Seafood safety discussed at recent meeting

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

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

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

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

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

- Importation
- Retail
- Consumption

Consumers are not only the end of the line, they are the group it is most crucial to educate about seafood safety. While several retailers in attendance at the meeting boasted their...
START YOUR SUMMER SIZZLING ... WITH THESE SUMMERTIME FAVORITES!

Contact your Paul Inman Representative For More Information

OWNERS WORK HARDER AND MORE EFFECTIVELY TO SERVICE YOU BETTER

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

FOOD BROKERS

BRANCH OFFICES
Grand Rapids, Saginaw, Toledo,
Fort Wayne, Indianapolis
Recycling laws affect the food industry

By Amir Al-Naimi
Chairman

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

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

Consumers make their “environmentally conscious” choices at the retail level and then get more involved by recycling products. That is where problems and questions arise due to inconsistent ordinances throughout the state. Some cities have curbside recycling, some do not.

One reason is that many legislators try to solve the problem at retail level and then get more involved by recycling products. That is why we need to avoid legislation that covers all aspects of the situation throughout the state. By enacting a reasonable policy and enforcing it statewide, consumers and manufacturers will have a clearer understanding of their responsibilities and how they fit into the recycling scheme.

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

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

New and used store equipment and service of all varieties is not Supermarket Development’s biggest asset—it is its customer service. So say Supermarket Development’s Service Manager Russ McClarren and Sales Manager Mark McCann. The partners claim that is the reason the company, in its four years of doing business, has grown from five customers to 500.

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

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

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

McClarren is quick to point out that up until now, Supermarket Development had never advertised and that its good reputation for service has brought it more and more business. “We always stress the service end of the business,” he says, “and be expanding the service the business followed after that.”

“We operate under the pretense that the way we’re going to be successful is by doing right by the customer,” adds McCann. “We don’t want to over sell a customer yet it’s worse to undersell a customer. We want to be a perfect fit and with the product lines we sell, we’re able to do that.”

SEAFOOD
from page 1

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

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

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

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

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

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

Foodland Distributors takes a fresh approach to stimulating profitability.

The business of making a profit. It gets more complex every year. Retailers are faced with changing consumer demands, new computerized systems, greater competition and a greater need for cost control.

At Foodland Distributors, we make it our business to keep your profits growing.

We can coordinate a comprehensive package of support services, from payroll services and state-of-the-art computer technology for day-to-day operations to quarterly financial statements and financial projections.

We can also help you access your optimum product variety and mix by department, as well as help you set up and operate potentially profitable new services and departments.

And, as one of the largest wholesalers in Michigan, Foodland Distributors has the buying power needed to give you the most competitive prices and the inventory necessary to become your "one-stop resource."

Find out more about how Foodland can help you keep on top of the complex job of making a profit.

Contact…Larry Onwuki (313) 523-2960.
Senator Art Miller battles for the little guy

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

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

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

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

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

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

"Most families sit around the dinner table discussing business or sports," Miller said. "At our table, you talked politics. It was a natural thing."

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

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

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

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

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

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

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

LEGISLATOR PROFILE

Senator Art Miller battles for the little guy

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

SCHEDULE OF EVENTS

7:45 a.m. - 1:30 p.m.: First Play
7:45 a.m. - 10:00 a.m.: Contintental Breakfast
9:30 a.m. - 4:00 p.m.: Snack and Beverage Stations (on the course)
11:00 a.m. - 2:00 p.m.: Lunch
5:00 p.m. - 9:00 p.m.: Open Bar
7:00 p.m. - 9:00 p.m.: Dinner/Door Prizes
P.A.C. Raffle
Hole-in-One Contest—$10,000 Cash Prize

FOR MORE INFORMATION
OR TO REGISTER CALL
AFD AT (313) 557-9600
ONCE AGAIN
LONDON'S HAS
THE PULSE
OF TODAY'S
CONSUMER.

INTRODUCING NO-FAT NO-CHOLESTEROL ICE CREAM.

Your health-conscious customers can enjoy our newest ice cream to their heart's content.
It has no fat and no cholesterol. But it's loaded with flavor.

To order, call our Sales Express Line today. When it comes to ice cream, we never miss a beat.
1-800-284-2488

FOOD & BEVERAGE REPORT. JUNE 1991—7
New marketing strategy for instant games

by
Michigan Lottery Commissioner
Jerry Crandall

On the heels of our second best sales year and highest contribution to education ever, the direction set for 1991 promises to build on past successes while spurring new growth for the Michigan Lottery.

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

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

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

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

The "Megabucks Giveaway" show, which airs in the same 7:30 p.m. Saturday time slot as did the "Fame & Fortune" show, is the most popular locally produced program in Michigan, according to Arbitron Rating Co., an independent television audience measurement service. In addition, weekly entries to appear on the new "Megabucks" show have already more than doubled the amounts ever received for a weekly "Fame & Fortune" drawing.

