Michigan food industry feels squeeze of imported foods

Food passed across Michigan tables these days may have also passed across the U.S. border. And that could be a problem, say some local food manufacturers concerned that imported food is claiming too much of the American market. Labor is cheap, and China does not impose sanitation standards as high as those imposed by the U.S. The U.S. policy to let other countries bring such a large quantity of their goods here, including China's recently acquired status as a most favored trade nation, he says, is a mistake that has struck a lethal blow to locals.

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

Make your days brighter

By Joseph D. Sarafa
AFD Executive Director

Nearly every morning when I come into the office I look to the wall behind my desk. Hanging there are a few simple words that I like to read before starting my work day. Some how they always seem to add my bad days better and my good days brighter. I hope it does the same for you.

It’s called “THIS YEAR... BE ALIVE.” Think freely... Practice Patience... Smile Often... Savor Special Moments... Live God’s Message... Make New Friends... Rediscover Old Ones... Tell Those You Love That You Do... Feel Deeply... Forget Troubles... Forgive An Enemy... Hope... Grow... Be Crazy... Count Your Blessings... Observe Miracles... Make Them Happen... Discard Worry... Give... Give In... Trust Enough To Take... Pick Some Daises... Share Them... Keep A Promise... Look For Rainbows... Gaze At Stars... See Beauty Everywhere... Work Hard... Be Wise... Try To Understand... Take Time For People... Make Time For Yourself... Laugh Heartily... Spread Joy... Take A Chance... Reach Out And Let Someone In... Try Something New... Slow Down... Be Sometimes Soft Celebrate... Life Believe In Yourself... Trust In Others... See A Surprise... Listen To Rain... Reminisce... Cry When You Need To... Trust Life... Have Faith... Enjoy Wisdom... Comfort A Friend... Have Good Ideas... Learn... Make Some Mistakes... Learn From Them... Explore The Unknown... Hug A Kid.

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The Grocery Zone by David Coverly

I'M SORRY, SIR, BUT THE WATER SPOARY IS FOR VEGETABLES ONLY!!

FOOD & BEVERAGE REPORT SEPTEMBER 1991 – 3
What’s in a name?

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

"I love beef and other meats, but want to keep my fat and cholesterol dietary level low" is a common expression of the consuming public in recent years. The marketplace has reacted with lower-fat sausages and ground meats as well as extra-trimmed cuts of meats. The switch to the production of cattle, hogs, and other animals designed to have less layered fat has been significant. In fact, the demand for the leaner dairy-type cattle has sky-rocketed in the last 10 years, principally for ground meats.

Michigan regulates ground meats through the state’s Comminuted Meat Law of 1952, as amended. This law is intended to protect consumers from adulterated meat products. Until recently, most of the attempts to reduce fat in ground meats products has been solely by the use of leaner cuts of meat, resulting in ground beef with as low as 10 percent or less fat. The Michigan Department of Agriculture has drafted a proposed series of amendments to the Comminuted Meat Law to more clearly define low fat ground meats.

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

If a comminuted meat product falls within the state standards, the product must then be identified with a name established within that standard. For example, a mixture of comminuted pork and beef, plus soy flour must be identified as "meat loaf." However, an entirely new product such as one utilizing PNG does not fall into any existing standard, thus an accurate and appropriate name would need to be used. The choice of a proper name for new products is in itself not difficult, if it were not complicated by marketing strategies.

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

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

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

ASK AFD

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

—J.M., Hazel Park

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

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

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Senator keeps his feet firmly planted

While '70s megaband Three Dog Night may have despaired that "one is the loneliest number," Michigan Senate Majority Leader Dick Posthumus definitely disagrees. And for good reason. Weaned on a diet of family and farmwork, this dairyman's son from a small town near Grand Rapids has seen firsthand how an individual—once he sets his mind on a goal—can quickly rise to the top.

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

"When you're only one of twenty kids in an entire school, you learn very rapidly that the individual makes a difference—for the good or for the bad," the Senator explained. "Whatever one person does certainly stands out. It really emphasizes that what you do is important."

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

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

Dick Posthumus knew right then and there that his future was in politics. Of course, as Bob Dylan would say, "the times, they were a chang-

See POSTHUMUS, page 22
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Piracy plagues video rentals as sideline business

This could happen to you! The article which follows was written by members of the motion picture industry. It discusses a real case involving a member of AFD. In addition to the civil penalties outlined in the article, you should be advised that there are federal criminal statutes which may have been violated. We advise you to immediately check your inventory and destroy any tapes which may be of suspicious origin. If you have purchased these tapes from someone you consider to be a reputable wholesaler, report that wholesaler immediately to the authorities. Possession and use of these unauthorized copies, may cost your store hundreds of thousands of dollars and perhaps your own freedom.

