Legislative victories of 1996

Looking back on 1996, here are a few of the national legislative victories that affect you and your business:

Cardboard Baler and Compactor Bill - Congress passed legislation to modify Labor Department regulations, to allow 16- and 17-year-olds to load cardboard balers and compactors that meet safety standards.

Saccharin Sign Repeal - The outdated and redundant requirement that retailers post signs naming that they sell products containing saccharin was repealed.

Saccharin Product Repeal - The outdated Delaney Clause prohibiting even minute traces of cancer-causing chemicals in any processed food. A new risk-assessment standard to ensure food safety replaces the clause.

Dairy Price Support - Legislation to phase out the current dairy price support system was passed. A market-oriented system replaces the old one.

Welfare Reform/Food Stamps - The welfare reform bill that was signed into law preserves Food Stamps as a federal program and encourages implementation of Electronic Benefits Transfer (EBT) systems, which are compatible among the states. The current law prohibiting the imposition of costs on retailers was maintained.

Delaney Clause Repeal - Congress repealed the outdated Delaney Clause prohibiting even minute traces of cancer-causing chemicals in any processed food. A new risk-assessment standard to ensure food safety replaces the clause.

New tobacco laws explained at meeting

As of January 21, privatization of the Michigan liquor distribution system is back on track. The injunction that was filed by the Michigan State Employment Association (MSEA) against the Michigan Liquor Control Commission has been lifted. This means that, as of press time, privatization of Michigan’s liquor distribution system is scheduled to go into effect immediately.

Salute to our Wholesalers and Distributors

by Ginny Bennett

The Associated Food Dealers salute Michigan’s wholesalers and distributors as a crucial link in the long food chain. The men and women who provide the world-class food and non-food products to retail grocery and convenience stores are an important part of Michigan’s $37 billion agricultural industry.

As a raw product progresses from field to table, the average consumer probably fails to consider the importance of these unsung heroes. Children learn that farmers plant the seed, harvest the grain and feed the chickens but the leap from farm to supermarket is largely taken for granted.

Eventually we learn that the farmer’s grain becomes a raw product.

Legislative Update

Liquor privatization update

The Food and Drug Administration will conduct 10 regional meetings throughout the US in February to explain the new tobacco regulations. The Michigan meeting is scheduled for February 12 at 1:00 p.m. at Harper Hospital in Detroit and will be conducted by the folks from Washington - the actual people who wrote the regulations.

Effective February 28, the new government regulation will require all retailers to verify, by photo ID, the age of any person purchasing cigarettes or smokeless tobacco under the age of 27. Anyone selling tobacco to a customer under the age of 27 without first checking the photo ID of the customer is in violation.

Other provisions of the FDA tobacco regulations - those relating to self-serve displays, signage and advertising restrictions - will not go into effect until August 28.

The February 12 meeting is designed to explain details of the new regulations and answer your questions.

For registration information call Evelyn Denike at the Detroit FDB office (313) 226-6158.
NOTHING ELSE IS A PEPSI.
Thousands will lose food stamp benefits this year

by Joseph D. Sarafa

Beginning in March, 50,000 people in Michigan will no longer be eligible to receive food stamps. AFD joined a coalition of non-profit, civil rights organizations, religious congregations, and labor unions in December that appealed to Governor Engler to sign a waiver that would have stopped this from happening. However, the Governor has refused to sign. Here are the details and how food stamp recipients will be affected:

New welfare law changes rules

Recently passed federal legislation requires anyone who is 18 through 50 years of age and not responsible for the care of a child and not physically or mentally incapacitated to work 20 hours per week. In Michigan’s case, they can also perform community service for 25 hours per month. If they do not comply they will be limited to three months of food stamps over a 36-month period.

Many, if not most, of the people that will be impacted by this law live in communities that are unable to provide sufficient jobs to enable them to meet this requirement. However, the federal law provides that states may seek a waiver of this provision in areas where unemployment exceeds 10 percent or in areas where there are insufficient jobs.

Law not intended for areas where there are insufficient jobs

An application for a waiver of the work requirement, due to insufficient jobs in an area, may be based on the area’s designation as a “labor surplus area.” As defined by the U.S. Department of labor, unemployment in such areas must exceed the national average by 20 percent for the previous two calendar years. As of last October, 44 Michigan counties, 11 cities and one township qualified as labor surplus areas.

Millions of dollars lost to local economies

The 50,000 people affected will lose approximately $72 million in food stamp benefits each year. In addition, because the food stamp dollar turns over in the local economy three to six times, local areas in Michigan will lose many retail jobs and other jobs fed by the retail food industry. If the budgets of all of the emergency food providers in Michigan were combined, they would not reach $72 million, and these providers would have to triple their fundraising to make up for this loss.

No state money spent on food stamps - All food stamp benefits are federal dollars. Michigan’s return on dollars sent to the federal government is one of the lowest in the nation. It is unconscionable to allow these dollars to go back to Washington when the lives of tens of thousands of Michiganians are at stake.

A proposed solution is no solution - The issue of food stamps is beyond a simple cost savings or political measure. That’s why the coalition joined together to urge that a waiver be sought which would ensure that food stamp recipients face security, not starvation. Although Michigan food stamp recipients have been advised they can protect their benefits by performing 25 hours of community service work for one of the

See Executive Director page 29

Your opinions are important to us! Call AFD at (810) 557-9600 or (800) 666-6AFD). Or write to us at 18470 West Ten Mile Road, Southfield, MI 48075.
New products, packaging bring new questions

by Mary Dechow, Spartan Stores, Inc.

Variety is the spice of life and it seems that each day our customers demand more variety in the selections we offer. They also want food that is convenient, fast and ready to use. Venturing into new areas always brings up new questions. From labeling to weighing, supermarket operators need to be aware of the laws and how they apply to the commodities sold. The questions presented below are some I regularly hear.

Q. Do fruit baskets need a label listing all the ingredients?
A. Baskets of assorted fruits and/or vegetables must be labeled with the total net weight of the contents. A label indicating the amount of numerical count of each type of fruit or vegetable is not necessary. The basket commodity name may be “Assorted Fruit,” etc. If the commodity name includes the name of individual fruits or vegetables, they must be listed in order of predominance by weight. Fruit/vegetable baskets, if sold at any location other than where packed, must also be labeled with the name and address (including zip code) of the packer or distributor.

Q. We’re making specialty baskets featuring primarily gift items and an assortment of loose candy. What needs to be on the label?
A. This type of basket is considered a “combination package” and as such has slightly different requirements. This basket must be labeled with an itemized manifest of the contents, including net content declarations of prepackaged commodities inside the basket. Additionally, the total net weight of the “loose” candies must be labeled. Items lacking ingredient statements must also have their ingredients noted on the label. For example, a man’s “shaving” gift basket with loose candies might state the following: (1) Shaving foam 236 ml (8 fl. oz.); (1) Razor; (1) Package -8 razor blades; (1) He-Man Cologne 118 ml (4 fl. oz.); Assorted candies 454 grams (1 lb.); Candy ingredients: Sugar, high fructose corn syrup, etc. Nutritional information would follow.

