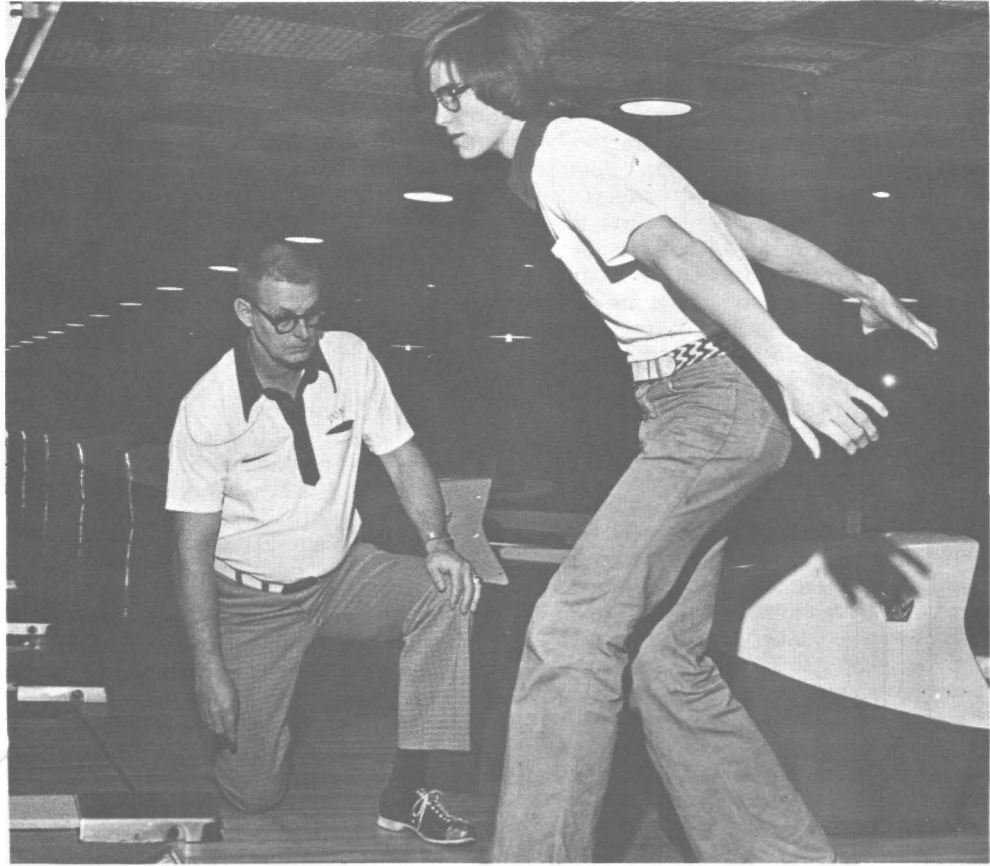
# Save 60¢ on six sensational Staley products.

Now you can save up to 60¢ on fine Staley products like Sno Bol<sup>®</sup>, Sta Puf<sup>®</sup>, Wagner<sup>®</sup> Fruit Drinks and Staley<sup>®</sup> Syrup. Whether you already use Staley products, or are just getting to know us, clip these coupons and save.

10¢	<b>Save 10¢</b>	10¢	10¢	<b>Save 10¢</b>	10¢
<b>on Sno Bol<sup>®</sup> Liquid.</b>			<b>on Sno Bol<sup>®</sup> Automatic.</b>		
STORE COUPON		Mr. Retailer: For redemption of coupons received on the sale of the specified brand and size, mail to: A. E. Staley Mfg. Co. Redemption Center, P. O. Box 1242, Clinton, Iowa 52734. We will reimburse you for the face value of this coupon plus 5 cents for handling. Invoices providing purchase of sufficient stock to cover coupons presented must be shown upon request and failure to do so may, at our option, void all coupons submitted for redemption for which no proof of products purchased is shown. OFFER VOID IF THIS PLAN OF MERCHANDISING IS TAXED OR RESTRICTED. Cash value 1/20th cent. LIMIT—ONE COUPON PER PURCHASE. OFFER EXPIRES JUNE 30, 1979.	Mr. Retailer: For redemption of coupons received on the sale of the specified brand and size, mail to: A. E. Staley Mfg. Co. Redemption Center, P. O. Box 1242, Clinton, Iowa 52734. We will reimburse you for the face value of this coupon plus 5 cents for handling. Invoices providing purchase of sufficient stock to cover coupons presented must be shown upon request and failure to do so may, at our option, void all coupons submitted for redemption for which no proof of products purchased is shown. OFFER VOID IF THIS PLAN OF MERCHANDISING IS TAXED OR RESTRICTED. Cash value 1/20th cent. LIMIT—ONE COUPON PER PURCHASE. OFFER EXPIRES JUNE 30, 1979.		STORE COUPON
97309			97798		