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

Last February 13 a food market in a Detroit suburb in Michigan opened its doors on another business day. Groceries and convenience items were well stocked and a sideline business—video rentals—was ready for the day's customers. What was odd was the arrival of the U.S. Marshals later that day armed with a civil writ of seizure.

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

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

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

The market faced three possible fates. The majority of piracy cases are brought as civil lawsuits, filed in federal court. In 1990, 241 such cases were filed. The U.S. Marshals typically are the enforcement agency which handles the investigation and seizure of pirated tapes in these situations. Damages are demanded by the copyright owners, who seek up to $100,000.00 per infringement under the statutory provisions of the federal copyright law. Copyright infringement is a felony and federal law provides a maximum sentence of up to five years in jail and/or a $250,000.00 fine. In criminal cases, the FBI is often called in to make the seizure. Eighty-nine cases were handled in this manner last year (1990) according to the MPAA.

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

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

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

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

—FMI

OSHA Penalties

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

—FMI

UPDATE from page 1

Regulations on Labeling

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

IMPORTS from page 1

with management and workers about the problem.

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

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

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

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

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

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

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

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

By Michigan Lottery Commissioner Jerry Crandall

As Michigan’s schoolchildren return to the classroom this month, it is a good time to again remind ourselves of the Lottery’s role and strong commitment to education. That commitment is to help ensure Michigan’s students have access to the finest schools in the country. As you know, education is the highest priority of Gov. Engler’s efforts to build a Michigan that will protect the Great Lakes, provide great job opportunities for the working men and women of Michigan, and establish great schools for the education of our children.

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

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

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

I believe you have already noticed a stronger commitment to retailer services. Our retailer services division at Lottery headquarters in Lansing is fully operational and able to handle ticket orders and retailer problems. In addition, the Lottery has developed a “1-120” plan in which our sales managers throughout the state are calling on retailers who do about 90 percent of our lottery business, every two weeks. And our chain store representatives are increasing their efforts with chain operations who handle Lottery products.

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

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

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

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

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

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

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

Munaco's grocery empire of three stores is now down to one, the Mack-Bewick Supermarket. Though Munaco still takes an active interest in its operations, it is mostly run by one of his five sons. These days, Munaco also dabbles in land development when he's not traveling and cruising with his wife Fran.

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

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

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1991 a record-breaking year for the golf outing

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

AFD 1991 GOLF COMMITTEE:
Your hard work and dedication made this a spectacular event!

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• Spartan Stores, Inc.
• Statewide Food Equip./Biro Manufacturing

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

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

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

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

Scot Lad's scholarship was presented to Jan Etra by Dennis Siedlaczek.
The first Alex Bell Memorial Scholarship was awarded to James Campbell, Jr., and a plaque was presented to the Bell family listing the generous contributors who made it possible. 1991 marks the first year of the awarding of the Alex Bell Memorial Scholarship. Associated Food Dealers of Michigan thanks the following for their generous support in honor of a man who was AFD's past chairman, a leader in the industry and a friend to many.

General Wine & Liquor
J. Lewis Cooper Co.
Seymour Greenspoon
Sidney M. Miller
James A. Miller
Wolverine Packing
Hollywood Super Markets
Melody Farms Dairy
Detroit City Dairy
Paul Felice
Your Friends at Kramer Foods
Ed Acho
Holiday Market
Gene Matt
Midwest Butcher & Deli Supply
Amir Al-Naama
Vincents (Jim) Lipari
Tony Munaco
Pita Marketing
Bill Viviano
Salem Y. Sarala

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

HOORAY FOR VOLUNTEERS
• Frank Tumbarello, Past Board Member, Frank's Party Store
• Kelly Petroskey
• News Prnting, Inc.
• Cynthia Thomas
• WQRS Radio
A special thanks to the hard working AFD staff:
— Judy Mansur — Kim Kewson
— Jim Larges — Harley Davis
— Vicky Zuschnitt — Ray Amyot
— Sue Knapp — Phil Haddock
— Sarah Humphreys

PLAQUES WERE PRESENTED TO:
• Larry Joseph, former owner of Market Square in Birmingham and longtime board member and past chairman of AFD, for outstanding commitment to the food industry
• Kevin Larsen, I&K Distributing, for three years of dedicated service as the AFD Scholarship/Golf committee chairman
• Keith Hakim, Central Alarm Signal, chairman of the Trade Show committee, for his leadership in making the 1991 trade show the most successful in AFD's history

Joe Sarala, Larry Yono and Amir Al-Naama presented Larry Joseph with a plaque to recognize his service to AFD.

