Department heads slated to speak at AFD Trade Show 1991

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

The seminars will get underway at 2:00, with Michigan Department of Agriculture Director Bill Schuette answering your questions about the food we buy and sell. Michigan Liquor Control Commission at 3:00 will present a panel including Chairwoman Maxine Perry and the four LCC commissioners. At 4:00 Bureau of State Lottery Licensing Director Nancy Horton and Commissioner Jerry Crandall will take the stage. They will discuss and answer questions about the licensing process, forthcoming licensing expansions, and new games and promotions. The final seminar of the day will feature AFD’s own Lansing lobbyist, Mike Ranville, who at 5:00 will speak about bottle handling, liquor markups and more.

The AFD Trade Show 1991, “What’s New on the Shelf?” will also be a great opportunity to see and sample new products at more than 100 booths, buy at show discounts, meet sales reps, and get caught up in the sports theme with exciting events and prize giveaways.

Attendees must be 21. Attendance is free, and no reservations are required. For more information, please call 557-9600.
Expansion of lottery to sports betting possible

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

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

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

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

The bill stipulates that off-track wagering sites can only be established with the permission of all licensed tracks within 30 miles, within a city area, or those licensed tracks within 50 miles if the betting facilities are outside a city area.

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

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

Churches, religious groups, non-profit charitable organizations are already sponsoring Bingo games—under the supervision of the Michigan Lottery Bureau. The Grand Traverse Band of Ottawa and Chippewa Indians will become Leelanau County’s second largest employer (350 employees) when they open a $1.2-million gaming casino later this year.

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

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

The main attraction to House Bill 4359 would be telephone betting and we presume that the veteran horse racing supporters would prefer licensed “betting parlors” not far from the track area, but this system doesn’t reach enough people and not the real bucks!

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

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

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Fort Wayne, Indianapolis
You need AFD today more than ever

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

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

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

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

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

An excellent example of the way AFD channels connections is AFD’s 1991 Trade Show. On April 16, thousands in Michigan’s food industry will converge under one roof at Fairlane Manor in Dearborn, some to show off new products and some to see the fresh developments in our industry. Undoubtedly, a large number of money-saving deals will also be made. It will be an exciting day, and it promises to be profitable for all involved, thanks to the work of AFD.

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

Beverage Bits

by John Dagenais

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

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

A new try for pizza—by vending machine

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

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

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

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

Federal minimum wage rises to $4.25

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

In addition, the training wage, currently set at $3.35 for the first 90 days of employment for new hires, will jump to $3.61.
Food stamps and WIC can make or break your store

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

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

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

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

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

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

- Religiously adhere to the rules of the WIC Program. Enter the amount on the coupon in the presence of the WIC customer. Make sure that the amount entered on the coupon is equal the value of the items purchased.
- Know your employees and make sure they understand that trafficking in food stamps or any other violation of the Food Stamp Program will result in their immediate termination. Also, inform them that you will turn them over to the authorities in the event you catch them trafficking. This is a criminal offense.
- Develop a training program for your employees and make sure that you follow it.
- Above all, if you receive notification from either the Food Stamp Program or the WIC Program that your store is being investigated, immediately contact an attorney. You have too much at stake to handle these matters on your own. A number of stores have had to go out of business simply because they did not properly respond to notifications from these agencies.
- Make sure that your employees understand which items can be redeemed for food stamps and which cannot. Again, the USDA-FNS monitors stores and may send an investigator to your store.

Besides trafficking, other program violations, such as the sale of ineligible items like toilet paper, beer and soap for food stamps can result in suspensions of six months, one year, three years and five years. Any of these can be devastating to a store.

The worst thing you can do about WIC Programs and Food Stamp Programs is to ignore them. Inaction can cost you your business. Therefore, you should immediately get advice on what to do. If you wait too long, your chances are greatly reduced.

