



ASSOCIATED FOOD DEALERS OF MICHIGAN

and its affiliate
PACKAGE LIQUOR DEALERS ASSOCIATION

FOOD & BEVERAGE REPORT

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April 2000

Working hard for our members.

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Legislative Update

Estate tax reduction & minimum wage hike pass house

The house approved legislation that would provide nearly \$46 billion in business tax cuts, including estate tax reduction. The measure, approved by a vote of 257 to 169, is designed to help mitigate the minimum wage increase, which also passed the House.

GOP leaders, who used parliamentary procedures to combine the tax (H.R. 3832) and wage bills (H.R. 3846) into H.R. 3081, had hoped to spread the \$1 minimum wage increase over three years. However, Democrats and 42 Republicans joined forces and pushed through an amendment that would implement it in two years.

The bill now goes to conference with the Senate-approved measure, which was attached to the Bankruptcy Reform Act. It would raise the wage by \$1 over three years and is coupled with approximately \$18 billion in tax cuts, not including estate tax relief.

GET READY FOR THE

CARNIVAL of SAVINGS



See our special Trade Show Section, beginning on page 48.

Associated Food Dealers' 16th Annual Selling Trade Show

**Mon., April 17
Tues., April 18
Burton Manor**

AFD offers cutting edge Prepaid Cellular solution

TekTel Marketing and AFD have joined forces to offer retailers a chance to sell a prepaid cellular phone featuring the AirTouch cellular prepaid product.

Prepaid cellular—cellular service that is paid in advance—is now establishing a firm hold in America. Although prepaid customers currently make up only two percent of cellular subscribers, this segment is growing quickly.

Today, according to AirTouch Cellular, 50 percent of new business is coming from prepaid. Estimated overall revenue for prepaid cellular in 1997 was \$800 million. The projected revenue for 1999 is between \$1.5 and \$2 billion.

TekTel Marketing has joined with AFD to offer a way for retailers to sell prepaid cellular service: An AirTouch Phone-in-a-Box. The program offers 4 denominations of airtime

cards from which to choose, low per-minute pricing, no long distance charges and six months expiration on airtime. Phones are delivered via second-day service.

The key to the program's success is not just the sales of handsets. Retailers benefit from the ongoing sales of replenishment cards for the phones.

Jeffery Kagan, President of Kagan Telecom Associates, was quoted in *American's Network* as saying, "prepay probably represents the biggest gold mine the cellular/wireless industry has ever seen."

Although most consumers purchase the Phone-in-a-Box because they can buy a new cellular phone with activation and free talk time for well below \$100, there are still approximately 20 million cell phones which are inactive, laying in drawers somewhere.

See Prepaid Cellular, page 19

Spartan in merger talks

Spartan Stores, Inc. announced that it is engaged in merger negotiations with Toledo-based Seaway Food Town, Inc.

The proposal under discussion would result in a merger of Seaway into a wholly owned subsidiary of Spartan. Under the terms of the proposal, each Seaway share would be converted into the right to receive \$5.00 in cash and one share of Spartan common stock. Spartan shareholders would receive an additional 0.336 share of Spartan common stock for each share of Spartan common stock. There can be no assurance that the parties will reach a definitive agreement with respect to this transaction.

Any transaction would be subject to approval by shareholders of both companies and other customary conditions. It is anticipated that Spartan's shares would become

See Spartan merger page 19

Are Bioengineered Foods Safe?

by Larry Thompson

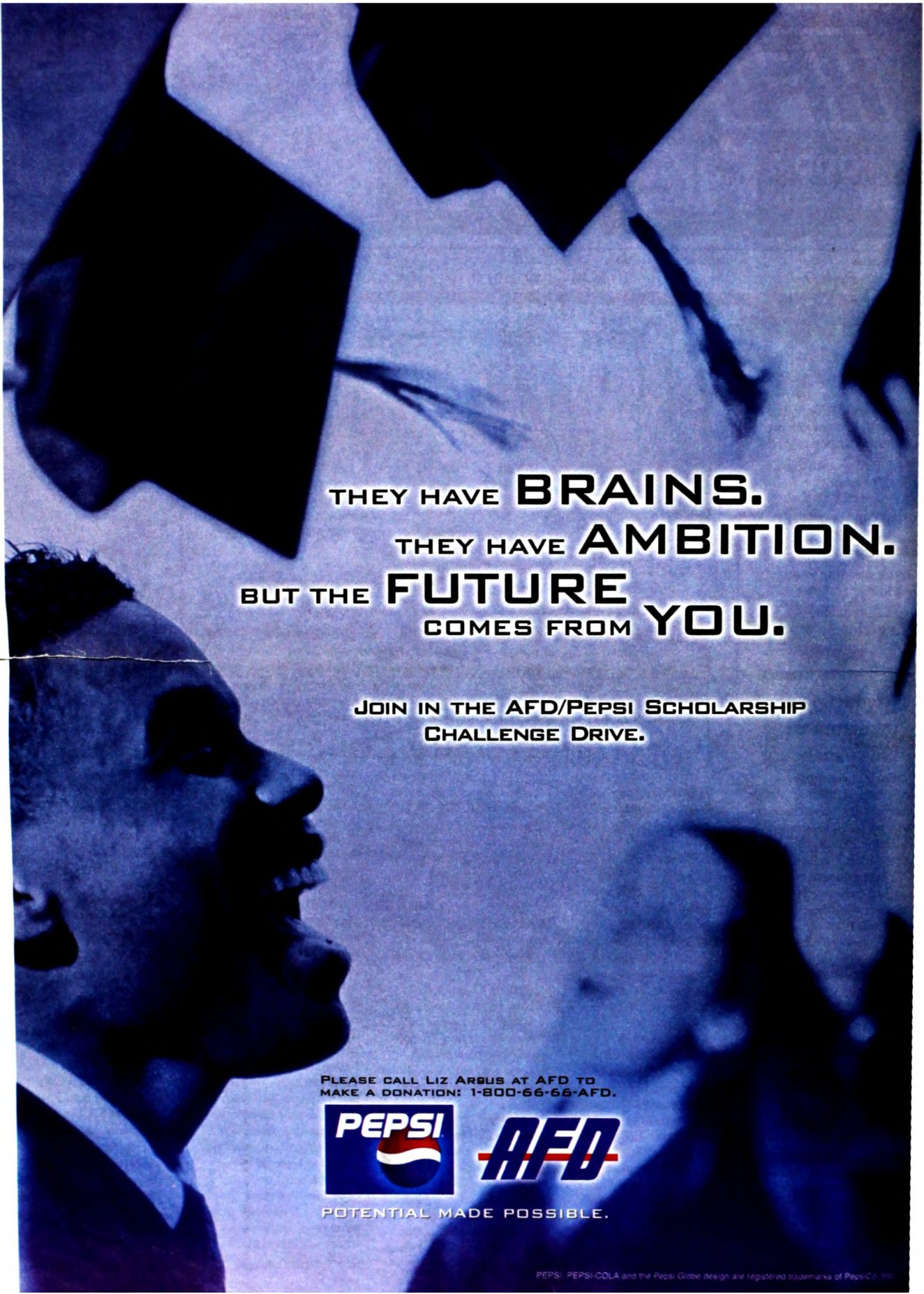
Since 1994, a growing number of foods developed using the tools of the science of biotechnology have come onto both the domestic and international markets. With these products has come controversy, primarily in Europe where some question whether these foods are as safe as foods that have been developed using the more conventional approach hybridization.

Ever since the latter part of the 19th century, when Gregor Mendel discovered that characteristics in pea plants could be inherited, scientists have been improving plants by changing their genetic makeup. Typically, this was done through hybridization in which two related plants were cross-fertilized and the resulting offspring had characteristics of both parent plants. Breeders then selected and reproduced the offspring that had the desired traits.

Today, to change a plant's traits, scientists are able to use the tools of modern biotechnology to insert a single gene—or, often, two or three genes—into the crop to give it new, advantageous characteristics. (See "Methods for Genetically Engineering a Plant.") Most genetic modifications make it easier to grow the crop. About half of the American soybean crop planted in 1999, for example, carries a gene that makes it resistant to an herbicide used to control weeds. About a quarter of U.S. corn planted in 1999

See Bioengineered food page 42

Visit our Web site at: <http://www.storecentral.com/afd.htm>



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President's Message

Promoting Lottery's \$2 tickets puts money in your pocket



Last September, we were proud to report that AFD was successful in increasing lottery commissions for retailers.

As a pilot project that continues through September 30, 2000, the Lottery is now paying a commission of seven percent on all \$2 instant games. Currently \$2 instant games account for 40 percent of all instant ticket sales. We believe that the higher commission on \$2 instant games will raise an additional \$4 million for retailers.

Remember, the seven percent commission is for the \$2 tickets only. It is in your interest to promote the \$2 ticket whenever possible. If the project is successful, it is our hope that the seven percent commission will be passed on to all instant games next year.

The Lottery recently launched a television advertising campaign featuring the wide variety of \$2 instant tickets the Lottery offers. The extra attention this advertising campaign is creating should bring even more customers into your stores—allowing you to take full advantage of the seven percent sales commission awarded for the sale of \$2 instant tickets during fiscal year 2000.

To keep interest high, the Lottery issued three new \$2 games in March, taking advantage of the St. Patrick's Day theme and other spring themes. They will continue to introduce new games. By promoting \$2 instant tickets, you will increase your commissions and send a message to the Michigan Lottery that larger commissions mean more sales. Keep up the good work!

OSHA regulations opposed

AFD recently submitted a letter to the U.S. Department of Labor opposing the proposed ergonomics regulations that would place stringent new requirements on virtually every

grocery industry job.

The public was given only 100 days to review and comment on the proposed regulation and the more than 50,000 pages of related materials in the docket. We also object to the fact that OSHA is moving forward with its regulation while the Congressionally mandated ergonomics study by the National Academy of Sciences is still underway. OSHA should withdraw its regulation until scientific evidence is available to provide that a federal regulation will further reduce injuries.

The proposed regulation would affect nearly every job in your store, including: checkers; baggers; those who stock shelves; refrigeration units and produce bins; employees who lift and retrieve products in storage facilities and those who handle transportation. It would require you to set up an ergonomics program for all of these jobs, providing "management leadership and employee participation," "hazard information and reporting," "job hazard analysis and control," training, and extensive bureaucratic record keeping. The regulation is written so vaguely that we believe it will be extremely difficult to determine what steps you should take to reduce any possibility of musculoskeletal injuries.

Retailers will be left to hope that what they have done will satisfy an OSHA inspector when he or she arrives at our facilities.

As of press time, OSHA was holding hearings regarding the ergonomics regulations. AFD is monitoring this issue and will provide information as it becomes available.

The Grocery Zone

By David Coverly



THAT'S WHEN KEVIN KNEW IT WAS HIS LUCKY DAY.

AFD wants to hear from you!

Did your store recently celebrate an important anniversary? Are you providing a service that is unique?

If so, we want to feature your company or its products in this magazine! The AFD Food & Beverage Report will print your news as space permits. The service is free to AFD members. If you would like to see your name on the pages of the AFD Food & Beverage Report, call Tom Amyot at (248) 557-9600.

PepsiCo supports education, youth and employee volunteers

In the March issue of this publication, AFD announced the formation of an exciting new joint effort with Pepsi. Called the AFD/Pepsi Scholarship Challenge Drive, Pepsi and AFD will raise \$1 million for college scholarships. Pepsi made a commitment to donate \$100,000 per year – for each of the next five years – for a total of \$500,000. AFD, in turn, will raise an additional matching \$100,000 per year, for a combined total of \$1 million over five years. The drive is designed to help Metro Detroit students that are capable of attending college but may not be eligible for other scholarships.

AFD is grateful for the support and commitment that Pepsi has made to Michigan youth. As great as this contribution is, the AFD/Pepsi Scholarship Challenge Drive is just one of many charitable programs of the beverage and snack food giant, PepsiCo, the parent company of Pepsi-Cola, Frito-Lay and Tropicana. In fact, *Worth Magazine* (December/January 2000) noted PepsiCo among America's most generous companies.

Benevolence begins at the top

In 1998 PepsiCo Chairman Roger Enrico decided to give up his entire salary for scholarships for the children of frontline employees as a way to say thank you to the men and women who make, move and sell the company's products. These employees include plant workers, route salespeople, customer service representatives and truck drivers. Students can use the scholarship at the school of their choice, whether it be a four-year university, community college or vocational/technical school.

The response was so great, that Mr. Enrico has donated his salary again in 1999 and 2000. As a result, an additional \$3 million has been set aside for scholarships. Over the past 19 years, the PepsiCo Foundation has awarded scholarships totaling \$15 million to over 1,200 sons and daughters of employees.

Commitment to youth

PepsiCo and its divisions support a myriad of programs which help to develop youth. For example, PepsiCo is the first National Mission Partner of the YMCA, which is the largest youth sports and activities provider in the U.S. Through a strategic alliance with the YMCA, PepsiCo has pledged \$16 million over ten years, supporting every YMCA

branch in the nation. Tropicana, headquartered in Bradenton, Florida, is a major sponsor of a program called "Take Stock in Children," which identifies financially needy 8th grade students, matches them with mentors and provides them with a \$5,000 annuity for college. Frito-Lay is the title sponsor of a Dallas-based group called "Our Children's Store," which sells merchandise on behalf of charities who serve children in need.

The PepsiCo Foundation's new focus is skill-building programs for urban and low-income youth. For example, the PepsiCo Foundation recently awarded a \$124,390 grant to Junior Achievement and the National Foundation for Teaching Entrepreneurship. The funds will be used for the development of a pilot program with special emphasis on reaching students who are disadvantaged.

"PepsiCo's commitment shows they recognize the need for business education that is able to reach young people from many different economic backgrounds," said Jim Hayes, president and CEO of Junior Achievement.

Jacqueline Millan, Director of Corporate Contributions, PepsiCo, Inc., adds, "PepsiCo believes that disadvantaged youths across the United States deserve an equal opportunity to learn about business, economics and the free enterprise system. This partnership will help make that possible and we are proud to support it."

Giving to the charities employees choose

Over two decades ago, PepsiCo's management realized that one of the best ways to give is to allow its

employees an opportunity to determine how and where the contributions are made.

The Foundation responds to the personal dedication of employees of PepsiCo, Inc. and its operating divisions who make a difference in the communities in which they live. The Foundation programs lend support to organizations where PepsiCo people are actively involved as volunteers. With a strong history of support to community-based groups and educational institutions, Foundation dollars make an impact when they back the individual commitment of PepsiCo employees.

The PepsiCo Foundation rewards and encourages employees who contribute to community organizations and institutions through their voluntary service as well as through their monetary gifts. The Foundation matches, dollar for dollar, contributions made by full-time PepsiCo employees worldwide to nonprofit organizations. When an employee provides voluntary services in addition to a financial contribution, the Foundation will double the match (two-for-one).