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

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

FOOD & BEVERAGE COMPANY DONORS:
Thank you for your generosity in making this event delicious!
• I&K Distributing
• Kowaliski Sausage
• Stark & Company
• Koepplinger's Bakery
• Jay's / Can's
• Frito-Lay
• Archway Cookies
• FFC
• Melody Farms
• Kar Nut Products
• Coors Brewing Co
• Budweiser, Hubert Dist.
• Pepsi-Cola Co
• Coca-Cola Co
• Seven-Up of Detroit
• Faygo Beverages
A new survey by the Center for Produce Quality shows consumer confidence in produce is restored and highlights areas on which the fresh industry must focus, according to PMA president Robert L. Carey, CAE.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

When asked specifically about pesticide use on produce, only 18% said they want the use of pesticides eliminated completely. However, almost three-fourths of those polled say they want growers to further limit pesticide use.

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

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

VIDEOS

from page 8

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

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

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

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

Don't risk your business integrity, possible adverse publicity that may scare off customers, and the severe criminal and civil penalties which you expose yourself to by dealing in pirated videocassettes. Ask the more than 500 individuals who have been convicted of video piracy who they think the risk was worth it.
To play, match game pieces found in specially marked packages of Pepsi-Cola products and DORITOS® brand Tortilla Chips. You could win from $5 to $1,000,000! You may also win discount coupons instantly. See displays at participating stores for rules, odds and winning details.

You could win up to $1,000,000!

NO PURCHASE NECESSARY. For two free game pieces, mail a self-addressed, stamped envelope before December 31, 1991, to: "Monster Match" Game Piece, P.O. Box 1444, Baltimore, MD 21216. Limit one request per envelope per day. VT and WA residents may omit return postage.

PEPSI, PEPSI-COLA and MONSTER MATCH FOR MONSTER MONEY are trademarks of PepsiCo, Inc. DORITOS is a registered trademark used by Frito-Lay, Inc. © 1991 Universal City Studios, Inc. TM & © 1991 Universal City Studios, Inc.
Monitor Sugar adds to staff

Monitor Sugar Company has announced the appointment of Judy A. Bagley as director of communications. Bagley's responsibilities will include the company's public relations, as well as assisting with the sales and marketing efforts.

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

AFD members win big with Daily Fun

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

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

James R. Kirk named Campbell senior VP of technology

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

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

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

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

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

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

AMD Industries promotes Tim Norton to executive vice president

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

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

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

President Bush recently announced at a White House meeting that Procter & Gamble Chairman of the Board and Chief Executive, Edwin L. Aranz has been chosen to serve on the President's Commission on Environmental Quality.

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

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

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

Pierre Frozen Foods appoints new vice president

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

Naylor, 39, began his career with Pierre Foods in 1978 as executive vice president-sales and service in institutional plants, sandwich assemblers for convenience store and vending outlets, national fast food chains, warehouse clubs, and employee food service in institutional plants, hospitals and offices.

H.J. Heinz acquires JL Foods

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

Headquartered in Eugene, Ore., JL Foods is one of North America's major suppliers to the food industry with annual sales of nearly $300 million.

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

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

Monitor Sugar is a 100% sugar sublimation company in Eugene, Oregon.
Tomlinson Industries appoints Jim Reed as sales manager

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

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

Second Annual Daane's Zoo Days draws record crowd

A record 31,705 people enjoyed the sights and sounds of the John Ball Zoo July 10, 11 and 12 courtesy of Daane's Food Markets who offered free admission during the second Annual Daane's Zoo Days.

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

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

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

P&G acquires Moroccan brands

The Procter & Gamble Company has reached agreement with ONA's subsidiaries. Morocco to purchase the bleach and cleaning brands currently marketed by ONA's subsidiaries. The principal brands involved are La Croix bleach and SanICroix household cleaner. Both are market leaders in their product categories. ONA is the largest private holding company in Morocco with major interests in food, fishing, banking, cars, mining, and textiles.

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AFD 1992 Trade Dinner

"Sweetheart Ball"

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

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

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

Cashier’s math test is now available

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

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

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

Precis' Math Skills Review test measures a job applicant's ability to perform basic math functions such as making change, taking inventory, and completing daily reports. Although the test is essentially a math skills test, word problems on the test help prepare the applicant for the actual job environment.

