

AFD ASSOCIATED FOOD DEALERS OF MICHIGAN and its affiliate: PACKAGE LIQUOR DEALERS ASSOCIATION

FOOD & BEVERAGE REPORT

VOL. 2, NO. 9

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

SEPTEMBER 1991

INSIDE

Labels and ingredients: What's in a name	4
Meet Sen. Dick Posthumus	6
Piracy plagues video rentals	8
Back to school with the Lottery	12
1991 AFD Scholarship/Golf Outing pictorial	14
Coca-Cola, AFD team up for consumer sweepstakes	16
Talks cease between beer distributors, union	20

LEGISLATIVE UPDATE

Americans With Disabilities Act

The final regulations for the Americans With Disabilities Act were issued on July 26, 1991, the one-year anniversary of the Act. The Equal Employment Opportunity Commission published its rules on employment under the Title I, which prohibits employers from discriminating against qualified individuals with disabilities in employment matters. The EEOC requirements are effective July 26, 1992, and apply to employers with 25 or more employees. The Civil Rights Division of the Department of Justice presented its final Title III regulations go into effect for new store construction and major renovations after January 26, 1993 and for alterations to existing building and facilities in January 1992. All new store construction must be designed for ready access and use by people with disabilities under Title III.

—FMI

Unemployment Compensation Extension

Senator Lloyd Bentsen has introduced legislation which would provide \$5.8 billion through the end of fiscal 1992 for extensions of unemployment insurance benefits in states with high unemployment. It would extend the current 26 weeks of employment insurance by as many as 20 weeks, depending on a state's unemployment rate. The package would be retroactive to April 1, 1991, and run through September 30, 1992. The bill is on a "fast track," and receiving priority attention by both Houses of Congress.

—FMI

Striker Replacement

The House passed H.R. 5 prohibiting the hiring of permanent replacements for strikers by a vote of 247-182. The margin falls far short of the 290 votes needed to sustain a presidential veto. Attention turns next to the Senate where the legislation may be voted on early in the fall.

See UPDATE, page 8

Michigan food industry feels squeeze of imported foods

Food passed across Michigan tables these days may have also passed across the U.S. border.

And that could be a problem, say some local food manufacturers concerned that imported food is claiming too much of the American market.

Great Lakes Mushrooms president Jim Mayes says unfair foreign trade laws give the foreign products unfair pricing advantages over domestic products. In the case of canned mushrooms for institutional use, he says, Michigan's industry has suffered at the hands of imports from China and Hong Kong.

Although several restaurant chains and food manufacturing companies in Michigan, including Campbell's, still purchase mushrooms from his company, unfortunately most do not. About 20 years ago, Michigan had 18 local mushroom farmers; today, two farms remain.

Mayes says his company's mushrooms are simply being outpriced. The mushrooms from China and Hong Kong run \$3 to \$4 cheaper per case than Michigan mushrooms. With each truckload containing 1,000 cases, it adds up to \$3,000 to \$4,000 savings for each truckload.

"They're really hurting us right now," Mayes said. "We can't compete."

Chinese mushrooms, even when

shipped to Hong Kong for canning, are cheaper, he explains, because China is a non-economic country. labor is cheap, and China does not impose sanitation standards as high as those imposed by the U.S. The U.S. policy to let other countries bring such a large quantity of their goods here, including China's recently acquired status as a most favored trade

nation, he says, is a mistake that has struck a lethal blow to locals.

That is a position championed by Sen. Carl Levin. Seeking first-hand proof that Michigan's food industry is being hurt by imports, Levin recently toured the Great Lakes Mushrooms canning facility to speak

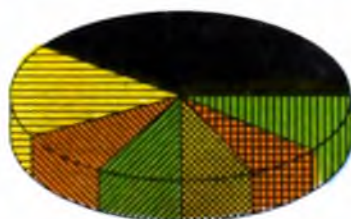
See IMPORTS, page 8



THE 1991 AFD GOLF CHAMPIONS

The Golden Dental foursome of (left to right) Ed Petersmarck, Joe Buffa, Joe Michael and Joe Lentine shot 15 under par for the win at the AFD Scholarship/Golf Outing August 5 at the Shenandoah Golf & Country Club in West Bloomfield. For a complete story and pictorial, see pages 14 and 15.

COMPOSITION OF TRASH



- 40% Paper
- 18% Leaf/Yard
- 9% Metals
- 8% Plastics
- 7% Glass
- 7% Food
- 11% Other

paul inman associates, inc.



*YOUR STATE-WIDE FOOD BROKER
BRINGING YOU INNOVATIONS
IN CONSUMER EVENTS!*

CENTSIBLE \$UPER \$AVER™ SWEEPSTAKES

COMING IN SEPTEMBER 1991 ...

- Weeks of September 9, 1991 and September 16, 1991
- Over 55 national brand coupons
- Full-color 20-PAGE INSERT and supplemental R.O.P. in five marketing areas:
 - Detroit
 - Saginaw/Bay City/Flint
 - Grand Rapids
 - Fort Wayne
 - Toledo



- 81 newspapers ... over 3 million circulation
- 1,200 60-second radio spot advertisements

FOR THE FIRST TIME ... WE WILL BE SEEN ON TELEVISION!

HEADQUARTERS
30095 Northwestern Highway
Farmington Hills, MI 48334
(313) 626-8300

FOOD BROKERS

BRANCH OFFICES
Grand Rapids, Saginaw, Toledo,
Fort Wayne, Indianapolis

Officers

Amir Al-Naimi
Chairman
Metropolitan Grocery, Inc.
Sam Yono
Immediate Past Chairman
Palace Plaza
Frank Arcori
First Vice Chairman
Vegas Food Center
Jerry Yono
Vice Chairman Leg. Affairs
D & L Market
Tony Munaco
Vice Chairman Gov. Affairs
Mac-Bewick-Super Market
Nabby Yono
Vice Chairman Political Action
XTRA Foods
Bill Viviano
Treasurer
Mark Sales and Marketing
Mel Larsen
Secretary
Pace Club Cars, Inc.

Directors Retail Members

Cal Abbo
King Cole Markets
Frank Capocchia
Bonanza Wine Shop
Sam Dallo
In N' Out
Fred Dally
The Medicine Chest
Terry Farida
Valu Center Markets
Richard George
Wine Barrel Liquor & Deli
Mark Karmo
Royal Food Center
Tom Simaan
LaFayette Towers SuperMarket

Directors Supplier Members

Jerry Inman
Paul Inman & Associates
Ron Paradoski
Coca-Cola Bottlers
Louis Stephen
Stephen's Nu-Ad, Inc.
Barbara Weiss Street
The Paddington Corp.

AFD staff

Joseph D. Sarafa
Executive Director
& Publisher
Judy Mansur
Services
Sue Knapp
Office Administration
Jim Larges
Office Manager
Sarah Humphreys
Communications
Editor
Vicky Zuschnitt
Special Events
Kam Kewson
Membership

If we can help you, please call the staff members at (313) 557-9600 or (1-800) 66-66-AFD

AFD Consultants

Harley Davis
Coupons
Karoub and Associates
Legislative Consultant
Gadaletto & Ramsby
Health Care
Rosaman, Martin & Associates
Public Relations
James Bellanca, Jr.
Bellanca, Beathe & Delisle
Legal Counsel
Jerry Urcheck
CPA
Ray Amyot
Advertising

EXECUTIVE DIRECTOR'S REPORT

Make your days brighter

By Joseph D. Sarafa
AFD Executive Director



Nearly every morning when I come into the office I look to the wall behind my desk. Hanging there are a few simple words that I like to read before starting my work day. Some

how they always seem to add my bad days better and my good days brighter. I hope it does the same for you.

It's called "THIS YEAR... BE ALIVE." Think freely... Practice Patience... Smile Often... Savor Special Moments... Live God's Message... Make New Friends... Rediscover Old Ones... Tell Those You Love That You Do... Feel Deeply... Forget Troubles... Forgive An

Enemy... Hope... Grow... Be Crazy... Count Your Blessings... Observe Miracles... Make Them Happen... Discard Worry... Give... Give In... Trust Enough To Take... Pick Some Daisies... Share Them... Keep a Promise... Look For Rainbows... Gaze At Stars... See Beauty Everywhere... Work Hard... Be Wise... Try To Understand... Take Time For People... Make Time For Yourself... Laugh Heartily... Spread Joy... Take A Chance... Reach Out And Let Someone In... Try Something New... Slow Down... Be Sometimes Soft... Celebrate... Life... Believe In Yourself... Trust In Others... See A Sunrise... Listen To Rain... Reminisce... Cry When You Need To... Trust Life... Have Faith... Enjoy Wisdom... Comfort A Friend... Have Good Ideas... Learn... Make Some Mistakes... Learn From Them... Explore The Unknown... Hug A Kid.

COMING EVENTS

Sept. 4-8: Michigan Wine and Harvest Festival. Kalamazoo/Paw Paw

Sept. 15-17: FMI Food Protection Conference. Washington, D.C. For information call 202-452-8444.

Sept. 22-25: FMI Annual Information Systems Conference. Orlando, FL. For more information call 202-452-8444.

Sept. 22-25: FMI 12th Annual Energy Conference. San Diego, CA. For information call 202-452-8444.

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

Oct. 2-5: The National Society for Healthcare Foodservice Management National Conference. Washington, D.C. For more information call 202-546-7236.

Oct. 6-9: FMI Fifth Annual Seafood Merchandising Conference. Williamsburg, VA. For information call 202-452-8444.

Oct. 6-9: FMI Retail Store Development Conference. Dallas, TX. For information call Barbara Sisson at 202-452-8444.

Oct. 6-9: National Frozen Food Convention & Exposition. Orlando, FL. For more information call 415-697-5835.

Oct. 6-9: FMI Human Resources Conference. Scottsdale, AZ. For information call 202-452-8444.

Oct. 19-22: 1991 Produce Marketing Association Convention & Exposition. Boston, MA. For information call Diana Lopez or Susan Russell at 302-738-7100.

Oct. 20-22: N G A /GMA Buyer/Seller Conference. Chicago, IL. For more information call 703-437-5300.

Oct. 24-30: Export Expo 1991. Chicago, IL. For information call John O Gara, SBA International Trade Officer at 313-226-6075, ext 24.

Oct. 27-30: FMI Risk Management Conference. Scottsdale, AZ. For information call MaryAnn House at 202-452-8444.

Oct. 27-30: NAWGA/IFDA/GMA Productivity Conference. Minneapolis, MN. For information call 703-532-9400.