10¢	<b>Save 10¢</b>	10¢	10¢	<b>Save 10¢</b>	10¢
<b>on Sta Puf<sup>®</sup> Concentrate.</b>			<b>on Sta Puf<sup>®</sup> Pink.</b>		
STORE COUPON		Mr. Retailer: For redemption of coupons received on the sale of the specified brand and size, mail to: A. E. Staley Mfg. Co. Redemption Center, P. O. Box 1242, Clinton, Iowa 52734. We will reimburse you for the face value of this coupon plus 5 cents for handling. Invoices providing purchase of sufficient stock to cover coupons presented must be shown upon request and failure to do so may, at our option, void all coupons submitted for redemption for which no proof of products purchased is shown. OFFER VOID IF THIS PLAN OF MERCHANDISING IS TAXED OR RESTRICTED. Cash value 1/20th cent. LIMIT—ONE COUPON PER PURCHASE. OFFER EXPIRES JUNE 30, 1979.	Mr. Retailer: For redemption of coupons received on the sale of the specified brand and size, mail to: A. E. Staley Mfg. Co. Redemption Center, P. O. Box 1242, Clinton, Iowa 52734. We will reimburse you for the face value of this coupon plus 5 cents for handling. Invoices providing purchase of sufficient stock to cover coupons presented must be shown upon request and failure to do so may, at our option, void all coupons submitted for redemption for which no proof of products purchased is shown. OFFER VOID IF THIS PLAN OF MERCHANDISING IS TAXED OR RESTRICTED. Cash value 1/20th cent. LIMIT—ONE COUPON PER PURCHASE. OFFER EXPIRES JUNE 30, 1979.		STORE COUPON
97493			97093		

10¢	<b>Save 10¢</b>	10¢	10¢	<b>Save 10¢</b>	10¢
<b>on Wagner<sup>®</sup> Fruit Drink.</b>			<b>on Staley<sup>®</sup> Syrup.</b>		
STORE COUPON		Mr. Retailer: For redemption of coupons received on the sale of the specified brand and size, mail to: A. E. Staley Mfg. Co. Redemption Center, P. O. Box 1242, Clinton, Iowa 52734. We will reimburse you for the face value of this coupon plus 5 cents for handling. Invoices providing purchase of sufficient stock to cover coupons presented must be shown upon request and failure to do so may, at our option, void all coupons submitted for redemption for which no proof of products purchased is shown. OFFER VOID IF THIS PLAN OF MERCHANDISING IS TAXED OR RESTRICTED. Cash value 1/20th cent. LIMIT—ONE COUPON PER PURCHASE. OFFER EXPIRES JUNE 30, 1979.	Mr. Retailer: For redemption of coupons received on the sale of the specified brand and size, mail to: A. E. Staley Mfg. Co. Redemption Center, P. O. Box 1242, Clinton, Iowa 52734. We will reimburse you for the face value of this coupon plus 5 cents for handling. Invoices providing purchase of sufficient stock to cover coupons presented must be shown upon request and failure to do so may, at our option, void all coupons submitted for redemption for which no proof of products purchased is shown. OFFER VOID IF THIS PLAN OF MERCHANDISING IS TAXED OR RESTRICTED. Cash value 1/20th cent. LIMIT—ONE COUPON PER PURCHASE. OFFER EXPIRES JUNE 30, 1979.		STORE COUPON
99102			98223		



Tom Adcock, a fine bowler at age 16, demonstrates his approach for his father, Don, senior mechanic, millwright shop. Don has been cited as Decatur's most successful bowler.

## Bowling 'em over at sixteen

Bowling since his second birthday, when he carried the ball up to the foul line, put it down and pushed it, Tom Adcock has been perfecting his game. Now, at age 16, he's managed to make his mark on Decatur bowling ledgers with a 726 series, including a 279 game, he bowled November 3, in the men's Commercial League at the Eldorado Bowl.

In only his first season of bowling with the men, Tom's already at the top.

His 726 is the second highest three-game series in Decatur this season. This is an enviable feat but so is one of the averages he carries—a 206 in the Commercial League.

