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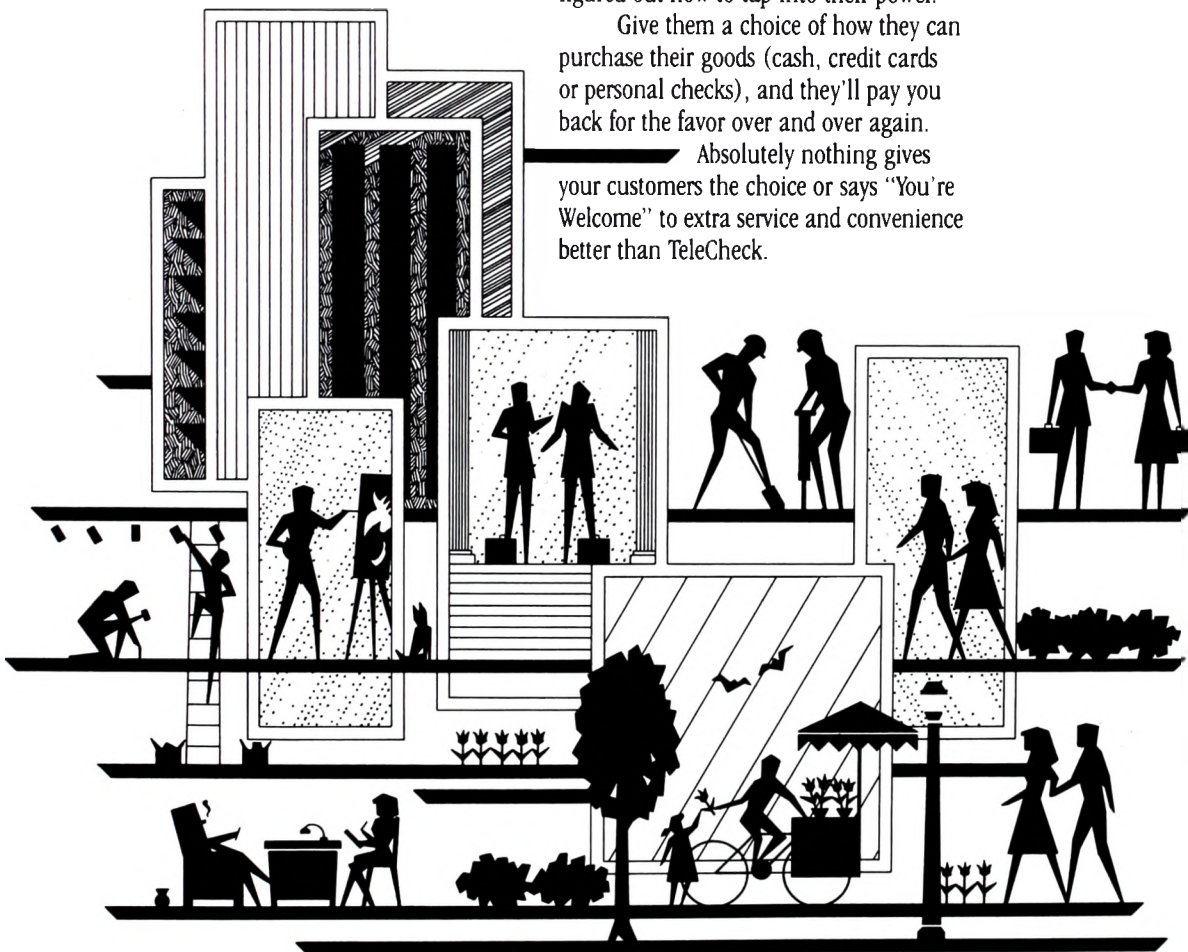
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THE FOOD DEALER

Official Publication of the Associated Food Dealers of Michigan
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Volume 63 No. 3 Copyright, 1989

The Food Dealer (USPS 082-970; ISSN 0894-3567) is published quarterly by the Associated Food Dealers, in cooperation with Stotz Publications, at 18470 W. 10 Mile Rd., Southfield, MI. 48075. Subscription price for one year is \$3 for members, \$6 for non-members. Material contained within The Food Dealer may not be reproduced without written permission from the AFD. Second Class postage paid at Southfield, Michigan and Additional Mailing Office. **POSTMASTER:** Send address changes to The Food Dealer, 18470 W. 10 Mile Rd., Southfield, MI 48075.

ADVERTISERS: For information on advertising rates and data, contact Stotz Publications, Gerald Bloch, Sales Representative, 8750 Telegraph Rd., Suite 304, Taylor, MI 48180, (313) 287-9140.

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Director's Report



Executive Director's Report

Joseph D. Sarafa
Executive Director
Associated Food Dealers

You've seen it on the TV; you've read about it in the paper; you've heard it on the radio. This item is going to confront and challenge our industry like no other in this decade. Food Safety are the two words you will hear most often in 1989. Concerns about food safety are just not going to vanish into "thin air". We, as an industry, have to be prepared to deal with this subject. The food industry wants and needs to be a part of the solution.

But, consumer confidence is down. According to the Food Marketing Institute's (FMI) Annual Shoppers Survey of more than 100 consumers, 9 out of 10 shoppers consider product safety to be at least "somewhat important". When consumers were first polled in January 1989, 81% of all shoppers were completely or mostly confident about the safety of the food in supermarkets. However, after the Chilean grape and alar apple controversies, which took place in February and March, the national sample was polled again. This time shoppers confidence level had dropped to 67%. Yet, by the end of April, confidence had risen back to 73%.

What does all of this mean to you, the grocer, and to your association? Well, to the Associated Food Dealers of Michigan, it means the adoption of a policy on food safety. On March 21, 1989 the Board of Directors met and unanimously endorsed the following:

1. The government is responsible for food safety.

2. If the government determines that a chemical or food is deemed unsafe, it must be removed promptly from the market place. AFD and its members will fully cooperate.

3. The agencies responsible must be

"The Federal Government must act with a swift and strong hand in safeguarding the food supply. A single government agency should have the lead responsibility for insuring food safety."

proactive instead of reactive. More aggressive testing and enforcement of current food safety laws are a must.

