



ASSOCIATED FOOD DEALERS OF MICHIGAN

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LEGISLATIVE UPDATE

OSHA criminal penalty reform (S.445)

Senators Metzenbaum (D-OH) and Jeffords (R-VT) have introduced legislation to allow criminal prosecution when employers willfully violate OSHA standards and an employee suffers "serious bodily injury." Asst. Secretary of Labor Scannell, although in support of the objective to deter employees from violating job safety and health standards, fears the side effect will be loss of employer cooperation with OSHA inspections and enforcement efforts. This proposed legislation follows the March 1 implementation of new civil penalties for OSHA violations which have increased seven-fold, up to a maximum of \$70,000. Grocers should beware of additional inspection and enforcement activity which has been targeted at the food distribution industry in recent months.

Striker Bill

The Striker Replacement bill (H.R. 5 and S. 55) continues on a fast track in Congress, despite President Bush's stated intention to veto it. This legislation would prohibit employers from hiring permanent replacement

See UPDATE, page 14



The rolling greens of Shenandoah Golf and Country Club will be the site of the 1991 AFD Scholarship/Golf Outing. A festive dinner in the clubhouse ballroom will follow. For more information, turn to page 6.

Seafood safety discussed at recent meeting

Several members from various facets of the Food and Drug Administration (FDA) and members of Michigan's seafood industry met in East Lansing last month to discuss the issue of seafood safety.

No, seafood hasn't become the latest victim of mass hysteria over charges it is a health hazard. The FDA is trying to ensure that it never will.

Citing the Alar scare of 1989 as an example of panic brought on by overzealous media, Evelyn DeNike, FDA consumer affairs officer, said food safety needs to be an ongoing issue, reinforced by education and consumer awareness rather than paranoia fed by news hype.

"Food safety is more than whoever is in the slot that week," DeNike insisted, adding that the subject is directly media driven. And prevention of the life-threatening disasters the public often hears about, the FDA believes, is the best way to fend off a hungry press.

Cynthia Leggett, from the FDA's Office of Seafood in Washington, D.C., said Congress has appropriated more funds to seafood safety research and enforcement. The FDA's program for fiscal years 1991 and 1992 plans enhancement in five broad areas:

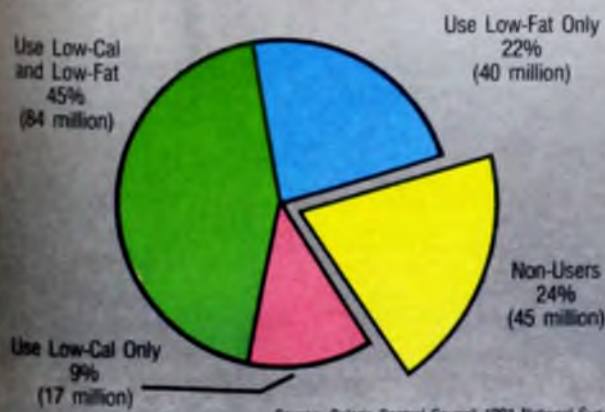
- Water (primarily its quality).
- Domestic industry (vessels, processing, transporting, etc.)

- Importation.
- Retail.
- Consumption.

Consumers are not only the end of the line, they are the group it is most crucial to educate about seafood safety. While several retailers in attendance at the meeting boasted their

See SEAFOOD, page 4

141 MILLION CONSUMERS SEE THE "LITE"



Source: Calorie Control Council 1991 National Survey

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AFD CHAIRMAN'S REPORT

Recycling laws affect the food industry

By Amir Al-Naimi
Chairman



Al-Naimi

Recycling is an idea whose time has come. That is evident by what we see in the media and in the food industry. Many manufacturers have changed their operations and products. I refer to the manufacturers of both the products themselves and the packages they come in. Paper towels, garbage bags, diapers, etc., are now dubbed "environmentally friendly," either because they are made from recycled materials, or because they are less damaging to the environment than their predecessors.

Gone are the days of excessive plastic packaging. More manufacturers are reducing packages, making more recycled material or materials that can be recycled.

Consumers make their "environmentally conscious" choices at the retail level and then get more involved by recycling products. That is where problems and questions arise due to inconsistent ordinances throughout the state. Some cities have curbside recycling, some do not. A few communities have tried to ban the use of some products, such as styrofoam, without researching other points of view or considering alternate plans.

Consumers are confused, and legislators try to solve the problem at the retail level with bans and deposits. Often, as with the soft drink bottle

deposit law currently on the books, grocers bear the brunt and pay the price for these laws with no compensation. It's unfair.

That is why we need to avoid such piecemeal legislation. And the best way to do that is with a comprehensive recycling program that covers all aspects of the situation throughout the state. By enacting a reasonable policy and enforcing it statewide, consumers and manufacturers will have a clearer understanding of their responsibilities and how they fit into the recycling scheme.

AFD endorses a plan by the

Michigan Recycling Partnership for mandatory curbside recycling and pick-up statewide. It is the most affordable and efficient way to handle recycling because it makes consumers responsible for their own trash—not the retailers. And because it makes recycling required by law, it will put an end to the wasteful discarding of resources.

I urge each of you to write your legislators and make a plea for a single comprehensive recycling program—for the good of all Michigan residents, grocers and future generations, as well as for the earth.

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- legal consultation;
- industry exposition for product display, promotion and discount buying;
- Magic Touch Debit Program to eliminate the handling of checks;
- monthly publication;
- education seminars and a number of special events;
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Take advantage of the services available to you! Call AFD for more information at (313) 557-9600 or 1-800-66-66-AFD.

LETTERS

On behalf of our 184 member feeding agencies, thank you for the 3,000 lbs. of food which were donated to the needy from your show last month at the Fairlane Manor. Also much congratulations for such a fine show!

Gleaners distributes food to 184 agencies that provide 155,000 meals a week to the area's needy. The donated foods will be sorted and repackaged into emergency food boxes by our Saturday volunteer crews. They were then distributed at no cost to church pantries, day care centers, emergency shelters, and other feeding agencies.

We appreciate the continued support of the Associated Food Dealers in our mission of turning surplus into a plus for the hungry. Thanks again for helping Gleaners feed the needy.

Sincerely,
John Kastler
Special Projects Coordinator
Gleaners Community Food Bank



Mark McCann (left) and Russ McClarren double check equipment.

Supermarket Development stresses company service

New and used store equipment and service of all varieties is not Supermarket Development's biggest asset—it is its customer service.

So say Supermarket Development's Service Manager Russ McClarren and Sales Manager Mark McCann. The partners claim that is the reason the company, in its four years of doing business, has grown from five customers to 500.

McClarren started the company himself, primarily focusing on servicing equipment. McCann, a former co-worker, came aboard a short time after to focus on a sales program for the company. The company carried a limited product line, which included meat wrappers and scales, until it purchased the equipment division of Bunzel, the company for whom McCann and McClarren used to work.

"We doubled our size overnight," says McClarren.

Today, the company sells and services a variety of products, including doors, checkout counters, meat prep equipment, stainless steel tables and sinks, packaging equipment, and scanning systems, to name a few. McCann and McClarren are especially excited about the new product they carry, the SASI system, a new computerized cash register system which promises to take the industry by storm.

Calling on both chains and independent grocery stores, Supermarket Development's client base covers the Detroit area and extends all the way up to Flint. Radio-dispatched trucks keep the company's three service technicians constantly at hand to tend to customers' needs.

McClarren is quick to point out that up until now, Supermarket Development had never advertised and that its good reputation for service has brought it more and more business.

"We always stress the service end of the business," he says, "and be expanding the service the business followed after that."

"We operate under the pretense

that the way we're going to be successful is by doing right by the customer," adds McCann. "We don't want to oversell a customer yet it's worse to undersell a customer. We want to be a perfect fit and with the product lines we sell, we're able to do that."

SEAFOOD

from page 1

impeccable seafood departments' conditions, they agreed that many consumers are still in the dark about how to store and prepare fish once they bring it home.

For instance, people don't know how long it takes refrigerated seafood to go bad, whether the fish they have purchased was frozen, and, if so, whether it should be refrozen.

Aside from the general consumer, the five target populations the FDA also plans to educate are:

- health professionals, such as dieticians, home economists and nutritionists, who will promote safety messages to others;
- recreational fishers;
- at-risk populations, such as pregnant women, the elderly, and immune-compromised;
- retailers, buyers, shippers, packers, and foodservice workers;
- and special consumer groups such as ethnic groups, the undereducated, and the economically disadvantaged.