AFD member benefits

As a member of the oldest and largest food and beverage association in the state you are entitled to the following:

- health and medical benefits through Blue Cross/Blue Shield, at our group rates;
- liquor liability insurance through a licensed and admitted insurance carrier offering special rates;
- worker's comp insurance with dividends and a loss prevention program;
- coupon redemption program that saves both time and money;
- political action that supports your interests;
- Visa/MasterCard charge service;
- legislative representation in Lansing—full-time—to protect your industry;
- checking services—TeleCheck and verification directories to reduce bad debt accounts;
- 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;
- Mechanical Breakdown insurance;
- AT&T equipment and services at special member rates;
- Group life and short term disability.

Take advantage of the services available to you! Call AFD for more information at (313) 557-9600 or 1-800-66-66-AFD.

The Grocery Zone by David Coverly



What's in a name?

By Edward C. Heffron, D.V.M.
Director, Food Division
Michigan Department of Agriculture



Heffron

"I love beef and other meats, but want to keep my fat and cholesterol dietary level low" is a common expression of the consuming public in recent years. The marketplace has

reacted with lower-fat sausages and ground meats as well as extra-trimmed cuts of meats. The switch to the production of cattle, hogs, and other animals designed to have less layered fat has been significant. In fact, the demand for the leaner dairy-type cattle has sky-rocketed in the last 10 years, principally for ground meats.

Michigan regulates ground meats through the state's Comminuted (means "reduced to small particles") Meat Law of 1952, as amended. This law is intended to protect consumers from adulterated meat products. Until recently, most of the attempts to reduce fat in ground meat products has been solely by the use of leaner

cuts of meat, resulting in ground beef with as low as 10 percent or less fat. The Michigan Department of Agriculture has drafted a proposed series of amendments to the Commi-nuted Meat Law to more clearly define low fat ground meats.

In the last year, a large fast food service chain introduced as a sandwich entree a beef ground with added water and what is commonly called in the United States "processed euche-ma seaweed," also called "Phillipine natural grade carrageenan (PNG)." This particular substance reportedly has a much different composition than carrageenan generally used as an ingredient in food products. PNG has the ability to bond moisture, and thus can help replace meat tissue with moisture. Typically a beef and water added product including PNG would have approximately 90-plus percent meat tissue, 10 or less percent added water, and 0.05 percent PNG.

If a comminuted meat product falls within the state standards, the product must then be identified with a name established within that standard. For example, a mixture of comminuted pork and beef, plus soya flour must be identified as "meat loaf." However, an entirely new pro-

duct such as one utilizing PNG does not fall into any existing standard, thus an accurate and appropriate name would need to be used. The choice of a proper name for new products is in itself not difficult, if it were not complicated by marketing strategies.

The product described above which has become well known as a cooked product through its food service promotion, can be called "imitation ground beef," "imitation hamburger," or "imitation beef patty mix." Imitation is used to describe a product that resembles and substitutes for a traditional food, but contains less nutritional value than the traditional food. Other names may be used, such as "beef blend with 10 percent added water" or "beef grind with 10 percent added water." These descriptive terms may be used with a consideration that it is a single descriptive name; thus the letters are to be of equal prominence and conspicuousness with a type face and the entire statement in the same type, size and color with the same background of contrasting color.

The words "ground beef" may not be used in the identification of this product except in conjunction with the suffix "imitation." The

phrase "extra lean" may be used to describe the product if it contains no more than 10 percent fat. Because carrageenan typically represents only 0.05 percent of the finished product, it is not a characterizing ingredient and should not be considered as part of the statement of identity. However, it is permissible to note "carrageenan added" adjacent to the statement of identity, if it does not exaggerate its quantity. Carrageenan would normally be listed in the ingredient statement.

Many new shelf items are a result of successful development and promotion in food service systems and this beef blend with 10 percent added water appears to be expanding into retail food store cases.

ASK AFD

Q. Is it legal to refuse to take back returnable bottles that I sell in my store?

—J.M., Hazel Park

A. You do not have to refund a deposit on a bottle that is not from your store, but the law says you must take back bottles that came from your store.

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

If you don't think
your food or beverage business
can afford AT&T phones,
we've got two words for you:
"Let's talk."

Let's talk straight about how easy it is to get AT&T quality for your small business. For one, AT&T may well cost less than you think. We also offer a wide range of financing options with payments to fit almost any budget. And our Customer Satisfaction Guarantee* means there's never any risk. You'll be totally satisfied with what you get. Or you'll return it and pay nothing.

Then let's talk about everything AT&T gives you for your money: Reliability. Features that make you more productive. The ability to grow. And support and service that are always there. Things you can't afford *not* to have.

So call us at (800) 247-7000 to talk about trading in your old phones for credit on a new AT&T phone system. Or return the coupon to our office today. Because if you think AT&T is the best small business phone value there is, we've got two more words for you:

"You're right."

* If you are not completely satisfied with our products and support, notify us within 60 days of installation and your money will be refunded when the product is removed from your premises.



Call, or
mail to: AT&T
Business Manager
4660 S. Hagadorn Road
East Lansing, MI 48823

(800) 247-7000 Ext. 179

Let's talk about how I can get a reliable AT&T phone system for my small business.

Name _____ Title _____

Company _____

Address _____

City _____ State _____ Zip _____


Phone (____) _____


Brand of equipment
currently in place _____


No. of phones _____ No. of lines _____



Now onboard in these sizes.

 It's the perfect blend of Seagram's Gin, citrus juices & natural flavors.

 Mixed & ready to go...anywhere you go!

 Enjoy the everyday low prices.



750 ML
Code #6809-7

OFF-
PREM.
PRICE: \$6.25 SHELF
PRICE: \$7.64



375 ML
Code #6809-3

OFF-
PREM.
PRICE: \$3.59 SHELF
PRICE: \$4.39



200ML
Code #6809-2

OFF-
PREM.
PRICE: \$2.02 SHELF
PRICE: \$2.48

Prices are applicable as of July 28, 1991.

A DELICIOUS BLEND OF SEAGRAM'S GIN, CITRUS JUICES AND NATURAL FLAVORS - BOTTLED BY JOSEPH E. SEAGRAM & SONS, LAWRENCEBURG, MD. 37% ALC. 20% BY VOL. 40 PROOF

Senator keeps his feet firmly planted

While '70s megaband Three Dog Night may have despaired that "one is the loneliest number," Michigan Senate Majority Leader Dick Posthumus definitely disagrees.

And for good reason. Weaned on a diet of family and farmwork, this dairyman's son from a small town near Grand Rapids has seen firsthand how an individual—once he sets his mind on a goal—can quickly rise to the top.

Young Dick Posthumus couldn't have started much further from the legislative ladder than Alto, Mich. One of four children born into a staunchly religious Dutch family, Posthumus' idyllic beginnings—living on his grandfather's farm and going to school in several different one-room schoolhouses—showed him the impact an individual can make on a group.

"When you're only one of twenty kids in an entire school, you learn very rapidly that the individual makes a difference—for the good or for the bad," the Senator explained.

"Whatever one person does certainly stands out. It really emphasizes that what you do is important."

The philosophy of the individual's potential was really put to the test when Posthumus decided to become campaign manager of a fellow agricultural economics major and Michigan State University dorm-mate by the name of John Engler. The year was 1970 and Posthumus was all of 19 years old.

Engler had just graduated from MSU and had designs on becoming a state legislator. Armed with nothing more than their leadership experience in FFA and 4H, the two upstarts set out to wage battle against a 14-year entrenched incumbent. When all the votes were counted, John Engler found himself in the statehouse by 159 votes.

Dick Posthumus knew right then and there that his future was in politics.

Of course, as Bob Dylan would say, "the times, they were a chang-

ing," and during the nation's rebirth of social activism during the Vietnam War, it wasn't uncharacteristic for the youth of the time to become involved in the political process.

Posthumus, however, decided the best route to reform was from within the system, rather than destroying it from the outside.

"Even conservative students like me had problems with the war, the question was whether tearing down institutions would do anything to end

it," Posthumus recalls of his entry into politics. "I felt that an individual could make a difference by getting involved in the very institutions that make decisions. If we don't get involved in the institutions involved in the election process, or in voting itself, we will not have an impact."

Accordingly—a year after the Engler election—the MSU undergrad found himself in elected office as the first ever third vice-chair of the state Republican party, a position created

specifically for a candidate under the age of 25 which took advantage of the "youth power" movement of the time.

Yet unlike Engler, Posthumus didn't aspire to full-time elected office right out of college. He had, after all, been raised on a farm, and educated in agricultural economics. His "first love," he remembers, "has always been agriculture." So a short

See POSTHUMUS, page 22



INTRODUCES
FOUR
WAYS
TO
INCREASE
SALES
AND
PROFITS



Orange Juice Machine Model 106-OJ



Pineapple Peeler Model 302-P



Apple/Vegetable Juice Machine
Model 700-AV



Grapefruit Juice Machine
Model 105-G

See it squeezed,
know it's

Fresh!

Juice Tree, the world's largest producer of fresh juice extractors offers four ways to higher profits and sales. Juice Tree machines are dependable, easy to operate and maintain. You are assured of outstanding service through our world wide network of trained distributors and service agents.

DE FOOD EQUIPMENT INCORPORATED

3350 E. DAVISON - DETROIT, MI 48212 - (800) 899-9DC1

KENWORTH food equipment co.

1200 GODFREY SW - GRAND RAPIDS, MI 49503 - (616) 243-8863



Senator Dick Posthumus

All New



INTRODUCES... *MelodyLite* Nonfat Milk

PROTEIN FORTIFIED NONFAT MILK has no fat and low cholesterol! We've removed all of the butterfat and replaced it with nonfat milk protein to give more body and taste. This product is a wholesome, nutrient-dense food that offers a significant amount of vitamins and minerals.

And remember, protein-not butterfat-is milk's most valuable nutritional aspect.

Melodylite® products are for those who are conscious about fat and cholesterol, but still want rich taste.



For more information Call:
Terry Bunting at (313) 525-4000
31111 Industrial Road, Livonia, MI 48150

Piracy plagues video rentals as sideline business

This could happen to you! The article which follows was written by members of the motion picture industry. It discusses a real case in-

IMPORTS

from page 1

with management and workers about the problem.

"We ought to have a much tougher trade policy," he said, explaining that while the U.S. imports goods from non-economic countries under the guise of maintaining a free-market system, often the same countries enforce restrictions against—and frequently outlaw—products shipped in from the U.S.

Levin pointed out that mushrooms are not the only food to be affected.

"(Michigan) could wipe out Germany's cherry industry if we could export," he said. "It is a crime in Japan to sell U.S. rice. We need to defend American jobs with the same determination other countries use to defend their jobs."

The pasta industry, too, has felt the impact of imported products from Italy.

"The Italian government is subsidizing the industry and the product is coming in consistently cheaper," says AFD board member Bill Viviano, a consultant to Borden Pasta.

