

# AFD FOOD & BEVERAGE REPORT

VOL. 2, NO. 4

An official publication of the Associated Food Dealers of Michigan and its affiliate, Package Liquor Dealers Association

APRIL, 1991

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## LEGISLATIVE UPDATE

### Bill Schuette names directors of policy and legislation

Bill Schuette, Director of the Michigan Department of Agriculture (MDA), has named Robert G. Craig as Director of Agriculture Policy and Special Projects and Daniel J. Wyant as Director of the Office of Legislative Liaison.

Craig, an agricultural economist for the Michigan Farm Bureau, will focus on a wide range of issues facing Michigan farmers and others involved in the state's \$24 billion agricultural industry. Wyant, a policy advisor to the Michigan Senate Republican Office, will oversee the department's day-to-day working relationship with members of the Michigan Legislature.

Craig was also Manager of the Commodity Activities and Research Department for the Farm Bureau. His accomplishments there included the development of an on-farm, computerized marketing information and education service that increased average farm profits by \$4,000. The Michigan Farm Bureau was subsequently recognized nationally for outstanding commodity and marketing programs. He also served as an economic analyst with the Division of

See UPDATE, page 24

## Department heads slated to speak at AFD Trade Show 1991

Michigan's heaviest hitters will be the featured speakers at AFD's Trade Show 1991, April 16, promising an informative, as well as exciting, show.

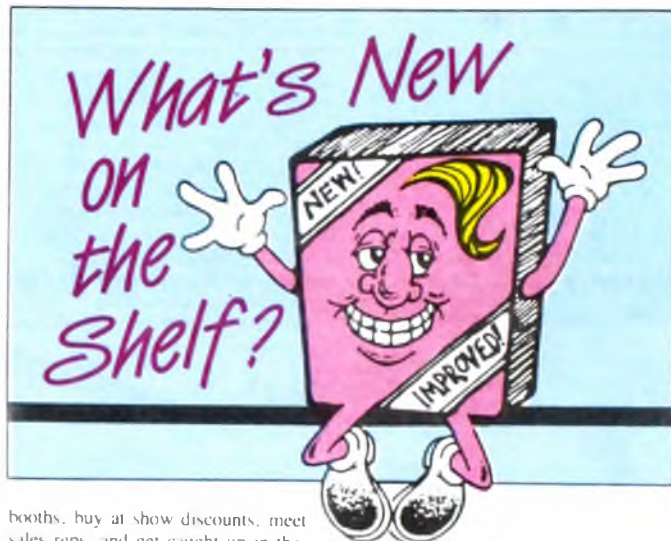
The seminars will get underway at 2:00, with Michigan Department of Agriculture Director Bill Schuette answering your questions about the food we buy and sell.

Michigan Liquor Control Commission at 3:00 will present a panel including Chairwoman Maxine Perry and the four LCC commissioners.

At 4:00 Bureau of State Lottery Licensing Director Nancy Horton and Commissioner Jerry Crandall will take the stage. They will discuss and answer questions about the licensing process, forthcoming licensing expansion, and new games and promotions.

The final seminar of the day will feature AFD's own Lansing lobbyist, Mike Ranville, who at 5:00 will speak about bottle handling, liquor markups and more.

The AFD Trade Show 1991, "What's New on the Shelf?" will also be a great opportunity to see and sample new products at more than 100



booths, buy at show discounts, meet sales reps, and get caught up in the sports theme with exciting events and prize give-aways.

"What's New on the Shelf?" is open to trade members only, and

attendees must be 21. Attendance is free, and no reservations are required. For more information, please call 557-9600.

### Court rules seizure of unclaimed deposits unconstitutional

Despite the Feb. 19 ruling by a judge that state seizure of unclaimed beverage containers violates both the U.S. and Michigan constitutions, AFD has vowed to continue the fight to keep a portion of unclaimed deposits.

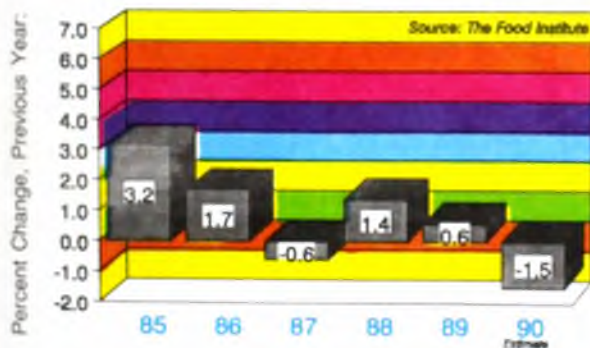
Citing a 1943 Michigan Supreme Court ruling, Judge Thomas Brown ruled that unclaimed bottle deposits always were and continue to be the private property of soft drink bottlers. Thus, he concluded, the 1989 law which attempted to confiscate unclaimed deposits from soft drink bottlers represents an unconstitutional governmental taking of private property without just compensation.

The Court has upheld a basic principle of the state and federal constitutions.

See DEPOSITS, page 24

### Grocery Store Performance: 1985-1990

Inflation-Adjusted Trend



Food Institute analysis, based on annual Census Bureau sales estimate deflated by Food Institute price indexes for each retail category.

# Expansion of lottery to sports betting possible

A new bill introduced in the Michigan Legislature would legalize off-track racehorse betting, intertrack wagering and telephone wagering in Michigan.

House Bill 4359, introduced by Rep. Tom Alley (D-West Branch) and known as "the telecommunications wagering act," would permit off-track and telephone betting at race tracks that have seasons of 60 days or more.

At first glance, one would think that the proposed legislation might be a stimulus to declining racetrack revenues. But we see a natural beginning to both off-track betting and eventually all sports betting under the authority and control of the Michigan Lottery Bureau.

The legislation calls for allowing betting at six harness tracks which presently are: Hazel Park, Northville, Swartz Creek, Jackson, Saginaw and Muskegon. One thoroughbred race track would be Ladbrooke DRC in Livonia. Mt. Pleasant Meadows only has a 46-day meet and would be excluded.

The bill stipulates that off-track wagering sites can only be established with the permission of all licensed tracks within 30 miles, within a city area, or those licensed tracks within

*"It has been estimated by hungry tax officials that betting on football games alone in Michigan reaches \$140 million a year..."*

50 miles if the betting facilities are outside a city area.

As complicated as it may sound and as difficult as it may be for full acceptance by the Michigan racing industry, considerable support leans towards an expansion of the Michigan Lottery system to accept sports betting of any nature to provide badly needed revenues for the Michigan treasury.

In spite of the anti-gambling forces throughout Michigan and the many religious groups totally opposed to legalized wagering, one cannot deny that citizens of Michigan are desperate for property tax relief and more school aid. Something has to give—and the cracks in the wall of opposition are already in existence.

Churches, religious groups, non-profit charitable organizations are already sponsoring Bingo games—under the supervision of the Michigan Lottery Bureau. The Grand Traverse Band of Ottawa and Chippewa Indians will become Leelanau County's second largest employer (350 employees) when they open a

\$1.2-million gaming casino later this year.

It has been estimated by hungry tax officials that betting on football games alone in Michigan reaches \$140 million a year, and that doesn't include the illegal wagering on basketball games, baseball games, hockey, and tennis matches, and the list goes on and on.

The Michigan Lottery agent with on-line daily terminals can be found throughout Michigan and the high-tech, computerized lottery system is already in place so that a few modifications could produce an ideal all-sports betting system. Very frankly, there are hundreds of thousands of honest-wagering citizens who might prefer to bet on the outcome of a U of M and Michigan State college football match than a \$2 million lottery jackpot.

The main attraction to House Bill 4359 would be telephone betting and we presume that the veteran horse racing supporters would prefer licensed "betting parlors" not far from the

track area, but this system doesn't reach enough people and not the real bucks!

A good source of inside information has told this writer that a Michigan Lottery supervised and operated sports betting system through the on-line terminals has a better chance of introduction now than ever before—namely due to a new Michigan governor, a new Lottery Bureau chief and a hungry revenue-seeking Michigan Legislature. We presume that the Michigan Liquor Control Commission which oversees thousands of liquor, beer and wine party stores and their operations with many established on-line terminals could hardly object to legalized sports betting.

This could be the start of something new—something helpful to the state's economy—and finally, something rewarding to the Michigan store retailer. Perhaps this expansion of the lottery system to include sports betting would open the doors of opportunity to hundreds of Michigan store retailers on the waiting list for the lottery daily terminal so essential to their businesses and the communities they serve.



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## AFD CHAIRMAN'S REPORT

# You need AFD today more than ever



Al-Naimi

Times are tough, most would agree. As companies look for ways to tighten their belts, it is important to stress again that membership in Associated Food Dealers is one corner that should not be cut. It is certainly the wisest investment one can make at this time.

Why? Because during hard times people need the strength of numbers, support of other members of the industry, and services, such as insurances, provided at the most competitive rates.

But though times may be tough at the moment, America is clearly on the brink of renewed prosperity. Does that mean people don't need Associated Food Dealers anymore? Absolutely not!

As America gets back on track, many companies will change and grow. Unfortunately, the ax will fall on some companies that stay the same in their ways of doing business. Part of the way a company grows and moves forward is to become an active voice in its industry—in our case, of course, the food industry.

AFD is the perfect vehicle for

that power. It represents every segment of the food industry from legislation and public relations and helps members make connections that help their businesses.

An excellent example of the way AFD channels connections is AFD's 1991 Trade Show. On April 16, thousands in Michigan's food industry will converge under one roof at Fairlane Manor in Dearborn, some to show off new products and some to see the fresh developments in our industry. Undoubtedly, a large

number of money-saving deals will also be made. It will be an exciting day, and it promises to be profitable for all involved, thanks to the work of AFD.

As times get better, remember, the food industry gets better. It's not good enough just to keep up and float along on the wave of a healthy economy. You need an edge to get ahead. And those who are members of AFD will have the edge over the others.

## SDD/SDM

# Beverage Bits

by John Dagenals

Word from Beverage Digest in Connecticut is that Coke Classic held 20 percent of the market for soft drinks in 1990 while Pepsi had 18.2 percent. Diet Coke placed third at 9.3 percent market share and Diet Pepsi was fourth with 6.3 percent. At the bottom of the top ten were "caffeine-free" versions Diet Coke and Diet Pepsi.

National Surgeon General Antonia Novello recently urged college students to lessen spring-break drinking. He complained that each year the nation's 12 million college students drink nearly four billion cans of beer and enough liquor and wine to bring their alcohol consumption up to 34 gallons apiece. The Beer Institute said brewers were unfairly blamed for the unruly behavior of college students.

who lost control and that most brewers would skip spring break activities this year. Meanwhile, the Federal Office for Substance Abuse Prevention reports that the average student spends "more money on booze than on books."

A recent consumer survey conducted by the U.S. Bureau of Labor Statistics reported that Miami, Fla., was No. 1 among cities spending per household on alcohol beverages with \$546 per year. Anchorage, Alaska, followed closely with a \$531 per year average. The next three cities were San Diego - \$465 yearly; Seattle - \$456 yearly; and Boston - \$441 yearly. Detroit made the No. 11 spot with an average per household of \$373 annually. The U.S. average was \$279 yearly per household.

# A new try for pizza—by vending machine

American Pizza Company, Inc., announced recently that they could deliver a hot pizza from a vending machine in about one minute flat. The company is selling more than 40 hot six-inch pizzas per day out of a new vending machine at Columbus Square Palace, Bowling Lanes in Columbus, Ohio.

American Pizza Co. machines hold 102 fresh pizzas with pre-baked crusts and up to six topping combinations within a refrigerated compartment. At the deposit of \$2.50 in the vending machine, a pizza is baked using infrared heat and other top-secret technology.

By the end of 1991, the company expects to have more than 600 units placed in factories, airports, hospitals, bus terminals and even college campuses.

The company claims that consumer response is very positive, with taste comparisons equal to pizza made regularly. Company spokesmen say that their vending machine pizza would work well wherever there are beverage vending machines.

## Federal minimum wage rises to \$4.25

On April 1, the federal minimum wage will increase from the current \$3.80 an hour to \$4.25 an hour. The increase is part of a two-part increase enacted by the U.S. Congress and signed into law by President Bush in July 1989.

In addition, the training wage, currently set at \$3.35 for the first 90 days of employment for new hires, will jump to \$3.61.

## Statement of Ownership

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# Food stamps and WIC can make or break your store

By James C. Zeman  
Of the Law Firm of  
Bellanca, Beattie and DeLisle, P.C.  
Legal Counsel to AFD

In recent years, the staff at AFD and Members of the Board have worked closely with Federal and State authorities regarding rules and regulations affecting not only a store's ability to secure a food stamp license and a WIC Contract, but also AFD has attempted to affect some changes in the disciplinary rules. The purpose of this article is not to provide you with a complete outline of those rules, but simply some guidelines to follow in implementing these programs in your stores.

If there is any uncertainty on your part as to what your obligations are under either program, please call AFD or make direct contact with State or Federal authorities in order to receive training information concerning the day-to-day requirements of participation in both programs. Your failures to stay informed and to train your employees could result in significant fines, suspensions and in some instances permanent disqualification from either or both programs.

The U.S. Department of Agriculture Food and Nutrition Service (USDA-FNS) operates two programs providing food to the poor which often enhance the profitability of retail food stores. The Federal Food Stamp Program is administered directly by the USDA-FNS, while the WIC Program (Woman, Infants and Children's Supplemental Eating Program) is overseen by the Michigan Department of Public Health. The Food Stamp Program is often the life blood of a store, providing over 50 percent of revenue. The WIC Program, while less important, is viewed by merchants as an excellent way of bringing traffic into a store, while increasing revenues.

Because of recent developments in the enforcement of the laws and regulations governing these programs it is more important than ever that store owners make every effort to follow the rules of these programs. To stop isolated businesses from abusing the two programs the agencies involved have taken strong steps to punish offending businesses. They have done this principally by disqualifying from the Food Stamp Program any store which is disqualified by the Department of Public Health from the WIC Program. Thus, if a store is disqualified from the WIC Program for three years it can expect with almost absolute certainty that it will be tossed out of the Food Stamp Program for the same length of time. This, of course, can be devastating to a store that depends heavily on food stamp sales for its revenues.

Another not so recent development is the crack down on trafficking in

*"Because of recent developments in the enforcement of the laws and regulations governing these programs it is more important than ever that store owners make every effort to follow the rules of these programs."*

food stamps. Agents of the USDA-FNS will send persons who fit the profile of customers into a store to attempt to sell food stamps. If they are successful, whether the sale is made to the owner of the store or a clerk, the result will be a permanent disqualification from the Food Stamp Program.

