



Food and Beverage Report

An Official News Publication of the Associated Food Dealers of Michigan

VOLUME ONE, NUMBER ONE

FEBRUARY 1990

INSIDE

MEMBERS:

You can't afford to miss the 1990 AFD Trade Show, get the details on page 19.

RETAILERS:

Learn more about proposed legislation for drinking age violations, covered on page 8.

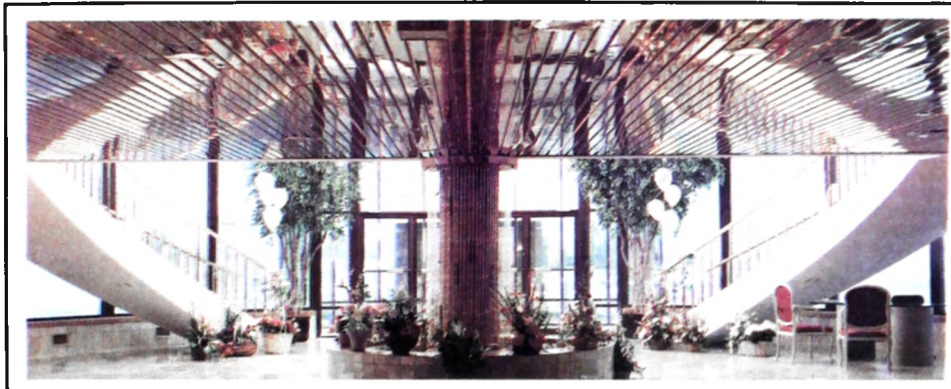
WHOLESALEERS:

The National-American Wholesale Grocers' Association takes a stance on new FDA food labeling rules, see page 14.

NEWS AND VIEWS:

Find out what's new in the industry like how to check drivers' licenses for the minor designator, page 20.

Next month: Be sure to check *Food & Beverage Report* for all the latest news in the industry and for our special Trade Show coverage.



CELEBRATE THE ROARING '20s AT AFD'S 74TH ANNUAL TRADE DINNER — This year's evening of dining and entertainment will take place at Laurel Manor, Dearborn (above). See pages 12 and 13 for more information.

New Style, More Substance For AFD Publication

In keeping with the changing needs and desires of Associated Food Dealer's membership, we have combined our monthly newsletter and quarterly magazine into one monthly publication. This new publication, *Food & Beverage Report*, will allow us to bring you more information on a more timely basis. The new tabloid design will allow more space for a truly comprehensive look at the industry, complete in one package. If the membership has to act immediately on an issue, a supplemental newsletter will be issued.

As the official publication for AFD, *Food & Beverage Report* will keep you informed of association business and activities. You will know exactly what your association is doing to help you do your job better and how to take advantage of the myriad benefits available to you. It will also keep you apprised of what the associations that we work closely with, such as Food Marketing Institute and National Grocers Association, are doing which affects our industry. It will update you on what their research has uncovered about the industry that could help you.

Food & Beverage Report will keep you abreast on business and marketing trends. In every issue you will find a 'New Products' section, a 'News and Views' section with news briefs providing a panorama of information, and a 'Coming Events' listing. Another new department is 'People' which fills you in on who's who and where they are moving and shaking.

Two new regular columnists are Anthony Bellanca, of Bellanca, Beattie and DeLisle, with legal advice and Carl Gill, of First of Michigan Corporation, who will give you financial planning suggestions.

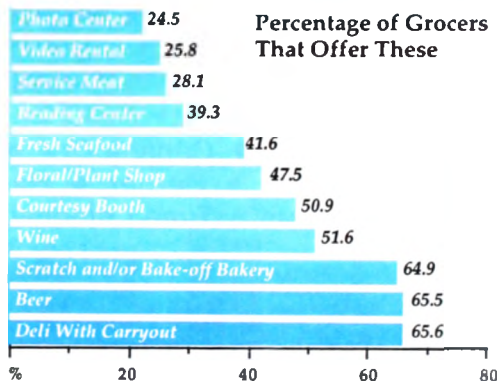
Coverage of legislative activities will also be a focal point for the publication.

Food & Beverage Report will monitor and report on the issues affecting the industry.

Of course, the tabloid will continue to offer the columns which were most popular in *The Food Dealer*, including: 'Ask The Lottery,' 'Dagmr Report,' 'Chairman's Report,' 'Executive Director's Report,' and articles from the Department of Agriculture and the Liquor Control Commission.

The most important aspect of *Food & Beverage Report* is that it is your publication. If you have any comments or suggestions or have a question you would like addressed by one of the columnists, please don't hesitate to contact Debbie Cooper at (313) 557-9600.

The Hottest Specialty Departments and Services



Source: The Food Marketing Industry Speaks, 1988



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EXECUTIVE DIRECTOR'S REPORT

Finding Solutions for Solid Waste

By Joseph D. Sarafa, Executive Director



According to Food Marketing Institute, America is facing a garbage crisis. Landfills are closing faster than new ones can be sited and the amount of trash generated is increasing. More than 160 million tons of residential/commercial waste are generated annually in the United States, according to the U.S. Environmental Protection Agency. That's enough trash to fill a line of 10-ton garbage trucks, extended five times around the equator. And that figure is expected to grow to 193 million tons by the end of the century.

Landfills for cities like Chicago, New York and Philadelphia are expected to be filled to capacity in about two years. Half of the cities in the United States will face the same problem within 10 years, according to the U.S. Conference of Mayors.

New landfills are difficult to site because people don't want them near their homes. The syndrome is known as NIMBY—"not in my backyard". There are three alternatives to landfilling: Incineration, recycling and reducing the amount of waste generated. Each holds promise and each has limitations.

Incineration reduces the amount of waste in landfills but it is costly and a potential source of pollution.

Recycling, thought by many to be one of the best strategies, requires a level of commitment by industry, government and consumers that is just beginning to be realized; and markets for recyclable materials need to be developed.

Source reduction will help alleviate the problem but will address only a portion of the waste stream. The best solution must be comprehensive, drawing from all of the strategies available.

Solid waste is especially important to

our industry because many components of solid waste go through our stores and warehouses. Supermarkets are a very visible part of the food distribution chain and, as a result, are often targeted as the point at which solid waste problems should be solved. For example, plastics are highly visible, largely because of their durability. The average supermarket carries nearly 25,000 products, many of which are packaged in plastic or plastic-coated paper. Many also bag their groceries in plastic sacks. Those with delis use a lot of plastic and polystyrene foam to package the food. In addition, some of the litter seen on our streets is plastic packaging.

Deposits, taxes or bans on certain packaging will not solve the problem. Piecemeal approaches like bottle bills and plastic bans or taxes are ineffective because the products they target make up such a small part of the waste stream. Another drawback is that this "patchwork", state-by-state or community-by-community approach creates different conditions in different areas. Such a scenario would make conducting business extremely difficult for manufac-

turers and supermarket operators with stores in jurisdictions under different laws. Regulations and standards affecting commerce should be uniform nation-wide.

AFD has started addressing this problem. We are working to find broad-based solutions to the solid waste problems. We are directly involved in educational programs and you are already involved in recycling programs like the bottle law and the recycling of corrugated cardboard that encases most products. Together we'll find a solution. One that does not impose an unfair burden on our industry.

As always, AFD will be a watchdog. But we need your cooperation and participation. This problem will not go away. As a team — retailers, wholesalers, other industries, government and associations — we can find equitable solutions for all.

NOTE: I gratefully acknowledge the significant contribution of the Food Marketing Institute in the preparation of this message to AFD members.

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STATEMENT OF OWNERSHIP

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AFD works closely with the following associations:



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CHAIRMAN'S REPORT

Leadership and Service for the '90s



By Sam Yono

How to Widen Your Customer Base

Convenience store operations can widen their customer base by brushing up on the basics. That's drawn from National Association of Convenience Stores' Customer Attributes Survey.

The survey suggests that some new services operators have introduced to lure new customers aren't big drawing cards after all. Video rentals, hot foods, automatic teller machines (ATMs), lottery tickets and drive-through windows ranked relatively low among 39 features rated in the survey.

Meanwhile, convenient location, cleanliness, fast service, easy access from the street, stock condition, 24-hour

operation and friendly clerks were some of the most sought-after store attributes. Overall, consumers tastes are a bit "old-fashioned." Many of today's convenience stores evolved from old dairy stores. And, milk and dairy products remain among the most desired convenience store products.

The basics are even more important to two consumer segments that have eluded many operators—women and older customers. The female customer, in particular, plays hard to get. Research shows women have stronger feelings than men about all but one of the store attributes. Only exception: availability of

management; and 4. implementation. Let's look at each of these in more detail.

I. Hundreds of members, particularly Board Members, volunteered their time without reimbursement representing thousands of man-hours that guarantees the continued growth of AFD. Service on the Board of Directors, Executive Committee, Finance Committee, Long Range Planning Committee, Golf Committee, Scholarship Committee, Membership Committee, Trade Show Committee, Public Relations Committee, Worker's Compensation Board of Trustees, Trade Dinner Committee, Political Action Committee, Nominating Committee and Minor Monitor Task Force, dramatically illustrates that AFD had total participation.

II. The Board of Directors, at its annual retreat, with input from the Long

Range Planning Committee, gave us the course to follow. This process is now an integral part of this association and gives us the direction for our priorities for the debate ahead.

III. Our Finance Committee is responsible for the sound financial management of AFD and we are proud to report that we are financially strong. With our quarterly financial statements prepared by a CPA, the finances of this association are closely monitored on a continued basis.

IV. Finally, the staff and their functions, determines the success of any volunteer operation, and ours at AFD are the best. Lead by our Executive Director, we enjoy the highest degree of professionalism, integrity and commitment that assures our members of a broad

(cont. on page 21)

shopping lists, here are products you might find at the top:

For women: household items, health and beauty aids, milk, dairy products, fresh produce and candy;

For seniors: household items, dairy products and bakery items. Younger customers favored ice, beer, fountain drinks, fast food and candy.

What customers want most can be summarized in one word—convenience. Convenient location was the most desired store trait. The proximity of the store is important to 84.4 percent of the respondents. Fast check-out ranked No. 2, drawing 75.3 percent of consumers,

(cont. on page 21)

J&B Rare Scotch

Congratulates



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on their 74th

Annual Trade Dinner



MICHIGAN DEPARTMENT OF AGRICULTURE



What is Organic Food?

By Edward C. Heffron

What is "organic" food? There seems to be many variations in definition, depending on who is speaking. There is no Michigan or national definition although a draft definition is being cir-

culated both in Michigan and Washington, D.C. Use of the term is presently of personal choice or the selection of one or more related organizations. Occasionally the term "natural" is used in a similar manner.

Most wholesalers and retailers interviewed have indicated a need to have a legal definition, preferably one permitting uniform requirements which allow a more credible, predictable market including interstate and, eventually, international standards.

According to data in a recent issue of *The Packer*, organic wholesale food sales in California has gone from \$1 million in 1977 to approximately \$50 million in 1987. A projection in an earlier 1989 issue of *The National Food Review* places organic food production expansion in California at 40 to 50 percent annually. Industry analysts predict California's wholesale market will reach \$500 million in eight to nine years. Although

"organic" demand typically exceeds supply, many consumers have not given strong support to higher prices.

Michigan Department of Agriculture (MDA) has proposed legislation defining various terms, use of these terms, and the means to verify their use. The greatest concern is the assurance that the products promoted are actually organic. Imported foods are extremely difficult to verify, not belittling the task of assurance for those originating in Michigan. A true verification is not viewed as voluntary or done by an interested party. A verification is an important part of maintaining credibility but contributes to cost of the foods.

MDA acknowledges the desire of consumers for "organic" foods, including those consumers suffering from allergies, hypersensitivity to various pesticides and additives, or those who enjoy the perception of eating "organic" foods. No meaningful per capita surveys

have been published which identify the extent of the market for organic foods in Michigan.

Some retailers are using "organic" foods as an inducement to gain the large remaining nonorganic food piece of the dollar. Others see a growing demand and are offering "organic" foods as part of their long range marketing plan. Many stores are selling "organic" foods in a segregated area both to assist the consumer and avoid confusion as to what is "organic" where both "organic" and "non-organic" foods are sold intermingled or side by side.

Most definitions indicate "organic" food must be grown, raised or composed of ingredients that were grown or raised without the use of synthetic fertilizers, pesticides, hormones, antibiotics, growth stimulants, and arsenicals. Specified periods of non-applications of these substances prior to growth is part of the definition of "organic" food.

ASK THE LOTTERY



Question: When will evaluations for 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) 987-6380.

The Terminal Allocation Plan lists the market areas that will be receiving additional terminals and the methodology used to develop the plan. Instant ticket sales will remain the primary criterion in the evaluation process.