Ironically, Viviano says, much of Italy's pasta is made from Durum wheat grown in the Dakotas and Montana and exported to Italy, so pasta quality is equal between the two nations.

U.S. pasta has recovered brilliantly from the initial threat of lower-priced Italian competition due to pasta's renewed enormous popularity. Viviano says more pasta shapes are hitting wider grocery shelves now that the myth of pasta's being a fattening food has been dispelled.

Legislation expected to hit the Senate floor this month may eventually allow more food industry leaders to turn their backs on the foreign competition. Levin says it is time to set the message out to other countries that the U.S. is ready to "let them play by their own rules."



Sen. Carl Levin and Great Lakes Mushrooms president Jim Mayes discuss the impact of imports on Michigan's food industry.

volving a member of AFD. In addition to the civil penalties outlined in the article, you should be advised that there are federal criminal statutes which may have been violated. We advise you to immediately check your inventory and destroy any tapes which may be of suspicious origin. If you have purchased these tapes from someone you consider to be a reputable wholesaler, report that wholesaler immediately to the authorities. Possession and use of these unauthorized copies, may cost your store hundreds of thousands of dollars and perhaps your own freedom.

—James V. Bellanca, Jr.
Bellanca, Beattie and DeLisle

Last February 13 a food market in a Detroit suburb in Michigan opened its doors on another business day. Groceries and convenience items were well stocked and a sideline business—video rentals—was ready for the day's customers. What the owner of the could not anticipate was the arrival of the U.S. Marshals later that day armed with a civil writ of seizure.

Before the market closed for business Wednesday, the U.S. Marshals, assisted by private investigators with the Motion Picture Association of America (MPAA), removed 156 pre-recorded videocassettes suspected of being pirated or illegal copies. And the owner faced a civil lawsuit brought by the major Hollywood studios, filed in U.S. District Court, seeking damages under the federal copyright law.

How did what promised to be a regular business day for the market turn into such a disaster?

MPAA's investigators had been tipped off to suspected piracy at the market some time earlier. These tips come from video retailers and consumers alike and are often referred for initial follow-up to the MPAA by local police departments. Over 150 calls are received each month over the MPAA's nationwide, toll-free anti-piracy hotline: 1-800-NO-COPYS (1-800-662-6797). After initially surveying or "shopping" the store over a period of time, the MPAA presented its evidence to the authorities.

The market faced three possible fates. The majority of piracy cases are brought as civil lawsuits, filed in federal court. In 1990, 241 such cases were filed. The U.S. Marshals typically are the enforcement agency which handles the investigation and seizure of pirated tapes in these situations. Damages are demanded by the copyright owners, who seek up to \$100,000.00 per infringement under the statutory provisions of the federal copyright act.

Some video piracy cases are prosecuted by the U.S. Attorney's Office

under the criminal provisions of the federal copyright law. Copyright infringement is a felony and federal law provides a maximum sentence of up to five years in jail and/or a \$250,000.00 fine. In criminal cases, the FBI is often called in to make the seizure. Eighty-nine cases were handled in this manner last year (1990) according to the MPAA.

Video pirates also face possible prosecution by states or district attorney's offices under various state laws having to do with consumer protection laws. Penalties in such cases vary. Sixty-four cases were prosecuted by state or local authorities against video pirates in 1990.

Elsewhere in the greater Detroit area on that same day in February, the U.S. Marshals were busy executing another seizure of pirated videotapes.

The vast majority of the 362 raids in 1990 against pirate video outlets, of course involved video stores. But groceries, even gas stations that have entered the video business as a sideline operation are not immune. They should be as acquainted with copyright law as those whose primary business is video sales and rentals.

What is video piracy? It is the illegal duplication of copyrighted products. Pre-recorded movies are distributed to retailers through licensed distributors. The copyright owners are entitled to compensation of each unit sold at the wholesale level. The purchase of a pre-recorded videocassette does not give the owner of that tape the right to make additional copies—either for his own use, or especially to turn around and sell or rent to others. This kind of commercial piracy is the target of the MPAA's anti-piracy program, which has been active across the country since 1975. (The MPAA's anti-piracy team is also active in 53 countries overseas, where stealing American movies is big business).

Video piracy in the U.S. alone

robs the motion picture industry of an estimates \$150 million annually. It may mean the difference between staying in business or going out-of-business for the individual video retailer. That is why retailers who suspect another commercial establishment of piracy are so ready to report their suspicion.

Last year, law enforcement authorities removed a total of 180,062 pirated videocassettes from

See VIDEOS, page 16

UPDATE

from page 1

Regulations on Labeling

The Food and Drug Administration has issued a large number of proposals having to do with food labeling. Included are proposals on the labeling of waxes used on fruits and vegetables; percentage of juices in contents of containers labeled as fruit and vegetable juices; an eight-month pilot test of alternative nutrition label formats of processed foods; and voluntary nutrition labeling of raw vegetables, fruits and fish. This the first phase of proposed regulations to be released. In the future, FDA will be looking at product claims, especially related to the percentage of calories in a product that comes from fat; and standard definitions for such descriptive terms as high-fiber, low fat and "light."

—FMI

OSHA Penalties

Under a new statutory change in the federal Occupational Safety and Health Act, the government expects to collect \$900 million over the next five years from employers' payments of OSHA fines. The maximum penalty for willful violation of OSHA regulations has been increased from \$10,000 to \$70,000, and for other types of violations from \$1,000 to 7,000. The statutory increases will likely result in a significant increase in contested OSHA citations. —FMI

**BEGIN THE DAY WITH
QUALITY, TASTE
AND SERVICE...**

CALL F & M COFFEE SERVICE

COMPLETE HOT BEVERAGE SERVICE
SERVING ALL OF METRO DETROIT
INTRODUCTORY OFFER!

LAST OFFER

**FREE
CREAMER
SUGAR
FILTERS
DELIVERY
MAINTENANCE**

**851-5774
OR
851-8485**

<p>FIRST ORDER</p> <p>\$4 OFF PER CASE</p> <p><small>HIGH YIELD • DECAF • COLUMBIAN F & M COFFEE SERVICE WITH COUPON</small></p>	<p>SECOND ORDER</p> <p>\$4 OFF PER CASE</p> <p><small>HIGH YIELD • DECAF • COLUMBIAN F & M COFFEE SERVICE WITH COUPON</small></p>	<p><small>*BUNN MACHINE INCLUDED AT NO EXTRA CHARGE WITH 2 CASES MINIMUM ORDER PER MONTH</small></p>
--	---	--

America One of Lansing, Inc.
2214 University Park Dr.
Okemos, MI 48864
517/349-1988

Barker Weber Ins. Agency, Inc.
2501 Spring Arbor Rd. Box 985
Jackson, MI 49204
517/783-2608

LaForest Insurance Agency
301 E. Main, Box 378
Flushing, MI 48433
313/659-8919

America One Bob McElwain Ins.
731 Genesee, Suite C
Mt. Morris, MI 48458
313/234-0700

Aernie-Porter Insurance Agency, Inc.
1210 W. Milham, Box 967
Portage, MI 49002
616/382-1803

America One / Your Ins. Agency
2621 Carpenter Rd.
Ann Arbor, MI 48104
313/973-9444

National Insurance Exchange, Inc.
18276 Colgate,
Dearborn Heights, MI 48125
P.O. Box 2490, Dearborn, MI 48123
313/561-7880

America One Insurance Systems
2600 Five Mile, N.E.
Grand Rapids, MI 49505
616/363-6838

Corey Insurance Agency
400 S. Bridge St.
Grand Ledge, MI 48837
517/627-2128

America One Curtis Ins. Agency
25 N. Washington
Oxford, MI 48051
313/628-3604

Matthew's America One of Muskegon
1669 Peck St.
Muskegon, MI 49441
616/798-2218

America One of Southfield
28000 Middlebelt
Farmington Hills, MI 48334
313/737-2800

America One of Tri-Cities Agency
2030 Mitchell St.
Saginaw, MI 48603
517/799-2706

America One Godfrey Ins. Agency
130 W. Houghton, Box 571
West Branch, MI 48661
517/345-0190

America One Payne Ins. Agency
1409 Westport Dr.
Lansing, MI 48917
517/321-6624

America One Adkins Insurance
14701 S. Telegraph
Flat Rock, MI 48134
313/783-1717

FOR INSURANCE WE ARE THE ONE



One
qualified agency
to serve all your
insurance needs.

America One is the largest network of independent insurance agencies. Representing America's leading insurance companies. We provide Liquor Liability, Workers Compensation and Health Insurance Programs sponsored by Associated Food Dealers.

For more information call:
1-800-688-9772

America One Doug Marcum Agency
2701 Washtenaw
Ypsilanti, MI 48197
313/434-5700

America One Ahearne Ins. Agency, Inc.
107 E. Dwight, Box 665
Oscoda, MI 48750
517/739-9175

America One Kapture Ins. Agency
G5409 Fenton Rd.
Grand Blanc, MI 48507
313/238-4639

America One Boylen Ins.
3975 Cascade Rd.
Grand Rapids, MI 49506
616/957-0022

America One Gilbert-Wiseman Agny.
1060 W. Huron
Waterford, MI 48053
313/681-6300

America One Aernie-Porter Agency
912 W. Chicago Rd., Box 648
Sturgis, MI 49091
616/651-2687

America One Melvin Agency
422 Water St.
Allegan, MI 49010
616/673-3991

America One Northridge Agency
27780 Novi Rd.
Novi, MI 48050
313/344-4646

America One Duchon Ins. Agency
82 Maple St.
Manistee, MI 49660
616/723-2553

Kalt Ins. Agency/America One
6099 Meadowlark
Rockford, MI 49341
P.O. Box 281
Belmont, MI 49306
616/866-9886

Insurance Marketplace
G8469 S. Saginaw, Box 672
Grand Blanc, MI 48439
313/695-0999

America One Kawer Agency
4511 N. Woodward
Royal Oak, MI 48072
P.O. Box 1180
Birmingham, MI 48012
313/549-0700

America One Steinman Agencies
39 N. Caseville Rd., Box 559
Pigeon, MI 48755
517/453-2257

America One Don Ryan Agency
328 Salem Dr., Box 194
Davison, MI 48423
313/653-8020

America One Williams Ins.
3401 E. Saginaw, Suite 204A
Lansing, MI 48912
517/337-2200

Back to school with the Lottery

By Michigan Lottery Commissioner
Jerry Crandall



Crandall

As Michigan's schoolchildren return to the classroom this month, it is a good time to again remind ourselves of the Lottery's role and strong commitment to education. That

commitment is to help ensure Michigan's students have access the finest schools in the country. As you know, education is the highest priority of Gov. Engler's efforts to build a Michigan that will protect the Great Lakes, provide great job opportunities for the working men and women of Michigan, and establish great schools for the education of our children.

