Dancing the night away!

Guests at the AFD’s 80th Anniversary Ball were treated to fabulous food, a chance to socialize with others in the food industry and the rockin’ sounds of the Flusters. A great time was had by all. The Ball took place on January 19 at Penna’s in Sterling Heights. Look for more photos in the March issue.

Michigan’s liquor distribution system becomes private

In January, Senator Phil Arbourhultz, Michigan Liquor Control Commission (MLCC) Chairman, presented a sweeping plan to privatize the liquor distribution system, which Governor Engler selected from several options. The plan, if adopted on February 7, is scheduled to take effect May 1 but could be delayed.

“Chairman Arbourhultz has spent a lot of time and energy on this project and I commend him for his work,” said Governor Engler. He also noted that they have reached agreement on the core components of the privatization plan and will now work on approving the details.

Under the new plan, the state will get out of the liquor distribution business. The new plan also allows SDDs to sell to bars and restaurants and requires TIPS or TAM training for all new licensees.

Joe Sarafa, executive director of the Associated Food Dealers of Michigan, said that AFD endorses the plan. “It is well thought out and generally in the best interest of all parties concerned. We are prepared to work with the MLCC toward its implementation,” said Sarafa.

Currently, all liquor products available for sale in Michigan are shipped from the manufacturer to one of two state-owned warehouses in Lansing and Lincoln Park. Using State employees, liquor is then shipped from the warehouses to 63 state-operated regional stores. Each of Michigan’s 4,128 SDD retailers and 8,971 state-approved operators (hotels, restaurants and bars) is responsible for obtaining their liquor from a regional store. The distributor establishes the price for each product sold in Michigan. The State then marks up the product 65 percent, of which 17 percent becomes the fixed profit for all state retail licensees.

Under the new plan the MLCC will close its two State-owned warehouses, terminate its hauling contract and close the regional stores. It will then be up to Michigan’s licensed distributors to design and implement a warehouse and distribution alternative.

Because the Michigan Liquor Control Act requires the State to purchase and control the wholesale and distribution of liquor products, a purchasing system will be established that requires the wholesaler/distributor to transmit the distributor’s order to the State. The State, in turn, will purchase the beverage from the manufacturer and pay for the product, after collecting sales proceeds from the wholesaler/distributor.

Additionally, the new plan requires manufacturer designees for warehousing and distribution to receive designation as an authorized agent of the Michigan Liquor Control Commission.

In a report, titled The privatization of liquor distribution in Michigan, the MLCC says “It is envisioned that the distillers will select a product distribution network not unlike the systems they have created in other non-food categories, such as beer. The system will allow for quick and accurate changes in the number of deliveries dramatical­ly as needed. This action reduces the number of deliveries dramatically and further guarantees that the distillers can finance a replacement system,” said Sarafa.

TIP or TAM Training All new licensees must complete employee liquor management training through an approved TIP or TAM educational program. Violators of the Michigan Liquor Control Act will also be required to take the course.

Product promotional approval

Although the MLCC will abolish its current procedures for determining which products will be sold through its warehouses, the State will establish a new program that requires approval by the MLCC which will maintain tight control of products of­fered for sale within Michigan.

Price controls

Keeping in mind that small retailers would be the big losers if price controls were terminated, the new plan will continue to maintain uniform retail prices throughout the State.

AFD’s Blue Cross premium lowered

In addition to these programs, you can add benefits such as dental, vision or prescription drug coverage. AFD can service groups of all sizes. The billing and administration is even handled by AFD. We have a dedicated phone number for billing and administrative questions, plus on-line computer process­ing which allows for quick and accurate changes in employee and dependent BCBSM records.

Blue Cross Blue Shield recently received approval to eliminate separate rating for food industry groups, effective April 1, 1996. What does this mean to you? Your health care premium rates will be more competitive than ever! Current AFD Blue Cross Blue Shield of Michigan subscribers will experience an approximate rate reduction of 30 percent on their renewal date, and new subscribers can receive great rates too.

With several plans to choose from, you get the maximum coverage for your individual group needs. Choose from Blue Cross Blue Shield of Michigan Traditional, PPO and HMO programs.

AFD's Blue Cross premium lowered
NOTHING ELSE IS A PEPSI ™️
Wholesalers must treat retail industry fairly

by Joseph D. Sarafa
AFD Executive Director

I want to talk today about fairness. We learn about it at a very young age. It is disturbing to us all when we feel cheated. We all remember instances throughout our lives where we were treated unfairly - an older sibling always got to go first, the coach showed favoritism, a classmate cheated on tests.

These early transgressions hurt our feelings but they also helped us learn right from wrong. They taught us how to be fair throughout our lives, both socially and in business. Today when we are cheated in our business dealings it hurts not only our feelings but our livelihood.

Some soft drink distributors, I believe, are guilty of treating their customers unfairly. These wholesalers charge convenience stores more than they charge supermarkets for the same product. I have no problem with quantity discounts or advertising allowances. I certainly understand that customers with large orders can demand lower prices. My complaint is that these wholesalers charge all convenience stores, regardless of their order size, a higher price than they charge grocery stores and supermarkets. By doing this they are attempting to dictate retail prices.

This practice may not be illegal but in my opinion it is certainly bad business and unfair to the retailers who must survive in a very competitive market. Ultimately it is also unfair to the consumer, who therefore cannot get a reasonably priced product at their local convenience store.

Certainly not all beverage companies support this practice. I appreciate those who treat retailers fairly, giving all the opportunity to sell products at reasonable prices. While I am speaking of fairness, I also want to admonish the tobacco industry for their failure to offer equal programs to all retailers. Some tobacco companies are offering the "tobacco only" stores special deals that other retailers are not getting. I believe that equal treatment is paramount to good business practices. When the rules are bent, principles are bound to surface and in these cases the ultimate losers are the manufacturers who create animosity, resentment and mistrust.