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

Nancy L. Horton
Director of Licensing

DAGMR REPORT

Supermarket Demos

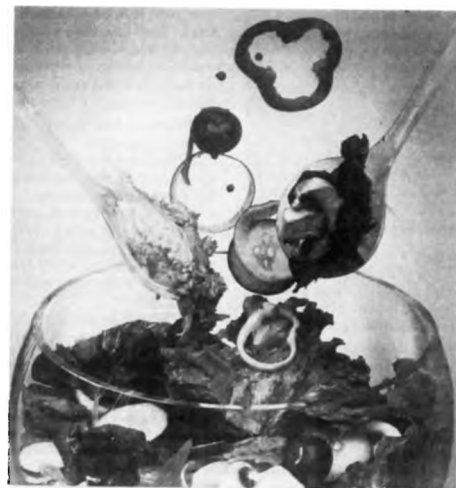
As consumers, we have over 15,000 items to choose from each time we visit the grocery store. We usually buy items we are familiar with or for which we have a coupon. Recently another vehicle to help make our product choices easier has boomed-the demo service business. Unfortunately, from the manufacturers and brokers perspectives, the image of the demo service business has been disappointing and therefore met with a great deal of resistance. Cindy and Ed Shaw saw the vast potential of this business and with 30 years of grocery experience behind them, started Point of Sale Demo

Service, Inc. in June 1988. Their main goal was to elevate the image of demo services in the States of Michigan, Ohio and Indiana. To date, the Shaw's have successfully turned a bad image into a better one. Point of Sale has proved to many manufacturers and brokers that a well-organized demo activity can be a better alternative to the high price of couponing.

Their efforts consisting of thorough sales training, a uniformed appearance, employee incentive programs and complete follow through have made Point of Sale successful. For more information regarding a demo for your products, call Cindy or Ed at (313) 887-2510.



answer: AFD's Trade Show at Fairlane Manor in Dearborn!
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LEGAL ADVISOR



Anthony J. Bellanca received a Juris Doctorate Degree from the University of Detroit in 1963, pursued a Masters in Law at the University of Michigan and was admitted to practice in 1964. Bellanca is serving his fifth term on the Planning Commission for the City of St. Clair Shores. He also serves as this body's Chairman. He was appointed to the Solid Waste Management Planning Commission by the Macomb County Board of Commissioners, and served for three years. Bellanca's area of practice and expertise

include real estate finance, development and acquisition, land use planning and general civil litigation.

This column is dedicated to answering simple, general questions involving legal matters, sent in by our readers. If you have a question, please send it to: AFD, 18470 W. Ten Mile Rd., Southfield, Michigan 48075.

Question: "My father shows signs that he is not using good judgement in handling his financial affairs. I am not concerned about being an heir of his estate, but I hate to see him squander his hard-earned savings. What can a son or a daughter do to control a parent's finances for the parents?"

Answer: There are a number of answers to this rather perplexing question. All of them involve some rather drastic action. Anyone embarking upon such action should be very careful with regard to not only their legal position, but also to possible psychological or other damage that may be done to the parent or to the relationship between the child and the parent.

The best source of guidance in a situation like this is the parent's physician. The physician's medical opinion concerning the competence of the parent is crucial to determine whether the child should intervene.

If, in the opinion of the doctor, the parent is clearly incompetent, a petition can be filed with the probate court in the county in which the parent resides to have the child appointed as a conservator and guardian of his parent. If such a petition is filed, a hearing is held to determine the competency of the parent. If found to be incompetent, the court will appoint a guardian and a conservator. The guardian is the protector of the person of the parent. The conservator is the protector of the property of the parent. Both offices may be held by one person, and both offices are subject to the direction and scrutiny of the probate court.

Unfortunately, most cases are not as simple as outlined above. The parent may not be technically incompetent, but may have become a bit careless and less frugal. In such instances, a most delicate

balance must be struck between the desires of the parent and the well-meaning concern of the child. Sometimes children become overly-protective of their parents when their parents reach advanced age. Children should also consider that a parent may desire to "live it up" as he sees the years slipping by.

A parent may also be physically, rather than mentally, incompetent. In such cases, the parent may wish to voluntarily appoint the child as a conservator through a court process.

It is very difficult to question the parent's actions, because the suspicion will arise that the child is really interested in becoming an heir and conserving the resources of the parent for their own use. If the parent becomes angry or defensive, the relationship may be seriously and adversely affected. In such instances, a child can do little more than to simply advise and express an opinion in a loving and concerned way. Even so, if a parent is not incompetent, he/she is entitled to use, and even waste, his money in any way he sees fit.

FINANCIAL ADVISOR

A Winning Investment For Global Village

By Carl Damien Gill



Carl Damien Gill, a registered representative with First of Michigan, has been in the securities industry since 1983. Gill specializes in retirement planning and professional money management for individuals as well as corporations. Call Gill to learn more about financial planning at (313) 358-3290.

America is known as the "melting pot" of the world in regard to the diversity of culture and people. This is one of the qualities that makes it a great and wonderful country.

Perhaps you have recently heard about the success many foreign countries are beginning to have with their economies and investment markets. Do you ever wonder if these markets are worth putting some of your investment dollars into? Or have you asked yourself, "How do the international markets compare with the American Stock Market, real estate, gold, and treasury bills?" Would it surprise you to know that one of the most successful groups of professional money managers during the 1980s have been international specialists?

Why? Because while American stocks have done nicely, foreign stocks on a

whole have often done two to three times better. Although the American Stock & Bond Markets are growing at a pretty nice clip, it has been in the top spot only once out of the last 10 years!

You may ask yourself, "So why don't I just buy some foreign stocks rather than use a money manager?" (That is an option.) However, if you have not been to Spain or Korea recently and feel unknowledgable about their stock markets, it is hard to know which are the best to buy. You may want to use a recognized international money manager or fund. Also, some countries such as Korea will not allow foreign individuals to buy their stocks and bonds directly. You may only participate in their dynamic stock market through a fund manager.

There are four main characteristics of a fund or public money manager:

1. They are licensed and regulated by the Security Exchanges Commission, which oversees the New York and all American exchanges.
2. These investments advisors specialize in doing the actual buying and selling of stocks and bonds for a large pool of money. Typically their clients are multi-million dollar pension accounts, bank trust funds, and private money.
3. They have long and established track records for credibility.
4. The public manager's results are published daily in the mutual fund section of the local newspaper.

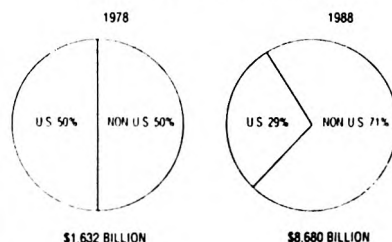
There are several advantages to using a mutual fund, including:

1. Maximum trading discounts because of the size stipulations which are unavailable to individuals;
2. full-time monitoring of all stock and bond positions;
3. in depth research and analysis; and
4. more timely "on site" information. However the bottom line as to why people use them is results. Usually results that are more consistent and better than an individual investors.

The cost is modest. Funds typically charge an annual maintenance fee of one percent, and they often have a one time entry fee of four to five percent. When spread over a typical four-year holding period, this reduces the return by only two percentage points. One percent is for the maintenance and one percent is for the entrance fee. There is no fee to sell out. Is it worthwhile to give up two points when your return can be as much as 30 percent plus in a year? You must decide. There are no guarantees as to performance.

The minimum amount needed to start with a public money manager (mutual fund) is usually only \$500 and you may add to it as often as you wish.

GLOBAL MARKETS INCREASE OPPORTUNITY WORLD STOCK MARKET CAPITALIZATION



Confining yourself to the U.S. stock market alone ignores the majority of the world's investment opportunities.

Source: Morgan Stanley Capital International?

WORLD MARKET PERFORMANCE AVERAGE ANNUALIZED RETURN 1979-1988

Rank	Local Currency Returns	Rank	U.S. Dollar Returns
1. Sweden	30.9%	1. Japan	26.8%
2. Italy	28.2	2. Sweden	26.4
3. Belgium	27.7	3. Belgium	24.6
4. Spain	25.8	4. Italy	22.5
5. Hong Kong	25.8	5. Norway	20.6
18. U.S.	15.4	13. U.S.	15.4

The local currency returns reflect what foreign investors would have earned in their own markets. The U.S. dollar returns reflect what a U.S. investor might have realized in each of the top performing foreign markets, without the use of currency hedges. As you can see, many global markets provided superior returns over the past ten years, even without taking into account the advantages of active currency management.

Source: Frank Russell Company. This data does not reflect transaction costs, which would reduce the returns shown.



FOOD & BEVERAGE REPORT

An Official News Publication of the Associated Food Dealers of Michigan

OVER 8,500 FOOD INDUSTRY READERS—YOU GET A QUALITY AUDIENCE WITH BUYING POWER

READERSHIP

Food & Beverage Report reaches over 8,500 industry professionals including independent and chain food retailers, wholesalers, and brokers, manufacturers and food processors throughout Michigan.

EDITORIAL SCOPE

Food & Beverage Report is an official publication of the Associated Food Dealers of Michigan, the oldest and largest food and beverage association in the state. Monthly issues of *Food & Beverage Report* feature business and marketing trends, legislative issues impacting the food industry, plus updates on AFD business and activities.

1990 EDITORIAL CALENDAR

February — AFD Annual Trade Dinner
March — AFD Annual Trade Show
April — Specialty Foods
May — Michigan Month
June — Dairy Industry
July — Deli Foods and Products
August — AFD Golf Outing
September — Scholarship and Frozen Food
October — Legislative Advocacy
November — Liquor Sales and Products
December — Christmas Features

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MICHIGAN LIQUOR CONTROL COMMISSION

Legislation Proposed for Drinking Age Violations

By Daniel Sparks

Most readers will no doubt remember the controversy surrounding Senate Bill 119 which passed the Legislature early in 1989 but was vetoed by Governor Blanchard in May. Senate Bill 119 dealt with penalties for minors who violate drinking age laws. In his veto message, Governor Blanchard indicated that he felt that some parts of the bill were excessively harsh and that the overall effect of the bill would have been to hamper law enforcement efforts.

Because of the importance of this issue, Senator James Barcia (D-Bay City) has again introduced a bill which addresses many of the same issues as Senate Bill 119. This bill, Senate Bill 629, while in many ways similar to the previous bill, contains some important differences.

Under the previous bill a law enforcement agency could take no action against a licensee for selling or otherwise furnishing alcoholic beverages to a person under 21 unless the minor involved was ticketed by the police. The old bill also re-

quires the mandatory suspension of the driver's license of any minor found guilty by the court as the result of being ticketed. Although neither of these provisions are included in Senate Bill 629, other measures have been added to significantly increase penalties against minors.

First, fines for minors would be increased from the present maximum of \$25 to a fine ranging from \$50 to \$500. Also, a minor found guilty of a drinking age violation could have his or her driver's license suspended at the discretion of the judge hearing the case. For a first offense the judge could order a driver's license suspension for up to 90 days, for a second offense suspension from 90 to 180 days, and for a third offense suspension from 180 days to 1 year. The bill would also require that all minors found guilty of alcohol-related violations undergo a screening and assessment process to determine if alcohol or substance abuse treatment is warranted.

The bill also contains a provision mak-

ing it a misdemeanor subject to a \$500 fine and up to 90 days in jail for a person over 21 years of age to provide alcoholic beverages to a person under 21.

As with the previous bill, Senate Bill 629 would make it a violation for a minor to attempt to purchase alcoholic beverages. As most licensees know, under the present law a minor who attempts to buy alcoholic beverages but is turned down has not violated any law. Making it a violation for a minor to attempt to purchase would remedy that situation.

Also carried over from the previous bill is a provision requiring that the law enforcement agencies formally notify the parents of minors when the minor is charged with a drinking-age violation. This notice must be made within 48 hours of the violation and must be made in person, by phone, or by mail.

Included in Senate Bill 629 is a new provision which would permit licensees to check their own employees by using a decoy. Under this provision a licensee could determine if his or her employees

are asking for and checking identification by using a decoy for that purpose without fear of being cited for a violation should a law enforcement officer happen to stop the decoy. However, before undertaking this type of operation the licensee would have to obtain the approval of the local prosecuting attorney.

Senate Bill 629 has passed the Senate and is in House Judiciary Committee. It is possible - and perhaps even likely - that the bill will be amended. As introduced, Senate Bill 629 represents a starting point for new discussion and consideration of the minor problem. What, if anything, will emerge from the legislative process is uncertain at this time. Whatever develops it is safe to say that there seems to be a general consensus that some changes in penalties for minors who violate the law are both necessary and desirable. The difficulty is arriving at a legislative solution which is acceptable to the many individuals, groups and organizations concerned with this important question.

Beer Industry Stays Steady. . .

Beer sales remained stable in 1989 while other alcohol beverages continued to decline. Year-end sales estimates show beer gaining slightly with a 0.02 percent increase. Sales declined for distilled spirits (-3.5 percent), wine (-2.5 percent), and wine coolers (-15 percent).