4. Federal and state governments must give the appropriate agencies the funds and manpower to do their job properly.

In addition to the above, AFD agrees with the FMI when it stated: "The Federal Government must act with a swift and strong hand in safeguarding the food supply. A single government agency should have the lead responsibility for insuring food safety." AFD supports the notion that either the EPA, the FDA or the USDA must have the final authority on food safety (but not all three). In addition, AFD supports an increase in the Michigan Department of Agriculture's budget to do more food testing before the end product gets to the retailer's shelves.

Now what does this mean to you the retailer? Hopefully, it means less scares and more consumer confidence in the food supply. However, when you encounter the media or consumers who have questions about food safety, make two facts very clear. First the food we eat today is safer than it has ever been before. The fact that men and women are living longer is further proof of this point. The second item to remember is that grocers have families too. We would never sell anything that we would not want our own families to eat.

As always, the Associated Food Dealers of Michigan will continue to represent you on this very important issue. In addition, we will make every effort to keep you informed of the latest in legislative bills, ideas and solutions. Please read your newsletter and the Food Dealer for the ever-changing roles, challenges, concerns and opportunities in the food industry.



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Chairman's Report



Chairman's Report

Sam Yono
Associated Food Dealers

AFD Starts Program to Prevent Minors From Purchasing Alcohol

Michigan's food and beverage retailers are increasingly concerned about the influence of alcohol on our young people. Associated Food Dealers is taking action against the problem of minors purchasing alcoholic beverage with the formation of the Minor Monitor Task Force. We recently established the task force to evaluate the issue and implement solutions.

The program will help retailers reduce violations and lower the risk of lost licenses by heightening awareness and changing the attitudes of the public. It will also position AFD as a leader in the attempt to alleviate a problem that affects the whole community.

The problem of alcohol purchase and consumption by minors is so complex that a major challenge facing the task force is narrowing the focus to manageable objectives. The six most critical solution areas were identified by the group as: availability; enforcement; retail management; attitudes; deterrents; and education/rehabilitation.

The goal agreed upon by the task force is to reduce, statewide, the opportunity and desire of minors to purchase and consume alcohol.

The task force will now begin to define specific objectives and determine an agenda for accomplishment.

A unique aspect of the task force is the variety of perspectives it combines. The Minor Monitor Task Force has representatives from a wide range of organizations including:

Mark Saloger, Sen. Jim Barcia's office;
Gerald L. Lester, Michigan Association of Secondary School

Principals/SADD;
Paul Jeziorowski, SADD Michigan Student Board;
Lt. Dick Murphy, Farmington Hills Police Department;
Randy Martin, Michigan Liquor Control Commission;
Jim Cronin, Cronin's Party Store;
Laith Jonna, Jonna Fine Wine Shoppe;
Al DeGrow, The House of Seagram;
Jim Ballard, Michigan Association of Secondary Principals;
Sam Yono, AFD
David N. Osborn, Michigan

Municipal League;
Dan Sparks, Michigan Liquor Control Commission;
Jan Dolan, State Representative;
Ed Fisher, Fisher's Market;
Terry Sever, Farmington Hills Mayor;
Greg Bien, MADD/Oakland County;
Craig Gilligan, R.M. Gilligan, Inc.;
Bill Dwyer, Farmington Hills Police Department;
Frank Lauhof, Michigan Association of Chiefs of Police;
Bethany Goodman, MADD/Michigan;
Tom Catalfo, Mr. C's Deli;
Gary Mancini, Powers Distributing;
Mike Lashbrook, Michigan Beer & Wine Wholesalers Association;
Joe Sarafa, AFD;
Debbie Cooper, AFD;
Mike Ranville, Karoub & Associates;
Scot Faustyn, Karoub & Associates;
Kelly Rossman, K. Rossman Communications.

The Minor Monitor Task Force plans to continue to meet about twice a month. It is another way AFD is helping the community, as well as addressing an issue of vital importance to its members.



The Minor Monitor Task Force has a wide range of representatives from Michigan organizations.

DAGMR

News From **DAGMR**

*Detroit Association of Grocery Manufacturers
Representatives
By Karen Peck, Board of Directors*

DAGMR Scholarship Fund

Since 1984, DAGMR has provided academic scholarships to adults associated with the food industry. The \$1,000 scholarships are funded by various activities such as the DAGMR golf outings.

Applications are accepted via the food industry between November 30th and January 31st. The students must submit their ACT and/or SAT test scores along with two teacher recommendations. The students must also be accepted to an accredited college.

The qualified applicants' applications, test scores and grades are submitted to professionals in the education system for review. These people then recommend those students whom they feel are academically superior.

The chosen students are then called for an interview session with a college professor. He or she recommends four of five students.

The students academic accomplishments are extremely important, but the four member DAGMR scholarship board also considers the need of the applicant.

The past winners had the opportunity to report back to DAGMR for consideration of a second scholarship. During the past five years, two of the scholarship winners were awarded a second year.

This year, for the first time, two scholarships were awarded. The winners were Erica Hemphill and David Baran. Both winner have chosen to attend Eastern Michigan University.

DAGMR wishes them the best of success and encourage other young, resourceful individuals to apply for this very worthwhile scholarship.

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Rep. Lloyd F. "Pete" Weeks Familiar Figure To The People Of Warren

While many people are climbing into bed to watch Johnny Carson, Rep. Lloyd F. "Pete" Weeks is heading out to prowls the neighborhood. A familiar figure to the policemen on the night shift, and a long time member of the Warren Police Reserves, Weeks enjoys tagging along with his son, Dan, who is an undercover officer. "I got to work six nights in a row with him," said Weeks, describing a car-theft stake out, "from 11 o'clock at night till 5:30 in the morning. We got to snatch them and tow the cars and lock 'em up. You go out there and all you do is cruise these complexes and watch for the bad guys. I got to ride all those nights and loved it. You get to carry all kinds of artillery with you, four or five radios, and binoculars. It's a lot of fun."

In addition to his rather unusual nocturnal activities, Weeks has had a varied professional life. One constant is apparent: active participation in whatever he is involved. From truck driving to serving as a Democratic representative for the 70th District in Macomb County, Weeks has brought a hands-on style.