An exception to this rule occurs when a clerk or cashier purchases food stamps without the owner's consent and knowledge. If the store has a comprehensive training program to make sure that employees know about the food stamp rules against trafficking, then the USDA-FNS can impose a fine up to \$20,000 instead of permanent disqualification. This is still awfully strong medicine.

The owner of a store cannot avoid the effect of a permanent disqualification merely by selling the store, even to a bona fide purchaser. In that instance, the USDA-FNS will permit the purchaser to participate in the Food Stamp Program, but will extract a fine of up to \$10,000 per program violation from the person selling the store. Further, it will probably be difficult for the owner to qualify for food stamps in another location which is obviously a replacement for the store that is sold.

Because of these things, there are several important measures that store owners should take to avoid these problems:

- Religiously adhere to the rules of the WIC Program. Enter the amount on the coupon in the presence of the WIC customer. Make sure that the amount entered on the coupon is equal to the value of the items purchased.
- Know your employees and make sure they understand that trafficking in food stamps or any other violation of the Food Stamp Program will result in their immediate termination. Also, inform them that you will turn them over to the authorities in the event you catch them trafficking. This is a criminal offense.
- Develop a training program for your employees and make sure that you follow it.
- Above all, if you receive notification from either the Food Stamp Program or the WIC Program that your store is being investigated, immediately contact an attorney. You have too much at stake to handle these matters on your own. A number of stores have had to go out of business simply because

they did not properly respond to notifications from these agencies.

- Make sure that your employees understand which items can be redeemed for food stamps and which cannot. Again, the USDA-FNS monitors stores and may send an investigator in to shop at your store.
- Besides trafficking, other program violations, such as the sale of ineligible items like toilet paper, beer and soap for food stamps can result in suspensions of six months, one year, three years and five years. Any of these can be devastating to a store.
- The worst thing you can do about WIC Programs and Food Stamp Programs is to ignore them. Inaction can cost you your business. Therefore, you should immediately get advice on what to do. If you wait too long, your chances are gravely reduced.

In conclusion, we feel compelled to repeat: Consultation with an expert in the area of Food Stamp and WIC Administration is imperative. There are ways to help any store needing assistance, but if you delay in seeking that assistance, no amount of help or expertise will save you.

The best way to avoid problems with either the Food Stamp or WIC Programs is to seek training from either Federal or State authorities. Read all literature that is delivered to you by the program, as soon as you receive it. If you don't understand a rule or notification, seek the assistance of someone who is experienced in dealing with these programs. The affects of even a short-term suspension on your business will be felt for years to come.

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# Anthony appointed director of Public Health

Governor John Engler appointed Vernice Anthony director of the Michigan Department of Public Health in January 1991. Before becoming chief executive officer of the state health department, she served as Assistant County Executive for Health and Community Services for Wayne County where she developed model programs for infant mortality and indigent health care.

Anthony comes to Michigan's top health job with years of experience in both state and local public health and in the delivery, administration and management of human services.

On the state level, she previously was an administrator with the Michigan Department of Public Health, serving as chief of the Office of Policy Development and Evaluation, and as division chief of the Office of Local Health Services. In local public

health, she served as Wayne County Health Officer and as Administrator of Community Health Field Services for the City of Detroit Health Department, where she started as a public health nurse and became head of public health nursing field programs.

Anthony, a registered nurse, received a master's degree in public health at the University of Michigan and a bachelor's degree in nursing from Wayne State University. She started her professional career as a staff nurse at Detroit's Children's Hospital of Michigan.

Anthony is past president of the Michigan Health Officers Association and has served on the Executive Council of the Michigan Association of Local Public Health. She was also a board member for United Community Services and the Health Committee of New Detroit, Inc.; as well as past

board member of St. Johns Hospital and a charter member of the Michigan Health Policy Forum. She is currently on the Executive Committee of the Greater Detroit Area Health Council and the University of Michigan Alumni Board.

Anthony has served on three statewide task forces dealing with major health issues—infant mortality, access to care and the status of minority health. She has received the Service Award from the Michigan Health Officers Association and the Michigan Association of Local Public Health; and several Achievement Awards from the National Association of Counties.

A Detroit resident, she is active in community, church and school affairs. Anthony is married and the mother of three children.



Vernice Anthony

## Potential for WIC program abuse/violations by employees

During a recent WIC Vendor Advisory Committee meeting the subject of potential abuse/violations of the WIC program by cashiers and employees was discussed. Some representatives pointed out that the potential for program abuse and violation by cashiers does exist. Part of this abuse includes overcharging on WIC coupons.

The committee also discussed the fact that the vendors could take a number of measures to prevent the occurrence of abuse of the WIC program. For example, vendors could require cashiers to initial all WIC

coupons, enclose cash register receipts with each WIC coupon, etc. When copies of rejected coupons are returned, the cashier who redeemed the coupon can easily be identified. Close monitoring and surprise checks by the owner or manager may also help guard against any abuse.

It is important to note that vendors are ultimately responsible for any overcharging or other violations of the WIC program, as detailed in the WIC Vendor Contract they sign. The defense that vendor employees are the persons who abused the program is not a valid argument.

## OPINIONS NEEDED:

## New WIC vendor authorization policy being considered

As most know, WIC vendor authorization is only approved every two years. Currently, the WIC department uses a three-month "window period" for vendors to file applications for the two-year cycle. The department reviews all applications received during this period and denies or approves them.

Applications received after the "window period" are placed on a waiting list and considered only if an opening is identified in the area, i.e., no other stores are located within a one-mile radius in an urban area or a 10-mile radius in a rural area.

The proposed policy is below. It would allow the state to consider exemptions based on a significant increase in the number of participants. The criteria would be:

—Analyze the increase in the number of participants by each zip code since the close of the application window period for "South" and "North"

contract cycle.

—Determine the number of vendor applications on the waiting list since close of the window periods.

—The Department, at its discretion, may authorize one additional store, in each zip code, if the participant count has increased by at least 600 in an urban area and 200 in a rural area during a one-year period.

The vendor will be selected using the ranking procedures currently in place. The vendors not selected will continue to be placed on the waiting list.

—This will be subject to the ratio established in the state plan.

If you wish to comment on the proposed rule, please write to: Al Peterson, Bureau of Community Services, WIC Division, 3423 N. Logan St., P.O. Box 30195, Lansing, MI 48909.

## WIC OPERATIONS UNIT

### ANNUAL FOOD EXPENDITURES BY FOOD ITEM CATEGORY FISCAL YEAR '89/90

FOOD ITEM CATEGORY	ESTIMATED ANNUAL EXPENDITURE	PERCENT OF TOTAL
Formula .....	\$27,023,624.26	38.0%
Special Formula .....	\$670,971.93	0.9%
Unknown (001-005) .....	\$2,103,659.63	3.0%
Infant Cereal .....	\$702,307.95	1.0%
Infant Juice .....	\$1,817,738.22	2.6%
Eggs .....	\$2,272,172.77	3.2%
Peanut Butter and Beans .....	\$2,396,109.46	3.4%
Cheese .....	\$5,164,029.02	7.3%
Juice .....	\$7,890,636.34	11.1%
Cereal .....	\$8,469,007.60	11.9%
Milk (Including Nonfat Dry and Evaporated) .....	\$12,600,230.81	17.7%
Total Food Expenditures FY 89/90 (Actual) .....	\$71,110,488.00	100.0%

## Opposition to USDA proposal to limit retailer participation in WIC

Retailers in the WIC program (Special Supplemental Food Program for Women, Infants and Children) need to be aware of a proposal by the U.S. Department of Agriculture (USDA) which is designed to greatly limit the number of retailers participating in the program. The USDA published its proposed rule in the *Federal Register* of December 28, 1990, and asked for comments from interested parties by April 29, 1991.

USDA claims that the changes they are proposing are needed to improve vendor management. Under this proposal, USDA would mandate

specific procedures and criteria for states to use in what it identifies as efforts to control fraud and abuse. These uniform procedures would be used to identify "high risk" vendors, meaning retailers with a history of program abuse. Additionally, strict minimum and maximum disqualification periods for different categories of retailer abuse will be spelled out by the federal government. USDA proposes that both intentional and unintentional actions that violate procedures be equally accountable.

See **OPPOSITION**, page 25





## RECIPE FOR SUCCESS

*AFD is proud of the spirit of its entrepreneurial members who not only strive to be first, they strive to be best. The following is the first in a series of six members who started their own unique specialties from scratch.*

# Word of Mouth is spreading fast

Jack and Kristin Trabue of the Porterhouse Meats in Plymouth are giving Italian grandmothers a run for their money.

The reason is the enormous pot of their spaghetti sauce which simmers to perfection every day in the back room of their market.

The Trabues, with not a trace of Italian blood between them, began the unique sauce from scratch and launched its public sale with a "why not?" attitude.

"I figured if I like it," says Jack, "somebody else has got to like it."

And somebody else did like it—immediately. According to the Trabues, one of the shop's best customers purchased a jar the first week. The following week she marched back in the shop and ordered a case.

"You really don't know how other people are going to like your product," Jack says. "That was quite a bit of encouragement for us."

When the sauce first went out on the shelves at The Porterhouse Meats about two years ago, it didn't have a name and the plain mason jars in which it came didn't have labels. But as more and more people heard about the sauce and purchased it, the name it eventually took on was a natural: Word of Mouth.

The sauce became so popular at the shop, Kristin took the sauce out to public, soliciting stores to carry it. Now, just a few short months later, Word of Mouth Spaghetti Sauce is on the shelves of 35 stores.

"We really haven't had anybody turn us down," says Jack.

"Not if they've tasted it and tried it at least," adds Kristin.

Weekends Kristin can be found at at least one of the stores doing demos of the sauce. She frequently samples it out to customers at Merchant of Vino, Food Emporium, Betty's Grocery, and Good Food Company, just to name a few. Much to their delight, the sauce was just picked up by the Walco Foods chain and several other stores in the Ann Arbor area.

The Trabues prefer to market Word of Mouth as "pasta sauce" letting consumers know it turns out fantastic chicken or shrimp cacciatore, lasagna, and spanish omelettes.

The sauce contains no meat due to canning restrictions, but the Trabues say that isn't a drawback since most people add extra meat to sauce anyway. Jack is quick to point out that the sauce lacks nothing and requires no "doctoring that others often do."

"It's a good quality product," Jack says. "People ask me, 'Is it



Kristin Trabue (right) frequently demos Word of Mouth spaghetti sauce at Merchant of Vino.

salty? Is it sweet?" Truthfully, I think it's just right."

Production of the sauce consists of mixing the ingredients in giant pots and letting it simmer slowly eight to 10 hours. Jack periodically stirs the sauce during breaks from waiting on customers. Canning is done by hand at the end of the day.

"At first (production) took a

great deal of time," says Jack. "We cut production time way down just by getting to know what we're doing."

"We're hoping to streamline production so we can get the price down a little," says Kristin. The sauce currently sells for \$3.99 a jar.

The Trabues have two other original products they would like to market soon: Jack's Smokey BBQ

Sauce and Butcher's Blend Power Shake seasoning salt. Currently they are only sold at the market, but Jack and Kristin plan to market the BBQ sauce to the public this spring.

Peddling spaghetti sauce is an unlikely turn in the Trabues' careers. Kristin was a speech pathologist major at MSU. In addition to marketing Word of Mouth and working in the meat market, she holds a consulting position at a dental office. Five months pregnant now, she has a 3-year-old girl and twin 21-month-old girls, as well.

Jack holds a teaching degree from Northern Michigan University and a Master of Fine Arts from Eastern. Having worked at the shop for several years, when he got out of school he opted to stay in the business rather than teach at a college level. He purchased The Porterhouse Meats in 1986.

But to Jack, there's not much difference between what he studied for and what he's doing now.

"It's just like making artwork," he says. "You keep messing with it and messing with it until you get something you like."

FOR FAST, TRENDY CUISINE:

## Consumers turning to canned foods

Nearly 4,000 people from across the country entered their favorite canned food recipes in the Canned Food Information Council's national "Fast and Fancy" Recipe Contest. The entries submitted confirmed that people are turning to canned foods to prepare recipes that are fast and keep up with the latest trends in cuisine.

All recipes entered in the contest had to be prepared in 30 minutes or less and use at least two canned foods as main ingredients.

Among the recipes received, Mexican, Tex-Mex and Southwest dishes as well as Oriental and Thai recipes were most popular. The contest results also showed the trend toward men's cooking—20 percent of the winning recipes were submitted by men.

The most-used canned ingredients were (in no particular order): green chilies, artichoke hearts, black beans, chili, canned rice, pasta, mixed vegetables, Chinese vegetables, tomatoes (all kinds), ripe olives, chicken broth, cream soups, (mushrooms, celery and chicken), tamales and canned meats (corned beef, chunk ham, luncheon meats and Vienna sausages).

A color photo/feature article with some of the winning recipes appeared in the February issue of *1001 Home Ideas* magazine, reaching an additional 1.6 million consumers. Additional publicity efforts are planned to target winners' hometown media.

The winning recipes are featured in a "Fast and Fancy," 30-minutes or less recipe booklet to be produced by the Canned Food Information Council. The booklet has been available free to consumers through national publicity efforts since January 1991.

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# 1990 food stamp provisions

This article explains the provisions that will impact the food stamp operations in retail food stores. Title XVII of the 1990 Farm Bill is entitled *Food Stamp and Related Provisions* and contains 81 separate sections. Many of those sections impact directly on retailers and wholesalers. Here is a brief rundown of these sections of the law, together with an explanation from the Agriculture Committees' Conference Report as printed in the *Congressional Record*.

## Sec. 1729 - Electronic Benefits Insurance

Under this section, the Secretary of Agriculture must issue standards no later than April 1, 1992, for the approval of electronic benefits transfer (EBT) systems, including a section on the terms for participation by retail food stores. The legislation further states that a "sufficient number of retail food stores" must participate in EBT projects "to ensure that eligible households will not suffer a significant reduction in their choice of retail food stores or a significant increase in the cost of food or transportation."

It also provides that in the case of stores doing 15 percent or more of their food business in food stamps, the required electronic equipment must be operational in all checkout

lanes. For stores doing less than 15 percent of their volume in food stamps, the Secretary is to issue regulations to ensure that "sufficient" lanes are equipped "to provide food stamp recipients with a level of service comparable to that provided all other customers." Very few, if any, supermarkets will qualify for all-lane coverage under this criteria.

The report language further states that the standards set for the number of lanes that must be equipped are intended to be minimum standards only. FMI has maintained that it is necessary to equip every lane in order to avoid discriminating against food stamp customers.