For all the above groups, the FDA's general message is, "FDA regulates seafood and seafood is safe, but safe handling and cooking practices are necessary to keep it safe."

Several hours were spent at last month's meeting discussing other targets for seafood safety, as well as ways to educate the industry and the public. Further meetings and discussions regarding the issue will be held. For more information about getting involved in seafood safety, please contact AFD.

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Your success is our business

Senator Art Miller battles for the little guy

Long hours had already been spent negotiating a compromise, but the bill was only half way to becoming law. If HB 4704—entitling retailers to 25 percent of unredeemed bottle deposits—became law, it would mark the first time since the mid-70s that retailers would be reimbursed for storing, organizing and sorting empty containers.

No one knew the issue better than State Senator Art Miller, Jr. (D-Warren). He was waiting for just the right opportunity to provide retailers with some sort of long-deserved relief.

"It just didn't make sense," Miller explained. "Retailers weren't compensated for the valuable space they had to give up to store returnables or the additional manpower needed to organize them. Plus, store owners needed to shell out extra money for workers comp premiums because of all the injuries that come with handling bottles and cans. We had to do something."

Miller immediately seized the moment, eloquently defending retailer interests and successfully fighting amendments that would have crippled the bill. Art Miller—with the support of numerous other AFD friends in Lansing—persevered, and the bill passed.

It's a scenario that's been repeated time and again. Independent business in general, and AFD in particular, has no greater friend in Lansing than Art Miller, Jr., the voice of the little guy.

Miller has a unique perspective when it comes to seeing how politics can protect the small retailer. Born into a political family, Art remembers as a toddler attending the various ribbon cuttings and grand openings his father frequented as Warren's township supervisor. His father went on to become the first mayor of Warren in 1956, and after 27 years his mother remains the county clerk/register of deeds.

"Most families sit around the dinner table discussing business or

sports," Miller said. "At our table, you talked politics. It was a natural thing."

But it wasn't the only thing that influenced the state's Senate Minority Leader. Along with politics, the plight of the small businessowner profoundly affected Miller. He has seen what his grandfather and brother—both small businessmen (his grandfather owned a poultry store, his brother runs an independent greenhouse)—have gone through, and it's shaped his commitment to protect the small retailer.

"I think I go the extra mile because I know what my family experienced," Miller remembers. "People think that if you own your own business you can drive a big luxury car and own a mansion on the lake, but when all the time is added up, you haven't even made minimum wage. Sometimes all you have is your family backing you, working together with you and giving you the drive to continue. It's not a fairy tale story where everyone finds the golden egg."

Senator Miller discovered early on that it is possible to use political influence to help those who have little clout. Widely recognized as one of the strongest supporters of small business in the legislature, he's fought hard during the past 14 years, seeking equity for small retailers. His guidance through the bottle deposit debate showcased his leadership ability.

Those same qualities haven't gone unnoticed by the voters or his peers. In 20 years of political life, Miller has moved up from the Warren City Council in 1971 to the Michigan Senate in 1977, and on to the Senate Minority Leader in 1985, a position he still holds.

Miller's daily regimen of hard work and long hours closely parallels that of the small business owner. While he regrets having less personal time to devote to his wife and four children, as Democratic leader he needs to focus a great deal of attention on issues facing the state. His time is frequently taken up with caucuses, meetings and attending benefits—leaving little time for a personal life.

"Senator Miller has a genuine concern for the people he represents," said Jim Golembiewski, policy analyst of the Senate Democratic Caucus Central Staff. "He's never lost sight that he's there for the people."

The commitment to unselfish service has added up to numerous victories in the legislature and with his own party. While the pressure of party leadership can be imposing, Miller maintains his calm amidst the clamor of in-party bickering.



Senator Art Miller, Jr.

See MILLER, page 14



AFD SCHOLARSHIP/ GOLF OUTING

MONDAY AUGUST 5, 1991
SHENANDOAH GOLF & COUNTRY CLUB
WEST BLOOMFIELD
GOLF AND DINNER RECEPTION
FIRST TEE TIME: 7:45 A.M.
DINNER: 7:00 P.M.

Golf Anyone? You won't want to miss this year's Golf outing, being held at the Shenandoah Golf & Country Club in West Bloomfield. The "Day Of Golf" package includes 18 + holes, breakfast, lunch, dinner, open bar, on-course snacks, hole contests, and door prize eligibility. All proceeds directly fund the AFD scholarship program. *Golf anyone?*

SCHEDULE OF EVENTS

- 7:45 a.m. - 1:30 p.m.: First Play
- 7:45 a.m. - 10:00 a.m.: Continental Breakfast
- 9:30 a.m. - 4:00 p.m.: Snack and Beverage Stations (on the course)
- 11:00 a.m. - 2:00 p.m.: Lunch
- 5:00 p.m. - 9:00 p.m.: Open Bar
- 7:00 p.m. - 9:00 p.m.: Dinner/Door Prizes P.A.C. Raffle

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New marketing strategy for instant games

by
Michigan Lottery Commissioner
Jerry Crandall



Crandall

Michigan Lottery.

In striving to create a more dynamic and visible lottery, we continue to evaluate the Lottery's games and research players' interests. Our studies indicate that there is a real sales growth potential in the '90s for instant games.

This spring we launched the first of a series of new enterprises—a new multiple instant game concept. Three separate instant games are now being featured simultaneously in retailers' stores to offer Lottery players more choices, more chances, more fun. In addition, we will be changing the mix of instant games offered each month to provide players with even more ways to instantly win prizes at various levels. This creates more excitement for players and translates into greater

sales opportunities for our retailers.

In conjunction with the marketing strategy, we kicked off a new advertising campaign which will help promote the multiple instant game concept. Each month, when the newest instant game goes on sale, a statewide print and radio ad campaign will introduce the new game, while calling attention to other current instant games still on sale. We found that offering more than one instant game is appealing to consumers. Our research shows that a multiple game concept adds more interest and excitement for players of the scratch-off games.

In addition, retailers will now be able to offer players a new bonus with the three-game marketing concept. By playing all three instant games, players will have a fourth chance to win—they can qualify for an appearance on the new weekly "Michigan Lottery Megabucks Giveaway" TV game show. This is good news for players because the odds of getting on the program are now much better.

The "Megabucks Giveaway" show, which airs in the same 7:30 p.m. Saturday time slot as did the "Fame & Fortune" show, is the most popular locally produced program in

Michigan, according to Arbitron Rating Co., an independent television audience measurement service. In addition, weekly entries to appear on the new "Megabucks" show have already more than doubled the amounts ever received for a weekly "Fame & Fortune" drawing.

Any player can now qualify for the drawing to appear on the show by simply mailing in three non-winning instant tickets, one from each of three different games.

The game format was changed to allocate more prize money directly to the instant games. Now players have a greater chance of winning better

prizes instantly. The Lottery is excited about the new TV show and the sales opportunities it will offer our retailers.

The newest instant ticket, "Cash in a Flash," offers prizes ranging from \$2 to \$5,000, with more than \$10 million in total prizes up for grabs. Players win if their ticket has three matching symbols under the scratch-off coating.

"Cash in a Flash" is the first instant game introduced under the new strategy to offer a \$5,000 instant prize. Several instant games to be launched this year will offer high top prizes to players of the scratch-off games.



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Hy-Save reduces supermarket energy costs

Some AFD members are finding they don't have to freeze their assets in order to chill their goods anymore. Those members are running their refrigeration systems in new, economical ways.

Michigan's average temperature is about 48 degrees, yet many refrigeration compressors run at full capacity—as if it were summer 12 months out of the year.

One new product, Hy-Save,

distributed in Michigan by Market Mechanical in Troy, takes advantage of the state's cold weather to help relieve retailers of their three biggest refrigeration concerns: energy costs, maintenance costs and refrigerant loss.

First, it reduces energy costs because it doesn't work hard when it doesn't need to. The nine months of the year in Michigan when it is cold, Hy-Save adjusts itself accordingly.

"Compressors are operating over capacity for nine months out of the year," explains Market Mechanical's president Miles Carney. "Hy-Save takes advantage of Michigan's lower

temperatures by allowing us to safely lower compressor head pressure."

Because Hy-Save reduces run time and lowers compressor head pressure and vibrations, wear and tear is reduced, and therefore, maintenance costs drop significantly.