Adcock came out of the junior program at the end of 1977 with a 181 average and has been bowling with his father, Don, senior mechanic, millwright shop, in ABC sanctioned tournaments and in three Decatur men's leagues this year. In two of those leagues, the Tuesday night City Scratch League at The Bowl and the Friday night Commercial League, Tom bowls with his father as teammates. In the Wednesday night Decatur Men's Individual Scratch at The Bowl, however, he and Dad are opponents. In all three leagues, Tom carries about a 193 composite average.

It's no wonder Tom comes by this sport naturally. The entire Adcock family is bowling oriented leading off with his father, who, over the years, has been Decatur's most successful bowler. Don won the scratch league title too many times to count and averaged 207 in the Commercial League 10 years ago.

Adcock was the American Bowling Congress leader for a time in singles and all events in 1971, having 717 in singles and 1985 for the total nine games. He finished sixth in both events that year. Adcock and his partner led the doubles in the 1973 ABC at Syracuse with 1295, finishing eighth. In that same tournament, Don finished in a three-way tie for eleventh, twelfth and thirteenth places in all events with 1928. He's also a charter member of the Decatur Men's Bowling Association Inc. Hall of Fame.

### Family sport

Tom's mother, Shirley, gave up the game about six years ago when she couldn't keep up with her children, but sister Shirlene has a 180 average, and his oldest sister, Donna, although no longer bowling, at one time carried a 185 and was considered one of the better women bowlers in town. Grandpa Floyd, who retired from Staley in 1972, resumed the sport last season after dropping it for five years. Before quitting, Floyd maintained about a 185 average and finished last season with a 158. Tom's nephew, now three, is in his second season of rolling the ball.

At his age, Tom is ahead of Don at exceeding 700. His father's first 700 series

was recorded on December 7, 1948—just five days before turning 20. This was his first of many.

Don attributes his comeback last season to Tom's analysis of his problems. Tom, who is a fundamentalist, watched films of his father's bowling, analyzed his movements, and zeroed in on the trouble. Taking his son's advice, Don was able to wind up last season in all three leagues with over a 190 average but figured without Tom's assistance, he would have had no better than a 185.

Besides bowling often, Tom works part time at two bowling centers. Much of his knowledge of the game has been gained in the last four years by observing the good Decatur bowlers and analyzing the professionals on television. Then too, he polished his game at the PBA Bowling Camp in Sheboygan, Wisconsin, a year ago.

A junior at MacArthur High School, Tom has acquired the finesse for strikes. In fact, during a recent practice game, he rolled 13 consecutive strikes, 12 of which came in one game, making a perfect "300" game.

## Call for soybeans began at Staley

History is repeating itself. In 1922, A. E. Staley, Sr., founder of the company, traveled throughout central Illinois, urging farmers to raise more soybeans for his new processing plant there.

Today, the company again is urging that area's farmers to produce more soybeans.

Fifty-six years ago, A. E. Staley, Sr. threw the switch that started the nation's first commercial soybean processing facility and thereby pioneered a multibillion dollar industry.

For the company's founder, it was the fulfillment of a dream that dated back to his first encounter with the strange, yellow bean before the turn of the century on his father's farm in North Carolina where he had seen a handful brought from China by a missionary.

Although soybeans had been grown and used for animal forage in the United States prior to 1900, commercialization was virtually nonexistent until Mr. Staley kindled interest after World War I. In 1916—four years after the company had started refining corn in Decatur—he again turned his attention toward soybeans. The hurdles were significant. Soybean processing was an unknown art in this country. There wasn't enough beans for processing, and outside of a few thousand pounds of oil, there was little demand for the products.