Further, the report strongly encourages the practice of "piggybacking" new EBT projects on already existing commercial applications of electronic funds transfer. The Secretary is directed to provide that "EBT-equipped registers should be available to all customers; registers equipped with EBT equipment may not be explicitly designated for food stamp recipients; the interpretation of the term 'sufficient lanes' should take into account the variation of food stamp sales volume from store to store; and EBT-equipped registers should be the last to close."

## Sec. 1733 - Periodic Reauthorization of Retail Food Stores and Wholesale Food Concerns

The Secretary is authorized to issue regulations for the "periodic" reauthorization of retailers and wholesalers. No guidance is provided for the meaning of "periodic."

## Sec. 1734 - Authorization of Wholesale Food Concerns

Wholesalers "co-located" with a retail food store are prohibited from being authorized to accept food stamps at the same location unless they do a substantial volume of retail food business or unless hardship would result to food stamp recipients.

## Sec. 1735 - Required Submission of Certain Identifying Information by Retail Food Stores and Wholesale Food Concerns

Each individual retail store and wholesaler must furnish the Social Security number of each individual who is an officer of the store or concern and, in the case of privately owned concerns, the Social Security number of each owner. In addition, the Employer Identification Number must be submitted to the U.S. Department of Agriculture (USDA).

## Sec. 1743 - Permanent Disqualification

This section permits the Secretary

to impose fines of \$20,000 on retailers, rather than permanently disqualifying them from the food stamp program as under current law, if there is substantial evidence that the owners and management of the store were ignorant of the violation. The store must also have an effective program in place to prevent violations of the Act.

## Sec. 1744 - Fines for the Acceptance of Loose Coupons

The Secretary is authorized to fine any retailer accepting loose coupons except for the denomination used for making change, which is currently the \$1.00 coupon. The amount of the fine will be established by the Secretary.

## Sec. 1747 - Computer Fraud Penalties

All penalty provisions that refer to "food stamps" are extended to cover all access devices, such as EBT plastic cards.

## Sec. 1748 - Unlawful Use of Coupons in Laundering Monetary Instruments

A fine of \$250,000 and a sentence of 20 years in jail may be imposed on anyone illegally using or

See FOOD STAMPS page 25

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# Retailers fight commercialization of rest areas

Many small retailers are fuming over Congress' consideration of a proposal to permit commercial operations at interstate highway rest areas.

The idea was contained in highway legislation recently proposed by the president.

Current law prohibits establishment of private, commercial service areas at interstate highway rest areas. The law, Section 111 of Title 23 of the United States Code has been enforced for 35 years, and opponents believe many would be put out of

business if the new proposal were enacted.

First, opponents say, competition at interchanges has been vigorous: retailers compete with price and service, as many stores and gas stations are open 24 hours offering full- and self-service. In addition, they say travelers needs are already met by the stores and gas stations currently in business.

Congress reportedly prohibited commercialization in 1956 because it said, after reviewing evidence and

testimony, that prices for gasoline at on-highway service stations are significantly higher than at off-highway service stations due to the absence of competition.

Second, they say, commercialization of rest areas will give a virtual monopoly to big businesses, which will win the bidding war for the prime on-highway sites. This, opponents believe, is unfair to the small businesses and threatens free enterprise.

Another attack to the free enter-

prise system, opponents say, would be the destruction of businesses and communities which have sprung up around interstate exchanges. Motorists will not exit the highway for food or gas if they are able to obtain them on the highway. Many communities rely heavily on off-highway establishments for employment, revenue and tax base.

Finally, they say, safety will be compromised by commercial development of rest areas due to vehicle congestion while entering and exiting the rest areas.

Readers with an opinion are encouraged to write their Congressmen or contact AFD.

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## Loans for small businesses

Owners of small businesses experiencing problems with finding credit might consider turning to the U.S. Small Business Administration (SBA) for loans or loan guaranties.

The SBA offers a variety of loan programs to eligible small businesses that cannot borrow on reasonable terms from conventional lenders. Most small, independent businesses are eligible for SBA assistance.

Most of the agency's business loans are made by private lenders and guaranteed by the SBA. Loan guaranties are limited to \$750,000. The SBA can guarantee up to 90 percent of a loan, depending on the loan amount. The average loan maturity is eight years. Interest rates are negotiated between lenders and borrowers and generally reflect market rates.

The SBA also has a number of special incentives for banks to make smaller loans to creditworthy small businesses. These incentives apply to loans under \$50,000.

The agency also offers a variety of special guaranty loan programs to assist small businesses in such areas as exporting, plant acquisition or expansion, seasonal lines of credit.

For more information about the SBA's business loan program, contact your local bank or call the Michigan SBA office at (313) 226-6075.

## ASK AFD

**Q.** As a WIC vendor, will I receive payment for coupons if the WIC coupon is altered?

—B H., Rochester Hills

**A.** No. If the WIC coupon is altered in any way, except for price field alterations, it will not be accepted.

If you have a question, please write to Sarah Humphreys, Associated Food Dealers, 18470 W. Ten Mile Rd., Southfield, MI 48075. Include your name, the name of your business, and your address.

# Beer drivers negotiations continue

Trouble is brewing at six Detroit area beer distributorships.

Don Lee Distributor, Inc.; Eastown Distributors Co.; Oak Distributing; Don Lee Distributors; Pontiac; Hubert Distributors, Inc.; and Power Distributors, all AFD members, have formed the "Jobs Preservation Coalition" to form a workable contract with their drivers, as well as combat questionable negotiating tactics of teamsters.

The drivers have been working without a contract since May 1, 1991. Last April, before their contract expired, they took a strike vote, and in February took another vote.

Tom Geist, spokesman for the coalition, says beer distributors are trying to ratify a new contract more favorable for them while saving their businesses.

"The problem with the group here is that the Detroit Beer Distributors Contract is one of the most antiquated and restrictive contracts in the country," he explained, citing that as the reason for high cost to employers and their subsequent failures.

*"It is prudent business on the part of the six distributors to have the guts to take the action... the easy way has been taken for the last 30 years."*

"Our basic premise has been over the last 12 years that they've gone from 170-some beer distributorships in Michigan to under 100," he said. "Whenever they go under, they lose jobs."

Recalling the beer drivers strike in Detroit four years ago, Geist says of the 21 beer distributorships targeted by the strike, eight are no longer in business.

"With no contract or with a more realistic contract, I think more of them would have been able to survive," Geist insisted. "This is the most expensive state to deliver beer. The union has too much power in the contract."

Geist says members of the coalition are using coordinated bargaining, but all contracts are separate, though 99 percent identical.

The strike vote taken by the teamsters in February, Geist explains, was to appease the membership and exercise the right to do so. But as bargaining has continued, the

teamsters have not yet actually chosen to strike.

Negotiations have reached an impasse, meaning neither side will compromise further. The coalition then legally had the right to implement the terms in the final offer of the contract, which it did in February. In accordance with the law, the union was informed of the terms.

Management is also permitted to implement the terms when the union has engaged in bad faith bargaining, which the National Labor Relations board says it has. On Jan. 31, the board issued a formal complaint against Teamsters Local #1038's President Bob Knox for engaging in surface bargaining, a form of bad faith bargaining in violation of the National Labor Relations Act.

"We were forced to file these charges after months and months of trying to get Knox to engage in meaningful bargaining," Geist said. "These distributors are trying to responsibly manage their businesses and it has been extremely difficult to do that in the face of antiquated featherbedding practices Knox refuses to budge on."

The coalition members have implemented several of the terms detailed in the latest contract offer targeted at featherbedding including:

- Restrictive load limits (Drivers have been forbidden to deliver more than 290 cases a day in the winter and 310-325 in the summer, while the national average is 618 cases a day.)
- Restrictive curfews (Drivers returning from rounds after 5:00 in the winter and 5:30 in the summer are fined by the union.)
- Restrictive starting time (No driver may start before 7:00 a.m.)
- Refusing to allow deliveries into customer coolers
- Refusing to allow the use of mechanical equipment in off loading trucks.

Geist insists the featherbedding practices are designed to make drivers inefficient so more can be employed—and, consequently, more will pay union dues.

"The elimination of these featherbedding practices will bring Detroit drivers into parity with beer drivers in the ten largest U.S. metropolitan areas," Geist insists. "That means Detroit drivers will now be working a full day and delivering a full load of beer as is the practice in Chicago, New Jersey, Los Angeles, New York, Philadelphia, Cincinnati and throughout the rest of Michigan."

However, the coalition decided to take implementation in stages. Although wage issues were part of the final contract and a strong concern for the coalition, wages have not been

altered yet. The drivers currently earn between \$45,000 and \$70,000 a year plus fringe benefits totaling \$25,000 a year.

Since the implementation of the terms, 12 drivers have been laid off, and due to legitimate, as well as feigned, illnesses and injuries, many more are off the job. But Geist is quick to point that now that the efficiency-restricting rules are eliminated, the drivers have been working up to their full capacity and beer delivery has not suffered.

Geist also says that neither distributors or retailers would suffer in the event of a strike.

"We do not foresee a strike in the immediate or near future," he insisted. "There's no need for panic buying or stockpiling. If there were to be a strike, we are completely prepared for a strike, and beer deliveries will continue with an interruption of only a couple of days."

Nevertheless, the teamsters have launched a massive effort to turn favor against the distributors with what

Geist describes as "childish attacks."

"The union has not struck with the law, but has instead chosen to run a corporate campaign against the owners of the distributorships, which is getting into the harassment and public embarrassment of the owners."

For instance, Geist says, teamsters have been passing out handbills during church services attended by distributors, publicly demonstrating, and in one case burst into a wedding of a relative of one of the distributors.

Recently a civil suit was filed by one owner for "false and defamatory statements, invasion of privacy, intentionally inflicting emotional distress and libel," against Knox and local #1038 Secretary-Treasurer Greg Nowak.

Alleged offenses included:

- Falsely stating the business was for sale.
- Falsely informing others that kegs were relabeled and resold.

See DRIVERS, page 26



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## Barbara Weiss-Street represents new directions in food and beverage industry

A jazzy tie here and there and an occasional splash of cologne have traditionally been the only signs of sex appeal on the AFD board.

Look again. One board member has dimples, big brown eyes under batting eyelashes, and looks and smells... well... pretty!

But make no mistake, Barbara Weiss-Street is no femme fatale, having proven she's got the moxie to be successful in the male-dominated liquor industry for 16 years.

Having served in a variety of capacities in her career in the liquor industry, Weiss-Street is now state manager for the Paddington Group, which represents such popular brands as J & B Scotch, Baileys, Malibu Rum, and Amaretto di Saronna, just to name a few, in addition to the exciting new Stubbs Rum, which she says is taking the industry by storm.

When I got in the industry, women were just getting into it," she says. "I was the only woman in the liquor industry for eight years."

Before becoming a liquor representative, Weiss-Street owned a gas station and then a nursery school for five years. Her new job in liquor, 12-hour days and all, was a labor of love.

The best part of the job, she says, was—and still is—the people.



Barbara Weiss-Street

Often now when she calls on a store, she deals with the second generation.

"You kind of grow up with your accounts," Weiss-Street says. "They're more than accounts, they're friends. For me, that's the pinnacle of the business."

Many children of store owners she has called on have entered into the food and beverage industry in other avenues, such as wholesaling and distributing. Joe Sarafa was one of her customers when he had a store.

She says she enjoys running into

the people she watched grow up. "It's always nice to see a friendly face," she says.

Weiss-Street also enjoys sharing her knowledge of the industry with retailers who need advice about how to run their businesses better. She says they trust her because of her strong reputation, which relies heavily on her ability to keep her word.

"If you promise something in this business and you don't do it, you name is Mudd in this industry," she says, adding that she's not worried about her status. "I think my reputation in this industry is pretty good."

Weiss-Street works out of her home and says that although she likes it, it's a challenge.

"I always put on work suits and look professional," she says. "My perception is I think if you look that way, you'll feel that way."

"I don't look at my job as nine-to-five," she adds. "Sometimes I work nights, sometimes I work weekends. Whatever it takes to get the job done."

That might make her sound busy, but it's really only half the story.

On May 5, Weiss-Street will proudly receive her bachelors of arts in business from Marygrove

College—a degree that took her nine years to obtain. Now she says she's looking forward to earning her masters.

Though she is currently an "empty nester," Weiss-Street has raised two boys, now 21 and 23. The younger one is away at college, while the older one is pursuing a career in music. She concedes music is a tough road to success, but is proud of her son's talent.

"It's difficult for youngsters to be creative so you have to encourage it," she insists. "If they can find an art form to release their energy, it's really a godsend."

Weiss-Street herself has been directing her own energy on several professional boards throughout the years, but finds her experience on the board of AFD has been the most rewarding and enlightening.

"The quality of the people on the board is astounding," she says.

"They care so much for the community as a whole. This has got to be one of the finest boards I've ever worked on."

Though she's the only woman on the board, she says it is not a unique situation to her. Being a woman and currently the only black on the board, she says she personifies the new direction of the food and beverage industry.

"I'm more representative of the industry, with what I can do to support those who change and help the industry evolve," Weiss-Street says. "This will take the industry where it needs to be."

### WHOLESALE PROFILE

## Fimco moves in new directions



Alex Keurejian is proud of Fimco's state-of-the-art equipment.

The Keurejian family is sitting on top of a small oil empire.

But their oils aren't drilled, they're pressed from seeds, vegetables and olives. And their castle is a brand new 12,000-square-foot warehouse in Pontiac, the home of their company, Fimco, which packages the oils.

Alex Keurejian was new to the edible oil business when he purchased Fimco from Lombardi Foods in 1983. He had just retired from his job as

associate director of national retail sales for Stroh's.

"I stayed retired exactly three days before I went into business for myself," he says. "I needed something to get me out of the house." He chose this division of Lombardi with the help of a real estate agent, who explained the company was trying to divest itself from the oil business.

See FIMCO, page 26

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# AFD ON THE SCENE

## Foodland brings back the '50s



Hundreds rocked around the clock at Foodland's Sounds of Summer Selling Foodshow, Feb. 26, at the Hyatt Regency in Dearborn. A cool time was had by all.



Exhibitors, as well as attendees, reveled in the atmosphere of the '50s and '60s.

## Point of Sale says "Thank You"

Point of Sale owners Ed and Cindy Shaw held a "Thank You" breakfast for some 150 dedicated demonstration employees, Feb. 18 at the Clarion Hotel in Farmington Hills.

Employees came from every corner of the state to enjoy a delicious breakfast buffet, receive awards, and be informed and entertained. The Shaws were delightful hosts and several members of the food industry spoke to commend them, their employees, and their work.

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# Tax collector doesn't want overpayments

A federal tax collection agency is asking thousands of taxpayers to stop sending it too much money.

The Bureau of Alcohol, Tobacco and Firearms (ATF) expressed concern that many dealers selling alcoholic beverages and cigarettes are paying federal excise tax *they do not owe*.