"We have found that by giving to the charities that our employees are involved in, we not only benefit a host of worthwhile causes, but we also create goodwill between Pepsi and its employees," says Dave Dempsey, general manager of Pepsi Detroit.

The Foundation also supports the United Way's national fundraising campaign by offering PepsiCo employees an opportunity to reach a broad base of non-profit organizations through their gifts. The Foundation matches employee contributions to the United Way dollar for dollar.



Roger A. Enrico (l) receiving the President's Award from William C. Nelson, president of Citizens' Scholarship Foundation of America, on January 26, 1999.

Calendar

April 16-18
Supermarket Pharmacy Conference 2000
Pointe Hilton South Mountain Resort, Phoenix, AZ
(202) 452-8444
www.fmi.org

April 17 - 18
Carnival of Savings
AFD's 16th Annual Selling Trade Show
Burton Manor, Livonia
(248) 557-9600

May 7 - 10
FMI Supermarket Industry Convention and Exposition
Chicago
(202) 429-4521

June 11-15
Managing the Total Store: Operations Course
Western Michigan University
Kalamazoo
(202) 429-4519
www.fmi.org

July 20
AFD Annual Scholarship Golf Outing
Wolverine Golf Course
Macomb, MI
(248) 557-9600

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Building bridges of understanding

As a principal account executive for Detroit Edison's Ethnic Marketing group, Sabah Hermiz (Summa) responds to the energy-related needs of the Chaldean, Assyrian and Syriac markets. But his work doesn't end at 5 p.m. - many days he's only beginning.

However Hermiz, an engineer by profession, isn't complaining. Serving as a liaison between his company and his community is a

labor of love.

"I am grateful for the opportunity to help the Chaldean community while fulfilling my responsibility to the company," Hermiz said. Chaldeans, Assyrians and Syriacs are ethnic groups from the ancient land of Mesopotamia now called Iraq. They all speak the Chaldean language.

"The personal relationships and programs established by Detroit Edison demonstrate that the company

cares enough about the community to be involved, and wants to give customers the excellent service they deserve."

He adds that building bridges with ethnic communities also makes good business sense. According to 1996 estimates based on census information, nearly a third of Southeastern Michigan residents were African-American, or of Arab, Chaldean, Asian or Latino descent.

Hermiz helps address the needs of more than 10,000 mostly small Chaldean businesses in Southeastern Michigan. Business owners typically contact Hermiz first when they have energy-related concerns.

"I may expedite the resolution of problems or at least explain to customers what they need to do to resolve them," Hermiz said. "I'm an avenue for the Chaldean/Assyrian/Syriac business customer."

Although Hermiz worked as a Detroit Edison engineer for 20 years before assuming his current position two years ago, the move to Ethnic Marketing was a natural transition. Hermiz was active in his native Iraq and continued his community involvement when he moved to the United States in 1968.

In fact, that enduring commitment

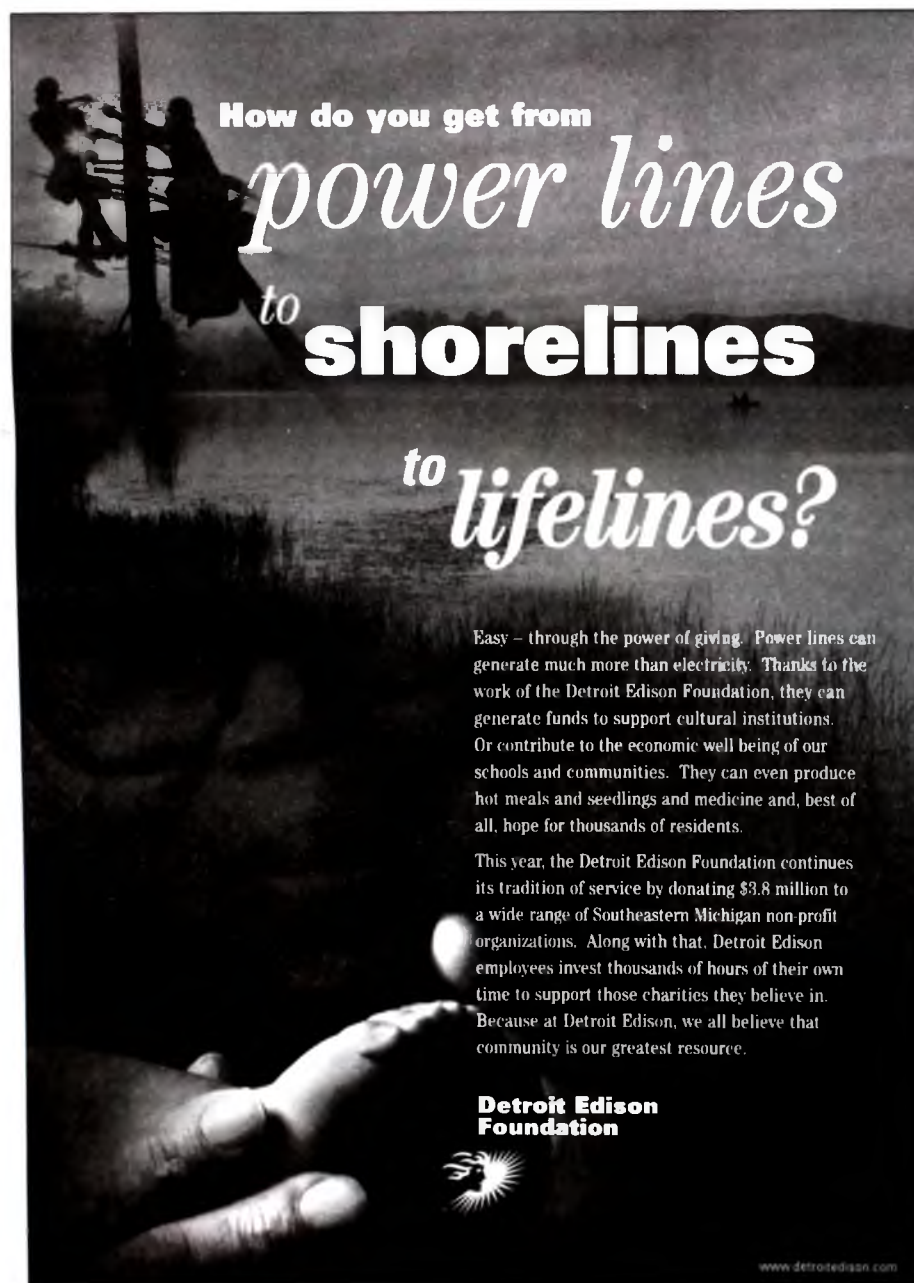
Building bridges with ethnic communities makes good business sense. According to 1996 estimates based on census information, nearly a third of Southeastern Michigan residents were African-American, or of Arab, Chaldean, Asian or Latino descent.

recently earned Hermiz recognition from the Chaldean Federation of America, which presented him its 1999 Business/Community Service Award.

"When I came to the United States, I was helped and given guidance by the people around me. What better way to give back to the community than to participate and be active in helping others," he said.

Through the years Hermiz has played key leadership roles with organizations such as the Chaldean Iraqi-American Association of Michigan, the Iraqi-American Graduate Association and the Chaldean Federation of America. He is also co-chairman of the Chaldean Town Project. The project is developing the commercial strip of Seven Mile Road between Woodward Avenue and John R into an "ethnic town" of Chaldean stores, restaurants and cultural facilities for residents and tourists.

Hermiz is also active with the Detroit area's five Chaldean churches as well as the Associated Food Dealers, which has a large Chaldean membership. Through his long history of personal and professional community involvement, Sabah Hermiz (Summa) has helped to move Detroit Edison one step closer to its goal of building bridges of understanding with the communities that it serves.




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power lines
to
shorelines
to
lifelines?

Easy - through the power of giving. Power lines can generate much more than electricity. Thanks to the work of the Detroit Edison Foundation, they can generate funds to support cultural institutions. Or contribute to the economic well being of our schools and communities. They can even produce hot meals and seedlings and medicine and, best of all, hope for thousands of residents.

This year, the Detroit Edison Foundation continues its tradition of service by donating \$3.8 million to a wide range of Southeastern Michigan non-profit organizations. Along with that, Detroit Edison employees invest thousands of hours of their own time to support those charities they believe in. Because at Detroit Edison, we all believe that community is our greatest resource.

Detroit Edison Foundation



www.detroitedison.com

Living wage ordinances: bad public policy, bad for business



By Richard E. Blouse Jr., CCE
President and CEO
Detroit Regional Chamber

As President Clinton considers vetoing a \$1 dollar increase in the federal minimum wage, legislators in Lansing should consider passing a law that uniformly regulates wages in Michigan. Living wage ordinances have been springing up across Southeast Michigan, in Warren, Ypsilanti, Ypsilanti Township and Detroit. The trend subsided recently when the mayor of Ann Arbor vetoed a proposed living wage ordinance approved by its city council. Southeast Michigan is enjoying the benefits of a booming economy. The Detroit Regional Chamber supports letting the region ride the momentum and allowing the free market to continue to drive Southeast Michigan into the new century and resist the pressure to mandate wages and health care on the local level.

Living wage ordinances from an economic development standpoint are considered regional wage taxes. To many companies looking to expand or invest in the state, or in particular the region, these ordinances present barriers to entry and can result in the noncompetitiveness of municipalities in terms of industry attraction and retention. The last thing Regional Detroit needs is a new tax to deter investment and expansion. The way to keep the economic ball rolling is to reduce taxes, not create new ways to hinder new investment and economic development.

There is no community that stands to lose more than Detroit if the living wage ordinance prevails with its current language. So burdensome and far-reaching is the Detroit living wage ordinance that the nonprofit community has joined forces with the Detroit Regional Chamber to form the "Coalition for Full Employment." The ordinance, as currently written severely impacts nonprofits that receive financial assistance from the city even if that financial assistance is a direct federal pass through from the city to the nonprofit. The ordinance is so poorly written that even its main proponent, the Metropolitan Detroit

AFL-CIO, realizes that it needs to be amended.

In addition, the Detroit living wage ordinance is the only one that was not enacted by its elected legislative branch – instead it was voted in by ballot initiative. It was adopted by a popular vote of the people, following a ballot initiative pushed by the Metropolitan Detroit AFL-CIO.

December 16, 1999 marked the first anniversary of the adoption of Detroit's living wage ordinance and offered the first opportunity to amend the ordinance under Detroit's home rule charter.

Because recent efforts in Lansing to preempt living wage ordinances have failed, the Detroit Regional Chamber realizes that repeal of the

voter-approved ordinance on the local level is politically implausible, especially in Detroit. By incorporating a pro-active position, the Chamber chose to engage in a dialogue with the ordinance's proponents in order to offer amendment language to minimize the

See **Living wage**, page 8



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U.S. Supreme Court holds that the FDA lacks authority to regulate tobacco

By a vote of 5-4, the U.S. Supreme Court determined that the U.S. Food and Drug Administration (FDA) does not have the legal authority to regulate tobacco. The Court upheld the August 1998 Fourth Circuit Court of Appeals' ruling. The Supreme Court decision was made on March 21.

The ruling throws out the FDA requirement that convenience stores and other places that sell cigarettes demand identification from anyone

who appears to be under age 27 seeking to buy tobacco products. All 50 states already ban tobacco sales to anyone under 18.

In the Supreme Court's decision, Justice Sandra Day O'Connor wrote, "It is plain that Congress has not given the FDA the authority that it seeks to exercise here." The Court noted that if the FDA had jurisdiction over tobacco it would be forced to remove the product from the market,

under the Food, Drug, and Cosmetic Act (FDCA).

O'Connor further wrote that, "Considering the FDCA as a whole, it is clear that Congress intended to exclude tobacco products from the FDA's jurisdiction." She noted, "An FDA ban would plainly contradict congressional intent." The Court also held that, on several occasions, Congress considered and rejected legislation giving the FDA the

authority to regulate tobacco.

O'Connor was joined in the majority by Chief Justice William H. Rehnquist and Justices Antonin Scalia, Anthony M. Kennedy, and Clarence Thomas.

Justices dissenting were Stephen Breyer, John Paul Stevens, David Souter, and Ruth Bader Ginsburg.

Keep tabs on competition while providing employee perk

Don't have time to keep tabs on what your competition is doing? We recently read about a convenience store owner who made it a practice to give various employees \$10 once every few weeks to shop the competition and report back. The bonus: While he stays on top of what his competitors are doing—both good and bad—the employee gets an unexpected perk. Would something like this work for you?

— Humetrics Hire Tough Group

Living wage

Continued from page 7

ordinance's impact on future economic development projects in the city and to ease its impact on small businesses.

Recognizing that Detroit is finally poised to realize a true economic renaissance, the Chamber refuses to see the city's rebirth jeopardized by locally mandated wage laws. The Chamber, which works to power the economy for Southeast Michigan, is committed through its public policy team to win support of the majority of City Council members to amend the ordinance and minimize its effect on the region's economy.

Businesses and business leaders can no longer afford to remain silent on this issue of mandated living wages. Individually and collectively, we must voice our dissatisfaction regarding this bad public policy. Please join the Detroit Regional Chamber in its effort, by writing or calling local and state elected officials to voice your concern over locally mandated wage laws.

For more information, call Jeff Hunt of the Chamber's Public Policy Team at (313) 596-0482 or email: jhunt@detroitchamber.com.



Where is Margaritaville?

There's no passport required. And you don't have to be a navigator to get there. There's a seat with your name on it at a thatched-roof bar perched on the edge of a turquoise sea. *Where is Margaritaville?* It's in your mind. It's in this tequila.

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200 ml	8546-0	\$4.20	\$4.00	\$4.00	\$4.79	750 ml	0537-0	\$12.25	\$11.64	\$11.87	\$13.95
375 ml	8556-0	\$7.85	\$7.45	\$7.68	\$6.93						
750 ml	8569-0	\$14.05	\$13.34	\$13.68	\$15.99						
1 L	8613-0	\$17.55	\$16.67	\$16.99	\$19.97						
1.75L	8620-0	\$26.35	\$25.02	\$25.51	\$29.99						

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Working in two different markets

by Ginny Bennett

The economic reality today for independent convenience store owners forces them to be creative. Competition is strong as retail chains move into territory where independent markets once claimed sole ownership. Profit margins are continuously squeezed, forcing some stores to close and others to seek new profit centers. Sam Sheena is one of the latter. The owner of Farmington Hills Wine and Liquor, he has discovered a way to increase profits in his store and has learned to play the stock market to his advantage. Both markets are working for him.

In an ever-changing business scene, Sam says, "the one thing that remains constant is the fact that we succeed because we offer personal service to our customers." In Sheena's case, personal service entails a good deal of time spent researching wine for customers and searching for special wine sources. Customers appreciate the value of this service and have remained loyal.