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

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

Because of recent developments in the enforcement of the laws and regulations governing these programs it is more important than ever that store owners make every effort to follow the rules of these programs.
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Find out more about how Foodland Distributors can help you turn your increased customer loyalty into increased sales. Contact Larry Osiecki (313) 523-2660.
Anthony appointed director of Public Health

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

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

On the state level, she previously was an administrator with the Michigan Department of Public Health; serving as chief of the Office of Policy Development and Evaluation, and as division chief of the Office of Local Health Services. In local public health, she served as Wayne County Health Officer and as Administrator of Community Health Field Services for the City of Detroit Health Department, where she started as a public health nurse and became head of public health nursing field programs.

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

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

She recently on the Executive Committee of the Greater Detroit Area Health Council and the University of Michigan Alumni Board.

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

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

Potential for WIC program abuse/ violations by employees

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

The committee also discussed the fact that the vendors could take a number of measures to prevent the occurrence of abuse of the WIC program. For example, vendors could require cashiers to initial all WIC coupons, enclose cash register receipts with each WIC coupon. etc. When copies of rejected coupons are returned, the cashier who redeemed the coupon can easily be indentified. Close monitoring and surprise checks by the owner or manager may also help guard against any abuse.

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

WIC OPERATIONS UNIT

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

<table>
<thead>
<tr>
<th>FOOD ITEM CATEGORY</th>
<th>ESTIMATED ANNUAL EXPENDITURE</th>
<th>PERCENT OF TOTAL</th>
</tr>
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<tbody>
<tr>
<td>Formula</td>
<td>$27,023,624.26</td>
<td>36.0%</td>
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<tr>
<td>Special Formula</td>
<td>$670,971.93</td>
<td>0.9%</td>
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<tr>
<td>Unknown (001-005)</td>
<td>$2,103,659.63</td>
<td>3.0%</td>
</tr>
<tr>
<td>Infant Cereal</td>
<td>$702,367.95</td>
<td>1.0%</td>
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<tr>
<td>Infant Juice</td>
<td>$1,817,738.22</td>
<td>2.6%</td>
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<tr>
<td>Eggs</td>
<td>$2,272,177.77</td>
<td>3.2%</td>
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<tr>
<td>Peanut Butter and Beans</td>
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<td>3.4%</td>
</tr>
<tr>
<td>Cheese</td>
<td>$5,154,029.02</td>
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<tr>
<td>Juice</td>
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<tr>
<td>Cereal</td>
<td>$6,495,067.69</td>
<td>11.9%</td>
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<tr>
<td>Milk (Including Nonfat Dry and Evaporated)</td>
<td>$12,600,230.81</td>
<td>17.7%</td>
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<tr>
<td>Total Food Expenditures FY '88/90 (Actual)</td>
<td>$71,110,488.00</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

Opinions needed:

New WIC vendor authorization policy being considered

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

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

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

- Analyze the increase in the number of participants by each zip code since the close of the application's window period for "South" and "North"
- Determine the number of vendor applications on the waiting list since close of the window periods.
- The Department, at its discretion, may authorize one additional store, in each zip code, if the participant count has increased by at least 600 in an urban area and 200 in a rural area during a one-year period.

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

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

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

Opposition to USDA proposal to limit retailer participation in WIC

Retailers in the WIC program (Special Supplemental Food Program for Women, Infants and Children) need to be aware of a proposal by the U.S. Department of Agriculture (USDA) which is designed to greatly limit the number of retailers participating in the program. The USDA published its proposed rule in the Federal Register of December 28, 1990, and asked for comments from interested parties by April 26, 1991.

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

See OPPOSITION, page 25
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RECIPE FOR SUCCESS

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

Word of Mouth is spreading fast

Jack and Kristin Trabue of the PorterhouseMeats in Plymouth are giving Italian grandmothers a run for their money. The reason is the enormous pot of their spaghetti sauce which simmers to perfection every day in the back room of their market. The Trabues, with not a trace of Italian blood between them, began the unique sauce from scratch and launched its public sale with a “why not?” attitude.

“I figured if I like it,” says Jack, “somebody else has got to like it.” And somebody else did like it—immediately. According to the Trabues, one of the shop’s best customers purchased a jar the first week. The following week she marched back in the shop and ordered a case.

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

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

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

“We really haven’t had anybody turn us down,” says Jack.

