

# Morton I. Sosland



**M**orton I. Sosland took over his family publishing company in the late 1960s, successfully guiding the business through a period of transition and pushing it onto the cutting edge of the publishing industry.

Sosland Publishing Co. was founded in 1922 by three brothers, Samuel,

Sanders and David Sosland, the latter Morton's father. The business began with the launch of *The Southwestern Miller*, a milling magazine that would serve the flour millers of Kansas, Nebraska, Oklahoma and Texas. Before the brothers could begin production of their magazine, *The Northwestern Miller*, the largest trade magazine of the time, sought an injunction, claiming that the name of the Soslands' new publication was too similar to their own. The judge in the case denied the writ and despite financial setbacks from the legal fees, *The Southwestern Miller* successfully debuted March 7, 1922.

Mr. Sosland was born three years later to David and his wife, Esther. Over the course of his youth he became familiar with the family business, passing high school and college breaks working alongside his younger brother Neil as an office boy, junior clerk and even taking on minor editorial duties.

After graduating magna cum laude in economics from Harvard College and serving in the military, Mr. Sosland joined Sosland Publishing Co. full-time in 1947. After a few years as a general reporter he was named associate editor, eventually gravitating toward the business side of publishing while still reporting, writing occasional stories and a

weekly editorial.

Mr. Sosland succeeded his father David as editor and publisher in 1968. He took the helm as the milling and baking industry saw its

# Milling & Baking News

The newsworthy of grain-based foods [bakingbusiness.com / worldgrain.com](http://bakingbusiness.com/worldgrain.com) APRIL 11, 2006

## Acceleration in shift from wheat to soybeans in North Dakota

WASHINGTON — The loss of spring wheat and durum acres to soybeans in North Dakota this year projected by the National Agricultural Statistics Service in its Prospective Plantings report was dramatic (see story on Page 27). But it also marked the continuation of a decade-long trend that is changing the face of North Dakota agriculture, said Dr. Bill Wilson of the Department of Agribusiness and Applied Economics at North Dakota State University.

## Turano sees large opportunity for A.B.A. in seeking smaller bakers

SCOTTSDALE, ARIZ. — Smaller- and medium-sized baking companies have much to gain from membership in the American Bakers Association, said Renato (Ron) Turano, president of Turano Baking Co., Chicago. Mr. Turano, who on March 22 was elected chairman of the American Bakers Association (see *Milling & Baking News* of March 28, Page 9), said findings ways to

but also of many baking publications, prompting Mr. Sosland and others at Sosland Publishing to recognize the opportunity to add bakery-oriented content to

*The Southwestern Miller*. Many bakers already read the publication because they wanted to know what was happening among the suppliers of their major ingredient, flour.

In order to capture the opportunity to the fullest extent, the magazine not only broadened its content, but also changed its name, becoming *Milling & Baking News* on Oct. 3, 1972.

Over the years Sosland Publishing has expanded its coverage with additional baking focused publications, including

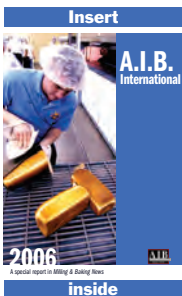
*Baking & Snack*, *Baking & Snack International* and *Baking Buyer*.

Following the magazine's expansion in format, Mr. Sosland began using his weekly editorial column as a means of providing leadership to heads of the baking industry. In the early 1970s, Mr. Sosland actively advised the industry on how to deal with escalating wheat prices. At the time, the industry was paying a domestic wheat certificate tax and

the government was subsidizing wheat exports. His column urged the industry to work with members of Congress and the administrations on stopping the subsidies and ending the wheat certificate tax, both of which were successfully achieved. More recently, he has used his column to urge the industry to respond to attacks on the nutritional quality of bread and baked foods.

Throughout the years, Mr. Sosland also has lent his support to the industry's societies and associations, including the Grain Foods Foundation, the American Bakers Association, the American Society of Baking and the American Institute of Baking.

But his main focus has been providing the industry with relevant, timely news and information. At Sosland Publishing, he often has been a force for change with regards to modernizing the production process. Because of this, *Milling & Baking News* was the second magazine in America to go to electronic typesetting and to be created by computer. In 1997, Sosland Publishing became the first publisher in its field to establish a presence on the internet by posting a few pages on [www.sosland.com](http://www.sosland.com). Two years later the company rolled out [Bakingbusiness.com](http://Bakingbusiness.com). As Mr. Sosland sees it, all of this means that the company's publications provide more current news into every issue and allows its editors to be more journalistic, meaning better information for the industry.



## Investors acquire APV Baker, change name back to Baker Perkins

GRAND RAPIDS, MICH. — John Cowx and Brian Taylor, two private investors from the United Kingdom, have purchased APV Baker from Invenys p.l.c. The buyers called the acquisition an ideal long-term investment because of the company's "strong engineering, innovative process technology, global distribution network and highly developed customer services." The new company will be known as Baker Perkins.

The transaction follows an August 2004 transaction in which Invenys sold its Goldsboro, N.C., APV Baker manufacturing site to Turkington

## LATE NEWS

### CSM to close Illinois plant over next year

DIEMEN, THE NETHERLANDS — CSM will close its H.C. Beil production plant in Elk Grove Village, Ill., the company said last week. The action, which will be completed by the second quarter of 2007, is part of a worldwide restructuring effort CSM initiated more than a year ago. The Elk Grove Village plant manufactures frozen dough, fillings and icings under the Karp's brand. The facility employs 146, and CSM

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*Mr. Sosland joined Sosland Publishing Co. in 1947 and has been its leader since 1968.*

landscape changed by consolidation, leading many industry publications to fold. Among them was the Goliath of the industry, *The Northwestern Miller*.

"I will never forget the day that the owners of *The Northwestern Miller* offered to sell us their magazine," Mr. Sosland said. "They published their 100th anniversary issue and folded the magazine soon thereafter."

The consolidations not only led to the folding of milling magazines,