Within the beer industry, the low calorie premium segment exhibited the greatest growth with a 1989 estimated increase of 2 million barrels. Premium brands held the largest segment share, 40.1 percent.

The top selling brands of beer remained consistent during 1989. The six best selling brands maintained the same ranking that they had in 1988, with Coors Light and Bud Light gaining the most

growth in market share. Last year saw Michelob fall from the top ten brands, with Miller Genuine Draft grabbing a top ten spot for the first time.

SPECIALTY BEERS SHOW POTENTIAL

While the beer industry is basically flat, one category continues showing exceptional interest among consumers: specialty beers. Long dominated by small brewers, the majors are examining this area to tap its potential.

Multitudes of microbrewers are cashing in on the phenomenon while providing a wider variety of brews appealing to the diverse taste of beer drinkers.

Predictions of more specialty beers as well as increased demand for the beers are heard nationwide.

Retailers are reaping the benefits too,

since specialty beers provide extremely enviable price margins. All this has not escaped notice by America's major brewers.

Beer Segment Trends

Source: Industry Sources

	Millions of Barrels		
	1988	1989E	1990E
Premium	77.4	76.8	75.9
Low Calorie Premium	41.7	43.7	45.1
Low Calorie Economy	5.9	5.8	6.0
Popular	22.8	22.6	22.3
Economy	19.9	18.1	16.7
Import	9.1	9.0	9.1
Super Premium	6.4	6.9	6.5
Malt Liquor	5.5	5.1	4.8

WHO HAS THE MOST AUTOMATIC WRAPPER INSTALLATIONS IN DETROIT?

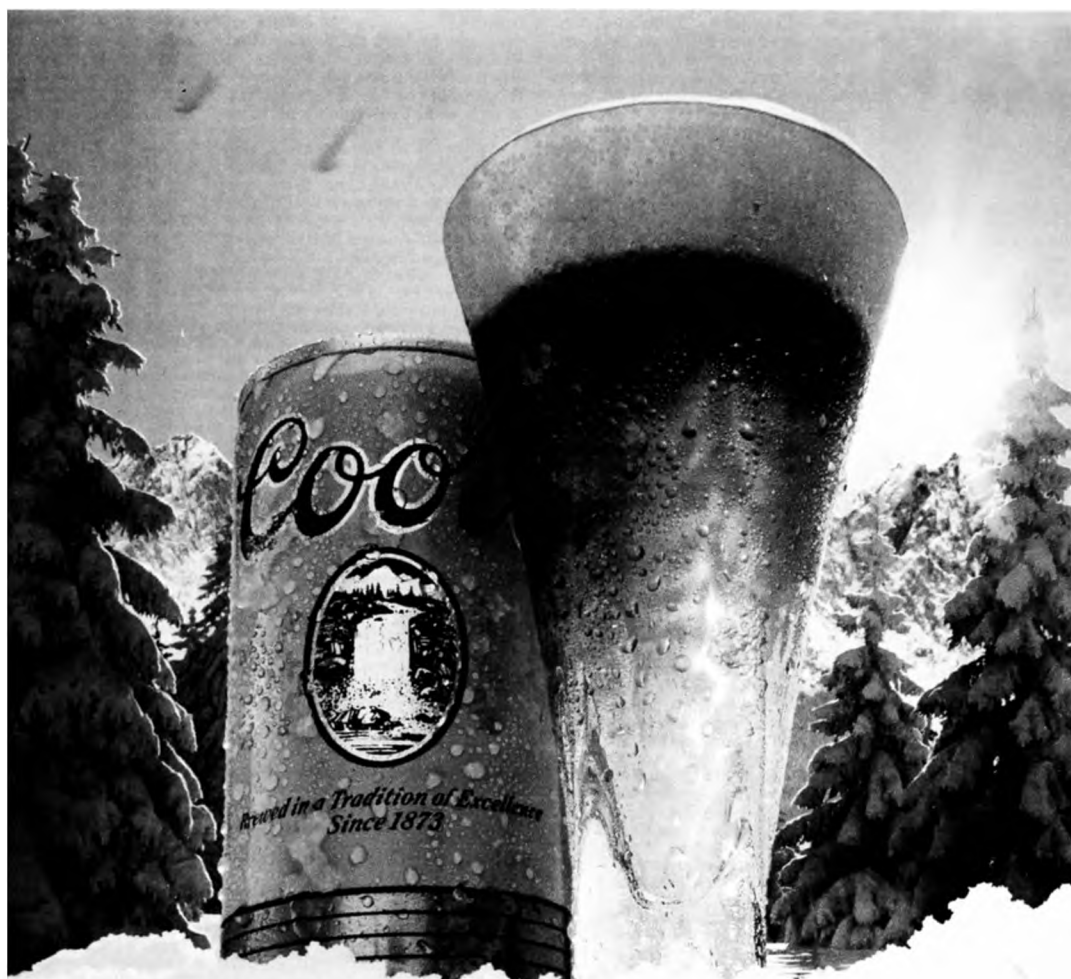
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LEGISLATOR PROFILE

Senate Majority Leader John Engler Speaks Out On Minors and Alcohol



As you are no doubt aware, the new Dramshop Law of 1986 has had a very positive impact on the hospitality industry. Let me take a moment to go behind the scenes to highlight a few provisions of the new Dramshop Law that the Senate played a particularly important role in developing.

Perhaps the most significant reform of the Dramshop Law concerned limitations on who has a "cause of action" to bring a lawsuit against a licensee. The Senate prevailed in reasoning that the intoxicated person, most commonly a drunk driver, should not be allowed to sue the licensee who served him/her the alcohol. It seemed absurd to us that a person who got drunk and then drove into a tree could turn around and sue a licensee for causing his injuries. The excuse that "the bartender made me do it" just didn't wash.

"...to what extent should the individual be allowed to blame someone other than himself for the consequences of his behavior?"

In addition, the Senate prevailed in saying that if another person did not have a cause of action to bring a lawsuit against the drunk driver, then they did not have a cause of action to sue the licensee. This provision protects licensees from being sued just because they have a business, insurance, or something of value that can be taken to compensate a victim's loss, as tragic as that loss may be.

Both of these provisions strike at the heart of the liquor liability question. To what degree is the licensee responsible for the actions of his or her customer, and to what extent should the individual be allowed to blame someone other than himself for the consequences of his behavior? In both cases, the Senate felt that the primary responsibility rested with the individual. The Senate also agreed with the House that only the last licensee to serve a person should be able to be sued for serving someone who was "visibly intoxicated."

The net result of the bipartisan Dramshop Reform Act was to immediately reduce the number of lawsuits filed

against licensees by eliminating suits which were based more upon the desire to find a "deep pocket" than a desire to achieve justice. As a result, insurance companies are returning to the Michigan market. There are now over 100 companies writing Dramshop insurance in the state. This means that the market has become extremely competitive, and that in turn means lower prices and better coverage for you, the policyholder.

The deterrence of drunk driving and its tragic consequences depends on individuals taking responsibility for their own behavior, and on the certainty of punishment when they break the law. I have consistently supported tougher penalties on persons who get drunk and drive, including the mandatory suspension of drivers' licenses for even first time offenders. I have also consistently supported legislation to assure that all offenders, both minors and adults, are treated equally under the law so that both can be certain that if they break the law, they will be punished.

One of the most outrageous examples of inconsistency in the application of liquor control laws concerns the different standards to which underage buyers and sellers of alcoholic beverages are held. We all know of cases where responsible licensees have done everything in their power to scrutinize IDs and prevent minors from receiving alcohol in their establishments, but have nonetheless been fooled by a fraudulent ID, or by adults secretly transferring liquor to minors.

Take the example of a 21-year old who buys a coke and a rum and coke for he and his minor friend and then switches glasses, or the bowling league of 18 to 24 year olds who get together once a week and have some pitchers of beer. In both cases the licensee checks IDs and knowingly served alcohol only to an adult who later transfers the alcohol to a minor when the licensee is not looking.

The latter example is very real, it happened to Town and Country Lanes in Flint, Michigan, and the Liquor Control Commission cited them for a violation and imposed a fine. When Town and Country Lanes took the LCC order to Genesee County Circuit Court in May of 1988, Judge Judith Fullerton ruled that "the law requires knowledge" and because the licensee or his employees did not know that the alcohol was being transferred by the adult that bought the alcohol to the minor who drank it, the licensee was not guilty of selling to a minor.

Judge Fullerton was so strong in her conviction on this point that she vacated the Liquor Control Commission's citation and ordered the record expunged. She went on to return the fine and "dismissed the case with prejudice" against the Liquor Control Commission.

The Attorney General went to bat for the Commission and managed to get Judge Fullerton's decision overturned by the Michigan Court of Appeals in a yet unpublished opinion. The case may be headed all the way to the Supreme Court.

At the same time that Judge Fullerton was reviewing the Town and Country case, the legislature was grappling with the same issue in Senate Bill 322, the 1989 predecessor to Senate Bill 119 that the Governor vetoed earlier this year.

Senate Bill 322 would have clarified the intent of the law with regard to "indirect

transfers" of liquor to minors on premises by making it clear that licensees were guilty of breaking the law only if it could be shown that they knew that the minor was receiving the alcohol in their establishment. This provision was consistent with the language in Section 33 of the Liquor Control Act that makes it illegal for a person to "... knowingly sell or furnish liquor to a person who is less than 21 years of age." I voted for Senate Bill 322 along with 30 of Michigan's 38 senators. The bill passed the Senate unanimously, 30-0, but unfortunately, died in the House of Representatives.

Earlier this year, Senator Jim Barcia from Bay City, reintroduced Senate Bill 322, which then became known as Senate Bill 119. However, at the request of the state police, the provision concerning "knowledge" was excluded from the 1989 version of the Bill. The Bill's sponsor agreed to this change because he had confidence that Judge Fullerton's decision had clarified the law. Again I voted "Yes" on Senate Bill 119 along with the entire Michigan Senate (37-0), and a majority of the House of Representatives (66-29).

Unfortunately, as you are all too well aware, the Attorney General got Judge Fullerton's decision reversed in the Court of Appeals, and the Governor vetoed Senate Bill 119 under the mistaken belief that it would have "... weakened Michigan's liquor control enforcement efforts."

The Governor's veto of Senate Bill 119 took me and everyone else by surprise because the Governor's own state department including the Michigan State Police, the Liquor Control Commission, and the Office of Substance Abuse Services were instrumental in getting the bill passed by the Legislature, along with the help of the Michigan Sheriffs Association, and the Michigan Association of Chiefs of Police.

"The deterrence of drunk driving and its tragic consequences depends on individuals taking responsibility."

The entire law enforcement community supported Senate Bill 119 for exactly the opposite reason that the Governor vetoed it: the Bill increased the penalties and the certainty with which they would be applied against minors who purchase, consume, or even attempt to purchase or consume alcohol. Ironically, the Department of Public Health was so certain that the Governor would sign the Bill that they included \$200,000 in new revenues in their 1990 budget based on the expectation of increased fines and fees for the Office of Substance Abuse Services. The money was removed soon after the Governor's veto.

It is very confusing when the Governor's cabinet and appointees work diligently on his behalf to secure the passage of legislation that the governor later vetoes. It is even more confusing when the veto message gives reasons ex-

actly opposite of those used by the Governor's officers and appointees to support a bill's passage. I was confused, and I'm sure you were too. So let's take a brief look at Senate Bill 119 so that you can decide for yourself whether the Bill was "weak on liquor law enforcement" like the veto message said, or whether it was being "weak on liquor law enforcement" that led to the veto?

Senate Bill 119 was really quite simple, it did four basic things:

1. For the first time, the Bill made the "attempt to purchase", and not just the actual possession of alcohol by a minor, a civil infraction subject to penalties.

2. The Bill would have strengthened the penalties for minors found guilty of violating the act by increasing fines, and requiring mandatory suspension of a minor's driver's license for 90 days on the first offense, and for up to a year for the third offense. It also would have given judges the opportunity to require community service or participation in substance abuse prevention services like peer counseling as part of their sentencing options.

3. Senate Bill 119 would have prohibited police agencies from using pressure or the promise of freedom from prosecution of a minor to obtain the participation of the minor in an undercover "sting" operation. Finally,

4. The bill would have brought more equality to the enforcement of liquor law by saying that licensees or other adults could be prosecuted for selling or furnishing alcohol to a minor only if some minimal enforcement action was also taken against the minor. The enforcement action against the minor could have ranged from a simple phone call to the minor's parents, to the issuance of an appearance ticket or the imposition of fines or other penalties — the type of enforcement action to be taken was left up to the judge.