“Not if they’ve tasted it and tried it at least,” adds Kristin.

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

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

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


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

“At first (production) took a great deal of time,” says Jack. “We cut production time way down just by getting to know what we’re doing.”

“We’re hoping to streamline production so we can get the price down a little,” says Kristin. The sauce currently sells for $3.99 a jar. The Trabues have two other original products they would like to market soon: Jack’s Smokey BBQ Sauce and Butcher’s Blend Power Shake seasoning salt. Currently they are only sold at the market, but Jack and Kristin plan to market the BBQ sauce to the public this spring.

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

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

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

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

FOR FAST, TRENDY CUISINE:
Consumers turning to canned foods

Nearly 4,000 people from across the country entered their favorite canned food recipes in the Canned Food Information Council’s national “Fast and Fancy” Recipe Contest. The entries submitted confirmed that people are turning to canned foods to prepare recipes that are fast and keep up with the latest trends in cuisine. All recipes entered in the contest had to be prepared in 30 minutes or less and use at least two canned foods as main ingredients.

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

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

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

The winning recipes are featured in a “Fast and Fancy,” 30-minute or less recipe booklet to be produced by the Canned Food Information Council. The booklet has been available free to consumers through national publicity efforts since January 1991.
Presenting Michigan's newest mid-size.

- Lightweight
- Non-breakable
- Resealable
- Easy to handle
- 16 more ounces than 12-pack cans
1990 food stamp provisions

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

Sec. 1729 - Electronic Benefits Insurance

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

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

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

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

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

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

Sec. 1734 - Authorization of Wholesale Food Concerns

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

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

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

Sec. 1743 - Permanent Disqualification

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

Sec. 1744 - Fines for the Acceptance of Loose Coupons

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

Sec. 1745 - Computer Fraud Penalties

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

Sec. 1746 - Unlawful Use of Coupons in Laundering Monetary Instruments

A fine of $250,000 and a sentence of 20 years in jail may be imposed on anyone illegally using or
Retailers fight commercialization of rest areas

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

The idea was contained in highway legislation recently proposed by the president. Current law prohibits establishment of private, commercial service areas at interstate highway rest areas. The law, Section 111 of Title 23 of the United States Code has been enforced for 35 years, and opponents believe many would be put out of business if the new proposal were enacted.

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

Congress reportedly prohibited commercialization in 1956 because it said, after reviewing evidence and testimony, that prices for gasoline at on-highway service stations are significantly higher than at off-highway service stations due to the absence of competition.

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

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

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

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

Loans for small businesses

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

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

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

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

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

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

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

—B. H., Rochester Hills

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

If you have a question, please write to Sarah Humphreys, Associated Food Dealers, 16470 W. Ten Mile Rd., Southfield, MI 48075. Include your name, the name of your business, and your address.
Beer drivers negotiations continue

Trouble is brewing at six Detroit area beer distributorships.

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

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

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

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

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

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

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

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

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

The strike vote taken by the teamsters in February, Geist explains, was to appease the membership and exercise the right to do so. But as bargaining has continued, the teamsters have not yet actually chosen to strike.

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

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

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

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

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

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

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

However, the coalition decided to take implementation in stages. Although wage issues were part of the final contract and a strong concern for the coalition, wages have not been altered yet. The drivers currently earn between $45,000 and $70,000 a year plus fringe benefits totaling $25,000 a year.

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

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

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

Nevertheless, the teamsters have launched a massive effort to turn favor against the distributors with what Geist describes as "childish attacks."

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

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

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

Alleged offenses included:

• Falsely stating the business was for sale.
• Falsely informing others that keys were relabeled and resold.

See DRIVERS, page 26
FOR INSURANCE WE ARE THE ONE

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

A jazzy tie here and there and an occasional splash of cologne have traditionally been the only signs of sex appeal on the AFD board. Look again. One board member has dimples, big brown eyes under batting eyelashes, and looks and smells...well...pretty!

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

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

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

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

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

Barbara Weiss-Street

Often now when she calls on a store, she deals with the second generation. “You kind of grow up with your accounts,” Weiss-Street says. “They’re more than accounts, they’re friends. For me, that’s the pinnacle of the business.”