It is in the area of education where the Michigan Lottery, with your help, has played a major role. The Lottery will celebrate its 20th anniversary next year and since its inception, Lottery revenues have contributed nearly \$5 billion to Michigan's education system.

However, to maintain that momentum, we must take a close look at our marketing strategies, reevaluate our games and stay in touch with both our retailers and players. Our aim, as we enter the Lottery's third decade, is to build a "new" Michigan Lottery—one that is even more entertaining for players, profitable for retailers and successful at raising funds for education.

To that end, the Lottery marketing staff has recently completed a series of retailer meetings at our eight regional headquarters throughout the state. I was able to attend several of them and was both impressed by and appreciative of the support and cooperation expressed by the retailers in attendance. One of my major goals in the months ahead is to develop a strong partnership between you, the retailers, and the Michigan Lottery. That partnership will work to the benefit of all.

I believe you have already noticed a stronger commitment to retailer services. Our retailer services division at Lottery headquarters in Lansing is fully operational and able to handle ticket orders and retailer problems. In addition, the Lottery has developed a "1-120" plan in which

our sales managers throughout the state are calling on retailers who do about 90 percent of our lottery business, every two weeks. And our chain store representatives are increasing their efforts with chain operations who handle Lottery products.

You will see in the very near future increased promotion ideas for retailers and special promotion and "second chance" giveaways for players. Which brings me to the "Lotto Sweet 16 Giveaway." Early indications tell us that it was a successful promotion—with some 1.4 million entries every week. I had the opportunity to present the keys to the new cars to several of the winners and they were very excited. They all spoke enthusiastically of the promotion and the Michigan Lottery.

With the 20th anniversary of the Michigan Lottery coming up next year, plans are nearly finalized in several exciting areas—many of which I will be able to detail in my next report to you. However, I can tell you now that there will be a new Michigan Lottery Logo, universal signage for our lottery retailers and a statewide billboard program promoting the Lotto jackpot.

All of these efforts are being undertaken with only one goal in mind—to increase Lottery's contribution to the education of our children, Michigan's most important resource. Today, business people like you, legislators, and school officials grapple with the critical issues facing Michigan's public education system. We need to provide increased resources for important programs including preschool education, special education and professional development training for teachers and administrators. We also need to provide equity in funding Michigan's school districts. As we all wrestle with these complex problems, one thing is clear. Sufficient funding is needed to build a better, stronger public education system. With your continued help, the Michigan Lottery's contribution to education has and will continue to allow the state to invest more in our children's future.



JUST ADD EVIAN.

*THE MORE EVIAN YOU ADD TO YOUR SHELVES
THE MORE YOUR PROFITS WILL GROW*

For info about our Pure Profit Program, call
Jeff David, Sales Manager, Kramer Food
Company. 1-800-227-1493 or (313) 585-8141





BOARD MEMBER PROFILE

Munaco has a fruitful history with AFD

Tony Munaco is semi-retired from the grocery business. But when it comes to his work in AFD, he's still a real tiger.

Currently the vice chairman of government affairs, Munaco is a past president and former chairman of the PAC fund, and still sits on the executive board. He takes pride in a record of accomplishments as chairman, including putting the workers' compensation program into effect.

Although he finds the hard work he has put into AFD very rewarding, he admits that AFD's events and activities, as well as the socializing with other board members, play a big part in his commitment.

Active involvement in AFD is a family tradition. Munaco's father preceded him in AFD, having owned a grocery store since 1917. The younger Munaco has been a member of AFD since 1947.

Munaco's grocery empire of three stores is now down to one, the Mack-Bewick Supermarket. Though Munaco still takes an active interest in its operations, it is mostly run by one of his five sons. These days, Munaco also dabbles in land develop-

ment when he's not traveling and cruising with his wife Fran.

Off days, he can be found at his favorite golf club, meeting with friends in the grill room before and after hitting the fairways. So it is no surprise that of all the activities in which Munaco enjoys participating, the golf outing is his favorite.

"I like golf and I like what it does for the association. It brings a lot of the members and friends closer together," he says, adding with a chuckle, "Tony Munaco won't reveal his handicap."



Munaco

Board members retreat to Shanty Creek

Associated Food Dealers of Michigan board members put their heads together at the annual AFD Board Member Retreat...

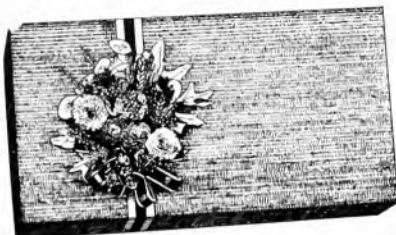


in a casual forum...



and at round-table debates.

Plan Ahead for Holiday Specials



afB acme
FOOD BROKERAGE, INC.

21850 Greenfield Road, Oak Park, Michigan 48126 • (313) 968-0300
GRAND RAPIDS, MICH. (616) 538-4040

"Our Individuals.
We feel this
is the greatest
resource
of any
corporation."

TOLEDO, OHIO
(419) 891-1034

Whitman's
CHOCOLATES

"Serving all Classes of
Drug & Grocery Trade"

FAVORITES
13 oz. ASSORTED CHOCOLATES
GIFT WRAPPED FOR SPECIAL OCCASIONS

ZUP *Detroit*

Quality **Brands** & Quality **Service**

New exciting brands now available for you



YOUNG AT HEART



Your New Main Squeeze

salt/sodium free
caffeine free • sugar free

**DIET
RITE**

NUTRASWEET
BRAND SWEETENERS

flavors



**White Grape
Red Raspberry**

ZUP of Detroit 12201 Beech Daly Road, Detroit MI 48239 313-937-3500



1991 a record-breaking year for the golf outing

1991's AFD Scholarship/Golf Outing was the best ever. A record-breaking 200 golfers had a "swinging" time at Shenandoah Golf & Country Club Aug. 5 for the scholarship fund. The day on the course was followed by a delicious dinner and door prizes galore. And 18 youths—a record-breaking number of participants—were awarded \$500 and \$1,000 scholarships. Congratulations to the winners, and thanks to all who made Golf 1991 a smashing success!

AFD 1991 GOLF COMMITTEE:

Your hard work and dedication made this a spectacular event!

Chairman: Kevin Larsen / I&K Distributing

—Jim Farber / Stark & Company
—Frank Tumbarello / Frank's Party Store
—John Poehler / Seven-Up of Detroit
—Brian Bushey / Kowalski Sausage
—Mark Sarafa / Coca-Cola Bottling Co.
—Rich Lubash / Coors Brewing Company

—Amjed Francis / J. Lewis Cooper
—Bob McElhose / State Wide Food Equipment
—Jeanette Waters / Faygo Beverages
—Dana Ludington / Ludington News
—John Wojnicki / Pepsi-Cola Co.
—Keith Tipper / Tony's Pizza



The Pfeister Company was a hole sponsor. Its foursome of Chuck Dean, Mike Mackiewicz, Mike Cholokian and Don Gundie enjoyed the day on the course.

We thank the following generous companies who donated prizes to the 1991 Scholarship / Golf Outing:

GOLD DONORS:

Coors Brewing Co.
Seven-Up of Detroit
Pepsi-Cola Co.
Gadaletto Ramsby & Associates
Coca-Cola Bottling Co. of MI
Hiram Walker & Sons, Inc.
Paul Inman Associates
House of Seagram
Stark & Company
Hubert Distributors

SILVER DONORS:

The Pfeister Company
J. Lewis Cooper Company
R.M. Gilligan
Jay's / Cain's
General Liquor Co.
Great Lakes Beverage Co.
Hillshire Farm & Kohn's

BRONZE DONORS:

Michigan Sugar Co.
Mucky Duck Mustard
Cadillac Coffee
Eastown Distributors
Faygo Beverages
Philip Morris USA
Kar Nut Products
The Rich Plan
Ludington News
The Kroger Co.
Michigan National Bank

1991 SCHOLARSHIP / HOLE SPONSORS



J. Lewis Cooper's scholarship was presented to Luma Makhay by Amjed Francis.



Statewide Food Equipment/Biro Manufacturing's scholarship was presented to Jaime Grayson by Bob Bob McElhose.



The Pfeister Company's scholarship was presented to Katherine Stoops by Don Gundie.



Pepsi's scholarship was presented to Chris Landrem by Mark Darrow.

Member companies sponsored holes at the 1991 AFD Scholarship / Golf Outing and were also corporate sponsors of scholarship winners. We thank these companies for their generous support:

- Central Distributors
- Coca-Cola Bottling Co.
- Coors Brewing Co.
- Creative Risk Mgmt. Co.
- General Wine Co.
- Golden Dental Plan
- House of Seagram
- Hubert Distributors
- J. Lewis Cooper Co.
- Kramer Foods Co.
- Pepsi-Cola Co.
- Pfeister Co.
- Royal Canadian
- Scot Lad Foods, Inc.
- Seven-Up of Detroit
- Spartan Stores, Inc.
- Statewide Food Equip./Biro Manufacturing



7-Up's scholarship was presented to Dawn Rivard by John Poehler and Rich Romanelli.



Golden Dental's scholarship was presented to Chris Cahill by Joe Lentine.



Central Distributors' scholarship was presented to Dominic Ranzello by Bill Bailey.



Scot Lad's scholarship was presented to Jan Erla by Dennis Siedlaczek.

FAB FOURSOMES



House of Seagram



North Pointe Insurance



J. Lewis Cooper

ALEX BELL MEMORIAL SCHOLARSHIP FUND



The first Alex Bell Memorial Scholarship was awarded to James Campbell, Jr., and a plaque was presented to the Bell family listing the generous contributors who made it possible.

1991 marks the first year of the awarding of the Alex Bell Memorial Scholarship. Associated Food Dealers of Michigan thanks the following for their generous support in honor of a man who was AFD's past chairman, a leader in the industry and a friend to many.

General Wine & Liquor
J. Lewis Cooper Co.
Seymour Greenstein
Sidney M. Hiller
James A. Hiller
Wolverine Packing
Hollywood Super Markets
Melody Farms Dairy
Detroit City Dairy
Paul Felice
Your Friends at Kramer Foods
Ed Acho
Holiday Market
Gene Matti
Midwest Butcher & Deli Supply
Amir Al-Naimi
Vincent (Jim) Lipari
Tony Munaco
Plus Marketing
Bill Viviano
Selim Y. Sarafa



Hubert Distributing



Coca-Cola Bottling Company of MI



General Wine and General Liquor



Metro Grocery/Concord Wrigley Drugs/General Liquor



Spartan Stores



Past chairman Frank Tumbarello took a break from his work at contest hole no. 3 to chat with Creative Risk's Sandy Vendetti and Liz Vernier.