Growing his wine, beer and liquor business has been a natural evolution as other categories, like soft drink



Sam with 18-year-old Brian Sheena. Brian and brother Brent work at least 15 hours each week at the store in addition to their busy schedule at the University of Michigan.

sales, lose ground to the chains and warehouses that get big quantity discounts and are able to pass the savings on to customers.

Sheena has one of the most comprehensive wine departments in Farmington Hills. He has created a market niche and developed a reputation for his ability to find the perfect bottle of wine to please the client. Customers compliment him on his tenacity when they must

have a special label. Sam is willing to spend the extra time since he frequently is able to educate the customer and steer them to a more profitable item.

Depending on repeat customers for the bulk of their business has had another unexpected benefit. Farmington

Hills Wine & Liquor has been able to reduce their hours open to a manageable schedule. Friday and Saturday nights they are open until



Sam Sheena at Farmington Hills Wine & Liquor

11:00 p.m. but weekday hours are from 9:30 a.m. to 10:00 p.m.

Sam's other "market"

In the last two years Sam has become interested in another kind of market.

"In this business, you have to be creative," says Sam. "When you can't make a profit selling pop you learn another way to supplement your income." Sam's new market is something he works at while still running Farmington Hills Wine and Liquor. He does it at his desk, in between cutting checks for deliveries. Sam has begun making on-line stock market trades. Allotting a certain amount of money for this purpose, he invests mainly in internet and technology stocks. He has learned a lot and has had good results.

Mindful of the risks, he is cautious and disciplined about sticking to his limit. And, says Sam confidently, "after a couple years of investing, I've learned to do the research and respond to the rhythm of the stock

See Farmington Hills Wine and Liquor, page 30

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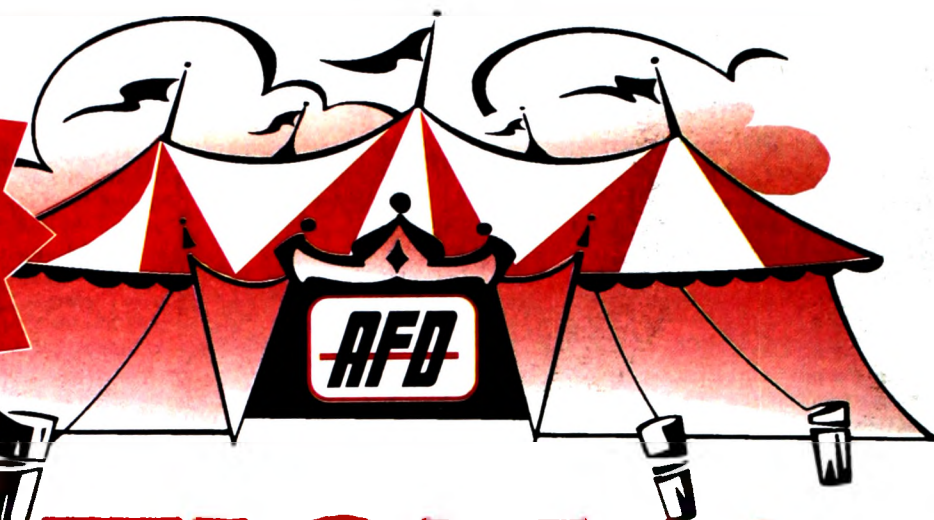
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State Representative Rick Johnson has foresight for our food supply

by Kathy Blake

As a farmer, State Representative Rick Johnson (R-Leroy) sees firsthand the importance of agriculture and the difficulties with staying in the farming business. He owns and operates his family's dairy and tree farm in the 102nd district, which he represents. Johnson is a freshman Republican and his district includes the predominantly agricultural counties of Missaukee, Osceola and Wexford and also Roscommon county.

"Agriculture is a \$35 billion industry in Michigan. If we don't keep our farms, we will be forced to depend on foreign countries to supply our food. We must enable farmers to make a living or they will get out of the business. We need to keep our agricultural lands as farm land or we will be less able to provide our own food. As great as our economy is, the economic state of our agricultural industry is the worst since the Depression," says Johnson.

He has seen Michigan losing small family farms. "The larger farms have



the resources to survive. Many of those are family-run corporations: one family milks the cows, one down the road grows feed for the cows and another family raises the young stock," says Johnson.

His family is selling their dairy farm which he and his brother have operated for decades, mainly because it's not profitable. In 1981, 100 pounds of milk sold for \$13. Today it brings in only \$10.

Both brothers have an adult son

and the four of them will concentrate on their tree nursery. Representative Johnson's brother was seriously injured two years ago in a machine accident. "He is able to drive

"Agriculture is a \$35 billion industry in Michigan. If we don't keep our farms, we will be forced to depend on foreign countries to supply our food."

automobiles but not farm machinery and is uncomfortable most of the time sitting or walking," said Johnson. This tragedy and Representative Johnson's responsibilities in Lansing have made them rely on their sons to do much of the work.

Their tree farm is doing well, they sell whole trees to landscaping companies in and out of state. "We can't dig enough trees," says Johnson who says they'll dig 12,000 to 15,000 this spring. They don't dig anything under 5 feet and trees sell at wholesale for approximately \$10 to \$11 per foot. Representative Johnson believes that

keeping the tree nursery and leaving the dairy business was a sound financial decision for his family.

The use of pesticides and fertilizer is necessary in mass production of food and Representative Johnson believes the new genetic engineering which puts pesticide in the actual seed could be beneficial. "With the way the world population is growing, we're going to have to look at all ways to be able to provide enough food to feed them all," says Johnson.

The rise in oil prices adversely affects farmers not only because of the increased cost to run machinery and trucks to move the food, but also the production of nitrogen for fertilizer requires gasoline.

The cost of moving food has become more expensive with the rise in gasoline prices. "People believe there is a huge warehouse full of food, when in reality, the food is actually moving down the road in

See Representative Johnson, page 15



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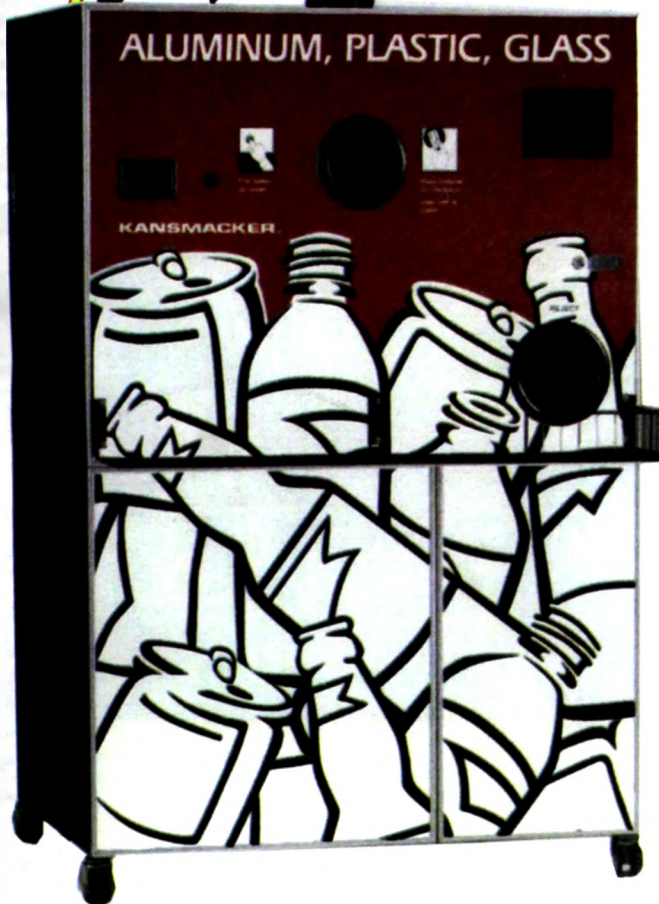
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Senator Johnson
Continued from page 12

semi-trucks, trains and delivery trucks. The roads are America's food warehouse," says Johnson. On his dairy farm, Johnson says the milk that is picked up today is purchased within 48 hours.

What causes a farmer to become politically active? For Representative Johnson, it was to make a difference with the schools his children attended. Twenty years ago, a neighbor asked him to run for school board and he was elected to the Pine River School Board serving for six years.

After that, he was elected to the Osceola County Commission for eight years, five of those as chairman. He and his commission developed one of the best ambulance services in the state, made additions to the county jail and courthouse and hired a county manager.

In 1994, Johnson served as director for District VII of the Michigan State Farm Bureau which has 180,000 members. "We're very active in the legislative process in Lansing and Washington and are involved in many issues. Being in the Farm Bureau gives a good knowledge of how the legislature works," says Johnson. This

Johnson is up for reelection this fall and plans to run for Speaker of the House.

background has helped him do his current job.

As representative, he is chair of the House Transportation Committee; serves on the Agriculture and Resource Management Committee; the Education Committee and the Insurance and Financial Services Committees.

During his first term, Representative Johnson was elected chair of the House Republican campaign committee. He also was appointed to the Land Use Work Group and became vice chair of the Michigan Transportation Funding Study Group.

Through his duties with the Republican committee, he was given the opportunity to emcee the House Republican Caucus Spring Dinner in Novi. "It is really unusual and unique that a freshman would hold this position. That is where term limits is taking us," says Johnson. Freshmen will increasingly be given responsibilities previously reserved for senior legislators. "In 2003, when 30 of the 38 senators are gone, we'll lose a lot of background knowledge." There will be approximately 70 new state representatives and a new governor.

Johnson is up for reelection this fall and plans to run for Speaker of the House since the current Speaker, Chuck Perricone retires due to term limits.

On the Transportation Committee, Johnson has served on the PA 51 committee which was formed to rewrite the funding formula for Michigan roads. Each year, the Michigan Department of Transportation disperses \$2.5 billion to road commissions, counties, villages and railroads.

Out of that, \$65 million is used to collect funds. The majority of the \$2.5 billion is currently distributed as follows: 39.1 percent to MDOT, 39.1

percent to road commissions and 22.8 percent for cities and villages.

On the Agriculture committee, he has worked on examining property tax, PA 116. The committee introduced a bill that would not allow pop-up or huge increases in property taxes on property when sold or transferred. "We discussed the requirement for property to stay agricultural for 10 years in order to receive a tax credit," says Johnson. His committee has also introduced a use tax for land so rather than being taxed on the property's potential use, the owner would be taxed on what it is actually used for. This bill is in the senate and the general public may be

able to vote on it this fall.

Johnson is a lifelong resident of Osceola County. He graduated with honors from Pine River High School in LeRoy. He served in the Army and Army Reserve.

His mother was a township treasurer for 25 years and his wife has also been a township clerk. He and his wife have been married 28 years and have two grown children and one grandchild.

To reach Representative Johnson, call (517) 373-1747, email rjohnson@house.state.mi.us or write State Representative, The Honorable Rick Johnson, P.O. Box 30014, Lansing, Michigan, 48909-7514.

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New "Michigan Rolldown" game scores a hit



by Commissioner Don Gilmer

The Michigan Lottery conducted its first-ever "Michigan Rolldown" drawing on Monday, February 28, and by all accounts the game is a great success! While there was no winning ticket that correctly matched all five winning numbers, 37,393 players shared in prizes totaling \$119,668.

Your friendly customer suggestions to try the new game, and your efforts to prominently display "Michigan Rolldown" point-of-sale materials, led to much higher sales

than originally anticipated. Lottery players all across the state jumped at the chance to try the new game, pushing the first drawing's ticket sales total over \$243,000!

Because no one matched all five winning numbers in the first drawing, those who matched four numbers got an even greater payoff. There were 112 lucky winners who each took home \$439 for matching four numbers!

Additionally, 3,691 players each won \$10 for matching three numbers

and a whopping 33,590 players each collected \$1 for matching two numbers.

As retailers, those 33,590 players who won \$1 prizes are of great interest to you because many of them are likely to turn those \$1 prizes into more Lottery ticket sales!

The Lottery is counting on its retailers to continue the excitement surrounding this new game by continuing to prominently display your "Michigan Rolldown" point-of-sale materials and explaining to players how the new game works.

In addition to your in-store efforts, the Lottery is running fast-paced television commercials and catchy radio ads to promote the new game. This combined effort is expected to keep Rolldown sales flying high!

Prizes & Commissions

At the halfway mark, the Lottery projects fiscal 2000 prizes awarded to players will total more than \$932 million, and commissions to retailers at roughly \$122 million. So, remember to "ask for the sale."

Fiscal 2000 should be a great year for retailers, with the special 7-percent commission on \$2 instant tickets and the \$2,000 bonus commission on redeemed Lottery tickets with a value of \$100,000 or more. Now more than ever — when your customers win, you win too!

Unclaimed Prizes

In addition to all the winning at the Lottery, unfortunately a number of prizes currently remain unclaimed. The two prizes listed below are set to expire during the month of May:

Draw Date: May 17, 1999
Game: Cash 5
Winning #: 14-19-26-35-36
Prize: \$100,000 (match all 5)
Retailer & City:
Huron Plaza Party Store
694 W. Huron St.
Pontiac

Draw Date: May 25, 1999
Game: The Big Game
Winning #: 12-35-36-38-39
gold 30
Prize: \$100,000 (match all 5)
\$150,000 (match first 5)
Retailer & City:
Carl's Super Market
127 W. Pearl St.
Pottersville

If your store has sold a top winning ticket that still has not been claimed by its rightful owner, be sure and ask your customers if they've checked their tickets lately. All unclaimed prizes revert to the state School Aid Fund after one year from the draw date has elapsed.

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1800 Tequila introduced Millennium Barrel

1800 Tequila, a leading brand of super- and ultra-premium tequilas, introduced one of the most exclusive and distinct tequilas in the U.S. market. The 1800 Millennium Single Barrel Tequila was produced in a limited supply, with only 200 barrels available for purchase within the U.S. This rare tequila is only available to consumers and retailers by the barrel and has a suggested retail price tag of \$18,000.

The 200-liter, hand-crafted barrel yields 288 (750 ml) bottles of 80-proof tequila, with each bottle bearing the unique 1800 Single Barrel-The Millennium Tequila mark in raised letters and accompanied by distinctive, hand-crafted labels that will be numbered and then personalized with the names of the individual buyers and retailers. For retail purposes, UPC codes will be applied for those who intend to resell the exclusive bottled product, priced at a suggested minimum of \$60. Retailers will also be presented with a five-liter replica barrel for display purposes.

UDV North America is the sole importer and marketer for 1800 Tequilas. UDV North America produces, imports and markets a wide range of premium brands including such spirits as Smirnoff Vodka, Jose Cuervo Tequila, Baileys Original Irish Cream, Malibu Rum, T.G.I. Friday's Frozen Drinks, Stolichnaya Vodka, Beaulieu Vineyard and Glen Ellen.