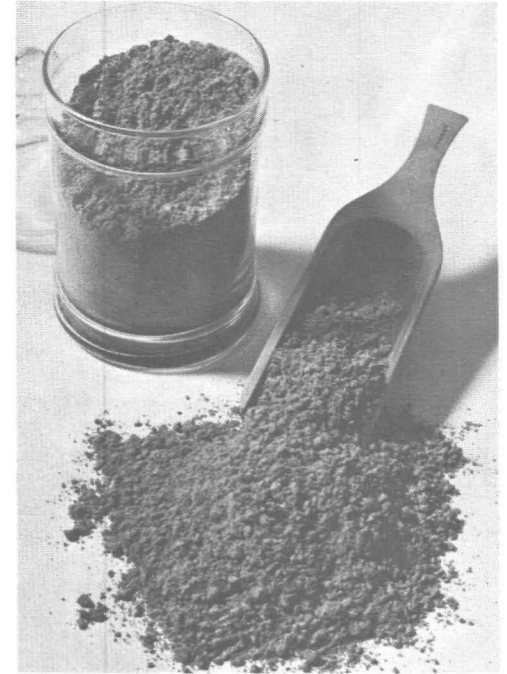
### Major strides

In the following six years, the company made major strides toward resolving these difficulties. As early as 1916, Staley grain buyers were encouraging central Illinois farmers to grow beans. Meanwhile, Staley salesmen were busy trying to convince feed mixers of the outstanding protein value of soybean meal. And at Decatur, a soybean expeller plant was under construction.

By fall of 1922, everything was in order. On September 30, Mr. Staley threw the switch  
(Continued on Page 4)

Tom also throws strikes in another game as well. Besides bowling, he's a Khoury League baseball pitcher.

Tom has worked diligently at his game and is a very smooth bowler—well ahead of his years with accomplishments. If he continues to improve, he'd like to try the pro bowling tour and has a head start in that direction. . . .



Staley's award-winning extenders for cocoa powder will replace 50 percent or more of the expensive ingredient normally used in a food product on a pound-for-pound basis with no change in normal storage, handling or processing procedures.

## Extenders net awards

Staley's four extenders for cocoa powder that offer significant savings to food processors have been singled out in the sixth annual *Candy & Snack Industry Technological Achievement Awards* competition.

Cited as one of the most important developments to have been made commercially available to the industry in the past 12-month period, these extenders are featured in an awards story appearing in the December issue of *Candy & Snack Industry* magazine.

The new products will replace 50 percent or more of the cocoa powder normally used in a food product on a pound-for-pound basis with no change in normal storage, handling or processing procedures.

Two of them have artificial and natural flavorings and artificial color to provide not only the color and flavor but also the functional characteristics of natural and Dutched powders respectively, assuming typical cocoa fat contents of 10 percent to 12 percent.

Each product is geared to a segment of food processing. For instance, one functionally and visually replaces natural cocoa powder  
(Continued on Page 4)



**No one left out**—So that everyone had the opportunity to celebrate the holidays Staley-style at Lafayette, two parties were held for employees and two for their children. Some 374 employees and guests turned out for the grown-ups' celebrations held December 15 and 22 at Howard Johnsons. Planned by Judy Eikenberry, accounting assistant, and Dianne Branstetter, grain and transportation assistant, the evenings led off with cocktails followed by a buffet dinner, door prizes and dancing to the "Dark Horse" band. Wendy Woods and Sandra Dubree, both operators on team C, wet milling, coordinated the two skating parties attended by more than 200 Staley children. Don Klinker, operator, team B, wet milling, and Rick Oakley, operator, team C, refinery, were the jolly old elves. The Staley Employees Activities Association at Lafayette funded the children's bashes.



**Holiday get-together** -- Vico employees and guests gathered at a Chicago landmark, Matt Schulien's Restaurant, for their holiday party. Following dinner, they were entertained by the card magic of the restaurant's manager.

## Many challenges for industrial products

(Continued from Page 1)

13 plants," he said. "Staley holds a significant number one leadership position among them."

### Phenomenal growth

High fructose corn syrup is the largest growth market and is projected to continue. In 1978 alone, the industry had 20 percent growth in HFCS sales. Throughout the year, high fructose has had plenty of price activity. Martin forecasts more price cutting as new entrants seek their share of the market.

In the beverage market, Coca Cola made the first major announcement approving the use of 5500 high fructose corn syrup in its non-cola beverages as 75 percent of the sweetener for Sprite, Fanta, and Mr. Pibb drinks. The 42 percent HFCS was approved earlier for 25 percent of the sweetener in Sprite, 25 to 40 percent in Fanta and 50 percent in Mr. Pibb.

Pepsi is also using high fructose in its Team and Patio beverages. A 100-percent usage level of 5500 HFCS has been approved for Mountain Dew, while in Team, half of the sweetener can be 42 percent or 55 percent HFCS and in the Patio line, both 42 percent and 55 percent have been approved for 100 percent replacement levels of the sweeteners.

