

**Associated Food Dealers** 18470 W. 10 Mile Rd. Southfield, MI 48075

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An official publication of the Associated Food Dealers of Michigan and its affiliate, Package Liquor Dealers Association Working hard for our members.

February 2000

#### Inside

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Maybe you've called on the phone and spoken to us, but don't know the face behind the name. Well, here we are, the AFD staff. Pictured left to right: Dan Reeves, deputy director; Sylvia Youhana, executive assistant; Rebecca Henrich, special events manager, Liz Arbus, services manager, Ruel Williams, community relations; Judy Shaba, AFD Services Group; Stephanie Amyot, advertising; Tom Amyot, special events and advertising; Michele MacWilliams, AFD Food & Beverage Report editor; Cheryl Twigg, office manager; Harley Davis, coupons; and Ray Amyot, advertising. Missing from the photo is President Joe Sarafa (he was holding the camera!)

#### Brown Forman **Beverages** supports AFD scholars

The Associated Food Dealers would like to thank Brown Forman Beverages and all of our members for promoting Canadian Mist during the holiday season. With your help, we were able to raise over \$5,000 for the AFD Scholarship Fund. Thank you all and we look forward to your continued support toward education.

#### Legislative Update

#### The Karoub Report

Submitted by AFD's Legislative Consultants, Karoub Associates/ Mel Larsen

While the 1999-2000 Legislature was the first ever convened under the uncertain cloud of term limits, the republic remained intact Some were quick to blame term limits for the turmoil that accompanied deliberations on the House floor during the past session, but then turmoil has always been the companion of controversial legislation, long before term limits.

It was a Republican agenda, fore to aft. For the first time in recent memory, the GOP controlled the Executive, Legislative and Judiciary (Supreme Court) branches of state government. Accomplishments were many, but partisanship hovered over the process.

Bills moved swiftly through the process as the 90 Legislature wasted little

See Karoub Report

#### **Retailers and manufacturers** can grow the whole health business

The author suggests new approaches to the supplier/ retailer trading relationship that will help both sides nurture and develop the whole health business...and questions that must be asked by those thinking of making the commitment.

> by Bill Bishop. President, Willard Bishop Consulting

slow; this is an unfortunate fact of life. But it comes as no surprise. What does come as a surprise is how tentatively the grocery business is approaching the huge potential of whole health, do-it-yourself-health,

Conservatively, "whole health" is a \$150 billion opportunity. With notable exceptions, however, it doesn't look like the supermarket business is going to get its fair share of this business in the short term Why?

self-care, or whatever you call it.

There's no simple answer, but it appears that a significant part of the puzzle relates to the way retailers and manufacturers/suppliers do business with each other while serving the mass market customer. Most aspects of current relationships focus on the narrower issue of

Growth in the grocery business is maximizing each player's revenue versus taking the more growth-oriented strategy of working together to "grow the pie." The good news is that there are examples of this growth-oriented collaboration and how well it works

> What have we learned about this trading relationship from experience with meal solutions as well as our early experience with whole health solutionselling that can be used by others to make this work better?

Here are four new approaches to supplier/retailer trading relationship that I believe have direct application for capturing a fair share of this whole health opportunity

Co-Marketing. Retailers need to accept that they have a big marketing job to do and that this job pushes the limits of their marketing skills and

See Whole Health, page 14

#### AFD offers discounts to FMI's Supermarket Convention

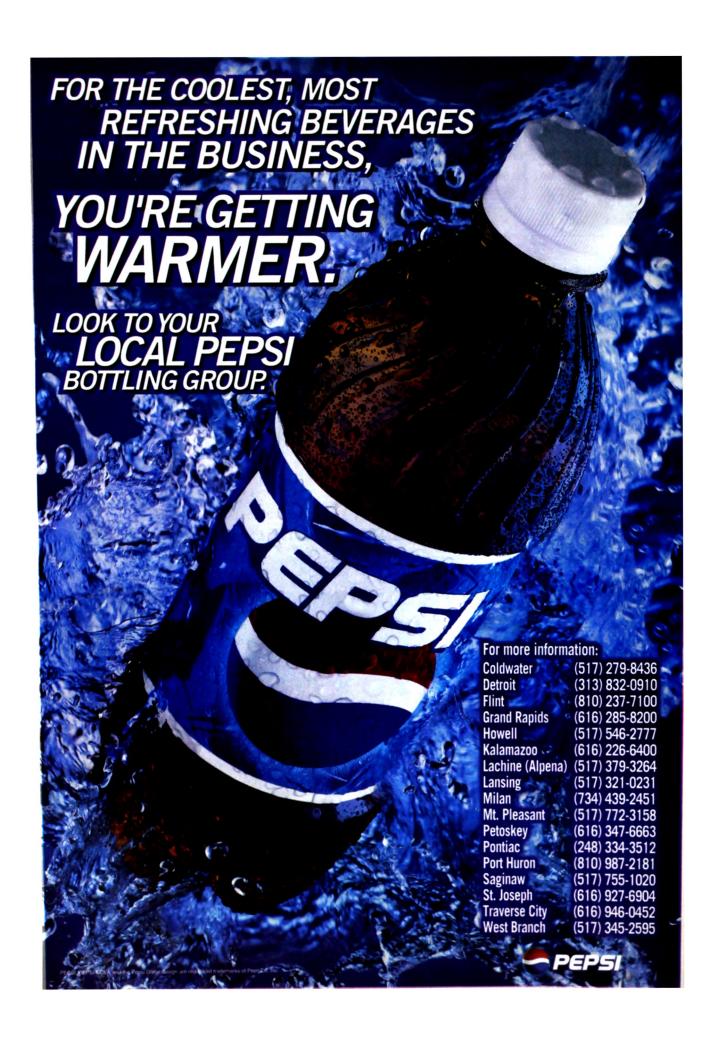
The Food Marketing Institute's annual Supermarket Convention & Educational Exposition is the largest, most comprehensive annual event of its kind in the world. Held May 7-9 at McCormick Center in Chicago, the Show features over 1,400 exhibitors, 30+ educational workshops, and idea exchange events as well as the presentation of FMI's annual state-of-the-industry research. This event is attended by a world-wide audience of retailers and wholesalers. This year's theme: FMI Connecting with Your Future. Featured pavilions include: SuperTechMart (www.supertechmart.com) and Whole Health. For more information, visit www.fmi.org

AFD is pleased to once again offer a Group Advantage Program for this important convention, which means savings for you. Register today and take advantage of the 38% discount - that's a \$125 savings! Joining AFD's group also enables you to take advantage of other Group Program benefits such as a priority customer service window at the Show, recognition in the Show Guide and promotional gifts! To find out more, call Dan Reeves at 248-557-9600

#### MarkeTechnics 2000 reminder

If you're hungry for fast breaking food and technology news, head to FMI's MarketTechnics 2000 Convention at Moscone Convention Center in San Francisco. For more info. call (202) 452-8444.

Visit our Web site at: http://www.cstorecentral.com/afd.htm



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#### President's Message

#### Let's talk about changes in the industry



By Joe Sarafa AFD president

In October, I delivered a speech to independent grocery and convenience store retailers at the Southfield Manor I spoke about the future of the food industry for independents. In case you missed it, here is a synopsis:

#### Growing stores and a shrinking industry

Mega mergers have created five giant retailers: Albertson, Kroger, Safeway, Ahold and Wal-Mart. Together they control almost 40 percent of the market in this country. Is this fact bad or good? Well right now. I'm willing to bet you don't have an Albertson, Safeway, Ahold or Wal-Mart near you. But long term, it could mean fierce competition for the independent retailer.

You probably already have a Rite Aid, CVS (Arbor) or Wadgreen's nearby and they are hurting your

business. If you don't have a drug store near you, you certainly have a Shell, Mobil or Sunoco that is competing with you for the same customers. It is true that chains have cut into the independent's business.

At the same time that chains are gobbling up smaller retailers, super centers have seen explosive growth. In 1992 there were only 173 super centers in this country. Six years later, in 1998, there were 772 super center stores. Super centers have grown in size as well, from an average of 130,000 square feet to 180,000.

What does this mean to you? Right now there are 60 Meijer stores and seven Super K-Marts in Michigan. Wal-Mart is scheduled to open its first Michigan super center in Coldwater and convert existing stores in St. Johns and Charlotte to super centers. K-Mart opened super centers in Taylor and Roseville at the end of 1999. Meijer's opened stores in Mason and Three Rivers last month and has plans to open stores in Charlotte, Coldwater, Ludington, Livonia, Washington Township, Auburn Hills, Hampton Township and Plainwell in 2000.

Another recent development is that Wal-Mart is expanding into the food business. In addition, to its 441 super

centers, Wal-Mart has now recognized the value of smaller stores of about 40,000 square feet and will be opening more of these new "Neighborhood stores" soon.

#### Food and the internet

Buying food and even alcoholic beverages online is a growing trend. Large companies and smart people are putting big money into this. Last year, online grocery sales totaled about \$150 million. That's less than one percent of the more than \$440. billion in total in food and beverage sales. But are they a threat? Some people expect their sales to rise to more than 3.5 billion by 2002. Although the market is developing slowly, those sales are going to come from somewhere, possibly you.

Most online companies are starting on the West or East Coast but it won't be long before they get to Michigan. Of course there are a lot of problems with shopping online: late deliveries. extra costs, and the whole issue of perishables. However, shopping online is a wave of the future

#### EBT and the independent

Now let's talk about EBT (Electronic Benefit Transfer), As most of you know, the State of Michigan will start paying government benefits in the form of a debit card. This program will roll out in Jackson County around May of 2000. Although it initially will involve Food Stamps, eventually it will involve WIC and other government programs. I expect this to have an impact on both your food sales and your check cashing

#### The Independent's dilemma

So what have we got? The hottom line is this. The big are getting bigger and the small are going out of business. What are your options? I only see two. One is to get out now while you still have a chance. Send your kids to college; make sure they don't work in the grocery store business. Buy a hotel, a gas station, a Dollar Store, or some other business that has a future.