Less vibration also leads to less refrigerant loss—a plus in today's ecology-minded society.

Newly opened grocery stores are now equipped with energy-saving features similar to Hy-Save's. But according to Carney, hundreds of stores with older equipment are still wasting energy and money. Hy-Save

is a retro-fit product especially designed to work with existing refrigeration systems.

Carney is quick to point out that Hy-Save does not pretend to be a magic device, but was developed from sound refrigeration engineering principles researched for years.

The resulting technology, says Carney, saves retailers about 25% in energy costs. So far, more than 25 customers have taken advantage of Market Mechanical's product with over 200 Hy-Save devices. Customers can expect Hy-Save to pay for itself within 12 to 24 months, Carney says.

AFD NOTES:

AT&T services added to AFD's long list of benefits

AFD members can now take advantage of special AT&T services at reduced prices.

Voice mail, paging systems, fax service and machines, auto attendants, cordless phones, and door phones are now available to AFD members at reduced prices with a high level of quality and service. AT&T products are manufactured in the United States and financed by AT&T.

For more information, contact Judy Mansur at 557-9600.

AFD's coupon department promises fast, reliable service

The AFD coupon department is working harder than ever before to handle coupons efficiently and get payments out quickly.

Harley Davis has eight years of experience in the coupon field. Harley works with retailers, explaining what they need to do, furnishing questionnaires, providing information, and establishing retailers' credibility with manufacturers.

Judy Mansur works behind the scenes with the clearinghouse to ensure figures are accurate, reconciliation is quick, and payments are issued correctly and promptly.

Submissions are monitored closely by both Harley and Judy. Harley is quick to point out that he goes right to bat for retailers with the manufacturers. Harley and Judy's efforts have resulted in a 30-day turnaround on payments.

Call 557-9600 today and ask for Harley to learn about what AFD's coupon department can do for you.

How to communicate with your senators and representative:

Call the Capitol switchboard (202) 224-3121 and ask for his or her office, or write:
The Honorable (full name),
United States Senate,
Washington, D.C. 20510;
The Honorable (full name),
United States House of Representatives,
Washington, D.C. 20515.

BIG CHIEF SUGAR... TAKE A SECOND LOOK

THE SAMI ARBITRON FIGURES SAYS IT ALL!

BIG CHIEF SUGAR OUT SELLS ITS COMPETITION IN THE MARKET PLACE TWO TO ONE. SO WHILE OTHERS ARE PUNCHING UP THE SALES PITCH WITH SWEET TALK...BIG CHIEF PUNCHES UP SALES WITH A SWEETER BOTTOM LINE.

**"WITH BIG CHIEF, YOU'LL
SWEETEN THE BOTTOM LINE."**



**MONITOR SUGAR
COMPANY**

2600 S. Euclid Ave., P.O. Box 39
Bay City, MI 48707



FIND THE COOL SPOT!



With purchase of any two 12-paks of 7UP, Diet 7UP, Cherry 7UP or Diet Cherry 7UP, you'll get a **FREE** 7UP COOL SPOT T-SHIRT!!

AND LOOK INSIDE ALL 7UP CANS FOR A CHANCE TO WIN A PAIR OF ROUNDTrip AIRLINE TICKETS TO ANYWHERE IN THE CONTINENTAL U.S.!

Look for the COOL SPOT at your 7UP Display!

For Sales & Service, Call (313) 937-3500

Trade show speakers captivated audiences

AFD would like to extend special thanks to the speakers at the question and answer seminars at the AFD Trade Show 1991, Tuesday, April 16 at the Grand Manor at Fairlane in Dearborn.

—From the Department of Agriculture, speakers Frank Iacopelli and Jasime Lincisome spoke about accurate net weight meat packaging and labeling, and how to maintain store sanitation.

—Chairwoman Maxine Perry and commissioners Alex Laggis and Betty Pulliam were on hand to address the concerns of licensees in their presentation to a standing-room-only crowd. Topics discussed included violations, trends, liquor mark-ups, displays, and LCC rules and regulations.

—Newly appointed Commissioner Jerry Crandall, along with Deputy Commissioner of Marketing Tom Egan, Licensing Director Nancy

Horton, and Director of Sales Charlie Korpak spoke on the forthcoming terminal licensing expansion, as well as new games and promotions. The number of on-line terminals being installed in the next 12 months will increase 9 percent.

—AFD lobbyist, Mike Ranville of Karoub Associates in Lansing, gave a presentation on legislative issues, which included the proposed increase in liquor mark-ups, monies generated by unredeemed deposits, and penalties for food stamp and WIC mistakes. Many other topics affecting AFD members and their bottom line were also discussed.

All sessions were well-received by the retail community in attendance. Valuable information was presented in an informal setting, allowing retailers to ask questions throughout the presentation.



Mike Funkhouser, center, was thrilled as he accepted a weekend trip to Toronto from Peggy Kronner and Tony Thias of American One.

Trade show participant wins big

Mike Funkhouser of Melody Farms was the lucky winner of a weekend in Toronto, awarded by America One Insurance at the AFD Trade Show 1991, April 16 at the Fairlane Manor.

It turned into an early wedding present for Funkhouser, who was married the following Saturday. Funkhouser had never been to Toronto and was ecstatic over his good fortune.

"WHAT'S NEW ON THE SHELF" 1991 Trade Show Exhibitors

AAA Poly Bag Mfg. Corp.
Absopure Water Co.
Advo-System, Inc.
All American Cash Register
Amato Foods
America One, Inc.
Anheuser-Busch, Inc.
AT & T—General Business Systems
Beverage Journal
Big Chief Sugar
Blue Cross Blue Shield of Michigan
Borden Pasta Group
Brehm Broaster Sales, Inc.
Bureau of State Lottery
Canandaigua Wine Co.
Central Foods, Inc.
Central Alarm Signal, Inc.
Closed Circuit Communications
Coca-Cola Bottling Co. of Michigan
Continental Baking
Coors Brewing Co.
Creative Risk Management Corp.
DCI Food Equipment, Inc.
Detroit Popcorn Co.
Door to Door Distributing
Epeco Foods
Eradico Services, Inc.
Fairlane Insurance
Faygo Beverages, Inc.
Foodland Distributors
Frankenmuth Brewery, Inc.
Frito-Lay, Inc.
Garden Foods, Inc.
Gallo Winery
General Wine Co.
General Liquor Co.
Great Lakes Data Systems
Guardian Alarm
Hobart Corp.
The House of Seagram
Hiram Walker, Inc.
J. Lewis Cooper Co.
Kar Nut Products Co.
Kehe Food Distributors, Inc.
Kowalski Sausage

Kramer Food Co.
Lauren Sales
Market Mechanical Services, Inc.
McMahon & McDonald, Inc.
Melody Distributing Co.
Merchants Cash Register, Inc.
Michigan Bankard Services
Michigan Bell Telephone Co.
Michigan Cash Register
Michigan Liquor Control Commission
Michigan Sugar Co.
Midwest Butcher & Deli Supply, Inc.
Miller Brewing Co.
MMI Distributing, Inc.
Mr. Dan's Gourmet Pound Cake
Mr. Pure Juices
Nestle Beverage Co., Inc.
Nikhlas Distributors, Inc.
North Pointe Insurance Company
Oscar Mayer
Paul Inman Associates, Inc.
Pepsi-Cola
Pfeister Co.
Philip Morris USA
Point Dairy Services
R.M. Gilligan, Inc.
Rousana Cards
Royal Crown Cola Co.
Sales Control Systems
Seven-Up of Detroit
Scot Lad Foods, Inc./Roundy's
Spectrum Rooftop Balloons
Stark & Company
State-Wide Food Equipment
The Stroh Brewery Co.
Stroh's Ice Cream
Sterling Shores Distributors
Taystee Baking
Telecheck Michigan, Inc.
Tom Davis & Sons Dairy
Tony's Pizza Service
Ultra Lite Supply Co.
Variety Foods, Inc.
Viter's Snacks

Environmental claims guidelines urged

Several groups throughout the country are urging the FTC to establish uniform guidelines for environmental claims in advertising and marketing.

The coalition, comprised of retailers, manufacturers and other organizations, has petitioned the FTC to establish guidelines in response to an increasing number of legal actions brought on by inconsistent state and local laws and regulations. Currently, many believe, the inconsistent regulations make it too costly and legally risky for national marketers to make environmental claims.