"As many as 20 percent of more than 400,000 businesses may be overpaying," said ATF Director Stephen E. Higgins. "ATF appreciates the compliance but does not want one

cent more than the amount owed."

ATF is the Treasury Department bureau that collects federal alcohol and tobacco excise taxes exceeding \$10 billion annually.

Higgins said many small dealers are not claiming exemptions and credits granted to them by Congress to ease the impact of higher alcohol and tobacco excise taxes that took effect this year. The new taxes included a one-time 'floor stocks' levy on distilled spirits, wine, beer and cigarettes in the inventories of wholesalers and

retailers on January 1, 1991.

Merchants should claim a tax exemption if their January 1 inventory totals no more than 500 gallons of alcoholic beverages or 30,000 cigarettes. Or, the dealers can claim tax credits when their inventory exceeds those totals.

ATF's review of more than 100,000 tax returns shows that about one of every five dealers does not take advantage of either the exemption or the tax credit. Overpayments are averaging under \$100 but can run as

high as \$657 for some dealers.

"ATF will make every effort to return overpayments," Higgins said. "We also will alert taxpayers when overpayment is possible but not a certainty."

Higgins urged retailers who have not yet filed floor stocks tax returns to check instructions carefully and claim exemptions or credits to which they are entitled. The taxes are payable to ATF by June 30, 1991.

Dealers should claim an exemption if their Jan. 1 inventory of distilled spirits, wine, beer—or any combination of those products—does not exceed 500 gallons. For example, the exemption allows a dealer to hold about 222 cases of beer before owing any taxes.

A dealer can claim a tax credit (but not the exemption) if his inventory of alcoholic beverages totals more than 500 gallons. Credits range up to \$240 for distilled spirits, \$270 for wine, and \$87 for beer.

Dealers should claim an exemption if their Jan. 1 inventory does not exceed 30,000 cigarettes. This allows a retailer to hold about 150 cartons of cigarettes before owing any tax.

A dealer cannot cite the exemption if he had more than 30,000 cigarettes in stock on Jan. 1. Instead, he should claim a credit of up to \$60 on his return.

ATF tax specialists are on duty to assist dealers, who are invited to call the Bureau's Compliance Operations offices in Cincinnati (513) 684-3335.

## RULES

from page 14

"There is no reason to believe consumers in one state understand environmental claims differently from consumers in another state," she said. Also, consumers as well as products travel all across the U.S., "so consumers will necessarily be confused if the same words are subject to different requirements in different states."

Today's increased consumer sensitivity to the environmental implications of their purchasing decisions is "a positive development," Guarino believes. An equally important development is the industry's desire "to inform consumers about the environmental features of products. Enhanced environmental awareness on the part of consumers will be of little value if they are unable to obtain the information they need to make purchasing choices based on environmental considerations," she adds.

Guarino told the plastics conference that GMA supports having the FTC, coordinating with the Environmental Protection Agency, promulgate national guidelines covering environmental marketing claims for consumer products.

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## Michigan Sugar sets annual production record

Michigan Sugar Company recently announced its annual sugar production figures. The company produced a record 490 million lbs. of sugar during the 1990/1991 processing campaign. These figures surpass the previous mark of 448 million lbs. produced during the 1989/1990 season.

"Saginaw Valley farmers, along with some help from Mother Nature, have produced excellent sugarbeet crops the past two years," said Ernest Flegenheimer, company president. "These quality crops, along with improved factory efficiency, have allowed us to process these record-setting harvests. Payments to Saginaw Valley farmers should also set an all-time record at more than \$76 million."

The story actually began in early April 1990 when more than 95,000 acres of fertile farmland in Michigan's Saginaw Valley and Thumb region were planted with hybrid sugarbeet seed. After nearly six months of hard work and constant attention to the crop, the annual harvest began in October of last year.

Harvest was completed in November and resulted in a record 1.9 million tons of sugarbeets delivered to Michigan Sugar Company's four factories. The company operates four sugar processing facilities in the state: Caro, Carrollton, Croswell and Sebawaing.

The company's four processing

plants ran 24 hours a day, seven days a week since the harvest began. The plants were not idled until all beets had been processed. This year, the processing campaign spanned 150 days of around-the-clock production.

This year's record-setting production falls on the company's 85th anniversary. Michigan Sugar Company's history began back in 1906, when six small processors merged, creating what today is the largest beet sugar processing operation east of the Mississippi. In fact, the company is the fifth largest sugarbeet processor in the country.

The first processing campaign lasted 126 days, during which 221,000 tons of sugarbeets were processed. That crop produced 35.9 million lbs. of sugar. Compared to this year's all-time high of nearly 500 million lbs., 85 years of progress is dramatically placed into perspective.

"The company is proud of its role as a good corporate citizen," said Flegenheimer. "Since 1906 Michigan Sugar Company has had a significant impact on the economy of this region."

A recent MSU study shows the state's sugar industry has an annual economic impact of more than \$450 million dollars. Each sugar industry job creates an additional 2.3 jobs in collateral industries, according to the study. Celebrating its 85th year, Michigan Sugar Company today has an annual payroll of more than \$19.8 million and total annual sales in excess of \$170 million.

The company's subsidiary, Great

Lakes Sugar Company, operates two Ohio facilities: Fremont and Findlay. The sugar from both operations is marketed under the Pioneer and Great Lakes brand labels, as well as numerous private labels. Michigan Sugar Company is based in Saginaw, Michigan, and is a subsidiary of Savannah Foods and Industries, Inc., Savannah, Georgia. The combined operation comprises one of the largest producers of sugar in the United States.

## Seventeen grocery stores supplied by Capistar, Inc., group together under Sunfest Foods name

Capistar, Inc., announces that 17 of the independently-owned grocery stores supplied by their company are participating in a voluntary image program called Sunfest Foods. All stores will continue to operate under their individual ownership, but as a group will use the Sunfest Foods name and symbol for image, identity and advertising purposes. Capistar foresees a number of other stores becoming involved with the Sunfest

Foods program in the coming months.

President of Capistar, Thomas F. Beckett, explains, "It's very important that customers understand that each Sunfest Foods store will maintain its same name and same people working for it. The only visual difference is the Sunfest Foods symbol on the building, in-store and in the ads. Operating as a group, Sunfest Foods stores will be able to provide customers with better service, quality and value."

By joining forces in their advertising efforts, merchandising support, point-of-sale display and quality standards, Sunfest Food stores plan to excel with an image of being neighborhood grocery stores that reflect convenience, fine service and quality products. "The new program, which was initiated by Capistar, is designed to provide Capistar retailers with a program that will lend identity to their stores and give them a consistent image within their communities," adds Bruce VanOverloop, General Manager of Sunfest Foods for Capistar, Inc. "We will also provide strong merchandising support with as many as three to four retail merchandisers visiting each location on a regular basis."

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- Visa/MasterCard charge service, for customer service;
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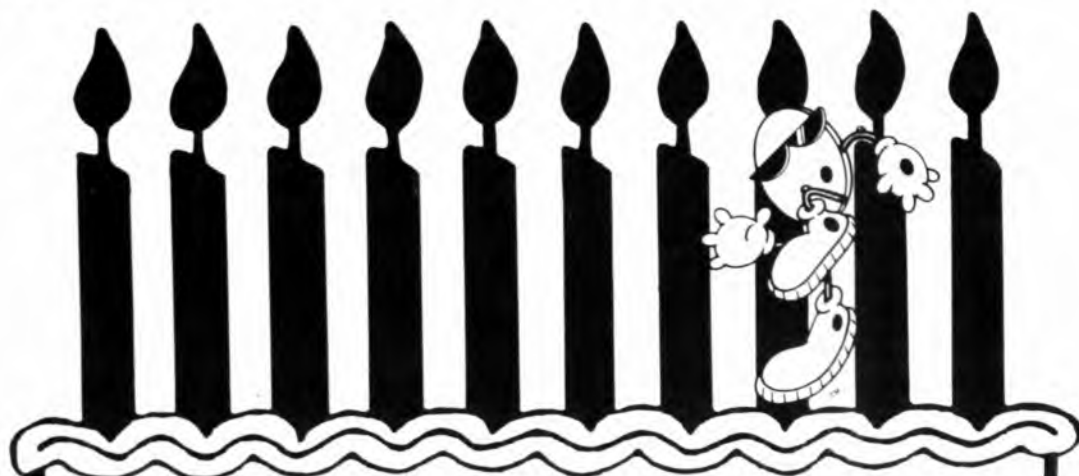
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# A less than persuasive endorsement of bottle law

By William S. Kies,  
Senior Vice President  
Food Marketing Institute

The three chief Congressional sponsors of a national beverage container deposit law recently asked Congress' General Accounting Office to provide data which might support the desirability of such a statute. National bottle deposit legislation has been introduced regularly in recent sessions of Congress, but has failed to move far through the legislative process. This time around, however, the sponsors seem dedicated to bringing the proposal to a vote.

The sponsors are Senator Mark Hatfield (R-OR); Senator James Jeffords (R-VT); and Representative Paul Henry (R-MI). As this is being written, a draft version of the House bill for the new Congress has already been prepared, and is likely to be introduced by Congressman Henry early in the new Congress.

The GAO searched hard, and, in its report, found some reasons to support the desirability of a bottle deposit bill, but its endorsement was less than ringing. The GAO stated that a bottle deposit law could have many environmental benefits, but they could not conclude, based on present knowledge, whether a mandatory national deposit system would be advantageous from a strict cost/benefit standpoint. The report concluded that "desirability of national beverage container deposit legislation is essentially a public policy decision in which value judgments must be made about the tradeoffs between costs and environmental benefits, and the desirability of federal government involvement in solid waste management, an area that has essentially been a local responsibility."

The GAO was asked to answer the question of whether container deposit programs are compatible with curbside recycling programs. In attempting to respond to this question, the GAO first indicated that there was not sufficient data to determine whether curbside recycling programs could be adversely affected by deposit systems, but then stated that most officials from states that have both curbside and deposit believe the two systems are compatible.

This alleged compatibility, however, does not stand up under close scrutiny. Beverage containers make up 18 percent of household waste, but as sellable recyclable materials, they hold fully 49 percent of the value of that waste. If beverage containers are moved from municipal waste collection through a mandatory deposit system, the revenue from these recyclable materials is lost to the municipality. In Rhode Island, a non-bottle deposit state, approximately 18

percent of the cost of that state's curbside program is covered by the scrap value of beverage containers.

Washington, a non-bottle bill state, has the highest recycling rate among states—29 percent—because of its curbside and comprehensive approach. On the other hand, a study by Franklin Associates has documented that in two bottle bill states, New York and Vermont, it would cost more than twice as much to operate both a municipal recycling program and a bottle deposit system, as it would to operate a single municipally-owned materials recovery system.

Curbside collection of all recyclable materials, or drop-off centers, bring the highest rate of return, and therefore require the least expense to taxpayers. Does it make sense to separate some containers and take them back to the stores, while others, made of the same materials, are to be put at curbside? Is it efficient or practical for a household to do this? Of course not. Requiring a different household method for beverage containers than other recyclables sends a confusing message to consumers that can hamper a community's collection program. If broad acceptance and high participation rates are sought, why require the public to carry out two programs instead of one?

Proponents claim that mandatory deposit laws have reduced municipal waste as much as 6 percent—hardly a major success in solid waste disposal. In some communities, comprehensive solid waste management programs are achieving recycling rates higher than 30 percent.

The GAO reported that a telephone survey showed a "vast" majority of Americans support a national bottle bill. Specifically, however, the figures were that 44 percent "strongly" supported a national bottle bill, and 26 percent "somewhat" supported the idea. Interestingly enough, the survey failed to give respondents the option to select curbside pick-up as an alternative. A study made by Better Homes & Gardens magazine and FMI found that 66 percent of customers prefer curbside collection programs over returning recyclables to a collection center.

The efforts that will be exerted to enact a national bottle bill are ill-considered, and are an effective approach to promoting recycling to help solve our nation's waste disposal program. The GAO report fails completely to make a case for enacting such legislation.

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# Why do people eat what they eat?

Can we cater produce to different populations? Maybe so.

One major factor in determining food consumption is taste. Preference for sweet tastes is innate. For preschool children, sweetness and familiarity are major factors in food choices. This explains the popularity of fruits over vegetables among children.

Taste preferences can change, however, noted Dr. Elizabeth Pivonka, manager of consumer education for the Produce Marketing Association. "Taste can be less sensitive because of advanced age, head injuries, facial paralysis, and numerous other conditions, she said. "Individuals with these conditions require greater spices/flavorings and may prefer strong-flavored foods (e.g. cruciferous vegetables, onions, garlic). Marketers serving health care facilities can tailor some of their offerings to meet these needs."

An increased sensitivity to taste occurs in some diseased states such as cystic fibrosis. For these individuals, bitter foods taste more bitter and sweet tastes more sweet, Pivonka said. Milder foods such as tomatoes, lettuce, potatoes, and pears may be preferred.

"Drugs, cancer, radiation

therapy, or chemotherapy can result in distortion of taste and smell, causing usually pleasant foods to taste or smell awful," she said. "Given that cancer accounts for almost 25 percent of all deaths, and hundreds of thousands of individuals are under therapy, many individuals have taste distortions."

Some drugs, such as penicillin, produce an unpleasant aftertaste or are themselves simply unpleasant tasting. Others can make sweet foods taste salty or vice-versa, Pivonka said. Considering that more than half the individuals over age 65 take at least one medication daily, and many take six or more daily, some drastic taste distortions are occurring. "This could be important for marketers with outlets in elderly population areas."

A second major factor in determining food consumption is familiarity. Familiar foods are liked best by adults as well as children. Increased exposure to a food enhances familiarity, Pivonka said. "Family traditions, ethnicity, religious, or traditional beliefs all influence food familiarity. People who travel are likely to experience greater exposure to foods and have broader ranges of preferred foods.

"Parents, day-care providers, and

schools need to expose their children to a variety of foods, thereby increasing familiarity and food choices," she said.

Produce marketers can help introduce fruits and vegetables to children by offering store tours—to children or their care givers.

"For example, you can hire a local extension agent, home economist, or dietician and have them give presentations about serving suggestions to groups of day-care providers," Pivonka said. "Occasionally donate some of your unusual produce items to day-cares or schools so children can sample them. One taste may be all it takes to get hooked! Then send recipes home for parents."

"Or, fitness centers and hospitals often have dietitians on staff that conduct nutrition classes. Contact your nearest fitness center or hospital nutrition department and ask whether staff would consider giving monthly classes about produce. The staff can teach clients/patients what to do with those usual and unusual items, and offer samples at the same time."