HOORAY FOR VOLUNTEERS

- Frank Tumbarello, Past Board Member, Frank's Party Store
- Kelly Petroskey, News Printing, Inc.
- Cynthia Thomas, WQRS Radio

A special thanks to the hard working AFD staff:

- Judy Mansur
- Jim Larges
- Vicky Zuschnitt
- Sue Knapp
- Sarah Humphreys
- Kam Kewson
- Harley Davis
- Ray Amyot
- Phil Haddock



Frank Tumbarello, Jeanette Walters, Brian Bushey, Kevin Larsen and many other committee members stuffed 200 golfers' goodie bags filled with items generously donated by a record number of companies.

FOOD & BEVERAGE COMPANY DONORS:

Thank you for your generosity in making this event delicious!

- I&K Distributing
- Kowalski Sausage
- Stark & Company
- Koeplinger's Bakery
- Jay's / Cain's
- Frito-Lay
- Archway Cookies
- IFC
- Melody Farms
- Kar Nui Products
- Coors Brewing Co.
- Budweiser, Hubert Dist.
- Pepsi-Cola Co.
- Coca-Cola Co.
- Seven-Up of Detroit
- Faygo Beverages

PLAQUES WERE PRESENTED TO:

• Larry Joseph, former owner of Market Square in Birmingham and longtime board member and past chairman of AFD, for outstanding commitment to the food industry

• Kevin Larsen, I&K Distributing, for three years of dedicated service as the AFD Scholarship/Golf committee chairman

• Keith Hakim, Central Alarm Signal, chairman of the Trade Show committee, for his leadership in making the 1991 trade show the most successful in AFD's history



Joe Sarafa, Jerry Yono and Amir Al-Naimi presented Larry Joseph with a plaque to recognize his service to AFD.

Survey finds consumer confidence restored

A new survey by the Center for Produce Quality shows consumer confidence in produce is restored and highlights areas on which the fresh industry must focus, according to PMA president Robert L. Carey, CAE.

"These survey findings show that consumers today have regained their confidence in the benefits and safety of fresh fruits and vegetables," said Bob, responding to the consumer survey of 1,029 adults nationwide.

"However, the public still remains concerned about the extent to which current regulations account for the risks of pesticide exposures to children, an area of crucial concern to the produce industry and federal policy makers.

"As we look ahead to the release later this year of the National Academy of Sciences report on pesticides in children's diets, it is clear that government, industry, and consumer groups share responsibility for addressing any areas of concern that arise," Bob said.

"The survey shows it is easy to alarm but much more difficult to calm. The survey shows the need for constructive, not destructive, dialogue with consumers."

The CPQ survey was released March 27 at the National Food Policy Conference in Washington, D.C. The conference is sponsored annually by Public Voice for Food and Health Policy. PMA also helped fund the event. Dr. Rob Gould, CPQ's director of research, presented highlights of the report to an audience of more than 400 media, government, and advocacy leaders on the opening day of the conference.

The survey shows that, although many consumers are still concerned about pesticide residues, confidence in the safety of fresh fruits and vegetables has rebounded since the Alar crises.

According to the survey, the public continues to agree that the health benefits of fresh produce far outweigh the risks from possible pesticide residues. Nearly one-third of those polled report eating more fresh fruits and vegetables than in 1989, and 61 percent said their consumption has remained the same.

The survey also shows that although consumers say they have a strong interest in buying organically grown produce (even at higher prices), the mass-market for organically grown produce has failed to develop.

In fact, according to a survey of trade representatives by Public Voice also released at the conference, the market for organics has apparently declined in the past year. PMA helped Public Voice circulate this survey to retailers and wholesalers in January 1991. Taken together, the two surveys show that what consumers say they want and what they actually buy do not match.

The CPQ survey showed that the Alar crisis did have lasting effects. When asked to assess the Alar crisis, the majority of the public (62%) believe that media coverage of the issue was "overblown."

But an even larger majority (72%) also agree with a major argument raised in the coverage: that current regulations for pesticides do not sufficiently take into account the risk that pesticides may pose to children.

Bob said that the changing perceptions of nutritional value can be linked to a higher public awareness of nutrition and its health benefits.

"Today we see greater consumer interest and involvement in all food safety and nutrition issues," Bob said. "Furthermore, consumers are using that information to make better purchasing decisions and to choose food preparations methods that ensure

the safety of food in the home."

Consumers were asked whether they believe the nutritional value of fresh fruits and vegetables has changed over the past few years. About half said that the nutritional value is the same. Twenty-eight percent believe the value has increased, whereas 18% believe nutritional quality has decreased. Those perceiving a decrease believe it is tied to an increased use of pesticides.

When asked specifically about pesticide use on produce, only 18% said they want the use of pesticides eliminated completely. However,

almost three-fourths of those polled say they want growers to further limit pesticide use.

In addition, when asked to rank a number of food and health concerns, consumers put nutritional value, fat, and cholesterol ahead of pesticide use. The vast majority (85 percent) of those polled agree that washing produce before eating it is an effective way to help ensure that it is safe to eat.

Complete copies of the CPQ and Public Voice surveys are available from the Information Center. Call 302/738-7100.

VIDEOS

from page 8

the consumer pipeline. Those tapes represent a total value of more than \$11.7 million at the retail level, according to the MPAA.

How did all those tapes come to sit on video store shelves and even the handful of grocery and convenience stores that were the targets of raids last year?

Video piracy typically takes one of two forms. Individual retailers will purchase one or two copies of a particular movie from the licensed distributor and then make additional copies to round out their inventory needs. This is called "back-to-back copying" in the industry. It is illegal and law enforcement officials are generally empowered to seize not only the pirated tapes, but also authentic copies, as well as any equipment used to make the illegal duplicates or the counterfeit labels that are placed on such unauthorized copies. That has resulted in the seizures of thousands of dollars worth of equipment in the past, including VCRs, TV monitors, color photocopying machines and sophisticated electronic gear.

Some "pirates" set themselves up in the wholesale business. They in-

vest in extensive and expensive duplicating and printing equipment and make hundreds of illegal copies of videocassettes, which they in turn sell to retail establishments. These wholesale labs and distribution centers have become primary targets for many of the criminal prosecutions in the piracy area. But retailers—especially those that do not deal exclusively in video products—need not be confused.

Pirates sell their bootleg copies substantially under the legitimate wholesalers price set by the authentic manufacturers of pre-recorded videocassettes. The packaging and labelling is often a dead giveaway to a tape's authenticity, if the pricing isn't an immediate tip-off. And, of course a call to the legitimate distributor in your area will clear away any confusion that might exist. Any area video store can tell you who that person is and how to get in touch with them.

Don't risk your business integrity, possible adverse publicity that may scare off customers, and the severe criminal and civil penalties which you expose yourself to by dealing in pirated videocassettes. Ask the more than 500 individuals who have been convicted of video piracy if they think the risk was worth it.

Coca-Cola offers consumers sweepstakes to AFD members

Coca-Cola and AFD have teamed up to offer an exciting promotion to customers of AFD member stores only.

The Coca-Cola Classic/AFD Sun 'n Sand Sweepstakes offers consumers a chance to escape to an exotic tropical wonderland to experience a real taste of paradise.

Point-of-sale material will promote this sweepstakes activity which will run September 9 through 29 in AFD member stores. Two (2) AFD customers will be randomly selected from all entries as winners of the grand prize: a trip for two (2) to Paradise Island, Bahamas, through a drawing to be held October 7.

AFD members will receive details and promotional materials from their

Coca-Cola representatives soon, but it's not too late for non-members to join AFD and get in on the promotion and build themselves a better bottom line.



AFD IS OFFERING

DRIVER LICENSES AND IDENTIFICATION GUIDE

1990 BOOKLET

Member price: \$6.00 per book
Non-member price: \$7.50 per book
(plus \$1.00 shipping per book)

Don't serve a minor with a tampered license . . . keep this I.D. booklet near your cash register, and make sure of a legitimate sale.

This guide book shows a picture of a valid drivers license from EACH state. Using this booklet as a reference will enable you to accept an out-of-state license as a positive I.D.

Order your **DRIVER LICENSES AND I.D. GUIDE** today at this very low price. Send a check or money order to:
ASSOCIATED FOOD DEALERS OF MICHIGAN
18470 W. Ten Mile Road, Southfield, Michigan 48075



YOU COULD WIN UP TO \$1,000,000!



To play, match game pieces found in specially marked packages of Pepsi-Cola products and DORITOS® brand Tortilla Chips. You could win from \$5 to \$1,000,000! You may also win discount coupons instantly. See displays at participating stores for rules, odds and winning details.



NO PURCHASE NECESSARY. For two free game pieces, mail a self-addressed, stamped envelope before December 31, 1991, to "Monster Match" Game Piece, P.O. Box 14644, Baltimore, MD 21268. Limit one request per envelope per day. VT and WA residents may omit return postage.
PEPSI, PEPSI-COLA and MONSTER MATCH FOR MONSTER MONEY are trademarks of PepsiCo, Inc. DORITOS is a registered trademark used by Frito-Lay, Inc. © Recot, Inc. 1991. Official Universal Studios Monsters™ Universal Studios™ TM & ©1991 Universal City Studios, Inc. T1-PFN-468/7/91

PEOPLE

Monitor Sugar adds to staff

Monitor Sugar Company has announced the appointment of Judy A. Bagley as director of communications.

Bagley's responsibilities will include the company's public relations, as well as assisting with the sales and marketing efforts.

Bagley, former director of the Bay County Convention and Visitors Bureau, has worked closely with the media and has extensive sales and fund-raising experience. She is currently involved with numerous special events in Bay County.



Bagley

AFD members win big with Daily Fun



Al Kassab of Checker Drugs in Detroit proudly displays a copy of the \$2,000 check he received from the Daily Fun contest.

Six AFD members are \$2,000 richer, thanks to the Michigan Lottery's Daily Fun retailer incentive program.

Bill's IGA, Fairview; University Food & Drug, Pontiac; and Pied Piper, Barrel & Bottle, Food Town Super Market and Checker Sales, all of Detroit, won the awards for their participation in Daily 3 and Daily 4 sales during the first part of the year.

James R. Kirk named Campbell senior VP of technology

James R. Kirk, president of Campbell Institute for Research and Technology (CIRT) and Campbell Soup Company's vice president of research and development, has been named senior vice president—research and development and quality assurance by the company. He will retain his position as president of CIRT, the company's research division.



Kirk

Dr. Kirk joined the company in 1983 as Campbell's vice president of research and development and executive vice president of CIRT. He became president of CIRT in 1988. During his time at Campbell, Dr. Kirk has served six years as a member of the Food and Nutrition Board of the National Academy of Sciences and the U.S. Department of Agriculture Board of Scientific Counselors of Human Nutrition. He also served on the board of directors of DNA Plant Technology, Inc.