Now I ask you: was this a bill that was "weak on liquor control enforcement"? Of course not! Senate Bill 119 would have been the strongest deterrent to drinking by youth yet to be enacted in Michigan. It combined both stronger penalties and the certainty of their imposition. But most importantly, it would have narrowed the "enforcement gap" that exists today in Michigan by assuring that some minimum enforcement action, even if it is just a phone call to a minor's parents, be taken against the minor who broke the law.

The Liquor Control Act is very clear that local law enforcement officers have no choice in the matter of citing licensees for violations of the act. In fact, Section 436.1 of the act compels all local police officers to take enforcement actions against the licensee under threat of being fined or imprisoned themselves.

The Act (Section 20 and 22) also says that the Liquor Control Commission must suspend a license if the licensee is found liable for selling alcohol to a minor on three separate occasions in a 24 month period.

On the other hand, there is no requirement that any enforcement action at all be taken against the primary perpetrator in youth drinking episodes — the minor. It was exactly this imbalance in the scales of justice that Senate Bill 119 sought to impartially rectify by requiring that enforcement actions also be taken against the minor.

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The Association

74th Trade

Friday, Feb.

Hors d'oeuvres
and Cocktails
6:00 p.m.

Late
39000 School

AFD's Trade Dinner promises to be a night of fun and excitement. Through careful planning by the trade dinner committee, the evening is designed to delight you and your guests in the glamorous foyer of Laurel Manor, the roaring '20s.

The fun begins at 6:00 p.m. with hors d'oeuvres and chicken strips with dip, their lively dixieland sound while you enjoy the evening.

Special centerpiece dolls dressed in the era when the party moves into the main ballroom, created with soft lights, music, and a feast. This culinary extravaganza ends with a strawberry parfait.

A highlight of the evening is the entertainment. Getting a party moving, comedian will give you a hilarious performance. Three exciting memento for you to take home!

Adding to the excitement is the drawing. You will have the chance to win a pair of round trip tickets to a second pair of round trip tickets to a day trip to Crystal Gardens Casino Resort in Atlantic City.

There will also be a raffle to raise money for the trade dinner. Enter to win a pair of round trip tickets to a Fox Theatre gift certificate, dinner for two at the Hotel St. Regis. Take a chance and support your PAC.

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Food Dealers'

Annual Dinner



January 9, 1990

Laurel Manor
Livonia, Michigan
Gourmet Dinner
7:30 p.m.



event of the year. The planning committee, every detail of the events. From the moment you enter the event you are transported to the exciting era of

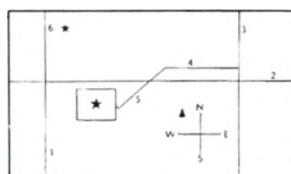
delicious hors d'oeuvres including mini beef burgers. The Larados Band will entertain you with music and imbibe at the open bar. The style of the '20s will evoke the feel of the area at 7:30 p.m. The atmosphere of the evening will set the mood for a sumptuous dinner of filet mignon and chicken piccata and

The Larados, who are renowned for their music, will then take over the stage for a performance. Live music will be available to create an atmosphere for the evening. There will be four outstanding door prizes. You can win tickets for anywhere in the U.S.; anywhere in the continental U.S.; a four-day Bahamas; and a get-away weekend

for AFD's Political Action Committee for anywhere in the continental U.S., a weekend at The Whitney, and a get-away for \$20 to win one of these fabulous prizes

during this unforgettable evening!

Enjoy the music of The Larados (above) and have your portrait drawn by a caricaturist (right)



MAP KEY

1. I-275
2. I-96
3. Newburgh Road
4. Schoolcraft (Service Drive)
5. Laurel Manor
6. Marriott

OR CALL: (313) 557-9600

DIRECTIONS: Laurel Manor is conveniently located off I-96, just one-half mile east of I-275. 1) If you take I-96, east or west, exit Newburgh Road 2) Turn off Newburgh Road west on the I-96 service road which is "Schoolcraft". 3) Go west on Schoolcraft back over I-96, to Laurel Manor. The phone number for Laurel Manor is (313) 462-0770

HOTEL ACCOMMODATIONS: AFD has made special arrangements with the "Courtyard by Marriott" for those who are coming from out of town to attend the Trade Dinner. The Marriott is conveniently located off I-275, Exit 6 Mile Road, which is 1 mile north of I-96. The rate is \$52/night, double occupancy. On the premise is an indoor pool, Jacuzzi, exercise room, restaurant and lounge. Dial 1-800-321-2211 and ask for the "Special Weekend Rate", thru AFD, at the Courtyard by Marriott in Livonia

This wonderful event was planned by the following members of the trade dinner committee:
Ron Paradowski, Chairman
Art Robb
Firyal Yono
Lamia Arcori
Fran Munaco
Sally Smogor
Russ Herzfeld
Kamil Yono

WHOLESALE PROFILE

Filling the Distribution Gap

After a career encompassing positions as disparate as State Representative, teacher, and football coach, Mel Larsen entered the private sector in 1983 as a food distributor.

In the fall of 1983, Larsen started Mel Larsen Distributors, Detroit, which buys, resells and delivers frozen, refrigerated and non-refrigerated product. "Where we probably differ from the majority of distributors is that we do not have exclusiveness on any lines and we don't have any lines of our own, so I describe us as really a service distributor," said Larsen. "We deliver products that stores do not want to carry in their warehouse but that they want on the shelf."

Mel Larsen Distributors has had about 20 percent growth per year since inception and in 1989 got into the supplemental wholesale business. "That's probably going to double our business in the next year," said Larsen. This new service is designed to fill the void that is caused for

smaller retailers who can't meet the minimum delivery requirements of the larger wholesalers. "These stores just can't afford, don't have the space or the turn for the large purchase," said Larsen. "We have an agreement with Abner Wolfe where we order through them and sell to the smaller customer."

Larsen believes the smaller grocer is going to play an increasingly important role in the industry, in part because of the service they provide in urban areas. "The independent supermarkets in an urban area is an area that needs to be filled. The industry has a responsibility to be sure that we do everything that we can to facilitate the providing of the supermarket, be it the independent, the small chain or the large chain in all the geographic areas. That's why we raise money for legislative efforts. We see and hear at AFD board meetings that there is a lot happening politically and economically that is negative for

someone trying to work in the urban setting."

Larsen was elected to serve another term on AFD's board of directors and has worked on the Long Range Planning Committee. "Under the current leadership of the Board, there is a new awakening to the potential that exists for AFD to truly be the spokesman for the industry and to help everybody, not just a segment of the food industry. That's an exciting thing, to see leadership in an organization say, 'let's look at where we've been, where we are, and where we want to go' and have a willingness to open up to that process."

The other thing I see at AFD is that AFD really sees itself as a service organization and whether it's coupon redemption, health insurance, liquor liability or any of the other services provided, it's saving association members money. In many cases it's providing services that they many not be able to get it if wasn't for AFD."

The Long Range Planning Committee, on which Larsen serves, focuses on the idea of AFD being representative of the entire industry. "I think one of the things that came out of the Long Range Planning Committee was the recognition that AFD represents the industry, not just one segment. There are problems out there that are unique to the independents, there are problems unique to the convenience stores, but there are also a multitude of problems that involve the whole industry. We can't lose sight of that," Larsen said.



Mel Larsen

Larsen uses his broad career experience to do volunteer work for associations and causes besides AFD. His dedication to civic duty can be seen in his tenure as State Representative 61st District and as Chairman of the Republican Party in Michigan, and in his involvement in volunteer work now.

Presently, Larsen is working with a group for the 'Simon House' which is privately-funded and is designed to serve as a temporary shelter for HIV-positive infants and their mothers. He also serves as vice-chair of Mercy Hospital Services of Detroit, to tackle the problem of providing health care in urban areas.

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The National-American Wholesale Grocer's Association on Food Labeling Issues Before the Food and Drug Administration

Mr. Commissioner, distinguished members of the Panel, my name is Bruce A. Gates, senior director, government relations, with the National-American Wholesale Grocers' Association (NAWGA). NAWGA is a national trade association comprised of grocery wholesale distribution companies which primarily supply and service independent grocers throughout the United States and Canada. It provides research, technical, educational, and government relations programs on behalf of its 400 members. NAWGA's Foodservice Division, the International Foodservice Distributors Association (IFDA), represents member firms that sell food and related products to the institutional, away-from-home food service market.

NAWGA and IFDA's members, their suppliers, and customers, are vitally interested in the issues raised by the Food and Drug Administration in the Advanced Notice of Proposed Rulemaking published on August 8, 1989. Many of our members manufacture and distribute private labeled products. Our suppliers, who will be principally affected by new FDA labeling rules, provide the bulk of packaged food consumed in America. Finally, our customers, independent grocery stores and restaurants, interact

directly with the American consumer.

NAWGA is firmly committed to labeling rules which provide all consumers with the information they need to make informed choices about diet, health, and value. To accomplish this objective, NAWGA supports the following positions:

- 1) Mandatory nutrition labeling of all major nutrients of significance to consumers
- 2) National uniformity for all labeling and consistency among and between the responsible federal agencies including FDA, USDA and the FTC
- 3) Recognition that food labels represent only one part of a successful diet-health information/education program.
- 4) Restaurants, fresh fruits and vegetables, and retail bakery and deli products should be exempted from mandatory labeling rules.
- 5) FDA should develop definitions for common descriptors such as "light," "fresh," "organic," "natural," as well as guidelines for emphatic and comparative nutritional claims.
- 6) FDA should develop regulations permitting truthful and non-deceptive health claims.

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RETAILER PROFILE

Sunrise Food Mart & Deli Provides Envious Array of Services



Sunrise Food Mart & Deli is a newly opened facility offering convenient service and a wide array of special features.

The 3,500-square-foot facility will employ 25 people to provide speedy, 24-hour-per-day, service-with-a-smile in a list of areas as long as your arm.

There will be self-serve gas and car wash; food store with deli; bakery with on-premises ovens to provide fresh cookies, croissants, muffins; hand-dipped Strohs ice cream and yogurt; pizzeria that will also cook on-site hamburgers and fried chicken; a video store;

fax machine and three eating booths that will each have a pay phone. Fresh doughnuts will be delivered every morning.

The business is owned and operated by the Simon Group Inc./Atlas Oil Co. of Warren and may well be the first anywhere to incorporate so many services in one location.

"Sunrise is designed to serve the customer's needs based on the kinds of things we'd like to see," said Faiz Simon, Vice President.

"We believe there is a real need for this

type of facility and M-59 in White Lake Township is an ideal location. It is a well-traveled, growing area that will probably be fully developed in five years," Simon said.

"We're going to have friendly, smiling service, with no waiting. We'll get you in and out right away with two people waiting on each customer—one fills your order, one to handle money."

"Customers will be served by smiling people, each of whom will wear a uniform, including a tie. And the store will be nice and clean at all times," Simon said.

The facility cost \$1,557,000 to build and Simon expects it to make \$3.5 million to \$4 million in sales annually.

So convinced is the Simon family that Sunrise is an idea whose time has come that they are already planning three more locations next year—in St. Clair Shores, Ann Arbor, and Warren.

The opening of Sunrise Food Mart & Deli is the first Faiz Simon, vice president, has handled on his own, and like so much of what the Simon family has done, Faiz believes the opening, and the business, will be a roaring success.

Faiz is understandably proud of his

family's accomplishments in America. "We worked hard, everyone of us," he said.

In 1976, father Ramzi Simon immigrated to the United States from Baghdad, Iraq, where his father had fled from Armenia during the Turkish genocide of the early 20th century.

A year later, the Ramzi Simon owned his first gas station (at Six Mile Road and Hoover in Detroit) and brought his wife, four sons and daughter to join him in the United States.

Twelve years later, the family had become Simon & Sons Enterprises, owners of Simon Group, Inc., Great Lake Ice Co., and Atlas Oil Co., employing about 350 people in a business whose sales are now over \$50 million a year.

The family owns numerous gas stations in Southeast Michigan. The Great Lakes Ice sells ice cubes and blocks, crushed ice and snow; Atlas Oil distributes gasoline in Canada, Michigan, Ohio, and Indiana.

Three of the Simon sons—Fawzi, Faiz and Sam—are actively involved in the business. The fourth, Firas, is a student at University of Michigan.



At the restaurant counter: Ray George (left), Romel Soraki and Nadeem Faranso.

A Big Move for Omni Food & Beverage

Although geographically it was a move next door, Omni Food & Beverage's new residence has made more extreme moves in appearance and service. The market, located on West 7 Mile Road next to Greenfield Road in Detroit, has a modern look which is lighted by 7,000 watts on the outside of the building. This sets off the clean, neon interior. "I wanted it to look like something between a nightclub and a partystore," said Nadeem Faranso, who co-owns the store with his brother Ralph.

Omni Food & Beverage is unusual in the large variety of items it offers. The lottery, videos, unusual beers and wines, a full spice section, and some gourmet items are available. "We have every major item on the market," said Faranso. "Things people can't find anywhere else, we have." What they don't have, they will order by request.