Baileys original Irish Cream pairs with Eli's Cheesecake

Baileys Original Irish Cream and Eli's Cheesecake Company are combining their ingredients to create the ultimate, branded liqueur cheesecake-Baileys Millennium Cheesecake by Eli's.

Baileys Original Cream, the number one cream liqueur in the U.S., and Eli's, the leading premium baker of cheesecake in the U.S. and one of the most recognizable names in desserts, are bringing together two products known for indulgence and taste.

The cheesecake features a luxurious layer of Irish Cream cheesecake topped with Baileys Original Irish Cream real whipped topping and finished with a splash of decadent dark chocolate and cocoa. The cheesecake is available in six and nine inch sizes. The suggested retail price is \$6.99 to \$7.99 and \$13.99 to \$16.99 respectively.

Product & Industry News

Shearer's Foods requests non-genetically modified corn

Shearer's Foods, Inc., manufacturer of Grandma Shearer's Snacks, has requested their raw corn suppliers to provide them with non-genetically modified corn for their corn products. All of the corn Shearer's buys is through farmers that hold contracts with the company. The decision is attributed to consumer confusion, not the company's view of the safety of food biotechnology.

Grandma Shearer's Award-Winning extra thin potato chips have recently been re-named "Grandma's

Choice" and re-packaged in a bold yellow 13-1/2 ounce bag. The "Grandma Shearer" character, introduced on Shearer's 25th anniversary bag last summer, dominates the front of the new bag made of high barrier metalized-oriented polypropylene.

Shearer's Foods, Inc. celebrated 25 years of business in 1999. Products include potato chips, tortilla chips, pretzels, cheese curls, peanuts, popcorn, corn chips and other snacks.

Produce factoid...tomatoes

Did you know that you should never refrigerate tomatoes? Tomatoes are damaged if refrigerated and will lose most of their flavor. Tomatoes are best when stored between 60 to 65 degrees. They should also be kept dry and away from ice. Tomatoes are very delicate and can bruise easily which may promote spoiling, so handle with care. Tomatoes are really considered a FRUIT; however their usage has prompted displays in grocery stores' vegetable departments.

Tomatoes offer a great source of Vitamin C and A. They are low in fat and contain no traces of cholesterol.

—Network News



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AFD FOOD & BEVERAGE REPORT

Junior Achievement: Needed today more than ever



by Tom Dewar, president of Junior Achievement of Southeastern Michigan
What does the term "Junior Achievement" bring to mind?

Students going door-to-door selling an item they had created while running a mini-corporation? If that is your idea of Junior Achievement, we have some surprising news for you!

During the past twenty years, Junior Achievement, "JA", has reinvented itself to become a program for every student, kindergarten through twelfth grade. It is no longer a program exclusive to high school students as it was during the first 60 years of its existence.

JA is now a series of more than a

dozen programs, offered in-school and during the school day, that helps students at all grade levels understand how businesses operate, how our free enterprise system works, and how to get ready to become successful in the workplace.

However, some things never change, and JA has kept the best parts of their experience intact: Every JA classroom has an adult volunteer, called a "consultant", who works with them one class period per week for between five and twelve weeks. This consistent partner helps the students explore options and get ready for the future through a series of hands-on, fun and very active activities. The teacher becomes the consultant's partner in helping to insure that the students gain as much as possible from the one class period sessions



each week.

In southeastern Michigan, Junior Achievement harks back to 1949 in its efforts to provide students with the best in business and economic education. Were you ever in Junior Achievement?

Many people were either "achievers" during their high school days, or have volunteered as adult "advisors". The amazing fact is that over three million people in Michigan had a "JA" experience as a student, and many hundreds of thousands have given up their free time to work with a group of students.

Today, more than 100,000 students annually experience JA programming at schools in the ten county southeastern Michigan area. Offered in public, private and parochial schools, one out of every ten students will experience Junior Achievement each year. But that leaves a great number of children who don't

currently have access to this life-changing series of interventions.

"Campaign for Learning" was announced in February as Junior Achievement's major effort to significantly increase its funding ability and therefore sponsor more students through its programs. Leading the campaign is chairman Richard G. Wagoner, Jr., president and Chief Operating Officer at the General Motors Corporation. He is joined by vice-chairman Walter C. Watkins, Jr., president of Bank One, Michigan. Together they have assembled a team of over 100 volunteers who are spending the time needed to contact other businesses and offer them the chance to become a JA Funder! The campaign which has a goal of raising \$2 million, is already half way to that goal. But with the second half of any monetary goal always hardest to achieve, Wagoner and Watkins are asking the business community to display its faith in our young people by making a serious commitment to the "Campaign for Learning"

Junior Achievement,
continued on next page



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Junior Achievement continued from page 18

In addition to this more traditional fund drive, Junior Achievement also offers the public the chance to buy seats at their annual Southeastern Michigan Business Hall of Fame event. To be held on May 4, 2000, four business legends will be inducted during a formal reception, dinner and awards event at the Ritz Carlton. This exceptional event, which generates scholarships for nearly 4,000 students annually, will induct Al Glancy (MichCon), Robert Eaton (DaimlerChrysler), Frank Stella (F.D. Stella Inc.) and, posthumously, Hank Aguirre (Mexican Industries and major league baseball) as the class of 2000. Reservations are available by calling the JA office at 313-964-3000 and asking for the Hall of Fame staff.

Although Junior Achievement in southeastern Michigan was started in the city of Detroit, its largest growth during the past ten years has been in the suburbs where it is a bit easier to identify volunteers to go into a JA classroom. To get past this deterrent to growth, JA initiated a new project this school year called "Achieve Detroit" which promises a JA experience to every child in a "constellation" (one high school and its feeder middle and elementary schools). To date, two full constellations have been initiated due to the overwhelming generosity of the DaimlerChrysler Fund and Bank One, Michigan. This year alone, the impact of these two gifts will allow an additional 12,000 students to participate, and all from the toughest to fill schools in Detroit.

All in all, the past ten years have been outstanding for Junior Achievement here in southeastern Michigan. But tomorrow we have an additional 900,000 students to reach out to with JA's learn-by-doing education projects. Your help is desperately needed.

For more information on how to get involved as a giver of financial resources or volunteer time, please call JA at 313-964-3000. JA staff is standing by!

Spartan merger Continued from front page

publicly traded upon completion of the transaction.

Spartan Stores does not intend to issue further statements regarding this matter until an agreement is executed or discussions are terminated.

Spartan Stores, Inc. is a Grand Rapids, Michigan-based grocery retailer and wholesaler, providing products and services to 450 supermarkets in Michigan, Indiana and Ohio. Spartan's subsidiary companies include: Family Fare, Inc., which owns and operates 47 supermarkets in Michigan; L&L/Jiroch, J.F. Walker Company, Inc. and United Wholesale Grocery

Company, which supply products to over 9,200 convenience stores in the Midwest; and Shield Insurance Services, which provides a full line of business and personal insurance offerings.

Seaway Food Town is a leading food and drug retailer operating 73 Units: 47 Food Town Supermarkets and 26 deep discount drugstores operating under the name of The Pharm. All stores are located in northwestern and central Ohio and southern Michigan.

If an agreement is reached, the parties will be required to file documentation with the Securities and Exchange Commission concerning the transaction.

Prepaid Cellular



continued from front page

AirTouch's ability to activate most pre-owned analog phones with the purchase of an airtime card provides the retailer additional revenue potential. What was useless hardware from previous cellular services becomes a great second cell phone, or safety and security for a family member.

Retail stores are the natural distribution channel for prepaid cellular service. According to a Convenience Store News Industry Report from 1996, an eight percent increase in the "services" category

was attributed to "products such as money orders and prepaid phone cards." In just two years, according to the same report from 1998, the category accounted for 22 percent of all general merchandise sales.

For more information on how your store can benefit from prepaid cellular sales, visit the TekTel Marketing booth at the Associated Food Dealers' April Trade Show or call Liz at AFD (248) 557-9600 and start increasing your profitability today!

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Bacardi Light & Gold	750 ml	\$9.96	\$10.95	\$59.40	\$237.60	\$594.00
Bacardi Light & Gold	375 ml	\$5.74	\$5.95	\$25.20	\$100.80	\$252.00

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DEWARS	SIZE	Current Bottle Cost	New Bottle Cost	5cs	15cs	20cs
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DEWARS	1 Liter	\$27.43	\$27.95	\$23.40	\$70.20	\$117.00
DEWARS	750 ml	\$21.45	\$21.95	\$30.00	\$90.00	\$150.00

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Michigan Bankard™ Services prepares retailers for EBT

Michigan Bankard™ Services (MBS), the endorsed credit and debit card processor for Associated Food Dealer members, is ready to support retailers who elect to participate in the State of Michigan's Electronic Benefits Transfer (EBT), program. MBS is the largest electronic payments processor in Michigan and is gearing up for the roll-out of the EBT pilot that will begin soon in Jackson county. MBS has worked closely with Citibank, who contracted with the State of Michigan to plan, implement, support, and issue the State's "Bridge Card" for the mandated EBT program.

On February 29, and March 1, 2000 Michigan Bankard™ Services held two EBT Merchant Seminars that coincided with the informational seminars also held by Citibank on those dates. Retailers had the opportunity to attend Citibank's presentation then meet with MBS representatives who were on hand to answer questions retailers had about the EBT pilot and how it would affect them specifically.

The most common questions asked by retailers were:

1. "Can any retailer accept the EBT Bridge Card?" Only retailers that are certified with USDA to

participate in the Food Stamp program can accept the EBT Bridge Card for food purchases. Retailers that participate in the Cash Assistance program do not have to be certified with the USDA to accept the EBT card for non-food purchases.

2. "Can I integrate EBT into my current credit and debit card system/terminal?" Yes, you can. All you need to do is contact your current credit/debit card processor. They should be able to provide you with a list of compatible terminal equipment and software vendors who support EBT, then advise you as to what steps you need to take next to

accept these cards.

3. "Can the EBT Bridge Card be used with all credit/debit equipment types?" The Hypercom T7P with PIN pad or a Verifone 380 with PIN pad and printer are both compatible. If you have other types of equipment, contact your credit/debit card processor for assistance.

4. "What is the difference between using State-owned equipment and my existing equipment?" At the informational seminars, Citibank indicated the State of Michigan will be giving merchants a POS terminal at no charge if certain food stamp redemption requirements are met. If your volume of food stamps is low, you may only receive one terminal from the State. This would mean you may not get a State-owned terminal for all your lanes. If you integrate EBT into your current card processing system, you would have EBT coverage for all your check-out lanes that currently offer electronic payment options.

The State-owned equipment will only allow you to process EBT transactions. By integrating EBT into your current payment processing system, you can use one piece of equipment for all card types, including Visa, MasterCard, Discover, Diners, ATM and the EBT Bridge Card.

5. "What do I need to do if I process my credit/debit cards through my cash register system?" You will first need to contact your Value Added Reseller or dealer from whom you have purchased your hardware/software. Then you should contact your credit/debit card processor regarding their readiness, requirements, and associated fees.

6. "My store redeems less than \$100 in food stamps a month and I do not offer my customers the option of paying with credit or debit cards, what are the benefits for me to start accepting credit and debit along with the EBT card?" If you are accepting less than \$100 in food stamps per month, your volume would not qualify for a free State-owned terminal and you would be required to manually process the EBT transactions. For each EBT transaction a voice authorization would be required, then completed paper vouchers would need to be submitted to Citibank for payment. The advantages of accepting credit and debit cards for payment include increased average sales tickets and impulse buying, and less cash on hand. Other benefits include a vehicle for tracking deposits and reduced operational costs in handling manual transactions. Also, in the near future, the State will be issuing Social Security and WIC benefits via magnetic stripe or "smart" cards as well.

See EBT, page 46.

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NACS moves forward with Vortal Strategy

The Board of Directors of the National Association of Convenience Stores (NACS) announced plans to move forward with an initiative to develop the premier Internet vortal for the convenience store and petroleum marketing industry. NACS has engaged KPMG Consulting LLC to assist in developing a detailed business plan.

The announcement was made during the association's Leadership

Assembly in Palm Springs. More than 500 industry executives are attending the meeting. NACS' future study, "The Outlook for the Convenience Store Industry Through 2005, Beyond 2005," which examines industry trends and forecasts, was released.

Vortals are customized electronic marketplaces that use the Internet to support business-to-business electronic commerce for a defined set of participants. They drive supply

chain efficiency by connecting retailers, suppliers, and other organizations for one-stop shopping experiences. By aggregating relevant business services in one place, vortals significantly reduce the cost of acquiring business goods and services for all industry participants.

"The business-to-business electronic marketplace represents an incalculable efficiency and convenience gain for the convenience

store industry," said Dean Durling, NACS' chairman of the Board and chairman of Quick Chek Food Stores (Whitehouse Station, N.J.). "With its vast industry knowledge and connections, NACS is well positioned to be a trusted third party in its effort to create a neutral and open vertical hub, or vortal, for our industry."

The "B2B" marketplace is expected to soar to \$1.3 trillion dollars by 2003, according to Forrester Research, Inc., of Cambridge, Massachusetts, delivering numerous benefits to both retail and supplier participants in vertical industries.

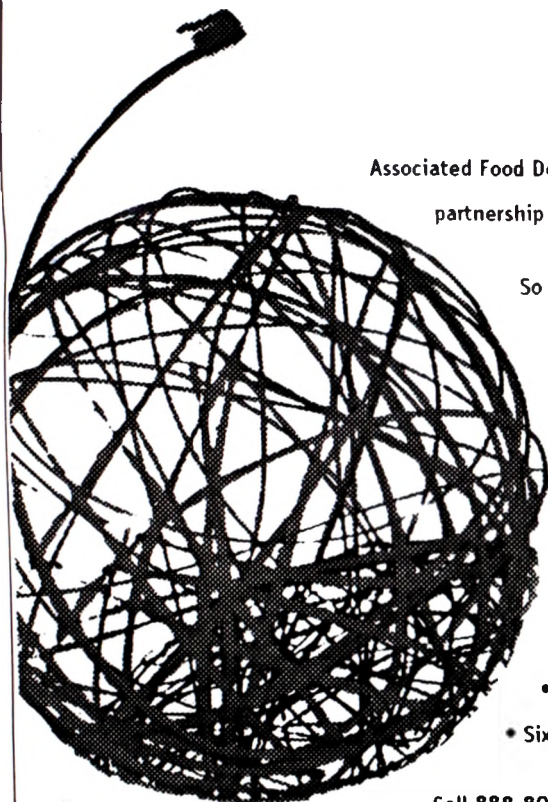
A vortal's benefits for convenience store retailers and petroleum marketers are speed of transactions, reduced costs of doing business, and efficiency in procurement and purchasing. Vortals also provide improved access to technology applications, while at the same time reducing the need for additional technology equipment, software and staff. Examples of Internet-based technology applications that would benefit convenience store operators and petroleum marketers include labor scheduling software, financial applications, and back office administration. In addition, vortals create a convenient, on-the-spot environment for recruitment, supply procurement, and online auctions of industry equipment and services.