Weeks in turn expects initiative from his constituents. "Until they call you or write a letter I don't know what their feelings are," said Weeks. "Now, I may have time to call them and say, we've got this piece of legislation and this is where it's headed, what effect is this going to have on you?" he said. "I really need to hear from them. I need to know what their problems are, how things affect them, what it will do to their business, all the information I can get from them."

Weeks' career has encompassed a range of jobs including working as a truck driver, a salesman, and deputy city clerk.

"I thought I could make a difference so I thought it was worth a try," Weeks said of his decision to get into politics. Immediately prior to his state repre-

sentative position, Weeks worked for Macomb Community College. He was the first assistant to the vice president of business and director of purchasing during his tenure there from 1965 to 1983.

Weeks has also been active in civic and professional groups. He served on the Warren City Council from 1977 to 1982 and at various times has been involved with the Van Dyke Board of Education, Michigan Public Purchasing Officers Association, Macomb County Schools Business Officers Association, and was president of the National Association of Educational Buyers. He has also been a Macomb County Reserve Deputy and a Sergeant/gun range instructor for the Warren Police Reserves.

Weeks now serves on the following state committees: Insurance, Corporations & Finance, Liquor Control, State Affairs, Taxation, and Towns & Counties.

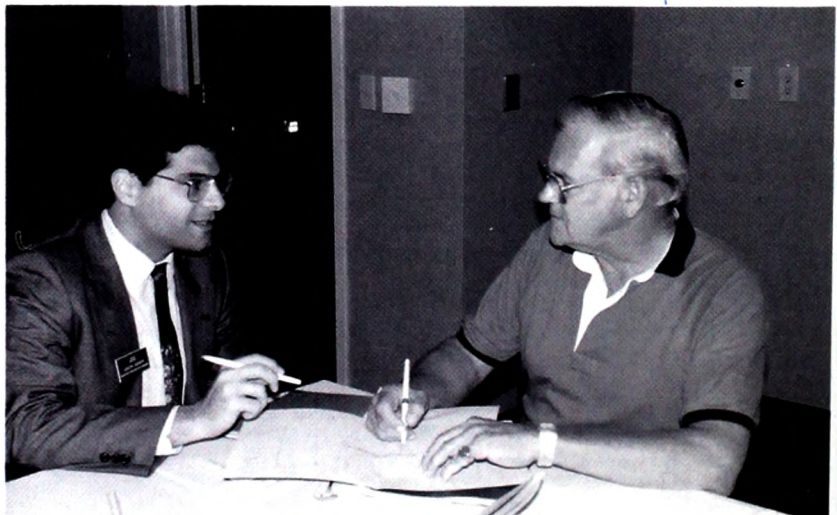
A high degree of involvement, like

that demonstrated in his own career, is what he believes is necessary for today's entrepreneur. "You let the people know that you appreciate their being there, and you want them there, and you'll have them there," he said. "Those local convenience stores provide a real service. If they make a customer feel comfortable, that customer will come back."

According to Weeks, businesses that offer personal service will be able to make it in the competitive marketplace. "The bottom line when you're in tough competition is the amount of service you convince the public that you're providing," he said.

He believes that even areas which have been tough markets in the past can be turned around. He points out that he has seen this with his own constituents. "There can only be so many party stores, so many supermarkets, but more and more of those that were closed, the right person could come along and he's putting some investment into it and he's taking a different approach," said Weeks, citing Vegas Food Center and Shopper's Market as two successful examples.

Ultimately, he predicts that retailers with initiative will prosper in coming years. "I think that those who go out and get after it are going to do very well and those who aren't out there really competing and going after business are going to have some problems," he said.



AFD Executive Director, Joseph Sarafa, (left) and Michigan State Representative Lloyd F. "Pete" Weeks.

From the **Michigan Liquor Control Commission**

*by Daniel L. Sparks
Michigan Liquor Control Commission*

Introducing Audrey The Michigan Liquor Commission's New Automatic Ordering Service

By now most readers with package liquor licenses should have met Audrey, the newest member of the Commission's data processing team. For those of you who haven't yet met her, Audrey is the Commission's new automatic liquor ordering service. After many months of planning, development, and testing, Audrey began operation in March in the Lansing area and on May 15 in Metro-Detroit.

Audrey allows persons ordering liquor from the Commission direct access via touch-tone telephone to the Commission's computer system, providing instant information concerning the availability of all products. Audrey also allows orders to be placed 20 hours per day, from 7:00 a.m. until 3:00 a.m. the next morning. Another advantage of Audrey is that any licensee in the state may now put in orders for Special Order items using the Audrey system. When the Special Order arrives, Audrey will notify you that your order is ready.

To assist licensees having difficulty learning how to use Audrey, the Commission has installed a special toll-free "Help" line. This line, which may be reached at 1-800-968-0002, is presently operating from 7:30 a.m. to 4:30 p.m. Originally the help line was in operation from 7:30 a.m. to midnight, but was reduced to regular business hours on September 1. This is because the number of calls we have been receiving has steadily decreased as people have become more accustomed to the system.

From a peak of over 200 calls per day, the number of requests for assistance is now down to about 50, a number that can be quite easily handled during normal working hours. In all, the Commission's help line staff estimates that assistance has been provided to some 12,000 callers since Audrey began operation.

The Commission is continuing to look for ways to improve service to its

**Audrey
"Help" Line
1-800-968-0002**

customers and we are presently developing a system which will allow computer-to-computer transmission of liquor orders. For those of you who have your own computer systems or use some of the specialized downloading inventory and ordering equipment now on the market, it may be possible to use either of those systems to place your order directly to our computer via telephone lines. Anyone interested in obtaining technical information concerning computer-to-computer ordering should contact the Commission's Systems Development staff at (517)322-1870.

The Commission will be continuing to add refinements to the Audrey system and we would welcome any suggestions or complaints which you might have concerning the present operation of the system. Your comments or suggestions can be made by phone to the help number, or by letter to Walter R. Keck, Business Manager, Michigan Liquor Control Commission, P.O. Box 30005, Lansing, Michigan 48909. Obviously, problems cannot be corrected unless we are aware of them, so please notify us.

