

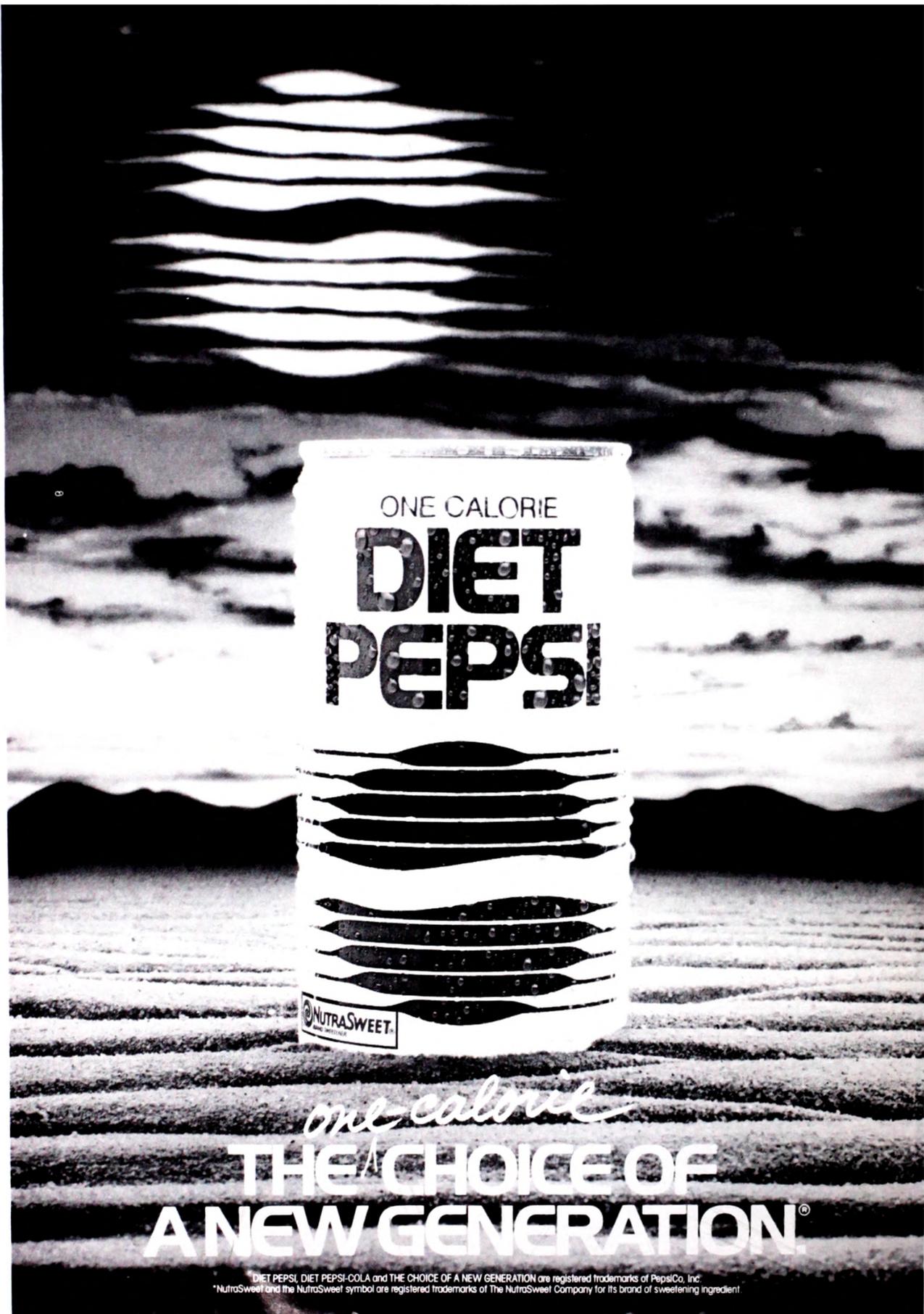


# THE FOOD DEALER

*"The Magazine for the Michigan Grocery and Beverage Market"*

SUMMER, 1986 ISSUE

**"DON'T GO  
WHERE THE PATH  
MAY LEAD ...  
GO WHERE  
THERE IS NO PATH  
AND  
LEAVE A TRAIL"**



ONE CALORIE  
**DIET  
PEPSI**  
NUTRASWEET

*one calorie*  
**THE CHOICE OF  
A NEW GENERATION®**

DIET PEPSI, DIET PEPSI-COLA and THE CHOICE OF A NEW GENERATION are registered trademarks of PepsiCo, Inc.  
\*NutraSweet and the NutraSweet symbol are registered trademarks of The NutraSweet Company for its brand of sweetening ingredient.

THE BOARD

• OFFICERS, 1986

Chairman  
 \* **JERRY YONG**  
 D & L Market

Vice-Chairman  
**TOM SIMAAN**  
 Armour Food Market

Vice-Chairman  
 \* **TONY MUNACO**  
 Mt. Elliott-Charlevoix Market

Treasurer  
**JOSEPH SARAFIA**  
 Park Lane Cork & Bottle

Executive Director  
**EDWARD DEEB**

• DIRECTORS,  
 RETAIL MEMBERS

**CAL ABBO**  
 King Cole Markets

**GEORGE BYRD**  
 Byrd's Choice Meats

**DON HARRINGTON**  
 Meat-N-Place

\* **LARRY JOSEPH**  
 Market Square

**ROBERT KATO**  
 Mission Valley Market

\* **PHIL LAURI**  
 Grub Street Hermit

**MOYED NAJOR**  
 Cracker Barrel

\* **FRANK TUMBARELLO**  
 Frank's Party Store

\* **LOUIS VESCIO**  
 Vescio's

\* **HARVEY L. WEISBERG**  
 Warehouse Way

**SAM YONG**  
 Tel. Kart Party Store

• DIRECTORS,  
 GENERAL MEMBERS

**AMIR AL-NAIMI**  
 Metro Grocery, Inc.

**SABAH NAJOR**  
 City Office Supply

\* **PHIL SAVERINO**  
 Phil's Home Catering Company

**LOUIS STEPHEN**  
 Stephen's Nu-Ad

**BILL VIVIANO**  
 Prince Macaroni of Michigan

**VINCENT (JIM) VITALE**  
 Faro Vitale & Sons

• REGIONAL  
 OUTSTATE ADVISORS

**SIDNEY BRENT**  
 Kenilworth Market

**SAM COSMA**  
 Atlas Super Market

**JACOB GRANT**  
 Farmer Grant's Market

**ISADORE MALIN**  
 AFD Credit Union

\* Past Chairman



# THE FOOD DEALER

Official Publication of the Associated Food Dealers  
 125 West Eight Mile Road, Detroit, Michigan 48203 • Phone (313) 366-2400

VOLUME 60 — NUMBER 2 — COPYRIGHT 1986

Edward Deeb, Editor      Nick Delich, Associate Editor  
 Iggy Galante    Judy Mansur    Thelma Shain    Christine Wojt    Sue Hoff

The Food Dealer (USPS 082-970) is published quarterly by the Associated Food Dealers, at 125 West Eight Mile Road, Detroit, Michigan 48203. Subscription price for one year, \$3 for members; \$5 for non-members. Second Class postage paid at Detroit, Michigan. Send Form 3579 to 125 West Eight Mile Road, Detroit, Michigan 48203.

## CONTENTS

Trends facing the grocery industry	Page 5
Off the Deeb end	6
What financial statements DON'T tell us	8
How to recognize counterfeit money	10
Learning to manage your stress	12
Recruiting your children into retailing	12
Advice on store policy manuals	14
Objectives and success	16
The "different" and association membership	16
AFD supplier member directory	19

## MARK YOUR CALENDARS FOR THESE COMING EVENTS

...

### AFD's 11th ANNUAL GOLF OUTING AUGUST 4th



### OUR 3rd ANNUAL FOOD & BEVERAGE EXPOSITION OCTOBER 26th-29th



# QUALITY

Taste any London's Farm Dairy product and do you know what you taste? Freshness. Good, wholesome, natural freshness.