Option two, is to spend some money and modernize your store. You can make the store appealing by simply adding a canopy or putting on a new brick facade. Make sure your store is bright, clean and well lit. You will also need to redo the interior Add a foodservice section, particularly if possible, a wellrecognized franchise name like Tubby's or A & W

See Changes, page 5

#### The Grocery Zone By David Coverby



#### The Karoub Report Continued from page 1

time in addressing the Governor's agenda. The issues that took center stage and were passed by the Legislature included:

- A .5% cut in the State Income Tax Rate over five years.
- A 23-year phase out of the State's Single Business Tax (SBT).
- The takeover and reorganization of the Detroit Public Schools.
- Drug Testing and fingerprinting of Welfare recipients.
- \* The use of Tobacco settlement, money for college scholarships.
- The passage of a Major Urban Homesteading package.
  Elimination of Residency
- Elimination of Residency requirements for municipal employees.
- Elimination of collective bargaining for Detroit School principals.

#### The Half Mile Rule

In an attempt to update and consolidate the vast body of administrative rules that govern the sale of alcoholic beverages in Michigan, the Liquor Control Commission issued new and streamlined rules. For the most part, AFD had few problems with the new rules and tendered its support for the revised regulations. There was, however, one notable exception — elimination of the half-mile rule.

Currently, all stores selling alcoholic beverages for off-premise consumption must be more than one-half mile apart. That rule has been in place for decades and was designed to prevent over-saturation. Elimination of the half-mile rule would have threatened substantial investments of AFD members.

The AFD legislative team, quarterbacked by Joe Sarafa, swung into action. Karoub Associates met with key legislators, those serving on the Joint Administrative Rules Committee. Mel Larsen met with members of the administration, both in Lansing and southeast Michigan. Sarafa and the AFD staff engineered hundreds of letters to the LCC. Legislature and Governor. Karoub and Joe Sarafa also met with Mike Zimmer, head of the Governor's office on Regulatory Affairs. Rep. Kwame Kilpatrick (D-Detroit) and Detroit Councilman Ken Cockrel, Jr. marshaled the forces of their city's neighborhoods in opposition to removal of the rule.

The effort of Rep. Marc Shulman (R-West Bloomfield) who aggressively championed the AFD argument at the LCC and legislative level warrants special mention.

Eventually, the LCC withdrew the rule.

#### Adult oriented materials

Internet crimes took front and center early in the session. Armed with cases chronicling internet seduction of underage surfers, legislators introduced a number of bills designed to curb abuses. Among the proposals was a bill introduced by Rep. Nancy Cassis (R-Novi) which enabled libraries to set local internet policies and designate terminals for adult and underage use. The bill's rapid progress through the legislature was fueled by stories of how libraries had become the new adult bookstores, and it was all for free.

Prior to adjournment in late December, a number of media accounts involving a rape incident in Muskegon sparked promises of legislative action to address local units of government inability or reluctance to deal with adult entertainment. Two hearings on a so-called pom package proposal were conducted. The bills would regulate adult oriented establishments and, among other things, place time constraints on their hours of operation.

Of importance to AFD members is that the internet crimes and porn package evidence a renewed interest to deal with retail sales of adult material from Lansing and not at the local level.

#### Tobacco

The regulation of tobacco sales continued to demand the resources of the AFD legislative program.

SB 809 introduced by Sen. Joanne Emmons (R-Big Rapids) addressed the Grey Market cigarette problem. Some retailers were selling cigarettes designed for overseas distribution. The new law removes the competitive disadvantage and tightened the language regarding distribution of

made-for-export cigarettes.

In other, more disturbing legislation, efforts continue to have retailers licensed for distribution of tobacco products. A number of bills with varying approaches were introduced that would enable the licensing and revocation of that license for sales of tobacco products to underage purchasers.

Conversely, legislation was also introduced that would increase the penalties on minors for attempts to purchase tobacco products. Chief among those penalties was revocation of driving privileges.

#### Food stamps

Sen. Burton Leland (D-Detroit) introduced legislation aimed at retailers illegally trafficking in food stamps. Specifically, for retail violations Leland calls for the suspension of liquor licenses, lottery licenses, and tobacco licenses.

#### **CCW**

Movement on a package of bills designed to relax permits for concealed weapons was abruptly halted as gun incidents engulfed the nation in 1999. At year's end Speaker Chuck Perricone (R-Kalamazoo Township) indicated failure to pass the gun package was one of his big disappointments. If not before, the concealed weapons issue will likely be resurrected in the lame duck session.

#### **Politics**

The year 2000 is a pivotal political year. Control of Michigan's House and Supreme Court will be decided at the ballot box in November. The results will determine who controls the redistricting process that confronts the Legislature every ten years. Controlling the reins of reapportionment could determine partisan control of state government for at least the next ten years, but probably longer.

#### Calendar

February 1-4
Joint Marketing Conference 2000
Las Vegas Convention Center
Las Vegas
(703) 437-5300

February 4
"Escape to Monte Carlo"
AFD Annual Trade Dinner
Pennas, Sterling Heights, MI
(248) 557-9600

February 20-22

MARKETECHNICS® 2000

Moscone Convention Center
San Francisco
(202) 220-0773

February 20-23 FMI Loss Prevention 2000 Sir Francis Drake Hotel San Francisco (202) 220-0773

March 27-28
35th Annual Food Marketing
Conference
Western Michigan University
Kalamazoo

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

#### Statement of Ownership

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# Department of Agriculture releases food inspection reports

Food inspection reports will now be available to consumers who use the new toll-free number to call the Michigan Department of Agriculture. The Department of Agriculture will be mailing retailers a sticker, printed in blue and white. A prototype is printed above this article. They are asking that retailers post the sticker in their store.

#### Using infant formula "use by" date

Regulations administered by the Food and Drug Administration (FDA) require that a "use by" date be declared on each container of infant formula. The purpose is to inform retailers and consumers that the infant formula, until that declared date, will contain the quantity of each nutrient as specified on the label and that the formula is otherwise of an accentable quality. An infant formula that has passed its "use by" date may not provide the nutrient levels required under the Federal Food, Drug, and Cosmetic Act and could be subject to scizure by the FDA.

Therefore, a retailer should not offer for sale any infant formula that has passed its "use by" date. Such formula should be pulled off of the retail shelf.

Infant formula manufacturers have established marketing programs designed to prevent the potential sale of outdated formula by encouraging retailers to return, to the manufacturer, product not sold before the "use by" date. Retailers should discuss such marketing programs with the manufacturer and use such programs, as necessary, to keep outdated formula off the retail shelf.

The FDA reminds retailers to evaluate training and management practices to ensure that store managers and employees take steps to prevent the sale of outdated infant formula

#### Changes, Continued from President's Message, page 3

#### **Solutions**

We all must start working smart, not just hard. Employ category management. This will help you determine which products to place on your shelves and it will also give the data to measure performance. So if product A sells 10 to 1 over product B, we naturally give it more space. Category management can increase your sales and your profits.

You'll also need to recognize the value of Ethnic Marketing, it's hot

and getting hotter. So are functional foods – food that claims to have nutritional benefits, like lowering cholesterol or reducing heart disease Even some type of frequent shopper card should be considered.

This business is tough and getting tougher. Don't compete on prices against the big boys. You will lose. Compete on cleanliness, service, and variety. There are still enough people out there who don't want to buy their cereal where they buy their clothes and people who don't want to walk a mile from the parking lot to the store entrance.

And don't forget the State is cracking down on alcohol, tobacco,

and Food Stamp violations. These issues make it essential that you properly train your employees. Now I am pleased to tell you that in addition to all of AFD's other benefits, we have a training video library. We also have Dan Reeves, our deputy director, who holds classes on prevention of sales of alcohol and tobacco to minors.

If you don't change to meet the competition, and to meet your consumers' needs, you will perish. But if you modernize your store and become proactive – by adding gournet coffee or pizza, and using professional schematics to set your shelves – you can stay competitive and you can make a good living.



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#### Six years: no repairs, no service calls

Bob Heide of the Rocky Peanut Company in Detroit, Michigan, was looking for ways to save money at his 56,000-sq. ft. warehouse and office facility which contains a 10,000-sq. ft. 36° nut storage cooler and 30,000-sq. ft. of air conditioned space. He explains that "it is very important to manage energy costs in facilities with energy-sensitive equipment." This is why he decided to make the DTE Energy Technologies' hylsave the centerpiece of the refrigeration system design. This 56,000-sq. ft. facility with the hylsave technology uses less

energy than the 7,000-sq. ft. Rocky Peanut Company retail store without the hylsave technology. With the integration of hylsave into the refrigeration system, it has operated for nearly six years without a refrigeration repair.

Results of the hylsave installation include the following:

- · No refrigeration losses
- No scale formation in the evaporative condenser
- No variance in cooler temperatures
- A significant reduction in overall energy usage and cost



No chemical usage for condenser scale removal

Bob recalls that "my other facility requires constant cleaning of the condenser coils of the refrigeration system, which is nothing but trouble." Rocky Peanut Company is very pleased with the hylsave results including the environmental benefits associated with a reduction in energy usage and refrigerant.

Many benefits can be realized by integrating hylsave into refrigeration systems, including the following:

- · Reduced refrigerant losses
- Cost-effective humidity control (option)
- Reduced scale formation in the evaporative condenser
- Increased equipment life
- Reduced maintenance and downtime
- · Reliable case temperatures
- · Increased cooling capacity

Hylsave is a liquid refrigerant pumping technology. When applied, it is a simple, reliable way to improve refrigeration and air conditioning system efficiencies. This technology modifies a conventional direct expansion refrigeration or air conditioning system in such a way that the average compressor load is reduced and cooling capacity is increased.

The refrigeration concept and design intent for the Rocky Peanut Company installation of hylsave was provided for by Great Lakes hylsave. Cold Storage Building designed and engineered the cabinet and Ingell Refrigeration installed the refrigeration system.

DTE Energy Technologies' hylsave represents proven technology Our technology solutions can be incorporated into new systems or retrofits.

Over 15,000 installations have been made worldwide, many at the facilities of Fortune 500 companies. DTE Energy Technologies was established in March 1998 to identify and commercialize leading-edge proprietary technologies in energy related processes that either achieve significant energy or operating cost reductions, improve the capability to control energy related processes, or enhance the acquisition of energy related information. The company focuses on areas that represent competitive advantages as well as long-term sustainable value-added benefits to its customers. DTE Energy Technologies is an affiliate of Detroit Edison, the nation's seventh largest electric utility, and a subsidiary of DTE Energy

For more information, contact Miles Carney at (248) 427-2283.



### How do you get from power lines to shorelines 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

## Michigan Child Care Challenge recognizes employers who care

As child care remains an important policy issue. Michigan businesses have excelled in meeting the challenge of offering effective, innovative child care programs. The quality of care and instruction given to our children will determine the course of our state in the next century. It is, therefore, a goal of the House Republican Task Force on Child Care to recognize Michigan employers that offer child care benefits to their employees.