Any player can now qualify for the drawing to appear on the show by simply mailing in three non-winning instant tickets, one from each of three different games. The game format was changed to allocate more prize money directly to the instant games. Now players have a greater chance of winning better prizes instantly. The Lottery is excited about the new TV show and the sales opportunities it will offer our retailers.

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

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

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

Call or mail to:
AT&T
Business Manager
4660 S. Hagadorn Road
East Lansing, MI 48823
(800) 247-7000 Ext. 179

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

Name
Company
Address
City State Zip
Phone 
Brand of equipment
No. of phones No. of lines

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

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

For more information call: 1-800-992-5772
Hy-Save reduces supermarket energy costs

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

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

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

First, it reduces energy costs because it doesn't work hard when it doesn't need to. The nine months of the year in Michigan when it is cold, Hy-Save adjusts itself accordingly. "Compressors are operating over capacity for nine months out of the year," explains Market Mechanical's president Miles Carney. "Hy-Save takes advantage of Michigan's lower temperatures by allowing us to safely lower compressor head pressure."

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

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

Newly opened grocery stores are now equipped with energy-saving features similar to Hy-Save's. But according to Carney, hundreds of stores with older equipment are still wasting energy and money. Hy-Save is a retrofit product especially designed to work with existing refrigeration systems.

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

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

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

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

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

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

AFD's coupon department promises fast, reliable service

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

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

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

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

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

How to communicate with your senators and representative:

Call the Capitol switchboard (202) 224-3121 and ask for his or her office, or write:

The Honorable (full name),
United States Senate,
Washington, D.C. 20510;

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

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

Look for the COOL SPOT at your 7UP Display!

For Sales & Service, Call (313) 937-3500
Trade show speakers captivated audiences

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

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

—Chairwoman Maxine Perry and commissioner Alex Laggiv and Betty Pulliam were on hand to address the concerns of licensees in their presentation to a standing-room-only crowd.

—Newly appointed Commissioner Jerry Crandall, along with Deputy Commissioner of Marketing Tom Horton, and Director of Sales Charlie Korpal spoke on the forthcoming terminal licensing expansion, as well as new games and promotions. The number of on-line terminals being installed in the next 12 months will increase 9 percent.

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

All sessions were well-received by the retail community in attendance.

Valuable information was presented in an informal setting, allowing retailers to ask questions throughout the presentation.