Q. How do I determine what nutritional information to provide customers for my cakes?
A. Under the federal labeling laws, nutritional labels do not need to be included on the trays, but the information does need to be available for customers should they request it. A preferred method of handling this is to make a book of the labels and keep it handy for customers to review if requested.

Q. We’ll make hundreds of special order cakes at different times throughout the year, primarily for holidays. What needs to be on the label?
A. Since these cakes are special order, they do not need an ingredient label or a nutritional label. Cakes made ahead and sold from a shelf or cooler must have a label listing all the ingredients, including fillings and frostings, in descending order. Frostings can be listed separately.

Q. Are tar weights necessary for bulk candies and other items?
A. The law requires that the consumer pay only for the actual product weight, therefore when you’re weighing anything you must take a tare for the non-edible portion of that sale. For instance, in the sale of wrapped candies sold from a bulk bin, you’ll need a tare for the wrapper and for the bag or container used by the customer. This is no different than the salad sold from your deli case—the weight is the weight of the product excluding the weight of the deli container. Likewise, a shish kabob weight cannot include the stick since it’s not edible.

Q. How do I determine what products are taxable and what can be purchased with food stamps?
A. Taxable issues are handled by the

See Products & Packaging page 29
Karoub Associates named leading lobbying firm

Karoub Associates, the governmental consulting form of the Associated Food Dealers of Michigan, was recently named the number one Detroit lobbying agency in the state. The ranking, conducted annually by Crain’s Detroit Business, lists lobbying firms by the number of Detroit-area business clients. Karoub Associates came out on top, with 44 clients. This is the fourth year the agency has topped Crain’s list and Karoub’s 30th year of service. AFD is proud to be represented by the fine people at Karoub Associates.

Have you been entrapped by food stamp sting?

Agents from the Food and Consumer Service (FCS) of the U.S. Department of Agriculture have been conducting sting operations nationwide, in which they approach convenience store clerks and offer to sell food stamps at $.50 on the dollar. If the employee proceeds with the illegal transaction (either on or off company time) the employer has been fined up to $20,000—regardless of the training the employee received. The NACS is trying to determine the extent of this FCS program. If your company has been cited within the past 12 months for the illegal laundering of food stamps by an employee, please call Marc Katz or Lyle Beckwith at NACS (703) 684-3600.

Guinness to stop importing Moosehead

Effective March 31, 1997, Guinness Import Company will no longer have U.S. import rights for Moosehead Breweries Limited. A new importer has been hired by Moosehead to distribute their U.S. brands beginning April 1, 1997 and will be named shortly.

NACS lottery profitability study complete

The year-long inquiry by NACS into the profitability of the sale of lottery tickets is now complete, and the final report is drafted and in circulation for final approvals.

The research was performed to take a detailed look at the costs and benefits associated with the lottery sale. Costs and benefits were examined for shopping baskets that include lottery for comparison with costs and benefits associated with non-lottery shopping baskets. In addition to the cost and benefit data, the report also details over 100 process improvement suggestions that can reduce costs associated with handling this product.

<table>
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<th>Non-Lottery Customer</th>
<th>Lottery Customer</th>
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<tr>
<td>Gross Margin Percentage</td>
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<tr>
<td>Average Cost per Transaction</td>
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</tr>
<tr>
<td>Average Profit per Transaction</td>
<td>$0.19</td>
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</tbody>
</table>

Source: NACSCAN

For AFD members: BLUE CROSS RATES REDUCED!

Now you can have the best for less.

AFD members want the best for themselves and their families. In health coverage, the best has been Blue Cross and Blue Shield of Michigan for more than a half-century.

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

If you’ve wanted Blue Cross coverage but hesitated because of the cost, ask now about the new, dramatically reduced rates.

For information on AFD’s Blue health coverage options, call Judy Mansur at 1-800-666-66-AFD
There has been much confusion as to payment of wages below the current minimum wage of $4.75 per hour, which will go to $5.15 on September 1, 1997. Here is the scoop, directly from the Human Resources Development Association:

There are two different below minimum wage programs in effect: Youth Opportunity, and Full-time Students. Here is a list of rules for each:

**Youth opportunity wage**

1. No certificate is necessary.
2. Wage $4.25 per hour. (Will remain at $4.25 until another minimum wage bill is enacted. Stays at $4.25 even when minimum wage goes to $5.15 per hour)
3. May be paid to any youth under age of 20 only for the first consecutive 90 calendar days of employment.
4. No restrictions on the number of persons hired except no present employees are to be terminated to make room for employees hired under this program.
5. Any type of business.

**Full-time student**

1. A certificate is required.
   Good for one year and then must be renewed.
2. Only applies to service or agricultural establishments.
3. Company may pay 85 percent of minimum wage for as long as the employee remains a full-time student.
4. There are three choices in which to obtain a certificate:
   a. Employ no more than six full-time students in any one day at the 85 percent rate (currently $4.04)
   b. Not more than 10 percent of the total hours of all employees during any month unless you request authority for more than 10 percent of the total hours during a month.
   c. Student shall not work more than eight hours in a day nor over 40 hours in a week when school is not in session and only 20 hours in a week when school is in session.

There are a few more minor exceptions which are listed on the application. For more information and to file forms, contact the U.S. Department of Labor-Federal Building, 525 Griffin Street, Dallas, Texas 75202, (214) 767-4039.

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**Tips for hiring and promoting**

Good advice from Fast Company magazine: “Hire and promote first on the basis of integrity; second, motivation; third, capacity; fourth, understanding; fifth, knowledge and last and least, experience.

Without integrity, motivation is dangerous; without motivation, capacity is impotent; without capacity, understanding is limited; without understanding, knowledge is meaningless and without knowledge, experience is blind.

Experience is easy to provide and quickly put to good use by people with all the other qualities.
Spartan names new executives

Spartan Stores, Inc. has named Jim Swoboda to the new position of director of logistics and distribution technologies, Rick Ribbens to the position of director of grocery, general merchandise/HBC purchasing and Shari Steinbach, M.S., R.D. to the new position of Meal Solutions and Consumer Affairs Manager at Spartan Stores, Inc..

Swoboda is accountable for recommending supply chain initiatives that will help Spartan improve its competitive position and enhance the efficiency of the logistics portion of the company. Specific areas of focus include cross-docking product flow-through, distribution center usage, order management, forecasting systems, data integrity, and working with vendors to improve their logistics processes.

Ribbens' accountabilities include overseeing all grocery and general merchandise/HBC procurement, as well as the corporate strategy of category management.

Steinbach's accountabilities include creating a meal solutions team and managing these resources to enhance Spartan's meal solutions initiative.

Spartan Stores, Inc. is the 7th-largest grocery wholesaler in the United States. The Fortune 500 company distributes more than 40,000 products (including grocery, meat, seafood, produce, floral, frozen, dairy and general merchandise) and provides several marketing, operational and customer support services to 500 independently owned grocery stores in Michigan, Indiana and Ohio.