To start with, our milk comes from carefully selected farms throughout Michigan. Then we process our milk, ice cream and other fine products to some of the strictest standards in the industry.

This dedication to quality control and efficient production methods is our assurance to

you that London's Farm Dairy products will stay fresh and flavorful long after they leave our doors.

And that will leave your customers very happy indeed.

London's Farm Dairy  
2136 Pine Grove Avenue  
Port Huron, Michigan 48060

In Michigan, call toll free:  
1-800-572-3624

Local or out-of-state:  
(313) 984-5111.

*Michigan's  
Natural Choice*



# FMI study details important trends facing the grocery industry

This is what Tim Hammonds, senior vice-president, Food Marketing Institute, had to say about trends that are facing the grocery industry and the implications to be considered, when he spoke to an association of retail grocers recently:

Changes are taking place in deregulation. The economy is pushing regulatory issues back to state governments.

Labor Unions are changing (at a very slow rate) because of the change to a global economy.

New technologies are giving us better control and more options.

Demographics are changing at a much quicker pace than they ever have before. Half of the households currently consist of 1 or 2 people. These people have different shopping and eating patterns. Single households are increasing more and more, especially the elderly. We are finding that these people living in single family housing have less storage and freezer space. Within five years there will be a higher percentage of the population over 65 than teenagers, this is the first time in history that this has occurred.

Shopping trends are changing. There has been an

increase in store loyalty and a decrease in the number of trips made to the store. One stop shopping is becoming very important because of the time and convenience. Price, however, is still a number on priority followed closely by convenience. Shopping for advertised specials has decreased.

We are learning that we must be knowledgeable in crisis management. Food Tampering and Liability Insurance are two examples.

Health and Nutrition are becoming very important to the industry right now. There is more of a demand for fresh product. Changes in red meat consumption are also occurring. According to USDA consumption surveys, it was previously reported that as income increased so did the consumption of red meat. Currently, as income levels increase, consumption of red meat decreases.

Retail Sales/Store changes Retail sales went up 5%, this is down over last year. Average price per item decreased. Store Changes — 9.9% remodeled, this has doubled. 4.2% closed, 3.1% opened, 2.3% were acquired. The square feet of the Super store has leveled off at about 40,000 square feet. The size of the conventional store has increased to about 26,000 square feet.

## IMPLICATIONS

Due to one stop shopping, stores are larger but are growing at a controlled rate and space management is very critical.

The grocery industry is facing new competitors such as: department stores, drug stores and warehouse clubs. We are seeing more and more grocers finding their niche in the local market and changing to keep up with the needs of the community.

We are seeing a new generation of store managers. Department managers are managing as many people as store managers use to manage, creating a need for increased training in human relations. Managers are receiving more formal training and less hands-on experience. Video training is very popular but the need is for creativity and excitement.

Service is coming back into the stores, along with labor costs. Specialty departments are increasing. Carry out food, as well as partially cooked meals have real potential in the supermarket.

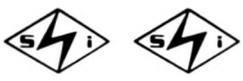
There is a need for creativity in advertising. There is a move away from Television advertising back to the print media. More nutritional information is wanted. Computerization has also made it easier to advertise because of the capabilities of design and layout by the computer.

---

## SAVE MONEY!

By participating in AFD'S SELF-INSURED WORKERS' COMPENSATION PROGRAM!

---



## STATE ELECTRICAL CONTRACTING, INC.

**MIKE ABROU,**  
Master Electrician

- RESIDENTIAL
- COMMERCIAL
- INDUSTRIAL
- CITY VIOLATIONS
- FREE ESTIMATE
- 24 HOURS SERVICE

We also sell all kinds of  
**SYLVANIA FLUORESCENT LAMPS**  
at wholesale prices (free delivery)

251 E. NINE MILE ROAD  
FERNDALE, MI 48220  
Phone: (313) 546-7227

## Off The Deeb End

EDWARD DEEB  
AFD Executive Director



### WE HAVE ACCOMPLISHED MUCH IN 22 YEARS, BUT THERE IS STILL MUCH MORE TO BE DONE

July 1986 rolled around with its beautiful lazy and hazy days of summer. Since I began working at AFD in July, it gave me a chance to reminisce over the past 22 years I have spent with AFD.

During the time I have been with AFD, I have seen numerous programs started and major innovations which no doubt have aided the association in its rise to be one of the leading statewide trade associations in the nation. When you think of it, the number of accomplishments are awesome. Below are just some of these examples:

- Outstanding hospitalization program through Blue Cross and Blue Shield and HMO ... and life and disability insurance programs.
- Initiation of our Coupon Redemption program.
- Formation of our Reward Fund and Scholarship Program.
- Creation of AFD's Self-Insured Workers' Compensation Program.
- Community and public relations efforts for our members, with the spectacular success of Youth Day.
- Sponsoring of various educational workshops and seminars.
- Starting the annual AFD food and beverage Exposition.
- Fulltime legislative and government liaison program.
- Offering members Credit Union service.
- Task Force on Crime to help solve problems.
- Grocers Week in Michigan
- Offering free legal and accounting clinics to members.
- Presently working to establish an Off-Shore Insurance Company.
- All this in addition to our colorful magazine The Food Dealer, and newsletter the Food-A-Gram filled with timely information and editorials.

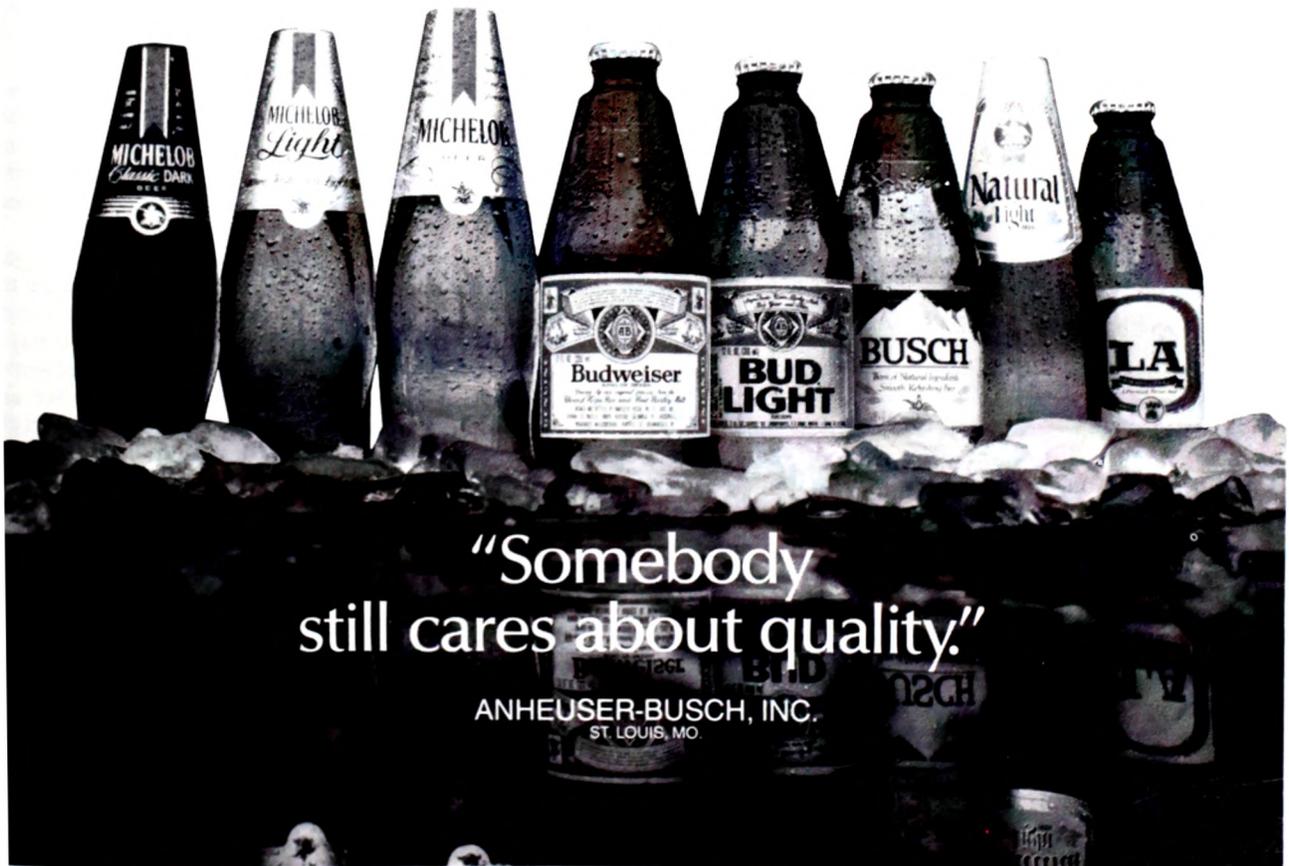
In addition to the things we have established in the past 22 years, perhaps you will recall some of the issues we have been involved in one way or another, such as:

The grape boycott, the lettuce boycott, the cranberry scare, the tuna scare, the Detroit riots of 1967, the role we played in starting the Lottery/Lotto, WIC and Food Stamps, eliminating duplicate inspections by the Agriculture department, elimination of sales tax on food, resolving tensions between grocers and residents in Detroit's inner-city, the beverage container deposit law ... and helping to build better relationships and bridges between all segments of the industry with harmony and fair play, to mention a few.

We have gone through a lot together over the years, and we have accomplished much. I have been proud to be part of these growth years and achievements for AFD.

But there is still much to be done. Working together, retailer and supplier, with the guidance of a sensitive Board of Directors and staff people, there is no limit to what we still can accomplish in the future. Let us begin.

# HERE'S TO YOU, AMERICA.



"Somebody  
still cares about quality."

ANHEUSER-BUSCH, INC.  
ST. LOUIS, MO.

# *What Financial Statements Don't Tell Us*

By Robert O. Aders, President  
Food Marketing Institute



In this day of computers and instant statistics, there is a tendency for retailers and other business people to place too much emphasis on their financial and related reports. As Ted Cohn, one of our industry's leading financial analysts, stated at a recent FMI convention. "Traditional financial statements accurately measure what they're supposed to, but do not deal with significant facts about an organization's health, which are hard to measure but critical, nevertheless."

Many people in business failed to realistically evaluate their glowing financial reports during the recent years of high inflation. During such times, one can appear to be making big gains when in reality he may be standing still. On the other hand, today's low inflation rate requires a hard look at where the company is, where it is headed, and underscores what problems it may be having.

A financial statement will not reflect changing technology, which can make current equipment less valuable. It will not spotlight an employee relations problem, competitive market position, or a product mix that is no longer relevant for a changing customer market.

Intelligently evaluating these factors is what separates an outstanding manager from an ordinary one. At another recent FMI meeting, Len Schechter, an expert in tactical marketing, made this statement, "The most vulnerable retailers are the ones who don't know their customers, nor understand their marketplace, and who have not properly changed with the times. They have not dealt with the realities of their businesses."

As an example, under a special program, a number of retailers have recently conducted customer opinion studies, asking shoppers to evaluate their stores in many areas of operations and compare them with competitive stores. Before the customer results were tabulated, the retailers and their key management staff people were asked to complete the same survey form. Then a comparison was made of what store management thought were the store's strong and weak points and what the customers thought.

The results, in most cases, were shocking. One retailer who had believed his produce department was the outstanding one in his town, and the feature that brought in the most customers, found he was wrong. Customers rated his produce department only "fair," but rated employee courtesy in the store as the reason for its greatest appeal.

Another store's management staff could not believe that customers rated some of their competitors so high in various departments. But it turned out that they had not bothered to visit their competitors in over a year.

The bottom line is that too many operators don't know what their current strengths are, nor do they understand where they are weak. There is a danger of managing day to day, but losing sight of what is happening in the industry and in our nation.

There are many major differences between today's consumer and those of ten or twenty years ago. Today's customers generally are getting older, and this reflects the largest single difference in the 1986 population compared with a generation ago. People are living longer. Likewise, the fastest growing ethnic segments in our nation are in the Hispanic and Asian communities, also a dramatic departure from the past.

The family unit is decidedly different than it used to be. Only seven percent of today's American families are the traditional type—working husband, non-working wife at home raising children. Nineteen percent of U.S. families are now single parent families, and 56 percent of families today have working spouses. These factors affect what people buy, and when they want to buy it.

Employees are different also. Today, the majority of families have two people contributing to the family income, which affects considerably the way employees regard their jobs. It used to be that the breadwinner's job was the center of the family's goals and aspirations. But today, with two people bringing home paychecks, the job is more likely to be looked at as a means of achieving a desired lifestyle, not an end in itself. For example, if the husband is offered a better position in a company which will require the family relocating, he may say "no, thanks," because this would mean the wife loses her job, and the sacrifice would be too great.

This situation certainly has to affect the way management should deal with employees. And labor cost and employee turnover figures are meaningless items on financial statements and charts, unless one understands what the problems are, and where increased costs are coming from.

A healthy organization is one which expects change, and adapts to it, easily and rapidly. There is no way to anticipate the future without constant contact with and exposure to those who can help us identify what is happening. This is why conventions, conferences and seminars are so essential. Retailers learn from each other, as well as from the specialists brought in to address us at such meetings. It is also why industry publications play such an important role.

At our FMI conventions, conferences and seminars, it is our goal to help our industry prepare for the future, and be able to foresee the opportunities ahead as well as the problems. State and local conventions and meetings have the same objective. Retailers and others in our industry need only to take advantage of what is already available on dealing intelligently with change.

The philosopher John Donne said, "No man is an island." To this we can add "No company is an island." It is affected daily by a sometimes chaotic world around it. Managers must look beyond their computers and financial reports. All of us need to adapt to change, rather than let it destroy us.

To all Blue Cross and Blue Shield of Michigan members:

# The Blues as a nonprofit mutual. The more you know about it, the more it makes sense.

## Unequal Regulation

Under current laws, all the competitive commercial insurance companies in Michigan are regulated by the same set of rules.

But we're not.

We're regulated by a special set of rules. Rules that often hinder our attempts to provide what our customers want and deserve.

Many group customers want "packaged" life, health and disability benefits. State regulators won't let us provide this... even though it would help Michigan's small businesses. Yet our competitors can package.

This is but one example of unfair regulation. There are many others too numerous to list here.

## Meeting Customer Needs

□ As a nonprofit mutual we could give customers the products they want, when they want them. We could develop new ones without fear they might be prohibited.

□ We could expand programs for senior citizens and guarantee coverage to all who want it.

We would be in a stronger position as a nonprofit mutual to help those seniors who may need assistance to meet the cost of their health care coverage.

And we would continue to file rates for senior coverages with the state insurance bureau as we do now.

□ Also, as a nonprofit mutual we could financially help solve Michigan's malpractice insurance crisis which threatens to limit certain medical services.

## No Special Favors

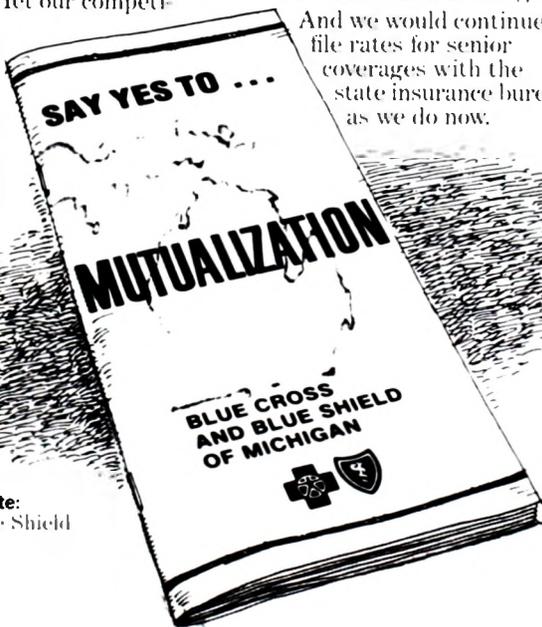
Just fair and equal treatment. All should play by the same rules, *letting the customers decide who will grow and who will not.* That is what we seek.