To accomplish this goal, the House Republican Task Force on Child Care has announced the tenth annual Michigan Child Care Challenge. If your firm or group offers child care as a benefit, the task force would like to recognize you as a model of a progressive business or organization. To receive a nomination form, call (517) 373-0824. The deadline is March 24 and all participants will be honored.

## New driver's licenses key date of birth changes featured

Michigan Secretary of State Candice S. Miller has announced a number of changes to Michigan drivers licenses and identification cards. The changes became effective December 1 for those being issued new licenses.

The department has revised the date of birth field on the Michigan driver license and state identification cards. The applicant's date of birth is

now larger and much easier to see. It's also printed in black ink. The date of birth field on licenses issued from April 17, 1998-November 30, 1999, was smaller and in red ink.

Driver license header information is color coded as follows: operator and chauffeur license, blue; commercial driver license, green; graduated driver license, red: moped license, orange; and identification card, black.

"Under 21" printed in red ink, clearly identifies the month, day and year of 21st birthdays. ID cards that expire before the card holder's 21st birthday will only have "under 21" printed on them. They will not show the complete birth date. If an "under 21" applicant obtains a new/duplicate license six months in advance of their 21st birthday, the license will not have the "under 21" designation.

If the license holder has no restrictions, the word "none" will appear. Restrictions such as "corrective lens" or "emancipated minor" will appear. If the restrictions are too numerous to print, the words "verify restrictions on record" will appear, and law enforcement officers should check LEIN for additional information. CDL licenses will show specific restrictions from the driver's record in accordance with federal directives.

Information on the magnetic stripe and bar code is restricted by Michigan law to the driver license or ID number, the card holder's date of birth and the expiration date of the card.

The only security feature visible without any special equipment is an optical variable device (OVD) known as PolaSecure. The OVD is part of the laminate and uses a varying reflective to alternately display the word "Michigan" and the outline of the state.

The special ink used to produce the PolaSecure images and words will not photocopy or scan. If a driver license or identification card does not show the variable ink, persons should check the document further to ensure its authenticity.

A second security feature is PolaPrime, a primary ultraviolet ink which will fluoresce in multiple colors. This feature, in the shape of the Great Seal of Michigan, is very unique. The UV ink cannot be scanned or photocopied. A standard off-the-shelf black light is all that is required to view the PolaPrime.

Licensees should note that partial words or images in the PolaPrime and PolaSecure security features can occur due to spacing and the production process.



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Central Region, 1003 Bellbrook Ave., Xenia, OH 45385

## Advertising Through E-Philanthropy

Here's a new way to be labeled a good guy while drawing attention to your company – become a corporate sponsor of http://

www.thehungersite.com, which coordinates food donations to the hungry. When a site visitor clicks the Donate button, a corporate sponsor donates a meal to someone in need at no cost to the visitor. Your payoff as a sponsor comes from acknowledgment of your sponsorship to the visitor, who can then click to an advertisement to learn more about your firm.

Hits to the site are multiplying daily as word spreads to consumers, many of whom like to patronize altruistic firms. And since each visitor can only click the Donate button once a day, you're sure to reach a number of consumers. You also can draw attention to your philanthropy by linking your Web site to the hunger site via text link or a graphic banner provided by the hunger site.

## Have 2 snacks and call the therapist in the morning

Roslyn, N.Y.- based Robert's American Gourmet is giving new meaning to the term "pick-me-up." The manufacturer's new organic snack is designed to appeal to the downhearted, or at least to those working to avoid the blues. "Presence was designed by a team of motivators, aroma therapists and a psychologist," says CEO Robert Ehrlich. "There is a quiz on each bag to determine a person's self-worth and presence." Tips for upping one's "presence" are printed on the packages and at the firm's Web site,

www.Robgourmet.com. Whether the ploy will raise sales as high as consumers' egos, only time will tell, but with pop psychology and nutraceuticals in vogue, it's got a good shot.

#### Labels we may not like

Maffies: Middle-aged affluent folks

Mossies: Middle-aged, overstressed, semiaffluent, suburbanites

Dimps: Dual income, money problems

-From How to Talk American: A Guide to Our Native Tongues by Jim Crotty

#### News Notes

## Meijer. Inc. opens C-store

A prototype of a 3,400 square foot Wendy's combined with a 3,500 square foot Meijer, Inc. convenience store and gas station opened recently in Grand Rapids.

A first for Meijer, Inc., the fullservice Wendy's is just one of the 29 Wendy's Old Fashioned Hamburgers restaurants of franchise owner Meritage Hospitality Group Inc. to open across western and southern Michigan.

#### Coupon trivia

In 1998, 249 billion coupons were circulated, about the same as 1997. This is noteworthy after several years of decline.

Sunday FSI's increased their share of the market, and they are the largest vehicle. Other comments as reported in U.S. Distribution Journal, May/June

• Average value increased from 67.9 cents in 1997 to 70.2 cents in 1998.

- 22% of the coupons require multiple purchases. This strategy is growing.
- The average time from drop to expiration was 3.1 months.
- 4.8 billion coupons were redeemed in 1998, down 2 percent from 1997.
- 81 percent of all Americans use coupons.
- 62 percent of shoppers use coupons to plan their shopping list.
- 64 percent use coupons to choose brands.

## Group Savings

## Individual Service







AAA Michigan is pleased to announce a partnership with the AFD which allows us to offer you and your employees the opportunity to join the state's leading membership organization, at a special group rate. Benefits include:

#### For Your Business

 A highly-perceived employee benefit at no administrative cost to you

#### For You and Your Employees

- Eligibility to apply for group discounted auto and home insurance\* via convenient automatic account deductions
- 24-hour, prepaid Emergency Road Service
- Free TripTiks', TourBooks, and maps, plus member-only values on cruise and tour packages
- Exclusive savings of up to 20% or more at thousands of retailers across Michigan and the US

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#### Lottery Lowdown

#### **Lottery Introduces New On-Line Game**



by Commissioner Don Gilmer

The Michigan Lottery is kicking off the next millennium with a new on-line game! Lottery players all across Michigan have been asking for a new game and the Lottery listened. Tickets for the Lottery's newest online game — Michigan Rolldown — go on sale February 27, 2000.

Michigan Rolldown gives Lottery players a whole different way to play with the exciting new "roll down" feature, ensuring that all of the prize money will be paid out each and

every night. In the event that no one matches all five numbers drawn, the prize money is rolled down to the players who matched four of five numbers, giving them an even bigger win!

This new game allows players to choose five numbers from a field of 33. Drawings will be held six nights a week — Monday through Saturday — at 7:28 p.m. Players win by matching five, four, three or just two of the numbers drawn.

Prizes for matching five, four or three numbers are based upon the number of tickets sold for that drawing. So, the prize amounts for each drawing will be different, and the more tickets sold for each drawing, the higher the prizes could be! The prize for matching two of five numbers drawn will always be \$1.

This new game will replace the Lottery's Cash 5 game which debuted in March 1992. The last drawing for Cash 5 will take place on Friday, February 25. Michigan Rolldown will have over 25,000 winners each drawing — that's thousands more than Cash 5!

Players are not the only ones who will win big with this new game! Since Michigan Rolldown games take place six days a week, Saturdays will be that much more profitable for retailers. Additionally, with thousands of match-two winners each drawing, Lottery retailers can expect many players to turn those \$1 prizes into more Lottery ticket sales!

The launch of Michigan Rolldown will be accompanied by a statewide television and radio advertising campaign to help boost sales in your stores. Each Lottery retailer will receive a full array of point-of-sale materials, and a coupon for a free Michigan Rolldown ticket will be sent to adults all over the state during the game's debut to encourage customers to visit your stores.

Unclaimed Prize. In early March, the following Cash 5 prize is set to expire:

Draw Date: March 4, 1999 Game: Cash 5 Winning #5: 09-18-24-33-35 Prize: \$100,000 (match all five) Retailer & City: Dix & Goddard Mobil Mart in Lincoln Park

All unclaimed prizes revert to the state School Aid Fund after one year from the draw date has elapsed. For more information about any unclaimed Michigan Lottery prize, you can call the Lottery's Public Relations office at (517) 335-5640.

Casino Nights! Who needs to visit the casino when they can get five casino games in one with the Michigan Lottery's new \$10 instant ticket — "Casino Nights?" The ticket offers five separate games on one ticket, with a top prize of \$1,000,000! Other big payouts the game offers include \$10,000 and \$100,000 prizes. The Michigan Lottery is supporting the launch of this ticket with a wide variety of point-of-sale materials.

Other New Instants The Lottery

See Lottery, page 15



Code	Size	Pack	On-Premise	Off-Premise	Shelf
8353-0 Don Julio Anejo	750ml	6	\$38.32	\$39.07	\$45.93
8613-3	50ml	60	3.32	3.38	3.98
8411-0 Don Julio Silver	750ml	6	\$33.33	33.98	39.95
8640-3	50ml	60	2.46	2.51	2.95



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#### Whole Health Continued from page 1

resources. At the same time, manufacturers need to find the business justification for more aggressive marketing to their consumers through their retail customers. The groundwork for this mutual understanding is now being laid with some innovative work in brand-building using loyalty marketing data in a co-marketing environment. But, these are just early signs; they don't signal the major shift that's going to be necessary if this is going to play out successfully.

Web-based Interaction with Consumers. Retailers need to find

ways to deliver greater value to technology to their key shopper segments. There is an explosion of whole-health supported interaction devices poised to enter the retail store. We need to find cost-effective ways to use them to better serve the needs of the key shopper segments.

Simultaneously, manufacturers/ suppliers must find ways to use these new communication channels to increase the productivity of both trade and market spending.

Value-Based Pricing. Retailers have to find ways for consumers to pay them for providing the information and services needed for self-health care. This will be the acid test of whether each retailer is truly providing more value to consumers. Plenty of other players — i.e., books, tapes, and the Internet —are earning money on this service, as are clinical dietitians. Retailers need and hopefully will put themselves in a position to tap this value chain. At the same time, suppliers need to develop meaningful, non-price-based promotions to support this change.

This represents a necessary evolution in promotion spending and should increase the productivity of spending, hopefully making the idea more appealing. This change goes to the heart of the traditional business model, but it will be essential if the

grocery business is to fully participate in this new business potential.

Targeted Strategies. Retailers need to develop their own targeted strategies to serve major segments of the whole health self-care market. There are huge segments of consumers who are aggressively looking for help, i.e., information and products.