Thanks to Nabby, welcome to Mark

On a lighter note, I want to give my sincere thanks to Nabby Yono for the tremendous amount of time and talent he has donated to AFD as its chairman over the past two years. Nabby, you are a model leader and an asset to this organization. It has been a pleasure to work with you and I look forward to your continued input and support.

I also want to congratulate Mark Karmo on his election as AFD's new chairman of the board. Mark is already a very familiar face in the AFD offices, chairing the Turkey Drive and generously providing his time and talents on many other AFD activities and programs. I speak for the entire AFD staff when I say welcome!
New product and new identity mean sweeping changes at Miller

Miller Brewing Company recently unveiled a new company identity featuring an enhanced Miller Brewing trademark which will be reflected on all company communications. The new trademark will provide the beers with a family look.

"The consistent use of the new trademark will reinforce the single, high standard of quality for all Miller Brewing beers," said Jack MacDonough, chairman and CEO of Miller Brewing Company. The identity will be phased into all of the company’s communications, from business cards to signage to uniforms, and Miller-branded beer marketing support including advertising and promotions. The trademark has four very important elements that represent what Miller stands for as a brewer.

"The phrase 'Since 1855' communicates our long-standing heritage; a more prominent eagle signifies our tradition as a pre-eminent brewer and is used as a symbol of our American traditions; the rendering of barley and hops represents our standards for fine-quality ingredients and attention to detail; and the enlarged, familiar “Miller” logo serves as a symbol of pride in our name and makes it easier for our beer drinkers to identify their favorite beers," said MacDonough.

The new trademark is currently available on Miller Genuine Draft packaging. New packaging for Miller Lite will be on shelves and in bars beginning in early February; and the enhanced versions of High Life and Miller Genuine Draft Light will be available in April.

Miller Brewing Company officials also announced that the company will introduce a new beer called "Miller Beer" in early 1996.

"Today's beer drinkers are demonstrating a desire for fuller-flavored beers, and along with the fuller flavor, they want a beer which is easy-to-drink and not bitter or filling," said David Ryder, master brewer for Miller Brewing Company. "Our proprietary brewing expertise has allowed us to brew a very unique beer to fulfill these needs."

Neil Harrison, vice president of marketing for Miller Brewing, believes the time is right for new Miller Beer. "The premium beer category is the largest area profit and loss, management, strategic/tactical planning, market activities for Miller Brewing company and its wholesalers are experts in helping retail establishments sell beer. We understand that maximizing the retailer's beer sales and profits will help us achieve the same results—greater sales and profits. Our team of beer professionals provides the industry's most complete array of marketing services and data analysis to do just that."

The announcement for the new “Miller” beer will be supported with P.O.S. materials and full advertising support. Hughes resides in Brighton with his wife Kelli, a Jazzercize franchise owner and their two children, Kymberli and Scott.

The premium beer category represents more than one-third of the beer market and has been growing steadily in the last two years.

For AFD Members Only . . .

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The Associated Food Dealers of Michigan welcomes these new members who have joined in October through December, 1995.

AirPage, Oak Park
American Principal Group, Bloomfield Hills
Barcin Gourmet Gifts, Rochester
Bill’s Market, Ann Arbor
Brown-Forman Corp., Louisville KY

WIC News

Taking advantage of sales promotions

The Michigan Department of Public Health WIC policy allows WIC participants to take advantage of manufacturer’s sales promotions.

The policy states: “In keeping with Food and Nutrition Service program regulations that WIC vendors treat program participants the same as other customers with respect to both prices and services, WIC participants will be allowed to take advantage of sales promotions offered by food manufacturers. This will be true even when such promotions allow the participant to exceed the food quantity indicated on the food coupon.”

This applies to manufacturer’s and other sales promotions available to all consumers.

Examples of sales promotions:
1. Special Packaging: The sales promotion allows the purchase of a WIC eligible food with free extra ounces or quality at a price of the regular package or allows a “free” premium or non-WIC eligible food in the same package. This is allowable and the vendor should charge the regular price of the original size item.
2. Buy One, Get One Free: The sales promotion allows the purchase of two WIC eligible foods for the price of one, or allows a different WIC eligible or non-eligible product free with the purchase of a WIC eligible food. The vendor must not charge for the “free” item and provide the “free” item to the WIC participant.
3. Instant Rebates: The manufacturer allows a cash rebate with submission of “proof of purchase” product seals. The vendor must credit these instant rebates and record the reduced amount on the coupon.
4. Cents-Off Coupons: The manufacturer allows use of “cents-off” coupons for purchase of WIC eligible products. The vendor must credit these “cents-off” savings, recording the reduced price on the coupon. Failure to do this is the same as an overcharge, which is a serious violation.

Sales promotions should not be limited to these examples. However, sales promotions available only to WIC participants must be reviewed and approved by the Michigan Department of Public Health.

Remember: No money exchange between the vendor and the WIC participant is ever allowed during any transaction involving WIC coupons.

—WIC Vendor News

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1995— A legislative review

by Karoub Associates
Legislative Consultants for AFD

At a press conference following the December 14th conclusion of the 1995 session, the House Republican leadership listed the top accomplishments of the year. These included: 1. welfare reform; 2. revised mental health code; 3. single business tax apportionment changes; 4. environmental recodifications; 5. unemployment reform; and, 6. tort reform.

While the Democrats claimed that the magnitude and complexity of the issues deserved more discussion and debate than was allowed, the Republicans countered that the issues have been studied by special task forces and extensively debated in recent years.