Many children of store owners she has called on have entered into the food and beverage industry in other avenues, such as wholesaling and distributing. Joe Sarafa was one of her customers when he had a store. She says she enjoys running into the people she watched grow up. “It’s always nice to see a friendly face,” she says.

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

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

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

“I always put on work suits and look professional,” she says. “My perception I think if you look that way, you’ll feel that way.”

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

That might make her sound busy, but it’s really only half the story. On May 5, Weiss-Street will proudly receive her bachelor’s of arts in business form Marygrove College—a degree that took her nine years to obtain. Now she says she’s looking forward to earning her master’s.

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

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

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

“The quality of the people on the board is astounding,” she says. “They care so much for the community as a whole. This has got to be one of the finest boards I’ve ever worked on.”

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

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

Fimco moves in new directions

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

But their oils aren’t drilled, they’re pressed from seeds, vegetables and olives. And their castle is a brand of edible oil business when he purchased Fimco from Lombardi Foods in 1983. He had just retired from his job as

associate director of national retail sales for Stroh’s.

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

See FIMCO, page 26

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FINALLY, A SUMMER PROMOTION THAT SPEAKS FOR ITSELF.

We're talking "Miller Time." It's back and it's better than ever! So you'd better be prepared because all summer long you're going to be hearing about it. Just look at what's in store: ♦ Our summer long "Miller Time" promotion kicks off this Memorial Day with an innovative instant-win in-store sweepstakes (where legal). When your customers are asked "What time is it?" by a "Miller Time Keeper" they only need to answer "It's Miller Time" to receive $10,000 or "Miller Time Cool Stuff" instantly. ♦ And to keep your customers pouring in all summer long, Miller will be supporting this promotion with some fresh new TV commercials and eye-catching displays that will have everybody talking. So make sure your store has a "Miller Time" display this summer, because without it your customers won't be talking to you. ♦ This summer more than ever. "It's Miller Time!"
Foodland brings back the '50s

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

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

Point of Sale says "Thank You"

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

Employees came from every corner of the state to enjoy a delicious breakfast buffet, receive awards, and be informed and entertained. The Shaws were delightful hosts and several members of the food industry spoke to commend them, their employees, and their work.
Tax collector doesn’t want overpayments

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

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

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

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

Higgins said many small dealers are not claiming exemptions and credits granted to them by Congress to ease the impact of higher alcohol and tobacco excise taxes that took effect this year. The new taxes included a one-time 'floor stocks' levy on distilled spirits, wine, beer and cigarettes in the inventories of wholesalers and retailers on January 1, 1991.

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

ATF's review of more than 100,000 tax returns shows that about one of every five dealers does not take advantage of either the exemption or the tax credit. Overpayments are averaging under $100 but can run as high as $657 for some dealers.

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

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

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

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

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

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

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

Rules from page 14

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

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

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

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

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

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

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

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

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

The first processing campaign lasted 126 days, during which 221,000 tons of sugarbeets were processed. That crop produced 35.9 million lbs. of sugar. Compared to this year's all-time high of nearly 500 million lbs., 85 years of progress is dramatically placed into perspective. "The company is proud of its role as a good corporate citizen," said Flegenheimer. "Since 1906 Michigan Sugar Company has had a significant impact on the economy of this region."

A recent MSU study shows the state's sugar industry has an annual economic impact of more than $450 million dollars. Each sugar industry job creates an additional 2.3 jobs in collateral industries, according to the study. Celebrating its 85th year, Michigan Sugar Company today has an annual payroll of more than $19.8 million and total annual sales in excess of $170 million. The company's subsidiary, Great Lakes Sugar Company, operates two Ohio facilities: Fremont and Findlay. The sugar from both operations is marketed under the Pioneer and Great Lakes brand labels, as well as numerous private labels. Michigan Sugar Company is based in Saginaw, Michigan, and is a subsidiary of Savannah Foods and Industries, Inc., Savannah, Georgia. The combined operation comprises one of the largest producers of sugar in the United States.

