



FOOD & BEVERAGE

REPORT

VOL. 2, NO. 5

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

MAY 1991

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LEGISLATIVE UPDATE

Food labeling

The FDA has declined to withdraw proposed regulations relative to standardized food labeling of serving sizes and daily reference values in spite of recommendations from trade associations. The Secretary of Health and Human Services, Louis Sullivan, has acknowledged that proposed regulations, in some instances, do not conform to the Nutritional Labeling and Education Act and may require reproposing.

Social security numbers

The House Ways and Means Subcommittee on Social Security is looking into the privacy issues involved in the use of social security numbers as national identifiers. In announcing hearings, Representative Andy Jacobs (D-Indiana) said, "The ability of the private sector to gather information such as credit history, grocery store purchases, medical records, family medical history and genetic makeup has raised fears that in the near future unregulated companies will serve as national identity bureaus collecting and dispersing an individual's most private information."

See UPDATE, page 17

HENNEMAN IS DAIRY SPOKESPERSON

Tiger ace pitches for milk

Mike Henneman will not only be pitching for the Tigers this season, he'll be busy off the field appearing in grocery store advertising around the state—even meeting with kids in person. It's all part of Henneman's other summer job—promoting milk as part of a healthy lifestyle.

Since 1988, the Tiger ace reliever has been the spokesperson for the American Dairy Association of Michigan's summer promotion. This year's theme, "The Power of Cool," focuses on the refreshing and nutritious benefits of milk. "Nutrition is important to athletes," says Henneman, "and the connection between dairy products and what I do for a living is a natural one. And it's been fun."

The fun includes being around kids, spending hours in front of the camera, and afternoons with the fans at June Dairy Month kick-off festivities, grocery stores across the state, and the Michigan State Fair.

In his first year as spokesman, Henneman posed for a life-size stand-up figure that pitched milk in Michigan grocery stores. "The promotion was a bit hit," says Ken



Detroit Tiger Mike Henneman will pitch Dairy Month in June, as well as promote dairy products throughout the summer at stores all over Michigan.

Reich, director of grocery store promotions for the American Dairy Association of Michigan. "In fact, the stand-up figures were so popular, some of them tried to walk right out of the stores—with a little help." Tiger fans loved them, and they became instant collector items.

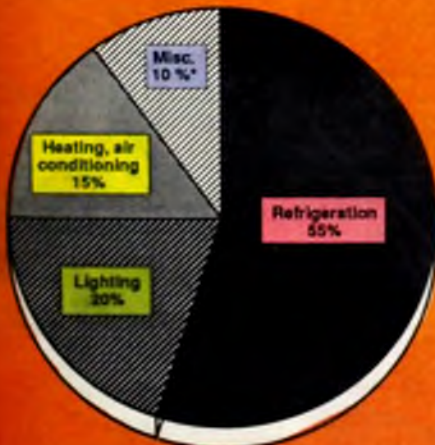
Henneman and kids seem to be a natural connection as well. In 1989, Henneman was joined on the stand-up figure by eight middle school youngsters from Williamston. The next year's milk promotion launched a Tiger Clubhouse Kid's Club. Each member received a Clubhouse membership card, a special-edition set of six baseball cards featuring Henneman, and a unique Tiger Clubhouse activities book. Thousands of Michigan youngsters and their parents clipped REAL seals to join.

The 1991 promotion promises excitement for kids of all ages. At a special Dairy Day game at Tiger stadium on June 29, official Tiger hip packs will be given away to fans at the game. In addition, Henneman will hand over autographed baseball gloves to ten lucky winners.

"Mike is just terrific," says

Michelle Pickering, manager of foodservice programs for the American Dairy Association of Michigan. "He's an All-American type athlete and portrays a greater image for dairy products."

ENERGY USE IN THE SUPERMARKET



*Includes energy used for trash compactors, floor washing machines, buffers, fans, water coolers, bakery ovens, ice makers, meat slicing equipment, cash registers and computers.

Source: Energy as a Key Cost, FMI

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AFD remains on top of state legislative affairs

by Joseph D. Sarafa



Sarafa

Somebody who cares about the food and beverage industry needs to monitor these bills very carefully to make sure that all sides are treated fairly. That somebody is the Associated Food Dealers of Michigan.

Already, in the first 75 days of this year, over 15 bills affecting the way you do business have been introduced. As you can see from the list below, AFD will spend as much time, if not more, opposing bills that will hurt our industry as it does fighting for bills that will help our industry.

This list will grow much longer as time goes on. And it does not include many items AFD monitors which indirectly affect your business, such as Worker's Comp insurance, single business taxes, etc. AFD's lobbying effort is one of the very real benefits you receive as a member. Although it has a profound positive

impact on your bottom line, it is difficult to measure directly. Your participation in AFD gives us a stronger voice in Lansing. We want and need your support.

AFD has already been actively meeting with representatives and senators to make sure they know our position on these important issues:

HB 4003-1/31/91

Provides for Michigan premium program to promote Michigan agricultural products.

HB 4009 1/31/91

Requires police to notify parents when persons under 18 years of age are charged with possession or consumption of alcohol. (This provision is in ST 132, 133 package dealing with underage drinking.)

HB 4077-2/5/91

Requires display of motion picture ratings on video movies.

HB 4111-2/7/91

Provides penalties for misrepresenting food as organically produced as a form of misbranding.

HB 4301-2/15/91

Prohibits merchants from requesting credit card and social security numbers as a condition of acceptance of personal checks. See also HB 4347.

HB 4317-2/15/91

Clarifies the liquor control act, computation of dates for license suspensions as a result of sale to minors.

HB 4341-2/20/91

Provides for licensing fees and regulation of retail stores for the sale of tobacco products and creates a youth tobacco fund.

HB 4346-2/20/91

Prohibits removal of shopping

carts, milk crates, etc., from the grocers premises.

HB 4347-2/20/91

Prohibits and establishes as a misdemeanor writing down a credit card number on personal checks or share drafts as a condition of acceptance of the checks or drafts.

HB 4355-2/21/91

Changes the circumstances under which the holder of an SDD or SDM license with motor vehicle gasoline pumps is eligible to sell both petroleum products and alcoholic beverages.

SB 63, 64, 65-2/12/91

Pertains to the requiring of suspension or delay in issuance of drivers licenses, and mandatory substance abuse classes for minors under 18 convicted of illegal possession of drugs or alcohol. Federal substance abuse monies await Michigan upon passage of these or similar bills.

SB 132, 133-2/27/91

Provides for suspension of drivers license, community service and fines for minors found in violation of liquor laws. This is an AFD initiated bill that was vetoed by the previous governor. The bills are a priority item for the AFD legislative program. They were approved by the Senate just prior to Easter and currently await action in the House Liquor Control Committee.

In addition, AFD is currently working with our legislators to draft a bill that would increase the profit margin on liquor from 17 percent to 19 percent.

Although the bills are only briefly described above, AFD would be happy to provide copies of the entire bill upon request. Also, should you wish to write or call your representative and/or senator, you can obtain their names, addresses and phone numbers by simply calling the AFD office and asking for Sue.

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Thrifty Scot is on-line with savings



Alaa Naimi runs Thrifty Scot Market better with a new computerized cash register system.

When Alaa Naimi, owner of the Thrifty Scot Market, decided to purchase an expensive computerized cash register system, many associates thought he wasn't living up to the store's name.

But today, Naimi is ringing up higher profits, thanks to the computers, as well as his friendly, outgoing nature and business savvy.

Naimi installed the computerized system at Thrifty Scot, located on Detroit's east side, in December, and insists store operations would be too costly without the system for a number of reasons.

First, the Store Automated System, Inc., (SASI) computer, he says, shows what items are selling and what items are not.

"I can find out exactly what I sold last week and last month," he

explains. In addition, he can now allocate space for those hot items from the computer in his office, rather than on the selling floor.

The computer also tells him when he sells his merchandise. Finding out at what times of the day business peaks has enabled Naimi to schedule employees at the best times to cut down on payroll and gain in efficiency.

Naimi also is able to spot errors in ringing through the computer.

"In the first two or three weeks, we really caught a lot of items (rung up incorrectly)," he says. "That can add up to a whole lot of money."