Looking ahead to 1996, the Republicans have indicated their priorities include: 1. court restructuring; 2. juvenile justice reforms; 3. revenue sharing; 4. renaissance zones; 5. workers compensation; and, 6. prison privatization. Other issues that will undoubtedly surface are the gas tax, and more on schools of choice.

Waiting in the wings and doing all the right things (building statewide political base, etc.) in preparation to run for Governor, is Senate Majority Leader Senator Posthumus. The Governor's uncertain future is the only thing that has kept Posthumus from declaring his candidacy.

On the House side, political speculation centers on the Speaker, Paul Hillegonds. He has stated that he has the obligation to let his caucus know as early as possible whether or not he will run for one more term. Hillegonds completes his 9th two-year term at the end of 1996.

Welfare Reform: Michigan became the first state in the nation to enact innovative welfare reform when Governor Engler signed the welfare reform legislation Dec. 6th. The new law dovetails with the congressional legislation designed to reform the federal welfare system principally by shifting the responsibility to the states. The federal bill, yet to be approved by the President, is retroactive to last Oct. 1.

Under the new Michigan law, welfare recipients would be required to either find a job, go into a work preparation program, perform public service or face losing all their welfare benefits, including food stamps.

Revised Mental Health Code: Counties will be able to create new organizations that provide mental health services with less state intrusion under the recently passed major rewrite of the Mental Health Code. The centerpiece of the new code is the provision that allows community mental health boards to create their own "authorities" that would have the freedom to, among other things, acquire property and generate income through investments. One of the major areas of debate dealt with accountability and the governmental immunity granted to the new "authorities" under the revised code.

Single Business Tax: On the last day of the 1995 session, the House and Senate settled their differences over changing the way the state SBT is apportioned and sent the package to the Governor. As a result of the shift of the burden to more of a sales-based formula, the legislation provides a tax cut for companies based in Michigan, and a tax increase for companies based outside of Michigan, but with sales within the state's borders.

Because of the possibility that the Michigan site-based capital acquisition deduction (CAD) could be ruled unconstitutional, a fall back position was added. If a court overturns the Michigan-based CAD, the apportionment formulas will return to its current form for 1997 (50 percent sales, 25 percent payroll formula, 25 percent property) and move to a 70-15-15 formula in 1999, and thereafter.

The legislation sets a formula of 80-10-10 for 1997 and 1998, and moves to a 90-5-5 sales factor beginning in 1999. The fall back provision would also have the Michigan site-based CAD return to a nationwide apportioned CAD, allowing firms to take advantage of the way the CAD stands currently.

See Year in Review page 12.
Introducing New Wild Time III and Bonus Bingo® Instant Games!

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- 34% more winning tickets than Wild Time II – more winners means more cashing bonuses for you!
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- Bonus Bingo gives Bingo lovers four bonus numbers – that’s four extra chances to make a Bingo!
- Bonus Bingo’s jackpot is a whopping $20,000 – double the original Bingo jackpot.
New instant ticket distribution system is good business for retailers

by Bill Martin
Michigan Lottery Commissioner

Michigan Lottery retailers are already reaping the rewards of the Bureau's move from a credit-based to a consignment-based system of instant ticket distribution. While we expected a significant increase in ticket sales as a result of this change, I am happy to say that the Lottery has seen tremendous support from retailers and players alike. In fact, our standing orders for instant tickets have essentially doubled since the improved ticket distribution began.

The consignment-based instant ticket distribution system allows retailers to carry substantially more inventory because they no longer pay for tickets in advance; they now pay for books of tickets after they've been sold to players, allowing them to have an unlimited variety of instant tickets on hand. Also, the Lottery now provides next-business-day delivery, ensuring that retailers can display a full array of instant games every day.

With a larger inventory, retailers can offer a greater selection of instant games. This freedom of choice means retailers can respond to players' requests for specific games—and there's no limit to the number of games retailers can carry. Wider selection means increased instant ticket sales, and increased Lottery sales means increased store traffic and bigger profits for more than 9,000 retailers that sell Lottery tickets.

That's definitely a winning formula for Michigan Lottery retailers, schoolchildren, and players. This new distribution system, along with the recent change in the prize payout law (removal of the 45 percent cap), will allow the Lottery and its retailers to maximize sales. With the prize payout cap removed, we now have the flexibility to adjust our prize payouts to the marketplace and have even more winners.

These two very positive steps—consignment-based instant ticket distribution and the payout cap removal—will be instrumental in helping the Lottery to surpass last year's sales record of $1.38 billion.

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Stevens’ career spans the decades, looks to the future

by Michele MacWilliams

If you are in the grocery business in Metro Detroit, chances are you know Gus Stevens. In his 58 years in the food industry, Stevens has seen grocery chains come and go. He has been a part of Chatham, Kroger and Great Scott! He has worked in just about every position a store offers, from stock boy to manager.

Now, at 75, Stevens is still going strong. As vice president of marketing and advertising for Oak Ridge Markets, he shows no signs of slowing down.

Gus Stevens has worked for the five-store chain for the past 11 years, writing the ads, working with vendors and making sure everything runs smoothly. “I enjoy the grocery business because it’s a people business,” says Stevens from behind his desk in the modest office he shares with Ron Kohler, Oak Ridge co-owner and president. The office is in the back of the Fraser store, on Groesbeck at 13 Mile Road and serves as the headquarters for the company. Two other stores are in Royal Oak, one is in Madison Heights and the fifth, called Riverside, is in St. Clair.

“Every day is different here,” he says. “I like this business because the work is so varied and there is always something new.”