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

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

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

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

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A less than persuasive endorsement of bottle law

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

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

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

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

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

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

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

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

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

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

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

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Why do people eat what they eat?

Can we cater produce to different populations? Maybe so.

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

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

Marketeters serving health care facilities can tailor some of their offerings to meet these needs."

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

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

"Parents, day-care providers, and schools need to expose their children to a variety of foods, thereby increasing familiarity and food choices," she said. "Produce marketers can help introduce fruits and vegetables to children by offering store tours—on children or their care givers."

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

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

"Fitness buffs would like to know how to prepare all items, whereas others may have special needs (e.g., soft, bland, stronger flavors) and need help expanding their selection of produce dishes. "Weight-loss patients, heart patients, healthy adults—produce fits into all diets," Pivonka said."

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

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

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

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

Don's Chuck Wagon Products, Inc.

Distributed by:
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Keite Co., Chicago, IL

Food & Beverage Report April 1991—23
UPDATE
from page 1

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

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

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

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

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

The appointments are effective immediately.

Hearing amending regulation of pesticide applications

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

The amendments cover six issues, including establishment of minimum competency standards for all commercial applicators, requiring minimum standards for trainers of applicators and establishment of additional subcategories of certification for commercial applicators. Additional proposed measures include broadening recordkeeping requirements for commercial applicators and allowing exemptions to the registered applicator program for incidental use.

The hearing will be held at 10:30 a.m. on Tuesday, April 9, in the North Ottawa Building, UP Level, Room #3, 611 West Ottawa (corner of Ottawa and Pine), Lansing.

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

Bill Schuette announces more outstate office hours

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

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

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

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

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

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

State Accident Fund amended

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

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

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

"What we're planning to do will be nothing short of revolutionary in terms of how meat products are monitored at every level, from the packer through the wholesaler down to the retailer," said John R. Block, president of the National-American Wholesale Grocers' Association (NAWGA). NAWGA has reached agreement with the American Meat Institute (AMI) and the National Grocers Association (NGA) to make more extensive use of the bar code system, working in conjunction with the Uniform Code Council (UCC).

Current use of the bar code on meat items provides only limited information about the products.

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

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

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

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

DEPOSITS
from page 1

Unemployment compensation top tax issue

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

Job placement service looking for stores that need positions filled

The Chaldean Federation, serving the Chaldean community, is sponsoring a job placement service to match up people who need work with the businesses who need employees. People with a variety of qualifications are looking for a work, whether it be as cashiers, stock people, or managers.

For information, please call 557-3200 from 9:30 to 5:30 weekdays, or Saturdays 12:00 to 3:00.
In order to reduce administrative costs of the program, USDA proposes to limit the number of authorized vendors and dictate the geographical distribution of vendors based on participant needs.

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

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

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

- By limiting the number of WIC retailers in a geographical location, an additional burden is placed on WIC recipients. For needed convenience due to their family responsibilities, employment and related matters, WIC recipients should have an option as to where they can buy their food. The federal government should not dictate it.
- With the number of WIC vendors reduced, recipients can be put in the position of having to spend more time and money, because of additional travel, to get to WIC-approved stores. They should be able to participate in the program without additional cost and inconvenience.
- With the government using shelf prices as a major criteria, the stage is set for major problems in the marketplace—i.e., price wars, deceptive prices and more opportunities for fraud.
- The changes can result in costing taxpayers more money. Consider, for example, the situation where a store has been selected as the sole WIC vendor in the area, and has a three-year contract (the maximum specified under the proposal). A new store opens in the area and, in its efforts to become established, offers lower prices on many foods, including WIC items. The new store is locked out of participation in WIC, and the government pays more for the WIC items than other shoppers who might patronize the new store.
- The imposition of still more WIC regulations can reduce the number of retailers interested in taking part in the program. In some parts of the country, WIC is already difficult for retailers to comply with, and the new limitations would compound the problem.

Comments on the proposal should be sent to Robert J. Vogel, Director, Supplemental Food Programs Division, Food and Nutrition Service, USDA, 3101 Park Center Drive, Room 540, Alexandria, VA 22312.
Deborah T. Smith

**UPDATE**

from page 1

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

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

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

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

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

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**DEPOSITS**

from page 1

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

**FOOD STAMPS**

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processing coupons of a value of $5,000 or more.