Manufacturers/suppliers need to adjust their distribution strategies to accommodate this segmentation strategy in order to allow for profitable growth for both themselves and retailers.

This process produces a category performance that balances customer satisfaction and handling costs.

This means customer-driven assortment strategy linked to a laser-focused distribution system will be the key to serving the whole health/self-care consumer.

Without these changes, many players will miss the growth opportunities in whole health. We know this because of experience.

Here are four questions that will help all of us move forward:

Do you see the same need we see to make this kind of radical change to achieve significant growth in whole health?

What other changes need to be made in the business model that haven't been covered here?

Who's doing the best job today in adopting these new business models, and where are they on the learning curve?

Are you ready to be part of the "new order," i.e., do you want to play the game the new way?

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www.IdeaBeat.com The site provides retail news, insights and analysis as well as category-specific strategies and tactics. The site's sponsors include the Minute Maid Company, M&M/Mars, Time Distribution Services, Kodak, Kimberly-Clark, Procter & Gamble, and others. Also featuring provocative commentary from the industry's leading commentators...coverage of important events...and profiles of retail concepts and influential business personalities, IdeaBeat.com offers its users the ability to instantly interact with

the site.

## Tobacco updates

#### Cigarette Floor Stocks Tax

Due to the tobacco excise tax increase included in the 1997 Balanced Budget Act, a floor tax on cigarettes was imposed on federally tax-paid or tax determined cigarettes held for sale effective January 1. 2000. The new tax is the difference between the previous excise tax rate and the new tax rate. The tax rate for Class A (small) cigarettes increased from \$12.00 per thousand to \$17.00 per thousand. Tobacco retailers must document, either by record or by physical inventory, all tax-paid or tax determined eigarettes held for sale on January 1, 2000. Therefore, the floor stocks tax is \$5.00 per thousand, or ten cents for a pack of 20 cigarettes.

Retailers may be required to file tobacco stocks tax returns on March 31, 2000. A credit will be issued for the first \$500 or less. You don't have to file a floor stocks tax return.

For instructions on the Bureau of Alcohol, Tobacco and Firearms (BATF) Tobacco Programs and for a copy of the Floor Stocks Tax Return, please log onto the NACS Web site C-Store Central, at www.estorecentral.com, and click on "Resources" and oil "Tobacco Issues." The instructions and forms are also available on the BATF Web site at www.alf.treas.gov/core/

tobacco/tobacco.htm.
-NACS Washington Report

#### Native Americans & Motor Fuel Tax

Some Native American tribes are selling tobacco and motor fuels to non-Native American customers without collecting and remitting the state excise and sales taxes. Encourage your Congressman and Senators to pass a politically viable solution this Congress.

-NACS Washington Report

#### Philip Morris Introduces Web Site

The Philip Morris family of companies is expanding its efforts to communicate more openly with the public about its people, products and values through an Internet web site.

The new web site, at www.philipmorris.com, contains links to the sites of each operating company, including Kraft, Miller, Philip Morris U.S.A., Kraft Foods International and Philip Morris International

The site provides a variety of perspectives-including those of government and the public health community on a number of issues related to tobacco products.

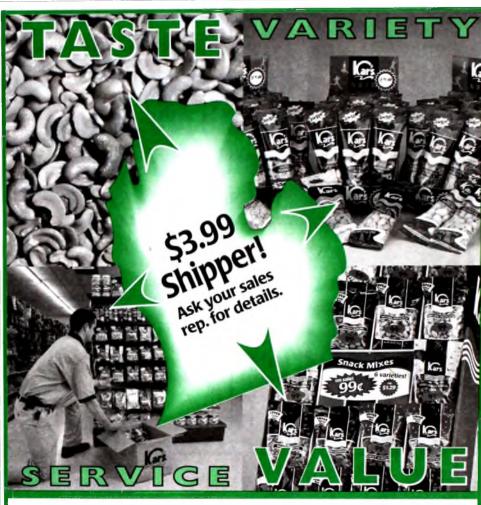
#### Lottery Continued from page 12

is introducing four more hot new instant games in February. The new \$2 "Wild Bingo" is available February 7 and offers a top prize of \$21,000. February 14 marks the debut of two new instant games. The \$1 "In the Money" offers a \$3,000 top prize, while the \$2 "Silver & Gold" dazzles players with a sparkling top prize of \$14,000. Players will be lining up on February 21 to purchase the \$5 "Life In The Cash Lane" ticket with a whopping \$250,000 top prize. Finally, the \$1 "Go Fish" game goes on sale February 28 with a \$777 top prize.



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#### Select Michigan campaign supports Michigan Agriculture

A statewide promotion to encourage consumers to buy products from Michigan was recently launched. Called "Select Michigan," the program features a new logo to identify Michigan-grown or Michigan-processed food products.

Everything from canned and processed foods to fresh fruits and vegetables can now easily be identified as a Michigan product. Michigan grown and Michigan-made products stand out from the rest with the attractive Select Michigan label.

The Select Michigan: Great Lakes. Great Tastes theme complements the

Great Lakes, Great Times theme being promoted by Travel Michigan. Select Michigan: Great Lakes, Great Earth is also available for the promotion of non-food items such as Christmas trees and bedding plants.

Michigan growers, processors, grocers, retailers, manufacturers, restaurateurs, wholesalers, farm market operators and marketers of Michigan commodities can all benefit from the Select Michigan program.



## Why Select Michigan?

Michigan's Reputation for Quality and Safety

Michigan has a nationallyrecognized reputation for high standards and quality products. *Select Michigan* gives Michigan companies an opportunity to capitalize on that reputation, translating that positive image into higher sales for Michigan products.

#### Consumers Want Michigan Quality and Selection

Research shows that a majority of Michigan residents want to purchase Michigan products. A survey of Michigan consumers in 1997 found that 75% of those surveyed would be more likely to buy a product if they knew it came from Michigan. However, 62% said it was difficult to identify Michigan products when making purchases.

Michigan consumers choose Michigan products because we produce a wider variety of commodities than any other state, except California. In addition to selection, Michigan consumers are loyal to Michigan products because they are viewed as fresher, higher quality, great tasting and safe, and because they have an economic loyalty to "Buy Michigan."

#### Shared Marketing Opportunities

Using the Select Michigan logo on product packaging or in-store displays clearly identifies the products as Michigan grown or processed. To date, almost 1,600 processors, retailers and farm markets have received Select Michigan information and materials.

Select Michigan is upscale, yet affordable, and allows businesses to capitalize on consumers' preference to buy Michigan products. As recognition of the Select Michigan logo grows, so will the value of the program as a tool for increasing sales of Michigan products through effective marketing.

#### Consumer Tested, Industry Approved

A focus group, comprised of industry members representing farmers, food processors, farm markets, grocers, restaurateurs and commodity marketing programs, have given universal support for a Michigan product identification program. They said the program must be flexible and easy to use by the diverse group of commodities and products that make up Michigan's food and agriculture industry. That program is the Select Michigan program.

An eight-week test of the Select Michigan program conducted in July and August 1998 at two Traverse City-based Prevo's Markets resulted in a 13.2% increase in sales of Michigan products, compared to sales for the same products during the same time period the previous year. Sales were measured using the UPC codes for Michigan products. Select Michigan point-of-sale materials, including shelf-talkers, banners and posters were used in the stores. To effectively measure consumers' response to the identification tags, no additional consumer promotion or paid advertisement was done. The results show that the Select Michigan program will sell itself



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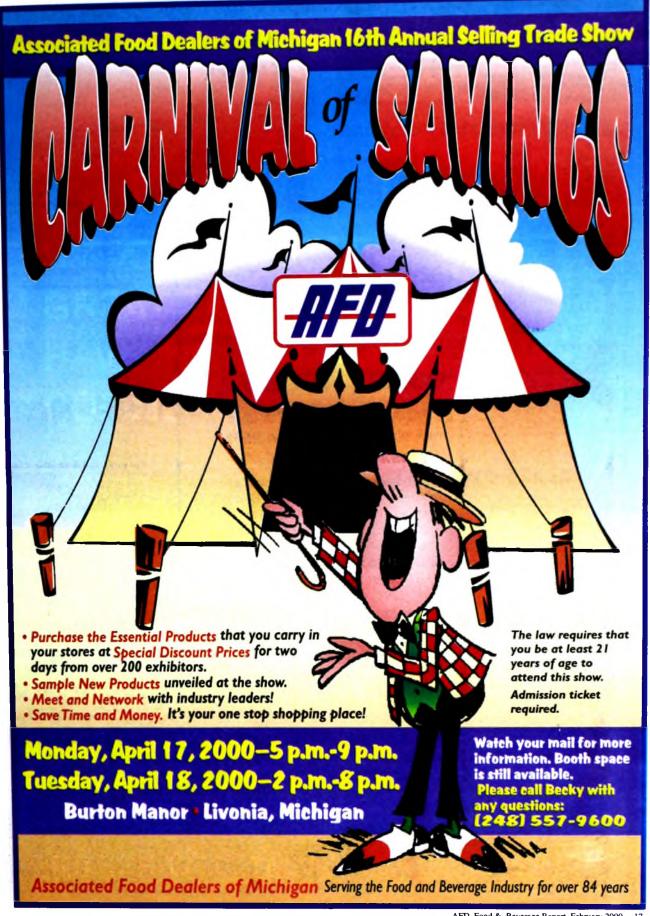
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#### What's brewing in Michigan



At a recent stop in Novi, Governor John Engler (right) met with Peter W. Paisley, Jr., (left) owner and president of Local Color Brewing Company, to discuss issues currently impacting the brewing industry in Michigan and their implications for the future. Governor Engler toured Local Color's brewhouse with Paisley, who provided a brief lesson in brewing award-winning beers. Local Color Brewing Company is Michigan's second largest brewing company.





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#### Legislative Update

#### Minimum wage increase could become a reality

There appears to be an overwhelming consensus that federally, some sort of minimum wage bill will be passed this coming session. This is supported by the fact that legislators, formally against any increase, are attempting to reach a compromise on the issue. The most popular one being that if the employer is given tax reduction benefits, it could offset a great deal of the effect of an increase.

Currently the most popular position

is one that is outlined in H.R. 3081 which would amend the Fair Labor Standards Act (FLSA) to increase the federal minimum wage by \$1.00 over a three year period. Specifically the bill increases minimum wage from \$5.15 an hour to \$5.48 an hour on April 1, 2000; then to \$5.81 an hour on April 1, 2001; finally to \$6.15 an hour on April 11, 2002.