Companies using "Isosweet 100" (the 42 percent HFCS product) at a 100 percent replacement level for the sweetener will not change to "Isosweet 5500" because of cost difference, Martin said. However, he believes there are increasing approvals coming for 5500 that bodes well for the industry. Different beverages are able to use 5500 that could not use Isosweet 100, he said. Some bottlers are also increasing their replacement levels as well. All in all, high fructose corn syrup has compacted a normal 15 to 20 years of growth into just seven short years.

Throughout his talk, Martin drew analogies between the Staley Industrial Products Group's team and that of the Ohio State football team at one point saying, "If

### Beans needed

(Continued from Page 1)

even with an increase in acreage.

"On the other hand," he continues, "we do not expect to see fireworks in corn prices next year because of an all-time record carryover."

St. Clair sees another hidden benefit for area farmers if they plant more acres in soybeans.

"A 5,000-bushel farm storage tank can store the production from 125 acres of soybeans as compared to 43 acres of corn," he explains. "So by switching from corn to soybeans, the farmer in effect increases his storage capacity on an acreage basis.

"This provides the farmer with increased ability to stay away from depressed harvest-time prices with no further capital investment," says St. Clair. He points out that historical price trends indicate any grain stored and sold after the harvest should produce at least 10 to 15 cents more profit per bushel as compared to grain sold during the harvest.

Woody Hayes were selling Isosweet, then the Ohio State cheerleaders would be known as the "Sweet Treats" from Lo Cal U."

Likening positions on the football team to those in the Industrial Products Group, he said, the trademark of a winner is the defensive line. "Staley's research personnel who have the technical competence that the competition wishes they had and the ability to develop new products.

Linebackers are those with the engineering capabilities. "When it comes to building and starting up new plants, Staley is the leader in the industry. We are getting farther ahead."

Technical service is analogous to the defensive secondary which furthers R&D's efforts. No one in the industry has the same degree of competence in demonstrating the use of its products to customers or helping them solve problems.

The quarterback, Martin said, is like the Staley marketing people who focus on or call the team's plays. Administrative personnel are the receivers who handle the distribution systems effectively. Then, the offensive line opens up holes through which the ball is carried like manufacturing gives Staley its head start and leadership position with products.

### Ball carriers

Rounding out the team is the fullback or sales force who carry the ball or product over the goal line into the customers' plants.

Comparing coaches--Woody Hayes versus T. V. Fischer, executive vice president, industrial products--Martin said the former Ohio State coach tends to be verbally abusive when his team is not doing well or doesn't agree with officiating. Contrastingly, Fischer handles disappointments and challenges coolly and competently. "He has faced up to manufacturing cost problems, setting some new challenges for the Decatur plant to make it the most efficient, low-cost effective plant of the old ones in the industry. Staley has been able to reduce selling expenses and has increased its market share in all product lines giving industrial products leverage to go forward as leader in all four areas. Through strong leadership,

### Call for soybeans

(Continued from Page 3)

that set the mills into motion, grinding beans for which the company paid 99 3/4 cents per bushel.

By today's standards, the initial expeller plant was small, processing only 500 bushels daily. In the ensuing 50 years, processing capacity at Decatur has been increased almost 200-fold.

Since 1922, the soybean industry has grown by leaps and bounds. Today, soybeans are the nation's leading export crop, second largest (behind corn) cash crop for the nation's farmers, and, according to the American Soybean Association, the country's fastest growing major industry during the past decade.

And it all started at Decatur, September 30, 1922. As testimony to this fact, all soybean meal is today sold on an f.o.b. Decatur basis.

## Drum dryers installed at Monte Vista plant

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eyesore appearance. Their parts were immediately dismantled, cleaned thoroughly, and reassembled before modifications on the dryers began. Because of the special nature of starch products to be made on this equipment, Monte Vista, like Houlton, opted to make the bearings for the drum dryers on location. Other modifications included fashioning a scraper to confine starch to the drum area, preventing damage to the bearings. When the dryer modifications were completed, only the drum and base of the original dryers remained.

As the dryers took shape, Monte Vista employees began installing the necessary auxiliary equipment--the mill, screening equipment, and bagger. An air conveying system was fabricated to blow the product along from dryer to bagging. Chemical lab facilities were expanded, with a new reagent room, chemical storage tanks, and additional testing equipment.

The specially prepared starch is pumped, in slurry form, to the dryers. A faucet-like pipe moves back and forth along the tops of the large drum dryers, squirting liquid starch onto the surface of the hot drums. Applicator rollers spread the

the group will re-evaluate long-range strategies giving improved directions to research and go forward with them. By reorganizing marketing efforts, Staley can gear up to introduce products to win." That's where the efforts will be focused.