A vortal's benefits to supplier members include the ability to take costs out of the distribution system, improve communication flow regarding product information, and increase visibility to all convenience store retailers and petroleum marketers.

NACS' next step is to gather e-commerce leaders and decision-makers from consumer products companies and technology providers for a March 23 summit. Specifically, NACS will invite supplier e-commerce and marketing decision-makers to the summit. The agenda will be to discuss and elicit feedback on the NACS vortal business plan and its value to retailers, suppliers, and NACS. Industry suppliers will be invited to participate in the vortal's development through contributions of intellectual as well as financial resources.

For more information contact Shirley Jaffe, NACS' vice president of Internet services, at (703) 684-3600 ext. 312, or at sjaffe@cstorecentral.com.

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We've Made It To 2000...But What About 2005?

*What will the retailing landscape look like in five years?
It's never too soon to start making projections.*

by Suzanne Barry Osborn

The Consumer Trends Institute has identified several trends regarding what retail might resemble in 2005.

For example, the role of retailers will evolve into "bundlers" of goods and services. Merchants will coordinate the process of online ordering, find the lowest price provider, and optimal delivery options for consumers.

We might even see innovative mergers such as Wal-MartExpress, a combination of Wal-Mart and Federal Express.

Consumers will no longer have to clip coupons or read direct mailings to search for the lowest price provider. In 2005, the critical success factor for a company will be the price and customer service of the bundle.

One could cite as an example Federated Department's acquisition of Fingerhut. The new entity will be handling the fulfillment for Wal-Mart Online and eToys. Fingerhut will also process order-taking, payment processing, returns and telemarketing

for leading companies such as the Wet Seal, Levi's, Intuit and PC Flowers & Gifts. Thus, Federated is learning how to reduce costs and coordinate small individual shipments across several clients (and thousands of customers).

Speaking of innovative mergers and alliances, the Institute also believes that competing companies will form joint ventures to co-brand and market products. Consider the vast influence and power of a new cola drink that is the result of a joint venture between Coke and Pepsi. How about purchasing an SUV and being able to choose a Banana Republic interior, Gap interior or Old Navy interior? Or perhaps Nordstrom's might begin selling co-



branded Dell computers. Imagine the incredible customer service you would receive when experiencing technical problems!

Land-based stores will not disappear, as consumers will rely on malls for social and entertainment purposes, much the way that restaurants supplement home dining. In fact, land-based retailers and Internet companies will form hybrid

companies. These hybrid companies will operate similar to franchises. This operating model will allow both critical mass on the Internet and on the ground presence, especially in non-U.S. markets.

One hypothetical example might be Streamline.com and Tesco forming a hybrid company called StreamCo.com. Tesco would utilize the technology and methodologies developed by Boston-based Streamline to deliver goods and services to U.K. consumers. Both companies would share in the revenue stream and benefit from economies of scale in regards to product purchasing and distribution.

Editor's Note: The aforementioned examples are only hypothetical. Their purpose is to help you open your mind and think waaaaay outside-of-the-box!

Suzanne Barry Osborn is President of The Consumer Trends Institute. For more information, visit www.trendsinsititute.com

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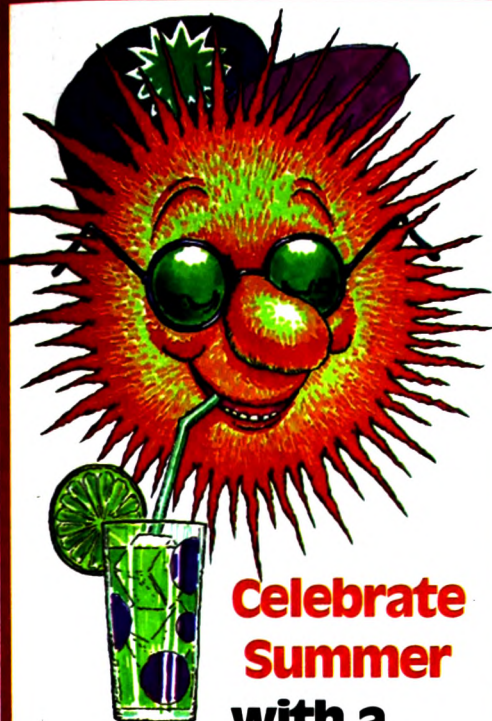
The Select Michigan logo is easy to use and helps consumers identify Michigan grown or processed products through the use of eye-catching point-of-sale materials. A test market of the program led to a 13.2% increase in sales of Michigan products.

Free stickers, point-of-sale display materials, posters and banners are available for use by any retailer, processor or grower of Michigan food and agriculture products to help identify Michigan products at the retail level.

To receive a free Select Michigan tool kit and point-of-sale materials or for more information about how you can incorporate the Select Michigan logo into your marketing program, contact:

Jeanne Lipe, Select Michigan Program Manager
Michigan Department of Agriculture
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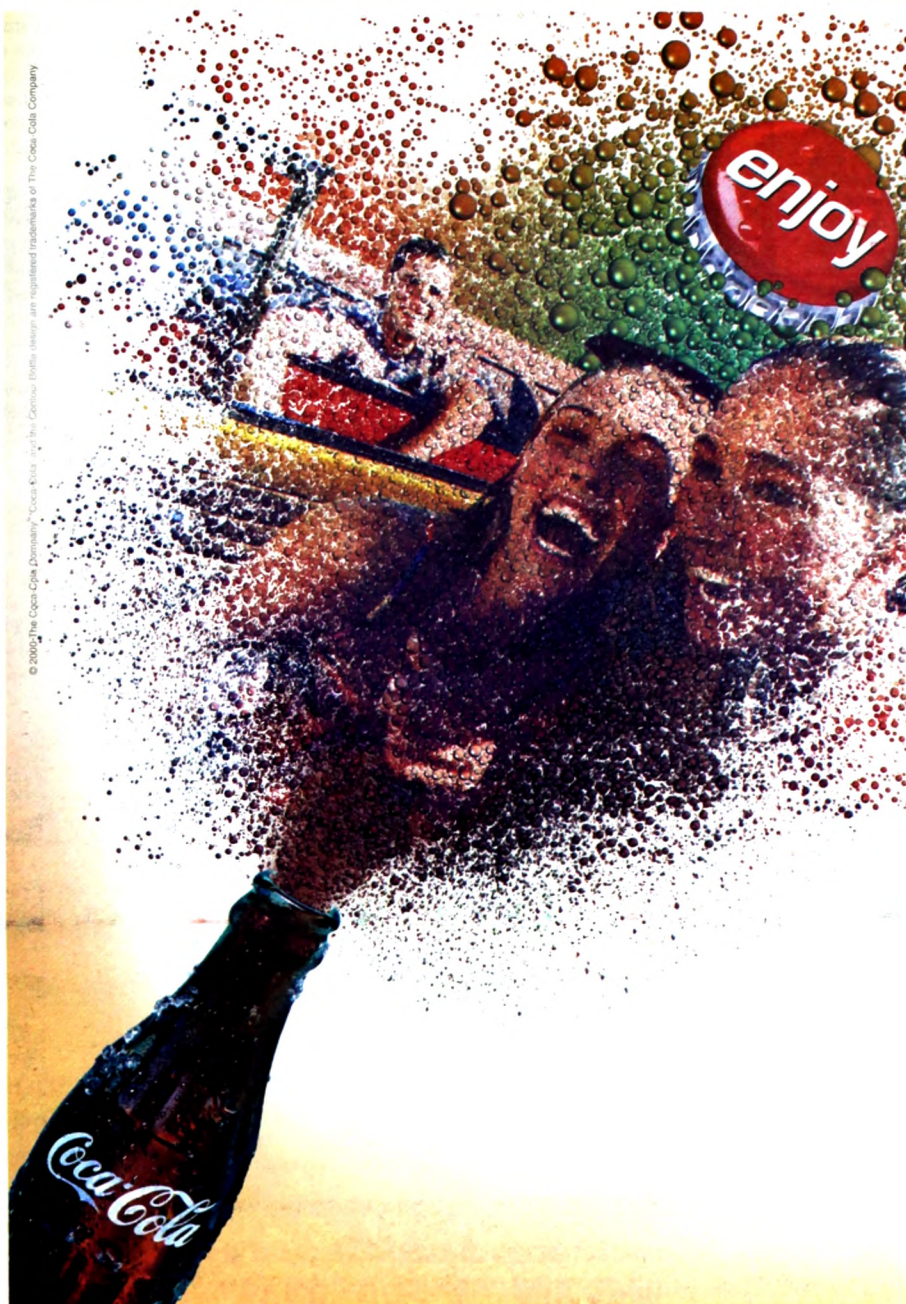
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Farmington Hills Wine and Liquor, continued from page 9

market. This market is working for Sam.

Farmington Hills Wine & Liquor is on the corner of Ten Mile and Orchard Lake Road. Sheena's family bought the store in 1975 and when Sam was 24 years old he bought the store from the family. Previously the Sheena family owned Michael's Party Store on West Chicago between Greenfield and Schaefer, in Detroit, and sold it to buy Farmington Hills Wine & Liquor.

When Sam was 18 years of age his father handed the keys to Michael's Party Store to him and told him to run



Sam spends time at his computer, cutting delivery checks and checking the stock market.

it. Six years later, he became the owner of Farmington Hills Wine & Liquor. This quick rise to store ownership kept him quite busy, leaving little spare time to develop outside interests or hobbies, with the exception of golf, which Sam enjoys whenever he can.

A father of four children, Sam's two oldest are now able to take over some of the responsibilities from their Dad. Brent 19, and Brian 18, are students at University of Michigan and graduates of Brother Rice High School. Brent is a second year computer science engineering student and Brian is studying finance. Fifteen-year-old Bridget and eleven-year-old Brittany and their mother, Norma, round out the family.

Due to the nature of the business the Sheenas have not taken a real vacation together but Sam hopes to change that by taking Norma on a 25th anniversary trip in 2001. With two sons that can fill in, Sam may even get to take some golfing vacations, too.

Sam has worked hard, long hours to provide his children with a good life and education and has passed on his philosophy that, "hard work doesn't kill anybody."

This has been the reality that has made him successful. Sam has worked hard in the market. And he has learned how to succeed in the stock market. "However," he asserts, "an education is the best way I can help my children have a better life. They'll get the same results in fewer hours."

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Senator Bond challenges Federal funding of Indian smoke shops

In a recent report, it was revealed that the U.S. Department of Housing and Urban Development (HUD) has spent \$4.2 million since 1997 to build five Oklahoma convenience stores and one Nevada smoke shop, all run by Native-American tribes who then offer tax-free cigarettes. Senator Kit Bond (R-MO), chairman of the subcommittee responsible for funding HUD has sent a letter to HUD Secretary Andrew Cuomo, demanding that the subsidies stop. "HUD's decision to finance construction of these smoke shops for the sale of discounted cigarettes is completely at odds with efforts to discourage teen smoking," said Bond in his letter. "HUD has the power to

choose not to fund discount cigarette outlets. HUD was defiant in calling Bond's letter "the height of hypocrisy" and said that if Bond wanted the practice stopped, he should pass legislation.

NACS strongly applauds Sen. Bond's activity in this area. While Native Americans certainly have the right to sell products and services, it is very clear that when it comes to tobacco and motor fuels, some Native American retailers do not collect the state excise taxes. In addition, it is particularly disappointing that given that the situation is so acute in New York, HUD Secretary Cuomo would turn a blind eye to what is happening in his own state.

Half-mile rule squelched

In a victory for retailers, the Michigan Liquor Control Commission did not eliminate the requirement that businesses selling liquor be at least a half-mile apart. The rule change was eliminated from their package of changes adopted in February. The commission removed it due to strong objection from licensees concerned that the change would be unfair to existing businesses.

Clinton seeks tobacco tax hike

President Clinton's budget proposal released last week includes a 25-cent-per-pack increase in the federal excise tax on cigarettes. Clinton's proposed tax hike would go into effect on Oct. 1, 2000. In addition, the previously legislated 5 cent-per-pack increase on the federal excise tax would be moved to that date as well—it was supposed to take effect Jan. 1, 2002. Additionally, the President is proposing a fine on tobacco manufacturers beginning in 2004 of approximately \$3,000 for each teenage smoker if the teen smoking rate is not cut by half. According to the White House, the tax hike and the fines would raise \$86 billion over 10 years.

Also included in the proposed budget is \$39 million for the Food and Drug Administration (FDA) to continue its compliance checks nationwide. The budget also contains a tenfold increase for the Centers for Disease Control and Prevention's (CDC) tobacco control efforts—from \$10.3 million in 1993 to \$106 million for 2001. Currently, CDC's tobacco control programs include tracking tobacco use in all 50 states and the District of Columbia; creating a best

practices document to aid states in their tobacco control programs; and gathering information on tobacco use among adults and youth, legislation, and the medical costs related to tobacco use through CDC's Office of Smoking and Health.

Finally, the budget provides funding to the Department of Justice so that it can continue their suits against the tobacco industry—similar to the state suits—using the funds recovered to strengthen Medicare programs. Clinton provided ample resources to pay the necessary legal costs in his proposed budget.

NACS has—and will—continue to oppose any additional tobacco excise tax increase and other "backdoor increases," such as levying fines on manufacturers. In addition, the FDA role in regulating tobacco products will become much clearer this spring once the U.S. Supreme Court rules on this issue. NACS and the tobacco manufacturers argued before the Supreme Court last December that FDA should not have jurisdiction to regulate the sale and distribution of tobacco products.