Gus Stevens came from a food industry background. Originally from Detroit, his family moved to California when he was a young child. His father was in the produce business. They came back to Detroit in Gus’ early teens.

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so that his father and uncle could go into the candy store business. Eventually Stevens' family owned seven candy stores and, being of Greek heritage, (Gus Stevens' given name is Constantine Stavropoulos) a couple of Greek restaurants too.

But Gus never worked in his father's businesses. Instead he took a job as a clerk with Kroger and through his 25-year career there, moved up the ladder to eventually become a store manager and then a supervisor.

His Kroger tenure was uninterrupted, save for a call from the Army which led to active duty from 1943 through 1946.

In 1962 he moved to Great Scott! where he began as a buyer and moved up to director of operations over 14 years. Then came a seven-year stint at Chatham, which lead to his current position at Oak Ridge.

Gus Stevens is married to Helen, who understands the long hours and is accustomed to the six-day work weeks that her husband adheres to. They have two daughters and four grandchildren.

None of which, so far, works in the food industry.

Over his career, Stevens says that there have been many, many changes. He has seen the advent of the frozen food section, in-store bakeries and delis. He has witnessed the selection increase 100-fold in some categories and he has seen totally new categories appear.

"The number of products you have on the shelves has grown dramatically," he adds. Stevens cites the cereal aisle as a good example. "When I began, customers chose either corn flakes or Wheaties. Now most stores dedicate an entire aisle to breakfast foods."

Another area where categories have expanded dramatically is the pet food section.

"Fifty years ago we had a couple of cat foods to choose from. Today, Nine Lives alone carries 20 different varieties," Stevens adds.

Store square footage has increased with the expanded product selections and competition for coveted shelf space continues to become more and more fierce.

However, perhaps the most dramatic change Stevens has seen isn't in new products or increased selections, but in the way that these products are purchased. "Everything is done with computers and scanners now," says Stevens. He maintains that many of his purchasing decisions are still done "by gut" but he gets a plethora of information from his computer-generated inventory sheets.

"Someday computers will do all the buying for us," predicts Stevens. "They will run inventory from the registers and automatically create the purchase orders." Until then, though, Stevens is happy to provide that service for Oak Ridge Markets.

"I love this job because it is a challenge.

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Product Liability: Product liability legislation passed the House and was sent to the Governor only after extended debate over a key section in the bill. The new language states that manufacturers must have "actual knowledge" of having manufactured a defective product before being exposed to higher damage awards than provided in the limits set in the bill for product liability cases.

Horse Racing: Legislation designed to help boost the horse racing industry has passed the Legislature and awaits the Governor's signature. Along with permitting simulcasting of races from other tracks, the bill replaces the current tax on racing with a new tax that would cover simulcasting. For 1996, the tracks will pay a tax of 2.5 percent of wagers made on simulcast wagers. Beginning in 1997, the tax would increase to 3.5 percent.

Tax Rebate: A $113 million one-time tax cut to meet requirements of the Headlee Amendment to the State Constitution has been enacted effective for 1995. Under the bill, taxpayers will be able to take a two percent tax credit on their 1995 Michigan taxes. The credit was the administration's solution to deal with revenues collected in excess of the Headlee revenue limit.

Concealed Weapons: The long wait for the House's verdict on concealed weapons legislation came to a conclusion on December 7th when the majority voted against discharging the committee from further consideration of the package. The primary sponsor of the legislation, who was unsuccessful after months of attempting to obtain approval by the Judiciary Committee, sought to bypass that step in the process by the discharge vote. The discussion on the discharge measure clearly reflected the extensive deliberations given to the legislation by the committee.

Financial Institution Legislation: Public Act 202 of 1995 effective November 29, gives Michigan an advantage over other states by "opting-in" early to the federal Riegle-Neal Interstate Banking Branching Efficiency Act, which allows interstate branch banking. The new state law allows any bank outside the state to branch into Michigan by purchasing or merging with a Michigan headquartered bank. A Michigan bank will be allowed to establish such branches in other states.

More Updates page 17.

Guest Comments

Underage smokers must be held responsible for their actions

by Peter Kuhnmuench
vice president of governmental affairs
Michigan Retailers Association

The sale of tobacco products contribute significantly to the bottom line of many retailers across our state. The Michigan Retailers Association recognizes, however, the important public health concern of preventing tobacco sales to minors.

We have worked closely with Senator Shugars in developing legislation to deal with this (Senate Bill 730). We have also engaged in spirited negotiations in order to strike a balance between an appropriate and effective regulatory structure with our desire to operate our businesses unencumbered by expensive and excessive government regulation.

Foremost in our concerns is the ability to operate on a statewide basis within consistent and rationale parameters. While this legislation extends farther than we would prefer with respect to the proposed fine levels and in dictating product

See Senate Bill 730 page 23.
When you've got the great taste of an ice cold Miller Lite,

LIFE IS GOOD

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FOR YOUR GOOD HEALTH, FROM

MILK MYTHS SHATTERED!

Rumors abound regarding which beverages provide the best refreshment for exercise. But when it comes to overall nutrition, milk is rising to the top. For building better, more durable bodies and maintaining good health, milk is an integral part of any diet. It’s time to welcome back milk and not stray from your three-a-day because of the following myths.

MYTH #1: “Commercial sports drinks are the best beverage choice for an active lifestyle.”

REALITY: Milk offers more nutrition per ounce than the leading sports drink. Economical and widely available, milk scores as nature’s own sports drink. In one glass, milk provides you with energy, potassium and high-quality protein for muscle development, plus it helps replenish fluids.

MYTH #2: “Milk causes muscle cramping.”