Fitness buffs would like to know how to prepare all items, whereas others may have special needs (e.g. soft, bland stronger flavors) and need help expanding their selection of

produce dishes. "Weight-loss patients, heart patients, healthy adults—produce fits into all diets," Pivonka said.

Commercials also help increase exposure to foods, and they influence snacking patterns of young children. The average child watches three hours of television advertising per week and 19,000 to 22,000 commercials per year, she said.

"Television watching is directly related to snacking and the child's influence on supermarket purchases. Though expensive, commercials about the good taste of fruits or vegetables during *Sesame Street* could influence food selection," Pivonka said.

In general, taste and familiarity are essential to consuming more produce. Produce marketers need to understand how taste can vary with age or health status, Pivonka said. Expose consumers to familiar and unfamiliar produce—it will ultimately expand their range of preferred foods.

The Produce Marketing Association, based in Newark, Del., is a 2,550-member international nonprofit trade association for the fresh produce and floral industries.

## Don's Chuck Wagon Products, Inc.



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**DCW**  
THE NATURAL PRODUCTS COMPANY

## UPDATE

from page 1

Land Resource Programs, Michigan Department of Natural Resources.

Craig holds a Bachelor of Science degree in agricultural economics from Michigan State University and a master of science in the same subject from Cornell University. A resident of St. Johns, he is past-president of the St. Johns' Board of Education, former vice-chair of the Michigan State University Alumni Association, former state FFA president, and is currently chairperson of the St. Joseph Catholic Church Education Commission. He is also a member of the Soil and Water Conservation Society and the American Agricultural Economics Association.

Wyant, a resident of East Lansing, focused on the development of agriculture policy in the Senate Republican Office. He provided staff expertise for select committees on export trade, farmland preservation and revitalizing Michigan agriculture, and, served as an aid to the Senate Agriculture and Forestry Committee and the Senate Appropriations Agriculture.

Wyant was a consultant with Lowe's International in Chicago, where he conducted a feasibility study on the establishment of large livestock systems in the People's Republic of China. He also worked as a territory manager for the Ralston Purina Company.

He holds a bachelor of science degree in food systems economics and management from Michigan State University and a masters of business administration from the American University in Washington, D.C. He is a vice-president of the Alumni Board of the MSU College of Agriculture and Natural Resources and is a former state FFA officer.

Both Craig and Wyant grew up on farms. Craig was raised on a dairy farm in Shiawassee County, and both he and his wife, Monica, are graduates of Ovid-Elsie High School. Wyant was the co-owner and manager of Wyant Farms in Dowagiac, a family cash crop and purebred swine farm.

The appointments are effective immediately.

## Hearing amending regulation of pesticide applications

The Michigan Department of Agriculture (MDA) will hold a public hearing Tuesday, April 9, to consider amendments to Regulation 636, "Pesticide Applicators."

The amendments cover six issues, including establishment of minimum competency standards for all commercial applicators, requiring minimum standards for trainers of applicators and establishment of additional subcategories of certification for commercial applicators. Additional

proposed measures include broadening recordkeeping requirements for commercial applicators and allowing exemptions to the registered applicator program for incidental use.

The hearing will be held at 1:30 p.m. Tuesday, April 9, in the North Ottawa Building, UP Level, Room #3, 611 West Ottawa (corner of Ottawa and Pine), Lansing.

The department invites all interested person to present their views regarding the proposed amendments either orally or in writing. Those wishing to testify in person at the hearing are requested to bring written statements with them. Written comments must be received by the Pesticide and Plant Pest Management Division, Michigan Department of Agriculture by 5:00 p.m. on Tuesday, April 9, 1991.

## Bill Schuette announces more outstate office hours

Bill Schuette, Director of the Michigan Department of Agriculture, recently announced his public office hour schedule through June, which includes hours in Grand Rapids and St. Joseph.

On Thursday, April 18, 1991, Schuette will hold office hours from 10:30 a.m. to noon at MDA's regional office in the Grand Rapids State Office Building, Room 2C, 350 Ottawa, N.W., Grand Rapids.

On Tuesday, June 11, 1991, he will hold office hours from 11:00 a.m. to 12:30 p.m. at the department's regional office in St. Joseph, located at 4032 M-139, Building 116, St. Joseph.

Public office hours will be held on all other Thursdays at the department's Lansing headquarters from 11:00 a.m. to noon.

Schuette said MDA's public office began in January in response to Governor John Engler's call for state government to be open and accessible. He encourages farmers, processors, and others served by the department to make appointments for a personal meeting, adding that the hours are specifically designed for these individuals and are not for advocacy groups or for state employees to discuss employment concerns.

Appointments can be made by calling 1-800-292-3939 or writing the Michigan Department of Agriculture, Public Office Hours, P.O. Box 30017, Lansing, Michigan, 48909.

## State Accident Fund amended

Operating requirements for the State Accident Fund were amended to provide for two new accounts. One account will provide benefits to employees of an uninsured employer. The second account creates a Workplace Health and Safety Board to study needed health and safety improvements.

## DEPOSITS

from page 1

Lobenherz, president of the Michigan Soft Drink Association. "Government is not allowed to seize the private property of any person unless just compensation is provided."

But according to AFD, retailers are the ones who are not being justly compensated for their property and efforts. It is they who foot the bill for manpower to handle and sort returnables, and storage space.

"Judge Brown's decision is at odds with the law," insists attorney Jim Zeman of the law firm of Bellanca, Beattie and DeLisle, P.C., legal counsel to AFD. "It creates a windfall for the soft drink bottlers at the expense of the retailers and the environment."

"What it is essentially is a reverse Robin Hood approach to the problem of what to do with the unclaimed bottle deposits."

Zeman says the fight is not over yet, and AFD will continue to back the rights of retailers on the issue.

"The Associated Food Dealers intends to support the efforts of the attorney general in appealing this decision."

## Food industry agrees on new use of coding system for meat products

A more extensive use of the computerized bar coding system to track the distribution of meat products will make for a significant advancement in the food industry, according to officials of major food industry trade groups appearing together recently in Los Angeles.

"What we're planning to do will be nothing short of revolutionary in terms of how meat products are monitored at every level, from the packer through the wholesaler down to the retailer," said John R. Block, president of the National-American Wholesale Grocers' Association (NAWGA).

NAWGA has reached agreement with the American Meat Institute (AMI) and the National Grocers Association (NGA) to make more extensive use of the bar code system, working in conjunction with the Uniform Code Council (UCC). Current use of the bar code on meat items provides only limited information about the products.

Under the new system, the food industry will use bar codes on shipping containers to identify the product, its weight, its sell-by date, and a specific "sequence" or lot number indicating where and when the product was manufactured. The new system is

## Unemployment compensation top tax issue

The House Ways and Means Subcommittee on Human Resources February 6 began the first of four hearings for the month on the Unemployment Insurance system. Additional hearings focused on financing, coverage, long-term unemployment, and re-employment assistance. Rep. Thomas J. Downey (D-NY), acting subcommittee chairman, was expected to reintroduce legislation on this issue and call for an early markup.

## Job placement service looking for stores that need positions filled

The Chaldean Federation, serving the Chaldean community, is sponsoring a job placement service to match up people who need work with the businesses who need employees.

People with a variety of qualifications are looking for a work, whether it be as cashiers, stock people, or management.

For information, please call 557-3200 from 9:30 to 5:30 weekdays, or Saturdays 12:00 to 3:00.

expected to be implemented this spring.

"The meat industry is proud to have been involved in the creation of this new code. While the original intent was to address the specific needs of our customers, the code's attributes are such that we expect widespread use in other industries both here and abroad," said Patrick Boyle, president of AMI.

"The productivity improvement opportunities through reduction in shrink, improved retail shelf life, increased distribution inventory turns and labor savings throughout the system, make this one of the most important innovations ever in the meat distribution industry," said Thomas K. Zaucha, president and CEO of NGA.

"Companies at each level of the distribution process will have a somewhat different use for the new code, but all of those involved will be better able to keep track of the production and shipping of meat products for inventory and billing purposes," Block said. "Ultimately consumers will benefit because they'll receive a potentially fresher product monitored throughout the food chain in a more efficient manner."

## OPPOSITION

from page 6

In order to reduce administrative costs of the program, USDA proposes to limit the number of authorized vendors and dictate the geographical distribution of vendors based on participant needs.

Criteria used in the retailer selection process would include (1) competitive shelf prices of WIC food items; (2) adequate variety and quantity of WIC items; and (3) history of compliance with WIC and food stamp regulations over the past six years. A change in location would automatically void a contract. Additionally, if a vendor is disqualified from WIC for an offense, the vendor may also be disqualified from the food stamp program.

There have been previous changes in the administration of the WIC program that have restricted freedom of WIC recipients to shop where they want to, and have also placed more anti-competitive burdens on retailers. The December 28 proposal, as now written, could have further deleterious effects on the WIC program, and be counterproductive to USDA's goal of "using both administrative and food dollars effectively for the benefit of participants."

Here are some of the potential problems with the proposed rule:

- By limiting the number of WIC retailers in a geographical location, an additional burden is placed on WIC recipients. For needed convenience due to their family responsibilities, employment and

related matters, WIC recipients should have an option as to where they can buy their food. The federal government should not dictate it.

- With the number of WIC vendors reduced, recipients can be put in the position of having to spend more time and money, because of additional travel, to get to WIC-approved stores. They should be able to participate in the program without additional cost and inconvenience.
- With the government using shelf prices as a major criteria, the stage is set for major problems in the marketplace—i.e., price wars, deceptive prices and more opportunities for fraud.
- The changes can result in costing

taxpayers more money. Consider, for example, the situation where a store has been selected as the sole WIC vendor in the area, and has a three-year contract (the maximum specified under the proposal). A new store opens in the area and, in its efforts to become established, offers lower prices on many foods, including WIC items. The new store is locked out of participation in WIC, and the government pays more for the WIC items than other shoppers who might patronize the new store.

- The imposition of still more WIC regulations can reduce the number of retailers interested in taking part in the program at all. In some parts of the country, WIC is already difficult for retailers to comply with, and the new limitations would compound the problem.

Comments on the proposal should be sent to: Robert J. Vogel, Director, Supplemental Food Programs Division Food and Nutrition Service, USDA 3101 Park Center Drive, Room 540, Alexandria, VA 22302

### COMING EVENTS

**April 12-14:** SIGMA's Spring Convention, Tuscon, Ariz. For information call 703-709-7000

**April 21-23:** FMI and American Meat Institute's Meat Marketing Conference 1991, San Antonio, Texas. For information phone David Anderson, 202-452-8444

**May 5-8:** FMI's Supermarket Industry Convention & Educational Exposition Chicago, Ill. For information call 202-452-8444

**May 15-17:** Tortilla Industry Association (TIA) Tortilla Technology Symposium Long Beach, Calif. For information call 818-981-2547

**June 21:** American Cancer Society Celebrity Golf Classic, Bay Pointe Golf Club, West Bloomfield. For information call Calvin C. Morgan, Jr., at 557-5352

**June 23-26:** National Grocers Association 1991 Washington Conference. For information call 703-437-5300

## FOOD STAMPS

from page 10

possessing coupons of a value of \$5,000 or more

### Sec. 1749 - Coupon Trafficking

The fine for trafficking in food stamp coupons is increased from \$10,000 to \$20,000

### Sec. 1755 - Sales Taxes in Cash-Out Demonstration Projects

In any demonstration project after December 30, 1991, in which cash is provided instead of food stamps, the state agency must increase the benefits to compensate for state and local sales taxes.

FMI is already working with appropriate officials at USDA on the various regulations that will have to be issued to implement these and other provisions. AFD will keep you apprised of regulations as they are developed.

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Introducing the Michigan Lottery's new multiple instant game program. Now there will always be at least three great instant games for your customers to play, and for you to order. With more ways to play and more ways to win, offering all three games will help you sell more tickets and make more commission than ever.

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They'll mean more choices, more chances, and more fun for your customers. And even more profit for you.



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## UPDATE

from page 1

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Wyant was a consultant with Lowe's International in Chicago, where he conducted a feasibility study on the establishment of large livestock systems in the People's Republic of China. He also worked as a territory manager for the Ralston Purina Company.

He holds a bachelor of science degree in food systems economics and management from Michigan State University and a masters of business administration from the American University in Washington, D.C. He is a vice-president of the Alumni Board of the MSU College of Agriculture and Natural Resources and is a former state FFA officer.

Both Craig and Wyant grew up on farms. Craig was raised on a dairy farm in Shiawassee County, and both he and his wife, Monica, are graduates of Ovid-Elsie High School. Wyant was the co-owner and manager of Wyant Farms in Dowagiac, a family cash crop and purebred swine farm.

The appointments are effective immediately.

### Hearing amending regulation of pesticide applications

The Michigan Department of Agriculture (MDA) will hold a public hearing Tuesday, April 9, to consider amendments to Regulation 636, "Pesticide Applicators."

The amendments cover six issues, including establishment of minimum competency standards for all commercial applicators, requiring minimum standards for trainers of applicators and establishment of additional subcategories of certification for commercial applicators. Additional

proposed measures include broadening recordkeeping requirements for commercial applicators and allowing exemptions to the registered applicator program for incidental use.

The hearing will be held at 1:30 p.m. Tuesday, April 9, in the North Ottawa Building, UP Level, Room #3, 611 West Ottawa (corner of Ottawa and Pine), Lansing.

The department invites all interested person to present their views regarding the proposed amendments either orally or in writing. Those wishing to testify in person at the hearing are requested to bring written statements with them. Written comments must be received by the Pesticide and Plant Pest Management Division, Michigan Department of Agriculture by 5:00 p.m. on Tuesday, April 9, 1991.

### Bill Schuette announces more outstate office hours

Bill Schuette, Director of the Michigan Department of Agriculture, recently announced his public office hour schedule through June, which includes hours in Grand Rapids and St. Joseph.

On Thursday, April 18, 1991, Schuette will hold office hours from 10:30 a.m. to noon at MDA's regional office in the Grand Rapids State Office Building, Room 2C, 350 Ottawa, N.W., Grand Rapids.

On Tuesday, June 11, 1991, he will hold office hours from 11:00 a.m. to 12:30 p.m. at the department's regional office in St. Joseph, located at 4032 M-139, Building 116, St. Joseph.

Public office hours will be held on all other Thursdays at the department's Lansing headquarters from 11:00 a.m. to noon.

Schuette said MDA's public office began in January in response to Governor John Engler's call for state government to be open and accessible. He encourages farmers, processors, and others served by the department to make appointments for a personal meeting, adding that the hours are specifically designed for these individuals and are not for advocacy groups or for state employees to discuss employment concerns.

Appointments can be made by calling 1-800-292-3939 or writing the Michigan Department of Agriculture, Public Office Hours, P.O. Box 30017, Lansing, Michigan, 48909.