**1991 Trade Show Exhibitors**

<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Absopure Water Co.</td>
<td>Lauren Sales</td>
</tr>
<tr>
<td>Advco-System, Inc.</td>
<td>Market Mechanical Services, Inc.</td>
</tr>
<tr>
<td>All American Cash Register</td>
<td>McMahon &amp; McDonald, Inc.</td>
</tr>
<tr>
<td>Amato Foods</td>
<td>Melody Distributing Co.</td>
</tr>
<tr>
<td>America One, Inc.</td>
<td>Merchants Cash Register, Inc.</td>
</tr>
<tr>
<td>Anheuser Busch, Inc.</td>
<td>Michigan Bankard Services</td>
</tr>
<tr>
<td>AT &amp; T—General Business Systems</td>
<td>Michigan Bell Telephone Co.</td>
</tr>
<tr>
<td>Beverage Journal</td>
<td>Michigan Cash Register</td>
</tr>
<tr>
<td>Big Chief Sugar</td>
<td>Michigan Liquor Control Commission</td>
</tr>
<tr>
<td>Blue Cross Blue Shield of Michigan</td>
<td>Michigan Sugar Co.</td>
</tr>
<tr>
<td>Borden Pasta Group</td>
<td>Midwest Butcher &amp; Deli Supply, Inc.</td>
</tr>
<tr>
<td>Brehm Breastar Sales, Inc.</td>
<td>Miller Brewing Co.</td>
</tr>
<tr>
<td>Bureau of State Lottery</td>
<td>MM1 Distributing, Inc.</td>
</tr>
<tr>
<td>Canandaigua Wine Co.</td>
<td>Mr. Dan’s Gourmet Pound Cake</td>
</tr>
<tr>
<td>Central Foods, Inc.</td>
<td>Mr. Pure Juices</td>
</tr>
<tr>
<td>Central Alarm Signal, Inc.</td>
<td>Nester Beverages Co., Inc.</td>
</tr>
<tr>
<td>Closed Circuit Communications</td>
<td>Nick’s Distributors, Inc.</td>
</tr>
<tr>
<td>Coca-Cola Bottling Co. of Michigan</td>
<td>North Pointe Insurance Company</td>
</tr>
<tr>
<td>Continental Baking</td>
<td>Oscar Mayer</td>
</tr>
<tr>
<td>Coors Brewing Co.</td>
<td>Paul Inman Associates, Inc.</td>
</tr>
<tr>
<td>Creative Risk Management Corp.</td>
<td>Pepsi-Cola</td>
</tr>
<tr>
<td>DCI Food Equipment, Inc.</td>
<td>Pfuster Co.</td>
</tr>
<tr>
<td>Detroit Popcorn Co.</td>
<td>Philip Morris USA</td>
</tr>
<tr>
<td>Door to Door Distributing</td>
<td>Point Dairy Services</td>
</tr>
<tr>
<td>Epcos Foods</td>
<td>R M. Gilligan, Inc.</td>
</tr>
<tr>
<td>Eradico Services, Inc.</td>
<td>Rousna Cards</td>
</tr>
<tr>
<td>Fairlane Insurance</td>
<td>Royal Crown Cola Co.</td>
</tr>
<tr>
<td>Faygo Beverages, Inc.</td>
<td>Sales Control Systems</td>
</tr>
<tr>
<td>Foodland Distributors</td>
<td>Seven-Up of Detroit</td>
</tr>
<tr>
<td>Frankenmuth Brewery, Inc.</td>
<td>Scot Lad Foods, Inc.</td>
</tr>
<tr>
<td>Frito-Lay, Inc.</td>
<td>Stark &amp; Company</td>
</tr>
<tr>
<td>Garden Foods, Inc.</td>
<td>State-Wide Food Equipment</td>
</tr>
<tr>
<td>Gallo Winery</td>
<td>The Stroh Brewery Co.</td>
</tr>
<tr>
<td>General Wine Co.</td>
<td>Stroh’s Ice Cream</td>
</tr>
<tr>
<td>General Liquor Co.</td>
<td>Sweethaven Shores Distributors</td>
</tr>
<tr>
<td>Great Lakes Deck Systems</td>
<td>Tayzee Baking</td>
</tr>
<tr>
<td>Guardian Alarm</td>
<td>Telecheck Michigan, Inc.</td>
</tr>
<tr>
<td>Hobart Corp.</td>
<td>Tom Davis &amp; Sons Dairy</td>
</tr>
<tr>
<td>The House of Seagram</td>
<td>Tony’s Pizza Service</td>
</tr>
<tr>
<td>Hiram Walker, Inc.</td>
<td>Ultra Lite Supply Co.</td>
</tr>
<tr>
<td>J. Lewis Cooper Co.</td>
<td>Variety Foods, Inc.</td>
</tr>
<tr>
<td>Kar Nut Products Co.</td>
<td>Vinner’s Snacks</td>
</tr>
<tr>
<td>Kehe Food Distributors, Inc.</td>
<td>Kowalski Sausage</td>
</tr>
</tbody>
</table>

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

**Environmental claims guidelines urged**

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

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

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

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

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

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

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

**Easter Seals helps businesses get ready for the ADA**

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

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

- A simple guide to the ADA, the Americans With Disabilities Act, and Tips For Disability Awareness is The First Step Towards Change campaign. (48 cents each.)

See ADA, page 19
**MDA REMINDER:**

**Keep food safe during warm weather**

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

The U.S. Department of Agriculture (USDA) estimates that each year 4 million people are affected by food poisoning, caused by food-borne bacteria so microscopic it cannot be detected by sight, smell or taste. This often occurs at picnics and backyard barbecues when food is left out in warm temperatures creating a perfect environment for bacteria to grow.

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

In summer months, salmonella, one of the most common bacteria, finds a perfect breeding ground. Foods that are allowed to remain at too warm a temperature for too long, or those that are not heated to a high enough temperature can harbor dangerous food-borne illness,” said Heffron. “These illnesses are especially dangerous for the elderly, young children, pregnant women, and those with chronic illnesses.”

Heffron offers the following advice to guard against contamination:

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

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

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

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

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

**COMING EVENTS**

- **June 1-4:** Produce Partnership, Annual Produce Conference Indian Wells, Calif. For information phone 202-452-8444.
- **June 18:** Food and Our Environments. Michigan State University campus. For information call 517-333-3106.
- **June 21:** American Cancer Society Celebrity Golf Classic. Bay Pointe Golf Club, West Bloomfield. For information call Calvin C. Morgan, Jr. at 557-5353.
- **June 23-26:** National Grocers Association 1991 Washington Conference For information call 703-437-5300.
- **Aug. 5:** Annual AFD Scholarship Golf Outing. Shenandoah Golf and Country Club. For information call 557-9600.
- **Sept. 27-30:** Tortilla Industry Association (TIA) Second Annual Convention and Trade Expo. San Antonio, Texas. For information call 818-581-2547.
UPDATE
from page 1

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

Bill Schuette says water bottled in Michigan is safe

In response to recent news stories, Bill Schuette, director, Michigan Department of Agriculture (MDA), stated today that MDA’s Food Division routinely test water bottled in Michigan and inspects the state’s 35 bottling plants to assure these products meet federal and state standards.