REALITY: Muscle cramping is generally associated with dehydration. Three glasses of milk a day can help contribute to your daily fluid intake to replace lost fluids. The calcium in milk also promotes normal muscle contractions.

MYTH #3: “Milk causes cotton mouth.”

REALITY: That dryness in your mouth that sometimes happens before a competitive event is usually caused by nervousness and anxiety, not milk.

MYTH #4: “Milk is a poor choice before exercising.”

REALITY: Milk as a part of your pre-exercise snack can offer a satisfying and sustained energy boost. For example, milk with cereal or crackers provides an easy-to-digest snack that won’t weigh you down before your workout.

MYTH #5: “I can get all the calcium I need through other foods.”

REALITY: Milk and milk products provide 75 percent of the calcium available in the food supply. Without milk on your menu, it’s unlikely that you’ll get enough of this bone-building mineral. An occasional bowl of cereal and a little milk in your coffee doesn’t cut it. Three glasses of milk every day are needed to round out your balanced diet.

For more surprising facts about milk, call 1-800-WHY-MILK (1-800-949-6455) 24 hours a day, seven days a week. With just one call, you can get more information on the topics highlighted in this advertisement and answers to any other questions you may have about milk.


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Metro East Side/Madison Heights Branch 810-585-1248
Metro West Side/Van Buren Branch 313-397-2700
Port Huron Area/Port Huron Branch 810-982-8501
**Calendar 1996**

**February 11 - 13**
FMI Marketechs '96: Merchandising & Operations Technology for Retailers and Wholesalers
New Orleans, Louisiana
(202) 452-8444

**February 25 - 28**
NGA Annual Convention
Orlando, Florida
(703) 437-5300

**March 9 - 11**
RBA Marketplace '96 Convention-Exhibition
Philadelphia, Pennsylvania
(301) 725-2149

**March 11 - 12**
FMI 1996 Public Affairs Assembly
The Willard Hotel, Washington, DC
(202) 452-8444

**March 25 - 26**
Western Michigan University
31st Annual Food Marketing Conference
Kalamazoo, Michigan
(616) 387-2132

**April 17 - 19**
Annual WIC Conference
Hyatt Regency, Dearborn
(317) 336-8937

**April 21 - 23**
FMI 9th Annual Supermarket Pharmacy Conference
San Diego, California
(202) 452-8444

**April 29 - 30**
AFD 12th Annual Trade Show
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Charitable access bill introduced

Rep. Peter Hoekstra (R-MI) has introduced legislation, (H.R. 2497) to make it clear that an employer is not required to allow union organizers on their private property even if charitable, civic and religious organizations are allowed to solicit on the employer’s property.

This legislation is necessary because the National Labor Relations Board (NLRB) has held that it is a discriminatory practice to allow these community organizations to solicit, but not union pickets or handbillers.

Rather than face unfair labor practice charges, many employers have reluctantly concluded that they have no choice but to ban all outside organizations from their property. As a result, groups such as the Salvation Army, the Girl Scouts and other volunteer organizations are suffering the consequences. This bill has been referred to the Economic and Educational Opportunities Committee.

OSHA requirements and NFPA’s life safety code

Here is a review of what retailers should be doing to comply with OSHA’s standards on means of egress, emergency action plans and fire protection.

A means of egress is defined as a continuous and unobstructed way of exit travel from any point in a building or structure and distinct parts: the way of exit access, the exit, and the way of exit discharge.

Exit access is that portion of a means of egress which leads to an entrance to an exit.

Exit is that portion of a means of egress which is separated from all other spaces of the building, or structure by construction or equipment to provide a protected way of travel to the exit discharge.

Exit discharge is that portion of a means of egress between the termination of an exit and a public way.

Listed below are several guidelines you should follow for maintaining aisles, passageways and exits.

Each workplace building must have at least two means of escape remote from each other to be used in a fire emergency.

Fire doors must not be blocked or locked to prevent emergency use when employees are within the buildings. Delayed opening of fire doors is permitted when an approved alarm system is integrated into the fire door design.

Where mechanical handling equipment is used, sufficient safe clearance should be allowed for aisles, at loading docks, through doorways and wherever turns or passage must be made.

Aisles and passageways used by mechanical equipment should be kept clear and in good repair with no obstruction across or in aisles that could create hazards.

Permanent aisles and passageways should be appropriately marked.

Hangings, draperies or decorations shall not be placed over exit doors.

Mirrors shall not be placed on exit doors or placed in or adjacent to any exit in such a manner as to confuse the direction of an exit.

Exits and the way of approach and travel from exits should be maintained so that they are unobstructed and accessible at all times.

All exits should discharge directly to the street or other open space that gives safe access to a public way.

Exit doors serving more than 50 people or at high hazard areas should swing in the direction of exit travel.

Exits should be marked by readily visible, suitable illuminated exit signs.

Any door, passage or stairway which is neither an exit nor a way of exit access, which could be mistaken for an exit, should be identified by a sign reading, “Not an Exit,” or similar designation.

The employee fire alarm system should be capable of being heard above ambient noise or light levels by all employees. The alarm must be distinctive and recognizable as a signal to evacuate the work area or to perform actions designated under the emergency action plan. Steam whistles, air horns, strobe lights or similar lighting devices, or tactile devices will meet OSHA’s requirements.

More Updates
page 18.
Comments on FDA rule to regulate tobacco

The new year started off with a bang as January 2 marked the last day that comments could be received on the Federal Food and Drug Administration’s (FDA) effort to regulate tobacco products. This rulemaking process, which began in August when the Agency issued the proposed regulations, has generated more than 570,000 letters.

Comments covered various topics including the economic impact on the industry, advertising restrictions, and First Amendment rights.