Monitor Sugar names new VP of technical development

Christopher D. Rhoten has joined Monitor Sugar Company in Bay City as vice-president of technical development. Rhoten will facilitate the development and implementation of emerging technologies to improve the efficiencies of its processing facility.

Rhoten graduated from California State Polytechnic University in San Luis Obispo, with a BS in Biochemistry. His career spans 25 years with Spreckels Sugar Company of California in many operations-related positions. Rhoten is also associated with the Beet Sugar Development Foundation and the Beet Sugar Institute where he has been an instructor for 17 years and is a member of its Education Committee.

Rhoten and his wife Michelle, will make their home in Saginaw Township.

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  One of the most extensive varieties in the midwest
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Sandpiper owner revives Detroit corner

by Kathy Blake

Mike Atto has faith in Detroit, so much so that he has revitalized the northeast corner of Seven Mile Road and Woodward Avenue where his store, Sandpiper Liquor Shoppe is located. He believes that by setting a good example, the area will continue to progress.

He cleared old buildings and debris making way for a McDonald’s restaurant right on the corner where the old store had been. It cost a great deal to clean up the corner and move the store to the north of McDonald’s, not counting the lost revenue for being closed for three months. “Every penny I made in here (the old store), I put back into Sandpiper,” said Atto. A good citizen of Detroit, Atto acknowledges that he likes the city and after 17 years on the corner, he plans to stay. Customers have told him they like and appreciate what he’s done. “These people like to see a good thing happen to Detroit, and so do I,” said Atto.

The clean and crisp new store is rectangular in shape. The merchandise is shelved on short rows perpendicular to the counter which runs the length of the store, providing good visibility for the clerks. The counter is encased in the customary bulletproof glass which Atto tested personally and was reassured when it stopped a .357 magnum bullet.

Crime or the threat of crime is a part of business for convenience store operators. “Detroit should do something more to protect store owners,” adds Atto. He recalls the early 60’s when the crime rate was low and youngsters could walk downtown without being bothered. Woodward was thriving and drive-ins lined the avenue. Palmer Park, which is at the adjacent corner to his store, was the gathering place for his family and friends.

Atto believes Detroit can improve and although it will never be like “the good old days,” it will get stronger. He is all for the development of Detroit and he likes what Mayor Dennis Archer is doing. Atto’s in favor of the race track, Tiger Stadium and casinos. He is going to start developing for the future on his street.

Developers are interested in this corner. Atto said, “I had to work very hard to do this corner.” He worked rather quickly too. The demolition and construction was completed in four months. During that time he kept busy going to the City of Detroit offices daily, petitioning for zoning, arranging inspections, attending council meetings, obtaining licenses for liquor, food stamps, WIC and lottery and arranging demolition and construction.

His attorney Peter Abbo helped him get started but Mike did all the filing and paperwork himself. Mike said, “Peter is the most wonderful person to have for a lawyer. I am very appreciative of what he did. He showed me the road and I took it from there.”

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Atto had worked at Village Party Store on Six Mile Road and wanted to open his own convenience store. Eighteen years ago Peter Atto, Mike’s oldest brother, helped Mike and his other two brothers. Jimmy and Hikmat, buy property at the northeast corner of Seven Mile and Woodward and two parcels north and east of the corner. In late 1979, they opened Sandpiper Liquor Shoppe in the building right on the corner and leased the buildings surrounding the store to various businesses including bars.

After being closed for three months during construction, the new store opened recently with Mike and Jimmy welcoming back old customers who remarked with approval about the new shop. Approximately half of the business is from commuters on Woodward. The best dental plan in Michigan is still available to you for as low as $8.99 a month.

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119 years fresh.
Mike Ranville, senior partner at Karoub Associates, the governmental consulting agency for AFD, is also an author. His new book, *To Strike at a King*, describes the turning point in the McCarthy witch-hunts of the 1950s by telling the riveting story of Milo Radulovich's quest to clear his name.

In August, 1953, a young Air Force Reserve Lieutenant, Milo Radulovich, was informed by the military that he was being discharged from the service. Milo had done nothing that would prompt questions of his loyalty. On the contrary, his guilt was a "close and continuing association" with his father and sister.

His father, John Radulovich, was cited for receiving subversive literature, namely a publication called *Slobodna Rec* (Free Expression). In fact, the old man could barely speak English and subscribed to the paper only to keep abreast of events in his homeland. The family laughs at the thought of their father and his life-long struggle with the English language being a rabble-rouser. UAW officials came to his defense, but the Air Force ignored their testimony.

Milo was apolitical. He was carrying a full curriculum load in Physics at the University of Michigan. With two young children he hardly had time to plan the overthrow of the government. His wife was working nights and Milo held down two jobs. Most nights he held a book in one hand and rocked a cradle with the other.

Impossible as it may seem, the government refused to allow the defense to review the evidence against Milo. The charges, and their derivation, were never allowed to emerge from a closed envelope. Those who levied accusations against old John Radulovich were never cross examined. A tribunal of officers ruled against Milo.

Edward R. Murrow took up the case. Murrow and Fred Friendly had been searching for a "little picture" they could use to land the first telling blow against Senator Joe McCarthy. Murrow knew, however, that the issue he used to attack McCarthy had to be such an egregious violation of human rights that the public would say, "at long last, has McCarthyism come to this?" If he was not successful, it would only strengthen McCarthy. For Murrow was keenly aware of the Ralph Waldo Emerson dictum, "When you strike at a king, you must kill him." That issue, on which Murrow hinged his success, was the case against Lt. Milo Radulovich.

"This is a hell of a story," CBS newsmen Dan Rather writes on the promotional jacket. The Observer & Eccentric newspapers add that "Ranville's book is easy to read. The author lets the people and the lives they lead tell the story without being overly dramatic. It's a good yarn told well." *To Strike at a King* is published by Momentum Books, LTD., of Troy and is available in major bookstores.

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When you've got the great taste of an ice cold Miller Lite.
Executive Sweet

by: Danielle MacDonald

The nameplate on the president's door at Golden Valley Dairy says it all — Executive Sweet. A sweet tooth for ice cream Dairy says it all — Executive and Golden Valley Dairy.

Golden Valley Dairy was founded in the 1930's by Harry Greenstein, Seymour's father, and his partner Dave Kreisman. Seymour Greenstein was a teacher at Central High School in Detroit and had no interest in his father's dairy company. On June 3, 1965 at the age of 24, Greenstein lost his father. He had previously pledged to take his father's body to Israel and bury him in Jerusalem. The department head at Central High School would not give Greenstein the vacation time needed to travel to Israel. He quit his job in order to honor his father's last wish.

Upon returning from Israel, Kreisman offered him a job at Golden Valley Dairy. "I had never sold anything before," explained Greenstein. "At the time Golden Valley Dairy only had glass bottles and most of the competition had cartons. It was a hard sell for someone with no experience...."