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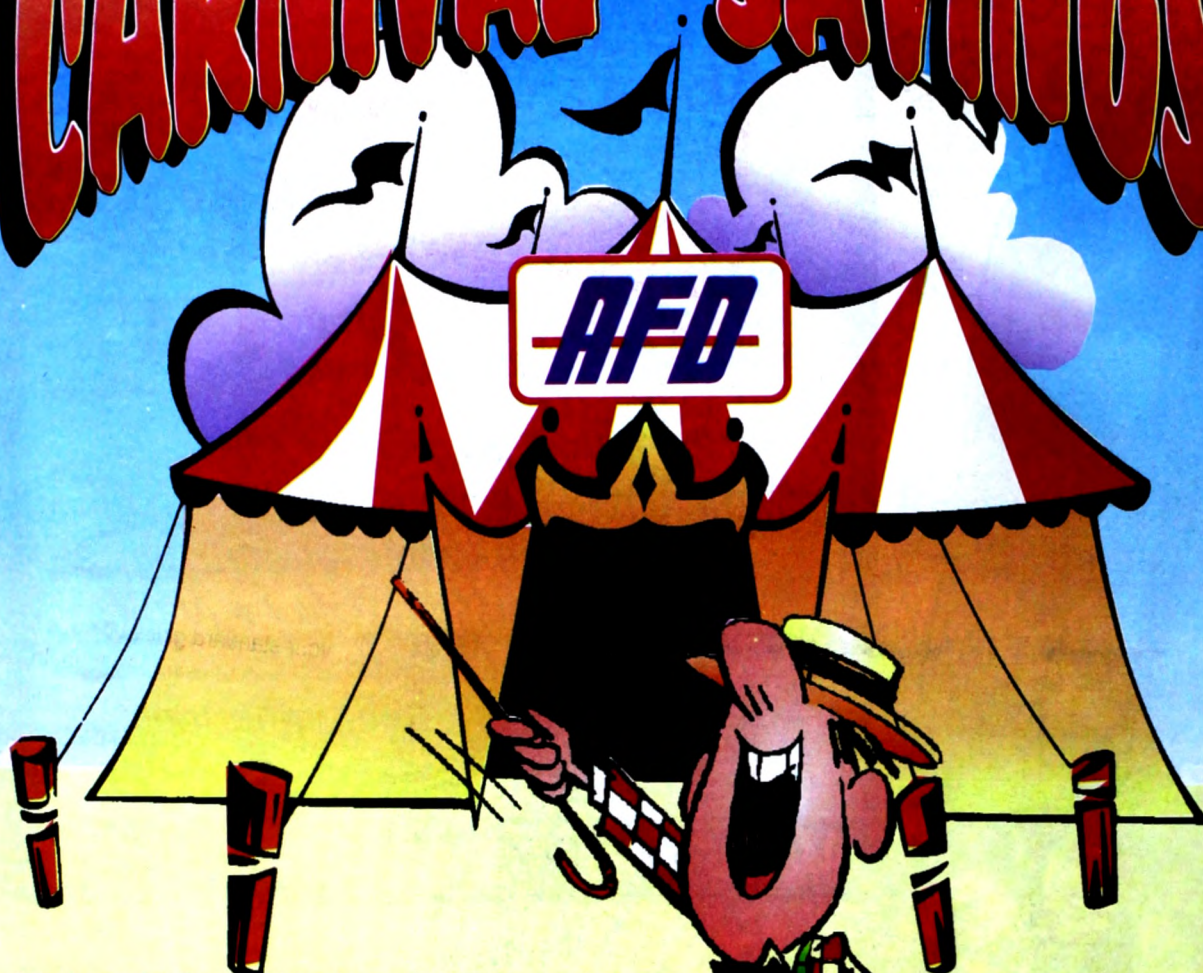
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Convenience stores near top of 'wish list' for 21st century living

Not only are convenience stores ready to serve their customers around the clock, consumers are ready for them. According to a recent poll released by Yankelovich Partners Inc., the availability of 24-hour convenience stores was one of the highest-ranked items that Americans want to see continue into the new millennium.

When asked what items "they would like to see continued into the 21st century," 24-hour convenience stores were chosen by 85 percent of those polled, trailing only newspapers (93 percent) and Oreo cookies (86 percent), both of which are sold in most convenience stores. Also at 85 percent were CNN and shopping malls.

"Convenience stores are custom built for the 21st century," said Dean Durling, chairman of the board of the National Association of Convenience Stores (NACS). "The country's 100,000 convenience stores provide goods and services that reach practically every community in the country and provide these services when the customer needs it." Durling also is chairman of Quick Chek Food Stores, based in Whitehouse Station, N.J.

In 1998, nationwide convenience store sales topped \$164 billion, a 5 percent increase over the previous year. Convenience stores also sell roughly 60 percent of the gasoline sold in the country. Convenience stores first began offering gasoline when self-serve became popular three decades ago.

"We are pleased to see that the survey results confirm what our customers have been telling us. By providing immediate access to food products, beverages, cash, petroleum, and any necessary item, convenience stores have become the gas station, quick service restaurant, bank, and water-cooler of a mobile, time-hungry society," said Durling.

Serving Communities for 70-plus Years

It's interesting that a 20th century phenomenon is at the top of the list of consumers' 21st century wish list. The Southland Ice Company is credited with the birth of the convenience store in 1927 in Dallas, selling items such as milk, bread, and eggs at one of its neighborhood stores 16 hours a day — long after the local grocery stores were closed for the

day. The first 24-hour convenience store was opened in 1964—a 7-Eleven in, naturally, Las Vegas. Since then, the number of convenience stores has increased dramatically. In 1970, there were approximately 18,000 stores across the country. Thirty years later, that number has increased more than five-fold, with 100,000 convenience stores now serving virtually every neighborhood in the country.

In addition to motor fuels, convenience stores today provide immediate access to household staples and emergency items, ATMs, foodservice, and even office services—24 hours a day. And, the popularity of convenience products within stores continues to grow—approximately 60 percent of convenience stores offer ATM services, and nearly one in four offer photocopy/fax services. Fully half of the stores that sell gasoline now have pay-at-the-pump dispensers, allowing customers to fill up even more quickly.

"Convenience stores also can provide a lifeline to people with active lifestyles—such as business travelers, technicians and sales professionals on the road, and two-income families," Durling said. He

pointed out that foodservice sales in stores increased nearly 20 percent between 1997 and 1998. In addition, there has been a trend of more bottled water, fresh fruit, and health bars being sold in stores to meet the demands of health-conscious consumers.

And, while consumers have overwhelmingly stated their appreciation of 24-hour convenience stores and their role in the 21st century, what will the stores of the future provide? Durling said that stores reflect the interests of the communities that they are in, noting that stores are "increasingly offering more health-conscious products for consumers on the go, as well as office services, such as Internet access and copy and fax machine offerings."

The Yankelovich survey explored how Americans think life will look in the new millennium, touching on the economy, technology, work trends, and a variety of other issues.

Yankelovich Partners, headquartered in Norwalk, Conn., has spent the last 40 years studying consumer behavior, motivations, attitudes, and lifestyle trends.

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For more information about the AFD / Star insurance program, please contact Judy, Dan or Liz at AFD, 800-66-66-AFD, or call Darwin Daniel at Meadowbrook Insurance Group, 800-482-2726, ext. 8142.

Be sure and visit Star Insurance Company's booth at the upcoming AFD Carnival of Savings Trade Show, April 17 - 18 at Burton Manor!

Banish those bugs!

Just as animals become more active as spring approaches, so do insects and rodents. Those pesky pests are seeking an ideal habitat with food and water. The food retail operation provides a highly desirable environment for many types of pests, and they will continually try to enter and make their homes inside your business.

To make sure you're doing all you can to prevent pest infestation, concentrate on five key pest activity zones.

1. ENTRY POINTS

- Inspect incoming shipments and deliveries for evidence of pest infestation.
- Inspect exterior windows and doors to ensure a tight seal when closed.
- Screen exterior openings such as doors, windows, and vents.
- Seal cracks and crevices in ceilings, walls and floors with caulking and sealants. Replace missing or broken tiles.

2. WATER SOURCES

- Keep excess or standing water to a minimum.
- Verify that drains are covered and free from clogs and debris.
- Repair leaky pipes immediately.
- Thoroughly clean mops after use, and store off the floor, so they are dry as possible.

3. FOOD SOURCES

- Remove garbage from your building often. Keep dumpsters tightly covered and away from the building.
- Organize and rotate inventory.
- Maintain an 18" barrier between stock and the wall.
- Eliminate unnecessary cardboard from storage and trash areas.
- Keep deli, bakery and other food preparation areas free from food debris.

4. BREEDING/HARBORAGE AREAS

- Keep grass and bushes around the facility properly trimmed.
- Remove any rubbish and debris from around the outside of the building.
- Keep storage areas clean and dry.
- Clean recycling and cardboard compactor areas regularly.

5. CUSTOMER/EMPLOYEE AREAS

- Keep floors free of litter and spilled food.
- Clean areas under freezers and food gondolas regularly.
- Pay special attention to pet and bird food aisles, where pests are most commonly found.
- Keep break rooms and rest rooms clean and free of clutter.

Reprinted from Youngstown Area Grocers Association Newsletter (YAGA)

Letters

Mayor Archer thanks AFD

Dear AFD:

This is an exciting time for Detroit. As we continue successfully into the new millennium, the future is filled with promise towards accomplishing the goal of a 21st century world-class city.

You have been a key player in this process with your generous support of City of Detroit programs, most recently the 1999 Angels' Night Anti-Arson Campaign. Your assistance—whether it is through funding,

donations of needed supplies and/or refreshments for our 30,000 plus volunteers—has been invaluable.

I personally thank you for your involvement in making Detroit a better place through your efforts. Your role in this process cannot be underestimated and is greatly appreciated.

The city of Detroit will continue striving towards improving the quality of life for its residents and

upgrading its community base for visitors and businesses. I certainly hope that you will continue to assist me in these endeavors as we continue building towards a world-class city.

Once again, I sincerely thank you for your past support and look forward to future successes with your participation.

Sincerely,
Dennis W. Archer
Mayor



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Engler appoints Gartin to LCC

Governor John Engler appointed Claudia Lauchie Gartin to one of five seats on the State of Michigan Liquor Control Commission. Gartin will serve as a Democratic representative in her role as an Administrative Commissioner. Her term will be effective from February 1, 2000 and expires June 12, 2003. Ms. Gartin is a Detroit resident and has practiced law as a litigator in criminal defense and as the Assistant Prosecuting Attorney in the Trial Division of the Wayne County Prosecutor's office.

Farmer Jack appoints Miller

Detroit based Farmer Jack Supermarkets recently announced the appointment of Scott Miller to the position of Director of Operations for the 105 location retail food chain. Miller's most recent position was as information technology special projects/corporate communications liaison for North Carolina based Food Lion. At Farmer Jack he will have responsibilities for 1900 employees, E-commerce initiatives, and P&L aspects of 10 stores.

IGA Chairman presented NGA award

The National Grocers Association's Industry Service award was presented to Dr. Thomas Haggai, chairman and CEO of IGA at the NGA Annual Convention.

"As an educator, author, business executive and consultant, religious leader and inspirational speaker, you lead by example and daily influence and help those who come in contact with you," said NGA President and CEO Thomas K. Zaucha, as he presented the award to Haggai. "You have assured that the flame of the entrepreneurial spirit glows brightly in the grocery industry."

Haggai delivered the keynote address emphasizing the advantages that independent supermarket operators hold as a result of their entrepreneurial spirit, and noted that independents are the foremost creators of family-business opportunities and thousands of new jobs.

New \$5 and \$10 bill literature available

The Department of Treasury will issue new \$10 and \$5 bills in the middle of this year with features to thwart counterfeiters and make verification easier for everyone—just like the \$20 note issued in 1998. These new notes can help reduce losses to counterfeiting, especially by increasingly accessible computer printers, digital scanners and color copiers.

With the redesigned bills, authenticating paper currency is quick and easy to do. Materials and programs are available now to aid in

training employees on how to authenticate the new bills. Materials include: posters, informational booklets, point of sale tent cards, cash-handler training video and CD-ROM, camera-ready art for internal employee or external consumer-directed materials (includes a sample letter, newsletter article, envelope insert and artwork). To order, please contact the Treasury Currency Information Center at 1-800-394-4006 or visit the website at www.moneyfactory.com.

MDA appoints new director of marketing and communications

The Michigan Department of Agriculture announced that Kathleen Kissman joined them as Director of Marketing and Communications Division.

Kissman was formerly Community Relations Manager at Sparrow Health Systems where her responsibilities included oversight of marketing and

communications activities and editing the Sparrow Magazine. Prior to that, she served as Assistant Director of the Michigan State University Alumni Association.

Kissman holds a B.A. from Michigan State University with a major in Communications Arts and Sciences and a minor in English.



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X Marks the Spot: Understanding younger workers

Consider the world of today's college freshman. Born in 1981, they have little personal recollection of any president other than Bill Clinton, of a time when the Soviet Union existed, or even when Johnny Carson—not Jay Leno—hosted the Tonight Show.

Why would they possibly want to be managed the same way as the generations that came before them? In fact, without some fairly significant changes, today's managers will have trouble keeping and motivating this important workforce group.

Clearly, these are among the most difficult questions facing management today as we look at the emerging work force of Generation X and succeeding (and much larger) Echo Boom. Too many see the children of these generations as "slackers," a description that some specialists say couldn't be more incorrect.

In truth, many see the children of these generations as more self-motivated, more technologically proficient and more flexible in skills and career goals than their elders in the Baby Boom generation. But improper management of this group



could leave turnover high and leave your company or stores with a reputation as a place to avoid for jobs.

Generation X (a title given this group by the older baby boomers) includes the 45 million Americans born between 1964 and 1978. The Echo Boom (the children of the Baby Boom) includes nearly 80 million Americans born since 1978. (In contrast, 78 million Americans were born in the post-war boom from 1946-1964.)

J. Walker Smith of Yankelovich Partners and Bruce Tulgan of

Rainmaker Thinking, two speakers at this past May's FMI Convention, offer viewpoints of this generation that fully attack the slacker myth. Some of their opinions offer profound lessons for the workplace.

1. These younger workers are described as more entrepreneurial and much more self-reliant than earlier groups and, for that reason, may resist efforts to have them work in teams. Echo boomers are especially seen as self-reliant.

2. They are very ambitious, but in a different way than some previous

generations. They hope to build the lifestyle they seek and view work as a way to achieve that goal. They don't look at their job as the key aspect of their life. Rather, it helps pay for their life.

3. In many ways they embrace the values of pre-Baby Boom generations. They like the traditional values of hard work and competition.

4. They expect to have 10 different jobs over the course of their lifetime and they want to learn new skills with each job. The best way to keep them motivated is to help them learn these new skills.

5. Hard work means working smarter, not necessarily harder. They are enthusiastic and able to use technology, but they don't believe technology can solve all problems.

It's not surprising that these workers are looking for a different workplace experience than their predecessors. The key word for the

See Younger workers page 41

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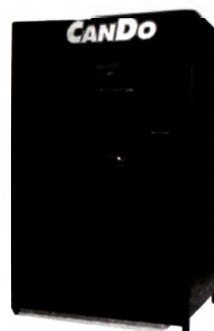
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Farmer Jack opens new stores

Farmer Jack Supermarkets' recently invested \$46 million in a brand new 65,000-square-foot store in Livonia. The new facility replaces an existing older, nearby store which will close.

The new retail location, at 29751 Seven Mile Road, across from the Livonia Mall, opened to customers on March 29.

Within the past three months, Farmer Jack Supermarkets' has invested a total of \$21 million in new stores in Michigan, translating to 172,000 square feet of grocery shopping.