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

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

Donate to Alex Bell Scholarship today

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

By donating to the scholarship fund, you will not only honor the memory of a leader in the food industry and friend to many, you will provide financial aid to college-bound students. In addition, a list of all who donated will be printed in the Food & Beverage Report.

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

ALEX BELL MEMORIAL SCHOLARSHIP FUND

Donation $__________________

Name__________________________

Business______________________

Address________________________

Phone__________________________

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

14—FOOD AND BEVERAGE REPORT, JUNE 1991
Celebrate Summer

Six Pack Cans PLUS Sparkling Water Adds Up to Extra Profits This Summer

For more information, contact your Faygo Representative. Faygo Beverages, Inc., 3579 Gratiot Avenue, Detroit, MI 48207 (313) 925-1600
One membership does it all—AFD is the answer

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

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

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

Our reply was very simple and to the point: “No, because the groups you mentioned may perform a similar but not identical service, such as offering you a particular benefit or representing you in a very limited area of your business operation.”

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

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

A second facet of importance in this month’s theme of “one member—ship does it all” is the tremendous and unique listing of associate members who joined our membership roster. Just turn to back of AFD’s Food and Beverage Report and look over the full page listing of AFD Supplier Members. These people are there because they support you, and in a spirit of unity want to help you and your business in every way possible. We know, that’s why we urge our members to “Support These AFD Supplier Members!”

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

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

Our credentials after some 75 years of service and representation to Michigan retailers read like an impressive resume of a top company from Fortune 500’s listing. In short, if I were making a substantial living from the food and beverage industry and dealt in services related to those markets, I would have to say that there is one organization that serves all retailers. If I had to choose one—it would have to be Associated Food Dealers of Michigan. They are the answers for now and for the future.

Ten tips to handle an OHSA inspection

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

1. Company representative: A company representative and alternate should be selected prior to any inspections and trained on OSHA procedures and standards. This representative should accompany the inspector at all times during an inspection.

2. Arrival: When an OSHA inspector arrives, he/she should be received promptly and treated in a business-like manner. Check the inspector’s indentification and determine the purpose of the inspection.

3. Notification: Notify the appropriate individual at the corporate office, if applicable, prior to proceeding. This individual may be a vice president, safety director, loss prevention director, legal counsel or other designated person.

4. Records: The inspector will ask to review appropriate written records. To avoid citations and/or fines regarding recordkeeping, companies should ensure that all required OSHA records are in place and up-to-date. Examples of required records are as follows:
   - OSHA 200 Log
   - OSHA 101 Form (or equivalent)
   - Company Safety and Health Program
   - Hazard Communication Program
   - Equipment Safety Inspections
   - Lock-out/Tag-out Program
   - Medical/First Aid Program
   - Fire Protection Program
   - Related Training Programs
   - Others, as required.

5. Posting: OSHA requires that the OSHA poster regarding employee rights and responsibilities be posted in a conspicuous location at all times. In the month of February, the summary of the OSHA 200 Log is required to be posted. Failure to post these items may result in a citation.

6. Company policies: Advise the inspector of company safety, health, sanitation and production policies such as the use of personal protection equipment and restricted areas.

7. Walkaround: After reviewing records, the actual physical inspection takes place. Accompany the inspector during this walkaround.

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

booklets at $9.00 per book plus $1.00 shipping.

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

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

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

Mail check or money order to: Drivers License ID Guide, c/o Associated Food Dealers of Michigan 18470 W. 10 Mile Road, Southfield, MI 48075.
Can't Beat The Real Thing.
Erase carpet stains away

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

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

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

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

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

Also standard are stainless steel bodies. Units, with true thermostatic controls are standard on electric units, and complete pilot and safety valve systems are standard on gas units.

Randell’s wide array of hot food table options includes a roll cover (with condensate frame), counter protector with removable glass panels, jacket with sneeze guards, adapter plates, casters (4” or 6”), drains and manifold. Units range in size from 33 inches to 78 inches long. Randell (A Dover Industries Company) offers an extensive line of quality commercial food service equipment including: refrigeration and freezer units, display merchandisers, pizza prep tables, ice cream cabinets, vent systems and cooking equipment stands, as well as custom-made backup assemblies, island assemblies and cheffable assemblies.

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

The new Stroh’s Ice Cream Company is introducing its initial new product offering, a 100% Cholesterol-Free Frozen Dairy Dessert, to Detroit-area ice cream lovers.

Containing only 140 calories per three ounce serving, Stroh’s all-natural frozen dairy treat is sure to please the health-conscious ice cream lover who doesn’t want to sacrifice taste or flavor.