Correcting errors is a big hit with customers, too.

"So far it has built a lot of faith in the store," Naimi explains.

"Customers think they're not getting cheated. They know they're getting the right price. They love it."

Cashiers often aren't the only ones the computer catches charging the wrong price, Naimi adds. Once in a while, drivers quote retailers the wrong prices on their merchandise without the retailers' realizing it.

"You can't memorize every price," Naimi says, "but you always have the right price on the computer. The bottom line is that you sell something for what you're really supposed to sell it for."

Naimi has owned Thrifty Scot Market with two brothers since April 1979, but he says the computer has made a big difference in the store's

bottom line.

"I already see a big improvement in my business and my gross profit," he says.

Naimi's 15,800-square-foot store is monitored by a close-captioned security system. But watching Naimi warmly greeting his customers, it is hard to believe anyone would take advantage of him. Naimi says that courtesy is his first rule of business.

"The customers get treated as well as I like to get treated myself," he says.

Though Naimi lives in the suburbs, he has no plans at this time

to move operations, but he does plan to expand the Thrifty Scot. In the meantime, he says, referring to the store's stocking merchandise upward instead of outward, he will continue to "stack 'em high and sell 'em cheap."

Naimi is also a boss indirectly at another family-owned store, Joy Thrifty Scot, named for its location on Joy Road. Although he doesn't really work in the store, he keeps tabs on it.

And you can be sure both stores are living up to their names.

MANUFACTURER'S PROFILE

Taystee Bread still baked fresh daily in Detroit



Steve Engle inspects one of Taystee's many products.

In lieu of Detroit's bad press as of late, the city is starved for demonstrations of support and faith, and Taystee Bread is rising to the occasion.

"We still produce here while others have closed or moved their production out of Detroit," says Steve Engle, general manager. In fact, Taystee, owned by the Metz Baking Co. since 1988, is the only wholesale bakery left in Detroit at all. It employs 450 people.

"We are very proud of the fact that we are still here and able to provide work for the employees, as well as producing a product for probably six million people," Engle says.

Taystee has advertised its loyalty to the city in the form of billboards that read, "We keep Detroit working," and feature the Taystee logo.

And true to its old slogan, "Baked while you sleep," the employees are working day and night to deliver fresh bread to stores every day. Taystee brands baked in Detroit include Taystee White Bread, Taystee Split Top, and D'Italiano, as well as hot dog and hamburger buns. The bakery also produces private-label items for Farmer Jack/A & P and Hamady Brothers.

The Taystee Bakery is filled with an intoxicating smell. "There's nothing like fresh baked bread in taste and aroma," says Engle. "You get used to it, but it still is a pleasant experience."

Engle is no stranger to the smell of fresh bread. He worked at a cake bakery in the late '60s while earning his college degree in Kansas. After transferring to another bakery while searching for a job to launch his business career, he was recruited to stay there. In 1989, he joined up with Taystee and moved to Detroit.

Though changing jobs and transferring to a different city can often be a risk, going to Metz Baking Co. undoubtedly took away some of the fear. The Sioux City, Iowa-based company is a stronghold in the Midwest with 22 plants.

Bakery Production and Marketing magazine named Metz Baking Co. its 1990 Wholesale Bakery of the Year for, through its acquisitions in the '80s, being one of the country's most formidable baking corporations.

While Metz is a multi-million dollar company moving into the '90s, Detroit's old, brick building from the 1920s will continue to be Taystee's home. And Engle and Taystee wouldn't have it any other way.

Donations now being accepted for Alex Bell Memorial Scholarship

In light of his achievements in AFD, the Alex Bell Memorial Scholarship fund has been established. Bell was one of AFD's founders and illustrious past presidents, as well as a leader in the meat community.

The Alex Bell Memorial Scholarship fund is a separate entity, but is in conjunction with the existing scholarship program, which awards an

average of 14 financial grants to deserving young students annually.

One lucky college or college-bound student will be the recipient of the Alex Bell Memorial Scholarship at the 1991 AFD Golf Outing in August. 1991 will mark the only presentation of this scholarship.

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Pictured above, Foodland Distributors truck driver Frank Halmer.

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strength has enabled us to initiate and carry out important innovations throughout the last six years.

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So even though there is more to Foodland Distributors than before, you can always expect more of the same superior service that made you choose us in the first place.



Service is our business.

Liquor retailers seek help in other areas



By John Dagenais

The discount afforded a package liquor dealer on the purchase of liquor from the Liquor Control Commission has always been of significant importance to the liquor store owner—especially if the business is built around a party store with a "full-line" beverage operation.

But as many of our SDD readers know, liquor order discounts or profit margins and their adjustments come few and far between. The point of this article will be what could the State of Michigan and the Liquor Control Commission do between these long discount "dry spells" to help improve the business climate for SDD retailers.

The State of Michigan currently offers a 17 percent discount on liquor—not 17 percent on the full price, but 17 percent on the "base price as determined by the Commission," and that's before they add the various excise taxes. The public thinks the retailer is getting a full discount of that tag on the liquor

shelf showing the full price of the bottle including all taxes. A correction of the method of calculating the discount only on the so-called "LCC Base Price" and allowing the addition of the "excise and alcoholism taxes" would aid the liquor retailer.

This has been suggested by our organizations throughout the years, but ideas like that seem to fall on deaf ears... perhaps because such action would open the doors to other faults in the tax system such as the duplication of nuisance taxes existing throughout the alcohol beverage industry.

The original legislation offering an increase in the discount from 15 percent to 18 percent and to commence in January 1979 was vetoed by then Governor William Milliken. I am quoting from this message to the Michigan Legislature which had passed H.B. 4448 by a sound majority in both chambers, his veto message stated in part:

"Certainly, those involved in this industry must be kept viable and competitive. However, there has been little documentation as to why this particular segment of Michigan's economy is experiencing any greater burden within the atmosphere of our current economy than any other segment of our society. If that is the case, I have yet to be convinced of it."

In other correspondence, Milliken had suggested that other

areas where relief could be afforded to liquor retailers should be reviewed in the absence of periodic liquor order discounts.

However, to finish off this bit of history, our groups launched another drive and were able to win an increase in the discount from 15 percent to 17 percent in 1980. Since that time, bills have been put before the legislature raising the liquor order discount from 17 percent to a possible 19 or 20 percent. Considering that much time has transpired since the last liquor discount increases, there is hardly a liquor retailer today that would not say a fair increase would be from the present 17 percent to a minimum of 19 percent.

Since the early 1980s, we have

had some deregulation studies of our liquor industry, a very recent study conducted by the firm of Price Waterhouse, which we reported in this paper, seeks to develop a plan for a complete revision of the liquor system in Michigan, with emphasis on a new private warehousing and distribution system.

Frankly, nothing much has happened to change anything for the SDD or SDM retailer except that we in this industry know our Michigan liquor, beer and wine retailers are carrying more of a load than ever before.


For many stores throughout the state, sales of alcohol products are down considerably. Reasons include the increase in Federal Excise Taxes on alcohol beverages starting this year, the mandatory requirement of liquor liability insurance, increases in types of beverage containers requiring returnables and deposits, and increasingly complicated rules and regulations... the list runs on and on.

Answering the point made by Milliken about 12 years ago to the effect that there must be other areas of assistance to retailers seeking help

See SDD/SDM, page 17



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Industry to launch national 5-a-day campaign

Produce industry leaders have joined to launch a national 5 a Day program, modeled on the California pilot project. The group is raising funds and forming a foundation with a governing board to lead the campaign, expected to get under way this summer.

The goal of a national 5 a Day campaign is to increase consumer consumption of fruits and vegetables from the current 2.5 servings to five servings per day by the year 2000, said Bob Carey, president of the Produce Marketing Association, one of the founding members of the group.

"The objective is to improve the public's awareness of the health value of eating a minimum five servings of fruit and vegetables a day," he said.

This can be achieved by two strategies: provide retailers and others in the food industry with materials to help consumers incorporate more produce into their daily diets, and work with health professionals, teachers, media, and other influencers to distribute this information.