Summary of comments by the National Association of Convenience Stores on regulating tobacco follows:

The FDA proposal would eliminate all promotional allowances for tobacco.
- NACS argued that, if tobacco manufacturers reduced promotional displays by only 50 percent, pretax profits at the average convenience store would drop over 12 percent.
- The FDA proposal states that the average cost to retailers to remove tobacco products from the floor to comply with the ban on self-serve displays would cost an average of $15.35 per store.
- NACS countered that many NACS members would have to undertake costly remodeling efforts to accommodate all tobacco sales from behind the counter because many retailers have large floor displays. One NACS member estimated that the cost of remodeling an older store would run around $10,000.
- The FDA proposal would restrict point-of-sale advertisements to a black-on-white, text only format.
- NACS commented that this proposal would lead to the elimination of tobacco advertisements in convenience stores because such ads would go unnoticed among the other colorful advertisements and products in stores. The result being that customers will not be exposed to the Surgeon General’s warning and tar and nicotine disclosures at the point of purchase.
- The FDA proposal violates the First Amendment.
- NACS commented that the Supreme Court has stated that restrictions on commercial speech must directly advance a substantial government interest and must not be broader than necessary. The proposed regulations will not directly advance the substantial government interest in reducing the underage use of tobacco products because the important influences affecting a minor’s decision to use tobacco products are parents and peers which were not addressed in the FDA’s proposal.

In mid-October, NACS filed a complaint in the Federal District Court in Greensboro, North Carolina, charging that the FDA’s proposed regulation of tobacco products unconstitutionally interferes with convenience stores’ marketing of tobacco products to adults.

—NACS

Budget bills include food stamp provisions

The budget bills under consideration include provisions that may affect participation by retailers in the Food Stamp Program. Specifically, the bills would:
- encourage the states to implement an electronic benefits transfer (EBT) system;
- require, if practicable, a Department of Agriculture (Department) official to visit a retail food store prior to authorization;
- establish limitations on the period of store eligibility;
- prohibit the reallocation of a store denied authorization for a period of at least six months;
- authorize the Department to require the submission of income and sales tax information from applicants;
- authorize the disqualification of stores disqualified from the WIC program;
- disqualify stores for the knowing submission of false information; and
- suspend authorization of stores pending administrative review of charges of trafficking or knowingly submitting false information.

These provisions are designed to reduce fraud in the program by providing the Department with new enforcement tools. Previously, the Department generally did not limit authorization periods, require a visit prior to authorization, or disqualify stores on the basis of disqualification from the WIC program. In some cases, the Department has required income and sales tax information from new applicants. However, the practice has not been widespread.

Specifically, the bills would:

- prohibit the reallocation of a store disqualified from the WIC program;
- disqualify stores for the knowing submission of false information; and
- suspend authorization of stores pending administrative review of charges of trafficking or knowingly submitting false information.

In the case of suspension pending review of trafficking, these provisions will not be burdensome because store management cannot always prevent their clerks from trafficking. Thus, the store will be suspended because of the acts of the clerk even though the store may be reinstated at a later time if it has a program to prevent trafficking.

—NACS

More Updates page 19.
New Dietary Guidelines reflect strongest science yet

On January 2, Agriculture Secretary Dan Glickman and Health and Human Services Secretary Donna Shalala announced the 1995 edition of Nutrition and Your Health: Dietary Guidelines for Americans. The two Secretaries said the revised Guidelines, last published in 1990, are based on the strongest scientific evidence yet concerning diet and health and are more user-friendly, including specific examples of good food sources for key nutrients.

"The 1995 Dietary Guidelines provide sound, no-nonsense advice to help American consumers build healthy diets for themselves and their families," Secretary Glickman said. "Consumers should look to the bounty of American agriculture, seen in grocery stores and markets across the country, for help planning nutritious, economical, and good tasting meals."

Guidelines emphasize variety in the diet, physical fitness, weight control. The new Guidelines build on previous editions, focusing on ways to improve one's overall diet. They also provide examples of foods rich in key nutrients, including foods used in diets from a variety of cultures, as well as vegetarian diets.

For the first time, the Guidelines emphasize physical activity. They recommend adults maintain their weight in a healthy range and caution against crash weight-loss diets.

In addition, they include instructions for consumers on how to use the Food Guide Pyramid and the Nutrition Facts label to put the Guidelines into practice. An update for federal nutrition policy. First published in 1980 and revised every five years, the Dietary Guidelines for Americans are not only a critical consumer health tool—they also form the basis for federal nutrition policy and programs.

Secretary Glickman explained that the Clinton Administration is committed to implementing the Dietary Guidelines—the cornerstone of our national nutrition policy—into Federal nutrition programs.

Under Secretary for Food, Nutrition, and Consumer Services Ellen Haas pointed to the School Meals Initiative for Healthy Children as the first implementation of the Dietary Guidelines in a Federal nutrition program. "Our historic policy change is ensuring healthy school meals, for 25 million children. We will continue the effort to implement the Guidelines in all nutrition programs."

Revisions to the dietary guidelines are based on the recommendations of an 11-member Dietary Guidelines Advisory Committee, a group of widely recognized nutrition and medical experts. In 1995, the advisory committee was chaired by Dr. Doris Howes Calloway of the University of California at Berkeley. The 1995 edition of the Dietary Guidelines recommends:

- Eat a variety of foods.
- Balance the food you eat with physical activity; maintain or improve your weight.
- Choose a diet with plenty of grain products, vegetables, and fruits.
- Choose a diet low in fat, saturated fat, and cholesterol.
- Choose a diet moderate in sugars.
- Choose a diet moderate in salt and sodium.
- If you drink alcoholic beverages, do so in moderation.