There are some exemptions, however, basically none would be of benefit to the retail grocery industry.

The bill, for employers as a compromise, is seeking the following:

- 1. The lowering of Estate and Gift
- Taxes of approximately \$16.3 billion over five years.
- 2. The lowering of Small Business Taxes of approximately \$5.5 billion over five years.
  - a. Full deductibility of health insurance expense for the self employed.
  - b. Increases the small business equipment expense deduction to

\$30,000 beginning in 2001.

- c. Increases the business meal expense, which is currently at 50 percent deduction, to 55 percent in 2001 and 60 percent in 2002.
- d. Accelerates the phase in of deductions subject to the Transportation Department hours of operation service limitations.
- e. Repeals occupational taxes on distilled spirits, wines and beer for retailers, wholesalers and producers. Currently this tax ranges from \$250 to \$1000 per premise.
- 3. An outline measure designed to reform pension systems and enhance retirement security. These provisions provide approximately \$4.5 billion in tax relief over five years.
- 4. Lowering of other tax relief associated with communities, industries, etc.

Should this bill be passed this session and vetoed by the President, no minimum wage acceleration will occur this session. -NACS

## Candidate George W. Bush announces estate tax relief

For the food industry, elimination of the estate, gift and generation-skipping tax is the most important component of the broad tax package announced by Republican Presidential candidate Texas Governor George W. Bush to the Des Moines, Iowa, Chamber of Commerce. Bush's \$483 billion package is actually larger in scope than the one passed by Congress this summer that was ultimately vetoed by President Clinton. The plan would:

Double the current child credit to \$1,000 per child.

Replace the current five-rate tax structure of 15%, 28%, 31%, 36% and 39.6% with four, lower rates: 10%, 15%, 25% and 33%.

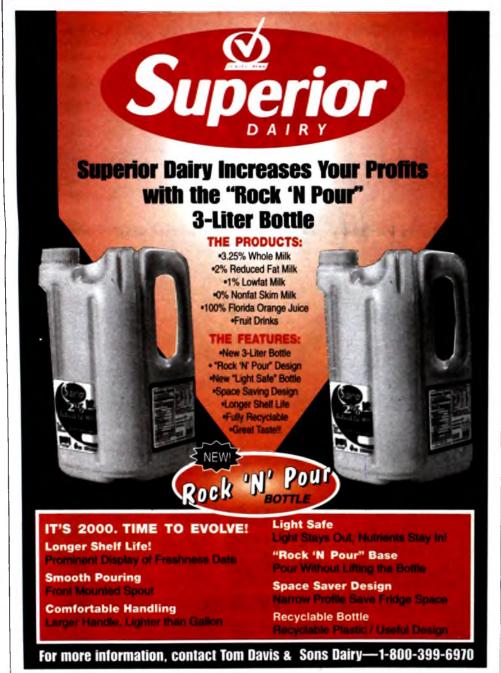
Expand the charitable deduction, allowing taxpayers who do not itemize their returns to deduct contributions.

Increase the annual contribution limit on Educational Savings Accounts from \$500 to \$5,000, and expand them beyond college, as well as, down to Kindergarten.

Help family owned stores and closely held business by eliminating the estate tax.

Restore the 10 percent tax deduction for two-income, married couples, greatly reducing the marriage penalty.

Eliminate the Social Security earnings test, which affects working



#### Highlights of the Governor's 2000 State of the State Address

In his tenth State of the State message Governor Engler clearly focused the spotlight on education as he unveiled a raft of education reform proposals. Not far behind were proposals relating to the emblem of his gubernatorial career ... tax cuts. The Governor's remarks lacked the partisan fire included in some of his previous messages to the extent that several political observers termed the address non-partisan. The following is a brief summary of the key areas of his speech.

#### Education

Lift the charter school cap; reward outstanding elementary schools with \$1,000 bonuses to all employees; laptop computers for teachers that qualify-new adult learning programs and more authority for principals to take charge of their schools. Engler devoted 17 pages of his 40 page printed message to education issues.

#### Taxes

\$359.4 million in tax cuts over the next two years; accelerate the income tax schedule passed last year; increase exemptions for older children, seniors and the disabled; increase investment tax credit for small businesses.

#### Roads

Add \$1 billion for new roads and bridges. This sum Is in addition to the \$6.4 billion already earmarked over the next five years.

#### Welfare

A \$20 million plan to improve work skills forthose still on welfare and extend pilot welfare-to-work programs statewide.

#### FIB-Insurance merger

The Governor announced a new executive order creating the Office of Financial and Insurance Services which will consolidate the Insurance Bureau, the Financial Institutions Bureau and the Securities Bureau. Frank Fitzgerald, the current Insurance Commissioner, will head the new department.

A copy of the complete text of the Governor's address is in the mail to you. You may also obtain a copy of the speech from our web site at www.karoubassociates.com.under "Hot Items."

#### MLCC moves to EFT payments by March

Michigan Liquor Control Commission Chairwoman Jacquelyn A. Stewart announced at a December 8 commission meeting that the pilot program for EFT payments for purchases of alcoholic liquor by retailers to the state is now operational. This program will be available to all licensees in March.

#### Northern Vendor WIC Contracts to expire

The current contract with WIC authorized vendors in the northern part of the state will expire on June 30, 2000, including the following counties:

Alcona	Dickinson	Lapeer	Ogemaw
Alger	Emmet	Leelanau	Ontonagon
Alpena	Genesee	Luce	Osceola
Antrim	Gladwin	Mackinac	Oscoda
Arenac	Gogebic	Manistee	Otsego
Baraga	Grand Traverse	Marquette	Presque Isle
Bay	Houghton	Mason	Roscommon
Benzie	Huron	Mecosta	Saginaw
Charlevoix	losco	Menominee	Sanilac
Cheboygan	Iron	Midland	Schoolcraft
Chippewa	Isabella	Missaukee	Shiawassee
Clare	Kalkaska	Montmorency	St Clair
Crawford	Keweenaw	Newaygo	Tuscola
Delta	Lake	Осеапа	Wexford

The application period for WIC vendors in these counties is from January 1, 2000 through March 31, 2000. During this period, all currently contracted vendors in these counties of the state interested in WIC authorization must submit a new WIC.



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## Benefit Source, Inc. buys Spartan's Shield Benefit Administrators

Spartan Stores, Inc. of Grand Rapids, Mich. and Benefit Source. Inc. of Monroe, Mich. announced that they have reached an agreement for Benefit Source. Inc. to purchase Spartan's third party benefits administration company, Shield Benefit Administrators, Inc.

Shield Benefit Administrators, founded by Spartan 11 years ago, provides employee benefit management for Spartan Stores, Inc. and its retail customers.

Services also include benefits administration for non-supermarket related clients. In addition to benefits claims services for self-funded and fully insured health benefit programs. Shield Benefit Administrators provides customers with related insurance products, such as life insurance and estate planning. The company is licensed for Michigan. Indiana, Ohio, Illinois and Wisconsin.

Benefit Source. Inc. was founded in 1985 and provides consulting and third party administration services for flexible benefit plans, also known as cafeteria benefit plans. Benefit Source, Inc. handles self funded medical, dental, vision and disability benefit plans.

Shield Benefits Administrators, Inc. will be operated as a separate company. It will retain its present name, staff, and offices, according to Steven Friend, president of Benefit Source. Inc. William M. Hill, president of Shield Benefit Administrators, will continue in that capacity under the new ownership.

#### On-line grocer to deliver to Southeast Michigan

Southeast Michigan grocery customers may soon have the option of buying their groceries on the web and have purchases over \$50 delivered for free from a Livonia distribution center.

Webvan Group Inc. of California and Ashley Capital LLC of New York City plan to open an internet grocery distribution center in the former site of Ladbroke Detroit Racing Course (DRC).

Webvan was founded in June, 1999 and is operating in the San Francisco Bay area. It sells fresh foods, including meat and seafood and nonperishable products, non-prescription drugs, alcohol, tobacco and ready-to-eat meals. They deliver within 30 minutes of the appointed time promised to a 50-mile radius.

Webvan is expected to lease 300,000 to 400,000 square feet at Ashley Capital's Livonia Corporate Center at Millennium Park (formerly DRC). Ashley has expansion plans at the site for four warehouses. The center will include freezers and

The Livonia center would employ 900 people within three years.

Michigan Economic Growth Authority has granted Webvan a \$23.4-million state tax credit over 15 years, it was reported by the *Detroit* Free Press.



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#### AFD elects new chairman, welcomes new board members



The Associated Food Dealers of Michigan (AFD) named Sam Dallo its new chairman of the board.

Dallo, of West Bloomfield, is the owner of two In 'N' Out convenience stores in Pontiac. An owner of convenience stores since 1979, Dallo opened his first In 'N' Out Food Store on Kennett Avenue in 1981. He opened the second In 'N' Out Food Store on University Drive in 1986.

Dallo has been an AFD member for nearly 20 years and a board member for 12 years. He was previously vice chairman of legislation and prior to that he served as secretary. Dallo is past chairman of AFD's Political Action Committee, past co-chairman of the Golf Outing committee and member of the Turkey Drive Committee.

"When I was first starting my

business, I wanted to see things change. I thought I could do these things myself but soon realized that in order to make change, I would have to be part of an organization, Dallo said, "I joined AFD and found that in numbers there is strength."

Dallo adds. "The food industry is changing rapidly. We have to work harder than before to keep up with new technology and government regulations. We must at the same time stay focused on the customer in order to have success."

Taking Dallo's former position as vice chairman of future planning is Terry Farida, president of Value Center Markets in Warren and Livonia. Other officers elected are as follows: Fred Dally, owner of Medicine Chest in Detroit, is the vice chairman of legislation; Gary Davis, president of Tom Davis & Sons Dairy Co. in Oak Park became the vice chairman of membership: Ronnie Jamil, co-owner of Mug & Jug Liquor Store in Berkley and Farmington Hills takes the position of treasurer; and Chris Zebari of New Hudson Food Market in New Hudson is the new secretary

AFD would like to extend a warm welcome to three new members of its



board of directors. Board members serve three-year terms.

James
Hooks of
Southfield will
represent the

interests of retailers on the AFD Board of Directors. Hooks is president of Metro Foodland in Detroit and Ferndale Foodland. He opened these stores in 1984. He started working in the grocery business 30 years ago with Kroger. Hooks has been active with AFD, the

Booker T. Washington Business Association and is a lifetime member of the Detroit Chapter of the NAACP.