Campaign planners want to raise \$300,000 to get the program going; as of April 4, more than \$130,000 had been committed by various sponsors. They envision the foundation being run by a board of directors and executive committee, with help from an advisory council. It would be a 501(c)(3) organization, an IRS classification that allows contributions to be tax-deductible.

Americans With Disabilities Act prompts changes

Approximately 43 million Americans are disabled, including 8 million with impaired mobility, 1.7 million who are deaf and 1.3 million who use wheelchairs or walkers.

Recent passage of the Americans with Disabilities Act (ADA) requires retailers to accommodate the disabled in their business. ADA contains the following provisions for retailers:

- The public accommodation regulations became effective January 26, 1992. Employment regulations for businesses with over 25 employees become effective July 26, 1992; for businesses with 15-24 employees, July 26, 1994. Over 5 million places of public accommodation (restaurants, theaters, doctors' offices, pharmacies, retail stores and day centers) will be

covered.

- Employers with more than 15 employees may not discriminate against qualified individuals with disabilities.
- Employers will need to provide accommodation to disabled employees, including job restructuring and equipment modification.
- Retailers must ensure that new or remodeled stores are accessible to the disabled, unless an alteration would be financially impossible.
- Checkout lanes in new stores must be wide enough to accommodate wheelchairs.
- Fines: \$50,000 for a first offense; \$100,000 for subsequent offenses.

—FMI

Compact volunteers needed

More than 400 Detroit area volunteers are taking the once-questioned fate of the city's youth into their own hands by participating in Compact.

Compact is an effort by citizens, educators and business and government leaders to provide opportunity for graduates of the Detroit Public Schools system.

Students are expected to maintain satisfactory grades and attendance in turn for work or college or job training tuition upon graduation, while Compact volunteers serve as mentors and tutors.

Studies show Compact is reaching its operational goals; first-year operational goals are meeting expectations of partner groups; promised jobs and scholarships were

given to qualifying students; the Compact stimulated significant resources to the five first-year Compact schools; and Compact students out-performed their public school peers in attendance, discipline, and test scores.

For more information about how to register as a volunteer, call the Detroit Compact at 396-9160.

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517 337 2200

1991 Trade Show Proclaimed a Success!

1991 TRADE SHOW COMMITTEE

Thank you for your time and effort in making this year's show the best ever! Your support is much appreciated.

CHAIRMAN: Keith Hakim
CENTRAL ALARM SIGNAL

Remo Antonelli
DCI FOOD EQUIPMENT

Michele Marshall
MUCKY DUCK MUSTARD

Steve Elrod
LIPARI FOODS

Mike Rosch
GENERAL WINE

Keith Tipper
TONY'S PIZZA

Craig Gilligan
R.M. GILLIGAN

Ed Antarsh
HIRAM WALKER

Mark Sarafa
COCA-COLA BOTTLERS

John Poehler
SEVEN-UP

Katherine Slaughter
MMI DISTRIBUTING

Bill Johnson
ULTRA LITE SUPPLY CO.

Dave Orlando
TOM DAVIS & SONS DAIRY

Dan Moskal
MELODY FARMS DAIRY

Sam Awdish
GENERAL LIQUOR

BLUE RIBBON WINNERS:

- | | | |
|--------------------------------------------------------|-----------------------------------------------------|-------------------------------------------------------------------------|
| 1. Best Overall Exhibit:
SEVEN-UP OF DETROIT | 2. Best Use of Sports Theme:
TONY'S PIZZA | 3. Best "Draw" of Show Traffic:
DCI FOOD EQUIPMENT (race car) |
|--------------------------------------------------------|-----------------------------------------------------|-------------------------------------------------------------------------|

A special thanks to the "Blue Ribbon" Judges:

- | | |
|--------------------------------------------|----------------------------------------------------------|
| 1. Fred Dally
The Medicine Chest | 5. Steve Elrod
Lipari Foods |
| 2. Frank Tumbarello
Frank's Party Store | 6. Marlys Vickers
Oakland County Economic Development |
| 3. Kurt Estes
Big Ten Party Store | 7. Jumana Elsheick
Professional Marketing & Media |
| 4. Tom Croff
Toolan Delicatessen | |



Jim Larges, board member Nabby Yono and member Raad Ayar sold raffle tickets and earned hundreds of dollars for PAC.

"It was a good show. I enjoyed myself. The seminars were more interesting this year than last year. The more seminars, the more I like it. The show was very colorful and very well prepared."

— Frank Chiarelli,
Chiarelli's Market, Lincoln Park

"We made a lot of good leads and got favorable comments about our product."

— George Eberhardt,
Absopure Water



"We though the show was very well put together and we had a lot of fun."

— Helen Eitel,
G & H Grocery, Lennon

"The show was crowded on a consistent basis."

— Phil Fischini,
Paul Inman

"If AFD is having a trade show next year, we'll definitely be here."

— Reginald Syfax,
Vitners Snacks

"We had good reception to our products available for 1991. People have been very responsive and excited."

— Mark Benedict,
Melody Farms



Many booths drew visitors with games. One attendee pops a shot to win big!

"I thought the traffic was excellent. It gave my company the opportunity to show a new product to the public and to get comments back about how we can more accurately target our products."

— David Driks,
New York Seltzer



Tony's Pizza Service took a blue ribbon for best use of sports theme in its booth.

PAC RAFFLE PRIZES

We thank these companies for their generosity:

- * Compact Disc Player
Tom Davis & Sons Dairy
- * "Pop-a-Shot" basketball game
Paul Inman Associates
- * 12-Speed Huffly Bike
Pfeister Company
- * Nintendo Entertainment Game
Pfeister Company
- * Four Piston Play-off Tickets
R.M. Gilligan, Inc.
- * Four Tiger Tickets
Kars Nut Products
- * Four Tiger Tickets
Sunshine Biscuits
- * Spacemaker Intercom System
Scot Lad Foods



DCI Food Equipment's real race car drew hundreds to its booth, earning it a blue ribbon for "best draw."



Many profitable business deals were made throughout the day.



The AFD trade show was a sampler's heaven.

FIND THE COOL SPOT!



With purchase of any two 12-paks of 7UP, Diet 7UP, Cherry 7UP or

Diet Cherry 7UP, you'll get a **FREE** 7UP COOL SPOT T-SHIRT!!

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

Look for the COOL SPOT at your 7UP Display!

Risk-free check acceptance is a plus for grocers

Up until recently retailers had a choice: take customers' personal checks and risk letting them go uncollected, or refuse to take customers' checks and alienate those customers.

But now retailers have a third option they would be wise to investigate: electronic check acceptance.

TeleCheck Michigan, Inc., is a company that provides such a service. Subscribers to TeleCheck follow a simple procedure when taking checks from customers. The retailer enters the customer's driver's license into a terminal or phones it in to the TeleCheck office. Within seconds he knows if that customer has any outstanding bad checks, in which case he can refuse to accept the check.

TeleCheck representatives insist AFD members would benefit in a number of ways from the service.

First, they say, accepting checks is a way retailers maintain good faith with their customers.

"The small grocer is generally a neighborhood operation," explains Michael Layne, director of public relations for TeleCheck. "They want to be friendly toward the customers and a very important part of being friendly is being able to accept a customer's check with only one piece of I.D."

Customers are often intimidated by a lengthy and scrupulous check writing procedure, he says, and can become even more bothered if their checks are not accepted.

"It sours the end of the sale if the small grocer is to say, 'No, I don't take checks,'" Layne explains. "It's like saying, 'No, I don't trust you.'"

This situation is particularly touchy in mixed-race neighborhoods, where grocers need to appear impartial and receptive to all customers.

Even when a customer's check is declined, the grocer can still appear impartial by putting the burden on TeleCheck.

"Under our system, it's not that the owner of the market won't take the check," explains Dave Walker, director of sales. "It's that TeleCheck won't take the check."



TeleCheck president Arthur Nitzsche

In addition, if a check that TeleCheck approves goes bad, TeleCheck reimburses the retailer immediately, then discreetly and professionally goes after the customer for repayment, and the retailer's image, again, is not tarnished.

Crime is another reason electronic check acceptance may be a good idea. The TeleCheck logo or the Automated Collection Systems (ACS) logo on a merchant's window may deter habitual bad-check writers from attempting to pass a bad check, Walker says. ACS is TeleCheck's sister company, which only recovers delinquent checks, but is not reserved to TeleCheck subscribers.