In 1966, Greenstein introduced cartons bearing the Golden Valley Dairy name. "I was faced with a very difficult decision at this point. First of all, introducing cartons maximized our production capabilities so we needed a new facility. Secondly, I heard over and over from our customers that they wanted name brand products. Golden Valley Dairy had no brand name recognition."

Greenstein decided he couldn't succeed as a processor. In 1968, Golden Valley Dairy became a distributor for United Dairy. The company distributed milk, cream, sour cream, and cottage cheese. In 1971, United Dairy convinced Greenstein to buy a six door freezer truck and sell Land O' Lakes butter to theaters. "This venture produced a loss of $200 per week," mused Greenstein.

With $200 less in his pocket each week, Greenstein began looking for his 'cash cow.' In 1971, he rented an 8' by 10' booth at the Michigan State Fair and sold hand-dipped ice cream for 20 cents a scoop. "My wife Penny and I scooped till our hands were raw. In my six years of experience, no one had ever lined up for milk, but the line up for ice cream was never ending."

Greenstein and his wife rented a booth at the fair the following year. "I found out there was going to be some competition from a gentleman in Philadelphia. I flew out to meet him and in passing asked his opinion about the best ice cream in Philadelphia. He told me that only one store in the city sold Haagen-Dazs ice cream and it was the best he had ever tasted."

In a taxi on his way to the airport, Greenstein indulged in two pints of Haagen-Dazs ice cream - vanilla and rum raisin. Greenstein agreed that it was by far the best ice cream he had ever tasted.

Over the next year, Greenstein sold Haagen-Dazs into all of the top restaurants in Detroit. In 1975, the first retail outlets displayed Haagen-Dazs, Hudson's Gourmet Shop and Shopping Center Markets. Golden Valley Dairy was finally doing well.

In 1976, Greenstein secured a relationship with a new dairy supplier called Sealtest which made my job easy."

Greenstein believes that the flip side to every problem is an opportunity. "I decided that being a dairy processor was fruitless so I became a distributor. I lost $200 a week because of a freezer truck and some frozen butter, but I went in search of a product for my truck and found ice cream. I lost $100 a week delivering ice cream to the London Chop House. It cost me $100 a week to deliver Haagen-Dazs to the London Chop House."

In 1973, Greenstein met with Lester Gruber, owner of the London Chop House, a premier restaurant in Detroit. Greenstein gave me great leverage selling to other restaurants. United Dairies went bankrupt but I found Sealtest and got Breyers too." Greenstein can also attribute his success to his strong value system. "You are no better than your word. Even if you lose money, you must keep your word." Greenstein deserves the bragging rights for his success but he remains quiet and humble. He does not publicize the fact that between five percent and 10 percent of the profits at Golden Valley Dairy go to charity.

In addition to a very successful business, Greenstein has a very happy family life. He and his wife Penny were married in 1965. They have three children and they became grandparents, twice, in 1996. Both granddaughters are sure to get their first 'taste' of success in the 'Executive Sweet' at Golden Valley Dairy.
Newest additions to the AFD Video Library

AFD has a good selection of informational video tapes available for rental to members, including the new tapes below and Gunsense, the tape described to the right. Simply call AFD with your credit card number to secure the $25 security deposit and we’ll send your selections for viewing free of charge. The following are the newest additions to the AFD video library.

Customer Service Orientation—Tape #131
This video is ideal for orienting newly hired associates to the supermarket industry and to their new job responsibilities. Topics included are personal appearance basics, greeting and thanking customers, answering customer questions, bagging with paper and plastic and taking action to ensure a safe environment for both customers and associates. Length: 10:00 min.

Orientation for New Supermarket Associates in the Grocery Dept.—Tape #132
The basics of the grocery department are covered in this video designed to orient new hires to their job responsibilities. The video starts with a tour of the department explaining the range of products and categories included in the department. Personal appearance, stocking methods, product rotation, proper use of the case cutter, shrink control and safety are also discussed in the program. Length: 16:02 min.

Orientation for the Produce Department—Tape #133
This video gives a department overview to the new produce clerk. Key topics include produce identification, product handling, refrigeration, rotation, food safety and sanitation. Making the right first impression to customers and the importance of personal appearance are also stressed in this program. Length: 14:22 min.

To inquire about receiving any of the training tapes or to receive a comprehensive list of the video library, call Dan Reeves at (910) 557-9860.

Gunsense makes good-sense
WTVS Detroit Public Television, in cooperation with the Michigan State Medical Society Alliance and a consortium of Michigan medical organizations, has produced three short videos to promote public awareness of the danger guns pose for families and children and to teach elementary gun safety. The three-part series is packaged on a single video tape. The brief videos present vital gun safety in an entertaining format. Every day, 15 American children are killed by a gunshot, and four young people between the ages of 14 and 19 take their own lives with firearms. Guns are involved in one of four teenage fatalities in America and innumerable injuries. Health care professionals deal with this carnage daily.

The videos concentrate on providing information that will encourage people who own guns and people who live with guns to take appropriate precautions. It is hoped that the information will lead some of them to conclude that there are risks involved when possessing a gun.

The single video tape includes: “The Ride of Your Life” — Medical professionals at Children’s Hospital provide a step-by-step overview of the care given to youthful gunshot victims and express their feelings about the tragedy and suffering they have seen.

“A Little Respect” — An animated handgun speaks in a “gimme-a-little-respect” tone of voice and teaches some fundamentals of gun safety.

“First Line of Defense” — A mini drama that portrays a woman using a gun to protect herself and her subsequent effort to find other methods of self-defense.

Seagram Americas
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<tr>
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Scan Data benefits independent retailers

"Retailers have to be able to collect scan data if they expect to compete in the years to come," said Marv Imus, vice president of Paw Paw Shopping Center in Paw Paw, Mich. "Scanning is really the basis of supermarket technology today. Without it, a retailer has no identity. Scan data is a reflection of a supermarket's customers. Once a retailer begins to capture scan data, it is what he or she does with it that really matters."

Approximately nine out of 10 independent operators (defined as owning fewer than 11 stores) now have scanning capabilities in their stores, according to FMI research. The most common uses of scan data are price verification and efficiencies when accepting coupons. According to recent FMI research, 72 percent of those surveyed scanned coupons. By scanning coupons, products can be more accurately matched with the corresponding coupon and the incidence of missed coupon redemptions is reduced.

Partnership important to independents' success

Many independents can benefit by using the technological resources provided by their wholesaler. For example, Paw Paw uses Spartan Stores, Inc., to store the collected scan data. Paw Paw then accesses the data needed through the computer network that it shares with Spartan.

"Having the scan data stored at our wholesaler and sharing access to it, allows both of us to be more efficient: and that is the direction the entire industry is moving in," said Imus.

Independents who partner in this way with their wholesaler also benefit from the wholesaler's purchasing power. "Alone we may not matter as much to technology companies, but collectively we wield a pretty big stick," noted Imus.