Waller, of



Sterling Heights, is president of CROSSMARK Sales and Marketing's Detroit division, located in Plymouth. Waller becomes a supplier director for the AFD board. He has been in the food industry for 28 years, 20 of those with Crossmark. He serves on the Muscular Dystrophy Association National Broker Advisory Board and is a past president of the Detroit Food Brokers.

Marty Miller of Rochester, is also



a new AFD supplier director. He held an advisor position for the board last year. He is vice president of sales for Coca Cola

Bottlers of Michigan and works at the division headquarters in Belleville. Miller has held this position for four years with responsibility for sales volume, promotional programming and all sales related activites. He has been with Coca Cola for ten years.

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#### Superior Dairy introduces new Rock 'n Pour milk bottle design

Dan Soehnlen, President of Superior Dairy, announced that they will rollout out a new, consumer friendly milk bottle.

Called the "Rock \*n Pour, Superior Dairy was the first dairy in the nation to take on the revolutionary new design, which incorporates the following features:

- A front-mounted spout for easier pouring
- Light Safe plastic that keeps light out, protecting the milk's nutrients; yet it is translucent enough to see level of milk inside
- A tapered bottom that allows consumers to pour milk without lifting the bottle
- · Recyclable and reusable plastic

The Rock 'n Pour is available in two consumer packages: the single three-liter design and the convenient 2-pack. The three-liter (101.4 ounces) is considerably larger than a half-gallon (64 ounces) and slightly smaller than a gallon (128 ounces).

The 3-liter is designed to target smaller families where milk consumption on a gallon basis is difficult and the half-gallon is not quite enough.

The 2-pack (202.8 ounces) is for high quantity milk users. It is 1.6 gallons and allows consumers to comfortably carry 3 gallons in one trip. Other important advantages are:

- Squared contemporary design means easier to store in refrigerator
- Smaller size is easier to handle than a gallon
- The 2-pack allows half the milk to stay fresher in an unopened container during typical consumption
- Larger handle makes the Rock 'n Pour easier to move and manipulate
- Handle and size made it easier for seniors, children and arthritics to use

The Rock 'n Pour bottle was developed for Superior Dairy by Creative Edge. The bottle was designed by consumers through extensive testing and market research, including focus groups and consumer studies.

Skim (non-fat), 1 %, 2 % and Whole Milk are currently available in the Rock \*n Pour. Other sizes will be available with other products in the near future.

For more information, call Tom Davis & Sons Dairy at 1-800-399-6970.

## Just in time for Valentines Day, Truffle Trivia

Have you ever wondered how the truffle fungi came to share its name with those balls of soft chocolate? Some enterprising soul discovered that truffles could be preserved in brandy or port. The alcohol absorbed the flavor and odor of the truffles and was then used to make candy. Today it is rare to find a chocolate truffle made in such a way. The name has come to mean small balls of soft chocolate rolled in cocoa that resemble the shape and color of their namesake.



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Michigan National

## UDV-NA

United Distillers & Vintners North America

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#### Welcome new members!

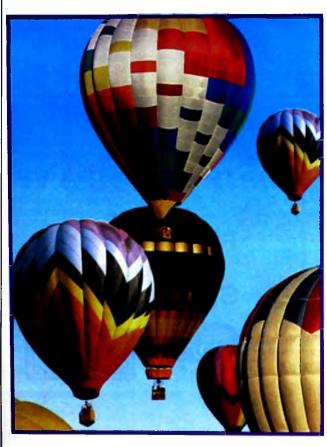
The Associated Food Dealers of Michigan welcomes these new Retail Members who have joined in October through December 1999:

Beecher Beer & Wine Bill's IGA Bonnie & Clyde Buscemi's Party Store Busy Bee Butcher Boy Market Citgo/Sizzlin Quick Cornwell's Country Store County Line Craig's Food Center Crystal Mt. Party Center

E & J Food Market
Georgie's Corner
Hank's C-Stores
King's IGA
Lickety Split
Manhattan Market Place
O'Briens Supermarket
Original Buscemi's
Shiawassee Market
Shortstop
Snyder Lake Party Store

Steve DeYoungs Big Top Market Sutton Drugs Party Store Team One Food Stores Things & More Party Store Triangle Oil Woodcraft Market Zains Party Store





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## Oakland retailers get help collecting NSF checks under \$1,000

The Oakland County Prosecuting Attorney's office has recently implemented a Bad Check Restitution Program which is available to businesses and individuals in Oakland County. The County will pursue restitution of the NSF check as a criminal matter, at no cost to the applicant.

Non-sufficient fund (NSF) checks are eligible for the program if:

- The amount of the check does not exceed \$1,000,
- The check was received in Oakland County for goods or services and deposited in a bank with the presumption that it was good at the time of acceptance,
- A photo I.D. number (driver's license, state identification card) was recorded on the check at the time of the transaction,
- A statutory notice has been sent to the check writer allowing 5 days to make the check good.
- The bad check is submitted to the County's program within 90 days from the date on the check.

• A Bad Check Complaint Form must be prepared (simple 2 page form) to accompany the NSF check.

Bad check writers must make good on the check and attend an 8 hour seminar on financial responsibility to avoid prosecution. They must also pay the cost of the seminar (\$150), which funds the entire program at no expense to the taxpayers. The County has processed a few thousand complaints since the program began in March 1999 and claims a good rate of success for subsequent collections.

It is a sound business practice to record a photo I.D. number on every check you receive and only accept checks with today's date.

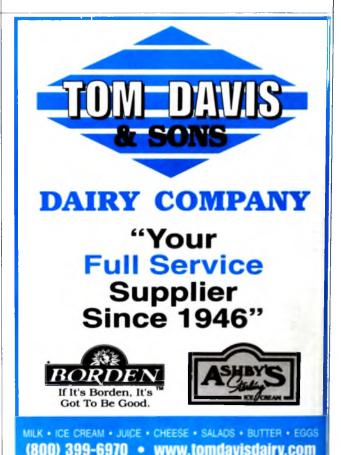
For a brochure on the Bad Check Restitution Program and Bad Check Complaint Forms contact: Oakland County Prosecuting Attorney. Bad Check Restitution Program (800) 225-7133 or Ms. Una Hepburn, Community Relations (248) 922-3586.

# NATIONAL wine spirits corporation

Proud Sponsor of the Associated Food Dealers' 84th Annual Trade Dinner.

Good Luck in the New Millennium!







Spartan Stores, Inc. has announced the following new appointments: David M. Staples to vice-presidentfinance and chief financial officer.

Stanle

He comes from Kmart Corporation. Joel B. Barton is named president of Family Fare Inc., Spartan Stores' retail supermarket



Barton

#### Spartan appoints and promotes



subsiderary made up of 47 stores. Barton was employed with Raley's, a retail supermarket chain in California. Joseph R.

Berg Joseph R. White to president of the C-Store Companies of Spartan Stores, Inc. White will assume responsibility for L&L/Jiroch distribution Co., J.F. Walker, Inc. and United Wholesale Grocery Co.



1177.54

Promotions were announced for the following: Thomas C.

Thomas C.
Berg has taken
the newly titled
position of
director,
marketing
services. He wa

White services. He was promoted from director corporate brands.

Kenneth A. Kurzyniec has been promoted to manager corporate brands. He formerly held the title of supervisor of private label sales.



Kurzyniec

will also be responsible for the alignment of Spartan Stores University initiatives.





Duty

## Monitor Sugar announces elections, promotions

Monitor Sugar board of directors elected Kimberly K. Martin, treasurer of Monitor Sugar Company. Martin retains her responsibilities as controller, a position she has held with the company since 1988.

Cher Beiser was promoted from sales coordinator to the position of customer service manager. Beiser will be responsible for all facets of the customer service area including order processing. Beiser began her career at Monitor Sugar Company in the marketing department in 1986.

#### MLCC Commissioner Podolsky retires

Seymour E. Podolsky, a commissioner of the Michigan Liquor Control Commission, has decided to retire after eight years of service. He was appointed by Governor Engler in August of 1991.

Podolsky retires for the second time, having had a full career in the family wholesale wine and beer distributership until it was sold in 1988

In 1997, during his service to the commission, the privatization of the liquor industry took place.

Podolsky looks forward to spending more time with his family.

#### Kar Nut promotes Zebari

Direct store delivery (DSD) nut, meat and candy supplier Kar Nut Products promoted John Zebari to division manager—route sales. His new responsibilities include direction of the sales management team. DSD marketing strategies, purchasing of non produced/distributed goods and territory development. Kars' direct store delivery system reaches Michigan, Ohio, Indiana and parts of Illinois, Kentucky, West Virginia and Pennsylvania. Kar Nut has been an AFD member since at least 1957, as far back as AFD documentation goes.

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#### AFD receives Spirit of Detroit award



Norman Yaldoo, University Foods (above) and AFD President Joe Sarafa (below) are presented with the "Spirit of Detroit" Award by Detroit City Councilman Kenneth Cockrel, Jr. for their support of his 2nd Annual Turkey Drive.



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#### The sweet aroma of success

by Ginny Bennett
Just a few miles north from the
husy intersection of M-53 and M-59
is the tiny town of Davis in Ray,
Michigan; the postal designation for
about 2,800 people.

Davis is the home of Vince & Joe's Party Store, owned by the Sapienza family and located on Romeo Plank Road, one mile north of 26 Mile. The family also owns a Mobil Mart at the corner of 26 Mile Road and Romeo Plank.

Vince & Joe's is located in the center of Davis, where flat farm fields stretch as far as the eye can see.

Vince & Joe's does a steady husiness in spite of the low density population of the neighborhood. Romeo Plank is a main artery to the nearby expressways, so many people stop by on their way to and from work or their daily business.

Vince & Joe's Party Store is approximately 3,300 square feet and carries a typical convenience store stock with a few additional Italian



Convenience store items are not the store's main draw. Instead it's pizza, Vince & Joe's specialty

groceries. However, convenience store items are not the store's main draw, instead it's the pizza—Vince & Joe's specialty. The store also serves up a complete carry-out menu of fine Italian and American cuisine.

The menu says that Vince & Joe's pizza is different and it is true. One step in the door and customers are enveloped by the warmth and the smell of the genuine article. Aromas of hot bread, pungent sauces, spices and garlic permeate the store. The Sapienza family uses the finest Italian mozzarella cheeses and all homemade ingredients.

Vince & Joe's has also been called on to cater large events like weddings for up to 250. The Ford plant to the north is also a good source of business. During the past holiday season, the family catered at least eight Ford company parties, serving



I to r. the Sapienza family: Vince, Joe Sr., Rosa and Joe Jr.

fifty people at each one.