Yet crime contributes to the need for a liberal check-writing policy. Check-writing customers don't have to walk through bad neighborhoods with a lot of cash, and store owners don't have to walk out of their stores with loads of cash when they go to the bank.

Although credit cards might sound like a solution to the neighborhood crime problem, studies show that only 50 percent of adults have credit cards, while 90 percent have access to checking accounts.

Credit card and cash purchases are generally smaller than check purchases, the studies also show. The average credit card sale is about \$55 and cash sales are usually quite a bit less. But purchases made by check average about \$106. According to TeleCheck representatives, by encouraging check use, sales will be higher.

Best of all, TeleCheck is worldwide. So even a bad-check writer from New Zealand, Australia, Puerto Rico, or Canada can't write a bad check in Michigan.

Another way TeleCheck stops bad-check writers before they strike again is by verifying the good standing of courtesy card applicants prior to stores' issuing them cards.

Because of its numerous advantages, President Arthur A. Nitzsche says the TeleCheck Michigan, Inc., system has served retailers well since its inception in 1979. More than 4,200 throughout the state currently subscribe, and more than 20 customers in the Detroit area alone have subscribed to the service for over 10 years running.

The service, he explains, lets retailers do what they do best: running their stores and markets. Just as Nitzsche says he would not attempt to do something he is not qualified to do, such as build a house, grocers should leave bad-check collection up to the experts.

Nitzsche says, "We should stick with what we do well."



Milk in Michigan

Milk and dairy products have played an important and vital role in Michigan's history since Sieur Antoine de la Mothe Cadillac established farms in the city of Detroit during the early 1700's. Since those early days, the industry has continued to serve the nutritional needs of a growing state with a wide variety of wholesome and refreshing products.

Dairy farming contributes over \$15 billion a year to Michigan's economy and is the top-ranking segment of Michigan's number-two industry: agriculture.

Here are some other interesting facts:

- There are about 5,400 Grade A dairy farmers in Michigan, with an average size milking herd of 74 cows.
- The dairy farmer gets about half of each dollar spent by consumers for milk at the store.

• Michigan ranks seventh in total milk production in the U.S.: (1) Wisconsin (2) California (3) New York (4) Minnesota (5) Pennsylvania (6) Texas (7) Michigan=5.15 billion pounds.

These seven states produce over 50 percent of the total U.S. milk supply.

• Eight percent of each family's food budget is used to purchase dairy products.

• A dairy cow eats about 70 pounds of food a day and drinks nearly a bathtub full of water.

• The average dairy cow produces 23-25 quarts of milk per day for 10 months of the year.

• Milk sales account for one-fourth of Michigan's total farm cash receipts.

Source: MMPA Milk Facts 1989, MIF Milk Facts 1989, Michigan Agriculture Statistics 1990.



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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 the best. The following is the third in a series of six members who started their own unique specialties from scratch.

The bottle that packs a punch

When Lawrence Johnson meets someone, he tries to punch him in the mouth—and with his Sir Lawrence's Knock-Out Barbecue sauce, he always does.

Johnson, the sauce's creator and number one salesman, has dedicated his life to seeing his barbecue sauce take over the market—or at least get in the ring with the others. The modified family recipe comes in two varieties, regular and hot, and

Johnson says both flavors are "fantastic."

"The taste of my knock-out barbecue sauce is very unique and different," he says. "It's got a zest, kick and punch. Sir Lawrence barbecue sauce will attack every taste bud in your mouth."

For those who do not wish to be attacked too hard, the milder of the two recipes is the sauce of choice. But Johnson insists the hot recipe is

not as dangerous as some might think.

"Ninety-five percent of the people want something that is milder," he says. "They just want to know that it's hot. They don't want fire coming out of their mouths."

"I created a hot that I call my 'delayed hot,' he says, explaining the sauce's mild heat degree. "You don't even realize its hot because it gets hot and then it turns itself off. It becomes comfortable and enjoyable."

The mild flavor isn't for the faint-hearted, either, he says. "It has got the zip zam and knock-out punch. It just doesn't have the hot."

Sir Lawrence's recently won a taste test in Michigan Living Magazine and wins the everyday taste test of regular people who try it.

"Even people who don't like much like my product," Johnson says.

What gives the sauce its zip zam and knock-out punch is a closely guarded secret. One company mixes the spices, measures them and sends them out to the manufacturing plant in Union, Ill. The plant, in turn, does not divulge the ingredients in the liquid base of the sauce.

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MONITOR SUGAR COMPANY

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Bay City, MI 48707



Lawrence Johnson's "Sir Lawrence's" Knock-Out barbecue sauce has a fighting chance to make it big.

"The family recipe goes way back before I was born," Johnson says. "I thought to myself, 'This needs to be out on the market!' It was time to quit thinking about it and do something about it."

That's when the former steel worker went down "A— kicking Avenue," consumed with determination to put a bottle on a store's shelf.

"I could not let go," he says. "I became possessed. I was not going to let anything or anybody stop me."

With the help of Lipari and Kramer distributors, Sir Lawrence's Knock-Out Barbecue Sauce is now on the shelves of more than 200 stores in Michigan, but Johnson is quick to point out that the company is still in its beginning stages, and he puts all of his earnings back into the company to help it reach its goal.

"I want to become a household word," he says. "I want to cover every city in America. I would like to take over the market."

The market right now, Johnson insists, is filled with sauces that just don't pack Sir Lawrence's punch unless they're doctored at home.

"Sometimes you don't feel like messing up things," he adds. "Sometimes you just like to have (your barbecue sauce) already made. With my product, all you have to do is open the bottle!"

MICHIGAN DEPARTMENT OF AGRICULTURE REPORT

by
E.C. Heffron, D.V.M.
Director, Food Division

Labeling for meat and poultry to identify dietary information

On April 3, 1991, the U.S. Department of Agriculture (USDA) announced its proposal to require nutritional labeling for processed meat and poultry products. At this time, nutritional labeling of these products is voluntary unless the manufacturer makes a nutrition claim. The U.S. Food and Drug Administration (FDA), the federal regulator of non-meat and poultry products, is expected sometime in 1993 to require nutritional labeling much more extensive than that presently required and on many more items.

USDA proposes to have labeling of fresh meat and poultry as it is now on voluntary basis and would likely require, if a label is going to disclose information, the following:

- Total Fat
- Number of Calories
- Cholesterol
- Total Carbohydrates
- Sodium
- Iron
- Vitamin C
- Saturated Fat
- Number of Calories from Fat
- Dietary Fiber
- Total Protein
- Calcium
- Vitamin A

Labeling uniformity is encouraged by state food directors on behalf of consumers as well as the food industry whether it be on meat or non-meat items. It is, in addition, a concern that labeling be consistent with demands of foreign markets, especially our next door neighbor, Canada. Prepackaged products can eventually be in harmony with many locations of the world marketplace.

FDA is proceeding in its labeling initiatives under the recently passed Nutrition Labeling and Education Act of 1990 (NLEA), whereas USDA

requirements will be through rule making of the existing federal meat and poultry laws.

Michigan has been active in its advisement to both FDA and USDA to provide labeling that can be reasonably prepared and is in an easily understood informational form for consumers. For example, Michigan believes that food nutrients should be described in quantities as consumed, not in quantities as purchased. It should be noted that USDA labeling requirements would pertain to products inspected under USDA's Food Safety Inspection Service and not to products manufactured by a retailer for that retail store's sales.

These labeling changes have taken a number of years to reach the proposal stage and will take a few more years to become implemented. A positive aspect of this lengthy period is the deliberation and public comment afforded the proposals.

Food establishment licensing

Since 1987, all Michigan food establishments are required to be licensed by the State of Michigan. The license year is April 1 through March 31 of the following calendar year. The Michigan Food Processing Law, P.A. 328 of 1978, in addition to requiring a license mandates a penalty of \$10 a day, not to exceed \$100, for each day of delinquency beyond April 1.