## Mutualization Is Fair

State legislative action is needed to change us to a nonprofit mutual insurance company. Blue plans in other states have been allowed to convert to mutuals. And it's long past due in Michigan. We think it's fair, right and necessary... necessary because without mutualization the future of the Blues is in jeopardy.

## To Help You Understand

We have prepared a booklet, *Say Yes To Mutualization*. It explains much more than we can cover here and answers a lot of questions about mutualization. We hope you'll write or call for your free copy.



For your free booklet, write:  
Blue Cross and Blue Shield  
of Michigan  
600 E. Lafayette  
Dept. 1911  
Detroit, MI 48226

Or phone toll free:  
1-800-572-0280



Blue Cross  
Blue Shield  
of Michigan

*This ad is the most cost-effective way to reach Blue Cross and Blue Shield of Michigan's 4.5 million customers and subscribers.*

## Can you recognize a counterfeit bill?



While bad checks are a big problem for supermarkets, counterfeit money also presents losses to the retailer. Here are some pointers for spotting a counterfeit bill:

### THE PRINTING:

**Genuine** — clear lines, 3-dimensional quality

**Counterfeit** — loss of detail and many lines, it may appear "flat"

### THE PAPER:

**Genuine** — specially produced red and blue fibers, visible to the naked eye.

**Counterfeit** — may be regular bond paper, may be missing the regular red and blue fibers.

### THE PORTRAIT:

**Genuine** — oval and lifelike, stands out from the background which consists of fine, screen-like lines.

**Counterfeit** — may not look lifelike, may blend into background which is usually too dark.

### THE SEAL:

**Genuine** — even, clear and sharp-toothed points on the circumference seal.

**Counterfeit** — may contain uneven or broken off saw-toothed lines.

### THE SERIAL NUMBERS:

**Genuine** — sharply and evenly printed in the same color as the seal.

**Counterfeit** — may be poorly or unevenly printed, may be in the wrong color.

### THE BORDER:

**Genuine** — made of up fine, clear distinct and unbroken lines.

**Counterfeit** — fine lines may not be clear or distinct.

If you receive a counterfeit bill, do not return it to the passer. Telephone the police or United States Secret Service. Handle the bill as little as possible to preserve any fingerprints and place it in a protective cover. Surrender the bill only to the police or U.S. Secret Service. It is also important to write your initials and the date on the bill, for further identification purposes.

## Heart Answers



### WHAT IS RHEUMATIC FEVER?

Rheumatic fever is an inflammation that may affect the heart, joints, brain or skin. It is almost always the result of a strep throat infection and is accompanied by fever. The most serious result of rheumatic fever is damage to the heart valves. However, heart damage is not an inevitable result of rheumatic fever. The risk of rheumatic fever can be decreased by prompt medical treatment of strep throat infections. Anyone who has been a victim of the disease has an increased risk of recurrence, which can be diminished by long-term treatment with antibiotics. Contact your local American Heart Association for more information.



**American Heart Association**

WE'RE FIGHTING FOR YOUR LIFE

HELP AMERICA



**STOCK For More Profit!**

Stock Clabber Girl Baking Powder with balanced double action, and watch your profits rise!

**CLABBER GIRL**

THE DOUBLE ACTING  
**BAKING POWDER**

"PREFERRED SINCE 1899"

**HULMAN & COMPANY**

Terre Haute, IN 47808

AFD 86-1

# The best thing next to sliced bread.

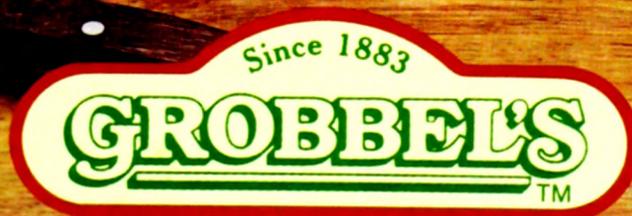
When it comes to giving your customers a choice, nothing stacks up better than Grobbel's quality meats.

Grobbel's offers a wide range of cuts for the retailer, including:

- Orleans brand cooked corned beef eye and flat rounds
- Cooked corned beef brisket-deli style
- Cooked sharp pastrami eye round and brisket
- Cooked deli pastrami flat round and navel
- Medium well cooked beef top, eye and flat rounds

- Medium rare cooked beef roast top round
- Corned beef brisket and round-retail packages

You can depend on Grobbel's for consistent high quality and superior service, backed by over a century of tradition and experience. You can also count on Grobbel's to provide complete advertising and marketing support, including point-of-purchase materials, food preparation suggestions, consumer advertising and special promotions. Whatever you make of it, Grobbel's corned beef, pastrami and cooked beef is the best thing next to sliced bread. For the distributor nearest you, call today.



**Corned Beef • Pastrami • Cooked Beef**  
2500 Orleans • Detroit, MI 48207 • (313) 567-8000 (or call collect)

IT'S NOT ALWAYS EASY, BUT

## You can manage your stress



All of us have experienced the symptoms of stress at one time or another. Our hearts pound, our jaws clench, our heads hurt and we have trouble breathing. And most of us blamed other people or external events for causing these uncomfortable symptoms. We were wrong, as consultant Art Turock explained to an audience of more than 600 at FMI's annual convention.

Stress, he said, is 100 percent self-induced. It is caused by our own perception of a demand, threat or future discomfort. A little voice inside our head provides us with a constant stream of evaluations and interpretations — often negative — about immediate and upcoming events. By learning and internalizing the following steps, we can override this voice and overcome the stress it causes.

**STEP 1:** Recognize stress symptoms and events. Be aware of your mental and physical reactions during specific activities and in specific activities and

in specific situations, such as when you are chastized by an employer or required to confront an angry customer.

**STEP 2:** Decide to manage your stress. Stress won't go away just because you want it to. You have to make a conscious decision to control it.

**STEP 3:** Reduce the physical symptoms of stress. There are two kinds of symptoms, and each requires a different treatment. Deep breathing helps lessen sudden, heart-of-the-moment stress, while regular exercise reduces long-term symptoms by releasing endorphin, a natural tranquilizer, into the blood stream.

**STEP 4:** Identify stress-inducing self-talk by asking yourself the following questions:

What am I telling myself about this event that is generating my anger and/or fear?

How am I demanding things be as I wish them to be in this situation?

What am I telling myself I must have in order to be happy with this situation?

How am I predicting a bad outcome in this situation?

What am I perceiving as threatening in this situation?

What am I seeing as awful, terrible or unfair?

**STEP 5:** Change your stress-inducing self-talk to stress-relieving alternatives by disputing irrational

statements, changing demands to preferences or developing a new perspective on the situation. Ask yourself the following questions:

What am I telling myself that may be irrational or mistaken?

If I cannot change this situation, how can I perceive it so I can accept it?

What is the worst thing that could happen? What is the likelihood? If it does happen, is it so terrible? Could I handle it?

How important is this event going to be over the course of a lifetime? a year from now? a month from now? next week?

How can I reconsider my demands to be merely preferences instead?

Instead of seeing this situation as a "problem," how can I look at it as an "opportunity" or a "challenge"?

**STEP 6:** Take action without feeling stressed.

Relieving stress by following the steps outlined will not be easy at first, warned Turock. Like anything worth doing, stress management takes practice. But the result is worth the effort, he added, because once we realize that stress is self-induced, that it is not a matter of encountering bad events beyond our control, we acquire the strength to meet our emotions head-on and the ability to revise our perceptions in any given situation.

---

## Recruiting your children into retailing . . .

There is considerable concern about the younger generation's lack of interest in food retailing. Too many retailers have discouraged their sons from entering the business. They have griped too much without emphasizing the advantages.