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

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

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

New Ebony Premier trays from Pressware International

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

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

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

For more information, please contact Pressware International, Inc. 2120 Westbelt Drive P.O. Box 281347 Columbus, Ohio 43228-0147. Phone: 614-771-5400. FAX: 614-876-1060.

Stubs Queensland Dry Rum

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

Most ruins in the world are made from molasses: a thick, sticky by-product of sugar refining. Stubs, on the other hand, is made from the juice of fresh Queensland sugar cane.

It is this juice which gives Stubs a piercingly dry, unequivocally smooth, and very, very clean taste. You can drink Stubs just as you would any rum, but its clean, smooth, and dry taste makes the perfect martini.

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

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

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

Stubs Queensland Dry from Australia is imported by the Paddington Corporation, Fort Lee, N.J.
Slotting fees growing obstacle to new products

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

The practice of charging slotting fees effectively inhibits the success of small manufacturers, who, even if they can afford the fees, stand little chance of making a profit in their first year, Weber said. “Grocers have gotten into the space rental business. While there are legitimate cost involved in introducing a new product which the manufacturer can be expected to share, too many grocers see slotting fees as an easy source of additional revenue.”

'Dry Grocery' Shelf Space Constant

Slotting fees are a relatively new phenomenon, precipitated by a tremendous influx of new products which has created a shortage of shelf space, noted Weber, a longtime industry consultant. “Each year over 10,000 new ‘dry grocery’ products are competing for the same shelf space. While supermarkets have expanded dramatically in size over the past decade, all the growth has been in areas like fruits, vegetables, bakery and deli. But dry grocery shelf space has remained constant,” Weber stated.

The consultant explained that major grocery chains have been under growing pressures due to shrinking margins and, in many cases, the impact of mergers and acquisitions. “Much of the impetus behind rising slotting fees is the need to make money to service heavy corporate debt,” Weber said. “What grocers are doing with slotting fees is really not that different from what landlords have always done with property rents — they’re letting the market drive the price. They know what they can get away with.”

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

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

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

ADA from page 12

• The ADA Checklist is a 14-page booklet designed to help businesses evaluate their current policies and procedures for meeting the requirements of this far-reaching law. ($1.40 each.)

• Part Of The Team is a 17-minute videotape, produced by IBM in a partnership with Easter Seals and the President’s Committee on Employment of Persons with Disabilities. It profiles successful working relationships between employers and their employees with disabilities. ($15 for VHS tape.)

• The Workplace Workbook is an illustrated guide to job accommodations and assistive technology. Developed by the Dole Foundation, this 110 page notebook is a design resource for accommodating as well as preventing disabilities caused by inappropriate workplace design ($3.75 per copy.)

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

ADA RESOURCES
National Easter Seal Society
70 East Lake Street
Chicago, IL 60601

Businesses interested in discounts available on a quantity of publications should write to the National Easter Seal Society.
The Kroger Co. promotes James A. Perun to vice president of operations for Michigan Marketing Area

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

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

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

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

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

Pepsi names Fulton regional sales manager

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

Fulton joined Pepsi a few months ago as a regional sales manager designate and has had training in St. Louis and Cleveland. He previously worked for A.R.A. Corporation in Chicago. He joins Don Hall and Steve Lanham, who currently make up the regional sales managing department.

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

Pepsi promotes Gabriel

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

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

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

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

Spartan Stores receives award of excellence for SIDS campaign

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

V8 supports armed forces with $100,000 donation

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

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

OSHA from page 10

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

8. Photographs/environmental monitoring: If the inspector takes photographs, take duplicate photos and record the type, make, model and serial number of the inspector’s camera. If environmental monitoring is done (i.e., air testing, noise measurement), record the location, results and purpose of the measurements and record the type, make, model and serial number of the instruments used. This duplication of testing and instrument records may be used later should the violation be contested.

9. Closing: After the walkaround inspection, the inspector will conduct a closing conference to advise of the findings of the inspection. Carefully make notes on all subjects discussed. Provide realistic abatement dates for violations. Notify the appropriate individual at the corporate office as soon as practical after the closing conference and advise of the findings.

10. Seek advise: Prior to an OSHA inspection, companies should seek advice from professionals on their company safety and health program and OSHA compliance.

ASK AFD

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

A. Not! The Food & Beverage Report mailing list includes hundreds of stores and businesses that are not members of AFD.

Although non-members can still get the latest information about the food industry in Michigan through the magazine, they cannot take advantage of AFD’s other services including health, liquor liability and workers comp insurance, legal consultation, the coupon redemption program; credit card acceptance; and legislative representation, just to name a few.

To verify your membership in AFD, call 557-9600.