The penalty was added to the law because of a number of license applications which are not received on time thus costing more to process the license than the revenue gained from the license fee. The licensing year for 1991-92 has just been completed with some applications still outstanding. This is an alert for any establishment not having a license to search for the application or contact the Food Division office at (517) 373-1060, to have an application forwarded to avoid further delay and possible legal action.

Maine bottle law analysis

The University of Maine released a report February 22 which detailed the results of a study undertaken upon contract with the National Food Processors Association. The analysis of the economic and waste management impact of Maine's mandatory deposit system states that the costs of operating the bottle bill are incurred by those that drink bottle-bill beverages. The researchers estimated that under the original bottle bill (beer and soda,) the per-container cost of operating the deposit system was at least 5.7 cents. The total cost of the original bottle bill was \$34 million annually. The cost of the current

bottle bill including the expanded items (wine, liquor and juices) is estimated at 7.5 cents per container. Based on these estimates, the cost of recycling through the bottle bill is roughly \$450 per ton. Municipal recycling programs can recycle at one-half or less of this per ton cost, according to the report. The researchers make several recommendations, including the repeal of the bottle law, the establishment of redemption and recycling centers, and a requirement that all municipalities have either recycling mandates or economic incentives for recycling.

AFD hires membership director

Kam Kewson has joined the AFD staff to concentrate on boosting membership by introducing exciting AFD benefits and programs to Michigan retailers and businesses, and making sure current members are serviced properly.

Kewson's career experience includes his serving in the Iraqi military, and work as assistant dean of admissions for his former school, Al-Hikma University, food operations negotiator for the United Nations, and civil service engineer. Kewson also spent 20 years in the United Kingdom

working with computers. He moved to the United States in 1988.

AFD welcomes Kewson to its staff. His door is always open to members and potential members.



Kam Kewson

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

\$8.00 for members – \$9.00 for non-members
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**.

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THE ART OF DISCOVERY.

First, one must know
where to look.
Martell XO Supreme,
for example—the
fine old cognac so long
revered in Europe
and The Far East—
is finally available in
America.



SINCE 1715

COGNAC. L'ART DE MARTELL.

STATE PAGE



Mr. Pure celebrates the second anniversary of Garden Foods, Inc.

Mr. Pure Fruit Juice products, produced by Home Juice Company, Melrose Park, Ill., celebrates the two year anniversary of Garden Foods, Inc., of Dearborn. Two entrepreneurs, Chaker Aoun and Mohamad (Jay) Barada started Garden Foods, Inc., a beverage distributorship, in May 1988, to serve the tri-county area. Featuring Mr. Pure products enabled them to offer a complete juice product mix to the market. As the company grew in sales, other products were added to offer an assortment of different items.

Garden Foods aggressively promoted Mr. Pure products to the market. Their efforts were rewarded with Mr. Pure's Distributor of the Year Award in 1989 and 1990. "This was a tribute to two entrepreneurs and their staff for their outstanding efforts. Detroit is a major marketing area for Home Juice Company and we plan to stay for many years," says Paul Rayes, regional manager, Home Juice Company.

As an established company, Garden Foods, Inc., enters the list of prominent suppliers in Detroit. Currently, Garden Foods' major suppliers include Canfield's Pop, Mr. Pure, Gatorade, Sunny Delight, Guzzlers, Welch's, Ocean Spray, Hawaiian Punch, Campbell's, Crystal Geysers and Tropicana. "Our objective was to become a full-service beverage distributorship. The variety of products helped us achieve our goal," says Aoun, president of Garden Foods.

Aoun and Baradas' inception of Garden Foods began with 2000 square feet of warehouse space, two delivery trucks, and three salespeople. Due to the aggressiveness of their personnel and the support from retailers, Garden Foods grew faster than the warehouse could supply. Faced with over capacity, rapid sales growth, and six months to complete a lease for the warehouse, Aoun and Baradas had to operate the business as efficiently as possible. In April 1990, they moved the company to 6650 Chase, Dearborn. Currently, Garden Foods employs 17 people and occupies 30,000 square feet of space.

Mr. Pure is proud to be part of the success of Garden Foods. Garden Foods' assortments of products instills it as a full-line beverage distributorship.

New recycling programs at Spartan Stores, Inc., have a big impact in protecting environment

Three new recycling and waste reduction programs introduced at Spartan Stores, Inc., are proving the company can help preserve our

environment and save a tremendous amount of landfill space.

The new recycling programs introduced by the retail-owned cooperative grocery wholesaler and its 500-plus retail members include a polystyrene recycling program for consumers, a plastic shrink-wrap recycling program for wrap used to protect products delivered to Spartan warehouses; and an office waste paper recycling program in the corporation's headquarter offices.

Since the programs were introduced last fall, over 29 semi-trailer loads of polystyrene, 40 tons of shrink wrap and 62 tons of office paper have been recovered for recycling.

The new recycling programs at Spartan Stores are a small part of an extensive environmental commitment first started by the company over 20 years ago.

Spartan also has programs in place to recycle corrugated cardboard from retail stores and the Spartan warehouse, waste oil from Spartan's fleet of trucks and the personal automobiles of its associates, printing ink, printing paper, printing plates and negatives, batteries, and freon from the refrigeration units of Spartan trucks.



Representing Michigan Sugar Co. at the Safety award presentation (l. to r.): Ray Goodman, corporate safety; Tom Rader, seed plant manager, Dr. Richard Zielke, director of research.

Sugarbeet seed plant receives safety award

It was a very good year for Michigan Sugar Company's sugarbeet seed processing plant. Not only did the plant move into more spacious and technically improved facilities, but the plant operated without a lost-time injury to the employees during 1990.

The Michigan Food Processors Association (MFPA) awarded the seed processing facility with the Group I 1990 Safety Award. The award was in recognition of more than 25,000 manhours without a lost-time accident in 1990.

According to Ray Goodman, Michigan Sugar Company's corporate safety manager, "the award reflects both the company's commitment to sound safety training programs and the plant personnel's commitment to safe operating procedures."

ASK AFD

Q. A while back, Michigan Accident Fund Insurance was issuing refunds to customers who were insured during certain years. How do I know if I am still or ever was eligible for a refund? C.F., Dearborn

A. From 1976 to 1981, Michigan Accident Fund had excess premiums it was supposed to distribute among its insured. If you were insured with Michigan Accident Fund during those years, you might have a refund coming to you. To verify whether or not you are due a refund, or for information, call Diana Hasse at 517-342-4200, ext. 290.

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

PRODUCTS

Windsor businessman introduces new retail concept in Detroit

Robert Jones, a Windsor businessman, has introduced a new retail concept in the metropolitan Detroit area. Called Chef's Secret, the speciality stores will feature high quality, great tasting fresh-frozen foods as found in better restaurants.

Chef's Secret has opened 15 stores in Oakland and Macomb counties. Products include a wide selection of quality foods such as meat, poultry, pasta, seafood, desserts and a variety of other items.



Nemco's new Easy Tomato Slicer™ has a unique new design for easy operation and cleanup

The new Easy Tomato Slicer™ from Nemco features a unique compact design that assures blade and pusher alignment for fast, trouble-free operation, and offers easy clean-up. The Easy Tomato Slicer is ideal for slicing mounds of tomatoes for hamburgers, subs, salads and salad bars, sandwiches, prep tables, condiment trays and more.

The Easy Tomato Slicer also features razor sharp stainless steel blades, protective guards and a sturdy push block that removes easily for cleaning.



Speedy operation and a sure seal add to the appeal of Filmco's sparkling Foodservice Cling Film™

Crystal clear Filmco Cling Film is a protective film wrap that can be used in any kind of operation for virtually any type of foodservice application. This easy-to-use film's exceptional clarity and optics show off all the appeal of packaged foods while locking in freshness and flavor.

Excellent cling and handling characteristics make the film especially effective for sandwiches, fruits and desserts, as well as topping off bowls, pans, glasses and pitchers. The dependable seal ensures that packages stay intact: food stays protected.



Quickly turn potatoes into mounds of fresh curly fries with Nemco's Spiral Fry™ potato cutter

Nemco's Spiral Fry™ potato cutter makes mounds of curly fries that look like double orders—with virtually no product waste. The Spiral Fry quickly and easily processes potatoes (as you need them) into fresh cut fries that taste better and cost less than frozen fries.