The petition urges the FTC to adopt a guide that would, among other things:

- Encourage statements listing the percentage of recycled material in a product or package;
- Suggest caution in using the words "recycled" or "recyclable" by themselves;
- Urge that claims as to which part of a package contains recycled material be clear; and
- Require a program for either manufacturers' collection and reuse of packages or reuse by consumers to sustain a claim of refillability or reusability.

Although this drive for regulations is a national one, certain states are taking it upon themselves to set up guidelines of their own.

In Indiana, a bill which looks as though it will pass would discourage deceptive environmental advertising.

In Massachusetts, a hearing was held recently on a PIRG bill to ban all packaging not "environmentally acceptable."

Easter Seals helps businesses get ready for the ADA

In July of 1992, every business with 25 or more employees and all businesses that cater to the public will be measured by new standards. This is the first deadline for compliance with the employment and accessible public accommodations provisions of the Americans with Disabilities Act (ADA) passed in July 1990.

While the ADA guarantees the 43 million disabled Americans their basic rights—to live and work in their communities—compliance with this new law also raises new questions for businesses. How does the ADA define "disability"? Does it require preferential treatment? What are reasonable accommodations? and what do they cost? The National Easter Seal Society has developed easy-to-use materials that answer these and other questions about the ADA to help businesses prepare:

- A simple guide to the ADA, the *Americans With Disabilities Act*, and *Tips For Disability Awareness* are available from Easter Seals' *Awareness Is The First Step Towards Change* campaign. (40 cents each.)

See ADA, page 19

MDA REMINDER:

Keep food safe during warm weather

The hazy, lazy days of summer may bring thoughts of relaxation, but it's no time to relax the rules of food handling. In fact, climbing temperatures should signal us to use extra caution in preparing and handling food, according to Dr. Edward C. Heffron, Director of the Food Division at the Michigan Department of Agriculture (MDA).

The U.S. Department of Agriculture (USDA) estimates that each year 4 million people are affected by food poisoning, caused by food-borne bacteria so microscopic it cannot be detected by sight, smell or

taste. This often occurs at picnics and backyard barbecues when food is left out in warm temperatures creating a perfect environment for bacteria to grow.

"Food poisoning can be prevented," said Heffron. "It just takes some common sense. The key is to keep food cool and limit the time it is exposed to warm temperatures."

In summer months, salmonella, one of the most common bacteria, finds a perfect breeding ground.

"Foods that are allowed to remain at too warm a temperature for too long, or those that are not heated to a high

enough temperature can harbor dangerous food-borne illness," said Heffron. "These illnesses are especially dangerous for the elderly, young children, pregnant women, and those with chronic illnesses."

Heffron offers the following advice to guard against contamination:

- *The first step in prevention is to make sure hands, utensils, and work areas are thoroughly cleaned before preparing food.* This is especially critical when working with raw meat and poultry. Anything touched by raw meat should be considered suspect and should be cleaned immediately.

- *Keep food cool.* Keep all perishable foods in a refrigerator that is less than 40 degrees Fahrenheit or in a freezer at or below zero degrees Fahrenheit. If picnicking, keep perishables in a well-insulated cooler with a cold source, such as ice or commercial "blue gel." If grilling, keep the meat cool right up to the time of cooking and then cook thoroughly. If you precook meat to reduce grilling time, make sure you precook immediately before grilling to prevent bacteria growth. And never, ever thaw meat on the countertop, even during winter months.

- *Cook foods thoroughly.* Only thorough cooking can destroy most bacteria. Grill meat until the juices run clear or check its internal temperature with a thermometer, cooking beef to 160 degrees, pork to 170 degrees and chicken to 180 degrees Fahrenheit.

- *Be extra cautious about highly perishable foods like dishes prepared with mayonnaise or cream.* These must be kept cool to be considered safe enough to eat. And only use store-bought mayonnaise, not homemade, which contains raw eggs and is always considered a high risk. (See next item.)

- *Caution is also called for when eating eggs.* Scientists have recently discovered that the bacteria, salmonella, which causes salmonella enteritis infections, can be found on the inside of raw eggs, not just from outside sources through cracks in the shell. Therefore, foods made with raw or undercooked eggs should be avoided, including Caesar salad, hollandaise sauce, some cake frostings, homemade ice cream or mayonnaise, and soft scrambled or soft boiled eggs with runny yolks. Even cookie dough and cake batter, made with raw eggs, should not be tasted. The rule of thumb is to cook eggs thoroughly so both the yolk and white are firm.

For further information about food safety, call Dr. E.C. Heffron, Director, Food Division, Michigan Department of Agriculture, (517) 373-1060.

Go From Yawning



To Back-lit Awning

Create a Bright New Look

Today's back-lit awnings can create an image and an identity for your business. They add color and festivity, maximize street visibility, extend outdoor space and provide sun and rain protection. You can add any logo or graphic to show off your name. And because they're illuminated, back-lit awnings "light up the night, too"—providing added security and visibility.

Special Incentive From Detroit Edison

Detroit Edison, together with five leading awning manufacturers, is offering special incentives. For a limited time only, you can receive \$100 per kilowatt of awning lighting when installed with a photocell or \$50 per kilowatt of awning lighting on a timer* from Detroit Edison. Custom back-lit awnings are a cost-efficient way to increase eye appeal and liven up your business! See how you can go from "yawning" to back-lit awning! And save with Detroit Edison incentives! *Set to operate at least six hours per night.

Detroit Edison

A good part of your life.

Call these awning manufacturers today!

Belle Isle Awning Co.
20220 Cornille Drive
Roseville
294-6050

Detroit-Detroit Awning
3927 Fourth Street
Wayne
721-3100

Marygrove Awning Co.
12700 Merriman Road
Livonia
427-7100

Michigan Tent & Awning Co.
2625 W. 14 Mile Road
Detroit
894-4400

Royal Oak & Birmingham Tent & Awning Co.
2625 W. 14 Mile Road
Royal Oak
542-5552

COMING EVENTS

June 1-4: Produce Partnership, Annual Produce Conference. Indian Wells, Calif. For information phone 202-452-8444.

June 18: Food and Our Environments. Michigan State University campus. For information call 517-353-3106.

June 21: American Cancer Society Celebrity Golf Classic. Bay Pointe Golf Club, West Bloomfield. For information call Calvin C. Morgan, Jr., at 557-5353.

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

Aug. 5: Annual AFD Scholarship Golf Outing. Shenandoah Golf and Country Club. For information, call 557-9600.

Sept. 27-30: Tortilla Industry Association (TIA) Second Annual Convention and Trade Exposition. San Antonio, Texas. For information call 818-981-2547.

UPDATE

from page 1

workers during an economic strike (a strike over wages or terms or conditions of employment), and thus overturn over 50 years of labor law. The legislation would apply equally to non-union companies. As defined in the bill, a "labor dispute" would occur anytime two or more employees walk off the job because of a complaint against the company, and would trigger the provisions of the bill.

Bill Schuette says water bottled in Michigan is safe

In response to recent news stories, Bill Schuette, director, Michigan Department of Agriculture (MDA), stated today that MDA's Food Division routinely test water bottled in Michigan and inspects the state's 30 bottling plants to assure these products meet federal and state standards.

"I recognize the concern raised by these recent stories and want to assure Michigan citizens that the water bottled in our state is inspected and tested to assure it is safe for consumers," Schuette said.

MDA is responsible for inspecting and licensing manufacturers of bottle water, under the state's food act. All bottling plants are inspected at least twice a year, more frequently if violations are found, and bottled water products are sampled at retail.

Handle coupons better with the Central List Program

The latest news in coupons today is a new service available to AFD members called the Central List Program, operated by Marketing Force, Inc., of Rochester Hills.

Currently, manufacturers routinely require retailers to submit verification questionnaires before releasing payments to coupons. Many times, payments are held pending receipt and validation of the information received, resulting needless chargebacks to retailers.

To minimize those delays and chargebacks, the nation-wide Central List Program assigns each retailer a coupon redemption number (CRN) to streamline the submission process on both ends. First, it provides manufacturers' redemption agents with correct, updated information on all retailers. It also frees retailers from the clerical burden of additional questionnaires.

The one-time fee for the service is \$10 for each store submitting separately. A one-to-five-store operator submitting through one central office pays the \$10 fee only once. A six-or-more-store operator making only one submission through a central office pays a \$25 fee. This application fee is a one-time fee and is not transferable to a new owner.