### State Accident Fund amended

Operating requirements for the State Accident Fund were amended to provide for two new accounts. One account will provide benefits to employees of an uninsured employer. The second account creates a Workplace Health and Safety Board to study needed health and safety improvements.

## DEPOSITS

from page 1

Lobenherz, president of the Michigan Soft Drink Association. "Government is not allowed to seize the private property of any person unless just compensation is provided."

But according to AFD, retailers are the ones who are not being justly compensated for their property and efforts. It is they who foot the bill for manpower to handle and sort returnables, and storage space.

"Judge Brown's decision is at odds with the law," insists attorney Jim Zeman of the law firm of Bellanca, Beattie and DeLisle, P.C., legal counsel to AFD. "It creates a windfall for the soft drink bottlers at the expense of the retailers and the environment."

"What it is essentially is a reverse Robin Hood approach to the problem of what to do with the unclaimed bottle deposits."

Zeman says the fight is not over yet, and AFD will continue to back the rights of retailers on the issue.

"The Associated Food Dealers intends to support the efforts of the attorney general in appealing this decision."

## Food industry agrees on new use of coding system for meat products

A more extensive use of the computerized bar coding system to track the distribution of meat products will make for a significant advancement in the food industry, according to officials of major food industry trade groups appearing together recently in Los Angeles.

"What we're planning to do will be nothing short of revolutionary in terms of how meat products are monitored at every level, from the packer through the wholesaler down to the retailer," said John R. Block, president of the National-American Wholesale Grocers' Association (NAWGA).

NAWGA has reached agreement with the American Meat Institute (AMI) and the National Grocers Association (NGA) to make more extensive use of the bar code system, working in conjunction with the Uniform Code Council (UCC). Current use of the bar code on meat items provides only limited information about the products.

Under the new system, the food industry will use bar codes on shipping containers to identify the product, its weight, its sell-by date, and a specific "sequence" or lot number indicating where and when the product was manufactured. The new system is

## Unemployment compensation top tax issue

The House Ways and Means Subcommittee on Human Resources February 6 began the first of four hearings for the month on the Unemployment Insurance system. Additional hearings focused on financing, coverage, long-term unemployment, and re-employment assistance. Rep. Thomas J. Downey (D-NY), acting subcommittee chairman, was expected to reintroduce legislation on this issue and call for an early markup.

### Job placement service looking for stores that need positions filled

The Chaldean Federation, serving the Chaldean community, is sponsoring a job placement service to match up people who need work with the businesses who need employees.

People with a variety of qualifications are looking for a work, whether it be as cashiers, stock people, or management.

For information, please call 557-3200 from 9:30 to 5:30 weekdays, or Saturdays 12:00 to 3:00.

expected to be implemented this spring.

"The meat industry is proud to have been involved in the creation of this new code. While the original intent was to address the specific needs of our customers, the code's attributes are such that we expect widespread use in other industries both here and abroad," said Patrick Boyle, president of AMI.

"The productivity improvement opportunities through reduction in shrink, improved retail shelf life, increased distribution inventory turns and labor savings throughout the system, make this one of the most important innovations ever in the meat distribution industry," said Thomas K. Zaucha, president and CEO of NGA.

"Companies at each level of the distribution process will have a somewhat different use for the new code, but all of those involved will be better able to keep track of the production and shipping of meat products for inventory and billing purposes," Block said. "Ultimately consumers will benefit because they'll receive a potentially fresher product monitored throughout the food chain and a more efficient manner."



from page 6

Criteria used in the retailer selection process would include (1) competitive shelf prices of WIC food items; (2) adequate variety and quantity of WIC items; and (3) history of compliance with WIC and food stamp regulations over the past six years. A change in location would automatically void a contract. Additionally, if a vendor is disqualified from WIC for an offense, the vendor may also be disqualified from the food stamp program.

Here are some of the potential problems with the proposed rule:

- By limiting the number of WIC retailers in a geographical location, an additional burden is placed on WIC recipients. For needed convenience due to their family responsibilities, employment and

- With the number of WIC vendors reduced, recipients can be put in the position of having to spend more time and money, because of additional travel, to get to WIC-approved stores. They should be able to participate in the program without additional cost and inconvenience.

- With the government using shelf prices as a major criteria, the stage is set for major problems in the marketplace—i.e., price wars, deceptive prices and more opportunities for fraud.
- The changes can result in costing

- The imposition of still more WIC regulations can reduce the number of retailers interested in taking part in the program at all. In some parts of the country, WIC is already difficult for retailers to comply with, and the new limitations would compound the problem.

Comments on the proposal should be sent to: Robert J. Vogel, Director, Supplemental Food Programs Division, Food and Nutrition Service, USDA, 3101 Park Center Drive, Room 540, Alexandria, VA 22302.

**April 12-14:** SIGMA's Spring Convention, Tuscon, Ariz. For information call 703-709-7000.

**April 21-23: FMI and American Meat Institute's Meat Marketing Conference 1991, San Antonio, Texas** For information phone David Anderson, 202-452-8444.

**May 5-8: FMI's Supermarket Industry Convention & Educational Exposition**  
Chicago, Ill. For information call  
202-452-8444.

**May 15-17: Tortilla Industry Association (TIA) Tortilla Technology Symposium**  
Long Beach, Calif. For information call 818-981-2547.

**June 21: American Cancer Society  
Celebrity Golf Classic.** Bay Pointe Golf  
Club, West Bloomfield. For information  
call Calvin C. Morgan, Jr., at 557-5352.

**June 23-26:** National Grocers Association 1991 Washington Conference For information call 703-437-5300

from page 10

possessing coupons of a value of \$5,000 or more.

### Sec. 1749 - Coupon Trafficking

The fine for trafficking in food stamp coupons is increased from \$10,000 to \$20,000.

### Sec. 1755 - Sales Taxes in Cash-Out Demonstration Projects

In any demonstration project after December 30, 1991, in which cash is provided instead of food stamps, the state agency must increase the benefits to compensate for state and local sales taxes.

FMI is already working with appropriate officials at USDA on the various regulations that will have to be issued to implement these and other provisions. AFD will keep you apprised of regulations, as they are developed.

- **Our newest instant game!** Match three cards, or two plus a joker, to win \$500!
- **Racing thrills!** Match your horse to one of five winning positions to win instant cash!
- **Match action!** Matching three amounts could win you five hundred!

Introducing the Michigan Lottery's new multiple instant game program. Now there will always be at least three great instant games for your customers to play, and for you to order. With more ways to play and more ways to win, offering all three games will help you sell more tickets and make more commission than ever.

We've developed a comprehensive marketing and advertising program to help drive demand for all three instant games throughout the year. So don't miss out. Carry and promote all three games.

They'll mean more choices, more chances,  
and more fun for your customers.  
And even more profit for you.



Odds of winning "I'd a Kiss" \$2 to \$6, \$5 to \$6, \$10 to \$45, \$20 to \$200, \$500 to \$25,000. Odds of winning "Money Machine" \$1 to \$2, \$5 to \$40.

## GROCERY HIGHLIGHTS

### Nabisco brands presents model food bank awards

As part of its continuing efforts to alleviate hunger in America, Nabisco Brands, Inc., has presented 22 food banks throughout the country with Nabisco Model Food Bank grants.

## FIMCO

from page 16

Emphasizing his serious attitude about approaching retailers, Keureujan explains his plans.

"I would like to go to the grocery distributor, but if I can't find a good, aggressive distributor, then we can go direct if we had enough customers located in the area. If any of those retailers did a large volume of edible oil we would also consider private labeling."

And the spacious new warehouse the Keureujans built is physical proof they are ready to expand. Fimco moved into the new building six months ago having previously leased a building in Troy.

Alex Keureujan shows off every corner of the warehouse with obvious pride. "Everything here is state of the art for us," he says, pointing out features including two loading docks, stainless steel tanks raised above the ground, and specially designed drainage. The warehouse is so immaculate, it is hard to imagine that oils are handled there—and handled so well.

Although Keureujan calls his work at Fimco a retirement job, he says he still puts in almost a full work week, but he says it beats being on the road—an average of 100,000 miles a year.

Alex Keureujan is trying to open many new grocery accounts. He stresses services and quality as the main guidelines for Fimco in this new business area.

Currently, Fimco's customers are food distributors primarily catering to the restaurant industry. The Keureujans supply 25 percent of their customers with private label brands.

Fimco products include liquid shortening, soybean oils, peperocini peppers, wine vinegar, corn oils, and blended salad oils. Fimco (short for Food Importing Company) also packages a popular Greek salad dressing called "Ya Yai's," which means "Grandma's" in Greek.

Fimco built its customer base by letters, phone calls, and personal visits. Customers have remained loyal.

"Probably 90 percent of our original customers are still with us," Keureujan says. "It's all because of good service and quality."

Now it's time, Keureujan says, to take that service into a new area. He says he is eager to call on grocery retailers soon to expand his market, as well as deal with a segment of customers he enjoyed working with when he represented Stroh's.

The grant program was established in 1986 to foster advances and improvements in local food banks that are members of Second Harvest, a nationwide network of food banks that collect and distribute food to the needy.

The Nabisco awards, ranging from \$1,000 to \$5,000, identify innovative, cost-effective programs developed by one food bank which can then serve as models for other food banks throughout the system.

To date, Nabisco Brands has awarded grants totaling nearly \$250,000 to 106 food banks. The company, one of the top five donors to Second Harvest, has contributed more than 20 million pounds of food as well as vehicles and technical assistance since 1981.

### Grand Union and Big Star Food markets inaugurate "Light To Come Home By" campaign to honor troops

"A Light to Come Home By" is the message of a new community service campaign being launched by Grand Union and Big Star Food Stores to demonstrate support for the heroic efforts of American troops in the Persian Gulf.

The program encourages every American to put an electric candle in his or her window and light it each evening from dusk until bedtime until all service men and women have returned home from the Mideast.

"It may be some time before all of our troops are home," noted L. Andrew DePaolis, corporate vice president in charge of advertising and sales promotion for the Grand Union Company. "We don't want our military personnel to think we've forgotten about them and how proud we are of what they have accomplished. Each and every one of them is a hero and deserves to be honored and remembered."

### Haslett-based Goff Food Stores to be weekly drop-off points for polystyrene foam recycling

In an effort to help reduce solid waste build-up, Goff Food Stores announces it will begin accepting polystyrene foam containers for recycling purposes. Beginning March 1, a container will be placed every Friday in the four Goff locations for customers to deposit their waste polystyrene foam.

All polystyrene containers must be washed before taking them to Goff for drop-off. Acceptable polystyrene containers include:

- meat, produce and deli trays.
- polystyrene egg cartons.
- polystyrene cups and plates.
- food containers.

These materials will then be picked up by Goff's wholesaler, Spartan Stores, Inc., for the recycling process.

Goff Food Stores supports the fact that a solution to solid waste build-up is through recycling, waste reduction materials, reuse, and composting appropriate waste materials, as well as supporting manufacturers who take special care to produce packaging that is best for the environment. Instead of waiting until an easy method of getting solid waste to recycling plants is developed, (such as curb side recycling service) Goff has elected to introduce a method for the people of their communities to start putting as much polystyrene materials into recycling as possible.

According to Goff President, Walt Goff, "We all realize that something has to be done to help reduce litter, or landfill space is going to be used up in no time. Until all of our communities offer curbside pick-up for polystyrene materials, we feel our polystyrene drop-off points each Friday will encourage more people to take an active role in sorting their waste materials. It's a small thing we can all do to help save our environment."

## PRODUCTS

### Kettle design is key to CapKold® production system



Groen's CapKold® Cook Chill System features a patented INA/2 Kettle with inclined agitator which provides a gentle, yet thorough lifting and folding action, that completely mixes all ingredients during cooking, and ensures that solid foods are distributed uniformly while being pumped out of the kettle. The agitator continuously scrapes the kettle's side walls and the variable speed drive adjusts the mixing action to the needs of the product. Vertical style agitators just can't duplicate this unique mixing action.

The INA/2 Kettle is rated for 100 psi maximum operating pressure and is fitted with a flush-mounted, air operated drop down valve. It can rapidly braise meat ingredients or gently simmer delicate cream based sauces.

Available in 40- to 500-gallon

capacities, the kettle can be sized to any production requirement, including 40- and 60-gallon models for special diets and small batches.

The CapKold® INA/2 Kettle is available for floor, pit, platform or wall mounting and with or without a tilting kettle body.

After INA/2 Kettle cooking, a pump-fill station transfers measured amounts of hot (180°F) product into plastic casings, then seals, trims and labels the casings. A continuous-loading ice-water bath Tumble Chiller quickly drops the product temperature from 180°F to 40°F in less than an hour.

CapKold® extends food's safe refrigerated shelf life up to 45 days; it provides extraordinary meal planning benefits and more control over sanitation for institutional and commercial foodservice operations. The system saves significantly in labor and energy costs and delivers consistent high-quality results, batch after batch.

CapKold® systems are ideal for chain restaurants, supermarket-deli operations, in-plant feeders, hospitals, nursing homes, prisons, city/county governments, school systems and anyone interested in controlling food costs, sanitation, employee scheduling, batch consistency, energy costs or food quality.

Groen is the world's largest manufacturer of steam jacketed kettles and braising pans, the leading U.S. manufacturer of combination oven-steamers and the pioneer in the development of cook-chill technology, with over 125 Systems in place... world-wide!

For more information, write or call Groen, A Dover Industries Company, 1900 Pratt Boulevard, Elk Grove Village, Illinois 60007. Telephone: (708) 439-6018.

## DRIVERS

from page 12

- Intrusion of a class reunion the owner was attending with attempts to disparage the person to those attending.
- Picketing of the owner's private residence during a private Christmas party in violation of local laws.

But Geist insists that despite these tactics, the coalition's determination has not been shaken and it will "stick together and have the fortitude to take (the teamsters) on."

"It is prudent business on the part of the six distributors to have the guts to take the action," Geist said, "because unfortunately the easy way has been taken for the last 30 years."

Geist goes on to warn others in the business to stick up for their rights as soon as they are threatened.

"Our advice to other distributors and retailers is to stand up," Geist said. "Don't compromise until you get yourself to the point where you have to take on major surgery."

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## Personal Cuisine Food Option

Heinz's chairman, Dr. Anthony J.F. O'Reilly recently announced that Weight Watchers will expand the test market for its Personal Cuisine Food Option program, now being launched in San Francisco, into 120 centers in three additional urban areas in mid-1991.

Under the Weight Watchers Personal Cuisine Food Option, members purchase five-day packs of convenient, portion-controlled foods, with three meal kits for each day. The pack include everything from breakfast entrees to evening snacks. Members supplement the foods with some fresh fruits, vegetables and skim milk bought in the grocery store.