The Spiral Fry potato cutter is fast and easy to operate. Simply place a fresh potato against the pronged plate then turn the handle. As the potato rotates, it's forced through a slotted blade, quickly yielding fresh, spiral cut potatoes, ready to be fried and served.

AFD TRADE SHOW 1991:

Rookies of the Year: "What's New on the Shelf?"

The following is a sampling of some of the exciting new products visitors of the AFD Trade Show 1991 got to see and sample:

- Scoop Away cat litter
- Domino's Spaghetti Sauce
Stark & Co., 851-5700.
- Diet Rite Red Raspberry and Diet Rite White Grape
7 UP Detroit, 937-3500.
Royal Crown Cola, 800-877-2652
Ext. 6042.
- Ragu Chicken Tonight simmer sauces
- Welch's Totally Fruit Jelly
- Ultra Slim Fast Frozen Dinners and Dairy Products
The Pfeister Company, 591-1900.
- Booth's Indiana Amish Poultry
Epco Foods, 875-4040.
- Skinless Stadium Kielbasa
Kowalski Sausage, 873-8200.
- Koala Yummies
- Mari-Mon Fragrance Crystals
Kehe Foods, 1-800-888-4681.
- Pink Grapefruit Cocktail and Pineapple-Orange Juice
Mr. Pure Juice Co., 656-7052.
- Cooks Spumante
General Wine Co., 867-0521.
- Natural Spring Water Six-Packs
Absopure Water Co., 459-8000.
- Arctic Twist
- Chapelle
- Avalon
J. Lewis Cooper, 835-6400.
- Enhanced Slicer
- 1000 Watt Microwave Oven
Hobart Corporation, 697-7060.
- Partner Plus and Cordless Partner Plus
AT&T General Business Systems, 351-2457 or 351-2580.
- Omron RS5560 Point-of-Sale Terminal/Fuel Interface Terminal
- Omron RS3510 Point-of-Sale Terminal
Merchants Cash Register, Inc., 255-3600.
- Stroh's Cholesterol-Free Frozen Dessert
Stroh's Ice Cream Company, 568-5106.
- Mr. Dan's Gourmet Pound Cake
Mr. Dan's Gourmet Pound Cake, 923-3111.
- Stroh's and Stroh Light 15-Packs
- Non-Alcoholic Old Milwaukee
- Schlitz Malt Liquor Long Neck bottles
- New packaging for Stroh's, Stroh Light, Old Milwaukee and Old Milwaukee Light
The Stroh Brewery Co., 446-2359.
- New Faygo Diet Cola
- New Faygo Cherry Festival
Faygo Beverages, Inc., 925-1600.
- Property, Liability, and Auto Insurance Coverages
America One, 517-349-1988.
- Hysave LPA
- Dymet D-2000
Market Mechanical Services, Inc., 680-0580.
- NCR 2113-3000 Grocery Store System
- NCR Pace Setter Scanner
Sales Control Systems, 356-0700.
- 3 Of A Kind
- Megabucks
Bureau of State Lottery, 517-335-5625.
- Jazz Fry
Sterling Shores Distributors, 368-2447.
- Watch-Gard System
Eradico Products Co., 354-5440.
- Liquor Liability Insurance
North Pointe Insurance Co., 358-1171.
- Seagram Gin & Juice
- Martell X. O.
House of Seagram, 262-1375.
- Opal Nera Sambuca
- CoCo Rhum
- Rhum Grandier
Hiram Walker, Inc., 626-0575.
- "2 for \$1" Program
Rousana Cards, 908-905-6700.
- Cafe Peking Eggroll "Chicken"
- Tony's Taco Pizza
Tony's Pizza, 800-247-1533.
- Miller Premium Draft Light
Miller Brewing Co., 347-5858.

COMING EVENTS

- May 5-8:** FMI's Supermarket Industry Convention & Educational Exposition, Chicago, Ill. For information call 202-452-8444.
- May 12-16:** National Liquor Stores Association 1991 Annual Convention, Las Vegas, Nev.
- May 15-17:** Tortilla Industry Association (TIA) Tortilla Technology Symposium, Long Beach, Calif. For information call 818-981-2547.
- June 1-4:** Produce Partnership, Annual Produce Conference, Indian Wells, Calif. For information phone 202-452-8444.
- 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

AFD member honored

AFD member George Abro was honored last month for his generosity to members of his Detroit community.

Abro was honored by St. Mary's of Redford church for his giving jobs to youths and donating money and food to neighborhood sports groups and civic organizations. Abro was also recognized by Wayne County Executive Ed McNamara and the Wayne County Commissioners.

Veterinary committee says BST approvable

The Committee for Veterinary Medicinal Products (CVMP) of the European Community has found Monsanto Company's BST (bovine somatotrophin) product for dairy cows approvable for use. The European brand name for this product is Somatech®.

The CVMP's action is advisory to the governments of the 12 EC member countries. They are Belgium, Denmark, France, Germany, Greece, Ireland, Italy, Luxembourg, the Netherlands, Portugal, Spain and the United Kingdom.

The CVMP found:

- use of Somatech poses no risk to the health of consumers of meat or milk from treated animals;
- Somatech does not affect the quality of meat, milk or any dairy products;
- the manufacturing process for Somatech yields a safe, effective product;
- use of Somatech does increase cows' milk production efficiency;
- administration of Somatech to dairy cows presents no undue risk to the health or welfare of the treated animal.

The favorable ruling from the

CVMP clears the way for individual EC member countries to approve Somatech use within their borders. However, this is unlikely to occur this year because the EC government has extended an earlier moratorium on BST use through 1991.

Elsewhere in the world, Monsanto's BST product has been approved for use in the Soviet Union, Bulgaria, Czechoslovakia, Mexico, Brazil, South Africa and Namibia. The product is still under review by the U.S. Food and Drug Administration.

BST is a protein hormone produced naturally by cows and that

now also can be made through new biological methods. BST occurs normally in milk in extremely small quantities. More than twenty countries, including the EC members, have concluded that milk and meat from BST-supplemented cows are safe for human consumption.

SDD/SDM

from page 6

in lieu of adjustment in the liquor order discount, how about the following:

- LCC should pay for all liquor delivery—a recommendation made by outside study groups on several occasions.

- A set annual license fee based on the type of business operation selling liquor, beer and wine. The amount of liquor sold each year should not be the total basis for the license fee.

- A State-appointed commission should spend the necessary time to do away with duplication and/or unnecessary licenses, permits, certificates and other red tape requirements applicable to our business people in the food and alcohol beverage industry. There must be a better way than fees for inspections and permits payable to state, county and your local government.

- Up-front 2-cents handling fee for all returnables paid to the retailer by a combination of manufacturer-distributor reimbursement.

These are just a few suggestions and you must have some choice ones of your own. Why not share them with our combined trade association force of AFD and PLDA members. We will stick to all of our legislative goals no matter how difficult to achieve, but your opinions, ideas and input are very important to shaping our future. Be a part of that future starting now!

UPDATE

from page 1

Coalition fights user fees for meat and poultry inspection

The Office of Management and Budget has proposed the imposition of user fees to fund federally mandated meat and poultry inspection. Meat and poultry inspection, required by statute, is a public health program to protect American consumers, which should be fully funded through taxpayer dollars to ensure safety and integrity of the program. The plan, included in the president's F.Y. 1992 budget, would call on industry to pay half of the meat inspection costs beyond one eight-hour inspection shift. Some companies typically run a second or third shift in the course of normal meat and poultry inspection operations. Congress has repeatedly rejected these fees in the past.

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The Vinegar Institute announces officers

The following officers were re-elected to the Board of Directors of the Vinegar Institute at its Annual Meeting at the Sheraton El Conquistador Resort in Tucson, Ariz. on March 5.

Jack Cole, Speaco Foods, Inc., Kansas City, Mo., chairman of the board; Fred Galyean, Indian Summer, Inc., Lyndonville, vice chairman; and Dr. Jerry Shoup, H.J. Heinz Company, Holland, Mich., secretary-treasurer.

The Vinegar Institute is an international trade association representing manufacturers and bottlers of vinegar and suppliers to the industry.