The program has proved successful in the lead markets of Ohio, Pennsylvania, and Oklahoma. According to the Central List Program's Director Barry G. Bertocki, retailers willingly embrace

the program when they fully understand its benefits.

To learn more about the Central List Program or obtain an application, contact Harley Davis at 557-9600.

MILLER

from page 6

"The Senator isn't confrontational," Golembiewski continued. "Rather than looking for a fight, he seeks compromises."

"Since my days as president of the Warren Council all the way up to the Senate, I've seen the divisions between members of the party, whether they be liberal or conservative, rural or urban," Miller observed from his 10th floor office overlooking Lansing. "Whenever I've been in a position to lead, I've tried to bring people together as a team. It's a challenge to get a diversified group together and acknowledge each of their individual problems. The rewarding part is reaching a consensus that will eventually make the state a better place for all of us."

The ability to work together as a team—it's the benchmark of successful small business and big government, and is personified by Senator Art Miller, Jr., as he works tirelessly to ensure the future of small business in Michigan.

DEPT. OF AGRICULTURE

Johne's Disease a threat to Michigan livestock

Johne's disease, or paratuberculosis, is a health problem affecting an estimated 9.1 percent of cattle slaughtered in Michigan, according to a preliminary study recently conducted by the Michigan Department of Agriculture (MDA) and Michigan State University (MSU).

Dr. Michael Chaddock, Director of the Animal Industry Division of MDA, said while there is no threat to human health, the disease may have an economic impact on Michigan's dairy and beef industries.

Chaddock said the study was conducted to determine the true prevalence of the disease in the state and is part of a four-phase voluntary program aimed at controlling the disease.

"While there is no cure for this disease, we can develop ways to contain its spread," said Chaddock. "That is the goal of our program. Through its successful implementation we can only enhance the economic viability of our beef and dairy industries."

Johne's is a chronic, debilitating disease of cattle, sheep, goats and some species of wild ruminants. The bacterial disease causes significant weight loss and reduces milk production.

Donate to Alex Bell Scholarship today

Donations are still being accepted for the Alex Bell Memorial Scholarship.

By donating to the scholarship fund, you will not only honor the memory of a leader in the food industry and friend to many, you will provide financial aid to college-bound

students. In addition, a list of all who donated will be printed in the Food & Beverage Report.

The scholarship will be presented at the annual Golf Outing August 5 in conjunction with the existing scholarship program. To donate, please fill out and return the form below.

ALEX BELL MEMORIAL SCHOLARSHIP FUND

Donation \$ _____

Name _____

Business _____

Address _____

Phone _____

Make checks payable to: Alex Bell Memorial Scholarship Fund, 18470 West 10 Mile Road, Southfield, MI 48075



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**Adds
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FAYGO

For more information, contact your Faygo Representative.
Faygo Beverages, Inc., 3579 Gratiot Avenue, Detroit, MI 48207
(313) 925-1600

One membership does it all—AFD is the answer

by
John Dagenais/P.L.D.A.

We were talking to a party store owner a few weeks ago and brought up the subject of what trade groups he belonged to. "I think most of them," he replied and listed several local civic groups in his community. After all, he had to maintain a good image within his community and stand firmly with other businesses in his area of service.

But when we asked him if he was a member of a trade group serving his liquor, beer, wine and food store, he responded with the question, "Don't they all?"

Our reply was very simple and to the point: "No, because the groups you mentioned may perform a limited service, such as offering you a particular benefit or representing you in a very limited area of your business operation."

That incident, Mr. and Mrs. Retailer, is what prompted this month's article in the excellent publication printed by Associated Food Dealers of Michigan—an organization that does it all!

Did you ever stop and think what your yearly membership in Associated Food Dealers means and what you are a part of? First of all, take note of the big bonus in you AFD membership your one membership automatically gives you access to several major organizations on both the state and national level. That's important and that's giving you a full-value membership. Examples include National Association of Convenience Stores, National Grocers Association, Food Marketing Institute, and the list goes on. Every time a merger takes place such as that unified move between Associated Food Dealers and Package Liquor Dealers Association of Michigan—that's more punch for you and your business. Just think about important factors in your membership.

A second facet of importance in this month's theme of "one member-

ship does it all" is the tremendous and unique listing of associate members who joined our membership roster. Just turn to back of AFD's Food and Beverage Report and look over the full page listing of AFD Supplier Members. These people are there because they support you, and in a spirit of unity want to help you and your business in every way possible. We know, that's why we urge our members to "Support These AFD Supplier Members." Never hesitate to call any of these fine associates. That's what makes a great organization.

Add all these factors to the extensive list of professional consultants and highly skilled staff members located in Lansing, Southfield and other field offices in Michigan—that's mighty strong company! In short, your membership with AFD means you are keeping good company.

We like to look at the membership picture in relationship to your business like this: while you're minding your store—AFD is taking care of your business by helping you locally, in Lansing and in Washington, D.C.

While you put in your long, hard hours in your store, your organization is monitoring the whole sphere of your food, beverage and related merchandise business—24 hours a day and 365 days a year!

Our credentials after some 75 years of service and representation to Michigan retailers reads like an impressive resume of a top company from Fortune 500's listing.

In short, if I were making a substantial living from the food and beverage industry and dealt in services related to those markets, I would have to say that there is one organization that serves all retailers. If I had to choose one—it would have to be Associated Food Dealers of Michigan. They are the answers for now and for the future.

Ten tips to handle an OSHA inspection

Occupational Safety and Health Administration (OSHA) inspections can occur at any time without advance notice. To be properly prepared for an OSHA inspection, the following suggestions should help make the process go more smoothly and assist your company with compliance.

1. **Company representative:** A company representative and alternate should be selected prior to any inspections and trained on basic OSHA procedures and standards. This representative should accompany the inspector at all times during an inspection.
2. **Arrival:** When an OSHA inspector arrives, he/she should be received promptly and treated in a business-like manner. Check the inspector's identification and determine the purpose of the inspection.
3. **Notification:** Notify the appropriate individual at the corporate office, if applicable, prior to proceeding. This individual may be a vice president, safety director, loss prevention director, legal counsel or other designated person.
4. **Records:** The inspector will ask to review appropriate written records. To avoid citations and/or fines regarding recordkeeping, companies

should ensure that all required OSHA records are in place and up-to-date. Examples of required records are as follows:

- OSHA 200 Log
- OSHA 101 Form (or equivalent)
- Company Safety and Health Program
- Hazard Communication Program
- Equipment Safety Inspections
- Lock-out/Tag-out Program
- Medical/First Aid Program
- Fire Protection Program
- Related Training Programs
- Others, as required.

5. **Posting:** OSHA requires that the OSHA poster regarding employee rights and responsibilities be posted in a conspicuous location at all times. In the month of February, the summary of the OSHA 200 Log is required to be posted. Failure to post these items may result in a citation.
6. **Company policies:** Advise the inspector of company safety, health, sanitation and production policies such as the use of personal protection equipment and restricted areas.
7. **Walkaround:** After reviewing records, the actual physical inspection takes place. Accompany

See OSHA, page 20

AFD is offering the 1990 Driver License and I.D. Guide

booklets at \$9.00 per book
plus \$1.00 shipping.

This comprehensive booklet shows a picture of a valid drivers license from **each** state. Having this booklet near your cash register will help you in making a positive identification. You can accept out-of-state licenses for the purchase of alcohol.

AFD advocates responsibility in selling alcohol. Using this book will help determine a legitimate sale.

Don't serve a minor with a tampered license—check it out with this **Driver License and I.D. Guide**.

Mail check or money order to: **Drivers License ID Guide**, c/o Associated Food Dealers of Michigan 18470 W. 10 Mile Road, Southfield, MI 48075.

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<p>FIRST ORDER</p> <p>\$4 OFF PER CASE HIGH YIELD DECAF COLUMBIAN F & M COFFEE SERVICE WITH COUPON</p>	<p>SECOND ORDER</p> <p>\$4 OFF PER CASE HIGH YIELD DECAF COLUMBIAN F & M COFFEE SERVICE WITH COUPON</p>	<p>*BUNN MACHINE INCLUDED AT NO EXTRA CHARGE WITH 2 CASES MINIMUM ORDER PER MONTH</p>
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**Can't Beat
The Real Thing.**

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PRODUCTS



Erase carpet stains away

New Erase is a breakthrough product which promises to revolutionize the carpet spot cleaning category.