One area about which we have already received some complaints concerns the number of busy signals being received when attempting to place orders. Although Audrey provides more phone lines than were available under the old ordering system, we have installed monitoring devices to count the number of callers who are receiving busy signals. Once sufficient information is available from the monitoring devices, a decision will be made about providing additional lines.

Finally, The Commissioners and staff involved in the Audrey system have asked that I thank all of you for the cooperation you have extended to us during the phase-in of the Audrey system. We realize that many of you encountered problems in learning to use the system, but we remain convinced that the benefits of the system to its users and the Commission far outweigh the difficulties involved in becoming familiar with its use.

Vegas Food Center: A Small-Store Atmosphere With Large-Store Amenties.

• "Please keep up the great caring you have always shown"

• "Your store is one of the best in the area!"

• "Thank you for putting such a great store in our neighborhood!"

• "We are very happy that you selected the location on Hoover and 13 Mile, as we enjoy shopping at your store."

• "It's pleasant to have a nice, clean store available for the people of this area. Your employees are efficient too!"

These testimonies are just a sample of the comments customers have made in response to the newest Vegas Food Center which opened April 1989. Located at 13 Mile Road and Hoover in Warren, it

is the third market owned and operated by the Arcori family in the Southeast area of the state. At 24,00 square feet, Vegas combines convinces usually associated with large chain stores, like scanning, with the personal service found in smaller, family-run operations.

"Being an independent, there are a couple of drawbacks," said Frank G. Arcori, Treasurer of Associated Food Dealers' board of directors. "One of the biggest is you're fighting the chain operations. Chain store operations have an image that they are larger, and because they are bigger they have more variety. That perception is very hard to

combat."

In order to compete, Vegas offers a personalized approach to service that is created through hands-on management. Vegas maintains an atmosphere of con-

cern for the individual shopper's needs with unique marking programs, direct-mail promotions and one-on-one contact with customers. "We try to create personal service so the consumer will know

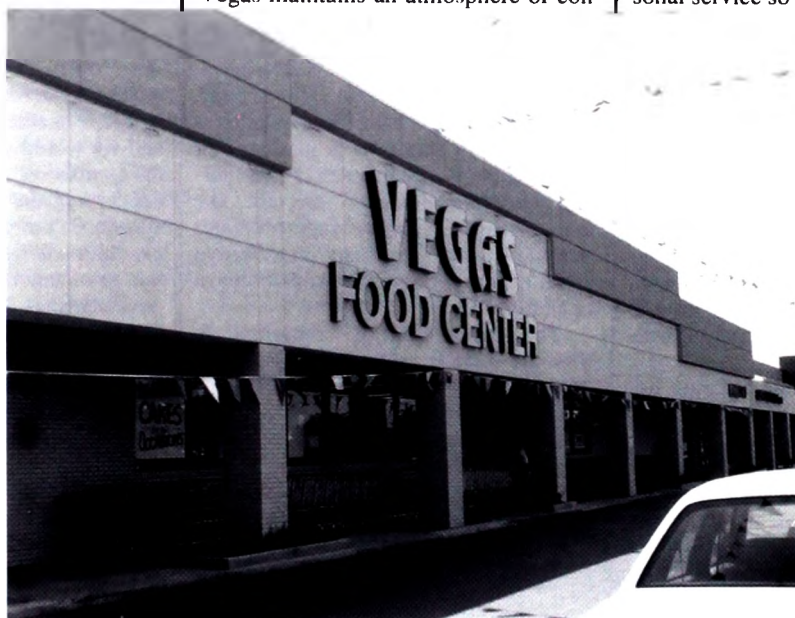
that while we may not be as big, we are better," said Arcori, who visits each store every day.

This extra effort begins within 24 hours after a new customer leaves the store. The shopper's address is obtained from a courtesy card application or personal check, and a thank-you note, questionnaire, and coupon booklet are sent in appreciation. Three subsequent letters are sent, including coupons and a phone number for patrons to use if they have suggestions. Survey cards are also available in the store en-

couraging customer participation.

The direct involvement of the Arcoris assures a prompt response to customer needs. "When you're the owner and you're working in your own store, you can create a better rapport with your employees as well as your customers," says Arcori. "The customer knows that they're dealing directly with the owner and if there's a request, a suggestion, or a complaint, it will be handled immediately. It won't be put off or shelved or sent to the main office and three weeks later they send back some type of response."

Concern for the customer is instilled



Newest Vegas Food Center, located in Warren.

***"Please keep up
the great caring
you have always
shown"***

Board Member Profile

Continue

in the Vegas employee. This is reflected in the comments in the questionnaires. One customer wrote, "Everyone has been very friendly and helpful." Another concurred, "Your staff's attitude is excellent!" The employees training program consists of a video program, a manual, and on-the-job training. This is followed by written and oral exams and two supervised weeks before the employee is allowed to "solo." "We don't want to distort our hard-earned image with a improperly-trained employee," said Arcori. The store currently employs 80 people.

Like a large store, Vegas has a full-service deli department, an in-store bakery, and services including: check cashing, money orders, key cutting, photocopying, and faxing.

Innovative marketing programs include the Frequent Buyer Club. This entitles the shopper to a validation card which is stamped each time he purchases \$25 worth of merchandise. Upon completing 10 validations, he is entered into a drawing for free groceries which takes place monthly. In addition, he receives a coupon booklet valued at about \$5. The coupon items are changed periodically.

Designed for "starter families" is the Diaper Club. Upon joining, a member receives \$2 off diapers, a child's tee-shirt that advertises "My Mom Shops at Vegas Supermarket She's Smart", a gift, and a special coupon booklet geared for children. Members participate in a validation program similar to the Frequent Buyer Club's and get \$1 off each diaper purchase. This has been a popular program with more than 450 members joining in just three months.

Vegas Food Center has developed a unique niche as a friendly neighborhood grocer with the selection and conveniences of a large chain store. The benefits of creative marketing and the Arcori's policy of direct involvement can be seen where it counts, customer appreciation. "These kinds of things give an independent a different type of image than a chain can create," said Arcori.



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Bil Mar Foods Keeping Up With The Changing Times

The trend to lighter, healthier eating as well as developments in processing poultry has lead to growth for Bil Mar Foods, Inc., which produces millions of pounds of turkey meat products each year in addition to other food lines.