Also outstanding is the bakery and restaurant. The bakery items are replaced daily and Otis Spunkmeyer Cookies are made in the premises. The restaurant has a varied menu from breakfast items to a half-pound hamburger. Omni also does some catering. "Without the restaurant, it would be just another store," said Faranso. "This is the store of the future. You can't make it with just

liquor anymore."

There are five employees and one floor person. Faranso works at the store from 7 a.m. until 2 a.m. The employees work as a team and often go out together socially. Each is required to wear a white coat to add to the clean image of the store.


Omni also supports the neighborhood. The employees play baseball and basketball with the 8th Precinct and advertise in church flyers. "We got a warm welcome from the neighborhood and that made me feel good," said Faranso.

"A lot of people underestimate the city," said Faranso. "If you approach the customer politely and with respect, the response is really great. Build something like this store and people come back. One lady told me, 'I got goosebumps when I came in.'"

8 Commandments of Management

1. Hire the best people.
2. Get your priorities straight.
3. State your objectives plainly.
4. Remember that staffs don't generate profits.
5. Set parameters but not procedures.
6. Keep mavericks around.
7. Don't forget short-term earnings.
8. Remember the fundamentals.

Source: Talking Straight by Lee Iacocca



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NEW PRODUCTS



The Shopping List Klipper

No longer do your customers have to juggle with shopping lists and coupons, they just place them in the convenient, easy-to-use Kart Klipper attached to your shopping carts. This leaves customer hands free for easier product selection.

Your customers take time to prepare lists and clip coupons. They would appreciate a handy place for lists and coupons.

The Kart Klipper incorporates a convenient, easy-to-use list and coupon clipper with a handy built in pen holder. Made from a unique blend of polymer plastics that provide an all weather, maintenance free product. Contoured mounting base is available in standard sizes. This base provides the ultimate mounting locations for ease of customer use, cart interlock and safety. Color choice available for coordinating with your store theme.

Seaweed Snacks Available From U.K.

Until recently, seaweeds were underused in Britain, and could be found only in selected London restaurants and seaside domestic industries, despite their enormous nutritional qualities. However, all that has changed thanks to Kelp Farm, a company set up in 1985 to specialize in seaweed cultivation and the production of foods containing edible seaweed.

Seaweed is of interest not only to the health conscious "green" consumer but has considerable appeal to manufacturers, since it is a natural flavor enhancer and texturizer, obviating the need for artificial additives such as monosodium glutamate.

Kelp Farm has just launched a range of corn and seaweed snacks aimed primarily at adult consumers. Bite-sized corn pieces, flecked with delicately tasting organic seaweeds, are available in Garlic, Prawn, Blue Cheese and Mexican Chili varieties.

The company grows the seaweeds in an underwater farm on the Isle of Man, off England's west coast, where harvesting takes place from June to September, depending on the weather and time of seeding. The seaweeds are then transferred to computer-controlled driers to ensure the optimum nutrient levels are retained.

Seaweeds are rich in vitamins, minerals and essential trace elements. For information contact: Kelp Farm, Unit 1, Manor Road, Leeds, United Kingdom, LS11 5PZ. Tel.: +44 532 429686.

Sleeman Brewing Introduces Toronto Light

Sleeman Brewing & Malting Co., Ltd. has brought a taste of Toronto's nightlife to Detroit with the introduction of an imported light Canadian Beer—Toronto Light.

Sleeman Brewing and Malting, a traditional family-owned Canadian brewing company dating back to 1834, brews "original recipe" beers for Ontario. However, the Sleeman family has responded to a consumer demand for lighter-tasting products in creating Toronto Light.

According to John Sleeman, president of Sleeman Brewing & Malting, "light beer is a relatively new style of lager for us, but Toronto Light holds true to the tradition of quality of high standards maintained by the Sleeman family."

Using fire-brewing methods, spring water, choice hops and six-row Canadian malting barley, Toronto Light is a light beer with the rich, full, distinctive flavor of Canadian lagers. Toronto Light has only 105 calories and 4.0 percent alcohol by volume.

Toronto Light is the first beer made by the brewery for consumption in both Canada and the USA. Former Detroit Red Wing and Toronto Maple Leaf hockey player, Tiger Williams, is spokesman for Toronto Light, which is being marketed as the "favourite beer of rogues, adventures, outlaws and preachers," reminiscent of the characters that roamed the area in the early 1800s when the Sleeman Brewery was founded.

Sleeman brews Toronto Light in limited quantities at its Silver Creek Brewery in Guelph, Ontario.

Besides its export Toronto Light, Sleeman Brewing & Malting also produces Sleeman Cream Ale and Sleeman Silver Creek Lager.



Low Cost Loss Prevention Video

A Madison Heights firm KDN Videoworks, Inc., currently producing television commercials, news features and documentaries, will be expanding to include producing informational video tapes on various topics including crime prevention and media relations. The company currently serves the video pro-

duction market by offering production services to firms such as K-mart and General Motors. The newest area of expansion involves producing and marketing video tapes on topics typically for both large and small businesses to find on video tape.

Bill Kubota, President, brings eight years of broadcast television experience to KDN. In addition, Kubota works as an independent special projects producer with WXYZ-TV in Detroit. General Manager of KDN, Dave Newman, has 10 years experience in broadcast and corporate television and is responsible for the day-to-day operation of the company, including the marketing of programs. Recently joining KDN as a Projects Coordinator is Bryan Walters who, with his nine years experience in security, will be producing the first informational tapes on crime prevention.

KDN Videoworks, Inc. will be producing approximately 12 new tapes per year involving training, marketing, management to worker messages and plant announcements. The first two tapes available, entitled "CRIME CHECK" Volume I and II, will offer both employees and management information on robbery, shoplifting, bad checks, credit card fraud, employee theft and employee substance abuse. "KDN is producing video tapes on crime prevention that will be made available to large and small businesses, insurance companies and police departments for under \$50.00," said Dave Newman, "and will soon be available in multiple languages."

This two-volume set will show what to look for, how to prevent these situations and what to do in the event of such situations taking place.

For additional information, contact: Dave Newman, general manager, KDN Videoworks Inc., P.O. Box 71402, Madison Heights, MI 48071, Phone: (313) 546-3385.



Frozen Breakfast Bagel Sandwich Line Expands

Campbell Soup Company's Swanson unit announced it has added bagel sandwiches to its "Great Starts" line of frozen breakfasts.

Great Starts Egg and Cheese on a Bagel and Great Starts Ham and Cheese on a Bagel are for sale in the frozen food section of supermarkets alongside of five Great Starts breakfast sandwich varieties already in the marketplace.

The products are individually packaged and microwavable. Suggested retail price is \$1.39.

George Loesch, marketing director for Great Starts frozen breakfast, said the new frozen bagel sandwiches help retailers compete for consumer dollars that might otherwise be spent at fast food chains.

The products will be included under the umbrella of national advertising and consumer promotion for the complete Great Starts breakfast line.

The Great Starts sandwich line includes four additional single-serve sandwiches: Egg, Canadian-style Bacon and Cheese on a Muffin; Beefsteak, Egg and Cheese on a Muffin; Egg, Cheese and Bacon on a Biscuit; Sausage, Egg, and Cheese on a Biscuit; plus a four-pack of Country Sausage on a Buttermilk Biscuit.

Great Starts also offers a wide variety of frozen breakfast entrees.



Elduris Icelandic Vodka Now Available

Elduris Icelandic Vodka, the true super premium vodka produced in Iceland, is now available throughout the United States, according to Glenmore Distilleries Company of Louisville, KY, domestic importers of Elduris.

The only vodka from Iceland that is a blend of Scandinavian grain neutral spirit distillate and Icelandic water, Elduris was first introduced in select U.S. markets two years ago.

Elduris, which means "fire" (eldur) and "ice" (is) in Icelandic, has an especially smooth, pure taste, clarity and texture that can be best savored served chilled from the freezer or over ice. It may also be mixed without losing its flavor. With its delicate taste, Elduris

matches well with a variety of foods, especially cocktail cuisine which enhances its silky texture and crisp, cool flavor.

The sleek, crystalline Elduris bottle, with its bevelled edges and etchings of glacial mountains and seabirds, recalls Elduris' native land, where glaciers and volcanoes coexist. Elduris is available in liter and 750 ml sizes. It retails for approximately \$18.99 for the liter and \$13.99 for the 750 ml sizes.

Produced and bottled under the Authority if the Icelandic Alcohol and Tobacco Monopoly, the ATVR (Afengis-Og Tobaksverslun Ríkisins), Elduris is distributed solely in the U.S. by Glenmore Distilleries.

NEWS AND VIEWS

WIC Application Schedule

The current two-year contract your store has with the Michigan Department of Public Health to accept WIC coupons will expire on June 30, 1990. The new contracts will be on two staggered schedules, one for the southern part of the state and one for the northern part of the state, as explained below.

APPLICATION PERIODS

SOUTHERN PART OF THE STATE:

The application period for the southern part of the state is from January 1, 1990 through March 31, 1990. During this period, all currently contracted vendors in the southern part of the state interested in WIC authorization must submit a new "WIC Vendor Application" for a new contract. Other non-contracted stores may also apply for authorization during this period by sending a written request for an application. An application along with instructions will be mailed to each contracted WIC vendor via certified mail. Approved vendors will receive two-year contracts valid from July 1, 1990 through June 30, 1992.

The counties included in the contract cycle for the southern part of the state are:

Allegan	Hillsdale	Monroe
Barry	Ingham	Montcalm
Berrien	Ionia	Muskegon
Branch	Jackson	Oakland
Calhoun	Kalamazoo	Ottawa
Cass	Kent	St. Joseph
Clinton	Lenawee	Van Buren
Eaton	Livingston	Washtenaw
Gratiot	Macomb	Wayne

NORTHERN PART OF THE STATE:

Current contracts with vendors in the northern part of the state will be extended for a six-month period. The application period for the northern part of the state is from July 1, 1990 through September 30, 1990. During this period, all currently contracted vendors in the northern part of the state interested in WIC authorization must submit a new "WIC Vendor Application" for a new contract. Other non-contracted stores may also apply for authorization during this period by sending in a written request for

an application. An application will be mailed to each contracted WIC vendor via certified mail. Approved vendors will receive two-year contracts valid from January 1, 1990 through December 31, 1992.

The counties included in the northern part of the state are:

Alcona	Gr. Traverse	Missaukee
Alger	Houghton	Montmorency
Alpena	Huron	Newaygo
Antrim	Iosco	Oceana
Arenac	Iron	Ogemaw
Baraga	Isabella	Ontonagon
Bay	Kalkaska	Osceola
Benzie	Keweenaw	Oscoda
Charlev.	Lake	Otsego
Cheboy.	Lapeer	Presque Is.
Chippewa	Leelanau	Roscommon
Clare	Luce	Saginaw
Crawford	Mackinac	Sanilac
Delta	Manistee	Schoolcraft
Dickins	Marquette	Shiawasee
Emmet	Mason	St. Clair
Genesee	Macostota	Tuscola
Gladwin	Menom.	Wexford
Gogebic	Midland	

Note: The contract cycle for chain stores will be based on the location of their head offices.

All currently authorized WIC vendors must submit a completed application to the Michigan Department of Public Health during the appropriate application period to be considered for a new contract. Late applications will not be considered. Neither MDPH nor the vendor have an obligation to renew the WIC contract. Expiration of the contract is not subject to appeal.

SCHOLARSHIP MONEY—COLLEGE EDUCATION

AFD's \$8,000 college Scholarship Program is now open for applicants. Those eligible to apply are high school seniors or college freshmen, sophomores or juniors. The applicant must be working for an AFD member, or his/her parents must be working for a member company.

If you are interested in applying for a scholarship, send in the application request below to obtain the forms you need to complete.

Winners will be announced in May.

Please send me an AFD Scholarship application and brochure.
Please check two of the appropriate spaces:

_____ I am a high school senior

_____ I am a college student

_____ I am an employee of a member of AFD. I've been employed at least one year as of January 1, 1990. My son or daughter is either a high school or college student.

_____ I am a student who is a part time employee of a member of AFD. I have been employed at least six months as of January 1, 1990.

Name of Applicant _____

Address _____

City _____ State _____ Zip _____

Home Phone Number _____

Name of AFD member firm _____

Name of employee _____

Send this request to: Associated Food Dealers of Michigan
Scholarship Program
18470 W. Ten Mile Road
Southfield, MI 49075

How to Make Checkout Lines Seem Shorter

Long before customers were concerned about food safety, inflation, and a host of other issues, they complained about the time spent waiting in line. As job and family needs squeeze their leisure time, checkout lines seem to get even more attention. Here are a few ways that you may be able to ease their wait:

Treat customers in line to samples of the newest fresh products of your deli, bakery or prepared foods department.