Erase works just like an eraser. Fast and easy to use, it cleans wet and dry stains. It leaves the carpet dry and ready to walk on, as well as smelling fresh and clean.

Erase, manufactured by the Block Drug Company, comes in two formulas: Dirt & Food and Pet.

Test marketing proved it to explode the category with a 45 percent unit share in six months. Seventy-three percent of those who purchased Erase said they would again.



Tomlinson Frontier Kettles and Warmers comes in three styles

Tomlinson's popular line of Frontier Kettles and Warmers is ideal for cooking and holding a wide variety of soups and other hot foods such as chili, macaroni and cheese, hot cereal, nacho cheese sauce, beans and more. The choice of kettles makes them natural merchandisers in a diversity of applications, ranging from delis and C-stores to cafeterias, supermarkets, restaurants, taverns, schools, healthcare and other institutions.

The original superior-quality Deluxe Frontier Kettle® is recommended for cooking as well as for holding food. The 1250 watt, 120 volt heating element adjusts up to 212°F. Made of heavy-duty cast aluminum with a stainless steel food insert, the kettle is available in 8- or 12-quart capacities. Standard colors are black, brown or red.

The 450-watt Economy Frontier Kettle® has a preset thermostat for holding food at 165°F±5°. Constructed of a black, one-piece

molded polyethylene shell, it is available in 8- or 12-quart capacities.

The 6-quart capacity Frontier Mini-Warmer™ is specially designed for limited-space areas. An immersible heating element provides quick, uniform heat to the most delicate soups and sauces; a highly accurate, preset thermostat maintains a consistent serving temperature. A thermal fuse protects from overheating. The washable, rotocast polyethylene shell provides a unique, cube-like appearance. Standard color is black.

For more information on the versatile Frontier Kettle line, including menu applications, benefits, engineering features and complete specifications, please contact: Tomlinson Industries, 13700 Broadway, Cleveland, Ohio 44125-1992. Telephone (216) 587-3400.



New 100% cholesterol-free frozen dessert from Stroh's ice cream company

The new Stroh's Ice Cream Company is introducing its initial new product offering, a 100% Cholesterol-Free Frozen Dairy Dessert, to Detroit-area ice cream lovers. Containing only 140 calories per three ounce serving, Stroh's all-natural frozen dairy treat is sure to please the health-conscious ice cream lover who doesn't want to sacrifice taste or flavor.

The new package contains complete per-serving nutritional labeling, and complements the recently-introduced family of square half-gallons for Stroh's Light and Stroh's Frozen Yogurt Dairy Desserts.

This new product contains no tropical oils, and has been formulated to comply with expected FDA standards regulating "Cholesterol-Free ice cream." The generic product designation will be changed immediately following development and approval of these standards.

The 100% Cholesterol-Free Frozen Dairy Dessert is now available at quality drug and supermarket outlets and finer ice cream parlours, in four new half-gallon-square flavors—Peanut Butter Cup, English Toffee Fudge, Raspberry Fudge Torte and Chocolate Caramel Pecan Torte.

Randell offers a complete line of hot food tables with extra features as standard

Randell's open well, sealed well and water bath hot food tables offer many important features as standard. These include fully assembled, welded construction—unlike competitive units which are shipped knocked down and require assembly.

Also standard are stainless steel bodies. Plus, high-voltage elements with true thermostatic controls are standard on electric units, and complete pilot and safety valve systems are standard on gas units.

Randell's wide array of hot food table options includes a roll cover (with condensate frame), counter protector with removable glass panels, buffet shelf with sneeze guards, adapter plates, casters (4" or 6"), drains and manifold. Units range in size from 33 inches to 78 inches long.

Randell (A Dover Industries Company) offers an extensive line of quality commercial food service equipment including: refrigeration and freezer units, display merchandisers, pizza prep tables, ice cream cabinets, vent systems and cooking equipment stands, as well as custom-made backbar assemblies, island assemblies and cheftable assemblies.



New Ebony Premier trays from Pressware International

Pressware International introduces Ebony Premier, dual-ovenable trays that enhance the beauty and eye appeal of take-out foods for supermarket, foodservice or deli applications. Ebony Premier trays are made primarily from paperboard, a renewable resource. These trays were created using technology developed for the world's top frozen food manufacturers. They offer a variety of features that make them superior to foam, aluminum and plastic packages.

Foods placed in Ebony Premier trays can be cooked or reheated in a microwave or conventional oven at temperatures up to 400°F for 60 minutes.

Ebony Premier trays are durable. Because they have memory, they retain their shape, resist denting and will not crack.

For more information, please contact Pressware International, Inc. 2120 Westbelt Drive, P.O. Box 281247, Columbus, Ohio 43228-0147. Phone: 614-771-5400. FAX: 614-876-1060.



Stubbs Queensland Dry Rum

The finest white rum in the world—Stubbs Queensland Dry from Australia, is now available in selected markets across the U.S.A.

Most rums in the world are made from molasses: a thick, sticky by-product of sugar refining. Stubbs, on the other hand, is made from the juice of fresh Queensland sugar cane. It is this juice which gives Stubbs a piercingly dry, unequivocally smooth, and very, very clean taste. You can drink Stubbs just as you would any rum, but its clean, smooth, and dry taste makes the perfect martini.

Stubbs is distilled at Australia's oldest distillery, continuously producing rum since 1884. The distillery is located 25 miles South of Brisbane, the capitol of Queensland, in the town of Beenleigh. The Queensland region of Australia, which ranges from tropical to sub-tropical, is ideal for the production of sugar cane. For this reason, Australia has become one of the world's largest exporters of sugar—and a seasoned rum producer. However, Australia produces only one premium rum from the juice of Queensland sugar cane: Stubbs Queensland Dry.

Stubbs, which retails between \$15-17 commands a premium price for three reasons. First, fresh cane is three times more costly than molasses (which can be stored indefinitely and shipped anywhere in the world for distillation). Second, Stubbs is higher proof (85) than most rums. And finally, Stubbs is imported in the bottle from Australia, which is 14,000 from the nearest U.S. port.

Stubbs is currently available in limited distribution in 19 U.S. cities, and has met with extremely favorable consumer response. Until now, premium rums have tended to be either dark or aged.

Stubbs Queensland Dry from Australia is imported by the Paddington Corporation, Fort Lee, N.J.

Slotting fees growing obstacle to new products

To get a new product onto store shelves at most major U.S. grocery chains, a consumer products manufacturer can expect to pay as much as \$150 per store in cash or gifts, according to Weber Management Consultants, Inc., Huntington, NY. Such "slotting fees" have increased an estimated 40 percent in the past two years, said firm President Ron Weber.

The practice of charging slotting fees effectively inhibits the success of small manufacturers, who, even if they can afford the fees, stand little chance of making a profit in their first

year, Weber said. "Grocers have gotten into the space rental business.

While there are legitimate cost involved in introducing a new product which the manufacturer can be expected to share, too many grocers see slotting fees as an easy source of additional revenue."

'Dry Grocery' Shelf Space Constant

Slotting fees are a relatively new phenomenon, precipitated by a tremendous influx of new products which has created a shortage of shelf space, noted Weber, a longtime

industry consultant. "Each year over 10,000 new 'dry grocery' products are competing for the same shelf space. While supermarkets have expanded dramatically in size over the past decade, all the growth has been in areas like fruits, vegetables, bakery and deli. But dry grocery shelf space has remained constant," Weber said.

The consultant explained that major grocery chains have been under growing pressures due to shrinking margins and, in many cases, the impact of mergers and acquisitions. "Much of the impetus behind rising slotting fees is the need to make

money to service heavy corporate debt," Weber said. "What grocers are doing with slotting fees is really not that different from what landlords have always done with property rents—they're letting the market drive the price. They know what they can get away with."

Weber cited a recent study commissioned jointly by the Grocery Manufacturers of America and the Food Marketing Institute which found it costs a grocer about \$14 to bring a new product to market, while the average per store slotting fee grocers charge is about \$36. "There's an obvious inequity," Weber observed, "between the actual costs grocers must bear to introduce a new product and the amount manufacturers are expected to pay for the opportunity to sell their products."

Weber added that not all chains charge exorbitant fees. "The \$150 fee is the exception. Most are in the \$30-\$50 range, but while that may be a manageable figure for the Krafts and the Hormels, it puts a tremendous strain on the small manufacturers who are just starting out and may have only one or two products."