Wholesalers can also be useful in providing various resources for smaller operators. Many independent operator and wholesaler partnerships can result in shared software development and employee training.

"Being an independent allows a retailer the luxury of easily making day-to-day operational changes, but using the wholesaler to the fullest extent allows an independent some of the luxuries traditionally known to chains," noted Imus.

For more information contact FMI at (202) 429-4507.

Food stores show lowest pricing errors

Federal Trade Commission, National Institute of Standards and Technology and attorneys general of several states recently released results of a price accuracy survey. The study analyzes the results of inspections of more than 17,000 randomly selected items at 294 stores, including food, drug, home improvement, automotive department and toy stores, over a one-and-a-half year period ending in mid-1996. The stores checked were located in Florida, Massachusetts, Michigan, Missouri, Tennessee, Vermont and Wisconsin.

The report, Price Check: A Report on the Accuracy of Checkout Scanners, makes these key points:

- By and large, grocery stores and other retail outlets using electronic price scanners are charging consumers the correct prices.
- Food stores, which have used checkout scanners the longest, showed the lowest overall error rate (3.47 percent). Nonfood stores had an error rate of 5.54 percent. The overall error rate for all types of outlets was 4.82 percent. Department stores had the highest error rate (9.15 percent).
- Errors are more likely to result from inattention or carelessness, rather than willfulness.
- Undercharges exceeded overcharges. The total dollar amount of undercharges in this study, $1,319.67, exceeded total overcharges, $1,172.72, for a net consumer gain of $146.95.
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Look for this
“Fully Loaded Citrus Soda”
In Stores Now
Bags of Michigan apples are back

The Michigan Apple Committee is kicking off its third annual “coupon-in-the-bag” promotion. Approximately two million specially-marked bags of Michigan Apples will feature inserts with coupons worth $1.50 inside each bag.

The Michigan Apple Committee is also supporting the promotion with a television campaign in all seven markets.


Free ad slicks and point-of-purchase materials are available to retailers upon request to the Michigan Apple Committee. For more information about the promotion or the contest, contact Jan Van Driessche or Ken Meyer by phone at 800-456-2753, or by e-mail at Patrick@MichiganApples.com.

As part of its ongoing commitment to the game of golf, Michelob has joined the PGA TOUR as a founding sponsor of the organization’s new website, pgatour.com. The interactive golf-themed site debuted in January on the world wide web at http://www.pgatour.com, and it includes the “Michelob 19th Hole,” a section devoted to Michelob and the brand’s golf-specific marketing programs.

As the official web site of the PGA TOUR, pgatour.com is the site for the most current news and information about golf and offers visitors instant access to the PGA TOUR’s complete database. In addition to the photos of fresh cut fruit.

Pointe Dairy Services is the sole distributor of Wild Orchard fruit juice. Which is just hitting the shelves at some of the area’s finer markets and convenience stores. Another Michigan-based company, Country Fresh, is producing the juice through their subsidiary Southeastern Juice, in Chattanooga, Tennessee. For more information call Quality Juice & Beverage Corp. at Pointe Dairy Services (810) 589-7700.

Wild Orchard grows in Troy

The juice market today is a billion dollar jungle that we are prepared to tame with the introduction of Wild Orchard, our own brand of fruit juice,” said Anthony J. Selvaggio, president of Pointe Dairy Services and the newly formed Quality Juice & Beverage Corp. “We’re proud to announce that Wild Orchard is the first generation of ‘new age’ fruit juice to originate from the Detroit area and be solely owned and marketed by a Southeastern Michigan company.”

Eleven flavors of Wild Orchard fruit juice are being introduced to Southeastern Michigan including “Aardvark Apple,” “Alligator Orange,” “Pink Flamingo Lemonade,” and “Kangaroo Kiwi Berry.” The initial glass containers come in 10 oz., 16 oz., and 32 oz. servings retailing for $1.80, $1.19, and $1.89 respectively.

Wild Orchard is the brainchild of Joe Selvaggio (youngest son of Pointe Dairy founder Joseph Selvaggio Sr.), who along with brothers Anthony and Alex make up the principle executives of Quality Juice & Beverage Corp.

The Wild Orchard brand label includes colorful animal graphics and years of playing days and God’s bounty.

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Shine With Us.

For almost 80 years, one company has been there to light the way for independent grocers by providing quality products and services. Today, Spartan Stores is a leading force in the grocery industry and a growing, forward-moving distribution center. Ranked 7th in the country among grocery wholesalers, we are retailer-owned and serve over 500 independent grocery stores ranging from single-store operations to multiple-store chains.

Our Subsidiaries. Our total picture includes seven subsidiaries which are: J. F. Walker Company, Inc. - the nation's 9th largest convenience store distributor; L&B/Jiroch Distributing Company - also a convenience store distributor; United Wholesale Grocery Company - a cash 'n carry wholesaler; Market Development Corporation - a real estate holding company; Shield Insurance Services, Inc. - an all-line insurance agency; Shield Benefit Administrators, Inc. - a third party administrator providing services for employee benefit management and Spartan Insurance Company, Ltd. serving retail members of Spartan Stores, Inc., and retail customers of its subsidiaries.

Bright Associates. Our associates are the guiding light behind our company. Computer specialists. Accountants. Marketing consultants. Interior designers. Graphic artists. We all know that two heads are better than one when it comes to solving a problem or coming up with a new idea. But imagine being a Spartan retailer and having the professional know-how of over 2,000 associates at your disposal. These men and women come from all backgrounds, bringing a multitude of talents and expertise. And through all the diversity, there's a clear pattern of dedication and commitment.

Spartan Brand Products. For 40 years, Spartan retailers have enjoyed a sharp, competitive edge by marketing quality Spartan brand products at a higher gross and lower shelf price than national brands. Today, 1,500 Spartan and Spartan Supreme products carry a 100% satisfaction guarantee. The popular Spartan label, exclusive to Spartan retailers, not only strengthens their profits but its Cash for Labels program has had glowing results in their communities.

Sparking Community Involvement. Reaching out to improve the quality of life and giving back to communities that support our business is a commitment that Spartan Stores believes in strongly and works passionately to fulfill. Our greatest rewards have been sparked by our 12-year partnership with Michigan Special Olympics. When we became exclusive sponsor of Michigan's Summer Games in 1985, a flame ignited throughout our organization. Since then, Spartan retailers have promoted this worthy cause, raised money and sponsored local athletes. Having member stores in Indiana and Ohio, we heavily support the Summer Games in those states as well. While Spartan retailers shine in their communities, Special Olympics' athletes shine in competition.

Services Light the Way. Quick reaction time. Expert assistance. Realistic solutions. It's a safe bet that no matter what retail emergency crops up or what job needs to get done, Spartan Stores offers the appropriate support service to assist our customers. We share a tremendous reservoir of information and knowledge and make it available through services ranging from advertising to training programs, computer technology to store remodeling. With 143 services, we light the way for our customers to keep current and competitive in their markets.