Executive vice president retires from Foodland Distributors in Livonia



Erwin

Troy Erwin retired at the end of March after 6½ years as Foodland Distributors' executive vice president, at the end of March. He had held that position since 1985.

During his years at Foodland

Distributors, Troy was in charge of Retail Operations. He was responsible for the growth of Foodland's independent customers from 15 to over 54 stores.

Troy and his wife Juanita will move from Livonia and make their new home in Stephenville, Texas.

Nabisco Biscuit Company names Leibowitz VP

Howard A. Leibowitz has joined the Nabisco Biscuit Company as vice president of engineering and operations planning.

Leibowitz had been vice president and chief operating officer of Grant Industries in West Nyack, N.Y., from 1988 until joining Nabisco. Previously, he was director of distribution and operations for the Consumer Products Division of Corning, Inc.

International Jelly & Preserve Association announces officers

The following officers were elected to the Board of Directors of The International Jelly and Preserve Association at its Annual Meeting at the Four Seasons Biltmore in Santa Barbara, Calif., on March 19, 1991.

Robert Morrison, vice president, operations, The J.M. Smucker Company, Orrville, Ohio, was elected chairman of the board.

Ben Muhlenkamp, president, The Red Wing Company, Inc., Des

Plaines, Illinois, was elected vice chairman.

William Marsden, president, Home Brands Company, Manchester, Missouri, was elected Secretary-Treasurer.

The International Jelly & Preserve Association is an organization of firms that manufacturer jams, jellies and preserves and those companies that supply raw materials or services to them.

Michigan Sugar Company announces staff additions and promotions

Michigan Sugar Company recently made the following changes and additions to its corporate and plant operations staff:



Schmidt

Christine Schmidt has joined the company as an applications programmer. She is responsible for developing and implementing systems software, trouble-shooting PCs, and user

support. She holds a bachelor's degree from Central Michigan University in business administration with a concentration in management information systems. Schmidt resides in Auburn, and was most recently with Mutual Savings Bank, Bay City.



Baumann

David K. Baumann has been appointed to the position of factory manager of the Caro facility. He holds degrees in both chemical engineering and meteorology from Penn State

University. Baumann is a member of the American Defense Preparedness Association, Process Equipment Manufacturers Association, and the American Institute of Chemical Engineers.



Zemanek

Lewis D. Zemanek is the company's new factory manager for the Sebewaung operation. He was most recently plant manager for Grefco, Inc., of Lompoc, Calif.

Zemanek holds degrees in agricultural education and chemistry from the University of Nebraska. He has been a 4-H adult leader for sixteen years, is a member of Rotary International, and a Methodist Church trustee for the past three years.

Zemanek and his wife Phyllis reside in Sebewaung.



Robertson

Bob M. Robertson joined the company as chief engineer of the Croswell processing facility. He is responsible for all mechanical operations at the facility. Robertson returned to

Michigan Sugar from Western Sugar Company, Bayard, Neb.

Robertson and his wife Shirley reside in Croswell.



Noah

Charles Noah has been promoted to assistant factory manager at the Carrollton facility. He previously held the position of shift maintenance crew leader. Noah is responsible for

repair crew supervision, parts ordering, and product packing supervision. Noah, his wife Robin and three children reside in Saginaw.

Lundin retires from Pfeister

The Pfeister Company said goodbye last month to a 13-year veteran of the company.

John Lundin, former vice president and account manager, came to Pfeister from Green Giant, where from his office in Minnesota he supervised all the brokers in the country as director of field sales.

While at Green Giant, he became the only recipient ever of the coveted, world-famous Tennis Shoe Award.

"I have been happy with the Pfeister Company," Lundin said. "We have a lot of nice people working here."

Lundin, who is married with three children, plans to pursue Christian ministries, as well as travel to his home in Arizona and his mother's home on the north shore of Lake Superior. When in Michigan, he looks forward to attending Tiger games, for whom his son-in-law is a coach.

Kowalski Sausage Co. names Doyle general sales manager



Doyle

Daniel Doyle has been promoted to the position of general sales manager. In his new position, Doyle is responsible for wholesale and retail sales operations for the company.

Doyle joined the Kowalski Sausage Co. in 1986 and has served as an account representative and a sales representative. He most recently was retail sales manager. Doyle and his family live in Utica.

Campbell to make offer for publicly-held shares of Canadian unit

Campbell Soup Company recently announced that it intends to make an offer of \$34.50 (Canadian) per share for all the outstanding shares of its Canadian affiliate, Campbell Soup Company Ltd., that it does not already own.

Campbell Soup Company owns approximately 71 percent of the 14,840,000 common shares outstanding of Campbell Soup Company Ltd., based in Toronto.

Paul Inman Associates, Inc., announces promotions

Paul Inman Associates, Inc., a Farmington Hills-based food broker, has announced the following management promotions:

Barry Kohley has been promoted to vice president - grocery sales manager in Grand Rapids. Barry has been employed at Paul Inman Associates since September 1975 where he started out in the Detroit retail department, followed by direct sales first in the confectionary department, and was then promoted to grocery sales manager in 1989.

Walt Decker has been promoted to vice president - perishable sales in Grand Rapids. Since starting in the retail department in May 1980, Walt was promoted to direct sales in 1983 and appointed perishable sales manager for the Grand Rapids branch in 1989.

Paul Crittenden has been promoted to vice president - account executive Detroit grocery sales. Paul joined PIA in March 1983 as a retail merchandiser and was promoted to direct sales in the perishable department in Detroit. In 1985 Paul was promoted to sales manager in Saginaw and finally was transferred back to the Detroit office in 1988 as account executive in the grocery department.

Mark Berlacher was promoted to vice president - account executive Detroit grocery sales. Mark started as a retail merchandiser in Toledo in September 1982 before being promoted to direct sales in June 1983. He was transferred to the Detroit perishable sales department in June 1985 as direct account executive and then to Detroit grocery sales.

Camerican, S.E. Rykoff execs elected trustees

Elected trustees of the Food Institute by its board at a meeting held in Beverly Hills, Calif., last week were Larry Abramson, president of Camerican International, Teaneck, N.J.-based food import company, and Thomas R. Rykoff, vice president-purchasing, S.E. Rykoff & Co., Los Angeles-based foodservice distributor. The information and research trade group, which was founded in 1928 as the American Institute of Food Distribution, Inc., is based on Fair Lawn, N.J.

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BAKERIES:

McCoy's Scotch Bakery & Sausage	532-1181
Archway Cookies	(616) 962-6205
Wrey Bakeries, Inc.	522-1100
Continental Baking Co.	868-5600
General Biscuit Brands	352-4343
Geoplinger Bakeries, Inc.	967-2020
Dr. Dan's Gourmet Pound Cake	923-3111
J & M Biscuit Distributing	893-4747
Maystee Bakeries	476-0201

BANKS:

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

BEVERAGES:

Absopure Water Company	358-1460
Anheuser-Busch, Inc.	354-1860
Bellino Quality Beverages, Inc.	946-6300
Brooks Beverage Mgt. Inc.	(616) 393-5800
Madillac Coffee	369-9020
Capitol Liquor Sales Co.	583-2011
Soda-Cola Bottlers of Detroit	585-1248
Coors Brewing Company	451-1499
Don-Lee Distributors, Inc.	584-7100
Easton Distributors	867-6900
Everfresh Juice Company	755-9500
Paygo Beverages, Inc.	925-1600
J Heileman Brewing Co.	(414) 796-2540
Jallo Winery	643-0611
General Wine & Liquor	867-0521
Hiram Walker, Inc.	626-0575
House of Seagram	262-1375
Hubert Distributors, Inc.	858-2340
J. Lewis Cooper Co.	835-6400
Miller Brewing Company	(414) 259-9444
Mr Pure Juices	(312) 379-3000
Nestle Hills Bros. Coffee, Inc.	851-5774
Jak Distributing Company	674-3171
Paddington Corp.	345-5250
Pepsi-Cola Bottling Group	641-7888
Powers Distributing, Inc.	682-2010
J.M. Gilligan, Inc.	553-9440
Royal Crown Cola	(616) 392-2468
Serv-U-Matic Corporation	528-0694
Seven-Up of Detroit	937-3500
Spirits of Michigan	521-8847
St. Julian Wine Co., Inc.	(616) 457-5568
Stroh Brewery Company	466-2000
Viviano Wine Importers, Inc.	883-1600