Established in 1977 and headquartered in Huntington, N.Y., Weber Management Consultants, Inc. is a nationwide consulting organization with wide experience in the package food and beverage industries.

ADA from page 12

- The *ADA Checklist* is a 14-page booklet designed to help businesses evaluate their current policies and procedures for meeting the requirements of this far-reaching law. (\$1.40 each.)
- *Part Of The Team* is a 17-minute videotape, produced by IBM in a partnership with Easter Seals and the President's Committee on Employment of Persons with Disabilities. It profiles successful working relationships between employers and their employees with disabilities. (\$15 for VHS tape.)
- The *Workplace Workbook* is an illustrated guide to job accommodations and assistive technology. Developed by the Dole Foundation, this 110 page notebook is a design resource for accommodating as well as preventing disabilities caused by inappropriate workplace design. (\$32 per copy.)

To order these materials, interested persons should send a check or money order to:
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PEOPLE

The Kroger Co. promotes James A. Perun to vice president of operations for Michigan Marketing Area

James A. Perun has been promoted to vice president of operations for the Michigan Marketing Area of The Kroger Co.

As vice president of operations, Perun oversees the retail operation of 78 stores in metropolitan Detroit, Jackson, Ann Arbor and Lansing. Additional responsibilities include security, risk management, and various store operation services. Prior to his promotion, he had served as director of retail operations for The Kroger Co. Michigan Marketing Area since February 1990.

Kroger Co. promotes Ronald D. Spurlock to vice president of merchandising for Michigan Marketing Area

Ronald D. Spurlock has been promoted to vice president of merchandising for the Michigan Marketing Area of The Kroger Co.

As vice president of merchandising, Spurlock is responsible for product procurement, advertising and merchandising programs, store design and layout, and media communications of 78 stores in metropolitan Detroit, Jackson, Ann Arbor and Lansing. Prior to his promotion, he had served as director of merchandising for The Kroger Co. Michigan Marketing Area since February 1990.

Pepsi names Fulton regional sales manager



Fulton

Glen Fulton has been named Pepsi's third regional sales manager for Detroit.

Fulton joined Pepsi a few months ago as a regional sales manager designate

and has had training in St. Louis and Cleveland. He previously worked for A.R.A. Corporation in Chicago. He joins Don Hall and Steve Lanham, who currently make up the regional sales managing department.

He has moved to the Detroit area with his wife Alma and their two children, Xavier and Amanda.

Pepsi promotes Gabriel

Clarence "Gabe" Gabriel will assume the position of retail vice president of sales for the Pepsi-Cola Co. in Southwest Michigan. He replaces Bill Robinson, who will move on to run the Chicago area for Pepsi.

Spartan Stores brings in new manager to fill expanded position in retail sales & marketing

In an effort to provide a higher level of retail customer contact and support, Spartan Stores, Inc., has restructured its sales and marketing department and expanded the responsibilities of its manager's position. Filling this capacity is new Spartan associate Dennis Otto. Otto reports to Ken Wagar, Spartan vice president of sales and marketing. He replaces Bill Sackett who has assumed accountabilities as a retail counselor.

In this position, Otto is accountable for retail counselors, retail pricing, implementation of key account strategies and eventual responsibility for Spartan Stores retail advisory board and business review coordination.



Spartan Stores receives award of excellence for AIDS campaign

"She's not just changing diapers, she's changing the odds in the fight against AIDS," announces the award-winning promotional campaign led by Spartan Stores, Inc., on behalf of the Sudden Infant Death Syndrome Alliance. Spartan was recently recognized for its leadership in an ongoing purchase/donation program featuring Spartan brand diapers. Spartan Stores—together with a number of the nation's retailers of store brand diapers and an incredible response on the part of new parents throughout the country—has helped to generate over \$100,000 in support to the SIDS Alliance for programs of medical research and services to families suffering the loss of an infant to SIDS.

V8 supports armed forces with \$100,000 donation

V8 Vegetable Juice, a Campbell Soup Company brand, will be doing its share to help the U.S. Armed Forces and their families by contributing \$100,000 to the Armed Forces Emergency Relief Funds.

The gift will be split among the Air Force Aid Society, Army Emergency Relief and the Navy Marine Corps Relief Society. The three organizations provide financial assistance to U.S. troops and their families in the form of interest-free loans and grants for essential items such as food, rent, medical and utility bills, emergency travel expenses, auto maintenance and more.

OSHA

from page 10

the inspector at all times. Keep a list of employees interviewed by the inspector (permitted under Federal Law). Make notes on all comments and actions of the inspector.

8. **Photographs/environmental monitoring:** If the inspector takes photographs, take duplicate photos and record the type, make, model and serial number of the inspector's camera. If environmental monitoring is done (i.e., air testing, noise measurement), record the location, results and purpose of the measurements and record the type, make, model and serial number of the instruments used. This duplication of testing and instrument records may be used later should the violation be contested.
9. **Closing:** After the walkaround inspection, the inspector will conduct a closing conference to advise of the findings of the inspection. Carefully make notes on all subjects discussed. Provide realistic abatement dates for violations. Notify the appropriate individual at the corporate office as soon as practical after the closing conference and advise of the findings.
10. **Seek advice:** Prior to an OSHA inspection, companies should seek advice from professionals on their company safety and health program and OSHA compliance.

- In-house safety, loss prevention and risk management professionals
- Corporate legal counsel
- FMI Loss prevention Department
- Local OSHA office (consultation and voluntary compliance)
- Safety and health associations (National Safety Council, American Society of Safety Engineers)

ASK AFD

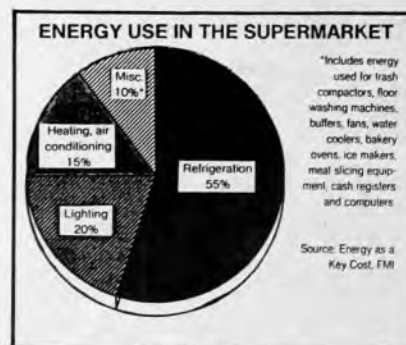
Q. I receive the *Food & Beverage Report* every month. Does this automatically mean I am a member of AFD?

—J.H., Auburn Hills

A. No! The *Food & Beverage Report* mailing list includes hundreds of stores and businesses that are **not** members of AFD. Although non-members can still get the latest information about the food industry in Michigan through the magazine, they cannot take advantage of AFD's other services including health, liquor liability and workers comp insurance; legal consultation; the coupon redemption program; credit card acceptance; and legislative representation, just to name a few. To verify your membership in AFD, call 557-9600.

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.

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Low-cal, low-fat market reaches 141 million consumers

People who *don't* consume food and beverages reduced in calories or fat are few and far between, according to a national survey recently released by the Calorie Control Council. The survey revealed that three out of four adult Americans consume low-calorie and/or reduced-fat products.

"That's 141 million Americans who make low-cal and low-fat eating more than a fad—they make it a way of life," said Robert Gelardi, executive director of the Council.

This phenomenon transcends age and sex, Gelardi noted. Low-calorie/reduced-fat foods and beverages are consumed by an overwhelming 81 percent of all adult women, and 71 percent of men. Also, in no age category over 18 years is there an incidence of use of these products below 71 percent, according to the survey.

For the most part, low-calorie and reduced-fat consumers are not dieters. Only one-third of these consumers consider themselves to be dieting. Rather, the survey found they are using these products primarily "to stay in better overall health."

The dominant segment of this market are the consumers of reduced-fat foods and beverages. Two-thirds of adults (124) are using these products, including 72 percent of women and 61 percent of men.

As for low-calorie, sugar-free

foods and beverages, 101 million adult Americans now consume these products—an increase of 23 million over the past five years. The most dramatic increase has been among consumers age 60 and older. Five years ago, these older Americans were the least-penetrated market for low-calorie products. Today, 62

percent are making low-cal, sugar-free choices, roughly the same percentage as other age groups.

The demand for low-calorie, low-fat foods and beverages is stronger than ever, according to the survey. Two-thirds of low-fat consumers would like to see additional reduced-fat choices available. Six out of ten

low-calorie consumers would like to have more sugar-free options available.

The findings are based on a nationally projectable survey of 1,511 individuals age 18 and older. Booth Research Services, Inc., Atlanta, GA., conducted the survey in January 1991 for the Calorie Control Council.