Begun in 1938 as a small turkey growing operation by Bil and Marvin DeWitt, Bil Mar now does business throughout the United States and internationally. The company has a plant in Zeeland, Michigan, and one in both Iowa and Ohio. Due to a fire on September 25, 1984, the Michigan facility was rebuilt and expanded to 675,00 square feet of production and storage space. The added capacity has allowed Bil Mar to meet increasing demands.

Another contribution to it's expansion is the recent acquisition of the

company by Sara Lee Corporation.

"The demand for turkey-based retail products has just skyrocketed," said Frederick D. Hjort, Vice President, Human Resources for Bil Mar. "The issue now is how to generate more raw material to keep pace with the demand."

Traditionally, people ate turkey during the last 60 days of the year. Growing awareness of the value of a low-fat diet has generated a different attitude. What was once a holiday custom is now a nutritious diet staple. "We expect this consideration for health to increase because people are getting older," said Ralph Richards, sales manager, brokerage division of City Foods Service Co., which distributes Bil Mar products.

Bil Mar's response has been to

"What was once a holiday custom is now a nutritious diet staple."

change their marketing focus. "We don't do a lot whole turkeys," said Hjort. "I have people in Grand Rapids ask me all the time, 'If your company's so big, how come when I go to grocery stores I don't see these whole turkeys?' The answer is our emphasis is on further processing. In fact our internal goal really is not to increase the amount of whole birds that we sell, which is principally a holiday, seasonal activity. In fact if you talk to some people around here the goal would be to sell no whole turkeys!"

In addition to increased health-consciousness, consumers have been enticed by the development of better tasting alternatives to the conventional whole turkey or turkey breasts. "There was a lot of skepticism due to chicken products being used at first which doesn't process as well as turkey does," says Hjort. The blandness of turkey allows it to take spices well.

Bil Mar's staff of food technologists, chefs, and researchers use the latest in laboratory equipment. They develop and test new products at the plants and have contributed to the wide range of turkey-based products that are now available. Breast of turkey products, turkey ham, turkey franks, turkey luncheon meats, smoked turkey sausage, and turkey deli products are some of the varieties being marketed.

The Zeeland facility houses about 1,750 employees and is the largest of the three plants. It produces some beef and chicken products, pastries, noodles and frozen entrees. Bil Mar has four divisions: Mr. Turkey and DeWitt's Table Ready Meats, which are the retail



Bil Mar Foods, Inc., located in Zeeland, Michigan.

Wholesaler Profile

Continued

division; and airline food supply division; a food service line; and Bil Mar Deli.

To facilitate total quality control, the entire production process is done in-house. Bil Mar was the first company to integrate processing from the hatchery to the cooked product. Day-old poults are selected and raised to maturity on corporate or contract farms. About 50 percent of the turkeys are raised in Bil Mar facilities which are supplemented by 24 contract farms in the Zeeland area.

Along the way every part of the bird is used and what can't be consumed is often recycled as fertilizer. This is beneficial ecologically and economically. "It's kind of like sucking oil out of the ground. If you look at a refinery and the cracking process, the end of the cracking process is probably lighter fluid. If you only took oil out of the ground and made automotive gasoline out of it and didn't make anything else, we'd all be out paying 10 to 12 dollars a gallon for gasoline. So the further processing aspect of our business is the same. The goal is to use all of the usable parts of the turkey," said Hjort.


It was the desire to utilize the entire bird that led to the development of dark meat products. "We got into the retail business to get rid of the dark meat," said Hjort. "We could always sell the breast but since we have developed processing techniques we are able to manufacture dark meat products."

Equally important are the advances being made to improve the quality of the raw material. There is now an emphasis on trying to expedite the growth process because of the equation between feed conversion and price advantage. Feed is scientifically formulated and carefully mixed to assure high nutritional value. Presently it takes about seven to eight weeks to raise a 20 to 30 pound turkey. Hjort recalls that just a few years ago it took 20 to 22 weeks to achieve the same results.

"Today it's getting to be interesting," said Hjort. "Some people around here joke but we need to figure out how to grow a three or four legged turkey."



Bil Mar Foods, producer of turkey-based products since 1938



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Charitable & Non-profit Organizations Protected

by Bellanca, Beattie & DeLisle

All of us are bombarded daily by the media with news of litigation, soaring insurance cost and the resulting cost of doing business. There were numerous instances of companies having to go out of business because they could not afford to purchase the liability insurance they need to protect them from the host of lawsuits that people are bringing against one another.

Hundreds of thousands of lawsuits are filed in courts of Michigan each year. We are constantly reminded of the expense of all this litigation and/or of the insurance which is necessary to protect a business person or an individual from their customers, neighbor, partners and friends...or from the general public itself.

There is no doubt that people are entirely too "litigation- minded" People are suing each other over matters, large and small, which did not even exist years ago.

To one of the aspects of life which is all too difficult to bear is the thought that volunteer directors serving on boards of charitable and non-profit organization may be held personally liable to the membership or to the public. This is even less palatable when one realizes that such people serve on these boards and commissions for no remuneration, and as a service to the public. How ironic that they can be held accountable for even a good faith error which may have been made in performance of their duties.

Michigan has recently enacted a new statute which allows such organizations to exonerate and indemnify their directors for such faith error. This statute was apparently enacted out of the recognition that it is now virtually impossible to secure director's liability insurance

from any reputable insurance company doing business in Michigan. All of our readers who are associated with, members of, or especially directors of non-profit, charitable organizations, should be aware of the protections which this new law provides.

Public Act No. 170 of 1987 is a statute which amends numerous sections of the Michigan corporation law. It was enacted by the legislature and signed into law by Governor Blanchard in November of 1987 and applies to activities which arise after January 1, 1988. Governor Blanchard and the Michigan Legislature who supported this legislation should be congratulated for the benefit this will have to the people of the State of Michigan.

The primary benefit will be that members of non-profit corporations who agree to indemnify their directors under this statute will have the services of quality persons willing to help in the many charitable, educational, social and fraternal benefit activities which these types of corporations provide.