Shine with an industry giant. Call us for more information at 616-530-4517.
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March 17-19, 1997
Willard Inter-Continental
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• competitive electric services
• tobacco sales to minors
• electronic benefits transfer (EBT)

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To register or for more information, call FMI's Government Relations Department at 202/452-8444. Be sure to visit FMI's Website at http://www.fmi.org.
New Members

Associated Food Dealers of Michigan welcomes these new retail members who have joined in October through December, 1996:

A & B Party Store, Detroit  
Beacon Pointe Pharmacy, Grosse Pointe  
C & J General Store, Beaverton  
Cody Drugs, Detroit  
Corunna Market, Corunna  
Daly Stop, Inkster  
Daly’s Lakeside Party Store, Tipton  
Dort Liquor Shop, Flint  
Dunkin Donuts, Jackson  
Efros Drugs, Southfield  
Gabe’s Party Shoppe, Waterford  
Goodbody’s Health Foods, Southfield  
Henry’s Party Store, Taylor  
Kim’s Oriental Store, East Lansing  
Kwicky Party Store, Redford  
Ladd Pharmacy, Muskegon  
LaFrontera Mexican Product, Lansing  
Linwood Liquor, Detroit  
Little Joe’s II, Flint  
Little Dana’s Party Store, Clarkston  
Lomanaco’s Meat Market, Benton Harbor  
LuParty Store, Lansing  
Meat Town, Detroit  
Parkway Plus, Bay City  
Party Palace Liquor, Shelby Twp.  
Pet Supplies Plus, Lake Orion  
Ryan’s Market, Detroit  
Sal’s Party Store, Flint  
Scotch Castle Party Store, Detroit  
Seven Star Market, Detroit  
Shelby Shoppers, Shelby Twp.  
Star Dust Liquor Shoppe, Sterling Hts.  
Superior Kosher Meats, Oak Park  
T & M Liquor Convenience Food, Saginaw  
U.S. Quality Food Center, Detroit  
VIP Liquor, Detroit  
Welch Food Mart, Flint  
West Vernor Farm Market, Detroit  
Wine Baron, Inc., Redford  
Woodward Long Lake Shell, Bloomfield Hills

Crime Alert

Robbery rates fall, making stores safer

The convenience store industry continues to make strides in making its stores safer. Once again, convenience stores are achieving significant drops in robbery rates.

The nation’s convenience stores are outpacing other businesses at a rate of two to one in reducing robbery, according to the Federal Bureau of Investigation’s (FBI) Uniform Crime Reports (UCR). Recently released, the FBI report shows that convenience store robbery declined 9.9 percent from 1994 to 1995 while other businesses monitored by the FBI reported an average decline of only 5.5 percent. Published annually, the UCR is widely considered the most authoritative source on crime in the United States.


Also among the FBI’s findings is that the convenience store industry’s 1995 decline in robbery marks the fourth consecutive year that convenience stores have reduced the incidence of robbery. Since 1991, convenience store robbery has dropped 33 percent—the largest decline across all business categories. In comparison, bank robberies have dropped 22 percent and street robberies only 17 percent during that time.—NACS

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Michigan Lottery ‘Double Draws’ are big draw for players

by Commissioner Bill Martin

The launch of “double draws” for the Michigan Lottery Daily 3 and 4 games has been a very successful move. Since debuting December 16, midday draws have bolstered overall Daily Game sales and show no signs of slowing.

Through the first four weeks, average weekly sales for both the Daily 3 and Daily 4 games have been higher than anticipated, with Daily 3 at $8.1 million and Daily 4 at $5.3 million. Compared to the comparable weekly average in fiscal 1996, that amounts to increases of 11 percent for Daily 3 and 15 percent for Daily 4.

Loyal Daily Game players have really responded to the new double draws. That means more traffic through your stores, higher sales and increased sales and redemption commissions.

To continue this trend, the Lottery is providing additional marketing support for our retailers to help you increase awareness about the Daily Game double draws. Starting February 9 and running through March 1, the Lottery will begin radio and newspaper campaigns designed to introduce double draws to as wide an audience as possible. The radio campaign includes two new 60-second spots that will air during the three-week run. The newspaper campaign will be a statewide effort explaining the “double draw” format, and will identify the television stations on which the drawings can be seen. In addition, new point-of-sale material designed to support the newspaper and radio campaigns will arrive at regional offices the first week in February. The new POS items will relay to your Daily Game customers the drawing times, participating television stations, and other important information about the Daily Game “double draws.”

These efforts are geared to bring more Daily Game enjoyment and winning to your customers, which in turn means more store traffic for our retailers and increasingly higher sales and redemption commissions.

Don’t forget to remind your Lottery customers about The Big Game and Michigan Lotto “Smartplay.” Through 19 weeks of Big Game play, the Michigan Lottery has awarded more than $12.3 million in prizes to Michigan players. Growing jackpots boosted sales in January, and we expect more big jackpots during 1997.

The Smartplay promotion continues in 1997, after having made two lucky Lotto players millions of dollars richer in 1996. Twice last year, it was the Smartplay wager that matched all six numbers for the Lotto jackpot! When a $5 five-wager ticket for the next Lotto drawing is purchased, a free $1 “easy pick” wager—also for the next drawing—is automatically produced. Advance wagers are not part of the Smartplay promotion. Ask your customers if they’d like to play it smart for the next Lotto drawing; it might just be their ticket to Lotto’s millions!

February also marks the start of two Michigan Lottery instant games. With a top prize of $5,000, the new $1 “Lucky Dog” will have your instant game players begging for more. “Jumpin’ Jack Flash” has a top prize of $2,500 and other prizes ranging from $2 to $600.
ASSOCIATED FOOD DEALERS OF MICHIGAN

Buying Trade Show

♦ Do you buy products from any of the companies listed below? You will be able to purchase many products at special discounted rates that will only be available at the show.

♦ Exhibitors introduce new products and services at the show. Come see what's new and meet the movers and shakers in the industry.

♦ Save time and money at the AFD show; it's your one stop shopping place.

1996 Exhibitors:

Merit Sales
Metro Beverages
Michigan Bankard
Michigan Liquor
Control Commission
Michigan Lottery
Midwest Butcher & Deli Supply
Miller Brewing
Niklas Distributors
North American Interstate
North Pointe Insurance
The Ohio Company
Owen Fresh Baking Co.
The Paddington Corporation
Pepsi-Cola Co.
Philip Morris U.S.A.
Point of Sale
POS Systems Management
Pepa Joe's
R. M. Gilligan
The Rib House, Inc.
S. Abraham & Sons
Salem Foods
Sales Mark / Pleasent Company
Sani's Club
Sanders / J.C. Distributing
Second Sight, Ltd.
Security Corporation
Sherwood Foods (20 booths)
Southern Sausage Company
Spartan Stores, Inc.
Stark & Company
Stroh's Money Ice Cream Co.
The Stroh Brewery Co.
Stoney Creek Brewery
Superior Dairy
Tayyse Bread / Mets Baking
Tom Davis & Sons Dairy
Tonna Michigan
Tony's Deli & Pizzeria
Traveler's Express
Tri-County Beverage
Unibever
Unibrew USA, Inc
Union Ice
Universal Ginseng & Beverages
Variety Foods
Victor Snacks
Wonder Bread / Hostess Cake

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Show Hours:

Monday, April 28, 1997 ♦ 5 – 9 p.m.
Tuesday, April 29, 1997 ♦ 1 – 9 p.m.
Burton Manor
Lieuonia, MI

Watch for more information!
Dear AFD,

I work at Johnston’s Bridgeport I.G.A. in Bridgeport, Michigan. I currently work as an office cashier. I have been a cashier for approximately 20 years.