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

The test means federal Equal Employment Opportunity Commission (EEOC) guidelines against bias, and conforms to the standards of the American Psychological Association.

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

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

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

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

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

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

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

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

In addition, Mr. Phipps is low in fat (1 gram of fat per half-ounce serving) and has no cholesterol. Nabisco will distribute more than 100 million coupons during the introductory period.

The Nabisco Biscuit Company, an operating company of Nabisco Brands, Inc., is the country’s leading creator of the pretzel, Nabisco was the first pretzel chip.

London’s Farm Dairy introduces new nonfat cottage cheese

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

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

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

Randell’s hot food tables are shipped fully assembled

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

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

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

The poster that offers you all six government postings!

Protect yourself from litigation and stop bulletin board clutter with the ORIGINAL LABOR LAW POSTER. Contains ALL REQUIRED government postings, including:

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

POSTER PRICES: $5.00 each—Members; $8.00 each—Non-Members

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

Please send me ______________________posters at ______________________each.

Name__________________________

Company______________________

Street Address__________________

City, State, Zip_________________

Telephone______________________

Return form and check to: Associated Food Dealers, 18470 W. Ten Mile Road, Southfield, Michigan 48075. Phone (313) 557-9600.
New tray from Pressware in Ebony Premier Design

Now foodservice and supermarket operators who want an upscale look for their take-out foods can look to new Ebony Premier dual-ovenable trays from Pressware International.

This new 5” x6-1/2” x 1-3/8” tray joins the four other trays in the Ebony Premier line to offer upscale styling along with the market’s most modern benefits. This tray is ideal for small entrees as well as side dishes. Dome lids are available to seal the package tight.

Made from paperboard, a renewable source, Ebony Premier trays are based on technology developed for the world’s top frozen food manufacturers. They offer a variety of features that make them superior to foam, aluminum and plastic packages.

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

Soft-stretch mushroom film from Filmco

Filmco has designed a soft-stretch film specifically for overwrapping and size container of fresh mushrooms. Mushroom Film stretches easily and quickly, performing flawlessly on all kinds of high-speed equipment. And the film’s strong heat-seal properties maintain an intact package throughout the entire distribution cycle.

Mushroom wrapped with Filmco Mushroom Film stay fresh and appealing much longer because Mushroom Film’s high gloss and perfect clarity last from the terminal to the consumer’s refrigerator.

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

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

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

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

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

Kettles come complete with a 1.5 inch sanitary tangent product drawoff and an energy saving cover is standard. Larger drawoffs (2 or 3 inch), fill faucets and baskets inserts are also available as labor saving options.
time after graduation, he married his childhood sweetheart, Pamela, and with the profits he earned from a small house he sold in Lansing, moved his wife and his dreams back into Alto and a farm two miles from the old homestead.

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

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

Within three years, the urge to get back into the heat of battle burned within Dick Posthumus. In 1982 he left his job with the Republicans to manage the gubernatorial campaign of his friend and fellow farmer, Jack Welbom. Six months into the race, as Welbom's candidacy floundered in a crowded field, the Senate seat in Posthumus' district opened up. Though Posthumus admits it was a difficult decision, he felt Lansing needed someone who believed in the individual. "In this country, we spend too much time looking for ways that government can help make things better," the Senator said from his downtown Lansing office. "Clearly Eastern Europe shows that doesn't help the situation."

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

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

But that doesn't mean that Posthumus has left the farm for the bright lights and allure of state government. Quite the contrary. Amazingly enough, the personable and soft-spoken politician continues to farm—with the help of his father, wife and four children—550 acres of corn, soybeans and wheat. An outspoken advocate of the need for parents to take the initiative and involve themselves with their children, Posthumus practices what he preaches. Each day, regardless of when he leaves the office or a political function, he drives home to be with his family.

Real-life experience garnered from the seat of a tractor has taught Posthumus a lesson or two, and he's used that knowledge for the benefit of the small businessman. Posthumus cites the example of the county cooperative's influence on the family farm as a benchmark for state government's influence on business. "Government's role should be to provide information to business, just like the co-op helps the farmer," he explained. "In Grand Rapids, we have the Research Technology Institute, which takes research from various universities in the state and makes it available to businesses. Those that are the sharpest and most astute can then take the information and use it to better their chances at success."

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

Dick Posthumus is living proof.
OUR 2nd ANNUAL PROGRAM HAS SUCCESSFULLY RAISED $50,000.00 FOR MUSCULAR DYSTROPHY THROUGH THE COMBINED EFFORTS OF ALL PARTICIPATING RETAILERS & MANUFACTURERS.