## Groen offers a complete line of gas and electric combination ovens

Groen's line of gas and electric Convection Combo™ Steamer-Ovens offers a wide choice of models, with the most preferred standard operating features, as well as options. You can select single or stacked units in full size models for high volume production and half size models that are ideal where space is at a premium.

Multi-function Groen Combos are widely used in hotel and commercial restaurant kitchens, chain restaurants, supermarkets, convenience stores, catering operations, clubs, hospitals, schools, military and governmental installations.

The Groen Convection Combo operates as a high-efficiency convection oven, fan-forced steamer or in its special superheated steam "Combo" mode.

The Combo bakes and roasts with more even browning than other convection ovens, resulting in better food quality and less product waste. In its steam mode, the Combo is ideal for preparing fresh or frozen seafood and vegetables and for reheating prepared foods without drying them out. The ability to cook with steam at higher temperatures enables the Combo to cook faster, reduce meat shrinkage and makes it excellent for preparing crusty breads and puff pastries.

All solid state controls, a built-in self-diagnostic trouble shooting program and self-cleaning cycle, plus easy access for boiler deliming, make all Groen Combos exceptionally easy to use and service. Solid insulated doors save energy and keep the

kitchen cooler.

Solid state controls, plus the unique cavity and pan rack design provide precise temperature control, accurate to  $\pm 2^\circ\text{F}$  in electric models. The Groen Combo is the only steamer/oven with patented humidity control and dough proofing capabilities.

For more information, write or call Groen, A Dover Industries Company, 1900 Pratt Boulevard, Elk Grove Village, Illinois 60007. Telephone: (708) 439-2400. FAX: (708) 439-6018.

## Swanson Dinners & Toys 'R' Us team up to offer shopping spree for kids promotion

Campbell Soup Company's Swanson Dinner line is teaming up with Toys 'R' Us for a promotion that will award 15 lucky winners a shopping spree through the endless aisles of their nearest Toys 'R' Us store.

Beginning in mid-February, more than 6 million specially marked Swanson Regular and Swanson Budget Dinner cartons will contain a game card with a word from the phrase: "Kids Love Swanson Dinners And Toys 'R' Us." The object of the game is to collect all or most of the word from the phrase. Five grand prize winners will receive 5-minute shopping sprees (with a maximum value of \$3,000) for completing the entire phrase; 10 first prize winners will receive 2-minute shopping sprees (with a maximum value of \$1,000) for completing "Kids Love Swanson and Toys 'R' Us"; and 650,000 second-place winners will receive a \$5 Toys 'R' Us gift certificate for collecting four different game cards.

The promotion will be officially kicked off on Feb. 24, 1991, with a full-page announcement in Sunday newspapers nationwide featuring details about the promotion and a Swanson Shopping Spree Game Certificate. The game certificate can be used to collect the words that make up the winning phrase—and will also include a bonus "starter" word.

Swanson Regular and Budget Dinners are products of Campbell Soup Company, Camden N.J.

## Glen Ellen Winery offers new wine chiller

Responding to increased consumer demand for Gamay Beaujolais, Glen Ellen Winery is offering consumers a wine chiller through a national consumer promotion to support its Proprietor's Reserve Gamay Beaujolais beginning in June.

"U.S. sales of Gamay Beaujolais rose 28 percent last year," said Timothy J. Wallace, Glen Ellen's general partner in charge of marketing. "It is clear that consumers enjoy the varietal, a fruity, light-bodied red wine that can be served chilled or at room temperature. We



call it the versatile varietal because it goes with almost everything."

The summer program, "Try It Chilled," offers consumers an acrylic wine chiller with the Glen Ellen Winery logo for \$15. Retailers who participate in the program will display tear-off pads advancing the promotion.

The lively, fresh and non-intimidating character of Gamay Beaujolais has caught the attention of U.S. wine consumers who appreciate its drinkability," Wallace said. "Its recent growth in popularity is consistent with the desire of many Americans for an approachable wine that is easy to enjoy."

Located in the Sonoma Valley, one of California's premier wine regions, Glen Ellen Winery is owned and operated by the Benziger family. Since founding the winery in 1980, the Benzigers have established Glen Ellen as one of the nation's leading producers of premium and super-premium wines.



## Pressware Country Cookin' Dual-Ovenable Tray communicates home-cooked goodness in the microwave age

Pressware International's new Country Cookin' trays feature an old-fashioned "home cooked" appearance with all the convenience and technical advantages of the most modern dual-ovenable packaging.

Foods placed in Country Cookin' trays can be cooked or reheated in the microwave and are also usable in conventional ovens at temperatures of up to 400°F for 60 minutes.

The Country Cookin' trays are made of paperboard, a renewable resource, and are based on technology developed for the nation's top frozen entree manufacturers.

They have a blue, speckled appearance that identically copies the old fashioned porcelain cookware used for decades. Country Cookin's down home presentation says homemade to consumers.

Pressware's Country Cookin' trays are available in five stock tray sizes and can be customized for virtually any food application from large entrees to soups to side dishes. Every package comes with a matching dome lid.

For more information, please contact Pressware International, Inc., 2120 Westbelt Drive, P.O. Box 28147, Columbus, Ohio 43228-0147. Phone: 614-771-5400.



## Modular Dispensing Systems' new compact ice cream cone dispenser helps eliminate clutter

Modular Dispensing Systems, a Division of Tomlinson Industries, introduces the new compact ice cream cone dispenser that frees up counter space. To eliminate clutter, the dispenser can be wall mounted or on appliances such as freezers and soft serve machines. The cone dispenser's compact size, 6.5 inches by 6.5 inches by 34 inches, is ideal where space is limited.

This heavy-duty, 19-gauge steel dispenser has a unique baffle system which enables it to dispense a variety of cone sizes, including flat-bottom or sugar cones in standard boxes or free-stacked. The dispenser reduces cone waste and breakage and preserves freshness.

Modular also offers an optional matching crumb tray that can be mounted below the dispenser.

This new ice cream cone dispenser, including the dishwasher-safe baffle system, can be completely disassembled for easy cleaning.

The Modular ice cream dispenser is available in three attractive finishes: beige polyurethane, satin brass or stainless steel. Custom finishes are also available in quantity orders, with painted colors to match any decor.

For more information, please contact Modular Dispensing Systems, a Division of Tomlinson Industries, 13700 Broadway, Cleveland OH 44125-1992 Telephone: (216) 587-3400. FAX: (216) 587-0733.



## Great Starts introduces two new bacon varieties

Great Starts, the leader in frozen breakfast entrees, is introducing two new bacon varieties to its line. The new varieties are: Pancakes with Three Bacon Slices and a Belgian Waffle with Three Bacon Slices. The addition of these two new varieties brings total Great Starts line offerings to 24 varieties.

Great Starts is the only frozen breakfast entree line that offers varieties with bacon, noted Walt Tullis, Great Starts marketing manager. "Great Starts scrambled eggs and bacon is the top selling frozen breakfast entree in the category—and we know bacon is a



big factor in this variety's success. In fact, our research shows consumers prefer bacon two to one over other breakfast meats," he said.

The new Great Starts bacon varieties have a suggested retail price of \$1.69. They will be available nationally beginning March, 1991. Tullis said the new varieties will be

supported by a strong introductory allowance program as well as television advertising and consumer promotion.

Great Starts Breakfast Entrees and Sandwiches are products of Campbell Soup Company, Camden, N.J.

## New Cherry Cracker from Kool-Aid slated to sizzle summer store sales

A fun new item from Kool-Aid, billed as the "punch that pops," is poised to sizzle sales excitement in the powdered soft drink category this summer—and, based on results of pre-introduction consumer testing, will reward retailers by popping off store

shelves and into shopping carts.

New Cherry Cracker from Kool-Aid combines fruit-flavored Kool-Aid with a special carbonation technology that makes the soft drink mix pop and sizzle in the pitcher when water is added. The popping and sizzling continue for at least two minutes and increases in intensity as the beverage is stirred. Each .2 ounce package calls for adding 1 cup of sugar (more or less to taste) and water and ice to make 2 quarts.

Scheduled for first shipment April 29, 1991, with retail availability timed for late May, the new Kool-Aid Brand Cherry Cracker features a unique impulse-oriented packaging concept. A single product pack consists of four side-by-side envelopes, separated by perforations.

Artwork, showing the familiar pitcher-faced Kool-Aid Man and Uncle Sam astride a bright red firecracker blazing a brilliant trail over the Statue of Liberty and exploding fireworks, extends across all four packages.

The four-envelope package of Kool-Aid Cherry Cracker includes a backer card which illustrates product preparation directions and also contains a Kool-Aid Wacky Warehouse mail order catalog.

Television advertising support for Cherry Cracker will consist of fifteen-second tags added to base Kool-Aid commercials running on children's programs June 3 through June 16, 1991.

Home-testing of the new product was conducted among mothers of children 6 to 12 years old. Cherry Cracker scored even higher than Kool-Aid's Purplesaurus Rex, among the most successful of new Kool-Aid flavor introductions in recent years, with over 90% of children indicating desire for the new product.

A 5-foot high, corrugated, pre-built shipper store display with exciting, 3-D, pop-up header card is available. The five-tray display is pre-loaded with 540 four-packs (2,160 total single envelopes).

Kool-Aid Cherry Cracker suggested retail price: 99 cents per four-pack unit.



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Or call AFD: 313-557-9600 or 1-800-66-66-AFD

## New Crystal Light Pink Grapefruit Flavor set to heat up summer diet soft drink mix sales



A new pink grapefruit flavor from Crystal Light will hit food store shelves in late May—just in time to add explosive new summer sales excitement to Crystal Light's already-overwhelmingly successful line of diet soft drink mixes.

The new Crystal Light Pink Grapefruit Flavor takes aim at the fast-growing consumer market for pink grapefruit, which has emerged as the hot new citrus fruit choice of the 90s.

Store sales of the new Crystal Light flavor are expected to achieve record highs based on extremely positive scores racked up in tests among both current users and non-users of Crystal Light. Crystal Light Pink Grapefruit Flavor maintained number one position among the many flavors screened.

Positioned as the diet soft drink mix that "quenches better than diet colas," new sugar-free Crystal Light Pink Grapefruit Flavor contains no caffeine, saccharin or sodium. Each four-calorie glass has 10 percent of the recommended daily allowance of Vitamin C.

Heavy marketing reinforcement will include a 30-second Crystal Light Grapefruit specific TV commercial, targeted direct mail, full-page national FSIs with coupon on May 12, and shelf talkers in 12,000 stores in May, as well as a number of in-store merchandising options.

The new Crystal Light Grapefruit Flavor will also receive strong backing as part of Crystal Light's dramatic 57 percent increase in 1991 brand-wide media spending aimed at consumers via TV, radio, print and king size bus posters.

Two sizes will be available: a 1.7-ounce size which makes 8 quarts and a 2.6-ounce value pack size which makes 12 quarts.

Suggested retail price is \$3.19 for 8-quart size and \$4.29 for 12-quart size.

## Stone Container expands line of recycled content bags

Stone Container Corporation has introduced a white paper addition to its "Good News" product line of

bags containing recycled newsprint called "Good News White." The new bag paper is composed of 65 percent old recycled newspapers and will be used to make square and pinch bottom bags for fast food, specialty and department stores.

"This recycled breakthrough follows last summer's introduction of the Good News kraft grocery sack bag that has been successfully marketed to many supermarkets across the country," said Matt Kaplan, vice president and general manager, Retail Bag division. The Good News grocery sacks contain 20 percent recycled newsprint.

This announcement follows initial test programs that have been completed by some major fast food chains nationwide. "It's a recycling development for which our R & D people have been searching. Stone already has considerable knowledge about recycling newspapers, since we are one of the world's largest suppliers of recycled newsprint. Retailers like the new product because it shows their customers they care about the environment. It's a real visible way to do it."

Good News White bags are made from a new grade of paper developed at Stone Container's Snowflake, Ariz. mill. The bag paper contains 65 percent deinked old newspaper and 35 percent bleached kraft. This new grade of recycled paper has important market potential for any application where the customer desires paper with whiteness and brightness along with the environmental benefit of recycling newspapers.

Initial shipments of the Good News White—going to fast food chains—will be made available in pinch bottom merchandise (notion & millinery) bags in the coming weeks.

## PEOPLE

### NAWGA taps new director, press and media

The National-American Wholesale Grocers' Association (NAWGA) and its foodservice division, the International Foodservice Distributors Association (IFDA) announced the appointment of Chris Galen to fill the position of Director, Press and Media left vacant by the departure of Cheri Jacobus.

### Heinz chairman announces Greek acquisition

Anthony J.F. O'Reilly, chairman, president and chief executive office of H.J. Heinz Company, recently announced that Heinz has extended its Mediterranean operations by purchasing Copais Canning Industry, S.A., a tomato processing company based in Athens. He made the announcement at a luncheon presentation before the Security Analysts of San Francisco.

## File named Pepperidge Farm general counsel



File

to John M. Coleman, Campbell's senior vice president - Law and public affairs and corporate secretary.

File joined Campbell in 1979 as Assistant Counsel. Prior to coming to Campbell he was associated for five years with the Philadelphia law firm of Ballard, Spahr, Andrews & Ingersoll. In 1980 he became associate counsel and in 1982 he was named director - Legal Services for Pepperidge Farm. In 1985 he was named Pepperidge Farm's corporate counsel.

## Charles McCullom, Nabisco Brands VP

Charles W. McCullom of Sparta, N.J., an executive of Nabisco Brands, Inc., died February 21 following a lengthy illness. McCullom, who was vice-president of customer relations for the New Jersey-headquartered food company, was visiting family members in New England at the time of his death. He was 57 years of age.

McCullom, who joined Nabisco Brands in 1954, was widely known throughout the food industry. He joined the company as a sales representative in the Biscuit Division and in 1968.

## Campbell names v.p. process research and development



Hegadorn

Campbell Soup Company announced recently the appointment of Joseph L. Hegadorn as vice president of process research and development within its research and development division. Hegadorn was formerly director of technology for the dairy division of Kraft General Foods. In his position with Campbell, Hegadorn will direct and lead process research and process safety, as well as the transfer of technology of Campbell's engineering and manufacturing groups. He reports to James R. Kirk, vice president of research and development and president of Campbell Institute for Research and Technology.

Hegadorn joined General Foods in 1966 in the desserts division's product development area. He moved

to operations in 1969 becoming quality control manager for the Dover, Del., facility. He was promoted to operations services manager in 1972. In 1974 he became research manager for the corporate development department, progressing to manager of engineering development and test market manufacturing in 1979. He became frozen desserts research manager in 1986, moving in 1989 to his most recent position, director of technology.