For many years I have watched and tried to discourage teens and young adults from smoking. Your “We Card” program has helped greatly, because now I don’t have to explain to these young people why I refuse to sell tobacco products to them.

I have found the employee pins the most helpful, mostly because they immediately discourage minors from trying to purchase. They are at eye-level which is very important. While the other materials are also useful, I think the employee pins are the most effective. I wish we had one for all of our cashiers. I wish someone would have been there to discourage me from smoking.

Thanks.

Mrs. Rita M. Strickland

Dear AFD,

Thank you AFD for your generous gift of a Holiday Turkey for me and my family. I appreciated having a part to share in our family dinner this year. God bless you and your family!

Betty Lee Laura

Dear AFD,

I’m writing to thank you for the nice turkey I received for Thanksgiving. That just made my day, knowing there are some people who care. Thanks again.

Helen Z.

Dear AFD,

I want to thank you very much for the turkey you gave me. It was very delicious, really moist. It was very kind of your group to give them to us. Thank you very much and God bless you.

Betty P.

Dear AFD,

Just a little thank you note to thank you for the turkey you gave to me, from the bottom of my heart. I do wish you and everyone that provided for us a happy happy new year! Thanks again.

Mildred J.

Dear AFD,

Thank you for the Thanksgiving turkey. I had a nice dinner and wish you all a beautiful Christmas and new year. God bless!

Loretta

Dear AFD,

We would like to thank you for our Thanksgiving turkey. If it had not been for the organization we would not have had a turkey. Thank God for people like you. May you have a happy holiday. We truly appreciate your thoughtfulness.

Sincerely, Mr. and Mrs. F.

Dear AFD,

Thank you for your thoughtfulness in making my dinner a pleasure and enjoyable, a very pleasant surprise. When holidays are near you get a very happy feeling when you know that people really care. Thank you and God bless you.

Sincerely, Ruth D.

Dear AFD,

This is a thank you for the turkey for Thanksgiving. I was in Beaumont Hospital. My daughter, home from Minneapolis, roasted the turkey for dinner. My three daughters and families were very pleased and appreciative. Thank you very much.

Sincerely yours, Ruth Norris

Dear AFD,

Thank you for your best gift, the nice turkey to eat in the big holiday Thanksgiving. At last, we thank you again.

Your faithful Edward S.

Dear AFD,

I would like to thank you for the turkey you provided. It helped a lot, and came really in good time. I appreciate your generosity. Thank you very much, and have a happy holiday. Happy New Year. God bless you.

Sincerely, Charlotte

Dear AFD,

Many, many thanks! Your thoughtfulness was very special. Thank you again.

Claudia P.

Dear AFD,

Thank you for the Thanksgiving turkey.

Laura S.

Dear AFD,

Thank you for your gift of a Holiday Turkey for me and my family. Thank you again.

Y our faithful Edward S.

Dear AFD,

Thank you for the turkey you provided. It helped a lot, and came really in good time. I appreciate your generosity. Thank you very much, and have a happy holiday. Happy New Year. God bless you.

Sincerely, Charlotte

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Thank you for the Thanksgiving turkey.

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Sincerely, Charlotte

Dear AFD,

Many, many thanks! Your thoughtfulness was very special. Thank you again.

Claudia P.

Dear AFD,

Thank you for the Thanksgiving turkey.

Laura S.
A MAJOR PROMOTIONAL EVENT

Display and Advertising Opportunities will deliver increased sales and profits!
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See your Stark & Company Sales Representative for promotional and display opportunities
Disliking Representative Jim Agee (D) Muskegon. His warm smile and caring personality come through whether meeting him face-to-face or miles apart, talking over the phone. He's the kind of guy that anyone would like as a next-door neighbor. Perhaps that's because he has moved around the state so much and has been the neighbor of many people.

Born in Detroit in 1940, young Jim Agee lived in a number of different houses with his family in the city. His father, a truck driver for J.L. Hudson, died while Jim was in elementary school, leaving his mom to raise Jim and his two sisters alone. She worked on the assembly line, taking as much overtime as she could get in order to support the family.

Although the Agees didn't have much, what they did have was a strong sense of values and a love for each other. "Mom valued education and understood the meaning of the dollar," says Representative Agee. She instilled that value in her children and encouraged them to be their best.

Jim Agee began working as a teenager, taking numerous jobs to help the family and save for college. He was a caddie, a production worker and a carry-out clerk for a grocery store, among other things.

Agee graduated from Redford High School in 1958 and in looking back, feels that his years at Redford were a very important part of his life. He was impressed by his teachers there, "coming from a background where I was trying to better myself, education became extremely important."

He decided to make education his career, and working part-time, put himself through college at Michigan State University. His first teaching job was in Pontiac Public Schools. But his education did not stop there. Agee attended Michigan State University at night, receiving his masters degree in education administration.

Jim Agee taught school in Pontiac for six years, taking a real interest in the kids by also coaching football and track and directing school plays. A principal's position in the small town of Marion in the northern part of Michigan's Lower Peninsula drew Agee away from his familiar urban setting. Until then, he had always lived and worked in a relatively large city. His time in Marion taught him the similarities and differences associated with rural life.

Muskegon was his next home town, as he accepted a principal's job there. He eventually moved back to Pontiac, where he stayed for 12 years as assistant principal in its larger school system and then went back to Muskegon to take the position of superintendent of schools for the Muskegon Public School system, which he held for nine years.

"Living all over the state, I believe I have a good understanding of peoples' concerns, in both rural and urban settings," Agee says.

In 1992, at the young age of 51, Jim Agee retired from education to take on a new career in Michigan's House of Representatives. Why did he choose to dive into politics? "I was able to retire early and the opportunity was perfect. I've always had an interest in politics. There are a lot of similarities between school administration and political life. Over the years I have learned the skills that I now use as a Representative - it's just that before my constituents were my students."

Needless to say, Representative Agee ranks education as one of his top priorities. He is vice chairman of the House Education Committee and takes that position very seriously. He is also chairman of the Democratic Task Force on Education Standards, is a member of the MSU College of Education Dean's Advisory Board and the National Council of State Legislators Committee on Education, Labor and Job Training.