If you have a question, please write to Sarah Humphreys, Associated Food Dealers, 18470 W. Ten Mile Rd., Southfield, MI 48075. Include your name, the name of your business, and your address.
Low-cal, low-fat market reaches 141 million consumers

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

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

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

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

The dominant segment of this market are the consumers of reduced-fat foods and beverages. Two-thirds of adults (124) are using these products, including 72 percent of women and 61 percent of men. As for low-calorie, sugar-free foods and beverages, 101 million adult Americans now consume these products—an increase of 23 million over the past five years. The most dramatic increase has been among consumers age 60 and older. Five years ago, these older Americans were the least-penetrated market for low-calorie products. Today, 62 percent are making low-cal, sugar-free choices, roughly the same percentage as other age groups.

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

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

Fred Dally says communication is key

Fred Daily

For many years, store owner and board member Fred Daily has taken his expertise and educational background to help develop and improve the inner city of Detroit. Freddy, as he is so commonly known to his Medicine Chest customers, has brought knowledge from his native Iraq, and that which he has acquired in the United States to help not only himself, but to provide a great service to the community.

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

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

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

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

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

But Freddy knows a lot more than that. He holds an MBA from University of Detroit, and hopes to use what he learned with that degree to move into other business ventures some day.

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

Fred Daily
Security technology associates can help control shoplifting

The U.S. Department of Justice recently reported that shoplifting arrests increased by 30% during the five year period, 1985-1989. The increase in shoplifting arrests is remarkable, but shoplifting is a larger problem than indicated by the increase in arrests. Fewer than 35% of the people apprehended for shoplifting are actually arrested. Obviously, there has been a dramatic increase in shoplifting apprehensions during the period 1985-1989. Shoplifting is literally costing food retailers millions of dollars every year.

Let’s try to project an estimated loss for a year in a store that receives 20,000 customers per week. Let’s assume that only one of every hundred customers actually shoplifts, assuming, obviously, that 99% of the customers don’t shoplift. We know through FMI theft surveys that the average shoplifting loss is approximately $13.00 per case, the loss would be $2,600 per week times 52 weeks or $135,000 per year. Stores receiving 10,000 customers per week would have an estimated annual shoplifting loss of $67,000 per year.

Regardless of the size of the store, in terms of customer count, shoplifting losses alone can seriously impair the profit, growth and future of the business.

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

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

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

**Head Cashiers and Front-End Managers**
1. Close off unattended checkstands to insure that customers go through a checkstand with a cashier on duty.
2. If several of the checkstands are closed, place a cashier at every other position.
3. Reserve the right to check packages brought into the store by customers. It’s a good idea to staple or tape the package shut in the customer’s presence and to write his or her name on it.
4. Be alert for persons apparently under the influence of alcohol or drugs, gangs, etc., entering the store and have an employee follow close by.

**Cashiers**
1. Check the bottom of every shopping cart. If any item is on the bottom of the cart, it must be moved to assure no smaller item is hidden beneath.
2. Look for tears in large bags of dog food and large boxes of soap powder, particularly when they are on the bottom of the cart. The customer may be using the large bag or box to conceal another item.
3. Handle and lift magazines by the bindings. Shoplifters often try to hide smaller flat items inside magazines and tabloids.
4. Be aware of the prices of frequently pilfered items to prevent losses by cap and label switching. Be particularly alert for label switching on meat products and for cap switching on health and beauty aids.
5. Be alert when customers talk constantly while you are ringing the order.
6. While not attending to a customer, keep your eyes moving about the front of the store and down the aisles. Try to maintain customer contact and check and follow the customer. If you are aware of a customer’s actions and if you know what to look for, you can perhaps observe the customer sooner than later.

**Meat Department Personnel**
1. Be alert for the customer who looks at the meat case and then goes to the aisles, use them frequently as you walk through the store.
2. Be alert for the person who walks from the front to the rear of the store. If your store has cross aisles, use them frequently as you walk through the store.
3. Be alert for the customer who takes a large selection of expensive meat.
4. Be alert for the customer who is carrying, particularly if the items seem “out of place.”
5. Be observant for items the customer is carrying, particularly if the items seem “out of place.”
6. Be observant for the customer who is carrying, particularly if the items seem “out of place.”
7. Be observant for the customer who is carrying, particularly if the items seem “out of place.”
8. Be observant for the customer who is carrying, particularly if the items seem “out of place.”
9. Be observant for the customer who is carrying, particularly if the items seem “out of place.”

**Clerks**
1. Above all, be friendly to customers. Establish contact with as many customers as possible by saying, “hello,” smiling or just establishing eye contact as you pass by.
2. Scan the aisle while you work. If any customer seems to linger in one spot, ask if you can assist in some way.
3. Be alert for customers who keep a purse open in the shopping cart. If you haven’t seen the customer shoplift, at least alert other employees in the area.
4. Watch for anyone who is wearing a coat or jacket in warm weather.
5. Be observant for items the customer is carrying, particularly if the items seem “out of place.”
6. Be observant for items the customer is carrying, particularly if the items seem “out of place.”
7. Be observant for items the customer is carrying, particularly if the items seem “out of place.”
8. Be observant for items the customer is carrying, particularly if the items seem “out of place.”