BOARD MEMBER PROFILE

Fred Dally says communication is key

For many years, store owner and board member Fred Dally has taken his expertise and educational background to help develop and improve the inner city of Detroit.

Freddy, as he is so commonly known to his Medicine Chest customers, has brought knowledge from his native Iraq, and that which he has acquired in the United States to help not only himself, but to provide a great service to the community.

He's no amateur in the retail industry, having worked in the field in Iraq and throughout his 12 years in the U.S. And, with an 85-hour work week, he is aware of the hard work and dedication that goes into maintaining a good establishment.

Communication is one important factor because Freddy deals with

customers on a one-to-one basis. To him, they are not merely bodies that come to the store, but individuals to whom he provides good service and give him good business in return.

"You have to know how to communicate with people to avoid problems," he says.

Education is also vital to Freddy in operating his store. Not only wisdom which comes from books, but the knowledge required to relate to others and obtain whatever is necessary to run business effectively.

"This is a very competitive market," Freddy says, "unless you know what to buy, and where to buy it from."

But Freddy knows a lot more than that. He holds an MBA from University of Detroit, and hopes to use what he learned with that degree

to move into other business ventures some day.

Right now, though, Freddy is staying put. "My hobby is work."



Fred Dally

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Security technology associates can help control shoplifting

The U.S. Department of Justice reported recently that shoplifting arrests increased by 30% during the five year period, 1985-1989. The increase in shoplifting arrests is remarkable, but shoplifting is a larger problem than indicated by the increase in arrests. Fewer than 35% of the people apprehended for shoplifting are arrested, a figure that hasn't changed much over the past ten years. Obviously, there has been a dramatic increase in shoplifting apprehensions during the period 1985-1989. Shoplifting is literally costing food retailers millions of dollars every year.

Let's try to project an estimated loss for a year in a store that receives 20,000 customers per week. Let's assume that only one of every hundred customers actually shoplifts, assuming, obviously, that 99% of the customers don't shoplift. We know through FMI theft surveys that the average shoplifting loss is approximately \$13.00 per case, the loss would be \$2,600 per week times 52 weeks or \$135,200 per year. Stores receiving 10,000 customers per week would have an estimated annual shoplifting loss of \$67,600 per year. Regardless of the size of the store, in terms of customer count, shoplifting losses alone can seriously impair the profit, growth and future of the business.

Reducing and controlling shoplifting can't be a hit or miss proposition that gets management attention only when shrink takes an upward swing. Even in stores that have security personnel on staff, shoplifting can only be controlled when all associates are involved in preventing this type of crime.

Hi-tech security equipment can also be used to prevent shoplifting. Electronic article surveillance systems that employ sensitized labels on high-risk products, and sensors at the checkout are very effective in reducing shoplifting.

Store associates can be excellent defenders against shoplifting. Here are a number of shoplifting prevention measures you may want to discuss with store personnel during in-store training sessions.

Head Cashiers

and Front-End Managers

1. Close off unattended checkstands to insure that customers go through a checkstand with a cashier on duty.
2. If several of the checkstands are closed, place a cashier at every other position.
3. Reserve the right to check packages brought into the store by customers. It's a good idea to staple or tape the package shut in the customer's presence and to

"Stores receiving 10,000 customers per week would have an estimated annual shoplifting rate of \$67,600."

write his or her name on it.

4. Be alert for persons apparently under the influence of alcohol or drugs, gangs, etc., entering the store and have an employee follow close by.

Cashiers

1. Check the bottom of every shopping cart. If any item is on the bottom of the cart, it must be moved to assure no smaller item is hidden beneath.
2. Look for tears in large bags of dog food and large boxes of soap powder, particularly when they are on the bottom of the cart. The customer may be using the large bag or box to conceal another item.
3. Handle and lift magazines by the bindings. Shoplifters often try to hide smaller flat items inside magazines and tabloids.
4. Be aware of the prices of frequently pilfered items to prevent losses by cap and label switching. Be particularly alert for label switching on meat products and for cap switching on health and beauty aids.
5. Be alert when customers talk constantly while you are ringing the order.
6. While not attending to a customer, keep your eyes moving about the front of the store and down the aisles. Try to maintain customer contact even while you are awaiting your next customer.
7. If you suspect a customer of shoplifting, remain calm and courteous and notify your supervisor or store manager.
8. Be aware of the weights of boxes of cereal, toilet paper and rolls of paper towels. Check for tears or punctures in the packages, too. Shoplifters often use these packages to conceal other items.
9. Make certain cashiers know what steps to follow when they see a child eating an item from the store which apparently isn't going to be mentioned by the parent.

Clerks

1. Above all, be friendly to customers. Establish contact with as many customers as possible by saying, "hello," smiling or just establishing eye contact as you pass by.

2. Scan the aisle while you work. If any customer seems to linger in one spot, ask if you can assist in some way.
3. Be alert for customers who keep a purse open in the shopping cart. If you haven't seen the customer shoplift, at least alert other employees in the area.
4. Watch for anyone who is wearing a coat or jacket in warm weather.
5. Be observant for items the customer is carrying, particularly if the items seem "out of place." For example, an umbrella on a sunny day, a department store shopping bag from a store not located in the neighborhood.
6. Be alert during any disturbance in the store, including an argument, fight, customer injury or intoxicated customer.
7. If you observe someone conceal an item in a purse, pocket, package or underclothing, don't lose sight of the individual. Try to remember

the kind of item concealed. Alert another employee to tell the manager what you have observed. Stay in view of the shoplifter.

8. Do not attempt to apprehend a shoplifter yourself, and certainly not if you have not been authorized by your store manager. But, be prepared to be a witness for your store manager if you have observed someone shoplifting.
9. Use different aisles as you walk in from the front to the rear of the store. If your store has cross aisles, use them frequently as you walk through the store.

Meat Department Personnel

1. Be alert for the customer who chooses a large amount of expensive cuts, i.e., strip steaks or sirloins. If you suspect the customer may shoplift the steaks, notify the store manager. Someone can perhaps observe the customer until he or she enters the checkstand. If not, the checker can be told to be aware of the customer's large selection of expensive meat.
2. Shoplifters at times will simply try to exit through a rear door. If you see a customer enter the rear area, be sure to approach the customer immediately and ask if you can be of assistance. Direct and follow the person out of the back room.

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WDIV-TV4	222-0643
WJBK-TV2	557-9000
WKSG "KISS-FM"	792-6600
WWJ-AM/WJOL-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
Nikhlas Distributors (Cabana)	571-2447
Sena Snacks & Vending, Inc.	740-6444
Sunshine Biscuits, Inc.	386-7052
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
Stanley's 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, DeLisle	964-4200
Boag Cold Storage Warehouse	964-3069
Central Alarm Signal, Inc.	864-8900
Closed Circuit Communications	646-6640
Detroit Edison Company	323-7786
F & M Coffee Service	851-8485
Goh's Inventory Service	353-5033
Group One Realty	851-4910
Guardian Alarm	423-1000
K. Rossman Communications	(517) 487-9320
Karoub & Associates	(517) 482-5000
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.	569-4490

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) 631-7650
MMI Distributing	582-4400
Market Mechanical Services	680-0580
Midwest Butcher & Deli Supply	332-5650
Refrigeration Engineering, Inc.	(616) 453-2441
Sales Control System	356-0700
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	933-2600
Detroit Food Service	563-4282
Epco Foods, Inc.	857-4040
Fimco	253-1530
Foodland Distributors	523-2177
Food Marketing Corporation	(219) 483-2146
General Provision	393-1900
Gourmet International, Inc.	(616) 698-0666
Great Lakes Home Food Service	(517) 835-6785
I & K Distributing	491-5930
J & J Wholesale Dist.	795-4770
J.F. Walker	(517) 787-9880
Jerusalem Falafil 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
Lauren 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
Sackett Ranch	(517) 762-5049
Scot Lad Foods, Inc.	(419) 228-3141
Sherwood Food Distributors	366-3100
Simco, Inc.	253-1530
Spartan Stores, Inc.	(616) 455-1400
Super Food Services	(517) 777-1891
Superior Fast Foods, Inc.	296-7118
Tony's Pizza Service	(800) 247-1533
Trepco 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 & Motors	748-3400
Motor City Ford Truck, Inc.	591-1234
Movie Warehouse	739-9300
Power House Gym	865-0111
Rousana Cards	(201) 905-6700
Wileden & 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 557-9600

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