There is great satisfaction for a father when his son shows an interest in the business. However, make no mistake, it takes courage and great patience to equip him for a future in retailing. It's not easy for you or for him. Here are some pointers that may help.

First, don't discourage him. Encourage him to work in the business, to learn where his food and spending money come from. Tell him some of the good things. He'll soon learn the bad points. If he works for you, try to

find out where his real interest lies. Some sons have turned out to be better retailers than the "old man." Shift him around — find out what he likes and build from there. Listen to him.

Perhaps the most important of all — have the courage to let him make mistakes. Now obviously, you cannot afford to let him make mistakes that will be too costly, but making mistakes is the best way to learn. Then have the courage, understanding and patience to explain how and why the mistake was made. If handled correctly, your son or sons can make tremendous contributions to your business. And to show we are not chauvinistic, the same advice applies for a father and daughter or a mother and daughter or a mother and son, etc., etc.



## Vernors. Everything's new but the flavor.

New labeling. New packaging. New advertising.  
New promotions. New display materials. New Diet  
Vernors® with 100% NutraSweet®.

There's an aggressive new stance to Vernors' whole  
marketing approach. We're out to make Vernors a  
national brand.

And we're starting from strength: Vernors' unique  
flavor! Deliciously Different®. It's been gaining — and  
keeping — fans since it was introduced in Michigan,  
120 years ago.

Each time Vernors has entered new markets it has  
exceeded bottlers' expectations.

Our research shows that all kinds of people, especially  
teens, really like Vernors' unique flavor — and  
would buy Vernors if they could. That's the green light.

Vernors is coming  
to your market.

Count on it. Be a  
part of Vernors success.

**Vernors**

**Not your basic soft drink.**

# Do you have a store policy manual?

Every store owner needs one. Sure, we've heard all the arguments ranging from, "That's just for the big stores," "That's not for me," to "If you don't put it in writing they can't hold you to it." It doesn't matter if you are a small, medium or large store. It doesn't matter if you have two, 20, or 200 employees. It doesn't matter if you are in the store all the time or if you have a manager operating it. You need a policy manual.

When we say you need a policy manual, we *don't* mean run down to your nearest bookstore and buy a book on "Policies for the Food Market," even though you may get

some good ideas from such a book. We mean sit down and write one. You don't have to hire six lawyers and two accountants to do it. You can do it. If you're an old hand at this thing called grocery business, all you have to do is put down on paper what you've been practicing for years. If you're a greenhorn and just started in the business because you wanted to be your own boss, put down on paper the way you would like to see everything happen.

The store policy manual doesn't have to be a 200 page literary masterpiece.

It can be one page or 100 pages, as long as it conveys to your

employees those essential items that are consistently adhered to.

Some of the areas that could be covered in a policy manual are:

- Informing your employee what the customer expects from the store.
- What the store expects from the employee.
- What the employee can expect from the store.

Let's take a look at each of these areas and discuss some of the things that can be included in each one.

First: Informing your employee of what the customer expects from the store. Some of the items that can be listed are:

- Courtesy and service
- Handling of customers' complaints
- Your customers are your job
- Advertising guarantee
- In-store breakage of merchandise

Of course you need to include and convey what your policy is on each item.

Secondly: What the store expects from the employee. Some of the items that can be explained and discussed are:

- Personal appearance and cleanliness
- Smoking or eating on premises
- Attendance and work schedules
- Time card and administration

Now that you are convinced and see how easy it is, there's no excuse not to have a store policy manual.



## Food industry support helps raise "Cash For Kids"

A KICK-OFF BREAKFAST recently launched the second "Cash For Kids" fundraiser for the Variety Club's Cardiology Center in Children's Hospital, Detroit. Paul Broughton, president of Children's Hospital, discussed the significance of the new cardiology center made possible by Variety's million dollar pledge. Pictured above, Broughton is shown accepting a check for \$140,000 — the first installment in the million-dollar commitment to be met over the next seven years. With him, making the presentation are: Michael Marontate, president of the Variety Club, and Bruce Rosen.

The greater Detroit food industry's invaluable support of last year's "Cash For Kids" program, which is a food coupon redemption campaign, helped make Variety's contribution possible. Aggressive industry-wide participation and continued strong support is needed in 1986 to fulfill this pledge for expanded cardiology services for needy children.

For further information, contact Barbara Moretsky, at (313) 259-7400.

---

Do you know  
anybody  
who SHOULD be  
an AFD member,  
but isn't?

TALK TO HIM!

---

---

# **CHECK THE BENEFITS**

## **of AFD's Workers' Compensation Self-Insurance Program**

Full Protection  
••  
Immediate  
Premium Discount  
••  
Earnings on the  
Investment of  
Premium Reserves  
••  
Anticipated  
Savings of  
up to 40%

Personalized  
and Fair  
Claims Service  
••  
Detailed Monthly  
Reports to make  
Informed Decisions  
••  
Loss Control and  
Safety Counsel  
Specifically for  
Food Dealers

Vigorous Defense  
Against  
Fraudulent Claims  
••  
Administered  
by Experienced  
Risk Management  
Professionals  
••  
Plus Other  
Standard and  
Custom Services

Join the many small and large-sized AFD members  
already in the savings program  
that's professionally designed **JUST FOR US!**



**FOR MORE INFORMATION, PHONE OR WRITE TODAY**  
125 West Eight Mile Road, Detroit, MI 48203 • (313) 366-2400

# Objectives set the course for the road to success

The owner of a food retail company has some knowledge of what the objectives of the organization are, but if this is not translated into a specific written statement of them, there is no rudder to steer the ship when he or she is not present.

Company objectives are necessary because:

■ Objectives set the track the company is to run on. A business without them is like a ship without a definite destination to reach.

■ Without objectives there is no assurance of constancy of purpose — each situation which arises is decided singly rather than on basis of precedent.

■ Company objectives set climate and precedent for planning throughout the company and for establishing individual objectives.

■ Unless company objectives are set, there are no overall purposes, objectives or principles to communicate throughout the organization and on which to build teamwork and unity of purpose.

■ Managers at all levels can then set personal objectives consistent with and which contributes to the attainment of the company objectives.

## Here's how the "different" member benefits from the association

How many times have you heard a prospective member say, "Sure, the association serves a purpose, but we're different. Our approach is unique. We serve a different market." Comments such as these usually mean that the prospective member you have approached is afraid that fellow association members might learn something from him, that he may give away more than he gets.

Just how realistic is this fear? Recognizing that a business may have trade secrets, it is still fair to say that members of a particular industry or profession have much more in common. Furthermore, membership in an association does not require the revelation of true "trade secrets." An association is built on the commonality of the membership, the mutual interest — not the private interest.

There are two major ways that membership in an association can be of value to even the "different" member. First, the enhancement of the industry or profession itself. Few businesses can rise above the prestige and prosperity of their industry as a whole. Whether it be through legislative action or public opinion, few businesses can survive untouched by an attack on their industry. On the other hand, if the industry progresses, the probability of the member's sharing in it is great.

Second is the stimulation and the resulting learning experience — from the association with people of similar training and responsibility. If the member participates in the activities of the association, the simple numerical relationship between him and the many others who are involved assures that he will receive more than he gives.

To be sure, we are all "different," but not so different that we cannot learn from our peers.

The next time you hear "...but we're different" from a prospective member, work hard to convince him that belonging to the association will mean receiving as much, if not more, than he gives.

### Purpose

What is our business? What need are we seeking to fill or what opportunity do we see? How do we propose to operate and in what ways can we be most efficient and successful?

### Customers

What trade or class of customers are we to appeal to and how do we prepare to do it?

### Size and Growth

Do we propose to be local, regional, national? What size stores do we want to operate and in what types of localities? The amount and speed of growth and how it is to be accomplished generally.

### Leadership

What share of market is desired, and general principles to be used in accomplishing it.

### Products

What range of products are to be carried, extent of non-food and private label merchandise desired and concessions, if any, etc.