The Livonia store is the third it has opened since the beginning of the year. The first two to open this year were in Clio and South Lyon.

AFD has also learned that Farmer Jack Supermarkets' has purchased a Shoppers Market store in Shelby Township and plans to remodel that facility before reopening it.

In February a new Clio Farmer Jack opened with a ribbon-cutting celebration, where \$3,000 was donated to Clio Senior Citizens, \$400 to Clio Community Services Center and \$100 to Clio Area Historical Association.

Located at 4270 West Vienna Road at I-75, the 53,000-square-foot store replaces an existing older facility nearby.

On March 14 Farmer Jack hosted a ribbon cutting ceremony to celebrate the opening of the new store in South Lyon.

The store is located at 22385 Pontiac Trail at Nine Mile Road. It opened to the public on March 15.

The 54,000 square-foot store serves the surrounding townships of Lyon, Northfield, Salem and Green Oak.

All three new stores house a recent feature, the Eight O'Clock Coffee Café, as well as a large produce department with salad bar, freshly-made meals-to-go, liquor department, deli and bakery. They also feature the convenient services of a post office and pharmacy and offer free membership in Farmer Jack's Bonus Saving Club, Baby Bonus Savings Club, and Northwest Airlines WorldPerks® Bonus Miles.

Customers can also take advantage of Farmer Jack's newest partnership with Priceline WebHouse Club, which allows them to bid on groceries on-line.

We Card update

Here's what the Coalition for Responsible Tobacco Retailing's We Card program has accomplished since its inception in 1995:

- 530,293 We Card kits have been distributed to retailers across the country.

- 753 training sessions have been held in 48 states, training 38,215 store managers and employees.

- There is a significant multiplier effect with classroom training. Attendees reported that they would be training an additional 10 employees on average over 12 months, reaching over 380,000 employees nationwide.

- 453 police departments and 100 health departments are distributing We Card materials.

In Michigan:

- The Michigan Coalition for Responsible Tobacco Retailing consists of the Service Station Dealers Association, Michigan Restaurant Association, Michigan Petroleum Association & Michigan Association of Convenience Stores, Associated Food Dealers of Michigan and the Michigan Retailers Association.

- The Coalition has hosted ten statewide We Card training sessions from 1997-1999. More than 800

retailers were trained, who then went on to train another 8,700 back in their stores and companies. Eight of the sessions were sponsored by the state coalition, and 2 custom training sessions were held in the Detroit area for Mobil Oil.

- Wayne County Sheriff Ficano and Oakland County Sheriff Bouchard are among several law enforcement officials who have taken an active role in support of the program. These officers have spoken to retailers at the training sessions and helped with public awareness efforts.

- To encourage retailer participation in the 1997 sessions, the Director of the Michigan Department of Community Health wrote a letter in support of the We Card program.

- To date, 21,420 kits have been distributed to Michigan retailers.

- 24 of Michigan's police departments are among the 453 police departments nationwide distributing We Card materials to retailers.

- 9 of Michigan's health departments have requested We Card materials.

To order your We Card kit, call 1-888-872-4603 or visit the website www.wecard.org.



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New cherry wine brochure available

Michigan Department of Agriculture (MDA) Director Dan Wyant today announced a new brochure that touts the state's unique Michigan-made cherry wines. The brochure, published by the Michigan Grape and Wine Industry Council, features cherry wines and juices, which are excellent choices for winter special events.

"Michigan is the nation's foremost producer of premium cherries, so it makes perfect sense that our state's wineries create unique, high-quality cherry wines," said Wyant, who chairs the Michigan Grape and Wine Industry Council. "Michigan is fortunate to have 23 commercial wineries, many of which make a cherry wine that might be perfect for toasting Valentine's Day or celebrating cherries on George Washington's birthday."

The Michigan Grape and Wine Industry Council's cherry wine brochure lists the 10 Michigan wineries producing cherry wines, the cherry wine distributors across the state, and some suggested recipes using cherry wines.

Michigan wines have received national and international acclaim at numerous wine judgments. Award-winning cherry wines include Peninsula Cellars' Cherry Melange that won Best of Show for Specialty Wines at the 1998 Michigan State Fair, and Good Harbor's Cherry Wine that won a double gold at the 1999 Great Lakes Wine Competition and gold or silver medals at each of the last 19 Michigan State Fair competitions.

In addition to cherry wines, the state's wineries produce several other types of grape and fruit wines including white, blush, red, sparkling, dessert and non-alcoholic. Nationally, Michigan ranks fourth in grape production with nearly 61,000 tons of grapes picked from vineyards.

Cherry and other Michigan wines are available in most wine shops and several major grocery store chains. Case quantities can be shipped directly from the state's wineries or tasting rooms. For a copy of the cherry wine brochure or a list and map of Michigan wineries, contact the Michigan Grape and Wine Industry Council at (517) 373-1104 or visit the website at www.michiganwines.com.

The Michigan Grape and Wine Industry Council is a 10-member panel that supports the growth of the grape and wine industry in Michigan. It is housed within MDA, which is the official state agency charged with serving, promoting and protecting the food, agriculture and agricultural economic interests of the people of the state of Michigan. MDA programs serve all sectors of agriculture, which is Michigan's second-largest industry.

—SDMA

National standards set for organic products

Early in the summer rules will take effect that will for the first time establish national standards for products labeled "organic"

Under the rules, organic crops are crops grown with chemical free fertilizers and not sprayed with herbicides. The rules also will bar the use of genetically engineered crops or irradiated ingredients in organic foods.

Younger workers continued from page 39

future would seem to be *flexibility* in every imaginable way. For instance, traditional pensions have little appeal for a group that expects many jobs in the course of their lifetime. Rather they are looking for portable benefits such as a 401k plan, which is portable and self-controlled.

Likewise, they put heavy emphasis on flexibility in scheduling. Tulgan in particular says younger workers list flexible schedules as the single most important benefit a company can offer today.

Smith and Tulgan also make it clear that today's younger workers have no interest in being forced to

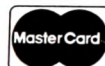
confront hardships or "pay the dues" that older workers faced. That can be one of the more difficult challenges facing Baby Boom managers in dealing with these workers.

For companies the challenge is clear. Store workers are the front-line in serving the consumer. Store and department managers are the front line in hiring, training and motivating the workers. Assessing and retraining managers to raise their understanding of the values and needs of younger workers can help provide a powerful tool to cut turnover and improve customer service and store performance. In today's competitive market, that's not an option. That's a necessity. —FMI



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MEMBER

Bioengineered foods

Continued from front page

contains a gene that produces a protein toxic to certain caterpillars, eliminating the need for certain conventional pesticides.

In 1992, the Food and Drug Administration published a policy explaining how existing legal requirements for food safety apply to products developed using the tools of biotechnology. It is the agency's responsibility to ensure the safety of all foods on the market that come from crops, including bioengineered plants, through a science-based decision-making process. This process often includes public comment from consumers, outside experts and industry. FDA

established, in 1994, a consultation process that helps ensure that foods developed using biotechnology methods meet the applicable safety standards. Over the last five years, companies have used the consultation process more than 40 times as they moved to introduce genetically altered plants into the U.S. market.

Although the agency has no evidence that the policy and procedure do not adequately protect the public health, there have been concerns voiced regarding FDA's policy on these foods. To understand the agency's role in ensuring the safety of these products, FDA Consumer sat down with Commissioner Jane E. Henney, M.D., to discuss the issues raised by

bioengineered foods:

FDA Consumer: Dr. Henney, what does it mean to say that a food crop is bioengineered?

Dr. Henney: When most people talk about bioengineered foods, they are referring to crops produced by utilizing the modern techniques of biotechnology. But really, if you think about it, all crops have been genetically modified through traditional plant breeding for more than a hundred years.

Since Mendel, plant breeders have modified the genetic material of crops by selecting plants that arise through natural or, sometimes, induced changes. Gardeners and farmers and, at times, industrial plant breeders have crossbred plants with the

intention of creating a prettier flower, a hardier or more productive crop. These conventional techniques are often imprecise because they shuffle thousands of genes in the offspring, causing them to have some of the characteristics of each parent plant. Gardeners or breeders then look for the plants with the most desirable new trait.

With the tools developed from biotechnology, a gene can be inserted into a plant to give it a specific new characteristic instead of mixing all of the genes from two plants and seeing what comes out. Once in the plant, the new gene does what all genes do: It directs the production of a specific protein that makes the plant uniquely different.

This technology provides much more control over, and precision to, what characteristic breeders give to a new plant. It also allows the changes to be made much faster than ever before.

No matter how a new crop is created—using traditional methods or biotechnology tools—breeders are required by our colleagues at the U.S. Department of Agriculture to conduct field testing for several seasons to make sure only desirable changes have been made. They must check to make sure the plant looks right, grows right, and produces food that tastes right. They also must perform analytical tests to see whether the levels of nutrients have changed and whether the food is still safe to eat.

As we have evaluated the results of the seeds or crops created using biotechnology techniques, we have seen no evidence that the bioengineered foods now on the market pose any human health concerns or that they are in any way less safe than crops produced through traditional breeding.

FDA Consumer: What kinds of genes do plant breeders try to put in crop plants?

Dr. Henney: Plant researchers look for genes that will benefit the farmer, the food processor, or the consumer. So far, most of the changes have helped the farmer. For example, scientists have inserted into corn a gene from the bacterium *Bacillus thuringiensis*, usually referred to as BT. The gene makes a protein lethal to certain caterpillars that destroy corn plants. This form of insect control has two advantages: It reduces the need for chemical pesticides, and the BT protein, which is present in the plant in very low concentrations, has no effect on humans.

Another common strategy is inserting a gene that makes the plant resistant to a particular herbicide. The herbicide normally poisons an enzyme essential for plant survival. Other forms of this normal plant enzyme have been identified that are unaffected by the herbicide. Putting the gene for this resistant form of the enzyme into the plant protects it from

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Bioengineered food continued from page 42

the herbicide. That allows farmers to treat a field with the herbicide to kill the weeds without harming the crop.

The new form of the enzyme poses no food safety issues because it is virtually identical to nontoxic enzymes naturally present in the plant. In addition, the resistant enzyme is present at very low levels and it is as easily digested as the normal plant enzyme.

Modifications have also been made to canola and soybean plants to produce oils with a different fatty acid composition so they can be used in new food processing systems. Researchers are working diligently to develop crops with enhanced

nutritional properties.

FDA Consumer: *Do the new genes, or the proteins they make, have any effect on the people eating them?*

Dr. Henney: No, it doesn't appear so. All of the proteins that have been placed into foods through the tools of biotechnology that are on the market are nontoxic, rapidly digestible, and do not have the characteristics of proteins known to cause allergies.

As for the genes, the chemical that encodes genetic information is called DNA. DNA is present in all foods and its ingestion is not associated with human illness. Some have noted that sticking a new piece of DNA into the plant's chromosome can disrupt the function of other genes, crippling the plant's growth or altering the level of

nutrients or toxins. These kinds of effects can happen with any type of plant breeding—traditional or biotech. That's why breeders do extensive field-testing. If the plant looks normal and grows normally, if the food tastes right and has the expected levels of nutrients and toxins, and if the new protein put into food has been shown to be safe, then there are no safety issues.

FDA Consumer: *You mentioned allergies. Certain proteins can cause allergies, and the genes being put in these plants may carry the code for new proteins not normally consumed in the diet. Can these foods cause allergic reactions because of the genetic modifications?*

Dr. Henney: If one is allergic to a

food, it needs to be rigorously avoided. Further, we don't want to create new allergy problems with food developed from either traditional or biotech means. It is important to know that bioengineering does not make a food inherently different from produced food. And the technology doesn't make the food more likely to cause allergies.

Fortunately, we know a lot about the foods that do trigger allergic reactions. About 90 percent of all food allergies in the United States are caused by cow's milk, eggs, fish and shellfish, tree nuts, wheat, and legumes, especially peanuts and soybeans.

To be cautious, FDA has specifically focused on allergy issues. Under the law and FDA's biotech food policy, companies must tell consumers on the food label when a product includes a gene from one of the common allergy-causing foods unless it can show that the protein produced by the added gene does not make the food cause allergies.

We recommend that companies analyze the proteins they introduce to see if these proteins possess properties indicating that the proteins might be allergens. So far, none of the new proteins in foods evaluated through the FDA consultation process have caused allergies. Because proteins—resulting from biotechnology and now on the market—are sensitive to heat, acid and enzymatic digestion, are present in very low levels in the food, and do not have structural similarities to known allergens, we have no scientific evidence to indicate that any of the new proteins introduced into food by biotechnology will cause allergies.

FDA Consumer: *I understand that it is common for scientists to use antibiotic resistance marker genes in the process of bioengineering. Are you concerned that their use in food crops will lead to an increase in antibiotic resistance in germs that infect people?*

Dr. Henney: Antibiotic resistance is a serious public health issue, but that problem is currently and primarily caused by the overuse or misuse of antibiotics. We have carefully considered whether the use of antibiotic resistance marker genes in crops could pose a public health concern and have found no evidence that it does.

I'm confident of this for several reasons. First, there is little if any transfer of genes from plants to bacteria. Bacteria pick up resistance genes from other bacteria, and they do it easily and often. The potential risk of transfer from plants to bacteria is substantially less than the risk of normal transfer between bacteria. Nevertheless, to be on the safe side, FDA has advised food developers to avoid using marker genes that encode resistance to clinically important antibiotics.

**See Bioengineered food
page 46**

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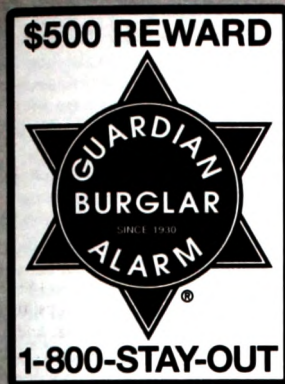


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Bioengineered Food
Continued from page 44.

FDA Consumer: *Why doesn't FDA require companies to tell consumers on the label that a food is bioengineered?*

Dr. Henney: Traditional and bioengineered foods are all subject to the same labeling requirements. All labeling for a food product must be truthful and not misleading. If a bioengineered food is significantly different from its conventional counterpart—if the nutritional value changes or it causes allergies—it must be labeled to indicate that difference. For example, genetic modifications in varieties of soybeans and canola

changed the fatty acid composition in the oils of those plants. Foods using those oils must be labeled, including using a new standard name that indicates the bioengineered oil's difference from conventional soy and canola oils. If a food had a new allergy-causing protein introduced into it, the label would have to state that it contained the allergen.

We are not aware of any information that foods developed through genetic engineering differ as a class in quality, safety, or any other attribute from foods developed through conventional means. That's why there has been no requirement to add a special label saying that

they are bioengineered. Companies are free to include in the labeling of a bioengineered product any statement as long as the labeling is truthful and not misleading. Obviously, a label that implies that a food is better than another because it was, or was not, bioengineered, would be misleading.

