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 repurposing.

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

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, "as 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 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."
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EXECUTIVE DIRECTOR'S REPORT

AFD remains on top of state legislative affairs
by Joseph D. Sarafa

Every legislative session, the Michigan House and Senate introduce hundreds of bills. Many of these bills have a direct impact on your businesses and on your profits. 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 4101-2/7/91 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 money 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.

Statement of Ownership

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AFD member benefits

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

- health and medical benefits through Blue Cross/Blue Shield, at our group rates.
- liquor liability insurance through a licensed and admitted insurance carrier offering special rates.
- worker’s comp insurance with dividends and a loss prevention program.
- coupon redemption program that saves both time and money.
- political action that supports your interests.
- Visa/MasterCard charge service.
- legislative representation in Lansing—full-time—to protect your industry.
- checking services—TeleCheck and verification directories to reduce bad debt accounts.
- legal consultation.
- industry exposition for product display, promotion and discount buying.
- Magic Touch Debit Program to eliminate the handling of checks.
- monthly publication.
- education seminars and a number of special events.
- Mechanical Breakdown insurance.
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Take advantage of the services available to you! Call AFD for more information at (313) 557-9600 or 1-800-66-66-AFD.
Thrifty Scot is on-line with savings

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 savviness.

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.

“After all, 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 pay 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 merchandising 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.

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.

To contribute, please fill out the form below.

Alex Bell Memorial Scholarship Fund

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 Hannaday 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.

In 1990 Wholesale Bakery of the Year for, through its acquisitions in the ‘80s, being one of the country’s most formidable baking corporations.

Although Metz is a multi-million dollar company moving into the ‘90s, Detroit’s old, brick building from the ‘20s will continue to be Taystee’s home. And Engle and Taystee wouldn’t have it any other way.
You'll be glad to know Foodland Distributors has as strong a commitment to service as ever.

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We recognized a need and built one of the largest frozen food warehouses in Michigan. We are constantly upgrading our delivery systems and fleet to make sure our customers receive accurate, on time shipments. And new programs are being introduced throughout the year to help independents stay on top of growing trends.

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.

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The Benchmark for Service.

![Image of a Foodland Distributors truck driver]

Foodland Distributors

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 alcoholic 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.

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 return 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.

For a Michigan Produce Marketing Kit Contact Associated Food Dealers at 313-557-9600.
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ULTRA LITE SUPPLY CO.

COCA COLA BOTTLES

Sam Awosh

GENERAL LIQUOR

"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 thought 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 Associates

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

- Reginald Syfars, Vinters Snacks

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

- Mark Benedict, Melody Farms

"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

PAC RAFFLE PRIZES

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- "Pop-a-Shot" basketball game
- Paul Inman Associates
- 12-Speed Huffy Bike
- Pfister Company
- Nintendo Entertainment System
- Pfister Company
- Four Piston Play-off Tickets
- R.M. Gilligan, Inc.
- Four Tiger Tickets
- Kars Nut Products
- Four Tiger Tickets
- Sun-Tie Biscuits
- SpaceMaker Intercom System
- Scot Lad Foods

Many profitable business deals were made throughout the day.

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

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

The AFD trade show was a sampler's heaven.
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 phone 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.

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."
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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FOOD & BEVERAGE REPORT, MAY 1991
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 many more items.

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

Michigan has been active in its advancement 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.

Made of Maine recycling programs can recycle at one-half or less of this per ton cost, according to the report. The researchers made 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 served 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.

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.
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 second 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 Geyser 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 headquarters.

Since the programs were introduced last fall, over 29 semitrailer 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.

Sugarcane cultivator receives safety award

It was a very good year for Michigan Sugar Company’s sugarcane 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 1 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.”

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

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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?

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.

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 specialty 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 Filmo’s sparkling Foodservice Cling Film™

Crystal clear Filmo’s 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.

COMING EVENTS

May 5-8: PMI’s Supermarket Industry Convention & Educational Exhibition Chicago, Ill. For information call 202-452-8444.


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


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:

—Stroh’s and Stroh Light 15-Packs
—Maxwell House Instant Coffee
—Genie Kitchen Center
—Ragù Pasta Sauce
—Domino’s Spaghetti Sauce
—Non-Alcoholic Old Milwaukee
—Schlitz Malt Liquor
—Old Milwaukee Light
—Stroh’s Cholesterol-Free Frozen Dessert
—Mr. Dan’s Gourmet Pound Cake
—Mr. Dan’s Gourmet Pound Cake

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 alcoholic 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.
The Vinegar Institute 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.


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

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

Leibowitz has 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 Conring, Inc.

International Jelly & Preserve Association announces officers

The following officers were elected to the Board of Directors of the International Jelly & 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 manufacture jams, jellies, 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:

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 and a concentration in management information systems. Schmidt resides in Auburn, and was most recently with Mutual Savings Bank, Bay City.

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.

Lewis D. Zemanek is the company’s new factory manager for the Sebewaing operation. He was most recently plant manager for Greco, 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 Sebewaing.

Bob M. Robertson joined the company as chief engineer of the Crossewll 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 Crossewell.

Charles Noah has been promoted to assistant factory manager at the carrot 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 to 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

Lewis Doyle has been appointed 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 (Canada), Ltd., that it does not already own.

Campbell Soup Company owns approximately 71 percent of the 14,800,000 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 PLA 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 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 Abransom, 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.
Bakeries:
- Ayr Ford's Bakery
- Westminster's Bakery
- J C. Bierl's Bakery
- Lindal's Bakery

Meat Products/Packers:
- Bob Evans Farms
- Dole Deli Foods
- Fost & Sachse Foods
- IA Packing

Catering Nails:
- Gourmet House Inc
- Karen's Cate at Northville
- Penna's Catering
- Phil's Catering
- Southwest Catering
- Thomas Catering

Dairy Products:
- American Dairy Inc
- Border Dairy Inc
- Dairy Products of Michigan
- Illinois Dairy Co
- Palisades Dairy

Egg & Poultry:
- Capital Poultry
- Cavanaugh Lakeview Farms

Fish & Seafood:
- Gazebo Lake Fish & Seafood

Insect Control:
- Eradicco Insect Control

Insurance:
- Alphameric Insurance Agency
- American One
- American Mutual Group
- Blue Cross/Blue Shield

Manufacturers:
- Carnation Company
- Crown Foods
- Danish Dairy Foods
- Eloy Foods
- Farmers Mutual H & L Insurance

Meat Producers/Packers:
- Bob Evans Farms
- Dole Deli Foods
- Fost & Sachse Foods
- IA Packing

Candy & Tobacco:
- Gourmet Chocolate Co
- Honey's Confectionary
- Lofass Candy Co
- Mack & Nance
- Uniscan Sales Company

Beverages:
- Ashopure Water Co
- Banner Busch Inc

Brokers/Representatives:
- Art's Ice Cream
- B & I Distributors
- J. Lewis Cooper Co

Potato Chips/Nuts/Snacks:
- Cap'n's Potato Chips
- Frito-Lay, Inc

Promotion/Advertising:
- Advise System
- Gateway Outdoor Advertising

Spectaculars/Exhibits:
- American Barbeque Company
- Blue Cross/Blue Shield

Wholesalers/Food Distributors:
- Breyer Brewer
- Capistran, Inc
- Central Foods

Specialty Foods:
- Cap'n's Potato Chips
- Frito-Lay, Inc

Associates:
- American Synergistics
- Black Jack Folding Shelf Guard

The area code is 313 for all listings unless otherwise indicated.

If you are not listed or need to change your listing, contact Sarah Humphreys at (313) 777-1981.
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