Bueche's Food World to be anchor store for new Ortonville Shopping Ctr.

Construction for a new shopping center in the Oakland County community of Ortonville is to begin this fall. The anchor store of the center will be Bueche's Food World, a 35-year member of Spartan Stores, Inc. The 28,000-square-foot grocery store is expected to open in the summer of 1992.

Planned to be a full-service supermarket, Bueche's Food World will offer quality bakery, deli, seafood and floral departments. The store will be supplied by Spartan Stores' warehouse in Plymouth. Bueche's plans to employ approximately 70 full and part-time employees, and be a visible community supporter.

Bueche's Food World also has a supermarket in Flushing which was founded 72 years ago. It is a family-owned business operated by Phil Bueche.

AMD Industries promotes Tim Norton to executive vice president

David E. Allen, president and CEO of AMD Industries, a custom designer and manufacturer of point-of-purchase displays and merchandising systems, announces the promotion of Tim Norton to executive vice president.

Mr. Norton has been with AMD since 1983, having served in a variety of sales, product development and production engineering positions. As executive vice president, Mr. Norton will continue his responsibilities as the principle contact for AMD's largest account.



Norton

P&G's chief executive to serve on President Bush's Commission on Environmental Quality

President Bush recently announced at a White House meeting that Procter & Gamble Chairman of the Board and Chief Executive, Edwin L.

Arntz has been chosen to serve on the President's Commission on Environmental Quality.

The 25-member Commission is composed of leaders from business, foundations, academia, and environmental conservation organizations who are committed to creating new, economically sound solutions to the nation's environmental problems. They have been charged by President Bush to "establish a new kind of environmentalism, one in which a sound ecology and a sound economy go hand in hand."

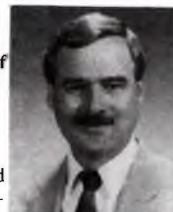
A swearing in ceremony and a private session with the President was held for the Commission members at the White House.

The purpose of the Commission is to identify ways in which the creative power and resources of the private sector can be used to address the critical environmental challenges of the 1990s. Their job will be to form partnerships among private sector institutions and organizations to promote effective and cost-efficient pollution prevention, natural resource management, international environmental cooperation, and public education initiatives.

Pierre Frozen Foods appoints new vice president

Pierre Frozen Foods announced the appointment of Robert C. Naylor to the newly established position of vice president-sales and member of the executive committee of Pierre Frozen Foods.

Naylor, 39, began his career with Pierre Foods in 1978 as Regional Sales Manager. He progressed through positions of increasing responsibility and became director of sales and marketing of the foodservice division in 1986, his most recent position.



Naylor

Pierre Frozen Foods is a frozen food processor specializing in portion-control beef, pork and poultry products which are either fresh frozen, flame-broiled, oil-set or deep fried. Customers of the company's products include school and university cafeterias, sandwich assemblers for convenience store and vending outlets, national fast food chains, warehouse clubs, and employee food service in institutional plants, hospitals and offices.

H.J. Heinz acquires JL Foods

H.J. Heinz Company announced recently that it has reached an agreement with John Labatt Ltd. of Canada for the purchase of JL Foods for a net cash consideration of approximately \$500 million. The transaction is expected to close shortly, following receipt of regulatory approval in the United States and Canada.

Headquartered in Eugene, Ore., JL Foods is one of North America's major suppliers to the food industry with annual sales of nearly \$500 million.

In addition to acquiring several "niche" businesses in the past year, Heniz recently sold its Hubinger corn-wet-milling company and its Puerto Rico-based Caribbean Restaurant operations. The ongoing restructuring has also included the recent internal organization of the company's Weight Watchers food businesses into a single new affiliate, Weight Watchers Food Company, in order to provide greater focus and to realize the full growth potential of the unique Weight Watchers name.

Studies show that the 9.7 percent rate of growth for the foodservice markets in which JL Foods operates was twice the growth rate of the retail market during the past five years. With the acquisition of JL Foods, Heinz will be one of the top two companies in North America, supplying value-added food products to the foodservice sector.

ANNOUNCING A MONEY SAVING OPPORTUNITY FOR STORE OWNERS



24 Hour Service - 7 Days
City & State Licensed
All Makes & Models Serviced
20 Years Experience
Written Guarantee On
All Parts & Labor



Don't Miss This Limited Time Opportunity — Act Now At No Risk To You

NO SERVICE CALL CHARGE

With this coupon when repair is completed on all refrigeration work.

LOWEST PRICES IN THE INDUSTRY

Offer Expires: 9-30-91

ELLISON REFRIGERATION
548-5765

PEOPLE

Tomlinson Industries appoints Jim Reed as sales manager

Tomlinson Industries announces the appointment of Jim Reed as sales manager. He will be responsible for national sales operations for all Tomlinson lines, including trade shows and contacts with distributors, national accounts, OEM accounts and dealers.



Reed

Jim comes to Tomlinson with over 20 years of experience in the foodservice industry as sales manager and vice president of sales for several major national foodservice equipment companies. He is active in a number of foodservice organizations and is a former member of the NAFEM Sales Managers Workshop Committee. Jim and his family live in Strongsville, Ohio.

Second Annual Daane's Zoo Days draws record crowd

A record 31,705 people enjoyed the sights and sounds of the John Ball Zoo July 10, 11 and 12 courtesy of Daane's Food Markets

who offered free admission during the second Annual Daane's Zoo Days.

"We're happy we could help so many people visit the John Ball Zoo," said David Daane, president of Daane's Market. "We had a lot of fun, and we hope all those who attended did, too."

In addition to free admission, Daane's furnished free food and drink, free children's gifts and coupon books for adults all three days of the event. Children were also able to visit with several costumed characters appearing at the zoo during Daane's Zoo Days.

The first Daane's Zoo Days last year drew more than 13,000 people over two days.

P&G acquires Moroccan brands

The Procter & Gamble Company has reached agreement with ONA Morocco to purchase the bleach and cleaning brands currently marketed by ONA's subsidiaries.

The principal brands involved are La Croix bleach and SaniCroix household cleaner. Both are market leaders in their product categories.

ONA is the largest private holding company in Morocco with major interests in food, fishing, banking, cars, mining, and textiles.

Cashier's math test is now available

A math skills test for convenience store cashiers is now available from the Precis Corporation.

Convenience store owners are often finding that poor math skills contribute to cash shortages, transaction errors and inefficiency, according to Precis Vice President Marty Mancebo. Lack of basic skills, including math and reading, is also a major contributor to employee turnover, he adds.

Despite these problems, a recent survey of 200 convenience store chains showed that fewer than 15 percent required job applicants to take even a basic math test.

Precis' MATH Skills Review test measures a job applicant's ability to perform basic math functions such as making change, taking inventory, and completing daily reports. Although the test is essentially a math skills test, word problems on the test help in measuring reading comprehension skills as well.

So far, about one-third of the job applicants have failed the test. Mancebo says, "For companies that do not use a test, this means that applicants are hired and start work before the lack of skills becomes apparent," he added.

The test means federal Equal Employment Opportunity Commission (EEOC) guidelines against bias, and

conforms to the standards of the American Psychological Association.

Test results are available immediately. When a job applicant completes the test, a store manager can call in the test results, as well as the EEOC-required data on the applicant's race and sex, to a computer at the headquarters of either Precis or the employer. The computer scores the test immediately, and tells the manager whether to continue the hiring process.

Immediate computer scoring not only assists managers in selecting the best available candidates for jobs, Mancebo points out, but it increases manager efficiency by decreasing wasted hours spent on interviewing unqualified candidates.

In addition to providing information about applicants, the data collection system designed and installed by Precis can provide statistics needed for EEOC reports and information on hiring trends.

Precis Corporation, based in Anaheim, Calif., markets and administers pre-employment tests designed to measure basic skills, learning ability and dependability.

Precis is the result of a 1988 merger between The Alameda Company, also based in Alameda, and Business Tax Credit Corporation of Los Angeles, both founded in 1982.

AFD

AFD 1992 Trade Dinner "Sweetheart Ball"

Formal Dinner Dance on Valentine's Day
•Cocktails • Hors D'Oeuvres
•Gourmet Dinner • Red-tie Preferred

The Associated Food Dealers of Michigan will present the 76th Annual Trade Dinner "Sweetheart Ball" on February 14, 1992. A limited number of corporate sponsorships are available. If interested, please call AFD for more information at 1-800-66-66-AFD. Your support is appreciated.



ROCK 'N' R'OLDIES
50's 60's Show

ENTERTAINMENT

- Phil Dirt and the Dozers
9:45 p.m. - 12:30 p.m.
- Strolling Musicians
6 p.m. - 9 p.m.
- (5) Caricaturists
7:30 p.m. - 12:30 p.m.
- Emcee, Neal Shine
Publisher, Detroit Free Press

AFD

NOMINATION FOR AFD BOARD OF DIRECTORS

According to the AFD by-laws, any member of the Association in good standing may be nominated to stand for election as a Director of the Association. In order to be eligible for election, a member shall (i) have been a member of the Association for not less than the prior twelve (12) months; and (ii) have been nominated not later than October 1, for the position of Director, in writing, with the support of ten (10) other members in good standing, or by a majority vote of the Nominating Committee; and (iii) be a Retail member, if nominated to fill a Retail Director's vacancy, or a General member if nominated to stand for election for a General Director's vacancy.

If you need further information, please call AFD

PRODUCTS



The first pretzel chip is introduced

Nearly 1,400 years after the creation of the pretzel, Nabisco Biscuit Company is introducing a new twist on the crunchy snack: the first pretzel chip.

Mr. Phipps Pretzel Chips are thin, crispy chips with the color, crunch and texture of a pretzel. Offered in three flavors—Original, Sesame and Lightly Salted—Mr. Phipps Pretzel Chips will be available nationally in July in 8.5 ounce boxes made from recycled paperboard.

The company expects Mr. Phipps will appeal to both pretzel and chip users alike. Pretzel lovers will enjoy its taste and snacking size, while its chip-like shape make it perfect for dipping.

In addition, Mr. Phipps is low in fat (1 gram of fat per half-ounce serving) and has no cholesterol.

Nabisco will distribute more than 100 million coupons during the introductory period.

The Nabisco Biscuit Company, an operating company of Nabisco Brands, Inc., is the country's leading maker and marketer of cookies and crackers. Among its brands are Oreo, Chips Ahoy!, Fig Newtons and Teddy Bear Grahams cookies, and Ritz, Premium, Wheat Thins and Triscuit crackers.