### Financial

In addition to reasonable and consistent profit, what other financial objectives does the company have?

### Merchandising Methods

Will the company stress any particular merchandising plans? Will the physical plant have any uniqueness? Will there be any special conveniences or services?

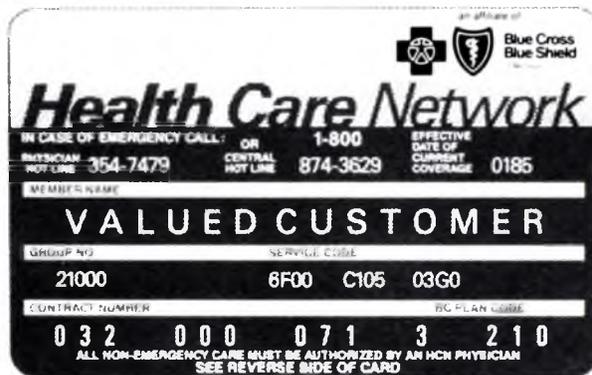
### Public Image

What public image is desired and what general principles and methods are to be used to attain it?

### Personnel

What will the personnel philosophy be with respect to such things as opportunity, caliber of employee, salary levels, and employee programs.

# Stay healthy with us.



**NOW AVAILABLE  
TO  
AFD MEMBERS**

There's a new kind of Blue Cross coverage that not only gives you complete hospital and emergency services coverage but is designed to keep you and your family healthy. Health Care Network is your best source for health maintenance organization (HMO) coverage. Here's why:

### **Even doctor's office visits are covered.**

With your Health Care Network card there are no claim forms. You will receive no bills not even for services like office visits, well-baby care or physician fees.

### **Choose your own doctor.**

You pick your own primary care physician from our list of more than 600 carefully screened, qualified doctors in private offices throughout Wayne, Oakland, Macomb and Washtenaw counties.

### **Instant recognition.**

The Health Care Network card is backed by Blue Cross and Blue Shield of Michigan, so it is recognized instantly by most hospitals and doctors in Michigan and across the country. Health Care Network is the only HMO in this area that gives you this kind of confidence.

### **Saves money.**

You'll never have to pay for doctor's office visits. There are no complex claim forms to fill out. You and your family will receive complete health care coverage with confidence and you will never receive a bill for covered services.

Call or write for more information on the best HMO health care plan for your family.

**You're part of the Blue Cross family.**

***Health Care Network***

26900 W. Eleven Mile, Southfield, Michigan 48034 (313) 354-7479

An affiliate of Blue Cross and Blue Shield of Michigan

# PAY PHONES PROFIT

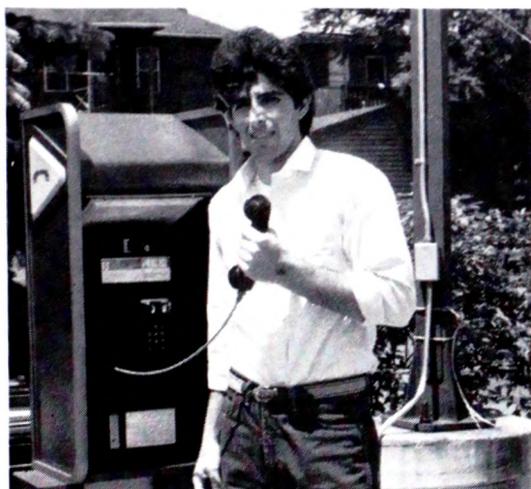
Net is between 40 % to 60 % of Gross



**FRED NAJOR**  
*Savon Foods*  
 Gross Approx. \$250.00 Monthly



**JIM PELTZER**  
*Peltzer Liquor Store #2*  
 Gross Approx. \$500.00 Monthly



**FRANK KORY**  
*Trade Winds*  
*Liquor and Wine Shop*  
 Gross Approx. \$400.00 Monthly

## Cost

Telephone .. ..	\$1,895.00
Metal Enclosure (New) ....	595.00
Metal Enclosure (used) ..	395.00
Wood Enclosure ....	150.00
Vandalism Warranty .. ..	120.00
Indoor Installation .. ..	50.00
Outdoor Installation .. ..	200.00

Yes, I want to know more about the profitable pay phone industry. Please send me further information.

NAME \_\_\_\_\_ COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE (     ) \_\_\_\_\_

SIGNATURE \_\_\_\_\_

**MAIL TO: SAROKI GROUP, c/o Associated Food Dealers, 125 W. 8 Mile, Detroit, Michigan 48203**

# Support These AFD Supplier Members

Unless indicated otherwise, all phone numbers are in area code (313)

## ASSOCIATIONS:

Michigan Bean Commission (517) 694-0581  
Michigan Potato Industry Comm (517) 373-3783

## BAKERIES:

Archway Cookies 532-2427  
Awey Bakeries 522-1100  
C & C Distributors 283-8693  
Continental Baking Company 963-2330  
Country Oven 729-2430  
Franchise Bakery, Inc (1) 674-4671  
Grennan Cook Book Cakes 896-3400  
Ovan Fresh 537-2747  
Independent Biscuit Co 584-1110  
Mark Plasters Distributors 274-6991  
Knopflinger's Bakery, Inc 967-2020  
Pepperidge Farms 435-2145  
Fred Sanders Co 868-5700  
S B Thomas English Muffins 643-6463  
Schafer Bakeries (517) 386-1610  
S & M Biscuit Dist G Co 893-4747  
Stahl's Bakery, Inc (1) 725-6990  
Stella D Oro Cookies 893-4747  
Taystee Bread 896-3400  
Wonder Bread 963-2330

## BANKS:

Comerica, Inc 222-3898

## BEVERAGES:

Action Distributing Co 591-3232  
Anheuser-Busch, Inc 354-1898  
Bellini's Quality Beverages 946-6300  
California Coolers (209) 466-1711  
Canada Dry Corp 937-3500  
Champale, Inc 247-8636  
City Marketing, Inc 871-0937  
Coca-Cola Bottling Co 897-5000  
J Lewis Cooper Co 835-6400  
Everfresh Juice Co 755-9500  
Harvey W Ewald & Assoc 527-1654  
Faygo Beverages 925-1600  
G Heileman Brewing Co 941-0810  
General Wine & Liquor 353-5040  
R M Gilligan Inc 557-4484  
Glenmore Distilleries 424-8889  
Hubert Distributors, Inc 858-2340  
International Brokerage 547-9463  
Kutak Distributors, Inc 925-3220  
Lubatti Importers, Inc (312) 397-9100  
Don Lee Distributors, Inc 584-7180  
Mel Larsen Dist's, Inc 873-1014  
L & L Liquor Sales 362-1801  
L & L Wine Co 491-2828  
Powers Distributing 682-2010  
Metroplex Beverage Corp 897-5000  
Miller Brewing Co 465-2866  
Minshaw Liqueur Corp 962-4545  
Neudham & Nielsen Sales 476-8735  
Pabst Brewing Co 525-7752  
Pacific Ocean Pop Co 591-2560  
Pepsi-Cola Bottling Co 362-9110  
Pure Beverage Co 885-3409  
Jon Schiltz Brewing Co 567-4000  
Seagram Distillers Co 354-5350  
Selle U Matic Corp (1) 879-8787  
Seven Up Bottling Co 937-3500  
Squirt Pak (616) 396-1281  
Stroh Brewery Co 259-4800  
Towns Club Beverages 756-4880  
H J Van Houtenbeck Dist's 469-0441  
Viviano's RC Cola 833-8500  
Viviano Wine Importers 883-1600  
Haram Walker, Inc 626-0575  
Warner Vineyards (616) 657-3165  
Wayne Distributing Co 427-4400  
Vic Wertz Distributing Co 293-8282  
F J Welterman Co 521-8847