The technical citation of the statute is "Compiled Laws of Michigan, Section 450.2108, et seq" The statute applies to non-profit corporations which are defined as meaning either of the following types of organizations: 1) a corporation formed to carry out any lawful purpose or purposes, not involving pecuniary profit or gain for its directors, officers, shareholders or members; or 2) a corporation which has been designated as a tax- exempt organization under Section 501(c)(3) of the Internal Revenue Code, or which is eligible to apply to such designation.

The law's benefit is that, upon a proper amendment to the articles of incorporation of these organizations,



Anthony J. Bellanca, Esq.

"People are suing each other over matters, large and small, which did not even exist 10 years ago."

directors may act on behalf of these organizations in good faith without fear of personal liability. The statute, of course, does not excuse or exonerate any director from committing an act which violates the director's duty of loyalty to the corporation, its shareholders or members; nor does it excuse any act which is not in good faith or which involves intentional misconduct of a knowing violation of the law. It also does not protect against a transaction in which the act or omission on the part of the director is grossly negligent.

Nevertheless, the new law can be most useful and beneficial to non-profit organization because the directors of these organizations can serve with candor and diligence and without fear of being sued for what otherwise is an innocent, charitable, public service endeavor.



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Expanding Efforts in Food Safety

by William S. Kies
Senior V.P. Food Marketing Institute

The Food Industry often takes an unfair beating in the matter of food safety. As an example, there was a recent article, buried in the back pages of daily newspapers, reporting that the Food and Drug Administration is likely soon to lift a 20 year ban on the artificial sweetener cyclamate.

When the substance was outlawed in 1969, there was great publicity about its alleged cancer-causing attributes. FDA says that it now appears that the original research leading to the ban "was not done properly" and that current studies effectively obliterate the original findings.

This same turnabout may someday occur in regard to substances causing widespread alarm today.

Despite the past record, we cannot be critical of the concern for food safety. It is incumbent on government to err on the side of being too cautious, rather than not cautious enough.

Food safety is ultimately the responsibility of government. No other source can speak with the necessary authority and impartiality to reassure consumers where appropriate, or can take unilateral action if needed.

The Food Marketing Institute has studied the issue and has suggested that problems will be handled better if one government agency has the ultimate responsibility for food safety. Currently three agencies have some measure of involvement. FMI has also urged that the agencies be given the additional financing they need to carry out their mandates.

Food safety procedures must take precedence over all other consideration not only in food production, but also in distribution, storage and handling in the home. New aids are available to strengthen these efforts. Here are some examples:

(1) Because ninety-six percent of all food-related human illness involve cooking and handling at home. FMI has recently published pamphlets suitable for in-store distribution to consumers, dealing with "safe handling of meat, poultry, seafood and eggs." Another publication, "The Food Keeper," gives tips on maintaining freshness and quality of food, and emphasizes foods that need special care.

(2) FMI has video presentations, for in-store training use, which include seg-

"Despite the past record, we can not be critical of the concern for food safety."

ments on how employees can advise consumers about safety information they need to know when handling poultry and similar perishables. Such efforts make consumers more aware of foods that need special attention.

(3) To accentuate food safety in the store, FMI has recently issued a "Food Handler's Pocket Guide for Food Safety and Quality." This is a 20 page reference for employees covering such matters as receiving food products; storage; display and dispensing; food preparation; sanitation, housekeeping; and quality assurance temperatures guides. It answers questions that

employees may have when carrying out their duties. Supplementing this is a new video training program called the "Invisible Challenge," covering the same subjects.

(4) Because of concerns about seafood safety, FMI and the U.S. Department of Commerce, have established a "Retail Seafood Department Standard of Excellence." This is a voluntary program to help retailers establish and maintain strict standards of seafood sanitation, handling and product integrity. The Standard of Excellence Award, when bestowed, identifies a seafood department as having met prescribed standards and a place where superior quality and properly represented seafood may be purchased.

(5) Because of the vulnerability of prepared foods, FMI has developed a comprehensive system to help reduce the risk of bacteria contaminating prepared foods, due to improper cooling, unsanitary preparation, inadequate heating and related matters. Called the HACCP (Hazard Analysis Critical Control Point), the system provides step-by-step procedures and flow charts to help retailers identify hazards.

(6) FMI also offers a computer-based training program to help food store employees become certified food handlers. The FMI Food Protection Certification Course is a comprehensive, self-taught program dealing with proper food handling techniques.

Like procedures to improve the production, processing and distribution of food, which are always under study, food safety is an evolving science as well. We can never afford to reach the point where we are satisfied that it cannot be improved. The publicity may today be about pesticides, but this is only one factor involved in food safety.

ASK

THE LOTTERY

By Nancy Horton
Director of Licensing



Question:

When will evaluations for the on-line terminals resume in my Market Area?

Answer:

Terminal Allocation Plan 3.0 has been updated and is available upon request. Any agent who would like a copy may contact the Bureau's Licensing Division at (517)887-6830.

The Terminal Allocation Plan lists the market areas that will be receiving additional terminals and the methodology used to develop the plan. Evaluations in these select market areas will begin by the fall of 1989. Instant ticket sales will remain the primary criterion in the evaluation process.

Businesses located in market areas that are not scheduled for evaluations during 1989 will be considered for on-line licensure as replacement terminals are needed.

An improvement to the on-line lottery system was recently implemented with new Daily 3/4 computerized bet slips. The slips include new features: multiple draw wagers; easier to read format; Daily 3 and Daily 4 Games easier to identify.

To be entered into more than one drawing, customers can mark from two to six drawings on their bet slip in the "Multiple Draw Wagers" section. All wagers on a bet slip will be issued for the number of drawings selected.

Both versions of the bet slip will work in the terminal. You will receive the new bet slips when you place your Daily bet slip order through your terminal.

These new features were added to make wagering easier for the customer as well as the retailer.

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Why is Confidence in the Food Supply Shaken by Recent News Releases?

By E. C. Heffron, Director, Food Division
Michigan Department of Agriculture

Many Michigan retail grocers have in the past months needed to react to consumer fear of consuming a pesticide perceived to be dangerous on or in a food. Some retail stores have required guarantees from growers, posted signs of "assurance", had products tested privately, and held product from sale. The common denominator was of confusion, a lack of understanding, and a lack of confidence. Financially these episodes cost retailers, distributors, and growers/processors. The loss from depreciated sales of apples by the Alar scare amounted to hundreds of millions of dollars. It is estimated the loss of fish sales due to a recent news release by a Michigan-based organization will approach 12 million dollars. Perhaps as important was the perceived and real loss of confidence by the consumer.