To learn how to get copies of the Dietary Guidelines, contact the Food and Consumer Service at 703-305-2039.

Requirements for travel and entertainment expenses changed

The IRS has announced plans to increase from $25 to $75 the threshold for which receipts are required in order to deduct business travel and entertainment expenses.

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Michigan Apple Committee puts savings in the bag

The Michigan Apple Committee is repeating its very successful coupon-in-the-bag program, which was launched for the first time last season. Two and one-half million specially-marked 3- and 5-lb. bags of Michigan Red Delicious and Empire apples will feature coupons and special offers worth $2.74.

The coupons are good for savings on Pet-Ritz Pie Crusts, T. Marzetti’s Apple Dips and Archway Cookies. In addition, consumers will also have an opportunity to order a Quaker Oats cookbook for only $1.25 (valued at $2.99) that has $6 worth of coupons for Quaker products.

Stores in Chicago, Grand Rapids/Kalamazoo/Battle Creek, St. Louis, Detroit, Cincinnati, Indianapolis, Louisville and several other markets will have the specially marked bags. The promotion will be supported by a television campaign in all seven markets. A new 30-second commercial will air over a five-week period which began in late January.

Also supporting the promotion will be a retail contest which will offer produce managers the opportunity to win exciting prizes, including trips to the 1996 PMA convention, when they advertise and build displays using Michigan apples. Bonus entries can be gained by displaying the partners’ products.

Point-of-purchase materials designed especially for this promotion will be available to all retailers, along with display wrap materials, recipe cards, usage charts and more.

The promotion will run throughout the first quarter of 1996.

For more information about the contest, contact Jan Van Driessche or Ken Meyer at 800-456-2753.

Family Fare Supermarket to open and reopen stores

Family Fare Supermarkets has announced plans to reopen its Hudsonville store as well as to open a Grand Haven area supermarket at the site formerly occupied by Kmart on US 31.

On January 9, Family Fare reopened its Hudsonville store. Located at 6480 28th Avenue in Hudsonville, the store temporarily closed on December 5 to complete repairs to a wall that was wind damaged during recent construction.

Remodeling continues and the store will soon include a children’s “Stay & Play” area, in-store banking and pharmacy services, and a new floral, deli and service meat departments.

Family Fare plans to completely renovate the building and open for business in the summer of 1996.

The Grand Haven store, according to Family Fare officials, will feature comprehensive grocery, produce, floral, frozen foods, dairy, deli, meat, seafood, bakery and general merchandise departments.

Special services such as an in-store cafe, an in-store bank with an ATM machine, a full-service pharmacy, a full-service meat/seafood department, a Stay ‘n Play area for children, fax and copier service, and dry cleaning will also be featured.

The Grand Haven Family Fare will be the company’s 13th supermarket located in West Michigan.

Guinness awards the key to an Irish country cottage

As winner of the Guinness Country Cottage contest, Bob Wittig of Carnegie, Pennsylvania has a new home! Wittig’s entry, an imaginary postcard from Ireland, has earned him the keys to an authentic thatched roof cottage nestled in the River Lee Valley in Southwest Ireland. In addition to winning the Guinness Country Cottage, Wittig will also receive free tickets to the 1996 Guinness World Records Awards Show.

See Guinness page 21.
Guinness
From page 20.

Wittig has also won two round-trips per year to visit the cottage on Aer Lingus for the next ten years.

To enter the contest, consumers 21 and older were asked to imagine themselves as the new owner of the Guinness cottage and complete a postcard greeting in 50 words or less. Chosen from nearly 15,000 entries, Wittig's response was exceptional: "It's the end of my first day in the cottage. As I watch my Pub Draught settle, I begin to think about quality. It comes quietly into our lives. It runs deep. And when it's right, it lasts forever."

Veterinarian appointed Pork Alliance Coordinator

Dr. Larry Granger, Michigan Department of Agriculture's (MDA) Swine Veterinarian, has been appointed Networking Coordinator for the Michigan Pork Alliance to help pork producers compete in a changing swine industry, announced MDA Director Dr. Gordon Guyer.

Granger, who has worked at MDA since 1990, will work with pork producers in redesigning their businesses to access new technologies available to the pork industry. He will also strengthen the producers' ties to academia and government, and will assist them in getting the information they need to take advantage of the growing global demand for pork products.

Granger, who received his Doctor of Veterinary Medicine degree from Michigan State University in 1979, was in private practice for several years, then worked for the USDA before joining MDA. He will continue to work in the pseudorabies eradication program at MDA.

The Michigan Pork Alliance was formed in January 1995 as a public-private partnership to enhance economic opportunity for the industry. Members include representatives from Michigan Farm Bureau, Thorn Apple Valley, Michigan Livestock Exchange, Michigan Pork Producers Association, Michigan State University and the MDA.

Pork producers may contact Granger at the office of the Michigan Pork Producers Association in Lansing at 517-699-2145 or at the MDA at 517-373-8203.

Bumble Bee offers support to video release of Free Willy 2

Bumble Bee Seafoods, Inc. is offering $25 million in rebates through a promotional tie-in with Warner Home Video for the video release of Free Willy 2: The Adventure Home. Consumers will receive a $5 rebate by mail when they submit six proofs of purchase from Bumble Bee® products along with a rebate form packaged inside of 5 million Free Willy 2 videos. Bumble Bee is also offering a free special edition Free Willy 2 children's activity book, featuring thrilling scenes from the movie, and Crayola® crayons — consumers simply send in three UPC codes from any three cans of Bumble Bee tuna and/or salmon, the completed request form and $1.50 for shipping and handling.