## Campbell names v.p. science & technology



Macnair

Macnair, 37, was formerly director of manufacturing development at M & M Mars, Inc., where he was responsible for coordinating the launch of new products into the marketplace. At Campbell, he will develop, direct, and maintain research programs to support Campbell's short and long-term goals.

Born in Wales, Macnair joined Mars Ltd. in the United Kingdom as a research scientist in 1978. In 1981, he moved to the United States as research manager for M & M Mars. He became director of chocolate research in 1984, and in 1987, he was named group brand manager for the Milky Way brand. In 1989, he moved to his most recent position, director of manufacturing development.

## HFM welcomes four new board members

National Society for Healthcare Foodservice Management president Angelo Gagliano has announced the appointment of four new independent healthcare operators to its Board of Directors.

The newly appointed HFM Board members are: John Wills, Director of Food service at Morton Plant Hospital in Clearwater, Fla.; Helen Doherty, Director of Dietetics at Massachusetts General Hospital in Boston, Mass.; Keith O'Neill, Director of Food and Nutrition Services at Methodist Hospitals of Memphis, Tenn.; and Maria DeNicola, Director of Food Services at Montefiore Medical Center in the Bronx, N.Y.

HFM is a 650-member society of healthcare professions, all of whom are responsible for the foodservice at self-op independent healthcare facilities.

# SUPPORT THESE AFD SUPPLIER MEMBERS

## BAKERIES:

Ackroyd's Scotch Bakery & Sausage	532-1181
Archway Cookies	(616) 962-6205
Awrey Bakeries, Inc.	522-1100
Continental Baking Co.	868-5600
General Biscuit Brands	352-4343
Koeplinger Bakeries, Inc.	967-2020
Mr. Dan's Gourmet Pound Cake	923-3111
S & M Biscuit Distributing	893-4747
Taystee Bakeries	476-0201

## BANKS:

Madison National Bank	548-2900
Michigan National Bank	489-9100

## BEVERAGES:

Absopure Water Company	358-1460
Anheuser-Busch, Inc.	354-1860
Bellino Quality Beverages, Inc.	946-6300
Brooks Beverage Mgt. Inc.	(616) 393-5800
Cadillac Coffee	369-9020
Capitol Liquor Sales Co.	583-2011
Coca-Cola Bottlers of Detroit	585-1248
Cooper/Wieferman Company	521-8847
Coors Brewing Company	451-1499
Don-Lee Distributors, Inc.	584-7100
Eastown Distributors	867-6900
Everfresh Juice Company	755-5600
Faygo Beverages, Inc.	925-1600
G. Heileman Brewing Co.	(414) 796-2540
General Wine & Liquor	867-0521
Hiram Walker, Inc.	626-0575
House of Seagram	262-1375
Hubert Distributors, Inc.	858-2340
J. Lewis Cooper Co.	835-6400
Miller Brewing Company	(414) 259-9444
Mr. Pure Juices	(312) 379-3000
Nestle-Hills Bros. Coffee, Inc.	851-5774
Oak Distributing Company	674-3171
Paddington Corp.	345-5250
Pepsi Cola Bottling Group	641-7888
Powers Distributing, Inc.	682-2010
R.M. Gilligan, Inc.	553-9440
Royal Crown Cola	(616) 392-2468
Serv-U-Matic Corporation	528-0694
Seven-Up of Detroit	937-3500
St. Julian Wine Co., Inc.	(616) 657-5568
Stroh Brewery Company	446-2000
Viviano Wine Importers, Inc.	883-1600

## BROKERS/REPRESENTATIVES:

Acme Food Brokerage	968-0300
Ameri-Con, Inc.	478-8840
Arlana Food Brokers	833-8686
Chuck Batcheller Company	559-2422
City Foods Brokerage Company	894-3000
Estabrooks Marketing	(517) 548-3750
Greeson Company	362-0800
J.B. Novak & Associates	752-6453
James K. Tamakian Company	424-8500
John Huettelman Co.	296-3000
Marks & Goergens, Inc.	354-1600
McMahon & McDonald, Inc.	477-7182
Northland Marketing	353-0222
Paul Inman Associates	626-8300
Pfeister Company	591-1900
Stark & Company	851-5700
United Salvage Company	772-0951
VIP Food Brokers International	855-2335

## CANDY & TOBACCO:

Garoto Chocolate Co.	882-8824
Sherrin's Candies	(517) 756-3691
Wolverine Cigar Company	554-2033

## CATERING/HALLS:

Gourmet House, Inc.	771-0300
Karen's Cafe at North Valley	855-8777
Penna's of Sterling	978-3880
Phil's Catering	751-0751
Southfield Manor	352-9020
Thomas Manor Catering	771-3330
Tina's Catering	949-2280
Vassel's Banquet Hall & Catering	354-0121

## DAIRY PRODUCTS:

American Dairy Assoc.	(517) 349-8923
Borden Company, The	583-9191
Dairy Products of Michigan	552-9666
Landon's Farm Dairy	984-5111
McDonald Dairy Co.	(517) 652-8347
Melody Farms Dairy Company	525-4000
Milk-O-Mat Cream Pknd Dairy	864-0550
Stroh's Ice Cream	568-5106
Tam Davis & Sons Dairy	583-0540

## EGGS & POULTRY:

Epo Foods, Inc.	857-4040
Capitol Poultry	567-8200
Cavanaugh Lakeview Farms	475-9391
Linwood Egg Company	524-9550

## FISH & SEAFOOD:

Great Lake Fish & Seafood	368-6050
Hamilton Fish Company, Inc.	832-6100
Standard Fish Dist.	871-1115
Tallman Fisheries	(906) 341-5887
Waterfront Seafood Company	(616) 962-7622

## FRESH PRODUCE:

The Crosse Company	429-7078
Tony Serra & Sons Produce	758-0791

## ICE PRODUCTS:

Midwest Ice Corporation	868-8800
New City Ice Co.	485-0430

## INSECT CONTROL:

Eradico Insect Control	354-5440
Rose Exterminators	588-1005

## INSURANCE:

Alphamerica Insurance Agency	263-1158
America One	(517) 349-1988
American Benefits Group	357-2424
Blue Cross/Blue Shield	486-2172
Capital Insurance Group	354-6110
Creative Risk Management Corp.	792-6355
Financial & Mktg. Enterprises	547-2813
Frank P. McBride Jr., Inc.	445-2300
Gadaleto, Ramsby & Assoc.	(517) 351-7375
Jackson Park Agency Corp.	381-7000
Jardine Insurance Agency	641-0900
K.A. Tappan & Assoc. Ltd.	344-2500
Lloyd's Assoc.	356-0472
Miko & Assoc.	776-0851
Mitxel Agency	773-8600
Rocky Husaynu & Associates	356-7900
North Pointe Insurance	358-1171
Sullivan-Gregory, Inc.	332-3060
Sun Financial Group	350-3400
Traverse Bay Insurance	(616) 347-6695

## MANUFACTURERS:

Carnation Company	851-8480
Don's Chuck Wagon Products	771-9410
Groeb Farms	(517) 467-7609
H. Raedco, Inc.	933-6323
Hamilton Meat Pie Co.	582-2028
Home Style Foods, Inc.	874-3250
Kail Enterprises, Inc.	527-7240
Kraft Foods	261-2800
Michigan Sugar	(517) 799-7300
Monitor (Big Chief) Sugar	(517) 686-0161
Nabisco, Inc.	478-1400
Philip Morris U.S.A.	489-9494
Prince Macaroni of Michigan	772-0900
Red Pelican Food Products	921-2500
Sir Lawrence's Food Co.	822-8888
Stehouwer Frozen Foods	(616) 453-2471
Tony's Pizza Service	634-0606

## MEAT PRODUCERS/PACKERS:

Bob Evans Farms	422-8000
Dudek Deli Foods	891-5226
Flint Sausage Works	239-3179
Guzzardo Wholesale Meats	833-3555
Hartig Meats	832-2080
Hillshire Farm & Kahn's	778-3276
Hubbard Apiaries	(517) 467-2051
Hygrade Food Products	464-2400
Kowalski Sausage Company	837-8200
Liberty Meat Co.	549-1658
LKL Packing, Inc.	833-1590
Oscar Mayer & Company	464-9400
Osten Meats	963-9660
Pelkie Meat Processing	(906) 353-7479
Ray Weeks & Sons Company	727-3535
Regal Packing	366-3155
Smith Meat Packing, Inc.	458-9530
Swift-Eckrich	458-9530
Winter Sausage Mfg., Inc.	777-9080
Wolverine Packing Company	568-1900

## MEDIA:

Arab & Chaldean TV-62 Show	352-1343
Daily Tribune	541-3000
Detroit Free Press	222-6400
Detroit News	222-2000
Detroit Newspaper Agency	222-2512
Gannett National Newspapers	357-7910
Macomb Daily	296-0800
Michigan Chronicle	963-5522
The Beverage Journal	454-4540
WDIV-TV4	222-0643
WJBK-TV2	557-9000
WKSG "KISS-FM"	792-6600
WWJ-AM/WJOI-FM	222-2636

## NON-FOOD DISTRIBUTORS:

Gibraltar National Corporation	491-3500
Ludington News Company, Inc.	925-7600
Personal Greeting, Inc.	863-1410

## POTATO CHIPS/NUTS/SNACKS:

Cain's Potato Chips	254-2210
Detroit Popcorn Company	531-9200
Frito-Lay, Inc.	287-9477
Jay's Foods, Inc.	946-4024
Kar-Nut Products Company	541-7870
Nikhlis Distributors (Cabana)	571-2447
Sena Snacks & Vending, Inc.	740-6444
Sunshine Biscuits, Inc.	386-7052
Variety Foods, Inc.	268-4900
Vitner Snacks	368-2447

## PROMOTION/ADVERTISING:

Advo-System	425-8190
Gateway Outdoor Advertising	544-0200
Haan Display Sign Service	(616) 243-3223
Intro-Marketing	540-5000
J.R. Marketing-Promotions	296-2246
Northland Marketing	347-6300
PJM Graphics	535-6400
Point of Sale Demo Service	887-2510
Retail Demonstrators	846-7090
Stanleys Advtg. & Dist.	961-7177
Stephen's NU-AD, Inc.	777-6823

## SERVICES:

Akram Namou C.P.A.	557-9030
American Mailers	842-4000
Bellanca, Beattie, DeLusie	964-4200
Boag Cold Storage Warehouse	964-3069
Central Alarm Signal, Inc.	864-8900
Closed Circuit Communications	478-3336
Detroit Edison Company	323-7786
Goh's Inventory Service	353-5033
Group One Realty	851-4910
Karoub & Associates	(517) 482-5000
Market Mechanical Services	680-0580
Marketplace Services	557-4500
Menczer & Urcheck P.C., CPA	561-6020
Michigan Cash Register	545-8660
National Exposition Service	865-1000
O'Riley Realty	689-8844
Pappas Cutlery Grinding	965-3872
Red Carpet Keim	557-7700
Sarafa Realty	851-5704
Southfield Funeral Home	569-8080
Telecheck Michigan, Inc.	354-5000
Travelers Express Co.	(800) 328-5678
Vend-A-Matic	585-7700
Whitey's Concessions	278-5207
Edward A. Shuttie, P.C.	

## SPICES & EXTRACTS:

Milton Chile Company	585-0300
Rafal Spice Company	259-6373

## STORE SUPPLIES/EQUIPMENT:

All American Cash Reg.	561-4141
Belmont Paper & Bag Company	491-6550
Brehm Broaster Sales	(517) 427-5858
DCI Food Equipment	369-1666
Hobart Corporation	697-7060
Kasco Atlantic Service Co.	(800) 831-7650
MMI Distributing	582-4400
Midwest Butcher & Deli Supply	332-5650
Refrigeration Engineering, Inc.	(616) 453-2441
Sales Control System	358-0700
Statewide Food Equipment Dist.	393-8144
Supermarket Development	521-5150
Ultra Lite Supply Co.	751-1940
Winston Sales & Services	739-3210

## WHOLESALE FOOD DISTRIBUTORS:

Bremer Sugar	(616) 772-9100
Capistar, Inc.	(517) 699-3605
Central Foods	933-3617
Detroit Food Service	563-4282
Foodland Distributors	523-2177
Food Marketing Corporation	(219) 483-2146
General Provision	393-1900
Great Lakes Home Food Service	(517) 835-6785
I & K Distributing	491-5930
Jerusalem Falafel Mfg.	595-8505
Jindo Specialty Foods, Inc.	852-1910
Kap's Wholesale Food Services	961-6561
Kehe Food Distributors	(800) 888-4681
Kramer Food Company	585-8141
Lauren Sales, Inc.	945-1111
Lipari Foods	469-0131
Louren Kachigian Distributing	843-2898
M & B Distributing Company	767-5460
Maxwell Foods, Inc.	923-9000
McInerney-Miller Bros.	833-8660
Metro Packing Company	259-8872
Miesel/Sysco Food Service	397-7990
Mucky Duck Mustard Co.	683-5750
National Wholesale Foods	841-7730
Norquick Distributing	522-1000
Northern Michigan Food Service	478-6200
Northwest Food Co. of Michigan	368-2500
Paul Fata & Sons, Inc.	321-5991
Quick Foods Company	546-4884
Rainbow Ethnic & Specialty Foods	646-0611
Rich Plan of Michigan	293-0900
Row-Bur Distributors	852-2616
Sales Enterprises	(517) 487-5823
Scot Lad Foods, Inc.	(419) 228-3141
Sherwood Food Distributors	366-3100
Simco Inc.	255-1530
Spartan Stores, Inc.	(616) 455-1400
Super Food Services	(517) 777-1891
Superior Fast Foods, Inc.	296-7118
Trepcu Ltd.	546-3661
Warehouse Club	532-3399
Wholesale House, Inc.	846-6209
Ypsilanti Food Co-op	483-1520

## ASSOCIATES:

American Synergistics	427-4444
Black Jack Folding Steel Guard	893-7677
Bomarke Corporation	342-1679
Bureau of State Lottery	(517) 887-6820
Danor Corporation	557-3476
Dino's Emmet One Corporation	341-4522
Herman Rubin Sales Co.	354-6433
Jam Sound Specialists	545-9912
Livernois-Davison Florist	352-0081
Michigan Food Sales	882-7779
Minnich's Boats & Motor	748-3400
Motor City Ford Truck, Inc.	591-1234
Movie Warehouse	739-9300
Power House Gym	865-0111
Slam's Video	255-7526
Wileiden & Assoc.	588-2358

The area code is 313 for above listings unless otherwise indicated

If you are not listed or need to change your listing, contact Sarah Humphreys at 567-9600

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