Why are there different views as to what is dangerous and why have some of the recent news releases apparently had a greater impact than many previous releases?

In spite of accusations that the reporting organization benefits greatly from increased membership and other fund raising and that an organization testing automobiles one week, detergents another, and for a pesticide on foods in the week between would not have accuracy, there is correlation between much of the test results with government agencies' tests. It is generally recognized that government agencies which have been testing food for pesticides for over 35 years on a daily basis, with proven methodology, periodic testing of "unknown test samples" and all research open to the public have an advantage in accuracy.

However, these agencies often do not test beyond a level of sensitivity considered adequate according to published "tolerances" of food safety.

In each of the recent incidents, Alar in apples and pesticides in lake trout,

"Why are there different views as to what is dangerous and why have some of the recent news releases apparently had a greater impact than many previous releases?"

most scientists indicated disagreement with the reporting organizations because of an interpretation of how a risk is determined and the concept of risk in relation to benefits.

Both of these incidents were fielded upon a question of causing cancer or

greatly increasing the chance of getting cancer. Published scientific reports relate that these substances have not in themselves been incriminated in causing cancer in humans but rather at an elevated exposure rate and under certain circumstances appeared to cause cancer in certain test animals.

Extrapolating from these test animals, predictions based upon human exposure has become a skill not yet having common acceptance. First, the degree of acceptable risk is not well understood. Some desire zero risk in a world in which all activity involves risk and in which alternatives to obtain zero risk by not eating a particular food can lead to greater risks through other foods or a lack of nutrients.

Secondly, the method of predicting consumption has problems for example, will a consumption rate of a food normally desired by children continue "full throttle" until age 70, as often is used as a basis of risk determination.

The method of publicizing recent "news releases" were criticized in that while the information had the appearance of being based on science, there were no "peer reviews", (the critique by other "qualified" individuals). Publication in magazines, releases through television or newspaper do not require peer review. Some officials are saying that dependence upon public opinion rather than science is molding a different reason for testing food - different in that testing is not just for scientific food safety purposes but also for a perceived "confidence" level sought by purchasers.

Coors Introduces Two New Beers

Keystone and Keystone Light, the two newest entries in the popular-price beer category, are now available nationwide.

Keystone and Keystone Light use only pure and natural ingredients and are both cold-filtered beers, packaged in cans, with the taste of bottled beer because of their specially lined cans.

"Product testing proves that the taste of Keystone is indistinguishable from the quality, bottled-beer taste that consumers prefer," said Craig Guthrie, Keystone brand development manager.

Keystone and Keystone Light cans are lined with an FDA-approved coating that prevents the beer from coming into direct contact with the aluminum can.

Keystone will be supported by radio, television and outdoor advertising. The beer will be aggressively marketed with advertising support at levels higher than most major popular-priced beers to gain strong market share in a fluctuating segment.

Packages will include 12-ounce and 16-ounce, six pack cans; 12-ounce, 12-pack cans; 12-ounce, 24-pack cans.

Keystone and Keystone Light are brewed and packaged by Coors Brewing Company, a business unit of Adolph Coors Company (ACCOB). The products are Coors' first entry in the popular-priced beer segment. The introduction is part of the company's plans to supply a full range of products to its wholesalers and consumers.



Keystone and Keystone Light, the two newest entries in the popular-priced beer category.



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AFD Holds It's Annual Scholarship Golf Outing

AFD's scholarship golf outing, which took place on August 10 at Links of Pinewood, Walled Lake, was the most successful ever. The combination of perfect weather, a beautiful setting, a large turnout, and generous support by the golf committee and sponsors resulted in a day that was enjoyed by all participants.

A special thank you to the following sponsors:

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Nibal Frances, J. Lewis Cooper
Karen Peck, WJR
Jim Farber, Stark & Company
Jim Ellers, House of Seagram
John Wojnicki, Pepsi Cola Bottling Co.

Thank you volunteers!

Kim Woodley
Bill Thompson

Due to the great effort expended by members selling raffle tickets, AFD raised \$18,500 for the Political Action Committee which supports our efforts in Lansing. Winners of the PAC raffle were: first prize - Kenneth Koryla, Oakridge Supermarket, Fraser; second prize - Bill Viviano, retired, Prince Macaroni; third prize James Duff. Door prize winners were: Carl Munaco - golf clubs; John Seman television; Kays (Ken) Zair trip to Hidden Valley; Kenneth Atchoo - golf bag.

Golf contest winners were: golfer with the lowest score - Dick Young; golfer with highest score Heather Al-Niami; longest putt contest Carl Munaco; closest to the pin contest, hole no. 3 - Tony Munaco; closest to the pin contest, hole no. 13 - Russell Herzfeld; longest drive contest - Frank Bodi.

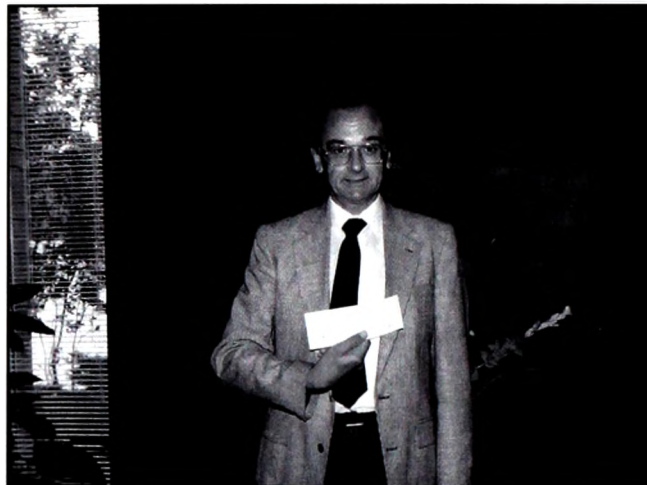


Scholarship winner Susan Kisielewski and golf committee members distribute door prizes.

Scholarship Outing



Golfers participate in closest-to-the-pin contest.