Offer special discounts at slow times, such as a discount for senior citizens on the slowest day of the week.

If you have the space, adapt the method used by banks and airlines, in which everyone stands in the same line and is served by the next available checker.

Adapt the "5 for 7" program that one bank uses. A customer who waits more than seven minutes in line gets \$5 for waiting.

Entertain people while they wait with musicians, news monitors or even employees dressed as farm animals, as one operator does.

For lunchtime customers, install a separate cash register to handle orders for items from the deli, soup/salad bar, and prepared foods department.

Labor Shortages Spur New Programs

Supermarket companies are indeed experiencing labor shortages, with five percent of positions unfilled in the typical company during 1988 and 10 percent in

the New England and Mid-Atlantic states. To reverse this trend, innovative recruiting and employee relations programs are emerging, according to Food Marketing Institute's latest data on human resources in the supermarket industry.

Clearly, the "people business" is turning its traditional creativity, often inspired by intense competition, toward the cultivation of its own people.

Although part-time employees caused the most recruiting difficulty last year, a problem for nearly nine in 10 companies, store managers and full-time personnel below the managerial level were also hard to find. Nearly 27 percent had difficulty attracting store managers, while almost 50 percent had trouble finding full-time, nonmanagement employees.

To improve their competitiveness for people, companies tried an array of recruiting methods during 1988. Some of the most prevalent were posting jobs in-house (67 percent), running newspaper ads (66 percent) and listing jobs with state agencies (58 percent). Innovative new methods also were tried: internal job fairs (18 percent); mobile employment offices (7 percent) and radio and TV ads (14 percent and 4 percent, respectively).

Companies reached out to a growing diversity of groups, including senior citizens (86 percent) and minorities (54 percent). They also recognized that some jobs can be handled ably by individuals with disabilities: Nearly 41 percent sought workers with physical handicaps; and 44 percent recruited developmentally disabled individuals.

More than eight in 10 supermarket companies are listening to employees and using their feedback for strategic planning.

Nearly 82 percent used the results of employee attitude studies, exit interviews or both to target employee relations issues related to the companies' current and future operations. About four in 10 conducted employee attitude studies between 1985 and 1988, and nearly seven in 10 used exit interviews to assess sources of dissatisfaction and other issues.

Companies also offered programs to deal with employees' personal difficulties, which could affect their job performance. Last year more than one in five companies had formal "employee assistance programs" (EAPs); of those companies, six in 10 indicated their EAPs are operated outside.

With AIDS continuing to be an issue, one in five companies established formal programs to help individuals deal with the disease, should it occur to them or someone close to them.

Among the most innovative employee relations initiatives emerging in the industry are "pay-for-knowledge" programs and self-directed work groups.

Pay-for-knowledge programs pay employees extra for skills learned beyond those in the job for which they were hired. Nine percent of the companies had such programs by 1988, and 4 percent were planning to.

Self-directed work groups are employee teams trained to monitor and improve their own performance using reports normally read only by management. About one in six companies had such groups in 1988.

AFD Presents
“NEW PRODUCTS AND SERVICES FOR THE '90s”
Trade Show Exposition



DATE: Tuesday, March 27, 1990

TIME: Noon-8 p.m.

PLACE: The Fairlane Manor

LOCATION: 19000 Hubbard Road, Dearborn

PARKING: Free

CHECK IT OUT! DON'T MISS IT! START THE NEW DECADE RIGHT!

Industry-wide display: Come see the new products and service you need for your business. Every kind of product and service in the food and beverage industry will be represented and professionals will be there to show you what they can do for you and your business.

See and Sample: Demonstrations, promotional materials, samples and terrific show discounts—it's all here and it's crucial to your survival in the new decade.

“Question & Answer Sessions”: There will be five 45 minute interactive sessions on topics that are important to your daily operation, your knowledge base, and your bottom line.

Fun! Fun! Fun!: Games, prizes, drawings, money, a grand-prize trip, and a money-blowing machine.

NEWS AND VIEWS

Nutri Guide Program Available



The Nutri Guide® service identifies foods low in sodium, fat, calories and cholesterol using point-of-purchase color coded shelf tags and brochures to assist consumers while shopping.

Creative Data Services announced that following a recent review of the Nutri Guide® program, the Food and Drug Administration approved the criteria for the Nutri Guide nutrient categories. The program is currently available in more than 2,100 supermarkets across the country.

The Nutri Guide service is a nutrient classification program. The primary goal of the service is to assist the health conscious consumer in locating foods that are low in calories, fat, cholesterol, and sodium. Color coded, point-of-purchase shelf tags help the shopper identify foods that are suitable for three nutrient categories: Low/Reduced Calorie, Low Fat/Cholesterol, and Very Low Sodium. In addition the Nutri Guide® program identifies foods that contain a significant source of dietary fiber.

The Nutri Guide program also assists the consumer by providing a customized, color coded brochure listing the foods available in the store that are eligible for the three nutrient categories.

Creative Data Services maintains a file of nutrient information on more than 16,000 national, regional and private label brands. An average food store will display shelf tags on approximately 2,000 foods that qualify for the program.

More than 450 food manufacturers are contacted twice a year by Creative Data Services to validate the accuracy of product information. Nutri Guide brochures and shelf tags are updated based on the most current information.

"The nutrition messages on products are becoming more and more confusing. Our Nutri Guide program helps the consumer to make sense out of this confusion. For example, a product may be labeled as 'low cholesterol' but be loaded with fat, so we would not include that product in the Nutri Guide listing. The shelf tags and brochures really help a health conscious consumer to make those healthy food choices in the store," said Janet Brooks, product manager, Nutri Guide.

The 29 retailers and wholesalers who offer the Nutri Guide service include large and small chains across the country. "We offer merchandising, advertising and promotional ideas to help our customers spread the Nutri Guide message," said Brooks.

"The Nutri Guide service is an added

value service that we can offer our customers. They are very eager to get nutrition information about food products whether or not they are on restricted diets. The color coded shelf labels complement the brochures as an added convenience for our customers," explained Rebecca Linkous, APR, director public affairs/communications for Randall's Food Markets, Houston. Randall's has offered the Nutri Guide service since 1985.

The 1989 study "Trends — Consumer Attitudes and the Supermarket" sponsored by the Food Marketing Institute, indicated that 84 percent of all shoppers rated the availability of nutrition and health information as an important factor in choosing a supermarket.

The Nutri Guide concept was developed by Schnuck Markets, Inc., in 1979. At that time, the service was designed to respond to the increasing number of requests from people on special diets who wanted to find a particular product.

Creative Data Services, Inc., markets a family of custom merchandising products and services to assist retailers with in-store merchandising. The company is headquartered in St. Louis, Missouri, with production centers in New Jersey, Missouri and California.

Food Industry Faces Labor Shortage

Indications of a labor shortage for service-oriented industries include fewer applications for jobs, vacancies staying open longer, an upward rise in turn-over, and the lack of qualified applicants.

While figures indicate the fast food industry has been the hardest hit by the shortage, prospects look bleak for the supermarket industry as well. "Baby Boomers," who once were the primary source of a supermarket's part-time labor force, have grown up leaving the next generation which is not nearly as populous.

According to the Bureau of Labor Statistics, 16 to 19 year olds in the work force came to 9.4 million in 1980. By 1987, that number had slipped to below 8 million and is expected to continue downward through the year 2000. By contrast, according to the Bureau of the Census, the segment of the population ages 55 to 59 will increase by 1.7 million to 12.4 million by 1998. The number of those 65 and older will grow by 9 million to 34.6 million by that time.

According to a survey conducted by the Food Marketing Institute (FMI), the top recruiting problems retailers face is low wages - other obstacles include long hours, tight labor markets and a lack of qualified applicants. Estimates indicate that the industry suffers from a 62.9 percent turnover rate.

In spite of all this, supermarket operators are finding new ways to fulfill their employment needs, including reaching out to under-employment segments of the population such as retirees and the handicapped. Retired people, in many cases, are ideal for retail work because many of them desire part-time employment to supplement their social security or pension income.

In hiring the handicapped, employers can turn to the developmentally disabled who can be quite productive in low maintenance positions such as working in the bakery or maintaining shopping carts. Physically handicapped individuals such as the deaf, who are trained in lip reading, also make excellent employees and can help fill the gap.

Study Reveals What Americans are Eating

What are all-American foods today? According to a recent study, reported by the Lempert Report, the traditional favorites such as apple pie, hot dogs and peanut butter and jelly sandwiches seem to have lost some of their appeal over the past 10 years.

At-home consumption of hamburgers and cheesburgers has decreased 12 percent since 1978, while hot dog and sausage sandwich eatings decreased 17 percent, according to the 10-year review of consumption trends.

Although sandwiches and toast with jam or jelly, including peanut butter and jelly sandwiches, hold the largest share of the at-home sandwich category, there has been a 37 percent decline in per capita eatings since 1978.

Bacon consumption dropped by 41 percent, while consumption declined by 34 percent during this period. These traditional breakfast foods were replaced by more convenient morning foods such as cereals.

Other items, however, have been enjoying strong growth over the past decade. Pizza consumption has gone up to 77 percent since 1978. Yogurt also had a 77 percent gain, while broccoli consumption is up 51 percent. Also, chicken and turkey sandwich consumption has gone up by 67 percent, while fish sandwiches, including tuna fish, are up by 17 percent.

Convenience and health were cited as the key factors driving these changes. Also, an increase in away-from-home meals has played an important role in shifting the frequency of consumption.

The Lempert Report suspects, however, that some of the old favorites will see a resurgence now that manufacturers are responding to these needs. After fast-food chains grabbed about 17 percent of food sales from supermarkets, manufacturers retaliated by coming out with microwaveable fast-food. Last year \$36.6 million was spent on frozen microwaveable french fries alone.

Manufacturers are also addressing health concerns with a variety of non-traditional products, from turkey frankfurters to frozen meals with reduced fat, sodium and cholesterol. Retail sales of reduced-calorie foods reached almost \$1 billion in 1988.

Promote Meat and Canned Foods in February

Grocers can get help planning merchandising and promotion strategies for February and at the same time enter a contest for cash prizes and feed the hungry.

National Meat Month

National Meat Month is the meat industry's answer to boosting retail meat sales in February, traditionally the month with the slowest meat sales.

Participating retailers last year reported sales gains of 12 percent over 1988, according to the American Meat Institute (AMI), the program sponsor.

The meat industry will spend \$60 million this February to advertise and promote meat during Meat Month, and AMI will provide retailers with a merchandising kit full of ideas and materials for promoting the event at the store level.

Participating retailers are encouraged to enter their merchandising efforts in the Meat Month Contest, in which 30 plaques and cash prizes will be awarded to retailers for creativity and effectiveness. The awards are given at Food Marketing Institute's annual convention in May 1990.

For more information and contest entry forms, contact FMI's Communications Department at (202) 429-8299, or Sara Lilygren at AMI, (703) 841-2400.

Canned Food Month

Retailers participating in Canned Food Month have reported canned food sales increased during February, according to the Canned Food Information Council (CFIC).

The Council, a public relations arm of the canned food industry, will provide retailers with Canned Food Month materials and guidelines and support the promotion with national publicity.

The CFIC is also supporting the Second Harvest Canned Food Drive that will take place in conjunction with Canned Food Month in February. It will be spearheaded nationally by a multi-page newspaper coupon insert.

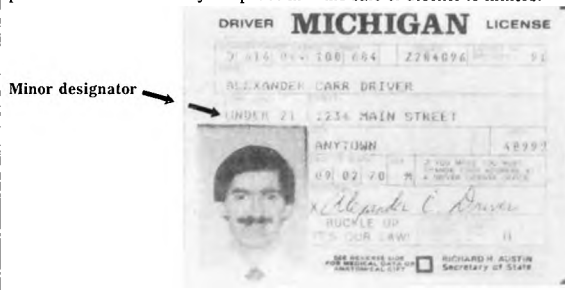
Manufacturers will offer "2 for" coupons that encourage customers to buy two cans of a product, one for themselves and one for the food drive. Customers can drop off the extra can in a bin at the front end of participating stores. Local Second Harvest food banks will collect the cans from the retailers.

For more information, contact CFIC's Anne-Marie Flynn at (312) 836-7279.

Driver's License Designation Will Help to Identify Minors

The "under 21" designator, which was designed to help prevent the sale of alcohol to minors by making them easier to identify, is being well received. The designator was adopted as a result of the 1984 PA 289 and has become fully implemented after a four year phase-in period.

Methods to make the designator more noticeable, such as boldface type, are being considered. The Michigan Department of State is also exploring various educational efforts to prevent the sale of alcohol to minors.



Leadership and Service continued from page 4

range of implementation. Add to this the dimensions that our new computer system gives us and we are confident that AFD is prepared to lead our industry into the '90s!