Sec. 1749 - Coupon Trafficking

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

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

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

FMI is already working with appropriate officials at USDA on the various regulations that will have to be issued to implement these and other provisions. AFD will keep you apprised of regulations, as they are developed.
The Nabisco awards, ranging from $1,000 to $5,000, identify innovative, cost-effective programs developed by one food bank which can then serve as models for other food banks throughout the system.

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

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

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

The program encourages every American to put an electric candle in his or her window and light it each evening from dusk until bedtime until all of our communities offer curbside pick-up for polystyrene materials, we feel our polystyrene drop-off points each Friday will encourage more people to take an active role in sorting their waste materials. It's a small thing we can all do to help save our environment."

PRODUCTS

Kettle design is key to CapKold® production system

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

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

Available in 40 to 500-gallon capacities, the kettle can be sized to any production requirement, including 40 and 60-gallon models for special diets and small batches. The CapKold® INA/2 Kettle is available for floor, pit, platform or wall mounted, filled with or without a tilting kettle body.

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

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

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

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

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

DRIVERS

from page 12

- Intrusion of a class reunion
- Picketing of the owner’s private residence during a private Christmas party in violation of local laws.

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

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

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

“Our advice to other distributors and retailers is to stand up,” Geist said. “Don’t compromise until you get yourself to the point where you have to take on major surgery.”
Now get the best in scanning from the name you trust for all your store equipment.

Get a demo, see how our full-featured system works for your store.

We developed this new scanning system exclusively for regional chains and independent supermarkets. It's the high performance, full-featured system priced to meet your budget. It's backed by the best in the supermarket equipment business—Hobart—and we want to show it to you.

Call us toll free and we'll set up a demo in your store.

Let us show you how Hobart scanning fits your store and how quickly it will pay back for you—net margin up one percent and more. Don't take our word for that. Ask and we'll have you talk directly with our satisfied users.

Now the name you trust for all your store equipment brings you the best in scanning—right features, right size, right price. Contact your local representative or call us toll free today.

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YES! TELL ME MORE!

Get started on all the benefits of Hobart scanning. Call toll free, or send this coupon today to Hobart Retail Systems, 1220 Dayton Yellow Springs Road, Fairborn, Ohio 45324. Yes, I want to arrange a demo in my store. Please send your full color brochure.

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City
State Zip Phone

Get the best in a flexible, economical full-featured POS system—and the best service in the business. With over 200 offices nationwide, assure you of continuous productivity.

Quality is just the beginning.
Personal Cuisine Food Option

Hertz’s chairman, Dr. Anthony J.F. O’Reilly recently announced that Weight Watchers will expand the test market for its Personal Cuisine Food Option program, now being launched in three additional urban areas in mid-1991. Under the Weight Watchers Personal Cuisine Food Option, members purchase five-day packs of convenient, portion-controlled foods, with three meals kits for each day. The pack include everything from breakfast entrees to evening snacks. Members supplement the foods with some fresh fruits, vegetables and skim milk bought in the grocery store.

Groen offers a complete line of gas and electric combination ovens

Groen’s line of gas and electric Convection Combo™ Steamer-Oven offers a wide choice of models, with the most preferred standard operating features, as well as options. You can select single or stacked units in full size models for high volume production and half size models that are ideal where space is at a premium. Multi-function Groen Combos are widely used in hotel and commercial restaurant kitchens, chain restaurants, supermarkets, convenience stores, catering operations, clubs, hospitals, schools, military and governmental installations.

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

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

Solid state controls, plus the unique cavity and pan rack design provide precise temperature control, accurate to ± 2°F in electric models. The Groen Combo is the only steam-only oven with patented humidity control and dough proofing capabilities.

For more information, write or call Groen. A Dover Industries Company, 1900 Pratt Boulevard, Elk Grove Village, Illinois 60007. Telephone: (708) 439-2400. FAX: (708) 439-6108.