Staley has new competition that brings a new dimension to the game. Martin said, "The company's strengths will allow us to capitalize on their weaknesses through our advanced technology and manufacturing capabilities."

He continued saying that Staley technology will expand our specialty and modified starch business. In corn sweeteners, we have an opportunity to use our ability to make market segmentations, selling to areas where our product and quality are needed. We must tackle seasonality and concentrate efforts on customers who use a product year-round to offset seasonal fluctuations. In the Isosweet area, Martin said Staley's biggest challenge is to introduce 5500 quickly and effectively. "We also need to develop new products in the high fructose corn syrup family like a dry product."

With all of these challenges, the speaker singled out the real one as getting marketing and research on the same team. Staley is organizing to win, he said.

Citing Gentlemen Jim Corbett as the best boxer who ever stepped into the ring, Martin said, "Corbett points out that each fighter has the same equipment--two arms, two legs, a body and a head. The blows that may be used are few, not more than 10 in all." What then is the secret that makes a man a champion? Corbett says, "Fight one more round" and that he always did. In his first fight, Corbett won in the 28th round.

"A quitter never wins and a winner never quits." Martin concluded.

### Award winners

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in non-baked applications such as ice creams, chocolate drinks, puddings, confections, frostings, and cereal coatings.

Another replaces Dutched cocoa powder in baked items such as Devils Food Cake, chocolate snack cakes, cookies, doughnuts and brownies.



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starch thinly and the intense heat rapidly dries it. As the product is ready to leave the drum, it is a very thin, dry sheet resembling tissue paper. It rolls around to a knife, bevelled against one side of each drum, which breaks the starch into flake-like pieces. These flakes fall into the pick-up trough of the air conveying system, which blows them from the dryer to the chopper, magnet, mill, screening equipment, bin, and bagger.

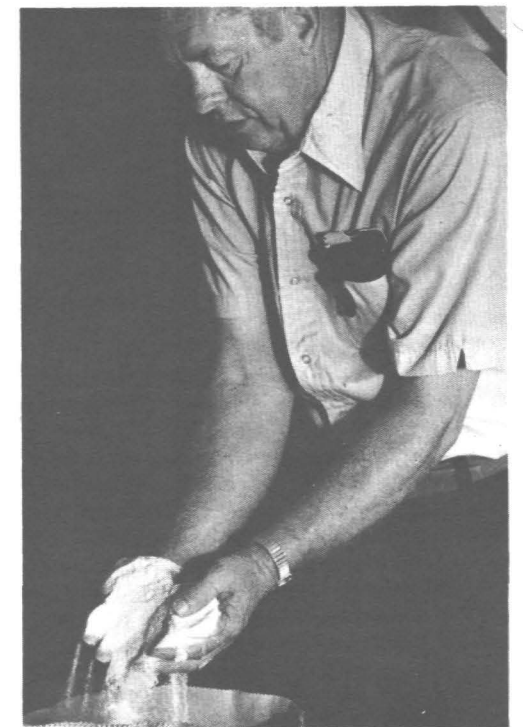
Start-up on the new dryers began August 1. Already, several additional products have been requested for the new drying operation, necessitating minor changes in the dryers. Despite the adjustments and modifications that first week, the drum dryers turned out salable product.

The introduction of new roll dried products to Monte Vista has broadened the plant's production capabilities and also its chemical processing operations. Chemical personnel have been trained to handle the new chemicals, conversion processes, and lab tests. They are Charles Gallegos, Orlando Lujan, Mike Deacon, and Levi Trujillo. Four employees have been trained to operate the new drying equipment--Robert Sanchez, Carmel DeHerrera, Steve Lujan, and Sofie Medina. In all, three new employees have been added, bringing the plant total to 30.

These recent production changes will mean better service to Staley customers. Shuffling the gelatinized Dura Gels back to Morrisville and breaking the pregelatinized potato starches away from Houlton have already eased the previous lengthy waiting period for some products.

While products are being shifted around, it is important to note that Staley has competent, dedicated employees at its plants who make these shifts possible. Building expansions and modifying and installing new equipment requires considerable skill. In addition, people must be ready to accept new challenges, make changes in their daily work routines, and learn the manufacturing processes for new products.

Fortunately, Staley has this caliber of employees. . . .



Paul Neumann, Monte Vista plant manager, shows some of the first product dried on the new drums. He was pleased with its quality.

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