## BROKERS,

## REPRESENTATIVES:

Acme Food Brokerage 968-0300  
Acorn Oaks Brokerage 967-3701  
American Food Assoc 478-8910  
Ameri-Con, Inc 478-8840  
Birmingham Marketing Co 333-4300  
Bob Arnold & Assoc 646-0578  
J M Bellardi & Assoc 772-4100  
B W Sales 546-4200  
Chambers & Associates 272-6735  
Chuck Baichester Co 559-2422  
City Foods Brokerage Co 894-3000  
Generally Grieson & Assoc 335-2088  
C W R Food Enterprises, Inc 851-2329  
Emvassy Distributing 352-4243  
Estabrook's Marketing 553-3637  
Foe G's Food Brokers 286-8555  
John Hartmann & Sons, Inc 296-3000  
Paul Herman Assoc 626-8300  
Charles Mascari & Associates 399-0950  
McMahon & McDonald 477-7182  
Marx & Goergens, Inc 354-1600  
Northland Marketing 353-0222  
J B Nease & Assoc (1) 752-6453  
The Pflester Co 591-1900  
Sensation, Salm & Gordon 968-4800  
Sinn Sales Co 557-7220

Stark & Co 478-6800  
James K Tamakian Co 352-3500  
Al Tuttle & Associates 476-1110  
UBC Marketing 471-1480  
United Salvage Co 772-8970

## CANDY & TOBACCO:

Central Sales 843-6600  
Eastern Mkt Candy & Tobacco 567-4604  
Fontana Brothers, Inc 897-4000  
Fun Foods (1) 286-4141  
Mich Whistle Tobacco & Candy 923-2808  
Wolverine Cigar Co 554-2033

## CAR RENTALS:

S Avis Rent-A-Car (312) 694-5688

## CATERING HALLS:

Gourmet House 771-0300  
J F R Corp 765-8600  
Mark of Excellence Catering Service 353-6161  
Royalty House of Warren 264-8400  
The Southfield Manor 352-9020

## CREDIT UNIONS:

AFD Credit Union 547-0022

## COUPON REDEMPTION:

Associated Food Dealers (313) 366-2400

## DAIRY PRODUCTS:

The Borden Co 583-9191  
Country Fresh Dairy (616) 243-0173  
Tom Davis & Sons Dairy 583-5040  
Detroit Pure Milk (Farm Maid) 837-6000  
Golden Valley Dairy Co 399-3120  
London's Farm Dairy, Inc (1) 984-5111  
McDonald Dairy Co (313) 232-9193  
Melody Farms Dairy 525-4000  
Pointe Dairy 589-0666  
Sherwood Dairy Distributors 375-1721  
Stroh's Ice Cream 961-5843  
Weiss Distributors, Inc 552-9666  
Wesley's Quaker Maid, Inc 837-6000

## DELICATESSEN:

Dudek Deli Foods (Quaker) y 891-5226  
Row-Bur Distributors 852-2616

## DENTISTS:

Richard E Klein, DDS, PC 547-2910

## EGGS & POULTRY:

Eastern Poultry Co 875-4040  
Linwood Egg Co 524-9550  
McInerney-Miller Brothers, Inc 833-4800  
Mendelson Egg Co 541-4060  
Orleans Poultry Co 931-7060  
Qualmann Quality Egg Co 757-4350

## FISH & SEAFOOD

Hamilton Fish Co, Inc (1) 832-6100  
Michigan Food Sales 882-7779

## FLORISTS:

Horticultural Int'l Prod's (616) 956-9119  
Livernois-Davison Florist 933-0081

## FRESH PRODUCE:

Harry Becker Produce Co 841-2500  
Ciarumaro Bros, Inc 567-9065  
Michigan Repackaging & Produce Co 841-0303  
Tony Serra & Sons Produce 758-0791  
United Produce of Michigan 842-0202  
Faro Vitale & Sons 393-2200

## ICE PRODUCTS:

Great Lakes Ice 922-5899  
Midwest Ice Corp 868-8800

## IMPORTERS-EXPORTERS:

Dalaly-International & Assoc 353-2722  
Evergreen Food Supply Co 358-4740  
Francesco Imports 891-1100

## INSECT CONTROL:

Nu-Method Pest Prod & Services 898-1543  
Rose Exterminator Co 588-1005

## INSURANCE, PENSION PLANS:

Blue Cross-Blue Shield 225-8000  
Ward S Campbell Inc (616) 531-9160  
Creative Risk Mgmt Corp (1) 792-6355  
Financial Guardian, Inc (1) 649-6500  
Frank P McBride Jr Inc 445-2300  
Gregory J Spinazze & Assoc 644-9200  
Joseph Gadaleto & Assoc (517) 351-7375  
Prime Underwriters, Inc 837-8737  
K A Tappan & Assoc 354-0023

## INVENTORY, BOOKKEEPING,

TAXES:  
Abacus Inventory Specialist 852-9156  
Gohs Inventory Service 353-5033  
Quality Inventory Specialists 771-9526  
R G I S Inventory Specialists 978-1810  
George R Shame, Jr, CPA 474-2000

## LAW FIRMS:

Bellanca Beattie DeLisle 882-1100

## MANUFACTURERS:

Carnation Co 851-8480  
Del Monte Foods 968-1111  
Detroit-Detroit Designs 841-5272  
F S Carbon Co (1) 800-253-0590  
General Foods, Corp 427-5500  
General Mills, Inc 354-6140  
Kellogg Sales Co 646-2278  
Kraft Foods 261-2800  
Lipton & Lawry's (216) 234-1311  
Philip Morris, USA 855-6454  
Nabisco, Inc 478-1400  
Prince Co 772-0900  
Procter & Gamble Co 336-2800  
Quaker Oats Co 645-1510  
Ralston Purina Co 477-5805  
Red Pelican Food Products 921-2500  
Safie Bros Farm Pickle Co (1) 949-2900  
Schmidt Noodle Co 921-2053  
Shedd Food Products 868-5810  
Tony's Pizza Service (517) 224-9311  
Veivet Food Products 937-0600

## MEAT PRODUCERS, PACKERS:

Butcher Boy Meats 771-9880  
Detroit Veal & Lamb, Inc 961-1248  
Flint Sausage Works (Salays) (1) 239-3179  
Frederick Packing Co 832-6080  
Guzzardo Wholesale Meats, Inc 833-3555  
Hartig Meats 832-2080  
Herrud & Co (616) 456-7235  
Hygrade Food Products 464-2400  
J N D Assoc (1) 661-2121  
J G Food Products 296-7330  
Kahn's & Co 521-5354  
Kowalski Sausage Co 873-8200  
L-K-L Packing Co 833-1590  
Oscar Mayer & Co 421-9030  
M&G Foods, Inc 893-4228  
Maxwell Foods, Inc 923-9000  
Metro Packing Co 259-8872  
Milton Chili Co 585-0300  
Monarch Packing Co 567-3420  
Naser International 464-7053  
National Chili Co 365-5611  
Peter Eckrich & Son, Inc 937-2266  
Potok Packing Co 893-4228  
Regal Packing Co 875-6777  
R E Smith, Inc 894-4369  
Sheldon's Packing House (517) 834-2218  
Smith Meat Packing, Inc (1) 985-5900  
Weeks & Sons (Richmond) 727-3535  
Winter Sausage Mfrs 777-9080  
Wolverine Packing Co 568-1900

## MEDIA:

ABC WXYZ-TV 827-9351  
Arab & Chaldeen TV-62 Show 352-1343  
The Daily Tribune-Royal Oak 541-3000  
Detroit Free Press 222-6400  
The Detroit News 222-2000  
Food Dealer Magazine 366-2400  
Gateway Outdoor Advertising 544-0200  
The Macomb Daily 296-0810  
Michigan Chronicle 963-5522  
Observer & Eccentric Newspr's 591-2300  
Port Huron Times Herald (1) 985-7171  
WDIV-TV 222-0444  
WJJB-TV 557-9000  
WJOL-FM 222-2636  
WWJ-AM 222-2636