Attention AFD Members!
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• AFD and the Blues offer several different programs, with various levels of co-pays and deductibles, so you can select one that's best for your needs and your budget.

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• When you go Blue, you can also buy dental, vision, hearing and prescription drug coverage at a nominal extra charge.

• AFD and the Blues have been partners in health care for 16 years. Your Association has placed its trust in us. You can too.

For information on AFD programs from Michigan's leader in health coverage, call Judy Mansur at 1-800-66-66-AFD

Bumble Bee is merchandising and promoting the rebate offer, which expires May 31, 1996, at grocery stores across the U.S. through consumer print campaigns including People, Entertainment Weekly, and Sports Illustrated for Kids, and an FSI that will run in newspapers nationwide on February 4, 1996. In addition, trailers will be seen on Batman Forever and A Little Princess.

With the first Free Willy video tie-in, a donation was made to Earth Island Institute through Bumble Bee consumer rebates from the video release. The 1994 summer box office hit that told the story of an orphaned boy who freed a friendly whale from a rundown aquarium, captured the attention and hearts of both adults and children.
A warm thank you to all the retailers who supported the Miller promotion last December to raise funds for AFD scholarships and research for the childhood disease AHC.

Below are photos from the Trenton area route of Tony Chandler, sales representative from Action Distributing Company, Inc.

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SUPPLIERS: Looking for ways to increase your market visibility? Let the AFD show you how. Promotional opportunities through membership limitless. Call Dan Reeves at (810) 557-9600.

WANTED: Associated Food Dealer members. If you or someone you know can benefit by joining the AFD, please call Dan Reeves at (810) 557-9600.
AFD On The Scene

Scenes from the DAGMR Annual Christmas Dinner held at St. George's Cultural Center in West Bloomfield

New DAGMR President Mike Falle and his wife at the DAGMR Annual Christmas Dinner.

Having a good time at the DAGMR Annual Christmas dinner are Ed Frost and Larry Pierce who are flanked by each other's wife.

Mr. and Mrs. Jeff David (L) and Mr. and Mrs. Larry Pierce enjoy the DAGMR Annual Christmas Dinner.

Senate Bill 730
From page 12.

placement within the store, they are acceptable concessions to retaining a consistent statewide standard governing a prohibition on the sale of tobacco products to those under the age of eighteen.

Retailers must assume the responsibility of preventing the sales of tobacco products to minors. This responsibility extends to both the business owner and the retail sales clerk. Senate Bill 730 holds both parties accountable and establishes appropriate sanctions for violators and reasonable protections for those who make a good faith effort to comply with the law.

It will also compliment a national voluntary effort undertaken this past year to prevent tobacco sales to minors: the We Card program. This program, sponsored by the Coalition for Responsible Tobacco Retailing, has been endorsed by nearly every major national retail association.

The program is designed to help retailers and their employees identify and reject attempted purchases of tobacco products by underage customers. The program offers training on state youth and tobacco laws, tips on how to handle carding situations, and point-of-sale signage indicating "We Card."

Finally, the proposed legislation acknowledges that a purchasing minor must also be held accountable for their actions. By tying enforcement action against a retailer and or clerk to similar action against the purchasing minor, both responsible parties are deterred from repeating the offense.

Our publication, THE FOOD & BEVERAGE REPORT, has the largest circulation of any trade publication in Michigan. It is distributed monthly to all retail food stores, members and non-members, providing advertisers with virtual total market coverage. Current monthly mailing distribution stands at 10,600+ with a readership of over 26,000.*

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*2.1/3 readers per copy (10,600+ circulation monthly)
Michigan Sugar Company staff transition

Michigan Sugar Company Director of Procurement Charles Woodington, Freeland, is retiring after more than 30 years in the purchasing field. He has served Michigan Sugar Company nearly 16 years, managing corporate procurement for the company’s facilities.

Succeeding Woodington as Director of Procurement is Steven Jolliffe. Jolliffe recently joined Michigan Sugar Company after nearly 20 years with National Steel Corporation in Mishawaka, Ind. and Pittsburgh, Penn. Jolliffe and his wife Talle will be relocating to the Saginaw area in June.

Paramount Coffee names vice president

Robert Morgan has been named vice president and treasurer of the Paramount Coffee Companies.

Prior to being named vice president and treasurer, Morgan was controller for the company.

A graduate of Central Michigan University, Morgan has been with Paramount Coffee Company since 1992.

New addition at Monitor Sugar

Yasemin Ersun-Hallsby recently joined Monitor Sugar Company of Bay City as Project and Development Manager in the Packaging and Warehousing Department.

Ersun-Hallsby earned a Master of Science degree in Chemical Engineering from Cornell University and has held positions with Dow Chemical Company and BF Goodrich.

The family will reside in Midland.
Report reveals 30 percent growth in grocery packaging recovered for recycling

The total amount of grocery packaging recovered for recycling doubled between 1980 and 1990s, and grew and additional 30 percent between 1900 and 1993, according to the 1995 update to Grocery Marketing Association’s (GMA) “Grocery Packaging in Municipal Solid Waste.”

The report also shows that the amount of grocery packaging disposed of in landfills and incinerators decreased 34 percent on a per capita basis since 1980, and that total grocery packaging is 10.5 percent of all discarded municipal solid waste.

“This report will be instrumental in our advocacy efforts at the state level,” said Elizabeth Seiler, GMA Director, Environmental Affairs. The report, which tracks the amount of grocery packaging generated, recovered and discarded from 1970, and makes projections to the year 2000, was unveiled at the recent New York Department of Environmental Conservation’s 7th Annual Recycling Conference.

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Keely Holst
Gary Wesrate

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