FDA Consumer: *Overall, are you satisfied that FDA's current system for regulating bioengineered foods is protecting the public health?*

Dr. Henney: Yes, I am convinced that the health of the American public is well protected by the current laws and procedures. I also recognize that this is a rapidly changing field, so FDA must stay on top of the science as biotechnology evolves and is used to make new kinds of modifications to foods. In addition, the agency is seeking public input about our policies and will continue to reach out to the public to help consumers understand the scientific issues and the agency's policies.

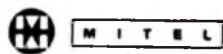
Not only must the food that Americans eat be safe, but consumers must have confidence in its safety, and confidence in the government's role in ensuring that safety. Policies that are grounded in science, that are developed through open and transparent processes, and that are implemented rigorously and communicated effectively are what have the consumers' confidence in an agency that has served this nation for nearly 100 years.

EBT
Continued from page 22

In addition to accepting credit and debit cards, there are also benefits to being an EBT retailer. States that currently participate in the EBT program have seen food sales increase by 10 percent.

Michigan Bankard™ Services wants to help you make the right choice for your business. If you have any question about the EBT program, integrating EBT into your current payment system, want to start accepting credit, debit, and EBT, or learn about more about the products and services MBS can offer you, please call MBS at 1-800-848-3213, option 2.

Sherwood Food Distributors has 40 booths in the AFD Trade Show on April 17 and 18 at Burton Manor. We're offering outstanding show rebates and special pricing on beef, cheese, deli, pork, poultry, seafood, and turkey. Come visit us at booths 123-157. For a full listing of participating vendors, see our ad on page 25.



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AAA	Coors	Kansmacker	Pointe Dairy Services
Abeopure	Cornelius Systems	Kar Nut Products	Potok Packing
Acosta-PMI	Cost Savings & Reduction Specialists	Kowalski Companies	Seagram Americas
AirPage	Credit Card Center	KPN Technologies	Security Express
AirTouch Cellular	CrossMark Sales & Marketing	LDMI Telecommunications	Select MI Wine & Specialty Foods
Ak'Wa Water	DCI Food Equipment	Local Color Brewery	Serv-Tech Business Systems
AMT Telecom Group	Detroit Edison	Meadowbrook Insurance	Sherwood Foods (40 booths)
Ameritech Pay Phone Systems	Detroit Newspaper Agency	Melody Farms	SoBe Health Refreshment
Anheuser-Busch	E & J Gallo Winery	Metz Baking / Taystee Bread	Spartan Stores
Anthony's Pizza	Envipco	Michigan Bankard	Strohs/Mooney Ice Cream
Ashby's Sterling Ice Cream	eskye.com, inc.	Michigan Lottery	Suburban News / Magazines
Associated Food Dealers of Michigan	Faygo Beverages	Michigan National Bank	Superior Dairy
Aunt Mid Produce	Frito-Lay	Miller Brewing Co.	Taylor Freezer
Awrey Bakeries	Garden Foods	Mr. Dee's Gourmet Foods	Tom Davis & Sons Dairy
Bar-S-Foods	General Wine & Liquor	National Bulk Food Distributors	TOMRA
Bee Maid Honey	Germack Nut Co.	National Food Equipment	Travelers Express
BetterMade Potato Chips	Great Lakes Data Systems	National Wine & Spirits	Tubby's Submarine
Blue Cross Blue Shield	Guardian Alarm Company	Nantucket Nectars	U.S. Ice Corp.
Brehm Broaster	Hav A Bar Ice Cream Shop	Nikhlas Distributors	Variety Foods
Brown Forman Beverages	Hobart	North Pointe Insurance	Vernors
Canadian Consulate General	Huron Web	O.J. Distributing	Western Union
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Central Foods, Inc.	IntraState Distributors	Party Time Ice	
Coca-Cola	J. Lewis Cooper	Pepsi-Cola	

Exhibitors as of March 15, 2000.

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SALES AND MARKETING COMPANY

Acosta Sales & Marketing is sampling new Gatorade Fierce items. And Mott's Distributor Brands is offering a buy one case get one free on Clamato Bloody Caesar.

TEQUIZA

Extra

Anheuser-Busch is sampling a new addition to the Tequila brand.



Ashby's Sterling Ice Cream is introducing nine new flavors in 2000, such as Lickable Lime and Coconut Cream Pie.

Bee Maid Honey is Canada's largest marketer of pure natural Canadian honey, available in both liquid and creamed honey. All products are processed in H.A.C.C.P. approved facilities.

Brown Forman Beverage Company is sampling the newest flavor from Jack Daniels Country Cocktails, Wildberry Jack, a refreshing blend of blueberry, blackberry and black raspberry.

central alarm signal, inc

Central Alarm Signal is introducing a new line of affordable color video surveillance systems.



Detroit Newspaper Agency is offering a new special one day sampling program for AFD trade show customers.



Envipco is introducing a "multi" reverse vending machine, which accepts all three types of beverage containers for redemption. Any machine purchased within 30 days of the show will receive a 5% discount.



New from Frito-Lay in 2000: Fritos Sloppy Joe & Scoops and

Fritos Chili & Scoops, Doritos Sonic Sour Cream and Doritos Baja Picante, Ruffles Sour Cream & Onion and Ruffles Big BBQ & Cheddar, Rold Gold Snack Mix, Butter Toffee Cracker Jack, Tostitos Chips and Salsa and Tostitos Chips and Cheese Dip.

GENERAL WINE & LIQUOR COMPANY

General Wine & Liquor Company is sampling two new exciting flavors of Arbor Mist: Cranberry Twist White Merlot and Blackberry Merlot.



Hav-A-Bar Ice Cream & Dry Ice will be sampling new ice cream from Good Humor: Heath Klondike, Reese's On Stick, and Pokemon Ice Cream.

Huron Web PRINTING & GRAPHICS

Huron Web has the newest grocery flyer design and technology.



International Sales Group is offering special show pricing on tempting macaroni and cheese Deluxe Dinners, and on Daisy Napkins and Tissue. Also look for special seasonal offers on drinks and juices from SunPac Foods.

KANSMACKER

Purchase any Super Series Machine from Kansmacker, within two weeks of the show, and receive a \$500 discount.



New from Kowalski Companies: buy a Kowalski Hot Dog Mini Steamer / Cooker and receive free hot dogs and / or kielbasa, which will pay for your mini cart after they're sold.



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KPN Technologies, Inc. is unveiling the recently introduced Siemens Nixdorf Pro Cash ATM Machine, featuring a 10" color screen with on screen advertising on a Pentium based platform. Purchase this product on lease with one payment up front, no additional payments for 60 days, on a 60 month lease.



The Michigan Grape and Wine Industry Council will be sampling St. Julian Wine



Company's new Peach Champagne, which recently won a gold medal

in the Dallas Morning News Wine Competition.



Mr. Dee's Gourmet Foods will be sampling smoked products from Mackinac Straits, as well as pastries from the Cakerie.



National Bulk Food Distributors Inc.

National Bulk Food Distributors is offering two show specials. Buy eight cases and get one free (mix or match on 20oz flavors): Sanders 20oz Milk Chocolate Fudge Topping, Sanders 20oz Bittersweet Fudge Topping, Sanders 20oz Swiss Chocolate Fudge Topping, or Sanders 20oz Butterscotch Caramel Topping. Buy eight cases and get one free (mix or match on 10oz flavors): Sanders 10oz Milk Chocolate Fudge Topping, Sanders 10oz Bittersweet Fudge Topping, Sanders 10oz Swiss Chocolate Fudge Topping, or Sanders 10oz Butterscotch Caramel Topping.

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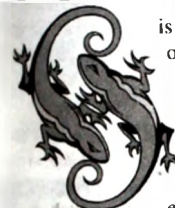
Piller Sausage manufactures high quality Old World European style sausages and deli meat products. They will be featuring their popular Dry Salami meat products.

Serv-Tech Cash Registers are debuting their new retail and grocery scanning systems.



Sherwood Food Distributors has 40 booths and is offering outstanding show rebates and special pricing on beef, cheese, deli, pork, poultry, seafood, and turkey.

SoBe Beverages



is offering a one time only deal on new distribution: buy six cases get two free. For existing

distribution, customers can buy 25 cases and get three cases free. There is also a pallet program; customers that buy 55 cases will get \$1.00 off per case. You can also sample new SoBe Soy Essentials Qi-Shen-Jing, and new SoBe Lean Green Tea and Lean Orange Carrot, to name a few.

Spartan Stores is featuring many show specials on grocery items, cleaning supplies, paper products and ethnic items.



Spartan Stores will also be introducing a food & pharmacy format.



Tom Davis & Sons Dairy Company is introducing an innovative new dairy packaging for fluid milk products.



TOMRA is offering free installation on all purchases made at the show.

Don't pay full price. Attend the AFD Trade Show on April 17th & 18th, and take advantage of the show specials from over 200 companies. Plus we're awarding cash shopping sprees every hour, so you can save even more money.

Sherwood Food Distributors has 40 booths in the AFD Trade Show on April 17 and 18 at Burton Manor.

We're offering outstanding show rebates and special pricing on beef, cheese, deli, pork, poultry, seafood, and turkey. Come visit us at booths 123-157. For a full listing of participating vendors, see our ad on page 25.



Mobile Web

Tremendous News! We are excited to announce the simultaneous launch of AirTouch Mobile Web in all Michigan and Ohio digital markets beginning Wednesday, March 15, 2000

AirTouch Mobile Web brings the Internet right to your phone:

- Send, receive and manage e-mail
- Check movie listings
- Get stock quotes from your personal portfolio
- Manage your calendar
- Get driving directions

This is just the "tip of the iceberg" You can do much, much more with Mobile Web and new content will be added on an on-going basis.

Mobile Web usage is billed at the customer's existing voice airtime rate unless the customer has added a **Home Area Wireless Data Package**.

- In-plan minutes apply to Mobile Web usage
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Mobile Web is the latest AirTouch Cellular product which allows you to access Internet based information directly on their handset screen. It brings the power of the Internet to your phone virtually anytime, anywhere. Mobile Web allows you to PULL the information that's important to them, when they need it.

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- Qualcomm 860
- Samsung 850

If you currently have the Qualcomm 860 or Samsung 850 a Customer Service Representative can walk you through the process of activating Mobile Web over the phone. If you are interested in more information on Mobile Web, please call 1-800-AIRTOUCH or visit your local AirTouch Sales & Service Center or Authorized Agent.

**For more information call Airtouch Cellular at:
1-800-AIRTOUCH**

Whole health movement offers interesting retail opportunities

Editor's Note: This year, the burgeoning Whole Health movement will be front and center at the Food Marketing Institute's annual convention in Chicago, May 7 to 9.

Two workshops will address the subject from differing points of view:

• *"The Organic Craze-Getting Your Share!,"* will take place on Monday, May 8, at 8:30 a.m.

• *"Whole Health Solutions: A Sales & Relationship Building Opportunity"* is scheduled for Tuesday, May 9, at 8:30 a.m.

In addition, there will be a Natural Products Networking Reception (co-sponsored by New Hope Natural Media) on Monday, May 8, at 5 p.m.

Perhaps the biggest Whole Health-oriented innovation will be the Whole Health Pavilion, a 17,000-square-foot showcase for healthy products, educational and marketing materials, and guest experts. It also will feature a special video overview of top whole health retailers, produced especially for FMI by IdeaBeat.

To get a sense of FMI's commitment to this important area, IdeaBeat conducted an interview with Kai Robertson, senior manager for research at FMI.

What are the factors that led FMI to create a Whole Health Pavilion at this year's show?

The concept of whole health solutions is being led by consumers looking for ways to better manage their health and wellness. As food retailers assess whether and how to position their store as a provider of health-oriented solutions, they are seeking support from the manufacturer community - in terms of products as well as information. FMI is offering a Whole Health Pavilion to provide retailers with a specific area in which they can not only visit suppliers that support the concept of whole health via products and services but also learn more about the concept.

Is it your sense that Whole Health is making the transition from being a niche business to being a mainstream business?

While a whole health solution can include products - such as herbal remedies and pharmaceuticals - that cater to a certain niche, health-oriented solutions exist throughout the entire grocery store, from the meat department to the dairy case to the center of the store. This concept is

definitely a mainstream opportunity and the FMI/Prevention Magazine research supports this, showing that half of the nation's grocery shoppers are taking a hands-on approach to their health. That said, not every retailer should be jumping on the whole health solutions bandwagon.

There are still a large number of grocery shoppers who are not particularly concerned about their health. Each retailer needs to first determine whether enough of their customers are among those seeking whole health solutions before moving forward with a specific strategy.

How many exhibitors will be displaying their wares? And what type of supplier are they?

Over 35 suppliers will be in the whole health pavilion, from providers of data and magazines to manufacturers of soy products, medicinal tea and organic cereal.

Would it be your hope that the kind of active education of retailers taking place at the Pavilion will translate into an active education of consumers at store level?

FMI has pulled together a Whole Health Advisory Group that has identified education of store staff and the shopper as key components of

successfully implementing a whole health solutions strategy. Offering whole health solutions means moving beyond merely providing consumers with aisles of product, so, yes, our hope is that visitors to the Pavilion will go home with ideas and materials that they can use to offer shoppers the specific solutions they seek.

What do mainstream supermarket retailers have to do in order to thrive in this category?

Since there are so many different ways in which a retailer can approach whole health solutions, there is no one answer. A retailer may choose to focus on the pharmacy as its anchor for whole health and zero in on disease state management. Another may center its solutions on natural foods and yet another may position the entire store as offering health solutions with produce taking center stage.

The key really, as with any new business, is knowing one's shopper and one's own strengths and point of differentiation. From there, depending on the direction a retailer takes, there will be a host of organizational, operational and marketing issues to address.

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Shots from the Michigan Culinary Food & Wine Extravaganza

Tuesday, March 7 at Mac & Ray's, Harrison Township



AFD member Local Color Brewery dished out some scrumptious samples.



Bill Bunch (r) of Seagram Americas, one of the Michigan Food & Wine Extravaganza's corporate sponsors, shows off some of the good stuff.



The Absolut Martini Bar was sponsored by Seagram Americas.

In the March, 2000 edition of the AFD Food & Beverage Report, the caption for the photo below had Scott Gillesby spelled incorrectly. We apologize for the mistake. The caption below is correct.



(l to r) Scott Gillesby, General Manager Pepsi Central Region; Representative Kwame Kilpatrick, House Democratic Floor leader; Sam Dallo, AFD Chairman, In N Out Food Stores; and Dave Dempsey, General Manager Pepsi Detroit present \$500,000 check for the AFD/Pepsi Scholarship Challenge Drive.

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