The Italian menu is the specialty of Rosa Sapienza. The food is all prepared by her from recipes she brought with her from Italy. Rosa met and became engaged to Joe Sapienza at 16 years of age in their Sicilian village of Montelepre, near Palermo. They were married 32 years ago and came to the United States, first to New York and then a year later settling in Detroit. Joe found his niche as a mason in the cement construction field.

The manual labor was literally "back breaking." Joe became disabled with a disc injury and he was forced to find another way to support his family, which by now included Vince and Joe, Jr.

Vince was 17 and Joe, Jr. was 15 when the family built the small store in Davis. Both boys had worked in

their uncle's fruit market from an early age. Their grocery experience and their Mother's cooking expertise helped the family choose a convenience store as a way to make a living.

Today the sons take turns alternating between the Mobil Mart and the family store. They work 10 hour days. The family also has two full and eight part-time employees.

By 9:00 a. m., Rosa is already removing some of the 60 daily loaves of fragrant, hard, crusty Italian bread from the baker's oven. She also makes sandwiches, her own sauces—which are bottled under the Vince & Joe's label—sausages, ravioli and manicotti. Some items are readymade, some are fresh frozen and others, like the lasagna, are made-to-order with 24-hour notice. The weekends are the busiest when they

sell more pizzas and also offer an extended menu which includes cannoli and tiramisu, two traditional Italian desserts.

Vince & Joe's has the specialty cheeses, red wine vinegars, large containers of olive oil, home made biscotti and a good variety of Italian condiments and products to round out a special meal.

That old adage. "nothin says lovin' like somethin' from the oven," really suits the Sapienza story.

Rosa and Joe have raised two fine sons that help their parents and regard them with deep affection. Both young men are now married and their wives sometimes work at the stores. The young men appreciate their family ties and look forward to trips to Italy. The family takes turns visiting their paternal grandmother, in her nineties, and other family members.

When Rosa isn't busy preparing food for the store, she may be preparing a big family dinner to take home. Father Joe helps her out, always taking time to make conversation with customers. In addition to family get-togethers, Vince and Joe Jr. like to play ice hockey. Joe Jr. plays once a week. Vince is also committed to finishing his degree in accounting at Walsh College. He may not need a degree to pursue his other career goal, real estate, but he is determined to get it.

The family has already investigated possible new sites for an additional store.

A new location would require the family to spread the warmth out. A convenience store with the appeal of Vince & Joe's would be hard to duplicate. For one thing, there is only one Rosa!

Customer loyalty is ensured with one sniff of Vince & Joe's Party Store and the friendly warmth that envelops anyone that enters. Leaving the store laden with home made biscotti, a fresh bread loaf and one of Rosa's affectionate smiles makes a customer feel like they have had a big hug. The fresh bread aroma lasts all day in the

No matter from how far away they come, customers always find their way back for more Italian specialties and a "hug" from the Sapienzas.



Vince (left) and Joe Sapienza in front of the market that bears their names.

## Suburban News/Magazines grows... one retailer at a time

By Michele MacWilliams
The Kassab brothers, Tony, Robert
and Rod, see their company as a small
business – getting bigger quickly.
"We're not the 'Microsoft' of
distribution services yet," says Rod.
But he wouldn't mind it if they were.

Suburban News/Magazines is a supplier of magazines, primarily for the retail food industry. The company was started in 1991, when the three Kassab brothers saw a niche to fill. Suburban News/Magazines concentrated on the small, independently owned convenience stores that the larger distribution services didn't want to serve.

All three brothers had been in the retail food business before this venture and they understood the needs of the independent grocer and convenience store owner. "At the beginning we were not competing with the major magazine suppliers," says Rod. "We concentrated on the small stores that would do from \$50 to \$150 a week in magazine sales."

The brothers stress that service is their strength. They work directly with their customers. making certain that all requests are deals with personally. "Our drivers stock the racks and remove old material," says Rod. This is a service that larger distribution companies sometimes cannot afford to provide. Suburban News/

Magazines may be customer driven, but it is also technologically savvy. All orders are computerized for accuracy and speed.

Trucks make weekly stops at all stores that they serve.

Suburban News/Magazines has seen some tremendous growth spurts in its relatively short life. Starting



with just five magazines, they now can offer approximately 1,500 magazine titles to their customers.

The brothers' hands-on approach has built its customer base just as quickly as they have added magazines to their product line. "If a customer runs out of a specific magazine during the week and they need more, we will get the product to them," Robert adds.

They began business with a warehouse in Warren, serving the Metro Detroit area. Today that warehouse employs 20 people and uses 11 cargo vans to distribute its products. The Warren warehouse serves retail stores throughout the Metropolitan Detroit area, including Wayne, Oakland, Macomb, Monroe

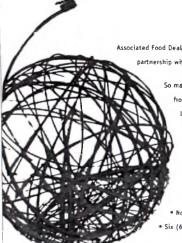
and Livingston counties.

Last July the brothers expanded operations to serve retailers in the Flint/Saginaw/Bay City area. Rod Kassab and Tom Cholagh run the second Suburban News/Magazines warehouse, which is located in Flint. He is proud to say that in less than seven months, the Flint warehouse is already serving over 100 retailers. "Our trucks now go north to Midland and Bay City, and as far west as Lansing," he adds.

The Kassab brothers are proud of their company's quick growth and also of the fact that they still and will always provide personal service. "In just eight years, we have grown to become the eighth largest secondary supplier in the nation, serving over 700 retailers," Rob beams.

Perhaps Suburban News/ Magazines will never be as large as Microsoft, but at the rate that they are growing, anything is possible!

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#### Cuervo Gold establishes new island nation

Situated on eight areas in the pristine British Virgin Islands is a funky new island nation that is anything but just another pretty Caribbean hide-away. It's the Republic of Cuervo Gold. Defect

Fans of the world's best-selling tequila can experience the Cuervo party lifestyle at the Caribbean Island acquired by Jose Cuervo and designated the world's 192nd nation. This new tequila homeland boasts virtually everything a nation should have. A Republic of Cuervo Gold flag bearing the tagline, "Nation of Untamed Spirits," flies overhead and an official constitution guarantees the rights of its citizens "21 or older" to party on without undue restriction in the pursuit of life, liberty and margaritas. It even has a chief export crop-limes and an official sportbeach volleyball.

According to the founding fathers, the Republic was founded to provide consumers with a legitimate platform to express their irreverent and spirited personality without fear of persecution or social condemnation. The only rule on this island is...there are no rules! Today, the island functions as a haven for refugees from political correctness, where freedom of lifestyle supplants freedom of speech

"This is the first time in record history that a new civilization has been created for absolutely no reason," said Steve Goldstein, vice president of public relations for Jose Cuervo tequila. "When was the last time that happened? No lofty goals, declarations or pretenses encumber this new Republic. Its sole purpose is to exist for no purpose-although there may be an occasional beach party for refugees and other outcast from the 'political correctness' movement."

The Republic of Cuervo Gold was originally discovered, along with what is now the British Virgin Islands, by Christopher Columbus. It was inhabited by the Arawak and later the Carbe Indians. The island was deserted from the 1700's until the 20th century, when West India fishermen occasionally used the island as a fishing camp. In 1936, the island was bought by American author Rob White and his bride, Rodie. He later wrote the book "Two on the Isle," which became a classic 1950's movie starring John Cassavettes and Sidney Poitier. On January 27, 1996, this very island was rechristened and presented to the world as the Republic of Cuervo

During its first year of existence the Republic legitimized itself as a new nation with several events that are sure to be part of the history books. First Ambassador Dan

Cortese, of MTV and Melrose Place fame, led a protest in front of the United Nations after a request for a seat in the General Assembly was ignored. Later last year, the Republic of Cuervo Gold staged a rather unconventional political convention alongside the Republic National Convention in San Diego.

The headline performer was rock-n-roll First Brother Roger Clinton, and his band, "Politics." There was loud, raucous music, plenty of margaritas and as much politics as

can be expected from a nation which

declares itself, "a sovereign state with no political parties, just parties.

The Republic of Cuervo Gold experience extends far beyond the beautiful blue-green waters of the Caribbean. Without even sinking your toes in the sand, you experience this island nation, and even become an official citizen, thanks to a spirited citizenship drive in the United States

See Cuervo Gold, Page 35

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# Representative Artina Tinsley Hardman is dedicated to helping others

by Kathy Blake State Representative Artina Tinsley Hardman takes personal care and interest in her community. District 3 on Detroit's east side, where she has lived her entire life. A freshman Democrat. Hardman has been a licensed practical nurse working in various health fields for over 30 years. She is accustomed to caring for people and says her predisposition for nurturing comes from her mother who had eight children. Hardman in turn took care of both her mother and father whom both died within 10 months of each other last year.

"Whatever I can do to help better the quality of life for mankind is what makes me feel good. I find myself always being a nurse first, says Hardman."

The representative served as Health Services Supervisor for Detroit Job Corps Center for 11 years

Hardman changed careers but kept her focus on helping people when she went to work for her sister. Detroit City Councilwoman Alberta TinsleyTalabi. Working as a legislative assistant in city government whet her appetite for politics and she decided to run for state representative. Hardman chooses to call herself a public servant as opposed to a politician.

"I saw a need to have my community represented in Lansing. I want a clear connection between our state and local government and felt my coming to Lansing would help bridge that gap," Hardman says.

Hardman is a minority whip and serves on the following committees: Family and Children Services: Senior Health, Security and Retirement, and Gaming and Casino Oversight.

Hardman currently has a bill 4282 and 4283 in the Family and Civil Law. The "Grandparent bill" which allows grandparents to have time with



their grandchildren when parents are divorced or not inclined to allow grandparent access. The bill has been sitting in committee since March of last year.

On the Family and Children's Services committee several bills have passed out of committee and have been voted on by the full house floor that she has opposed. Drug testing and finger imaging for welfare recipients are an example.

Healthcare is most important to her. She believes access to quality medical care is paramount. "Healthcare is not a privilege, it's a right, "Hardman says, "People should have access to good medical care throughout the state. We need to make sure that HMO's and other healthcare providers are giving the best medical care to our citizens. Seniors are particularly affected by the lack of funds. Seniors need more help with their prescription medicines. The state has a responsibility to meet the health needs of the poor and other disadvantaged people. Healthy people make healthy employees. We need to continue to do what we can to ensure every citizen has access to some form of health care," says Hardman

As Detroit's economy resurges,

construction in her district has accelerated with numerous housing developments and additions to existing ones. "Somewhere in the plans, I'm sure there will probably be a new grocery store or two to accommodate the influx of new residents," adds Hardman.