Service is the second fundamental priority of AFD and it is our commitment to our members that we will serve them and represent them. AFD offers a wide range of activities and programs that enhances the individual growth and protection of each member. A summary of these efforts are highlighted in the following chronology as we review the passing year, the close of the '80s.

1. AFD offers more services to its members than any other association in Michigan. Services and programs such as our health and medical insurances — coupon redemption — Liquor Liability insurance — legal consultation — Worker's Comp insurance — tele-check — Verification Directories — scholarships — Magic Touch Debit Program — store signs — Visa/Master Card service and our publication that keeps our members informed.

2. Legislation impacts on everyone and AFD has earned the title of being our industry's "watch dog". Through the efforts of Karoub & Associates, our registered lobbyists in Lansing, AFD testifies before committee hearings, garners legislative support on key issues, involves its members in voicing their concerns over certain critical issues, raises money through our registered Political Action Committee in support of legislators, and offers resolutions and amendments, all to the ultimate goal of seeing to it that the interest of our members is protected. And were we successful? Yes! Yes, because for the first time retailers can share in the returns of a handling fee. Yes, because the Senate has passed bills strengthening penalties against minors who purchase alcohol and because for the third year in a row, no legislation was passed that has a negative impact in our industry.

3. There is always the need to bring our members together in a series of events that are both enjoyable and productive. In 1989 we saw the continued growth of participation in our Trade Show, Golf Outing, Trade Dinner, and Scholarship Awards Program. Further, through the efforts of our Public Relations committee, 1990 sees the birth of a new dimension as we combine our newsletter and magazine into one monthly publication.

4. The public relates to our industry through what they read and what they see, and in Michigan they read and see "AFD". Through the efforts of our new PR division, we have received extensive coverage in newspaper, radio and TV on issues ranging from pesticides and store acquisitions to bottle deposits and selling alcohol to minors. Our image and that of our industry demand that we act as an official spokesman and the media has recognized and accepted this unique premise for which we are indeed qualified.

5. To better serve and represent our members, AFD became the first association in the state to begin the operation of six "Regional Councils". By dividing the state into geographic regions, we will be able to bring the association together on a local basis, so that every member will be personally served. These regional councils will be on-going and offer a series of seminars and meetings to a degree never before realized.

6. Government agencies, re. The Liquor Control Commission, Bureau of State Lottery, Department of Agriculture and the Food Stamp and W.I.C. pro-

grams impact on every retailer. The close working relationship that AFD enjoys with each, assures every member that their voice will be heard.

7. AFD is also a good community neighbor. Our working relationship with the Annual Turkey Drive, Muscular Dystrophy and Easter Seals drive epitomizes our concerns for those less fortunate.

SUMMARY

Leadership and services are the cornerstone on which AFD has built its reputation and has earned its place as one of the oldest and largest associations in the country representing the food and beverage industry. We end 1989 with a motto and firm resolve for the '90s. AFD — We can and we will! I wish all of you a healthy and prosperous New Year.

Widen Customer Base continued from page 4

parking availability (72.8 percent), accessibility from the street (69.4 percent), and 24-hour operation (68.9 percent).

Here are other significant trends from the survey:

1. Milk was the most desired product, followed by ice, dairy products (other than milk), fast food items and candy.

2. Gasoline has become an integral — and expected — ingredient of the convenience store's product mix. Sixty-three percent of consumers say gas availability is important and 60.9 percent of customers are drawn to stores that allow them to make one stop for gas and other items.

3. Some of the least effective traffic builders were, in order: wine, video rentals, automatic teller machines, debit cards, drive-up windows, video games, pet food and novelty items such as sunglasses and beachballs.

4. Consumers perceive most convenience store merchandise as high-priced, with the exception of ice, gasoline, fountain drinks, coffee and fresh sandwiches.

5. From 7 percent to 9 percent of convenience store customers average at least one purchase daily and more than half of the customers make two or more purchases per week.

6. Customers' favorite shopping hours are from 4 p.m. to 9 p.m.

Note: Reprinted from NACS SCAN, October 1989.

1990 Public Affairs Assembly

"A Day on Capitol Hill"

March 19-20

Capital Hilton Hotel, Washington, D.C.

The 1990 Public Affairs Assembly is your opportunity to get the food industry's message across in Washington, D.C. You will be able to voice your concerns and interests during face-to-face meetings with members of Congress.

Hear from chief policymakers about key legislative issues facing our industry as we enter the 1990s: food safety and labeling, mandated benefits, solid waste and tax issues.

Mark your calendar now and plan to join supermarket and convenience store operators, wholesalers, state and local association executives and other food distributors to make your voice heard in Washington.

For more information return the form below to:

1990 Public Affairs Assembly, 1750 K Street, N.W., Suite 700, Washington, D.C. 20006 or call 202/452-8444 or 800/433-8200.



Yes! I am interested in the 1990 Public Affairs Assembly. Please send more information to.

Name

Title

Company

Address

City

State

ZIP

Telephone

FAX

PEOPLE

Mitchell Named Director of Agriculture

Last August, the Michigan Commission of Agriculture appointed Robert Mitchell as director of the Michigan Department of Agriculture. A man with an extensive political, state and federal government background, Mitchell was serving as chief deputy director of the Michigan Department of Transportation at the time of his appointment to the Department of Agriculture. He played a key role in the Farmer's Home Administration during Michigan's PBB crisis in the 1970s and is currently considered to be one of Governor Blanchard's top advisors.

"The commission is very confident that Mitchell will be an excellent leader for the department," Commission Chairman Elwood Kirkpatrick said at the time of Mitchell's appointment. "One of our major concerns was that the new director be a good administrator, as well as able to function effectively in state government, and Mitchell has demonstrated that ability."

Born and raised on a farm in Three Rivers, Michigan (20 miles south of Kalamazoo), Mitchell attended Illinois Olivet Nazarene University to obtain a bachelor of arts degree in history. He quit two terms before graduation, returning to Michigan in 1962 to run his father's unsuccessful campaign for a Congressional seat. When the campaign was over, Mitchell moved to Lansing to finish his degree and earn a teaching certificate at Michigan State University. He then went on to teach in Battle Creek and Livonia.

Mitchell returned to Lansing in 1968 as a Democratic State Central Committee staff member, eventually working his way up to deputy chair of the party.

"Those were very exciting times politically," said Mitchell. "It was a time of major social upheaval. Bobby Kennedy and Martin Luther King left an indelible impression on me—that you can have an impact on what goes on in people's lives through politics."

He made the jump to national politics and moved to Washington, D.C. after landing a job as administrative assistant to U.S. Senator Mike Gravel of Alaska from 1973-1977.

Mitchell returned to Lansing as state director of the Farmer's Home Administration, a federally-funded program under the U.S. Department of Agriculture.

By the time Mitchell took over this position, Michigan's PBB crisis was in full swing. Agency officials had already decided to foreclose on 110 delinquent loans in their lending portfolio because the farmers had contaminated herds and couldn't make payments. Mitchell immediately overturned the decision, arranging payment schedules with the individual farmers to ensure they could survive.

Under Mitchell's direction, the Michigan FHA office also made several business and industry loans in northern Michigan to help boost the (at the time) failing tourist industry in that area.

After a two-year stint with the FHA, Mitchell retired to the private sector, establishing and running his own management/marketing consulting firm from 1979 to 1983.

Governor Blanchard appointed Mitchell in 1983 as the chief deputy of the Michigan Department of Transportation. During his six-year tenure in that department, Mitchell served the Blanchard administration in many roles, including the Governor's Coordinator of Public Investment since 1983 and chairman of the Governor's Task Force on Capital City Revitalization since 1986.

Looking ahead to the 1990s and beyond as head of Michigan's Department of Agriculture, Mitchell sees two issues that will be of increasing importance to Michigan food dealers: food safety and promoting Michigan grown and processed products.

"Retailers will play a critical role in our efforts to educate and inform Michigan consumers about food-related issues and activities," said Mitchell, who met in December with AFD executive director Joe Sarafa, AFD board member Amir Al-Naimi and AFD consultant Kelly Rossman.

Mitchell has asked for AFD support and assistance as he begins to develop policies and build new programs.

"With more than 3,000 members throughout the state, AFD is an important link as we reach out to Michigan citizens," Mitchell said.

Mitchell, who is well-known among his colleagues for his negotiating skills, is just the person to help develop that link.



Swift-Eckrich, Inc. Awards Stier

Swift-Eckrich, Inc., the makers of Butterball® turkeys, have named Rob Stier 'Most Valuable Poultry Manager' for the second quarter of fiscal year 1989-90. Stier, 37, is North Central Region Poultry Manager and a resident of Warren, MI. Swift-Eckrich, Inc. employs six poultry managers, each responsible for a different geographical region.

Stier says that his 17-year career with Swift-Eckrich, Inc. has led him to believe in the importance of day-to-day self-motivation at work. "One needs to set objectives and create strategic plans and must be self-motivated to work on that plan daily," he said.

Stier contends that it is essential for customers to know and believe that there is someone really out there working for them. "A successful poultry manager has a genuine interest in his sales force and understands the customer's needs," he said.

According to Gary Moberly, marketing manager for Butterball Turkey, Stier is an outstanding employee in an important position. "Poultry manager is a key position within Swift-Eckrich and the Butterball brand. A poultry manager is recognized as an expert on Butterball Turkeys and the industry in general. It is his job to pass that expertise along to the sales force and to our customers," Moberly stated.

A Michigan native, Stier has lived in Macomb Township for the past 13 years with his wife, Cindy, and their two children, Scott, 15, and Karen, 13. Stier graduated from Macomb College in Warren, MI, with a degree in Business Management and Accounting.

COMING EVENTS

Please let us know if you plan to attend any of the following (313) 557-9600:

February 2-4 - National Food Distributors Association Mid-Winter Conference, Hilton Palacio Del Rio, San Antonio, Texas. For information, contact: NFDA, 111 East Wacker Drive, Suite 600, Chicago, IL 60601; (312) 644-6610.

March 4-7 - National American Wholesale Grocers' Association Annual Convention and Exposition, The Rivergate Center, New Orleans, Louisiana. For information, contact: NAWGA, 201 Park Washington Court, Falls Church, VA 22046; 1-800-356-4733.

March 19-20 - FMI, NAWGA and NACS 1990 Public Affairs Assembly, Capital Hilton Hotel, Washington, D.C. For information, contact: 1750 K Street, N.W., Suite 700, Washington D.C. 20006; 1-800-433-8200.

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SUPPORT THESE AFD SUPPLIER MEMBERS