"Big Start" Breakfasts added to Swanson Great Starts line



Campbell Soup Company, taking inspiration from fast-food and family restaurants, has introduced a new extra-portion frozen breakfast line under the Swanson Great Starts name. The four new Great Starts "Big Start" breakfasts are: Pancakes, Scrambled Eggs, Sausages & Bacon; Pancakes, Home Fried Potatoes, Sausages & Bacon; French Toast, Scrambled Eggs & Sausages; and Waffle, Scrambled Eggs, Sausages & Bacon. The "Big Start" introduction represents the first extra-portion entry

in the frozen breakfast entree category.

On average, the new "Big Start" varieties will offer consumers nearly 60 percent more food than traditional Great Starts entrees. Priced at \$2.29 (suggested retail), they also offer a considerable value over "big breakfasts" available at fast-food and family restaurants.

London's Farm Dairy introduces new nonfat cottage cheese

London's Farm Dairy, headquartered in Port Huron, MI, has just launched a new, nutritious nonfat cottage cheese. Available in 16-ounce containers, the new cottage cheese is 100 percent fat free, low in sodium, and high in calcium and protein. Unlike many low-fat and nonfat products where taste quality is often sacrificed, London's Nonfat Cottage Cheese has the same rich, full-bodied, creamy texture as London's regular cottage cheese.

Perfect for dieters and those on low calorie or sodium restricted diets, London's Nonfat Cottage Cheese is also an ideal choice for those simply interested in eating nutritious, healthy, good tasting food.

London's Nonfat Cottage Cheese is available in supermarkets and specialty groceries in metropolitan Detroit and throughout mid-Michigan. For information on where you can buy London's products in your area, call 1-800-284-5111.



Randell's hot food tables are shipped fully assembled

Randell's open well, sealed well and water bath hot food tables feature fully assembled, welded construction—unlike competitive units which are shipped knocked down, requiring time-consuming assembly. And Randell provides all stainless steel bodies for about the same price as the competitors' painted hot food tables.

Additional standard extras are high voltage elements with true thermostatic controls on electric units and complete pilot and safety valve systems on gas units.

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

Distributors break off talks with Teamsters Local #1038

After 17 months of bargaining and over 40 meetings, Jobs Preservation Coalition has been forced to discontinue bargaining with Teamsters Local No. 1038 due to the union's continued refusal to bargain in good faith. The final order was given to the union on September 13, 1990.

The Jobs Preservation Coalition consists of: Don Lee Distributors, Inc., Don Lee Distributors, Inc., Pontiac, Hubert Distributors, Inc., Oak Distributing, Eastown Distributors Co., and Powers Distributing Co.

Tom Geist, spokesman for the coalition said, "After the union having had our final offer for 11 months, Bob Knox, Teamster Local No. 1038 president, still refuses to identify those items which he agrees with and which items he does not. It is obvious that Mr. Knox has no intention of obeying the law and bargaining in good faith. His actions of August 21, 1991, are further evidence that the impasse in negotiations remains unchanged." During 17 months the union has only given the employers two complete offers.

Geist said, "Further bargaining is futile. Therefore, the Jobs Coalition broke off talks with the union until such time as the union notifies the distributors what its positions are on the employers final offer and otherwise making material movement of a positive nature."

The final offer was implemented in two phases in February and April 1991. Since the implementation, productivity is up significantly. "Many drivers are still making over \$1,000 per week plus benefits after the implementation. The coalition has insisted, throughout the negotiations, that the removal of the featherbedding practices (load limits, curfews, etc.) would result in more cases delivered per driver and little or no decrease in income. Many employees are now making the same or more money than under the expired labor agreement. Unfortunately, the concept of increased productivity and long term financial stability is one that Mr. Knox and his outside advisors have chosen to ignore", Geist said.

No further talks are scheduled.

The poster that offers you all six government postings!

Protect yourself from litigation and stop bulletin board clutter with the **ORIGINAL LABOR LAW POSTER**.

Contains ALL REQUIRED government postings, including:

- NEW Minimum Wage
- Polygraph Testing
- Equal Employment Opportunity
- Age Discrimination
- Handicapped Workers' Rights
- Child Labor
- Job Safety and Health Protection

POSTER PRICES:

\$5.00 each—Members; \$8.00 each—Non-Members

Printed in full color on heavy-duty gloss stock, each poster measures 22-3/4" x 34"

Please send me _____ posters at _____ each.

Name _____

Company _____

Street Address _____

City, State, Zip _____

Telephone _____

Return form and check to: Associated Food Dealers, 18470 W. Ten Mile Road, Southfield, Michigan 48075. Phone (313) 557-9600.

PRODUCTS



New tray from Pressware in Ebony Premier Design

Now foodservice and super-market operators who want an upscale look for their take-out foods can look to new Ebony Premier dual-

ovenable trays from Pressware International.

This new 5" x 6-1/2" x 1-3/8" tray joins the four other trays in the Ebony Premier line to offer upscale styling along with the market's most modern benefits. This tray is ideal for small entrees as well as side dishes. Dome lids are available to seal the package tight.

Made from paperboard, a renewable source, Ebony Premier trays are based on 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.

For more information, please

contact Pressware International, Inc. 2120 Westbelt Drive, P.O. Box 281247, Columbus, OH 43228. Phone: 614-771-5400.



Soft-stretch mushroom film from Filmco

Filmco has designed a soft-stretch film specifically for over-

wrapping and size container of fresh mushrooms. Mushroom Film stretches easily and quickly, performing flawlessly on all kinds of high-speed equipment. And the film's strong heat-seal properties maintain an intact package throughout the entire distribution cycle.

Mushroom wrapped with Filmco Mushroom Film stay fresh and appealing much longer because Mushroom Film reduces condensation within the package. Mushrooms won't discolor and packages won't fog. Mushroom Film's high gloss and perfect clarity last from the terminal to the consumer's refrigerator.

Filmco Mushroom Film is a 6p-gauge material offered in 10-inch to 22-inch widths on 3-inch or 6-inch cores. Roll length is 5,000 feet. Special widths are available on request.

Filmco provides Technical Field Service and warehousing nationwide.

For more information, please contact: Filmco Industries, Inc. a Subsidiary of Viskase Corporation, 1450 Chillicothe Road, Aurora, Ohio 44202. Call toll-free: (800) 545-8457 or (216) 562-6111. Fax: (216) 562-2740.

BIG CHIEF LOOKS.....

TWICE

AS GOOD!!

THE SAMI FIGURES PROVE IT! BIG CHIEF SUGAR OUT SELLS PIONEER AND DOMINO TWO TO ONE IN THE MARKET PLACE.

IF YOU THINK YOU HAD GOOD REASONS TO PUT BIG CHIEF ON YOUR SHELF BEFORE...NOW YOU HAVE TWICE AS MANY!

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



MONITOR SUGAR COMPANY

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



Groen's gas-heated floor-model kettles cook & hold without product burn-on

Groen Model AH/1 steam-jacketed kettles are ideal for cooking, reheating and holding large quantities of vegetable, soups, sauces, pasta, rice, gravies, pie fillings, poultry, meat dishes and more, without scorching or burning.

Available in 20-, 40-, 60- and 80-gallon capacities, floor Model AH/1 kettles have a self-contained, gas heated steam source that provides temperatures of 150° to 270° F. Each unit is thermostatically controlled, virtually eliminating pot washing, saving time and labor.

Kettles come complete with a 1.5 inch sanitary tangent product drawoff and an energy saving cover is standard. Larger drawoffs (2 or 3 inch), fill faucets and baskets inserts are also available as labor saving options.

POSTHUMUS

from page 6

time after graduation, he married his childhood sweetheart, Pamela, and with the profits he earned from a small house he sold in Lansing, moved his wife and his dreams back into Alto and a farm two miles from the old homestead.

If there was a way for Posthumus to combine politics and plowing, you can bet he'd find it. And he did. While his father helped out with the farm, Posthumus worked for agricultural trade associations, representing Michigan's sugar beet and beef interests to the legislature and the U.S. Congress. He left the job six years later—in 1979—to become director of constituent relations for the Michigan House Republicans.

“We needed then—and we need now—more people who understand that what we do for ourselves is more important than what we do as a state.”

Within three years, the urge to get back into the heat of battle burned within Dick Posthumus. In 1982 he left his job with the Republicans to manage the gubernatorial campaign of his friend and fellow farmer, Jack Welborn. Six months into the race, as Welborn's candidacy floundered in a crowded field, the Senate seat in Posthumus' district opened up. Though Posthumus admits it was a difficult decision, he felt Lansing needed someone who believed in the individual.

“In this country, we spend too much time looking for ways that government can help make things better,” the Senator said from his downtown Lansing office. “Clearly Eastern Europe shows that doesn't help the situation.

“In coming from a small community, I saw how people who didn't have a lot were able to help themselves and others through their own individualism. We needed then—and we need now—more people who understand that what we do for ourselves is more important than what we do as a state.”

And as an individual, Posthumus has done a great deal for himself and his constituents. The well-regarded Senate Majority Leader has taken the leadership position on two key Senate committees—as chair of Commerce and Technology, and vice-chair of Economic Development.

But that doesn't mean that Posthumus has left the farm for the bright lights and allure of state government. Quite the contrary. Amazingly enough, the personable and soft-spoken politician continues to farm—with the help of his father, wife and four children—550 acres of corn, soybeans and wheat. An

outspoken advocate of the need for parents to take the initiative and involve themselves with their children, Posthumus practices what he preaches. Each day, regardless of when he leaves the office or a political function, he drives home to be with his family.

Real-life experience garnered from the seat of a tractor has taught Dick Posthumus a lesson or two, and he's used that knowledge for the benefit of the small businessman. Posthumus cites the example of the county cooperative's influence on the family farm as a benchmark for state government's influence on business.

“Government's role should be to provide information to business, just

like the co-op helps the farmer,” he explained. “In Grand Rapids, we have the Research Technology Institute, which takes research from various universities in the state and makes it available to businesses. Those that are the sharpest and most astute can then take the information and use it to better their chances at success.”

Whether he's surveying his crops from the top of his tractor, or evaluating legislation from his position atop state government, Posthumus keeps one thing in mind: whether it be the voter or the politician, the farmer or the consumer, one person can succeed if he believes anything is possible.

Dick Posthumus is living proof.

Bonior vows to fight tax breaks for middle class, affordable health care

Congressman David E. Bonior (D-Mount Clemens) was recently elected majority whip, the third-ranking position in the Democratic leadership of the U.S. House of Representatives.

By a vote of 160 to 109, Bonior defeated Con. Steny Hoyer of Maryland in a secret-ballot election among members of the House Democratic Caucus.

Bonior said he would use his new position to push for “tax breaks for working families, health care for working families and rebuilding America for working families.”