Representative Hardman is keeping busy with a new position as chair for the Michigan Legislative Black Caucus. "We have already begun to meet and form our committees. Our focus is to conduct town hall meetings across the state, talking to the general public about the

importance of voting and of being counted in the upcoming census," says Hardman.

Always involved in her community, the representative is a member of several church and civic groups. She is a board member of Coalition Against Billboard Advertising of Alcohol & Tobacco. She is a member of Partnership for a Drug Free Detroit, Empowerment Zone Community Prevention Coalition, the Church Intervention Project (CIP), the NAACP and the Southeastern Optimist Club.

Hardman is a board member for Mack Alive, Inc., a community group which helps raise consciousness about illnesses, disease and substance abuse.

A steward for her church, Saunders Memorial African Methodist Episcopal Church, she is also president of the senior choir and enjoys singing for the Lord. During her free time, she visits with her family and friends. "Family is very important to me," she adds.

To reach Representative Hardman call (517) 373-1776, e-mail ahardman@house.state.mi.us or write State Representative. The Honorable Artina Tinsley-Hardman, P.O. Box 30014, Lansing, Michigan, 48909-7514.

#### Interactive Shopping — The Next Big Idea: Chips

Prepared by the Grocery Manufacturers of America

by Bill James, GMA Senior Vice President for Industry Affairs

Chips on the shelves will be the next big idea in retailing. Not potato or tortilla chips – although they are still a great idea – but micro-sensors that will be embedded into product packaging to interact with store technology. In the next decade, we'll see the power of today's computer "box" evolve into potent micro chips found everywhere – and the shopping experience will never be the same.

With micro sensors embedded into product packaging, shopping carts, store shelves, and checkout counters, today's concept of "solution selling" will transform into tomorrow's interactive store – where ideas and solutions that make sense for your lifestyle will be the focal point of the shopping experience.

Imagine how the power of technology could change the way we shop in the future...

On my shopping trip in this new world, I begin by swiping my personal data card through a smart reader attached to the shopping cart. My card serves as a personal valet throughout the visit and guides me to the right choices quickly and efficiently. Since my data card knows everything from my current cholesterol level to my monthly budget, the shopping list that pops up on the screen attached to my cart is already tailored to my specific tastes and need - and it knows what's already in my pantry and what automatically needs to be replenished

Right now I'm watching my diet, so I know I want something on the healthier side for dinner tonight. A box of pasta beckons, I swipe the box which is embedded with a micro sensor, over my smart reader, and things start to get interesting. First, a few recipes pop up, providing me with some ideas on what to make tonight.

My personal card already knows I'm allergic to shellfish, so fettuceine with shrimp isn't an option. I decide penne with tomatoes and garlic sounds appetizing, and the ingredients for the recipe are added to my shopping list. Plus, the locations for those items are digitally mapped out so I don't have to waste time scanning the shelves for olive oil and tresh basil.

Next. I'm alerted that an in-store demo is taking place in aisle 11, where the chef is preparing Italian specialties – including my penne dish – and a wine steward is sampling the just-arrived Beaujolais Nouveau. I

Continued on next page

don't have much time to watch the entertainment, but I check it out long enough to learn how to quickly peel tomatoes. I eyeball a decadent looking cheesecake displayed nearby, but after scanning it over my smart reader, I'm dismayed to learn just a slice of the cheesecake will put my daily caloric intake over the top—guess I forgot about those three pieces of pizza I had for lunch. I opt for angel food cake instead.

After completing what's on my list, I remember my wife is home with a cold and in need of some relief. Using the electronic pen attached to my shopping cart screen, I write in the words "chest cold" and a list of items appear – cough medicine, throat lozenges, tissues, chicken soup,

orange juice, and chamomile tea. To my surprise, I'm directed to just one aisle, where each of these items is merchandised together in a "cold remedy" display. When I scan each of the items over my smart reader. I'm reminded that low-sodium chicken soup is a better option for my wife, who has high blood pressure.

Checkout is a breeze. My items have all been scanned through my smart reader, so there's no need to unload all of my groceries onto the conveyor belt. I simply run my data card through the checkout scanner and my bill is deducted from the debit option of my data card.

Now that's what I call a smart shopping experience.

## ASSOCIATED FOOD DEALERS: Congratulations on your 2000 Trade Dinner!





#### Bar code update

Retailers and wholesalers have been receiving letters from attorneys representing the Lemelson Foundation claiming ownership of the bar code scanning process. The Foundation is asking that retailers sign license agreements providing for the payment of fees to the Foundation based on a percentage of each company's gross sales.

A "Common Interest Group" has been formed by FMI and other associations and the law firm of Pillsbury. Madison and Sutro, LLP has been retained to provide information about these claims. If you would like additional information call FMI Vice President and General Counsel George Green at (202) 220-0613.

#### Cuervo Gold Continued from page 33

Bars and restaurants across the country, dubbed official embassies, are hosting "asylum nights" where consumers can live the island experience, register for citizenship and qualify to win trips to the new Republic.

Consumers in coastal cities should look for "Untamed Spirit," the official flagship of the Republic of Cuervo Gold, which plies east and west coast waters dropping anchor at waterside bars and restaurants to spread the island gospel. Mainlanders should be on the lookout for Nation Citizenship Buses cruising inland cities.

Weather conditions at the Republic of Cuervo Gold are near perfect. Temperatures average between 70 and 80 degrees during the fall/winter months and 75 to 85 degrees in the spring/summer season. The island boasts beautiful sand beachfront, along the world's most unusual bar which trumpets the claim, "best margaritas in the free world." Other facilities include tropical villas, a restaurant, boat dock and gift shop.

To find out how you can experience the Republic of Cuervo Gold, call 1-800-352-JOIN or visit the Cuervo website at http://



#### Spring into fitness

#### Are bioengineered foods safe?

You've probably heard something lately about food biotechnology, bioengineering or genetically modified foods. But right now you may have more questions than answers about what exactly bioengineering is, how it affects the foods you eat, and whether these products are safe for you, your family and our environment.

The Food Marketing Institute (FMI), believes that a well-informed consumer makes the best food choices. In that spirit, FMI prepared this overview of food bioengineering, including suggestions on where to find additional information about this issue.

#### Food bioengineering - What is it?

Food bioengineering is the use of genetic science to create new products from plants or animals. The process can range from extensions of traditional hybrid breeding techniques to the development of new foods that could not be accomplished in nature.

Bioengineering allows scientists to identify an individual gene that governs a desired trait, copy that gene and insert the copy into other plant cells. Subsequent breeding and selection techniques identify the cells that successfully duplicate the desired trait and develop them into new plants



for commercial use. This genetic modification can be used, for example, to create crops that grow faster, ripen more slowly, or are resistant to diseases and pests.

Many existing food products are currently being modified through bioengineering, as illustrated in the following chart:

#### What about safety?

In the United States, bioengineering is monitored by several federal agencies, including the Food and Drug Administration (FDA), the U.S. Department of Agriculture (USDA), and the Environmental Protection Agency (EPA). Each agency is charged with a different role, but the ultimate goal is to ensure the safety of food products in this country.

From FDA's Web site: "... a food or food ingredient developed by genetic engineering must meet the same rigorous safety standards as other food products, and FDA has broad authority to take legal action against a substance that poses a hazard to the public." FDA considers most bioengineered crops as inherently safe to eat as long as they use genes already present in the food supply. For more information on regulatory policy, see:

http://www.fda.gov.

#### What are the concerns?

Although there has been extensive review of these products, there are scientists who believe the effects of genetic modification of plants and animals have not yet been adequately studied and researched. They believe that more time is needed to fully understand the consequences of this technique before it is allowed to proceed. Others are concerned that bioengineering will create new crops that could be harmful to the environment. Still others believe this science raises ethical, religious or moral issues. For more information on these issues, visit the Citizens for Health Web site, www.citizens.org. Our governmental regulatory agencies have begun an ongoing dialogue to address these and other concerns.

#### What about Europe?

In Europe, recent food safety problems (which were not related to bioengineering) have heightened public concern about all issues involving food and food safety. In fact, several European Union member nations have banned imports of genetically modified products. One reason for this difference in attitudes outside the United States is that our major trading partners do not have an equivalent to our Food and Drug Administration (FDA) to regulate the development of bioengineered food.

#### What about labeling?

In the United States, the FDA determines labeling requirements Foods produced from bioengineering have to be labeled when the new product has a "material change" from its conventional counterpart. Labeling would be required, for example, if a food produced through bioengineering contained a new sweetener or a protein derived from a food that commonly causes allergic reactions (e.g., those who are allergic to peanuts). Although the biotechnology companies are now voluntarily submitting their bioengineered products to FDA for review, there is no absolute requirement for them to do so for all of their products. The grocery industry believes that consumers have a right to expect an FDA safety review for all bioengineered foods.

#### What is the grocery industry's position?

- Consumers have a basic right to know the relevant information about the products that they buy, including information about genetically modified foods or foods containing genetically modified ingredients. We support the role and responsibility of FDA to determine appropriate food labeling.
- Consultation with FDA should be carried out for all genetically modified foods or food ingredients. Such consultation should include a safety review and a determination as to appropriate labeling.
- FDA should establish criteria for "GM Free" and "non-GM ingredient" labeling. The Federal Trade Commission (FTC) should develop guidelines for advertising claims about food bioengineering.

## GMO campaign coming soon

Now that the controversial sheep-cloning issue, which raised more than a few eyebrows, has been pushed to the back burner, the emerging debate on genetically modified foods is coming to the forefront. Will "GMO-free" hangtags be the wave of the future? Will reading labels become more complex as consumers seek GMO-free products at the grocery store? The Campaign to Label Genetically Engineered Foods (CLGEF), a Seattle-based grass-roots organization, is counting on it.

It appears that Grocery Manufacturers of America (GMA) is launching a multimillion-dollar campaign to convince Americans that genetically engineered foods are safe and beneficial, but CLGEF is warning corporations promoting this experimental technology that no amount of money is more powerful than organized grassroots activism.

GMA spokesperson Gene Grabowski says, "We want to create an environment where people are encouraged to come forward. It's difficult in Europe now to speak about biotechnology without being jeered. We hope that situation won't arise in the United States."

For details, see http://www.thecampaign.org

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