**Security technology associates can help control shoplifting**

“Stores receiving 10,000 customers per week would have an estimated annual shoplifting rate of $67,000.”
SUPPORT THESE AFD SUPPLIER MEMBERS

BAKERIES:
- Akroyd's Bakery
- Sausage
- Artistic Cookies
- Almond Baking Co
- Appleton Bakery
- Continental Bakery
- General Biscuit Brands
- Koepplinger Bakeries, Inc

BEVERAGES:
- Alco-Mix Beverages
- Anchor Bier
- Capital Liquor Sales Co
- Coca-Cola Bottlers of Detroit
- Elf-Bootz Distributors
- G. Heileman Brewing Co
- Northeast Distributors
- Pizza Distributors
- M & M Beverage Co
- Wells Fargo Distributors

BANKS:
- Capitol Liquor Sales Co
- Anheuser-Busch, Inc
- Absopure Water Company
- G. Heileman Brewing Co
- Eastown Distributors
- Coca-Cola Bottlers of Detroit
- Koepplinger Bakeries, Inc
- General Biscuit Brands
- G. Heileman Brewing Co
- Faygo Beverages, Inc
- Spirits of Michigan
- R.M. Gilligan, Inc
- Powers Distributing, Inc
- Hubert Distributors, Inc
- James K. Tamakian Company
- John Huetteman Co
- Northland Marketing
- Marks & Goergens, Inc
- VIP Food Brokers International
- Southfield Manor
- Emerald Kitchens
- Vasseil's Banquet Hall & Catering
- Phil's Catering

BROKERS/REPRESENTATIVES:
- Ameri-Cool Brands
- Arla Food Foods
- Chuck Batchelder Company
- City Foods Distributing Company
- Estabrook Markets
- Great Lakes Foods
- J.B. Novak & Associates
- James K. Tamakian Company
- John Huetteman Co
- Marks & Goergens, Inc
- McMahon & McDonnell, Inc
- Northland Marketing
- Paul Inman Ddistributors
- Pfeifer Company
- PMS Company
- Stark & Company
- United Salvage Company
- VIP Food Brokers International

CANDY & TOBACCO:
- Garretts Chocolate Co
- Shrew's Candies
- Wolverine Cigar Company

CATERING/NAILS:
- Emerald Kitchen
- Gourmet Imports
- Karen's Cafe at North Valley
- Penna's Coffee
- Phil's Catering
- Sam's Catering
- Tim's Catering
- Van's Banquet Hall & Catering

DAIRY PRODUCTS:
- American Dairy Association
- Bonita Brands
- Dairy of Michigan Products
- Kendall's Dairy
- McDonald Dairy
- Melody Farms Dairy

Eggs & Poultry:
- Capital Poultry
- Cavanaugh Lakeview Farms
- Linwood Egg Company

FISH & SEAFOOD:
- Great Lake Fish & Seafood
- Strand & Michel Fish
- Tallman Fisheries
- Waterfront Seafood Company

FRESH PRODUCE:
- The Crossley Company
- Tero Sera & Sons Produce

ICE PRODUCTS:
- Midwest Ice Corporation
- New City Ice Co

INSECT CONTROL:
- Euro Insert Control
- Rose Exterminators

INSURANCE:
- Alphaplanner Insurance Agency
- America One
- American Benefit Group
- Blue Cross Blue Shield
- Financial Group
- Met up & Group
- Frank P. Minchino, Jr.
- Jackson Park Agency
- Jardine Insurance Agency
- K.A. Insurance
- Lloyd's Aspen
- Mike & Associates
- North Point Insurance
- Professional Ins. Planners
- Sullivan Gregory, Inc
- Sun Financial Group
- Transverse Bay Insurance

MANUFACTURERS:
- Don's Chuck Wagon Products
- Grob Farms
- H. Ranck Co.
- Hamilton Meat Pie Co
- Home Style Foods, Inc
- Koral Foods
- Kroff Foods
- Michigan Pioneer Sugar
- Monarch (Big Chief Sugar
- Nabisco, Inc
- Philip Morris U.S.A.
- Prime Macaroni of Michigan
- Red Pelican Food Products
- Sir Lawrence's Food Co
- Stewberow Frozen Foods
- Thore Apple Valley
- Tony's Pizza Service