PAC raffle first prize winner, Ken Koryla, Oakridge Mkt.



2nd Prize Pac raffle winner Bill Viviano, retired, Prince Macaroni (left) and PAC Committee Chairman Nabby Yono.



Emcee and Golf Committee Chairman Kevin Larsen delivers golf bag to winner Ken Atchoo.



National Long Drive Champion John Lathen gives golfers some pointers.



Golfers take a break at one of the course snack and beverage stations.

AFD Staff

Behind The Scenes at AFD

Here's a look at the staff who work to help AFD meet your needs.



Dick Hackendahl - 'Hack' has been a professional in organizational management throughout the United States since 1960. He has held positions on national, regional and local levels. He has been with AFD since March 1987.



Judy Mansur - Judy has been with AFD since early 1985. She handles AFD's coupon redemption program, and Blue Cross/Blue Shield Progra.



Jim Larges - Jim has a B.S. degree from Oakland University. he also attended Control Data Institute and completed the computer programming and operations courses. He has worked as a programmer/analyst for six years. He is in charge of AFD membership records and the development of its new computer system.



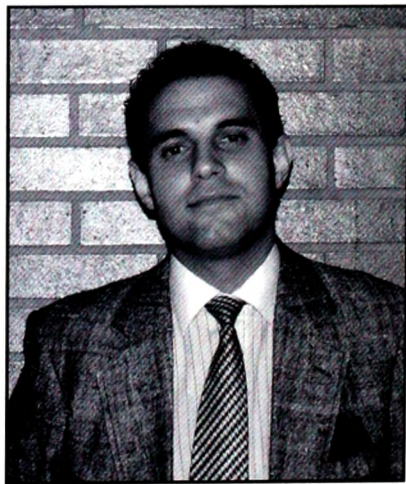
Deborah Cooper - Debbie joined AFD in July 1989 and is working in communications. She has worked as editor of the Miami-based trade publication *Onboard Services* and as editor of *Florida Aviation News*. She is working on AFD publications and in a public relations capacity.



Debbie Pagett - Debbie has been the bookkeeper for AFD since 1986. She has 10 yrs. of banking experience. She also takes an active part in AFD's Worker's Comp. Program.



Connie Clark - Connie is the friendly voice you hear when you call AFD. She has worked as receptionist and secretary for AFD for over a year.



Chris Zebari - Chris has been with AFD since August, 1988. His position includes promotion and retention of membership and disseminating information concerning special events and activities. He also helps operate three family-owned grocery stores in the Detroit area.

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Butts & Company/Earl Keim 644-7712
 Coldwell Banker 557-7700
 Kryszak Enterprises 362-1668
 O'Rielly Realty & Investments 689-8844
 Sarata Realty 8515704

SERVICES:

A.J. Snaheen Electric Company 792-4656

At Your Service Ltd.

Central Alarm Signal Inc. 887-0628
 Checkpoint Systems 884-8900
 Guardian Armored Security 592-8300
 Intro Marketing 868-1500
 J.R. Marketing & Promotions 540-5000
 M & H Supply Co. 296-2246
 Marketplace Services 521-5150
 Retail Demonstrators 557-4500
 Sales Control Systems 846-7090
 Vend-A-Matic 356-0700
 585-7700

SPICES & EXTRACTS:

Rafal Spice Company 259-6373

STORE SUPPLIES/EQUIPMENT:

Ameri-Pro Systems Corp. (419) 693-3276
 Belmont Paper & Bag Company 491-6550
 Black Jack Iron Works 893-7677
 Brehm Broaster Sales (517) 427-5858
 Bunzl-Detroit 334-5900
 DCI Food Equipment 369-1666
 F.D. Stella Products 341-6400
 Gardell Company 567-5515
 Hobart Corporation 697-7060
 Kasco Atlantic Service Co. (800) 631-7650
 MMI Distributing 582-4400
 Market Mechanical Services 546-6840
 Michigan Bakery Supply Co. 571-3300
 Midwest Butcher & Deli Supply 332-5650
 Motor City Electronics 559-4080
 Party Maker 281-1751
 Professional Floor Maintenance 839-5840
 Refrigeration Engineering (616) 453-2441
 Superb Vacuum Cleaners 491-3900
 Winston Sales & Services 739-3210

WAREHOUSES:

All American Cash Register 561-4141
 Boag Cold Storage Warehouse 964-3069

WHOLESALE/FOOD:

DISTRIBUTORS:

Berne Food Services, Inc. (616) 694-9478
 Bremer Sugar (616) 772-9100
 D S M Food Products, Inc. 491-3333
 Foodland Distributors 523-2177
 Food Marketing Corporation (219) 483-2146
 Jerusalem Falah Mfg. 595-8505
 Kap's Wholesale Food Services 961-6561
 Kramer Food Company 585-8141
 Lipan Foods 469-0131
 M & B Distributing Company 893-4228
 Meadowdale Foods Inc. 943-3350
 Metro Grocery, Inc. 871-4000
 National Wholesale Foods 841-7730
 Norquick Distributors 522-1000
 Northwest Food Co. of Mich. 368-2500
 Philip Olender & Company 921-3310
 Rainbow Ethnic & Specialty Foods 646-0611
 Raskin Foods 759-3113
 Scot Lad Foods, Inc. (419) 228-3141
 Sherwood Food Dist. 366-3100
 State Wholesale Grocers 567-7654

ASSOCIATES:

Amano America, Inc. 279-3515
 American Synergetics, Inc. 427-4444
 Bureau of State Lottery (517) 887-6820
 Cliff Scepanky Associates 751-2131
 Danor Corporation 557-3476
 Great Lakes Mushroom Co-Op 757-0888
 H & S Distributors 842-6204
 Herman Rubin Sales Company 354-6433
 Hubbard Apiaries (517) 467-2051
 Kindred Corporation 625-7212
 Lloyd's & Associates 356-0472
 Lauren Kachigian Distributors 843-2898
 Miko & Associates 776-0851
 Motor City Ford Truck 591-1234
 VIP International 885-2335
 Mr. K Restaurant 699-8540
 Travelco Incentive Programs Inc. 737-8822
 W A Taylor & Co. 689-6941
 Wieden & Associates 588-2358



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