"I describe myself as a very strong education supporter. Some people mistake this as being opposed to change. That is absolutely not true! I believe we should always have continuous progress if we are to work at solving the problems that face our state."

Agee sees some of Michigan's major problems as crime, under employment and unemployment, the number of people on welfare and other social services.

"We can say that our educational system is the cause of these problems or we can look to education as the system that will lead to the solutions. An educated society is a society where these problems exist to a much lesser degree."

Agee believes that the first step to improving Michigan's educational system is one very simple but vital change - demand rigorous standards of excellence from our children. Currently Michigan has "suggested" standards - our children are not required to meet specific, statewide, uniform goals.

"To get more from our students we need to demand more. If you are dealing with kids at home and you suggest that they clean their room, chances are it won't get done. If you set standards, are specific about what must get cleaned and then demand that it is done before they can go out to play, the room will get cleaned. As a state we must demand that certain standards are met before our children are allowed to graduate and go on to other things."

Agee says that Japan, Germany and France all have standards for graduation in place. "The job of our government is to institute rigorous standards, then get out of the way of the individual school systems, so they can each determine how they will reach these standards. This will work with a greater degree of equity."

Representative Agee believes that the State of Michigan owes this to its residents. "When Proposal A passed in 1994, we promised the people that education would improve. We must keep that promise."

Another priority Representative Agee has for 1997 is to work on Michigan's tired infrastructure of roads and transportation systems. "We have made Michigan more competitive with other states, but we must continue to rebuild our roads."

He adds, however, that there is a delicate balance that must be adhered to when it comes to paying for these improvements. He believes - as many economists do - that we will experience an economic slowdown sometime in the near future. Michigan must be prepared for this by spending cautiously and implementing a fair tax system.

"Without measures in place, Michigan could quickly fall into a recession," he says. "Michigan is one of the prime states in the nation for a cyclical economy. Although we have made strides to expand, we still have a great dependence on autos." He believes the state must continue to encourage diversification in our industries through tax incentives for technology and related industries like fiber optics. At the same time we must balance our investments in education, infrastructure and technology against the realistic view that our economy is due for a slowdown.

It's a difficult job, but Representative Jim Agee is certainly ready for the challenge.
AFD on the Scene

Flavor Selection Day for Ashby’s Sterling Ice Creammmmmmm!

Clowns & Kids just seem to go with ice cream!

Matt Martin, chief operating officer of Cattleman's Farmers' Market, with friend Anna Snyder.

(left) Sam Loussia from Home Pride Food Center enjoys the selection process.

(right) Ice cream is placed on a pedestal at Ashby's!

Mike and Susan Jaddou, from Saviland Super Market, with their children Niehart, Athra and Riba. Bill Jaddou, also from Safeland, with his children Ivan, Valant, Lars, and Vanar.

Sands and Mark Garmo, from Majesto Supermarket, with their children Jordan and Muranda. Max Garmo from Food For Less, with her children Joshua and Mervina.

Ronnie and Waffaa Jameel, from Mac & Jack Liquor, with their children Horn, Brittanys, and baby Sabrina.

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Call 1.800.663.2263 today, and give your business the LightWise™ advantage.
Scenes from the AFD 81st Annual Anniversary Ball
It's easy to see that a great time was had by all!
Executive Director
Cont. from page 3

Michigan’s nonprofit agencies, these

cereals in a factory but the
distribution of product, sometimes
referred to as the “middleneck,” is
not recognized by the consumer as
being part of the headline that brings
the cereal to the table. The nation’s
food supply is always available and
abundant.

Thinking back, we should all
recognize the importance of the
wholesaler and distributor, since
one of our most familiar children’s
stories relates how “The Little
Engine that Could” got the food
and toys to the townsperson against
great adversity. That “I think I can”
attitude still prevails in an industry
where the highways are crowded
with the shiny trucks who make it
possible for the aisles and shelves of
our favorite stores to be continually
loaded with the international bounty
that we have come to expect.

Each year these suppliers export
cherries from Traverse City and
import bananas to Battle Creek.
They keep store owners shelves
filled in- and off-season. Each year
Beaujolais Nouveau arrives exactly
on the proper date and vintage wine
from the best years is always
available. Beer brands proliferate
on store shelves, brought from
obscure breweries worldwide. The
wholesaler and distributor link us up
with the small farmer and the
sophisticated broker and still offer
our markets the best available at
competitive prices.

Today products reach the market
from the air, land and sea. Trucks
haul the pizza and produce, the ice
and the ice cream, and planes fly in
from the air, land and sea. Trucks
travel along many routes to bring the best
to our state’s consumers. Over
land, rail, air or sea, our
manufacturers, wholesalers and
distributors help Michigan to
compete in today’s diverse
marketplace.

When I was raised as a child,
“The Little Engine That Could” was
one of my favorite stories. My
family’s milk and butter were
supplied by Farmer Hade.

Wholesalers and distributors have
brought a long way from the time
when we could buy our milk from
the farmer across the street. The
future in this industry remains to be
seen, but with “I think I can” as the
prevailing attitude, we can be
assured that these companies will
lead us along the best road into the
new century.

Salute
Cont. from page 1

Or December 19, 1995, representatives of every major retail
organization in America announced the largest effort ever to reduce
youth smoking. More than 150,000 retailers nationwide have joined
forces through the Coalition for Responsible Tobacco Retailing to
prevent the sale of tobacco products to kids.

R.J. Reynolds Tobacco Company is proud to support this
unprecedented effort. Youth should not smoke. That is our position.
And since 1992, we have provided more than 70,000 retailers a
training program we developed called “Support the Law” to teach
sales personnel how to avoid underage sales of tobacco products.

Providing a wide range of retail signage and teaching tools, “We
Card” does even more. That’s why RJR is discontinuing “Support
the Law” and endorsing these outstanding materials.

America’s retailers have taken a leadership position on the issue of
youth access. R.J. Reynolds is proud to help them make it happen.

The Coalition for Responsible Tobacco Retailing
National Association of Convenience Stores • National Grocers Association • American Wholesale
Marketers Association • International Mass Retail Association • National American Wholesale
Grocers Association • Food Marketing Institute • National Retail Federation • National Association
of Chain Drug Stores • National Association of Beverage Retailers • National Association of Truckstop
Operators • Tobacco Institute • Smokeless Tobacco Council

For more information call 1-800-934-3968
Bert suddenly remembers all the things he loves about Winter in Michigan.

Winter got you down?
Bask in the sunshine of Mistic Beverages and Crystal Light Soft Drinks

... For a little taste of Summer ... Anytime.

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. . . . Represented by **SALES MARK**

**ICE MOUNTAIN**

Spring Water

**ICE MOUNTAIN**

Spring Water

**Now Available in Michigan**

Drink refreshing crisp tasting Ice Mountain Spring Water. Its pure taste is reminiscent of pristine snow capped peaks and cool mountain breezes. It will delight you. Enjoy!

**SALES MARK**

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SAGINAW

TOLEDO

COLUMBUS

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