MEAT PRODUCERS/PACKERS:
- Bob Evans Farms
- Swift Slaughter Plants
- H. Ranck Co.
-أكثر من 20 شركة
- Millstone City Meats
- Hartig Meats
- Home Style Foods
- Koral Foods
- Kroff Foods
- Michigan Pioneer Sugar
- Monarch (Big Chief Sugar
- Nabisco, Inc
- Philip Morris U.S.A.
- Prime Macaroni of Michigan
- Red Pelican Food Products
- Sir Lawrence's Food Co
- Stewberow Frozen Foods
- Thore Apple Valley
- Tony's Pizza Service

MEAT PRODUCTS/PACKERS:
- Bob Evans Farms
- Swift Slaughter Plants
- H. Ranck Co.
- Millstone City Meats
- Hartig Meats
- Home Style Foods
- Koral Foods
- Kroff Foods
- Michigan Pioneer Sugar
- Monarch (Big Chief Sugar
- Nabisco, Inc
- Philip Morris U.S.A.
- Prime Macaroni of Michigan
- Red Pelican Food Products
- Sir Lawrence's Food Co
- Stewberow Frozen Foods
- Thore Apple Valley
- Tony's Pizza Service

MEDICAL:
- Arab & Chaldean TV/42 Show
- C & Publishing, Inc
- Detroit Free Press
- Detroit News
- Macomb Daily
- Michigan Chronicle
- The Beverage Journal
- WDIV-TV
- WKQK "KISS FM"
- WWJ-AM/W2J-FM

NATIONAL DISTRIBUTORS:
- Gibberson National Corporation
- Audington News Company
- Personal Greeting, Inc

POTATO CHIPS/NUTS/SNACKS:
- Cain's Potato Chips
- Detroit Popcorn Company
- Frito-Lay, Inc
- Jay's Foods, Inc
- K & N Products

PRODUCERS:
- Alphonse Moran C.P.A
- American Mailers
- Beallana, Beulalise, Delilah
- Royal Oak Warehouse

SPICES & EXTRACTS:
- Michigan Cash Register
- Marketplace Services
- Guardian Alarm
- Group One Realty

STORE SUPPLIES/EQUIPMENT:
- Milton Chile Company
- Whitey's Concessions
- Travelers Express Co
- Southfield Funeral Home

SPONSORS/ADVERTISING:
- Advo-System
- Gateway Outdoor Advertising
- Hans Display Sign Company
- M.J. Marketing Promotions
- Northland Marketing
- PFM Graphics
- Point of Sale Service
- Retail Dealers
- Stanleys, Audig & Dist

SERVICES:
- Allan Victor, Inc
- Alan Mailers
- Beallana, Beulalise, Delilah
- Royal Oak Warehouse

WHOLESALES/Food DISTRIBUTORS:
- Bremer Sugar
- Capitar, Inc
- Central Foods
- Detroit Food Service
- Epico Foods
- Fino's
- Foodland Distributors
- Food Marketing Corporation
- General Provision
- Gourmet International
- Great Lakes Home

Food Service
- J & K Distributing
- J & W Wholesale Dist
- J. F. Walker
- Jerusalems Falafel Mfg
- Jindo Specialty Foods, Inc
- Kaplan's Wholesale Foods
- Kebe Food Products
- Kramer Food Company
- Lauren Sales
- Lago Food
- LMC Distributors
- M & B Distributing
- Mediterranean Food Service
- McElveen's
- Mielke'S Seafood Service
- Mucky Mustard Duck
- National Wholesale Foods
- Northland Marketing
- Northwest Food Co. of Michigan
- Paul Fata & Sons
- Rainbow Ethnic & Specialty Foods
- Rich Plan of Michigan
- Row-Bur Distributors
- Sackett Ranch
- Scot Land Foods
- Sherwood Food Distributors
- Spartan Stores
- Supercraft Distributors
- The Beverage Journal
- Upland Food Service

ASSOCIATES:
- American Synergies
- Black Jack Folding Steel Guard
- Romark Corporation
- Bureau of State Lottery
- Danor Corporation
- Dino's Emmet One Corporation
- Herman Rubin Sales Co
- Power House Gym

The area code is 313 for above listings unless otherwise indicated

If you are not listed or need to change your listing, contact Sarah Humphreys at 557-9600

FOOD & BEVERAGE REPORT, JUNE 1991 — 231
IS EXTREMELY PROUD TO ANNOUNCE THAT BRACH’S HAS JOINED THE PFEISTER FAMILY

BRACH’S/PFEISTER A SWEET TEAM FOR THE 90’S

SERVICE HOTLINE CALL 1-800-BRACHS9 1-800-272-2479

DETROIT
36300 SCHOOLCRAFT
LIVONIA MI 48150
(313) 591-1900

SAGINAW
3159 CHRISTY WAY
SAGINAW MI 48603
(517) 793-8100

GRAND RAPIDS
3563 BROADMOOR SE
GRAND RAPIDS MI 49512
(616) 949-7210

TOLEDO
6433 MONROE ST
SYLVANIA OHIO 43560
(419) 882-1616