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

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

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

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

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

Glen Ellen Winery offers new wine chiller

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

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

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

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

Located in the Sonoma Valley, one of California’s premier wine regions, Glen Ellen Winery is owned and operated by the Benziger family. Since founding the winery in 1983, the Benzigers have established Glen Ellen as one of the nation’s leading producers of premium and super-premium wines.

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

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

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

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

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

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

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

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

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

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

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

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

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

For more information, please contact Modular Dispensing System, a Division of Trombon Industries, 37300 Broadway, Cleveland OH 44125-1992. Telephone: (216) 587-3400. FAX: (216) 587-0733.
Great Starts introduces two new bacon varieties

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

Great Starts is the only frozen breakfast entree line that offers varieties with bacon, noted Walt Tullis, Great Starts marketing manager. "Great Starts scrambled eggs and bacon is the top selling frozen breakfast entree in the category—and we know bacon is a big factor in this variety’s success. In fact, our research shows consumers prefer bacon two to one over other breakfast meats," he said.

The new Great Starts bacon varieties have a suggested retail price of $1.69. They will be available nationally beginning March, 1991. Tullis said the new varieties will be supported by a strong introductory allowance program as well as television advertising and consumer promotion.

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

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

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

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

Scheduled for first shipment April 29, 1991, with retail availability timed for late May, the new Kool-Aid Brand Cherry Cracker features a unique impulse-oriented packaging concept. A single product pack consists of four side-by-side envelopes, separated by perforations. Artwork, showing the familiar pitcher-faced Kool-Aid Man and Uncle Sam astride a bright red firecracker blazing a brilliant trail over the Statue of Liberty and exploding fireworks, extends across all four packages.

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

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

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

A 5-foot high, corrugated, pre-built shipper store display with exciting, 3-D pop-up header card is available. The five-tray display is pre-loaded with 540 four-packs (2,160 total single envelopes) Kool-Aid Cherry Cracker suggested retail price: 99 cents per four-pack unit.

WHY ASSOCIATED FOOD DEALERS AND NORTH POINTE INSURANCE?

We’ve got you covered!

- The Projected #1 Writer of Liquor Liability in the State of Michigan for the 4th year in a row.
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New Crystal Light Pink Grapefruit Flavor set to heat up summer diet soft drink mix sales

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

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

Store sales of the new Crystal Light flavor are expected to achieve record highs based on extremely positive sales reported in a recent national survey. The flavor is says to meet with high interest among Crystal Light users.

“Crystal Light Pink Grapefruit labeled ‘Good News White.’ The new bag is composed of 65 percent old recycled newspapers and will be used to make cheap and pinch bottom bags for fast food, specialty and department stores.

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

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

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

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

NAWGA taps new director, press and media

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

Heinz chairman announces Greek acquisition

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

File named Pepperidge Farm general counsel

Campbell Soup Co. has announced the appointment of Joseph C. File as general counsel of its Pepperidge Farm, Inc., subsidiary, based in Norwalk, Conn. He reports directly to John M. Coleman, Campbell’s senior vice president-Law and public affairs and corporate secretary.

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

Charles McCullom, Nabisco Brands VP

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

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

Campbell names v.p. process research and development

Campbell Soup Co. has announced recently the appointment of Joseph L. Hegadorn as vice president of process research and development within its research and development division.

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

Hegadorn joined General Foods in 1986 in the desserts division’s product development area. He moved to operations in 1969 becoming quality control manager for the Dover, Del., facility. He was promoted to operations services manager in 1972. In 1974 he became research manager for the corporate development department, progressing to manager of engineering development and test department in 1979. He became frozen desserts research manager in 1986, moving in 1989 to his most recent position, director of technology.

HFM welcomes four new board members

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

The newly appointed HFM Board members are: John Wills, director of Food service at Morton Plant Hospital in Clermont, Fl., and member of the Massachusetts General Hospital in Boston, Mass.; Keith O'Neill, director of Food and Nutrition Service at Methodist Hospitals of Memphis, Tenn.; and Mervin DeNicola, director of Food Services at Montefiore Medical Center in the Bronx, N.Y.

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