## NON-FOOD DIST'S:

BiBi Products, Inc (213) 870-0151  
Arkin Distributing Co 349-9300  
Cleanway Products 834-8400  
Household Products, Inc 682-1400  
Items Galore 544-2014  
Ludington News Co 925-7600  
Michlin Chemical Corp 366-2244  
Nationwide Food Brokers 569-7030  
Warrior Martial Arts Supplies 865-0111

## OFFICE SUPPLIES,

EQUIPMENT:  
City Office Supplies, Inc 885-5402  
Rite-Way Enterprises 751-2454

## POTATO CHIPS & NUTS:

Better Made Potato Chips 925-4774  
Cain's Potato Chips 756-0150  
Croom's Distributing 493-0795  
Frito-Lay, Inc 271-3000  
Jay's Potato Chips 326-1860  
Kar-Nut Products Co 541-7870  
Sterling Shores Distributors 922-8088  
The Nut Factory 393-0219  
Tom's Foods 562-6660  
Variety Nut & Date 268-4900

## PROMOTION:

A Ad 358-1460

Arbor Press 864-2200  
Action Adv Dist & Mailing Co 964-4600  
American Mailers 842-4000  
Bowlius Display Co (signs) 278-6288  
R/J Associates 445-6100  
Stephen's Nu-Ad Adv & Prom 777-6823  
Stanley's Adv & Distributing 961-7177

## REAL ESTATE:

Butts & Co 644-7712  
Earl Keim Realty, North 559-1300  
Kryszak Enterprises 362-1668  
O'Riley Realty & Investments 689-8844

## RENDERERS:

Wayne By-Products Co 842-6002

## SERVICES:

A J Shaheen Electric Co 882-3710  
A L H Protective Service 275-7873  
American Telephone & Telegraph 827-1796  
Atlantic Saw Service Co (800) 631-7650  
Comp-U-Check 569-1448  
D/A Central, Inc 399-0600  
Easy Way, Inc (419) 877-0992  
55 Plus 569-4120  
Financial & Marketing Ent prises 547-2813  
Gulliver's Travels 567-2500  
Intro Marketing 540-7790  
J&M Food & Restaurant Service 445-0653  
J R Marketing & Promotions 296-2246  
Kimco, Inc 478-3500  
KIS Photo 357-3020  
Metro Cell 542-7865  
Retail Demonstrators 846-7090  
Second Chance Body Armor (616) 544-5721  
Simplex Time Recorder Company 261-2950  
Smdel Marketing Co 852-1421  
Unique Travel & Tours 855-3409  
W O W, Inc 294-0730  
M A Young Consultant 477-1111

## SPICES & EXTRACTS:

Rafal Spice Company 259-6373

## STORE SUPPLIES, EQUIPMENT:

AAA Pallet Co 892-4360  
Almor Corp 399-3320  
AmSyn/Taski (1) 800-44-TASKI  
Belmont Paper & Bag Co 691-6550  
Black Jack Iron Works 893-7677  
Harold Brehm Broaster Sis (517) 427-5858  
Central Alarm Signal, Inc 864-8900  
DCL Food Equipment 369-1666  
Hobart Corp 542-5938  
Hussman Refrigeration, Inc 471-0710  
Liberty Paper & Bag Co 921-3400  
Market Mechanical Service 546-6840  
Merchants Cash Register 255-3600  
Michigan Bakery Supply, Inc 571-3300  
Mistler Uniform & Mat Rental 837-7110  
O K Services (616) 396-9728  
Pappas Cutlery & Grinding 965-3872  
Ram Communications 569-2337  
Sarak Group 341-1955  
Shaw & Slavski, Inc 834-3990  
Stanley Knight Corporation (616) 426-4444  
Toledo Scale Co 1-800-222-8322  
United Steel & Wire 391-4900  
Universal Refrigeration 455-2988  
Zack Enterprises, Inc 554-2921

## WAREHOUSES:

Boag Cold Storage Whse U S Cold Storage 964-3069  
U S Cold Storage 295-1310

## WHOLESALE, FOOD DISTRIBUTORS:

Abner Wolf, Inc 943-3368  
Associated Grocers of Mich (517) 694-3923  
Bay City Milling & Grocer Co (517) 892-5593  
D S M Food Products 491-3333  
Detroit Marine Supply Co 842-2760  
Foodland Distributors 523-2177  
Garden Fresh Sales Co (216) 721-5548  
Grove Distributing 543-7060  
Jerusalem Falafel Mtg Co 595-8505  
Kap's Wholesale Food Service 471-4080  
Kramer Food Co 585-8141  
Lipari Foods 469-0131  
L Falberg Samul Entls 892-2595  
M & B Distributing Co (1) 767-5460  
Metro Grocery, Inc 871-4000  
National Wholesale Distributors (219) 849-6728  
Norquck Distributing Co 522-1000  
Orval Kent Food Co 459-9010  
Philip Diender & Co 921-3310  
Pierro Frozen Foods 928-0950  
Rainbow Ethnic & Spec Ty Foods 646-0611  
Raskin Foods, Inc 759-3113  
Scot Lad Foods, Inc (419) 228-3141  
Spartan Stores, Inc (616) 878-2000  
State Wholesale Grocers 567-7654  
Super Food Services, Inc (517) 823-8421  
Tri-State Cash & Carry (517) 789-6201  
United Wholesale Grocery (616) 878-2276  
Yakovans, Inc 921-4822  
Zehnder's of Frankenmuth (517) 652-9925



# About Order Accuracy and On-Time Delivery

It takes caring and coordination to fill your orders right. Some of us work in the warehouse ... others in the loadout area of our big cooler. Your ice cream now comes from our new, four million dollar freezer. Together, we put it all together for you, and we care about the quality of our work.



*Marv Mooney*

Marv Moomey  
Warehouse

*Brian McMellen*

Brian McMellen  
Load Out

*Daniel S. Hall*

Dan Hall  
Load Out

*William Kipen*

Bill Kipen  
Cooler

*Bob Drier*

Bob Drier  
Load Out

*Dave Hires*

Dave Hires  
Load Out

*Roger Hindenach*

Roger Hindenach  
Cooler

*Don Kinney*

Don Kinney  
Cooler

*Jerry Riemersma*

Jerry Riemersma  
Load Out

*Roger Brower*

Roger Brower  
Load Out

*Lou Young*

Lou Young  
Cooler

*Steve DeVries*

Steve DeVries  
Load Out

*Jack McDonald*

Jack McDonald  
Load Out

*Charles Bellie*

Chuck Bellie  
Ice Cream Freezer

*Leo Brougham*

Leo Brougham  
Warehouse

*Dale Van Tatenhove*

Dale Van Tatenhove  
Cooler

*Randy Salmon*

Randy Salmon  
Load Out

*Bob Carpenter*

Bob Carpenter  
Load Out

*George Vander Haar*

George Vander Haar  
Load Out

*Gordy Manshaem*

Gordy Manshaem  
Load Out

*Mike LeSarge*

Mike LeSarge  
Load Out

*Harold Havens*

Harold Havens  
Ice Cream Freezer

*Ed Webster*

Ed Webster  
Ice Cream Freezer

*Kurt Brougham*

Kurt Brougham  
Load Out

*Wayne O'Connor*

Wayne O'Connor  
Cooler

*Dave Wingeier*

Dave Wingeier  
Load Out

*Tom Underhill*

Tom Underhill  
Ice Cream Freezer

*Tom Schweitzer*

Tom Schweitzer  
Cooler

*Roger Simmons*

Roger Simmons  
Ice Cream Freezer

*Dave Hoekstra*

Dave Hoekstra  
Load Out

*Mel Eggleston*

Mel Eggleston  
Cooler

*John Kolasse*

John Kolasse  
Warehouse

*Ron Burkholder*

Ron Burkholder  
Cooler

*Duane Raymond, Jr.*

Duane Raymond, Jr.  
Ice Cream Freezer

*Jim Carlstrom*

Jim Carlstrom  
Load Out

*Gary Young*

Gary Young  
Load Out

**Country Fresh, Inc.: Quality Dairy Products Since 1946**

2555 Buchanan Avenue SW, Grand Rapids, MI 49518-0814