SAVE MONEY AT THE 11TH ANNUAL FOOD SHOW

“Vegas Style”

VISIT
THIS YEAR'S
EXTRAVAGANZA
AND BEAT
THE DEALER
ON
GREAT BUYS
AT DISCOUNT
RATES



SUNDAY,
SEPT. 15, 1991
11:00 a.m. – 6:00 p.m.
MONDAY,
SEPT. 16, 1991
11:00 a.m. – 7:00 p.m.
GRAND MANOR OF
FAIRLANE
DEARBORN, MICHIGAN

Our #1 goal is to save you money on purchases and introduce new products.

For additional information
KRAMER FOOD COMPANY
(313) 585-8141
ASSOCIATED FOOD DEALERS
1-800-66-66-AFD

**ADMISSION
FREE**



Kramer Food Company
Raskin Food Company
1735 E. Fourteen Mile Rd.
P.O. Box 7033
Troy, Michigan 48007-7033

Reese FINER FOODS OF
MICHIGAN, INC.

SUPPORT THESE AFD SUPPLIER MEMBERS

BAKERIES:

Ackroyd's Scotch Bakery	
& Sausage	532-1181
Archway Cookies	(616) 962-6205
Awrey Bakeries, Inc.	522-1100
Koeplinger Bakeries, Inc.	967-2020
Mr. Dan's Gourmet Pound Cake	923-3111
S & M Biscuit Distributing	893-4747
Sunshine/Salerno	352-4343
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
Central Distributors	946-6250
Coca-Cola Bottlers of Detroit	585-1248
Coors Brewing Company	451-1499
Don-Lee Distributors, Inc.	584-7100
Eastown Distributors	867-6900
Everfresh Juice Company	755-9500
F & M Coffee	851-5774
Faygo Beverages, Inc.	925-1600
Frankenmuth Brewery	(517) 652-6183
G Heileman Brewing Co.	(414) 796-2540
Gallo Winery	643-0611
General Liquor	867-0743
General Wine	869-7755
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 Beverages	489-9349
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
Spirits of Michigan	521-8847
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
Estabrooks Marketing	(517) 488-3750
J B Novak & Associates	752-6453
James K. Tamakian Company	424-8500
John Huettnerman Co.	296-3000
Markis & Goergens, Inc.	354-1600
McMahon & McDonald, Inc.	477-7182
Northland Marketing	353-0222
Paul Inman Associates	626-8300
Plesiter Company	591-1900
Stark & Company	851-5700
VIP Food Brokers International	885-2335

CANDY & TOBACCO:

Garoto Chocolate Co.	882-8824
M & M M&S	363-9231
Sherri's Candies	(517) 756-3891
Wolverine Sugar Company	554-2033

CATERING HALLS:

Emerald Kitchens	(616) 279-0100
Gourmet House, Inc.	771-0300
Karen's Cafe at North Valley	855-8777
Penn's of Sterling	978-3880
Phil's Catering	751-0751
Southfield Manor	352-9030
Thane Buds	(517) 546-8522
Thomas Manor Catering	771-3330
Thane's Catering	949-2380
Vander's Banquet Hall & Catering	354-0121

DAIRY PRODUCTS:

American Dairy Assoc.	(517) 348-8823
Borden Company	583-0191
Borden Ice Cream	871-1900

Dairy Products of Michigan	552-9666
London's Farm Dairy	984-5111
McDonald Dairy Co.	(517) 652-9347
Melody Farms Dairy Company	525-4000
Milk-O-Mat/Country Pride Dairy	864-0550
Stroh's Ice Cream	568-5106
Tom Davis & Sons Dairy	399-6300

EGGS & POULTRY:

Cavanaugh Lakeview Farms	475-9391
Linwood Egg Company	524-9550

FISH & SEAFOOD:

Standard Fish Dist.	871-1115
Tallman Fisheries	906-341-5887
Waterfront Seafood Company	(616) 962-7622

FRESH PRODUCE:

The Cresset 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:

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
Fairlane Insurance	846-0666
Financial & Mktg. Enterprises	547-2813
Gadaleto Ramsby & Assoc.	(517) 351-7375
Jardine Insurance Agency	641-0900
K A Tappan & Assoc. Ltd.	344-2500
Lloyd's Assoc.	356-0472
Miko & Assoc.	776-0851
Mitzel Agency	773-8600
North Pointe Insurance	358-1171
Rocky Husayni & Associates	557-6259
Sullivan-Gregory, Inc.	332-3060
Traverse Bay Insurance	(616) 347-6695

MANUFACTURERS:

Carnation Company	851-8480
Don's Chuck Wagon Products	771-9410
Fimco	253-1530
Groeb Farms	(517) 467-7609
Hamilton Meat Pie Co.	582-2028
Home Style Foods, Inc.	874-3250
Kalil Enterprises, Inc.	527-7240
Kraft Foods	261-2800
Michigan Pioneer Sugar	(517) 799-7300
Monitor (Big Chief) Sugar	(517) 686-0161
Nabuco, Inc.	478-1400
Philip Morris U.S.A.	489-9494
Prince Macaroni of Michigan	772-0900
Red Pelican Food Products	921-2500
Tony's Pizza Service	634-0606

MEAT PRODUCERS/PACKERS:

Guzzardo Wholesale Meats	833-3555
Hartig Meats	832-2080
Hillshire Farm & Kahn's	778-3276
Hygrade Food Products	464-2400
Kowalski Sausage Company	837-8200
LKL Packing, Inc.	833-1563
Oscar Mayer & Company	664-9400
Olsen Meats	553-9660
Pelkie Meat Processing	(906) 353-7479
Ray Weeks & Sons Company	727-3535
Smith Meat Packing, Inc.	458-9530
Swift-Eckrich	458-9530
Thorn Apple Valley	552-0700
Winter Sausage Mfg. Inc.	777-9080
Wolverine Packing Company	548-1900

MEDIA:

Arab & Chaldean TV-62 Show	352-1343
C & G Publishing, Inc.	756-8800
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
News Printing Inc.	349-6130
The Beverage Journal	454-4540
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

POTATO CHIPS/NUTS/SNACKS:

Frito-Lay, Inc.	287-9477
Jay's Foods, Inc.	946-4024
Kar-Nut Products Company	541-7870
Nikhlas Distributors (Cabana)	571-2447
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
News Printing Inc.	349-6130
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, DeLisle	964-4201
Central Alarm Signal, Inc.	864-8900
Closed Circuit Communications	646-6640
Detroit Edison Company	323-7786
Goh's Inventory Service	353-5033
Group One Realty	851-4910
Guardian Alarm	423-1000
Karoub & Associates	(517) 482-5000
Marketplace Services	557-4500
Menczer & Urcheck P.C., CPA	561-6020
Michigan Cash Register	545-8660
National Exposition Service	865-1001
News Printing	349-6130
O Riley Realty	689-8844
Pappas Cutlery Grinding	965-3872
Red Carpet Keim	557-7700
Rossman Martin Communications	(517) 487-9320
Sarafa Realty	851-5704
Southfield Funeral Home	569-8080
Supermarket Development Inv.	573-8280
Telecheck Michigan, Inc.	354-5000
Travelers Express Co.	(800) 328-5678
Vend A Matic	585-7700
Whitey's Concessions	278-5207
Edward A. Shuttle, P.C.	569-4490

SPICES & EXTRACTS:

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
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
Ultra Lite Supply Co.	751-1940

WHOLESALE/FOOD DISTRIBUTORS:

Bremer Sugar	(616) 772-9100
Capistar, Inc.	(517) 699-3605
Central Foods	933-2600
Detroit Food Service	563-4282
Detroit Warehouse Co.	491-1500
Epeco Foods, Inc.	857-4040
Fimco	253-1530
Foodland Distributors	523-2100
Gourmet International, Inc.	(800) 875-5557
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
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 & R 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
Northern Michigan Food Service	478-6200
Northwest Food Co. of Michigan	368-2500
Rainbow Ethnic & Specialty Foods	646-0611
Rich Plan of Michigan	293-9000
Sackett Ranch	(517) 762-5049
Scot Lad Foods, Inc.	(419) 228-3141
Sherwood Food Distributors	366-3100
State Wholesale Grocers	567-7654
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
Treppo Ltd.	546-3661
Value Wholesale	862-6900
Warehouse Club	532-3399
Wholesale House, Inc.	846-6209
Ypsilanti Food Co-op	483-1520

ASSOCIATES:

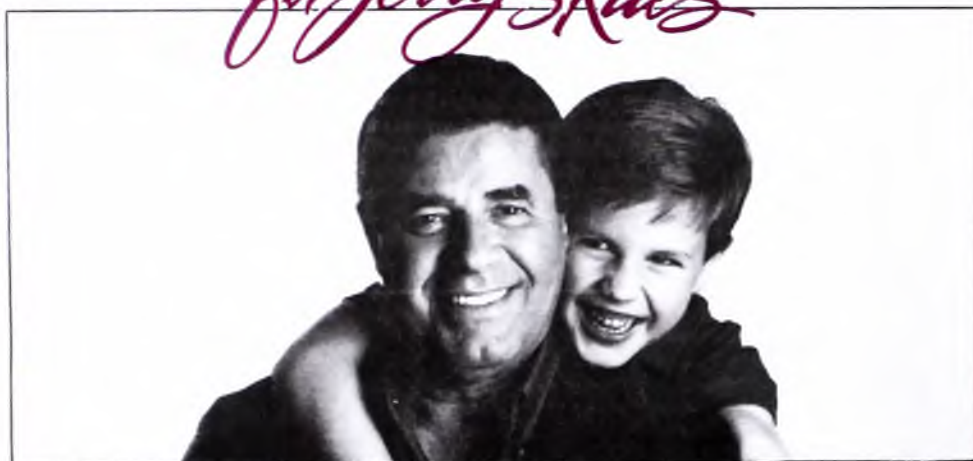
American Synergistics	427-4444
Bomarke Corporation	342-1679
Bureau of State Lottery	(517) 887-6820
Dino's Emmet One Corporation	341-4522
Herman Rubin Sales Co.	354-6433
Livernous-Davison Florist	352-0081
Minnich's Boats & Motors	748-3400
Motor City Ford Truck, Inc.	591-1234
Movie Warehouse	739-9300
Power House Gym	865-0111
Rousana Cards	(201) 905-6700
Wileden & Assoc.	888-2358

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

THE PFEISTER CO

**THANKS YOU,
OUR PARTNERS,
FOR SUPPORTING
AISLES OF SMILES**
for Jerry's Kids



**OUR 2nd ANNUAL PROGRAM HAS
SUCCESSFULLY RAISED**

\$50,000.00

**FOR MUSCULAR DYSTROPHY THROUGH
THE COMBINED EFFORTS OF ALL
PARTICIPATING RETAILERS &
MANUFACTURERS.**

THE
pfeister
COMPANY

YOUR STATE-WIDE FOOD BROKER

DETROIT

(313) 591-1900

SAGINAW

(517) 793-8100

GRAND RAPIDS

(616) 949-7210