BAKERIES:		Richard E. Klein, DDS, PC	547-2910	Oscar Mayer & Company	464-9400	Kasco Atlantic Service Co.	(800)631-7650
Archway Cookies	(616)692-6211	EGGS & POULTRY:		Osten Meals	963-9660	MMI Distributing	582-4400
Awrey Bakeries, Inc.	522-1100	Epco Foods, Inc.	857-4040	Potok Packing Company	893-4228	Market Mechanical Services	546-6840
C & C Distributors	283-8693	Capitol Poultry	567-8200	Ray Weeks & Sons Company	727-3535	Michigan Bakery Supply Co.	571-3300
Continental Baking Co.	868-5600	Linwood Egg Company	524-9550	Sheldon's Packing House	(517)834-2218	Midwest Butcher & Deli Supply	332-5650
Franchise Bakery	674-4671	Mendelson Egg Company	541-4060	Smith Meat Packing, Inc.	985-5900	Motor City Electronics	559-4080
General Biscuit Brands	352-4343	McInerney-Miller Brothers	833-4800	Swift-Eckrich	937-2266	Party Maker	281-1751
Hostess Cakes	868-5600	Qualmann Quality Egg Company	468-0351	Thorn Apple Valley, Inc.	552-0700	Professional Floor Maintenance	839-5840
Koeplinger Bakeries, Inc.	967-2020	FISH & SEAFOOD:		Winter Sausage Mfg., Inc.	777-9080	Refrigeration Engineering	(616)453-2441
S & M Biscuit Distributing	893-4747	Hamilton Fish Company, Inc.	832-6100	Wolverine Packing Company	568-1900	Superb Vacuum Cleaners	491-3900
Stella D'Ora Biscuits	893-4747	Michigan Food Sales	882-7779	MEDIA:		Winston Sales & Services	739-3210
Taystee Bakeries	476-0201	Salasnek Fisheries, Inc.	567-2000	Arab & Chaldean TV-62 Show	352-1343	WAREHOUSES:	
Veri-Best Baking Company	398-4200	Standard Fish Dist.	871-1115	Daily Tribune	541-3000	All American Cash Register	561-4141
Wonder Bread	963-2330	Tallman Fisheries	(906)341-5887	Detroit Free Press	222-6400	Boag Cold Storage Warehouse	964-3069
BANKS:		FLORIST:		Detroit News	222-2000	WHOLESALE/FOOD DISTRIBUTORS:	
Madison National Bank	548-2900	Flower Menageri	771-0111	Macomb Daily	296-0800	Abner Wolfe/Meadowdale Foods, Inc.	943-3437
Michigan National Bank	489-9100	Livernois-Davison Florist	933-0081	Michigan Chronicle	963-5522	Berne Food Services, Inc.	(616)694-9478
BEVERAGES:		FRESH PRODUCE:		Michigan Grocery News	357-4020	Bremer Sugar	(616)772-9100
Adolph Coors Company	540-0654	Faro Vitale & Sons, Inc.	393-2200	The Beverage Journal	287-9140	Don Lee Distributor, Inc.	584-7100
Anheuser-Busch, Inc.	543-1860	Harry Becker Produce	841-2500	WDIV-TV4	222-0643	D.S.M. Food Products, Inc.	491-3333
Bellino Quality Beverages, Inc.	946-6300	M.B.C. Foods	963-0746	WJBK-TV2	557-9000	Foodland Distributors	523-2177
Central Distributors of Beer	946-6250	Michigan Repacking & Produce	841-0303	WKSG "KISS-FM"	792-6600	Food Marketing Corporation	(219)483-2146
Coca-Cola Bottlers of Detroit	585-1248	Tony Serra & Sons Produce	758-0791	WWJ-AM/WJOL FM	222-2636	Great Lake Fish & Seafood	368-6050
Everfresh Juice Company	755-9600	Vitale Terminal Sales	393-2200	NON-FOOD DISTRIBUTORS:		Hubert Distributors, Inc.	858-2340
Paygo Beverages, Inc.	925-1600	ICE PRODUCTS:		Gibraltar National Corporation	491-3500	Jerusalem Falafel Mfg.	595-8505
G. Heileman Brewing Co.	(414)796-2540	Great Lakes Ice	774-9200	Ludington News Company, Inc.	925-7600	Jindo Specialty Foods, Inc.	852-1910
General Wine & Liquor	353-5040	Midwest Ice Corporation	868-8800	Sandler Stone Company	333-4300	J. Lewis Cooper Company	835-6400
Goebel Brewing Company	567-6667	New City Ice Co.	485-0430	Warrior Martial Arts Supplies	885-0111	Kap's Wholesale Food Services	961-6561
Harvey Ewald	527-1654	INSECT CONTROL:		OFFICE SUPPLIES:		K & K Brokers Bareman's	537-2630
Hiram Walker, Inc.	626-0575	Rose Exterminators	588-1005	City Office Supplies	885-5402	Kramer Food Company	585-8141
House of Seagram	262-1375	INSURANCE PENSION PLANS:		POTATO CHIPS/NUTS/SNACKS:		Lipari Foods	469-0131
Hubert Distributors, Inc.	858-2340	Alpha America Insurance Agency	263-1158	Better Made Potato Chips	925-4774	M & B Distributing Company	893-4228
John D. Langden		Blue Cross/Blue Shield	486-2172	Cain's Potato Chips	756-0150	McInerney-Miller Bros	833-8660
Cooper/Wielferman Company	835-6400	Capital Insurance Group	549-2907	Detroit Popcorn Company	531-9200	Metro Grocery, Inc.	871-4000
L & L Liquor Sales Company	362-1801	Creative Risk Management Corp.	792-6355	Express Distributors	853-7733	Metro Packing Company	259-8872
Miller Brewing Company	(414)259-9444	D.O.C. Optical Centers	354-7100	Frito-Lay, Inc.	287-9477	Mel Larsen Distributors, Inc.	873-1014
Paddington Corp.	345-5250	Financial Guardian, Inc.	641-0900	Jay's Foods, Inc.	946-4024	Miesel/Sysco Food Service	397-7990
Pepsi-Cola Bottling Group	641-7888	Financial & Mktg. Enterprises	547-2813	Kar-Nut Products Company	541-7870	M. & M. Bread Distributor	235-6640
Powers Distributing, Inc.	682-2010	Frank P. McBride, Jr., Inc.	445-2300	Metro Snacks	525-4000	Mucky Duck Mustard Co.	683-5750
R. M. Gilligan, Inc.	553-9440	Gadaletto, Ramsby & Assoc.	(517)351-7375	Nicholas Distributors	571-2447	National Wholesale Foods	841-7730
Royal Crown Cola	(616)392-2468	Jackson Park Agency	381-7000	Variety Nut & Date Company	268-4900	Norquick Distributors	522-1000
Serv-U-Matic Corporation	528-0694	K.A. Tappan & Associates	344-2500	Vinor Snacks	368-2447	Northern Michigan Food Service	478-6200
Seven-Up Bottling Company	937-3500	Rollins Burdick Hunter	962-6442	PROMOTION/ADVERTISING:		Northwest Food Co. of Mich.	368-2500
Squirt-Pak	(616)396-0591	Sun Financial Group	332-3060	Action Advertising Distributors	964-4600	Oak Distributing Company	674-3171
St. Julian Wine Co. Inc.	(616)657-5568	Mitzel Agency, Inc.	773-8600	American Mailers	842-4000	Philip Olendere & Company	921-3310
Stroh Brewery Company	446-2000	Monroe-George Agency	646-0311	Gateway Outdoor Advertising	544-0200	Quick Foods Company	546-4884
Towne Club Beverages	756-4880	North Pointe Insurance	358-1171	Haan Display Sign Service	(616)243-3223	Rainbow Ethnic & Specialty Foods	646-0611
Viviano Wine Importers, Inc.	883-1600	The Campbell Agency, Inc.	(616)531-9160	Orient Printing & Advertising	547-7474	Raskin Foods	759-3113
Warner Vineyards	(616)657-3165	INVENTORY/BOOKKEEPING/TAXES:		PJM Printing	535-6400	Ray Weeks & Company	727-2525
BROKERS/REPRESENTATIVES:		Abacus Inventory Specialists	651-9161	Stanley's Advertising Service	961-7177	Rich Plan of Michigan	293-0900
Ameri-Con, Inc.	790-0047	Goh's Inventory Service	353-5033	Stephen's NU-Ad, Inc.	777-6823	Sardies Wholesale Lumber	893-7677
Arlana Food Brokers	833-8686	Menczer & Urcheck P.C.	356-1620	REAL ESTATE:		Scot Lad Foods, Inc.	(419)228-3141
Bob Arnold & Associates	646-0578	Quality Inventory Specialists	771-9526	Butts & Company/Earl Keim	644-7712	Sena Snacks & Vending, Inc.	740-6444
Charles Mascari & Associates	399-0950	RGIS Inventory Specialists	978-1810	Coldwell Banker	557-7700	Sherwood Food Distributors	366-3100
Chuck Batcheller Company	559-2422	George R. Shamie, JR., P.C.	474-2000	Kryszak Enterprises	362-1668	Spartan Stores, Inc.	(616)455-1400
City Foods Brokerage Company	894-3000	MANUFACTURERS:		O'Rielly Realty & Investments	689-8844	State Wholesale Grocers	567-7654
Conrady-Greenson Company	682-0800	Absopure Water Company	358-1460	Sarafa Realty	851-5704	Super Food Services	(517)777-1891
Estabrooks Marketing	(517)458-3750	Bernie & Sons, Inc.	943-3437	SERVICES		Sunsprout of Traverse City	(616)267-5956
J.B. Novak & Associates	752-6453	Carnation Company	851-8480	A & A Management Services	559-7202	Treppo Ltd.	546-3661
James K. Tamakian Company	424-8500	Del Monte Sales Company	968-1111	A.J. Shaheen Electric Company	792-4656	Tri-State Cash & Carry	(517)789-6201
Marks & Goergens, Inc.	354-1600	Don's Chug Wagon Products	771-9410	Akram Namou, C.P.A.	557-9030	Universal L & L Liquor Sales	362-1801
McMahon & McDonald, Inc.	477-7182	General Foods Corporation	427-5500	At Your Service, Ltd.	887-0628	Wholesale House Inc.	846-6209
Northland Marketing	353-0222	General Mills, Inc.	642-2894	Central Alarm Signal, Inc.	884-8900	Wine Dimensions	465-5700
Paul Inman Associates	626-8300	Groeb Farms	(517)467-7609	Checkpoint Systems	592-8300	Wolverine Food Systems	229-9070
Pfeister Company	591-1900	Hamilton Meat Pie Co.	582-2028	Detroit Edison Company	323-7786	Wolverine Cigar Company	554-2033
Sahakian, Salm & Gordon	968-4800	Hills, Bros. Coffee	851-5774	Elison Refrigeration	399-9656	ASSOCIATES:	
Stark & Company	831-5700	Home Style Foods, Inc.	874-3250	Guardian Armored Security	868-1500	Amano America, Inc.	279-3515
United Salvage Company	772-0951	J.N. Bech, Ltd.	(616)264-5080	Intro Marketing	540-5000	American Dairy Asso	(517)349-8923
VanDusen, Hall, Stevens, Inc.	567-3865	Kraft Foods	261-2800	J.R. Marketing & Promotions	296-2246	American Synergistics, Inc.	427-4444
VIP Food Brokers International	855-2335	Lancia Ravo Foods	(416)766-7631	M & H Supply & Co.	521-5150	Bureau of State Lottery	(517)987-6820
CANDY & TOBACCO:		Milton Chili Company	585-0300	Marketplace Services	557-4500	Cliff Seepansky Assoc.	751-2131
Central Sales	843-6600	Nabisco, Inc.	478-1400	National Exposition Service	865-1000	Danor Corporation	557-3476
Eastern Market Candy/Tobacco	567-4604	Philip Morris U.S.A.	855-6454	Pappas Cutlery Grinding	965-3872	Great Lakes Mushroom Co-Op	757-0888
Wolverine Cigar Company	554-2033	Prince Macaroni of Michigan	772-0900	Point of Sale Demo Service	887-2510	H & S Distributors	842-6204
CATERING/HALLS:		Proctor & Gamble	336-2800	Retail Demonstrators	846-7090	Herman Rubin Sales Co.	354-6433
Gourmet House, Inc.	771-0300	Red Pelican Food Products	921-2500	Supermarket Development Corp.	521-5150	Hubbard Apiaries	(517)467-2051
Penna's of Sterling	978-3880	Safie Bros. Farm Pickle Co.	949-2900	Supermarkets Planning	533-5330	James Karoub & Associates	(517)485-5000
Phil's Catering	751-0751	Shedd's Food Products	868-5810	Sales Control Systems	356-0700	Kindred Corporation	625-7212
Southfield Manor	352-9020	Stehouwer Frozen Foods	(616)453-2471	Telecheck Michigan, Inc.	354-5000	Lloyd's & Assoc.	356-0472
Tina's Catering	949-2280	Tony Packo Food Co.	(419)691-1953	Tri-County Restaurant Service	445-0633	Lauren Kachigian Distributors	843-2898
CONSULTANTS:		Tony's Pizza Service	634-6066	Toledo Scal Reliance Electric	454-1472	Michigan Veal Committee	(616)861-5222
Bellanca, Beattie, DeLisle	964-4200	MEAT PRODUCERS/PACKERS:		Vend-A-Matic	585-7700	Miko & Assoc.	776-0851
National Exposition Services	865-1000	Bob Evans Farms	422-8000	SPICES & EXTRACTS:		Motor City Ford Truck	591-1234
DAIRY PRODUCTS:		Butcher Boy Meats	771-9880	Rafal Spice Company	259-6373	Mr. K Restaurant	699-8540
Borden Company, The	583-9191	Flint Sausage Works	239-3179	STORE SUPPLIES/EQUIPMENT:		Travelco Incentive Programs, Inc.	737-8822
C.F. Burger Creamery	837-6000	Guzzardo Wholesale Meats	833-3555	Ameri-Pro Systems Corp.	(419)693-3276	VIP International	885-2335
Melody Farms Dairy Company	525-4000	Harting Meats	832-2080	Belmont Paper & Bag Company	491-6550	W.A. Taylor & Co.	689-6941
Stroh's Ice Cream	568-5106	Herrud & Company	(616)774-0711	Black Jack Iron Works	893-7677	Wilden & Assoc.	588-2358
Tom Davis & Sons Dairy	583-0540	Hygrade Food Products	464-2400	Brehm-Broaster Sales	(517)427-5858		
DELICATESSEN:		Kowalski Sausage Company	837-8200	Bunzi-Detroit	334-5900		
Dudek Deli Foods	891-5226	L.K.L. Packing, Inc.	833-1590	DCI Food Equipment	369-1666		
Plus Marketing	934-0880	Maxwell Foods, Inc.	923-9000	F.D. Stella Products	341-6400		
Row-Bur Distributors	825-2616	Naser International Wholesale	464-7051	Gardell Company	567-5515		
DENTISTS		National Chile Company	363-5611	Hobart Corporation	697-7060		

If you are not listed or need to change your listing contact Debbie Cooper at 557-9600



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