BROKERS/REPRESENTATIVES:

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

CANDY & TOBACCO:

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

CATERING HALLS:

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

DAIRY PRODUCTS:

American Dairy Assoc.	(517) 349-8921
Borden Company, The	583-9191
Dairy Products of Michigan	552-9666
Landon's Farm Dairy	984-5111
Madison Dairy Co.	(517) 652-0347
Melody Farms Dairy Company	525-4000

Milk-O-Mat/Country Pride Dairy	864-0550
Stroh's Ice Cream	568-5106
Tom Davis & Sons Dairy	583-0540

EGGS & POULTRY:

Capitol Poultry	567-8200
Cavanaugh Lakeview Farms	475-9391
Linwood Egg Company	524-9550

FISH & SEAFOOD:

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

FRESH PRODUCE:

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

ICE PRODUCTS:

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

INSECT CONTROL:

Eradico Insect Control	354-5440
Rose Exterminators	588-1005

INSURANCE:

Alphamerica Insurance Agency	263-1158
America One	(517) 349-1988
American Benefits Group	357-2424
Blue Cross/Blue Shield	486-2172
Capital Insurance Group	354-6110
Creative Risk Management Corp.	792-6355
Financial & Mktg. Enterprises	547-2813
Frank P. McBride Jr., Inc.	445-2300
Gadaletto, Ramsby & Assoc.	(517) 351-7375
Jackson Park Agency Corp.	381-7000
Jardine Insurance Agency	641-0900
K.A. Tappan & Assoc. Ltd.	344-2500
Lloyd's Assoc.	356-0472
Miko & Assoc.	776-0851
Mitzel Agency	717-8600
Rocky Husaynu & Associates	356-7900
North Pointe Insurance	358-1171
Sullivan-Gregory, Inc.	332-3060
Sun Financial Group	350-3400
Traverse Bay Insurance	(616) 347-6695

MANUFACTURERS:

Carnation Company	851-8480
Don's Chuck Wagon Products	771-9410
Groeb Farms	(517) 467-7609
H. Raadco, Inc.	933-6323
Hamilton Meat Pie Co.	582-2028
Home Style Foods, Inc.	874-3250
Kaill Enterprises, Inc.	527-7240
Kraft Foods	261-2800
Michigan Pioneer Sugar	(517) 799-7300
Monitor (Big Chief) Sugar	(517) 686-0161
Nabisco, Inc.	478-1400
Philip Morris U.S.A.	489-9494
Prince Macaroni of Michigan	772-0900
Red Pelican Food Products	921-2500
Sir Lawrence's Food Co.	822-8888
Stehouwer Frozen Foods	(616) 453-2471
Thorn Apple Valley	552-0987
Tony's Pizza Service	634-0606

MEAT PRODUCERS/PACKERS:

Bob Evans Farms	422-8000
Dudek Deli Foods	891-5226
Flint Sausage Works	239-3179
Guzzardo Wholesale Meats	833-3555
Hartig Meats	832-2080
Hillshire Farm & Kahn's	778-3276
Hubbard Apiaries	(517) 467-2051
Hygrade Food Products	464-2400
Kowalski Sausage Company	837-8200
Liberty Meat Co.	549-1658
LKL Packing, Inc.	833-1590
Oscar Mayer & Company	464-9400
Osten Meats	963-9660
Pelkie Meat Processing	(906) 353-7479
Ray Weeks & Sons Company	727-3535
Regal Packing	366-3155
Smith Meat Packing, Inc.	458-9530
Swift-Eckrich	458-9530
Winter Sausage Mfg. Inc.	777-9081
Wolverine Packing Company	568-1900

MEDIA:

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

NON-FOOD DISTRIBUTORS:

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

POTATO CHIPS/NUTS/SNACKS:

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

PROMOTION/ADVERTISING:

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

SERVICES:

Akram Namou C.P.A.	557-9030
American Mailers	842-4000
Bellanca, Beattie, DeLisle	964-4200
Boag Cold Storage Warehouse	964-3069
Central Alarm Signal, Inc.	864-8900
Closed Circuit Communications	478-3336
Detroit Edison Company	323-7786
F & M Coffee Service	851-8485
Goh's Inventory Service	353-5033
Group One Realty	851-4910
K. Rossman Communications	(517) 487-9320
Karoub & Associates	(517) 482-5000
Marketplace Services	557-4500
Menczer & Urchuck P.C., CPA	561-6020
Michigan Cash Register	545-8660
National Exposition Service	865-1000
O'Riley Realty	689-8844
Pappas Cutlery Grinding	965-3872
Red Carpet Keim	557-7700
Sarafa Realty	851-5704
Southfield Funeral Home	569-8080
Telecheck Michigan, Inc.	354-5000
Travelers Express Co.	(800) 328-5678
Vend-A-Matic	585-7700
Whitey's Concessions	278-5207
Edward A. Shultie, P.C.	569-4490

SPICES & EXTRACTS:

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

STORE SUPPLIES/EQUIPMENT:

All American Cash Reg.	561-4141
Belmont Paper & Bag Company	491-6550
Brehm Broaster Sales	(517) 427-5858
DCI Food Equipment	369-1666
Hobart Corporation	697-7060
Kasco Atlantic Service Co.	(800) 631-7650
MMI Distributing	582-4400
Market Mechanical Services	680-0580
Midwest Butcher & Deli Supply	332-5650
Refrigeration Engineering, Inc.	(616) 453-2441
Sales Control System	356-0700
Statewide Food Equipment Dist.	393-8144
Supermarket Development	521-5150
Ultra Life Supply Co.	751-1940
Winston Sales & Services	739-3210

WHOLESALE/FOOD DISTRIBUTORS:

Bremer Sugar	(616) 772-9100
Capistar, Inc.	(517) 699-3605
Central Foods	933-3617
Detroit Food Service	563-4282
Epcos Foods, Inc.	857-4040
Fimco	253-1530
Foodland Distributors	523-2177
Food Marketing Corporation	(219) 483-2146
General Provision	393-1900
Great Lakes Home Food Service	(517) 835-6785
I & K Distributing	491-5930
Jerusalem Falafel Mfg.	595-8505
Jindo Specialty Foods, Inc.	852-1910
Kap's Wholesale Food Services	961-6561
Kehe Food Distributors	(800) 888-4681
Kramer Food Company	585-8141
Lauren Sales, Inc.	945-1111
Lipari Foods	469-0131
Lauren Kachigian Distributing	843-2898
M & B Distributing Company	767-5460
Maxwell Foods, Inc.	923-9000
McInerney-Miller Bros.	833-8660
Metro Packing Company	259-8872
Miesel/Sysco Food Service	397-7990
Mucky Duck Mustard Co.	683-5750
National Wholesale Foods	841-7730
Norwick Distributing	522-1000
Northern Michigan Food Service	478-6200
Northwest Food Co. of Michigan	368-2500
Paul Fata & Sons, Inc.	321-5991
Quick Foods Company	546-4884
Rainbow Ethnic & Specialty Foods	646-0611
Rich Plan of Michigan	293-0900
Row-Bur Distributors	852-2616
Scol Lad Foods, Inc.	(419) 228-3141
Sherwood Food Distributors	366-3100
Simco Inc.	253-1530
Spartan Stores, Inc.	(616) 455-1400
Super Food Services	(517) 777-1891
Superior Fast Foods, Inc.	296-7118
Tony's Pizza Service	(800) 247-1533
Trepco Ltd.	546-3661
Warehouse Club	532-3399
Wholesale House, Inc.	846-6209
Ypsilanti Food Co-op	483-1520

ASSOCIATES:

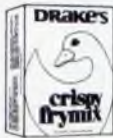
American Synergistics	427-4444
Black Jack Folding Steel Guard	893-7677
Bomark Corporation	342-1679
Bureau of State Lottery	(517) 887-6820
Danor Corporation	557-3476
Dino's Emmet One Corporation	341-4522
Herman Rubin Sales Co.	354-6433
Jam Sound Specialists	545-9912
Livernois-Davison Florist	352-0081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

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